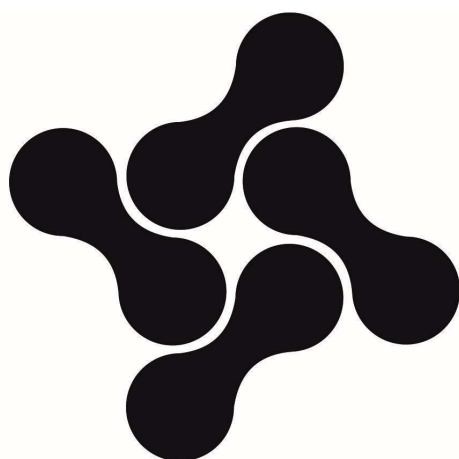


Whitepaper

v. 0.1



Mainasset

Product

Cryptoworld

Mainasset is a global economic strategic game, which allows you to earn crypto currency.

The world of Mainasset consists of an unlimited number of sectors. A “sector” is a part of the game with no more than 7 participants. The goal of each User is to achieve the full dominance in the sector.

The sector data is physically stored on users’ mobile devices or computers. All sectors interact with each other and form an infinite playing space - the Mainasset blockchain.

Interaction of Cryptoworld Sectors

Interaction of sectors is carried out horizontally and vertically. Horizontal interaction occurs between sectors, that have similar industrial type. The model of Mainasset is created in such a way, that Users of the same level compete in the same sector. After a User achieves dominance in his sector, he begins to play on a more complicated level. This happens through the shift from the weaker sector to a more complex sector. With the increase in level complexity, the possible income of the User also increases significantly.

Mainasset Identity Scoring System

Each User is identified by his activity in the Cryptoworld. Mainasset implements a credit system for Users. The size, rate and term for a loan is based on scoring. Scoring is based on the analysis of User's actions. Depending on the profile, a credit line is formed.

The world of Mainasset is built on the principles of the popularization of business. To ensure balance in the crypto world, a hint and help model will be implemented at the initial level: so if the user has low efficiency of the actions in the simulation, the scoring system can even calculate a negative rate for him, that is, offer subsidies.

Economic model

Mainasset token

The general unit of account in the Cryptoworld is the MAS token. The issuance of the MAS accounts for 10,000,000 tokens.

To ensure the liquidity of the MAS token, about 80% of the capital attracted at the ICO stage will be reserved for guaranteed exchange of MAS tokens to the ETH crypto currency (see the next subsection for more details).

Liquidity of the token

Each MAS token, that is in free circulation, will be backed by the ETH crypto currency. The User will be able to exchange His tokens to ETH at any time by means of Mainasset exchanger.

By means of ICO it is planned to attract about 25,000 ETH (incl. 20 000 ETH to ensure free circulating MAS tokens).

Thus, the initial exchange rate in the Mainasset exchanger will be: 1 000 MAS = 2 ETH.

The business model of the project is built on internal purchases in the mobile application.

According to the study provided by Deloitte, the volume of mobile games market reached the figure of 35 billion dollars in 2016, while the average annual revenue was about \$20 per user and the average number of users was about 1 billion, including 8% users that play business simulators.

Taking into consideration the results of a calculation made by our analysts, sales for 2019-2020 are predicted to be \$60 million a year.

50% of the revenue will be converted to ETH to ensure liquidity of the MAS token.

Provided that the number of the MAS tokens issued will be maintained at a rate of \$300 for ETH, the estimated rate of buy-back of tokens in 2020 is: 1,000 MAS for 20 ETH.

The Mainasset Fund

The Mainasset Fund is an uncontrolled, automated mechanism created to ensure all the economic processes in the Cryptoworld. The Fund issues new MAS tokens.

The main scenario for the issuance of MAS tokens is to sale a continuously calculated volume of tokens as an internal purchase in the mobile application at a higher rate than in the Mainasset exchanger. The following formula is used for calculation of the MAS token value (P):

$$P = \frac{1}{1+margin} \cdot \frac{cost}{rateETH} \cdot rateMAS, \text{ where:}$$

- *margin* - the coefficient, that determines the growth of the value of MAS tokens in Mainasset exchanger;
- *cost* - the cost of an internal purchase in the mobile application;
- *RateETH* - the exchange value of ETH, aggregated from the largest crypto-exchanges in real time;
- *RateMAS* - the exchange rate of the MAS tokens in the Mainasset exchanger.

How to get a Mainasset token

A member of the Cryptoworld can get a MAS token in following ways:

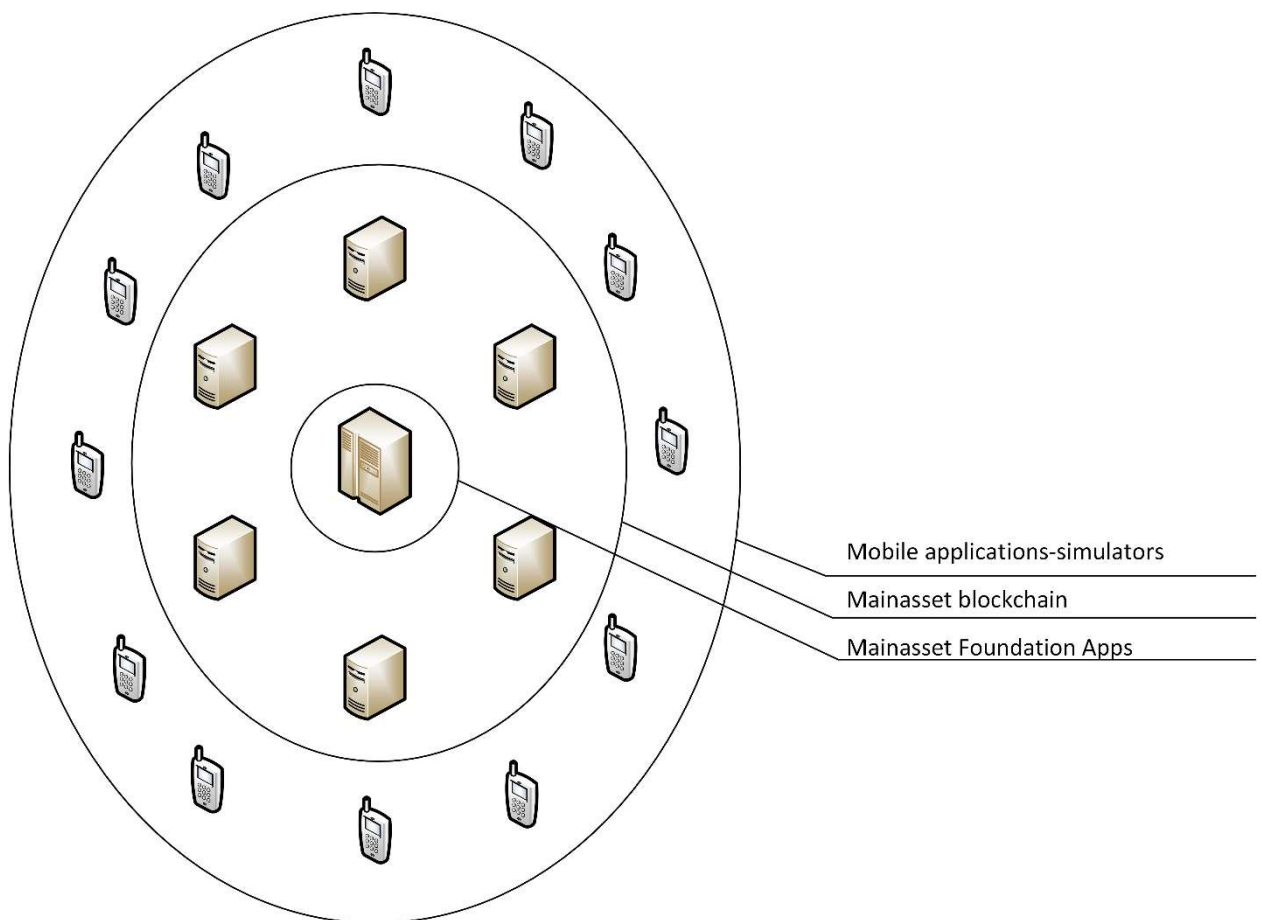
- by participation in the pre-sale and ICO,
- by purchasing it on the crypto-exchange,
- by ensuring the functioning of Cryptoworld as a blockchain-node,
- by purchasing it in the mobile application for a fiat,
- by mining: every blockchain-node owner receives a reward depending on the number of requests he processed.

Technical Product Description

General description

In terms of the architecture of Mainasset, following technological levels are distinguished:

- Mainasset Foundation Apps
- Mainasset blockchain
- Mobile applications-simulators



Mainasset Foundation Apps includes such software components as web-services and smart contracts located in the Ethereum environment. Within this level, the key services are highlighted that are vital for the functioning of the Mainasset system:

- Smart contract of the Mainasset token

The MAS token is implemented on the basis of the ERC20 interface. Token is a unit of account used in the economy of Cryptoworld.

- Dapp «Mainasset exchanger»

This is the service that allows User to sell MAS tokens at a guaranteed rate (calculated as the ratio of the Mainasset Foundation's capitalization (in ETH), to the volume of MAS tokens which are in free circulation in the Cryptoworld)

- Dapp «Register of economic models of simulators»

The service stores a register of economic models of simulators used in the Mainasset's Cryptoworld, with a digital imprint of the model's file image. Digital imprint allows the mobile application to reliably determine that it works with a correct economic model.

- Dapp "Identity Scoring System"

The scoring system implements a crediting mechanism for the User in the Cryptoworld.

- Dapp "Blockchain-node map"

The service stores an address list of all authorized nodes of the Mainasset's blockchain. Mobile applications can turn to this service to establish a binding to a certain blockchain-node.

- Dapp «Voting»

The service provides the decision-making on important issues in the Cryptoworld:

- adding new blockchain-nodes;
- adding new (updated) economic models of simulations.

Voting is carried out by the Cryptoworld's participants, that own the MAS tokens.

Typical segment architecture

A typical segment includes interactions of the mobile application with the blockchain-nodes and Mainasset Foundation App services.

The mobile application has a plug-in architecture and contains 5 key modules:

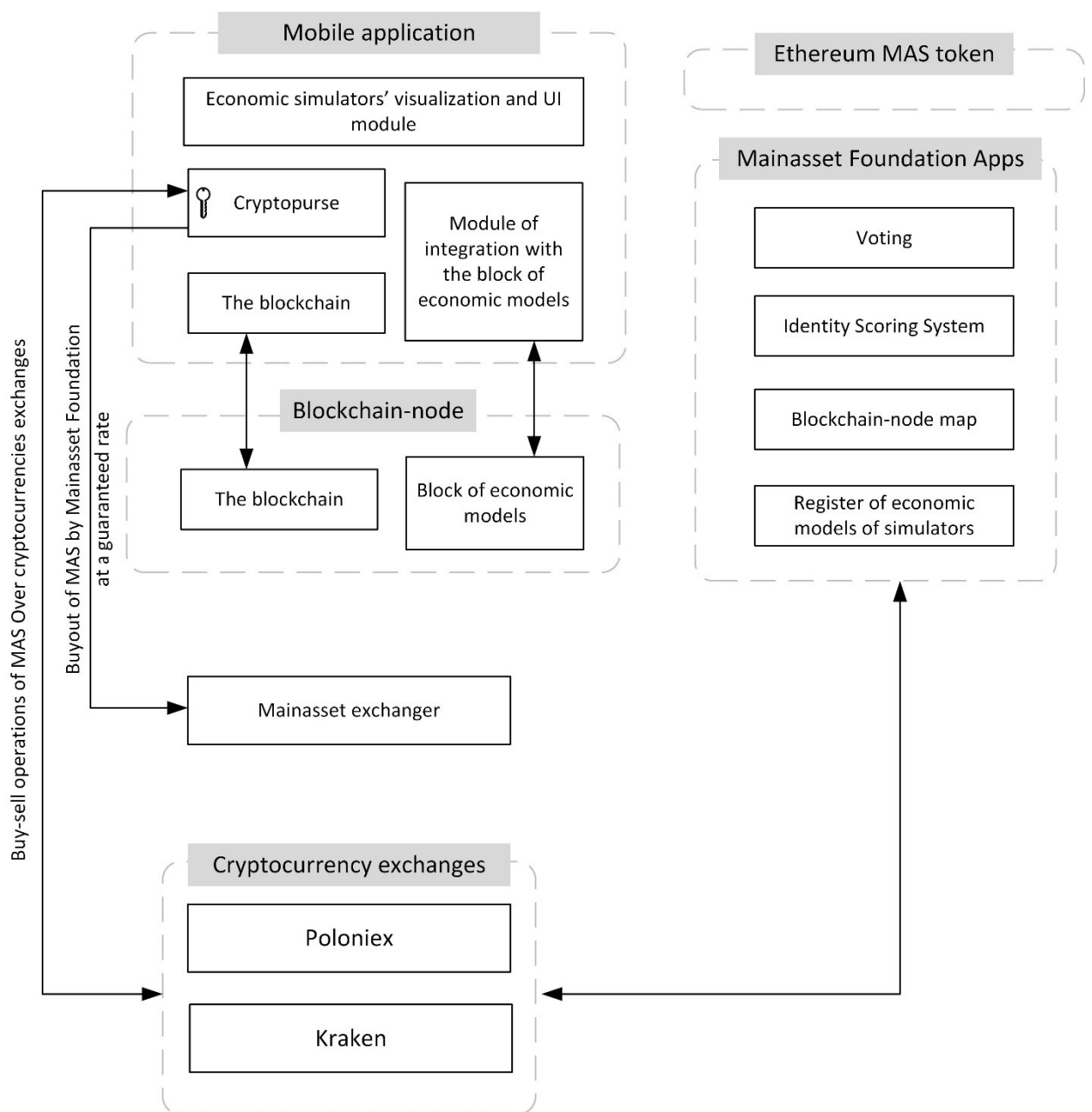
- *Cryptopurse*

The cryptopurse is represented as a mobile application module and provides a secure access to the MAS tokens. It provides the ability to generate addresses for depositing funds, as well as the mechanisms to withdraw them into the Cryptoworld. The cryptopurse also provides a usable interface for "Voting" and "Mainasset Exchange" services.

- *Personal* Account

Personal account provides the ability to control User's personal processes:

- managing simulation: launching, completion, making internal mobile application purchases as a participation fee;
- an overall rating, influence and position of the Cryptoempire;
- navigation through the Cryptoworld, the ability to connect to a sector as a spectator;
- communication with other users;
- getting a loan by means of Mainasset Identity system.



- *Economic simulators' visualization and UI module*

This module provides the visualization of the simulator's game process.

Depending on the type of simulator, its own user interface mechanism is implemented.

- *Module of integration with the block of economic models*

To exclude the possibility of hacking and implementing of fraudulent tactics and participation strategies, economic simulation models are not stored in the mobile application. All the logic is only calculated on the side of the authorized blockchain-node.

- *The blockchain*

Blockchain stores all the parameters and the history of the User's areas development, thereby preventing any information losses about the Cryptoworld and the possibility of data forgery.

The blockchain-node has two key modules:

- *The blockchain*

Duplicates the data storage of the range of users, provides information for building the Mainasset Identity scoring model.

- *Block of economic models*

Processes the decisions of the simulation participants and ensures the Cryptoworld evolution in accordance with the inherent economic laws of the Mainasset.

The Owner of the blockchain-node gets a reward in the MAS tokens for providing His computing resources for the system use.

ICO Terms and Conditions

A total amount of 10,000,000 MAS tokens will be issued, including:

5 000 000 MAS - will be sold within the ICO at a price of 1 MAS = 0.005 ETH;

1 500 000 MAS - will be sold within the pre-sale with a discount of 80% (1 MAS = 0.001 ETH);

500 000 MAS - reserved for bounty;

3 000 000 MAS - reserved for the development team, incl.

1 000 000 MAS - distributed among the founders of the project

2 000 000 MAS - fund for the Mainasset development

The aim of the pre-sale is to collect 1500 ETH for prototype implementation and ICO provision, including creation of a correct jurisdiction, informing and attracting investors to the ICO, the development of a proof-of-concept prototype, the development and audit of the Dapp «Mainasset Exchanger» and the Dapp «Voting».

The aim of the ICO is to collect 25,000 ETH, with 20,000 ETH to ensure the liquidity of the MAS token. 5 000 ETH - will be spent on development.