

IMIGIZE SERVICE BLOCKCHAIN

ECOSYSTEM OF THE GLOBAL ONLINE MARKET
OF FOOTWEAR AND CLOTHING BASED ON
3D CONTACTLESS FITTING SERVICE

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A message from the founder

Dear Token Sale participants!

We appreciate you and your attention to the Imigize [imidz'aiz] project and would like to inform you that currently at the request of our advisors and a number of potential investors, we made additions to our Whitepaper in connection with the extension of our technological capabilities.

In addition to the contactless footwear fitting service for online purchases, we conducted a series of preliminary experiments regarding the use of current technologies for online purchases of clothes and received compelling validation on a transfer of technologies to the clothes market.

Thus, thanks to Imigize, all wearable - clothes, and shoes - will be available for online purchases in the exact size. Now, any Internet user will be able to buy clothes and shoes in the store and be confident that the purchase will fit in size as if they were trying it on and bought it in a regular store.

Imigize service lifts main restrictions in online clothes and footwear shopping connected to size fitting. Remote contactless fitting is a reality now.

Token Sale goal

To create a new ecosystem Imigize Blockchain Service on the online market of shoes and clothing, service-based contactless 3D fitting.

Imigize Service Blockchain is a bridge between the global clothes and footwear market and blockchain technology, which allows creating a new ecosystem of participants in the worldwide online market. The service generates a vast amount of data on most shoes and clothing, on personal anthropometry, the dimensional fitting of clothes and footwear, the parameters of their comfort. Everything is stored in the blockchain system. Imigize Service Blockchain ecosystem participants obtain access to this new valuable information without disclosing personal data of end users.

Thus, Imigize performs a system-forming factor in the formation of this new system of relations between all players of the clothes and footwear market, which removes information obstacles. We upload this data into the blockchain and develop a comfortable decentralized Imigize Service Blockchain system, which will bring together all online market participants and will allow them to obtain unlimited access to an array of Big Data.

The Imigize Service Blockchain platform provides the opportunity to interact more effectively all the market players among themselves in the framework of the information, industrial, economic and financial relations.

Imigize tokens

A key component in the project Imigize Service Blockchain is the Imigize token (IMGZ), which will fulfil the infrastructure function and is necessary for transactions between members of the platform.

Ecosystem members use tokens Imigize (IMGZ) for the right to use the information of the service.

Online stores obtain the right to use the service of the contactless fitting for their customers for tokens. One token entitles to a one-time use of the Imigize service.

Manufacturers of clothes and shoes for the token acquire the right to use information about the comfort and fitting degree to manufacture products that meet the customers' demands.

By prior arrangement with online stores, all buyers of clothing and shoes will be able to use tokens when purchasing goods.

Rating agencies for tokens acquire the ability to use the verified information to compile analytical reports on the entire industry.

Obtaining tokens, financial structures get access to information that will allow more accurately determine investment strategy.

The project Imigize is really a value

Imigize is not a concept or MVP. It is a launched business, working with major customers in the CIS/Russia: Wildberries, SportMaster, Runlab.

In Saint Petersburg, there is the industrial center of the footwear internal volume measurements (which is our know-how) that has a capacity up to 1 million samples of shoes a year.

Intellectual property rights (patents) are conferred by WIPO/PCT (international patent system).

Already at this point, current customers of Imigize are ready to provide the following number of end-buyers/users of the Imigize service:



- Runlab (www.runlab.ru) 500 000 customers.
- Wildberries (www.wildberries.ru) 30 000 000 unique customers monthly.
- Sportmaster (www.sportmaster.ru) 90 000 000 customers.

Imigize about prospects

We believe the era of when to not to miscalculate the size, you have to go to the store to try on and then buy shoes and clothes, is already on the decline.

Service of correct size selection will be fully transferred to digital technologies and will cease to be a constraint to the development of online trading.

Take a part in our Token Sale and we can work together to open a new page in the history of the Internet shoes and clothing trade.

With kind regards,



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Annotation

Imigize service is the first 3D online fitting

Customers no longer have to go shopping for a fitting pair of shoes (clothes soon) or get disappointed that footwear bought in an on-line shop doesn't fit.

Now anyone can buy footwear (clothes) on-line and be sure that it is going to be comfortable as if you would try it on and buy it in a regular shop.

The point of the service:

A user measures their feet with a portable scanner in a regular shop or on their own with an iOS/Android app.

Thereupon customer's feet 3D model is built.

Footwear presented in an on-line shop collection is scanned in the Imigize Measurement Center where 3D models of the internal volume of the shoe are created.

The software algorithm of Imigize compares customer's feet and internal volume of footwear 3D models accurate within 1mm and finds the most fitting size.

Users can look up the percent of compatibility with each model and, using the option "Fitting items", sort shoes by comfort rates.

A similar approach is applicable to clothes.

Imigize solves problems of:

- Returns in case of not fitting size - more than 40% of returns in an on-line shopping are because of not fitting size.
- Distrust of the shopping on-line because of possible unsuitable and uncomfortable footwear (clothes) purchase.

Monetization model:

- Cost-per-Sale, 2-5% from each sold pair of shoes using the technology of "Imigize contactless footwear fitting", which is an average of US \$2.5.
- For sale panoramic (360° x 360°) photos of shoes, for ~ US \$5 for every range of footwear.

Imigize mission:

- To create a blockchain ecosystem on a global online footwear and clothes market based on Imigize contactless fitting service.

- To make an online purchase of comfortable and appropriate for the size of shoes and clothes available to each customer.

Briefly about Imigize:

- Project is founded in 2015.
- Stage of development: contactless 3D online footwear fitting service is ready for work commercial product.
- About the company: 25 people. A team of highly skilled programmers, mathematicians fuzzy 3D objects modeling, computer vision, neural networks, artificial intelligence, and engineers.
- The approved PCT international patent applications.
- Production-scale measurement center of 3D scanning created on the base of modern manufacturing equipment with a capacity of 1 million pairs of shoes in a year.
- The algorithm for computing the compatibility of feet and shoes and the evaluation of comfort.
- Software and equipment for ultra-high resolution 3D panoramic photos (360° x 360°).
- Software for industrial logistics and production-scale shoes scanning (Imigize ERP).
- Software product on the computing and storage end-buyers' data (Imigize CRM).
- Software for rapid integration with any web-stores.
- Footwear of more than 15 global producers is digitalized, among them: Anta Sport Products, Adidas, Nike, Reebok, Saucony, Asics, Ecco, Converse, Vans, Keddo, Stroobbs, Patrol, etc.
- There are more than 2000 users who have Imigize ID.
- An innovative algorithm for footwear sizes selection, mobile app, portable scanners to measure feet of customers in the stores, integration tools with web stores.
- Commercial contracts are concluded and largest companies of the on-line footwear market with total of 100 million of end-buyers are connected to the service:
- A public launch of the service in the RunLab (runlab.ru) was held in November 2017, launch in Wildberries is planned in January 2018, Sportmaster - February 2018.
- Headquarters are in Hongkong, Developer's office is in Saint-Petersburg (Russia)
- Main productive facilities are in Russia (test market) and China (preparation for the Measurement Center build has started with Chinese partners).
- Costs in the project amount to more than US\$ 2 million.

Main Imigize website: <https://imigize.com>

Token Sale: <https://imigize.io>

Video about Imigize technology and service:

- <https://www.youtube.com/watch?v=cVofHzyHo5I> (English)
- https://www.youtube.com/watch?v=st_AjT_fxm4 (Russian)

Demo days

Since September, 2017 we daily perform a service demonstration to the public and journalists in our offices (Saint Petersburg).

The visitor can scan feet and then see the recommendations of the Imigize algorithm for choosing the fitting size in an account on [Imigize.com](https://imigize.com). Then try-on the suggested shoes and assess the accuracy of the algorithm.

Since November 2017 service is launched in Runlab, online store and brand store in St. Petersburg, Kemskaya str., 1.



The screenshot shows a product page for the Asics Gel-Kayano 24 shoe. At the top, there's a navigation bar with links for 'RUN-LAB', 'Блог', 'Блог о беге', 'Запись на подбор обуви', 'Статьи', 'Достижки и призы', 'Календарь', 'Мужчины', 'Женщины', 'НОВЫЕ САЛЮТЫ', 'ПОДАРКИ', 'Поиск', 'Вход 777-06-67', 'Магазины и контакты', and 'Войти' with a user icon. Below the navigation is a search bar and a 'Корзина' button. The main content area features a large image of a blue Asics Gel-Kayano 24 shoe with orange laces. To the left of the shoe are arrows for navigating through other shoe images. To the right, there's a color selection section ('Цвета') with two small shoe icons, a size selection section ('Размеры US') with sizes 7.5, 8, 8.5, 9, 9.5, 10, 10.5, 11 (with 11 highlighted in yellow), and a dropdown menu for delivery locations: 'МСК_Метро Тимирязевская', 'МСК_Метро Октябрьское поле', 'МСК_Метро Сокольская', 'Иногородний', and 'СПб_Метро Крестовский остров'. Below these are buttons for 'Какой размер модели мне подходит?' (What size model suits me?), 'Узнать' (Learn), 'Войти в IMIGIZE' (Log in to IMIGIZE), and a price of '11 490 руб.' (11,490 rubles). A large yellow 'Купить' (Buy) button is prominently displayed. At the bottom, there are links for 'Записаться на подбор обуви' (Book a shoe fitting) and 'Доставка' (Delivery), with the note 'Обрабатываем заказы ежедневно' (Process orders daily).

Sing up for the demonstration:

<https://docs.google.com/forms/d/e/1FAIpQLSduowXhcs2offwwduleMileAaETinTziHOqIYxyGjtk4NLv4g/viewform>

Competitor analysis and Imigize technology

Today we can talk about 3 areas in the virtual try-on.

Style virtual footwear fitting rooms

Broadly speaking, style virtual fitting room allows the customer to see on the monitor many virtual looks in clothes and footwear that they want to buy, in other words, try it on.

Style virtual fitting room representatives:

- www.meta1.com
- www.memorymirror.com
- digitalbuzzblog.com/goertz-augmented-reality-virtual-shoe-fitting-store-installation
- fastcompany.com/1715933/intels-virtual-footwear-wall-adidas-turns-boutiques-shoe-topias-video
- pioneeringooh.com/lacoste-takes-stores-digital-ar-app-new-trainer-range/

This approach is based on customer's look projection on the screen or in the fitting room with digital mirrors. All fittings are carried out by a simple overlay of the projection of the customer's body/legs or a virtual mannequin with pictures of clothes and shoes from the existing range.

The main drawback of this approach is that such a simple overlay of the shoe / clothes on the projection of the customer's feet / body allows to decide only questions of style, but not its size. The shoe or clothes sizes in this case are being chosen on the basis of indirect indicators.

Virtual clothes and footwear brand showrooms

The option of virtual footwear fitting with the ability of choosing the right size is currently being implemented in showrooms of shops selling global brands of shoes. Customers are offered to choose the suitable size of footwear, based on information about the production parameters of shoe lasts.

There are interesting developments in this respect in projects **RightShoes** (www.rightshoes.ch) and **Fitfully** (www.fitfully.me).

This approach is limited by the reluctance of many footwear manufacturers to provide their signature lasts for scanning. This technique of selection is not precise enough, since it ignores the deformation change of shoes after it was removed from lasts.

Virtual fitting based on 2D measurements

Attempts to directly measure the internal volume of the shoe itself were first made by startups in the United States. **Shoefit**, which was bought by **Amazon** is the pioneer in this area: techcrunch.com/2015/04/10/amazon-quietly-acquired-shoefit-to-improve-how-it-sells-footwear-online/

They invented and patented an electro-mechanical meter of internal dimensions of shoes. Sleek device that fits inside the shoe, but do they measure all the other critical points inside the shoe, except the length? It is obvious that everything here is limited only to measurement of the maximum length.

Tryfit (www.try.fit) and **vFit** (www.vfitshoes.com) are moving in the same direction.

The German company **Mifitto** (www.mifitto.com) suggested to measure footwear with tomographic scanner. There is considerable difficulty associated with the allocation of the internal volume of the shoe. At this stage Mifitto were able to identify an area of interest only in the region of the internal insole of a shoe. The measurements are made in 2D (3D visual is created visually on a later stage), i.e. only the maximum length and width of the insole are recognized in measurements.

Scanning shoes unpacked like Mifitto does not guarantee the accuracy of the measurement because the shoes may be deformed due to the packaging.

Disadvantages of existing approaches

Approaches to solving the problem of footwear size remote selection presented above are not designed for suitable size selection (cases with style fitting), or don't provide sufficient data for precise adjustment (fitting based on 2D measurements - maximum length and width of the internal volume of the shoe).

Approaches based on 2D measurement are limited to a certain range of soft sports shoes with laces.

Most of footwear are behind their view: all solid leather shoes for men and women, women low and high heel shoes, winter shoes with fur and many other, where try-on knowledge of parameters such as the height of the leg lift, the height of the fingers, elevation of the metatarsal portion, the position of the thumb and little finger, achilles, ankle, shin etc. play an important role.

The internal footwear measurement methods above involve laboratory techniques for measurement. They are few in numbers, highly labor-intensive, heavily dependent on the human factor, thus limiting accuracy, repeatability, and the ability to quickly and cheaply scale the project.

The use of a stationary 3D scanner to scan customer's legs on the basis of the existing technology of 3D laser scanning is expensive, not cost effective and most importantly does not involve mass feet measurements and rapid expansion of the service remote selection of shoe size..

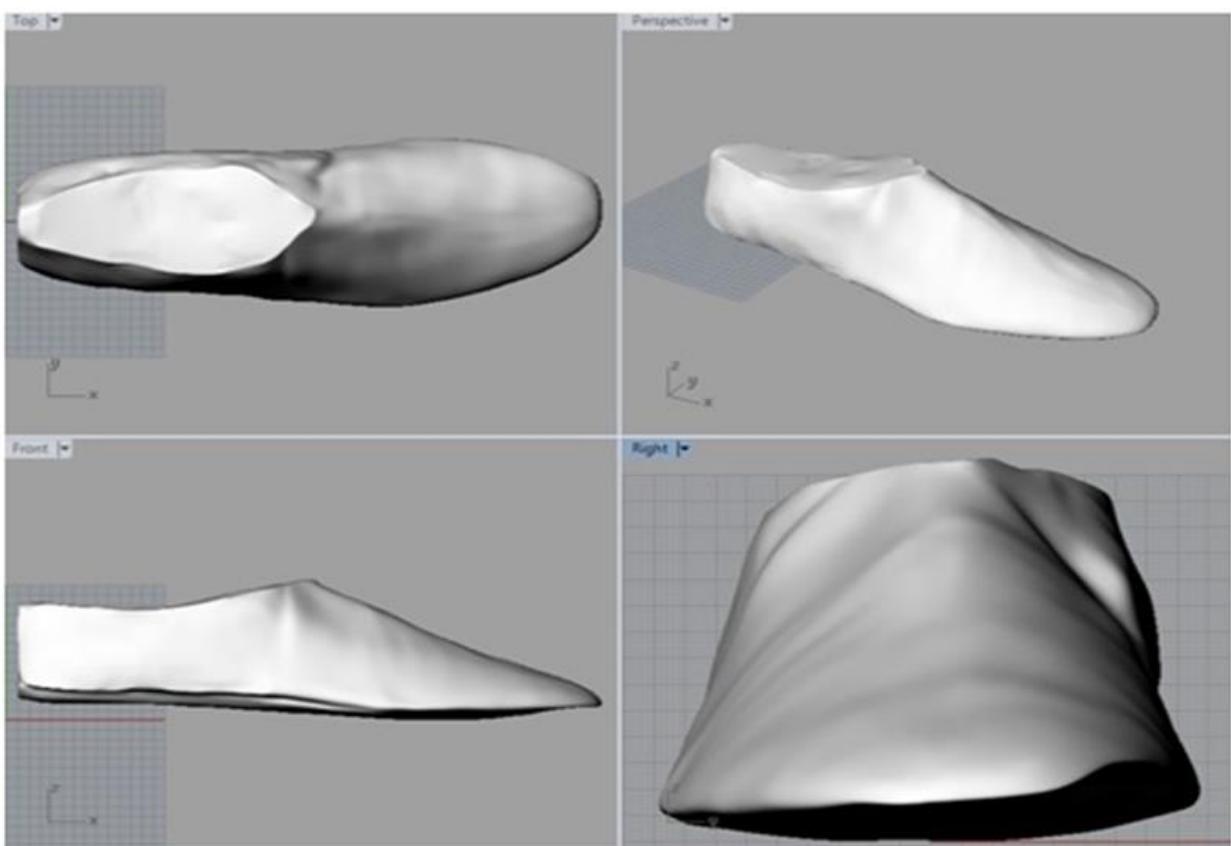
Imigize Imigize contactless 3D fitting

A distinctive feature of the method is it is based on the technology of 3D measurement.

Technological breakthrough

In its approach to the measurement of the shoes Imigize uses innovative technological solutions, which have recently been developed and found application in the field of non-destructive industrial control, for the aircraft industry and microelectronics.

The result is the possibility of constructing a full three-dimensional model of the measured internal volume of the shoe. The internal volume of the shoe 3D model is created using preparatory operations simulating the position of the shoe on the foot of the potential customer. This allows making similar the generated 3D model of the internal volume of the shoe to one during the actual physical fitting.



The technology of Imigize provides an opportunity to measure virtually all the products manufactured by the world's footwear industry. This refers to any model of men's, women's and children's shoes for all occasions and uses.

On the basis of these technologies in Saint-Petersburg is built the world's first industrial Center of the internal volumes of the shoe measurements in 3D, with an annual capacity of 1 million pairs of shoes with the possibility of increasing it by several times.

Conveyor line method of measurements is implemented in the Center. The process of constructing 3D models of the internal volume of the shoe is fully automated. All this allows to achieve high speed and low cost of operations.



The customer's feet scanning is also available in 3D. It is possible to use one of two methods:

- using mobile applications for iOS/Android at home;
- using portable scanner in an on-line store pick up point or In traditional shops that are equipped with the technology;



Aligning the 3D model of the customer's feet with 3D models of the internal volume of the shoe, our selection algorithm is reporting with high accuracy using the on-line footwear store widget about what kind of shoes are most suitable for that customer and, moreover, evaluates how comfortable is the chosen model.

The software complex that is constructed using elements of neural networks is able to compute the comfort of the shoe for each customer.

For example, turning on the filter "Fitting items", customers are able to see individual recommendation for each shoe model: "Size 42 of that model will fit you perfectly (97%), buy without a doubt".

Our competitive strengths

Innovative measurement technology of shoes and customer's feet of Imigize takes into account all weak technological disadvantages of our competitors and makes contactless footwear fitting simple and convenient tool for the mass use of shoe shopping on-line.

- Patented method (PCT patent) based on 3D measurements gives the highest accuracy of the size selection of the shoe due to the precision matching of full 3D models of the internal volume of the shoe and the customer's feet. This takes into account personal comfort requirements.
- The versatility of this technology is the ability to measure all types of footwear of any material from any manufacturer.
- Unlimited worldwide service scaling due to the inexpensive portable scanners and mobile app for customer's feet measurements in 3D (within 5 years 80% of the adults will own a smartphone (see GSMA Intelligence)).
- Low cost and high performance of the internal footwear volume measurement is secured by conveyor line process.
- A pilot project of the service is already running on the test the Russian market: the companies Wildberries and RunLab.
- The first measurements Center in Guangzhou (China) is being designed with a capacity from 2 to 5 million pairs of shoes in a year. The planned construction of footwear measurement Centers in China is located in areas close to the world shoe brands production and will significantly reduce the cost of service and logistics costs and samples of shoes to be digitized.
- The absence of real competitors in the markets of America, China and Russia.

Benefits for on-line stores

The service will provide:

- a significant reduction in additional and transportation costs on the on-line shops due to returns. Now the number of returns due to not the right size is 40%-60%. The first results of the service show a decrease in returns three times, up to 10-15%;
- growth of the loyalty of old on-line customers and creation of new frequent buyers, because of the trust towards on-line shopping of shoes and placement of repeated orders;
- a significant influx of on-line customers from traditional stores, who rated the convenience and economic side of the service (there is more choice and prices are lower on the Internet than in conventional stores). We expect to draw over up to 90% of off-line purchases to on-line stores in the next 5-7 years.

- Increase of conversion rate in on-line shops (immediate purchase because of the certainty that items will fit), which leads to an increase in the number and size of orders, the growth of transactional profit that is based on calculations of the marginal inventory per square foot, inventory turnover and marketing expenses;
- Increase in profits of shops happens also because over time the shoe manufacturers will supply only the quality shoes, taking into account recommendations of Imigize about the specific for each regional market parameters of the customer's feet.

At a mass transition to Imigize contactless fitting a transformation of the global footwear market from off-line to on-line stores will happen.

Footwear and clothes market capacity

According to statistics, the world's **online** market in the "Shoes" segment in 2017 is estimated at **74,5 billion of USD**, in the "Clothes" segment at **317.9 billion of USD**.

The **online** footwear retailing market is developing, showing the natural annual growth of 11.7%. According to the forecasts, the market volume of on-line shoe stores by 2021 will be **US\$115,904 billion**.

Equally the online clothes market shows dynamics of growth with an annual increase of 10.6%. According to the forecasts, the market volume of on-line clothing stores by 2021 will be **US\$475.5 billion**.

Source: www.statista.com/outlook/250/100/shoes/worldwide
www.statista.com/outlook/249/100/clothing/worldwide

The total number of online buyers of clothing and shoes also demonstrate a positive trend. In 2017, the percent of footwear buyers in online stores was 16.6% of the total online consumers, and it is expected to reach 21.7% in 2021. The percent was 22.9% for online clothes buyers, and it is expected to reach 30.1% by 2021. We believe that large-scale appearance of service Imigize on the global market will create a significant impact on these indicators.

An example of a growth forecast in the online and footwear markets in the US:

Country	Year	Footwear market	Online footwear market	Clothes market	Online clothes market
The USA	2018	US \$79,9B	US \$9,60B	US \$328,06B	US \$57,14B
	2019	US \$84,0B	US \$10,95B	US \$339,54B	US \$62,23B
	2021	US \$88,5B	US \$12,35B	US \$363,73B	US \$73,79B
		https://www.statista.com/outlook/250/109/shoes/united-states	https://www.statista.com/outlook/11000000/109/footwear/united-states	https://www.statista.com/outlook/249/109/clothing/united-states	https://www.statista.com/outlook/90000000/109/clothes/united-states

Similar projections for other countries:

Country	Year	Footwear market	Online footwear market	Clothes market	Online clothes market
China	2018	US \$58,30B	US \$31,76B	US \$ 288,62B	US \$108,25B
	2019	US \$63,92B	US \$43,46B	US \$309,68B	US \$123,40B
	2021	US \$70,08B	US \$55,17B	US \$356,55M	US \$160,37B
https://www.statista.com/outlook/250/117/shoes/china https://www.statista.com/outlook/11000000/117/footwear/china					
Europe	2018	US \$88,06B	US \$20,69B	US \$375,49B	US \$65,68B
	2019	US \$91,98B	US \$24,36B	US \$382,99B	US \$71,59B
	2021	US \$96,07B	US \$28,03B	US \$398,47B	US \$85,05B
https://www.statista.com/outlook/250/102/shoes/europe https://www.statista.com/outlook/11000000/102/footwear/europe					
Japan	2018	US \$15,12B	US \$4,92B	US \$91,25B	US \$10,81B
	2019	US \$16,05B	US \$6,03B	US \$92,71B	US \$11,54B
	2021	US \$17,02B	US \$7,14B	US \$95,70B	US \$13,16B
https://www.statista.com/outlook/250/121/shoes/japan https://www.statista.com/outlook/11000000/121/footwear/japan					
South Korea	2018	US \$5,23B	US \$1,38B	US \$26,44B	US \$6,88B
	2019	US \$5,46B	US \$1,81B	US \$27,18B	US \$7,46B
	2021	US \$5,66B	US \$2,25B	US \$28,72B	US \$8,78B
https://www.statista.com/outlook/250/125/shoes/south-korea https://www.statista.com/outlook/11000000/125/footwear/south-korea					

Total on five region markets:

Country	Year	Footwear market	Online footwear market	Clothes market	Online clothes market
	2018	US \$246,61B	US \$68,35B	US \$843,86B	US \$248,76B
	2019	US \$261,41B	US \$86,55B	US \$1152,1B	US \$276,22B
	2021	US \$277,33B	US \$104,94B	US \$1243,17B	US \$341,15B

Imigize Service Blockchain- global online shoes and clothes market ecosystem.

Imigize Service Blockchain (ISB) ecosystem aims to unite all players from the sphere of production and online retailing of clothing and footwear. It is built on a new level of trust to the technology of contactless fitting that provides convenience, reliability and low cost of shopping shoes online. Uploading the most valuable database on the world's online market of clothing and shoes in blockchain, Imigize service can become a system-forming factor for building a new ecosystem - the Imigize Service Blockchain.

Imigize service, creating an information chain from buyers to sellers, then to producers of clothing, implies a connection to this system other market players such as financial institutions interested in investing in efficient production, rating agencies, evaluating manufacturers according to the criteria of clothes and shoes comfort, internet search services, as well as all other interested market participants, up to state regulators.

Imigize Service Blockchain creates a transparent, protected against manipulation, without restriction and bias in the data system, which will give all the ecosystem participants the opportunity to acquire and utilize vital information in automatic mode.

First of all, this is anthropometric data of customers, three-dimensional parameters of the internal volume of clothes and shoes, a fitting degree of clothes and footwear, level of comfort for buyers, and so on.

All are of value to participants of the online market in terms of understanding the factors and primary reasons for its further development. And the blockchain technology of the distributed database will dramatically increase the efficiency and confidentiality in the management of these data.

Imigize Service Blockchain Platform

The decentralized partner platform Imigize Service Blockchain is a software product that regulates all relationships between ecosystem participants. It acts as a structure that unites all players from the sphere of production, supplies and online trade in clothing and footwear.

The platform makes distributed data processing for placing and management of the data within the ecosystem. Each of the players on the basis of this data chooses a specific strategy for their market behavior.

Imigize Blockchain Service platform fulfills the following functions:

- Generates customers' digital data (3D data), shoes and clothes (3D data), fitting and comfort.
- Stores the data.
- Integrates feedback from users and web stores.
- Builds specific algorithms and formulas to build ratings on a variety of parameters.

- Performs verification of participants.
- Provides a protocol and channels of information exchange.
- Adjusts through smart contracts (SC) costs of collecting information and its provision.

Before starting work on the platform, the participant must register and pass verification. Simultaneously, Imigize creates a Ethereum wallet (or another more suitable blockchain account) to the user, giving the user an address and a private key to the wallet.

The participant, on the basis of verification, assigned the role in the ecosystem, depending on which, he is given access to the corresponding personal account.

To work with the platform for each of the participants will be developed decentralized web-blocks, which will have a public API for obtaining information about the participant. Data from the blockchain will be collected in real time, processed and stored in the information repository, and Imigize Service Blockchain will act as guarantor.

For each data generation and provision service, a settlement in the IMGZ tokens will be made. The price of each information service of Imigize will be determined by a combination of factors related to market demand and supply.

The platform will use the auction model, which provides for the participants in the ecosystem to negotiate directly on the provision of services.

All interactions between ecosystem participants will occur through the use of Ethereum blockchain solutions. The basic functionality of the platform is implemented with the help of smart contracts, the source code of which is available on etherscan.io.

Information structure of the platform

Customers' database. Service Imigize produces customers' digital anthropometric measurements, based on which anthropometric 3D model is created. The customer receives their ID after scanning.

At the same time, Imigize creates their Ethereum wallet and stores the private key. The main purpose of the wallet is to anonymously identify the customer as the market participant and to sign their feedback about the purchase with the private key. With such signatures, the rating agencies will be able to verify the opinion of the user.

To prevent the customer's secret identification (at the expense of cook's tracking advertising systems) in addition to the ID measurement, a BIP39 mnemonic code is created and generates so many wallets, how many times they will be identified at different online stores to avoid surveillance.

Imigize at the initial stage acts as a **Registration Center** and at the same time as an information **Repository**.

All other participants check through the Center the authorization of the user, i.e., the Center may report either a single ID measurement or the desired crypto wallet of a user, depending on which Internet store requests. The Center holds private crypto wallet keys. Provides the ability to

sign messages with the private key for user authentication in the online store, during the placement of feedbacks on the product, when requesting compensation for the purchase (cashback or prize for feedback, in cryptocurrency or token).

Each store will only know the public address of the user as his identifier. But Imigize will know to whom belongs that address and can track the feedbacks of one person who buys at a dozen shops clothes and shoes in the background mode.

The database on the internal clothes and footwear volume is formed in the Imigize Measuring Centers. Upon that, all clothing and shoes identify with vendor catalogs. At the same time, 3D models of the internal volume of the measured clothes and shoes are created.

The online store forms **a database on the purchase of goods**.

Imigize Service generates and stores all information about the dimensional fitting and comfort of clothes and shoes for each customer. Imigize algorithm server collects data about the conducted anthropometric scans, digitized clothes and shoes, calculates compatibility between them and through the API and online sends this information to Internet shops on demand.

Work of the platform

How can this happen? The store allows its customer to connect to once made ID measurement in the personal account. With such authorization, the store doesn't get an ID but only one of next crypto wallets (a public key and address) of the user. The wallet address becomes user's ID for the store and the rest of the public actions (when they will leave feedback).

Shops are addressing the Center that stores data for this user. The center verifies the user-specified information (username/password, telephone/password, an ID of the measurement or the crypto wallet) and informs the store about the successful authentication. Then the store knows only one of the crypto wallets about the user. With this ID, the store may request from the algorithm platform the data on the comfort of the shoe for the user, to know about the already scanned shoes, etc.

After the purchase, the store encourages the user to leave a feedback within 14 days. For that, retailers use in-house tools such as points, additional discounts, advertising, the opportunity to get cashback, etc.

If a user is not persuaded, the published feedback is purely technical, just about that the sales were made, the store in this transaction transfers charge for the service in the smart contract.

Any member of the ecosystem may request from others that the user address was indeed the buyer of the goods. Using the private key users sign all their actions, so the rest are able to check it out. Of course, the user does not personally sign messages, but only sends someone their private key and notifies everyone who keeps it.

For example, when the user purchases an item and leaves feedback, a store:

- refers to the user registry and finds out who is responsible for the private key;
- Imigize repository is asked to sign a user feedback;

- the store places the transaction in a smart contract, also signing with its key.

Все участники экосистемы, увидев объект, могут его проверить:

- the message is signed by the real store;
- the message is signed by the real user.

In addition to signing feedback for purchase, the private key will help any user without authorization to use any sites in the ecosystem like other stores, rating sites. For example, speaking of latter, it can be safely allowed to post without registration, as all participants have already verified it is the real user. If some sites decide to ban a user, and they choose to change ID, here will help control of participants keeping the connection between the measurements ID and mnemonic, lowering the reputation.

Thus, **sellers will start to use** Imigize Service Blockchain (ISB) first, to store and analyze customer data on fitting degree and comfort of bought shoes and clothes, forming on this basis, the clubs of regular customers, and then begin to use the information to provide a product that meets customer requirements. Imigize Service Blockchain can become a tool in preventing illegal price manipulation and market abuse clothes and shoes.

Buyers will have the ability of contactless try-on/purchase of any shoes and clothes via the Internet and continuously assess the changing range of product quality (different models of shoes and clothing), the quality of service (for example, a courier service, etc.) and comfort parameters (assessment of the accuracy of our predictions).

Dealers and distributors will be able to shape supplies, correlating them with the results of fittings and purchases, responding rapidly to changes in supply and demand in the consumer market.

The supplier will confirm in the blockchain that they supply certain goods to certain shops. It collects and analyses feedback from recipients. Shops also confirm in the blockchain the facts of the sale of such goods, so any other parties could automatically check the accuracy of the statistics on the number of sales.

Manufacturers will have the opportunity to view and state how the course of the sale of their products goes.

Manufacturer monitors raw data in the blockchain and aggregates it into any convenient marketing report, is able to add online to the smart contract information about to which of the web stores they are shipping shoes, what range, in what amounts. The manufacturer is interested in the formation of a transparent registry of the SKU to increase their attractiveness. This information is used by all the other participants in the ecosystem to check the honesty of the report on the sale of goods.

Stores mirror doing the same thing, publishing information to the smart contract about the fact of sale of the goods of certain suppliers at certain times. In such free-living decentralized system, all participants signing to the interaction with each other so that other members could check the relationship and validity of the data.

With information about a fitting degree for the size and comfort of shoes and clothes for each local region, the manufacturers and sellers will be able to regulate the production of goods that satisfy buyers.

Rating companies can constantly monitor the online status of the market and provide the necessary valuation information to customers, sellers, and producers of clothing and shoes.

The primary problem of rating structures that collect user feedback is the lack of vision of a common information picture. You cannot rate based only on the users who decided to comment (usually negatively). Verified compilation of opinions and feedbacks is needed.

Imigize gives such a complete information of actual sales and purchases, which at least 4 independent sources confirm: Imigize, web store, vendor, and manufacturer.

Rating agencies use open access to raw data from the blockchain (from the simplest transaction to smart contracts) and aggregate them. They build mathematical algorithms for processing the data and derive the formulas to build ratings, depending on the requests of interested market participants. The smart contract ensures transparency and openness of these processes.

State regulators will begin to use the Imigize Service Blockchain data to ensure environmental safety and energy efficiency technologies, combating fraudulent schemes, counterfeit goods, and customs violations.

Financial institutions and investors will be able to obtain more detailed and timely information for effective financing of the sector.

The difference of Imigize Service Blockchain ecosystem

On the earliest stage, the Imigize project is able to load real data on sales to the ecosystem. This is perhaps an unprecedented case when analytical statistics of sales of the whole industry is openly posted to the blockchain. The primary condition that Imigize requires from their partners is to report on every sold pair of shoes and clothes, asking the feedback of the user, if possible.

The access to sales statistics is not in the interest to anyone on the existing online clothes and footwear market. Imigize is the first project that will make it beneficial by creating a global goods/service rating for all participants. Online stores, manufacturers and rating sites will be able to connect to the ecosystem for collaboration. Their task is to authenticate each other, so that no one could cheat the rating system: the fake purchases, for example.

Many other companies conducting the ICO and starting the business on the blockchain, essentially do the same: documentation, data migration, protocols, SDK and APIs to create a complete ecosystem.

Our approach is different: we initially upload the data. Without it, the ecosystem will not be able to appear. Accordingly, from the first day all of our initial efforts are spent not on the development of all components of the ecosystem, but on the uploading of data into the blockchain: scanned users, digitized shoes and clothing, dimensional fitting degree and comfort, total sales, the connected audience of buyers, the number of shops, manufacturers and suppliers.

It instantly gives an outcome. There is one example of control in such an ecosystem. The supplier has to stimulate the sale of several particular brand models. They operate in conjunction with a marketing agency that gets the ability to almost instantly learn through feedback from users the demand for these new models.

For that, it's enough to place bonus compensation, and specify who and in what shares it receives, in the smart contract.

For example, a store that is the first to sell needed shoes and to gather 20 reviews will acquire it. All you have to do is report to the SC about the sale and be among first 20 clients. Technically, reviews and sales facts are undeceivable: a provider, repository, and authorization center verify each operation.

This possibility will recover the health of the market. Over time, the solid system, where the small vendors of cheap clothing and shoes forced to pay large compensation for their product to get on the shelves and compete with expensive brands will go in the past. Rather it will be replaced by honest market relations when there are no secret agreements between suppliers and stores; and all stakeholders, including marketing agencies, the right to promote the sale.

Transparency and data verification

As mentioned above, Imigize has a way to affect the global online market segment of clothes and footwear, opening the information for all to see. It will be extremely burdensome to resist Imigize. It will mean a participant decides to leave the game and lose a place in the market.

A crucial question is how to verify the honesty and correctness of the information data, such as feedbacks. This is ensured by following simple steps. Each participant is continuously verified by the other party through the blockchain. It may resemble a rating or reputation system.

If a store suspects someone of cheating, then cooperation just stops in terms of the supply and verification in the blockchain.

Each participant for facilitation of their verification places in the official DNS record the public key, and complies with the following conditions:

The supplier is obliged to constantly log in the individual SC information about which online stores it ships clothes and shoes. The obligation is imposed by the Imigize company that works with the supplier and goes through the industrial scanning all the new products. The provider documents the fact of interaction with all their stores (that are connected to Imigize) directly in the blockchain. If a supplier delivers non-digitalized goods somewhere, then this data is not recorded.

Separately, a supplier publishes online a complete list of products (item number, description, titles, images URL) in a common format of XML type, where the provider indicates which items are sent in which stores. Provider signs with its private key only a hash of such data and a link to the document. Any other participants can acquire data and conduct an audit.

The Imigize registration center verifies the fact of using the store's measurement ID. This allows the store to load from Imigize **fitting algorithm platform** an information about the service and to request from the Registration Center the right to place the feedback of the user.

Technically, these feedbacks are left on the Registration Center website, i.e., the store doesn't have an impact on their quality. The store may only not to report on the sale, although it is obliged by contract to do so because of a fee for each sold digitized pair of shoes (it comes through the public monitoring of stock on hand in the store). But there is no way for the store to falsify the sale to a non-existent user or to forge the report for him.

Any individual player can fully restore all the sales, feedbacks of users and to verify each action without dealing with anyone. The supplier verifies that they have sold some shoes to the particular store. The Registration Center confirms the user exists (the real man who measured the feet) and he logged with his account in this store. The user's report is signed with their private key which can also be checked.

It is almost impossible to rig the scheme. It requires a circular arrangement of each of 4-6 participants.

With honest statistics about sales of goods, any independent party can begin making a profit on this, adding value to the data. For example, the website with a rating of items will compile and publish any report on the best shoes. The marketing service cannot just deal with analytics, but also influence sales through prize payouts.

The enormous array of contained information in Imigize Service Blockchain requires the development of algorithms for implementation of finding it by customers and intermediaries. In our opinion, this search can involve three scenarios:

1. Subscription to events in the blockchain. Information smart contracts are the usual oracles for searching the data or event notifications. Any participant in the blockchain can subscribe to the particular type of event messages and filter incoming information. It is a fully decentralized solution.
2. There is a centralized solution in the form of API from Imigize. Through it, you can quickly find any information on the status of sales, prices, statistics, etc.
3. **Google** or **Baidu** can produce a search for relevant information, fusing and popularizing the first two solutions, to a user with a convenient interface or by embedding the search in their products for price analysis. Information about sales, fitting degree, statistics on returns, bonus rewards and other marketing programs will meet high-quality standards (protection from spam, spoofing, fakes), which will be interesting for such large companies like **Google** to improve one of their services.

Each of the information processing independent members can, at its discretion, use primary data from hundreds of thousands of daily shopping that contain feedback from the user and create the basis of their own algorithms ranking of items, stores, courier services and other types of companies involved in processing goods. A number of web services that can attract users only by their new ideas of information analysis will appear.

Creating Imigize Service Blockchain ecosystem, Imigize project assumes all roles, except the stores and suppliers. Later it can serve mainly as a register of all participants.

It is expected that in 10-15 years such Imigize Service Blockchain system will be able to unite and serve all the world's online clothing and footwear market, providing numerous benefits to all stakeholders.

Imigize token concept

Imigize tokens (IMGZ) are an open-source cryptographic token, designed as a unit used for all financial transactions between all Imigize Service Blockchain ecosystem participants.

Imigize tokens (IMGZ) are the utility tokens and act as a payment for the Imigize service and its separate components between all ecosystem participants.

All Internet shops that sell shoes or clothing for tokens obtain the right to use the contactless fitting service for their customers. One Imigize token (IMGZ) gives the right for one-time usage of the Imigize service.

Token nominal cost: **1 IMGZ = \$0,22 или 1 IMGZ = 0,00017821 ETH**

ETH value of the token is fixed on January 11, 2018, at 11:30 am (UTC), ETH is worth US\$1247. The final price of a token is exchanged into ETH and doesn't change.

IMGZ tokens function by means of:

- payment by web-stores for use of the service of contactless shoes and clothing fitting;
- payment for the right to use the information about the shoes and apparel comfort and fitting degree by manufacturers for its production;
- payments by the rating agencies that have the ability to use verified information to compile analytical reports across the industry;
- payment for clothing and footwear when customers purchase it in the online store (by prior arrangement with an online store all buyers of clothing and shoes will be able to use tokens to purchase items).

Imigize token (IMGZ) purchase principally provides the possibility of opening and operation of the required number of Measurement Centers (scanning) of shoes and clothing and Measurement Centers of potential buyers feet (with the subsequent large-scale launch of a mobile app).

Oblige holders of the token to produce useful work for the project by measuring their feet in the pick up centers (where our scans are installed) or on their own, using the mobile apps, to enrich the database of 3D models and to improve the statistics for assessing similarity.

Token distribution properties

General information

The name of the coin: IMIGIZE COIN

Short name: IMGZ

Tokens standart: Ethereum network, ERC20 standart.

Money raising: ETH, BTC.

PRE-SALE: January, 15th, 8:00 – March, 5th, 2018, 23:59 (UTC)

TOKEN SALE: April, 20th, 8:00 – June, 8th, 2018, 23:59 (UTC).

Tokens emission

- Ethereum smart contract controls the issue of tokens, which also takes into consideration the admission of non-ETH currencies (BTC) and reserves tokens.
- There is no possibility for an endless token emission. There is no need to burn tokens (there will be no extra tokens created.) Tokens are issued strictly under incoming currency in ETH & BTC. The entire smart contract is arranged to facilitate its audit for the interests of participants in protection during Token Sale (there are no endless issues, softcap & hardcap are real, etc.).
- Buyers in ETH get tokens instantly in the same transaction, automatic sale through the smart contract.
- Buyers in BTC get tokens within 2 weeks from the end of the Token Sale. Such Token Sale participants pay in BTC (on a single pre-known address), then the software notifies the smart contract on the amount of the reserve tokens for Token Sale BTC parties that they will get to the second Ethereum wallet after registration in the Personal Cabinet.
- ETH & BTC buyers are equal because of a general pause in the exchange of tokens which will be removed in 60 days after the Token Sale. Though buyers of BTC will receive tokens only after the finalization of Token Sale, they are equivalent to frozen and immediately transferred tokens to the participants in the ETH Token Sale.

The purpose of collecting

Softcap round 1: US\$0

Hardcap round 1: US\$1 000 000

Token price: US\$ 0.22 + bonuses

Hardcap total (both rounds): US\$60 000 000

Softcap total: US\$1 000 000

Token price: US\$ 0.22 + bonuses

The approximate number of tokens for sale: $\text{US\$60 000 000} / \text{US\$0.22} = 270 000 000 \text{ IMGZ}$

This is 77% of all tokens (selling for money). 23% will be issued for the team, bounty and other marketing needs. Other types of emissions do not exist.

The maximum number of tokens depends on the actual purchases during Token Sale: a fixed base token price plus the current valid bonus. The actual number of tokens depends on the amount of collection and the bonuses, described below. Tokens cannot burn because the issue is strictly under the sale (nothing to burn).

The maximum number of tokens is strictly limited in hardcap in ETH. A specific value in ETH is computed one day prior to the start of the round and doesn't change: softcap, hardcap, and token price in USD is transferred at the current ETH exchange rate.

Smart contract guarantees the softcap:

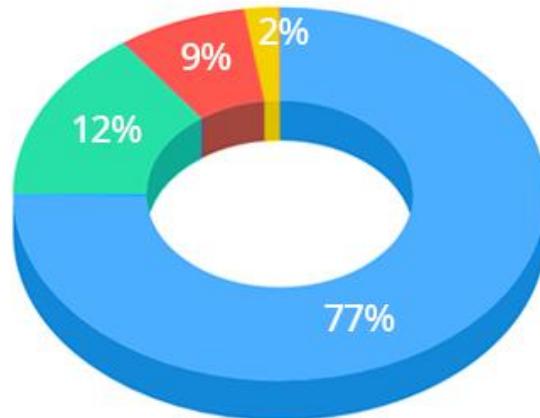
- if by the end of the round the amount of \$1,000,000 will not be collected, the funds are returned in ETH (the founder cannot prevent it in the smart contract);
- for buyers in the BTC, the company guarantees a refund in BTC.

The amount of attracted finance in both rounds of the sale:

- Round 1 (Pre-Sale) - 1,7% of total hardcap
- Round 2 (Token Sale) - 98,3% of total hardcap

Token group distribution

- 77% - Sold in the Token Sale
- 12% - Team (12 month freeze)
- 9% - Referral Partners, Advisors, Marketing, Token reserve for initial turnover
- 2% - Bounty



For sale during Token sale - 77%

Secondary objectives - 23%

The total of 100% tokens (doesn't depend on the actual amount of collecting).

Secondary 23% of tokens are distributed as follows:

The project team, tokens freezing for 1 year since the end of the Token Sale in June 2018	12%
Referral program to reward partners, marketing partners and advisers, the provision of tokens for the initial turnover	9%
Bounty	2%
Tokens sold during the Token sale for the money	77%
Total	100%

Prices and bonuses in the round 1 (Pre-Sale)

Permanent bonus is valid: +25% to base price (1 IMGZ = US\$ 0.22)

Additional (extra) bonus for large volumes of transactions is valid:

Transaction amount in US\$\$	Transaction amount in ETH	Extra bonuses	Total bonuses	US\$ per 1 token	1 ETH / IMGZ
up to 50 000	up to 40,09	0%	25%	\$0,176	7085,22
50 000 – 100 000	from 40,09 – to 80,19	10%	35%	\$0,162	7652,04
100 000 - 250 000	from 80,19 - to 200,48	15%	40%	\$0,157	7935,45
250 000 – and above	to 200,48 - and above	20%	45%	\$0,151	8218,86

Permanent 25% and large volumes of transactions bonuses CAN BE COMBINED. The maximum bonus for purchase in ETH from ~200 ETH amounts in 45% (ETH calculations are given for the exchange rate ETH/USD=US\$1247).

Prices and bonuses in the round 2 (Token Sale)

Payment time bonuses:

From	To (UTC)	Day #	Day #	Bonus	Price	ETH/IMGZ
Apr 20	Apr 26 23:59	1	7	20%	\$0,183	6801,81
Apr 27	May 5 23:59	8	14	15%	\$0,191	6518,40
May 4	May 10 23:59	15	21	10%	\$0,200	6235,00
May 11	May 17 23:59	22	28	5%	\$0,210	5951,59
May 18	Jun 8 23:59	29	50	0	\$0,220	5668,18

Large volumes of transactions bonuses:

From (USD)	To (USD)	From (ETH)	To (ETH)	Bonus	Price	ETH/IMGZ	Freeze
\$50 000	\$100 000	40,09	80,19	10%	\$0,200	6235,00	-
\$100 000	\$250 000	80,19	200,48	15%	\$0,191	6518,40	5 month
\$250 000	more	200,48	more	20%	\$0,183	6801,81	7 month

Bonuses CAN BE COMBINED. 30% is the maximum possible bonus (without freezing). If Token Sale participant agrees on freezing, then 35%-40%.

One-time payments of more than US\$100 000 are frozen for 5 or 7 months (according to table) from the date of payment. To avoid freezing, it is possible to transfer the amount, not exceeding this amount. It is possible to pay many times using one wallet, as each transaction is handled separately and cannot be combined. Freezing affects the entire wallet and all the tokens of the Token Sale participant. If a large sum is broken into several small, there will be no freezing and the final bonus will be lower (not above 30%, subject to the payment in the first week).

ETH calculations are given for the exchange rate ETH/USD=\$1247.

Imigize tokens issue (IMGZ) will be implemented according to the ERC20 standard.

Accepted currencies: Ethereum (ETH), Bitcoin (BTC). A connection of a number of methods is planned in the future. All new (non-ETH) currencies will comply with the BTC rules of admission mentioned above.

Smart contract

Will be publicly published on etherscan.io (easier than github) for analysis and audit. All details are described in a separate large document. The smart contract is excessively documented, and the entire algorithm is described to facilitate an audit of potential Token Sale participants.

Token Sale realization

Tokens are issued by the company IMIGIZE FOUNDATION LIMITED (the jurisdiction of Hong Kong), which owns the brand IMIGIZE.

The schedule of Token Sale

Pre- Token Sale is taking place in January, 2018:

- Dates of an event: - January, 15th to March, 5th, 2018 (50 days)
- The goal of attraction of financial resources is US\$1 000 000 in BTC, ETH
- General bonus during the Token Sale is 25%
- Pre Token Sale price: 1 ETH = 7014,375 IMGZ (including 25% bonus)
- Minimum Buying Transaction: 0,7 ETH
- Maximum Buying Transaction: unlimited

Token Sale is taking place in April, 2018:

- Dates of an event: April, 20th to July, 8th, 2018 (50 days)
- Activity period: 50 days
- The goal of attraction of financial resources is US\$60 000 000 in BTC and ETH
- Softcap: US\$1 000 000
- Hardcap: - US\$60 000 000
- Token Sale price: 1 ETH = 5 611,5 IMGZ (not including bonuses)
- Minimum Buying Transaction: 0.7 ETH
- Maximum Buying Transaction: unlimited

Token Sale is held on: <https://imigize.io>

Road map

Imigize is planning global events over the next 3 years, beginning in 2018, which will cover the largest retailers of footwear and clothing in several countries: The USA, EU, China and other Southeast Asia countries.

The road map chart describes a timeline which we will follow if we raise a fairly ambitious \$ 60 million through the Token Sale. If we don't raise this amount, then the Road map chart will not change, however the timing of implementing each of the steps will depend on further investment. If need be, in the future we will attract conventional venture capital.

In 2018 , the company is engaged in:

- establishing the Imigize Service Blockchain (ISB) ecosystem in the regional Russian market;
- Imigize Service Blockchain platform development and launch;
- full integration with current clients: the largest shops of Russia/CIS: Wildberries (30M unique users a month), RunLab (global brand sports shoes), Sportmaster (90M users);
- 50-70 vendors' footwear digitalizing (3D scanning and photo);
- the design and opening of the first measuring Center in China;
- pilot integration with first American online store that sells different brands, manufactured in China;
- the initial work on the Imigize technology adoption for online selection of clothing.

In 2019 , the company is engaged in:

- US, China, Japan and South Korea market players inclusion to the Imigize Service Blockchain (ISB) ecosystem;
- Integration with 3 first from the list of the biggest on-line stores in the USA: Amazon, Wal-Mart, Costco, The Kroger Company, Home Depot, Walgreens Boots Alliance Inc, Target, Lowe's, Best Buy, Zappos, Yoox, Revolve, Nordstrom, Farfetch, Dick's Sporting Goods, L.K. Bennett, Macy's, Neiman, Marcus, NET-A-PORTER, Saks Fifth Avenue;
- Integration with 2 first online stores in China (potentially Japan and South Korea in addition): Alibaba, AliExpress, JD, Taobao, LovelyShoe, Vancl, LightInTheBox, Lovelyshoes.net, ShoesPie.com, Rakuten, Gmarket.co.kr, shoesone.co.kr, Koreanfashionista, etc.;
- branching of 3-5 Measuring Centres in China, Vietnam, Thailand, South Korea;
- up to 500 suppliers' footwear digitalization with the volume of digitized 5-8 million models a year;
- the opening of the first clothes Measuring Center;
- pilot connection to the first major supplier of clothing for digitalization;
- installation of 300-500 feet scanners in malls and shops in 10-15 cities in China, the USA, Japan and South Korea;

- the improved version of the mobile application with high measurement precision and adaptation to regional market customers' anthropometric;

In **2020**, the company is engaged in:

- branching Imigize Service Blockchain (ISB) ecosystem and entry into the European market;
- mass integration with the 10-20 biggest online stores in the world in any region that sell shoes and clothing produced in the plants of Southeast Asia;
- 10 footwear and clothes Measurement Centers in China (Vietnam/Thailand/South Korea);
- up to 1000 suppliers' footwear digitalization with the volume of digitized 10 million models a year;
- installation of 1000-3000 feet scanners in malls and shops in 50 cities in China and the USA;
- connection of a mobile application for mass usage by all customers, regardless of location.

In **2021**, the company is engaged in:

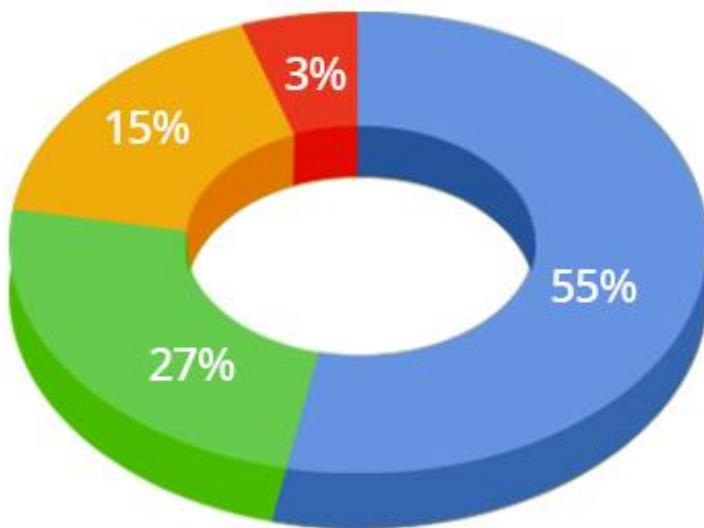
- large-scale use of the Imigize service on the world market of clothes and footwear;
- the expansion of Imigize Service Blockchain (ISB) ecosystem: access to the markets of South America, the Arab countries, etc.;
- open integration with any of the players in the shoes and clothes market;
- the volume of digitized footwear and clothes from 10 million models a year;
- opening and expanding a capacity of 15 Measuring Centers in China (Vietnam / Thailand / South Korea) to the required needs of the market;
- the construction of the first European center (Italy, Spain, Portugal, South America).

Costs on the road map chart

Calculations are made on the assumption of collecting US\$ 60 million.

If fund raised are lower then suffers a cost item of number of simultaneously opened scanning Centers shoes in favor of integration costs and IT development of major products. In this case, the opening is delayed and will be paid from own income.

- 55% - Imigize Measuring Centers
- 27% - Research & Development
- 15% - Integration with largest online retailers
- 3% - Imigize Service Blockchain Platform



A

**55% of the cost ~ US\$ 37M:
the deployment of the footwear Measurement Centers in China**

Up to 90% of the brands shoes and clothes are being produced in China (Vietnam/ Thailand/ South Korea). The main costs will go to the organization of Centers of industrial scanning shoes and clothes: facilities, equipment, logistics, operations. The planned establishment of the China (Vietnam/ Thailand/ South Korea) 10-15 industrial measuring Centers in the locations of production of the world's major footwear brands, with performance that can cover factories' basic power, for example:

- 2 centers: Guangdong province, with production centers in Guangzhou and Dongguan;
- 2 centers: the province of Jiangxi, in the cities of Wenzhou and Taizhou;
- 2 centers: on the West of the country, in the cities of Chengdu and Chongqing;
- 2 centers: Quanzhou and Jinjiang cities;
- 1 center in Vietnam;

- 1 center in Thailand;
- 1 center in South Korea;
- 1 center in Europe;
- 1 center in Latin America (Brasil).

These Centers will allow to digitize, i.e. to measure in the digital 3D format internal volume of samples of the produced models of shoes on the stage of its shipment to all customers, primarily global shoe brands and major shoe retailers.

The shoes and clothes will go on sale with a digital identification. Any online store in any country of the world can use the service for remote fitting and selling shoes and clothes.

B

**15% of the cost ~ US\$ 9M (if the Token Sale results with US\$60 million):
Hardware and software infrastructure + marketing + integration**

Part 1, equipment:

- Staged installation of a large lot of accurate portable scanners: 1500 - 2000 units in 200 - 300 cities of China, USA, Europe, Asia and Russia. In those regions where we plan the most advantageous entry into the market.
- Remote administration of computers with scanners, mobile applications, payroll cost.

Part 2, marketing and the cost of connectivity/integration with partners:

- Top range brand: Adidas, New Balance, Nike, Puma, Reebok, ECCO Sko A/S, designers, luxury brands, etc.
- American market – Amazon, Wal-Mart, Costco, The Kroger Company, Home Depot, Walgreens Boots Alliance Inc, Target, Lowe's, Best Buy, Adidas AG, Brown Shoe Company, Deckers Outdoor Corporation, Kenneth Cole Productions, LaCrosse Footwear, Nike, Nine West Group, R.G. Barry Corporation, Vans, Weyco Group, Wolverine World Wide, Zappos, Yoox, Revolve, Nordstrom, Farfetch, Dick's Sporting Goods, L.K.Bennett, Macy's, Neiman Marcus, NET-A-PORTER, Saks Fifth Avenue, etc.
- European market - Vente Privee, CDiscount, 3 Suisses, Zalando, Boohoo, Missguided, Lavish Alice, Pretty Little Thing, Glamorous, Monki, In The Style, Linzishoes, Bata, Vivarte, Foot Locker, ANWR GROUP, Eram, Clarks, ShoesPie.com, Virgilio, Spartoo, Luisaviaroma, BuyVIP, Mytheresa.com, Stylebop, Terrific.de, Sarenza.de, ItalDesign, Fashionesta, Weber Schuh, Navabi, Stylist, Juniqe, Fashionfly, Brandlots, Alba Moda, More & More, Inflammable, Betty Barclay, Mirapodo, Fifteen, etc.
- Chinese market - Alibaba, AliExpress, TMall, JD, Taobao, Vancl, LightInTheBox, Lovelyshoes.net, Shangpin, Meilishuo, Nuandao, VIP, Moonbasa, Sammydress, Banggood, Tmart, etc.

- Japanese market - Rakuten, ZOZO, Marui OIOL, Isetan, Gyaru-kei, Gyaru-o -kei, Onii-kei, Kireime-kei, etc.
- South Korean market - Gmarket.co.kr, shoesone.co.kr, koreanfashionista.com, etc.

Software integration with the shops, the installation of try on widgets, establishing control of mutual settlements for the sold shoes, the development of private and public solutions for mass integration API.

C

**25% of cost ~ US\$ 16.2M (if the Token Sale results with US\$60 million):
Research and Development**

These expenditure items include:

- Project technological and software improvements: internal volume 3D scanning methods, clothes and shoes fitting degree algorithm, structuring the main database, developing new functions, etc.
- Mobile iOS/Android applications for regional markets improvement and adaptation.
- Scientific research in in-depth mathematical analysis, technology improvements, statistical research on the basis of the 3D feet/body, training the neural network, improving the accuracy of measurement.

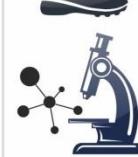
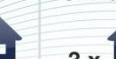
D

**3% of cost ~ US\$ 1.8M (if the Token Sale results with US\$60 million):
Imigize Service Blockchain platform**

- Algorithms design and development on the basis of Ethereum blockchain relevant to the business requirements of Market Participants.
- Smart contract prototype development.
- The development of various types of smart contracts:
 - «End-buyer - Online Retailer»,
 - «Distributor - Online Retailer»,
 - «Manufacturer – Big Data»,
 - «Online Retailer - Affiliated Partner» and so on.
- Different types of smart contracts tracking service.
- Decentralized application for Online Retailers.

- Decentralized application for “Global footwear and clothes market” network participants based on Imigize Service Blockchain platform.
- Decentralized application mobile app.
- Data generation and storage SDK development, integration of feedbacks streams, market analysts and verification of participants’ algorithmization, protocols of information exchange.

Project development depending on the Token Sale success

	US \$1M	US \$2,5M	US \$5M	US \$15M	US \$25M	US \$60M
Footwear Algorithms	Fitting Algorithms for all types of footwear on the mass market  					
Clothing Algorithms	Preparative Analytical studies	Transfer of Fitting Algorithms to clothes  	Alfa version of Fitting Algorithms for clothes: denim, business suits, shirts, sportswear  	Fully working Fitting Algorithms for clothes  	Fitting Algorithms for all types of clothes including outerwear and headwear    	
Measuring Centers total quantity	CIS/RF  1 x	China/RF  0,5 x	China/RF  1 x	China/RF  3 x shoes/clothes	Vietnam/ Thailand/China/ RF  5 x shoes/clothes	Europe/Shouth America/Vietnam /Thailand/China/ RF  15 x shoes/clothes
Countries of location of Meas. Centers	 	 	 	 	 	 
Markets cover by Imigize including net of in-shop scanners and localized versions of mobile App.			   	   	    	     

Team

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Physicist, Doctor of Philosophical Sciences, Professor, businessman with 25 years of experience.

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Topface.com social network with 115M users founder and co-owner. CryptoB2B.io Expert and blockchain Team Leader. One of the organizers of the oldest DevConf.ru IT conference. Leading his own 9-hour long master-class on the subject of large-scale projects architecture. The author of the first Russian-language website about PHP in 1997 - php.spb.ru. About a dozen other successful web projects.

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Business adviser in the global footwear business. Managed her own chain of 200 shoe stores.
Businesswoman with more than 20 years of experience.

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This notice applies to all persons who read this document. Please note this notice may be altered or updated.

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The Risk Statement details all potential risks that you should consider. We recommend that you seek out independent financial advice before engaging in any sort of business endeavor.

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