PLAYMARKET 2.0

WHITEPAPER

**PLAYMARKET 2.0
A STEP INTO THE
FUTURE OF MOBILE
APPSTORES.**

**appstore based on
blockchain and
smart-contract
technology**

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1. INTRODUCTION

The Android app market is a huge industry that is expanding from day to day. Access to this market is mainly provided through mobile app stores, which are dominated by Google Play. The exception is China, where alternative platforms (MyApp, 360 Mobile Assistant, Baidu Mobile Assistant, etc.) are popular.

All stores have a centralized architecture and practically none of them accepts cryptocurrency as a means of payment.

DAO PlayMarket 2.0 is a decentralized Android app store that accepts cryptocurrency payments. It is combined with a crowdinvesting (ICO) developer platform.

The key idea of DAO PlayMarket 2.0 is to create a decentralized self-sufficient community where users can make their own decisions without involving traditional centralized structures.

The goals and objectives of PlayMarket 2.0 are to create a sustainable economic model for developers, investors and users by way of voting, and to develop a single tokenization standard for the mobile app market.

The decentralized storage architecture will provide a smooth and censorship-resistant access to apps, while the smart contract system will ensure secure purchases.

The crowdinvesting (ICO) platform will enable developers to raise additional financing for developing their projects.

Thanks to a built-in cryptocurrency exchange, you will be able to purchase app's tokens with any currency.

To date, there are about a thousand cryptocurrencies, while the number of mobile apps has already exceeded one million. Our project team is launching a tokenization process for the mobile app market. This will lead to a rapid increase in the number of tokens all over the world and open a new huge market for cryptocurrencies.
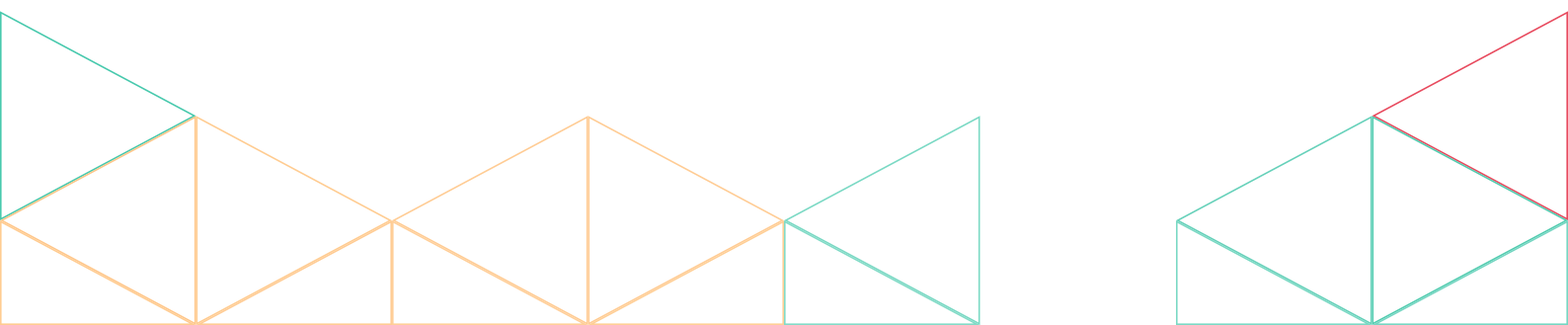
2. MARKET ANALYSIS

2.1. EXISTING PLATFORMS AND STORES

The analysis performed by the DAO PlayMarket 2.0 team, as well as information from publicly available studies confirm that the mobile app market is a promising and fast-growing industry.
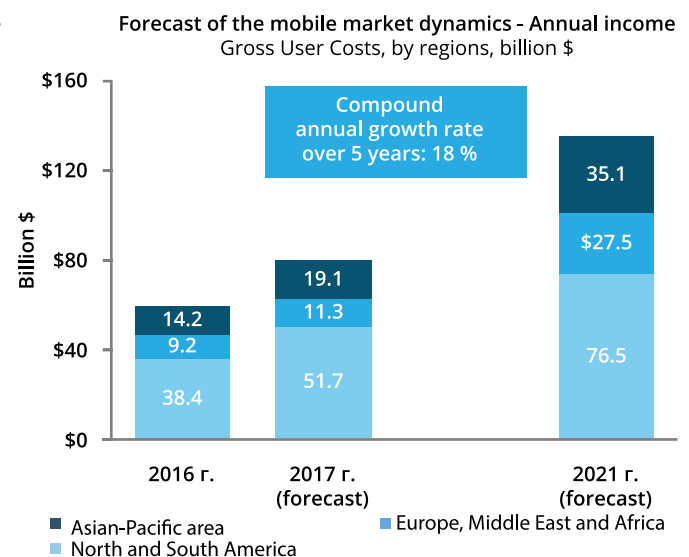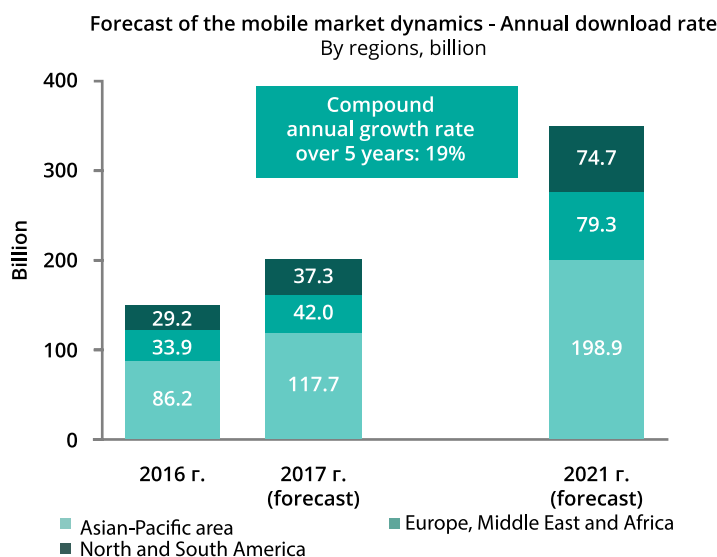
In 2016, its turnover reached about USD 62 billion. It is expected to grow to USD 82 billion in 2017 and to USD 139 billion by 2021. The number of downloads of mobile apps grew by 15% compared to 2015. At the same time, app usage time increased by 25%.

The existing platforms and the Google Play store control almost the entire global market of mobile applications, which has resulted in lack of competition and, therefore, high commission costs. The monopolization of the market imposes serious limitations on the majority of mobile app developers, as well as increases the risks of blocking apps for all users.

As of May 2017, there are only about 40 different alternative mobile app stores in the world that can be divided into the following categories:

- global app stores;
- stores of large corporations;
- local stores that are popular in one country or region;
- cross-platform app store;
- Chinese mobile app stores.

Forecast of the mobile market dynamics - Annual download rate
By regions, billion

Compound annual growth rate over 5 years: 19%

	2016 г.	2017 г. (forecast)	2021 г. (forecast)
North and South America	29.2	37.3	74.7
Europe, Middle East and Africa	33.9	42.0	79.3
Asian-Pacific area	86.2	117.7	198.9

Legend: Asian-Pacific area; Europe, Middle East and Africa; North and South America

Forecast of the mobile market dynamics - Annual income
Gross User Costs, by regions, billion $

Compound annual growth rate over 5 years: 18 %

	2016 г.	2017 г. (forecast)	2021 г. (forecast)
Asian-Pacific area	14.2	19.1	35.1
Europe, Middle East and Africa	9.2	11.3	$27.5
North and South America	38.4	51.7	76.5

Legend: Asian-Pacific area; Europe, Middle East and Africa; North and South America

2.2. DISTINCTIVE FEATURES OF DAO PLAYMARKET 2.0

The DAO PlayMarket 2.0 platform has a lot of advantages over alternative platforms and large mobile app stores, such as:

- the platform is resistant to censorship: the basic information is stored in a blockchain, which ensures security and provides access to apps from anywhere in the world;

- developers are given the opportunity to raise additional investments for their projects through a built-in crowdinvesting (ICO) platform. Any developer can issue tokens of their app in a few clicks;

- the DAO PlayMarket 2.0 platform has an integrated decentralized cryptocurrency exchange, for which an open programming interface (API) will be developed. The API will be available to third-party developers for integration into various systems;

- the platform accepts payments with cryptocurrencies to significantly expand a range of uses of the store and to make cryptocurrency closer to end users;

- developers can promote their apps by setting the conditions for users to receive tokens for installing an app;

- at the first stage, all apps are scanned for viruses and exploits in automatic mode, and then manual moderation is performed. Later, with the development of the platform, moderation algorithms will be determined by the community (DAO) using the latest technologies.

Thanks to these advantages, the platform becomes more functional as compared to its predecessors.
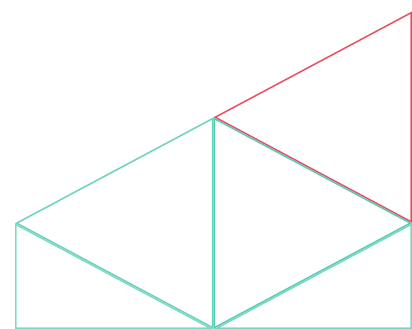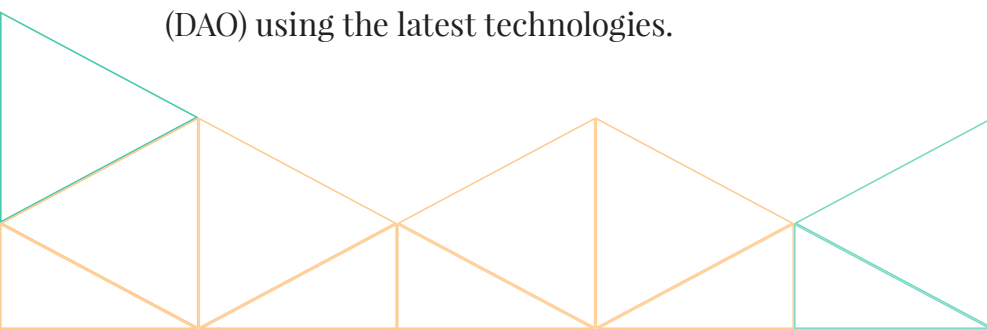
3. CURRENCY OF THE PLATFORM

Ethereum is used as the base digital currency of the platform. However, prices of apps and/or other products can be set in both Ethereum and a fiat currency (USD). After setting, the price is converted to the base currency at the current exchange rate.

4. ISSUE AND DISTRIBUTION OF TOKENS

Ticker for DAO PlayMarket 2.0 tokens: PMT.

PMT standard: ERC20.

Number of PMT tokens: 3,000,000

It is planned to distribute 75% of tokens through ICO and invest the raised funds in the marketing program to promote the DAO PlayMarket 2.0 platform.

At each ICO stage, a discount is granted depending on the stage and the total amount of purchase. 450 thousand pieces will be distributed at each stage. The maximum duration of each stage is 10 days. If 450 thousand tokens are sold in less than 10 days, there will be an automatic transition to the next stage.

Cryptocurrencies (BTC, ETH, ETC, LTC, DASH) are accepted for payment of DAO PlayMarket 2.0 tokens.

All raised funds are guaranteed to be deposited into the account and will be stored on wallets with multi-signatures.

The remaining 25% of PMT tokens will be transferred to the project team that acts as the organizer of DAO PlayMarket 2.0 and will be frozen for 24 months.

Stage ICO	Purchase amount at ETH	Discount	Stage I	Stage II	Stage III	Stage IV	Stage V
PMT price in ETH	Up to 10 inclusive	0%	0,120	0,140	0,160	0,180	0,200
	Up to 50 inclusive	25%	0,090	0,105	0,120	0,135	0,150
	Over 50	50%	0,060	0,070	0,080	0,090	0,100
Number of tokens (in thousands)			450	450	450	450	450
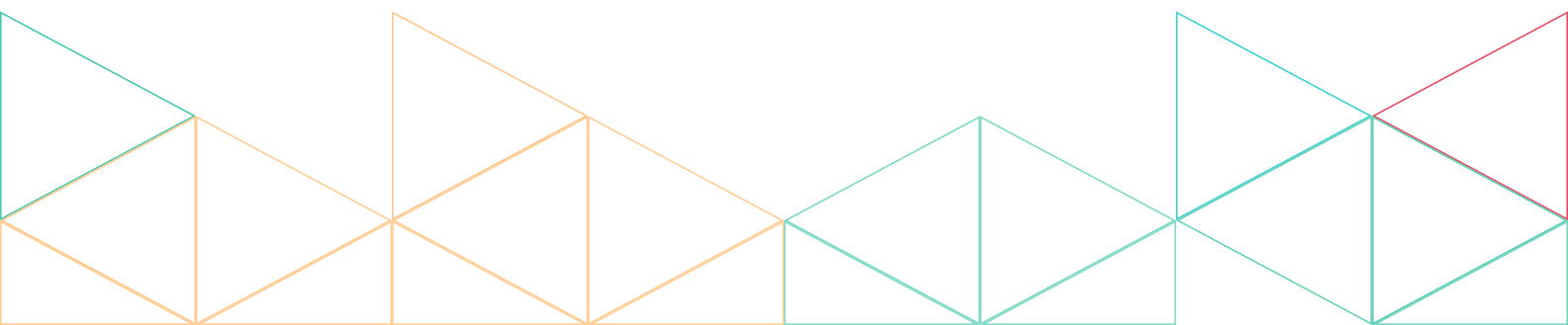
5. DISTRIBUTION OF FUNDS

All raised funds will be invested in the implementation of the marketing program.

The marketing strategy is divided into three parts depending on the main target audiences:

- users;
- developers of android apps;
- investors.

Users are the most important target audience because the growing number of users will attract more developers and investors.

5.1. ADVERTISING CAMPAIGN FOR ATTRACTING USERS

The main goal of this campaign is to increase loyalty and gain the trust of users. To achieve this goal, we will launch native advertising on thematic Internet resources of different languages with MAUs over 120 thousand and involve celebrities in our project. This advertising approach will be used throughout the entire marketing campaign. After the launch of the DAO PlayMarket 2.0 platform, banner advertising in the Google Advertising Network, teaser advertising and advertising in social networks (Facebook, Instagram and Twitter) will be posted to increase the audience coverage.

In the future, users will be attracted through CPL and CPS models, which imply the development of a referral reward program. After receiving information about our audience, we will analyze it and launch a remarketing campaign.
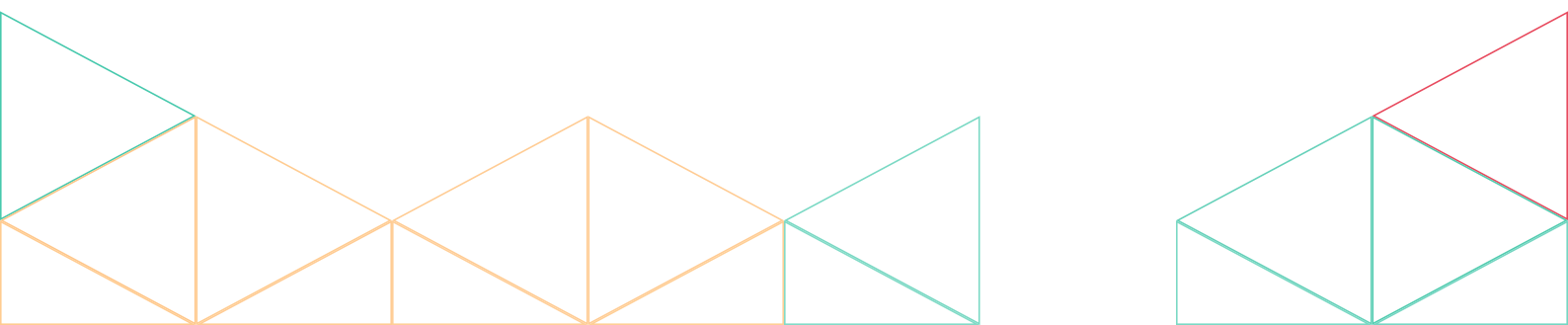
5.2. ADVERTISING CAMPAIGN FOR ATTRACTING DEVELOPERS

The developer audience is divided into two main segments:

freelancers and teams.

For both segments, contextual advertising will be used with a clear separation of the target audience.

We are also interested in holding hackathons for developers in the leading countries in this industry. At present, we cooperate with 185 development teams and have contact details of over a million private developers. Thanks to this, immediately after the launch of the DAO PlayMarket 2.0 platform, more than 500 unique android apps will be published.

5.3. ADVERTISING CAMPAIGN FOR INVESTORS

To attract investors, we decided to use the PPC advertising model, i.e. collection and segmentation of key queries in search engines and launch contextual advertising. Moreover, as in the case of developers, we plan to launch contextual advertising for target audience segments on thematic Internet resources.

The marketing strategy is based on the currently available data and may be modified during the launch of the platform. Monthly expense reports will be published and made available to investors of the project.

6. INVESTMENT ADVANTAGES OF THE DAO PLAYMARKET 2.0 PLATFORM

The DAO PlayMarket 2.0 platform implies that holders of PMT tokens automatically become co-owners of the platform-based DAO PlayMarket Foundation (PMF). One of the primary functions of the foundation is open management of its resources in conjunction with other members of DAO PlayMarket 2.0.

Developers of apps based on the PlayMarket 2.0 platform can issue tokens of their apps. The platform's commission makes up 5% of these tokens, which are automatically contributed to PlayMarket Foundation. Thus, the PMF will be constantly replenished with tokens placed

on the app platform and pay dividends to members of DAO PlayMarket 2.0.

The revenue from the foundation is distributed on a pro rata basis to all holders of PMT tokens.


DAO PlayMarket 2.0 members
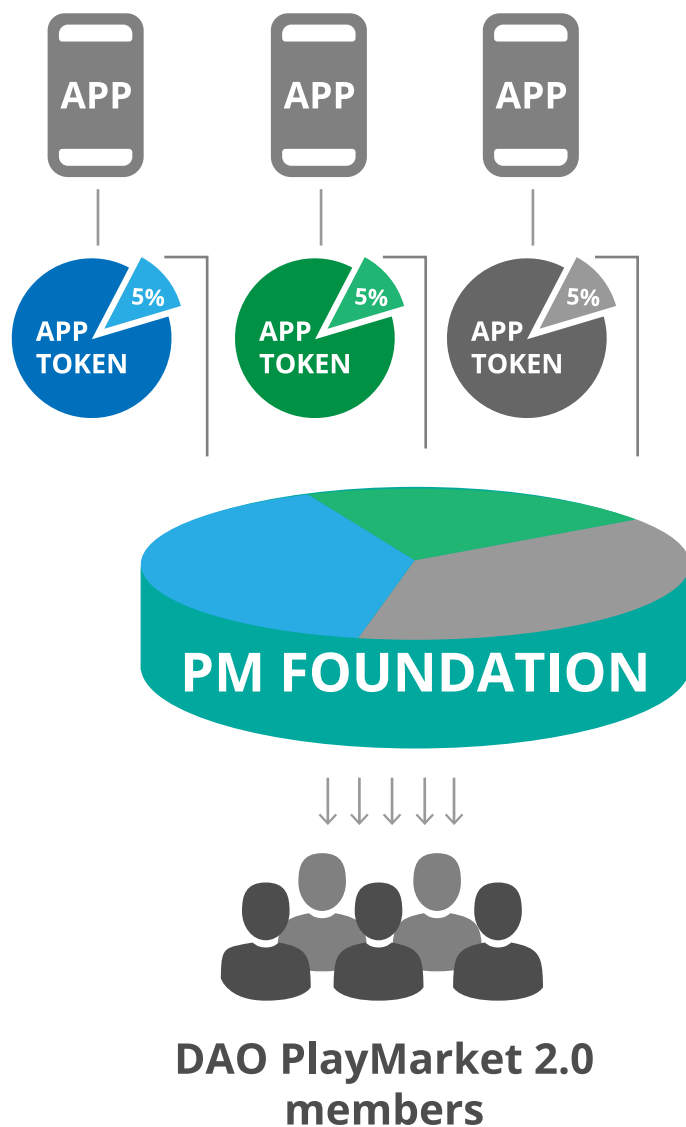
7. ADVANTAGES FOR DEVELOPERS

1. Developers can issue tokens of their app and distribute them among current shareholders.

2. The DAO PlayMarket 2.0 platform allows developers to issue tokens of their app and sell them through the built-in crowdinvesting (ICO) platform to external investors and users.

3. Developers can accept cryptocurrency for their apps.

4. The platform commission is 1% (Google Play has about 30%). This commission is collected by a node as a reward for financial transactions.

5. Developer will receive income from sales of their app and its content for a strictly fixed period under a concluded smart contract. Due to the features of the blockchain technology, when a user purchases an app, the income is instantly distributed among the owners of app's tokens.

6. Source codes of all internal smart contracts DAO PlayMarket 2.0, the mobile app PlayMarket 2.0 and website playmarket.io will be available. Moreover, all the platform documentation will be publicly available.

7. No bureaucracy.

The DAO PlayMarket 2.0 platform will also provide developers with simple and effective tools to promote their apps, including user-friendly feedback between the developer and users.
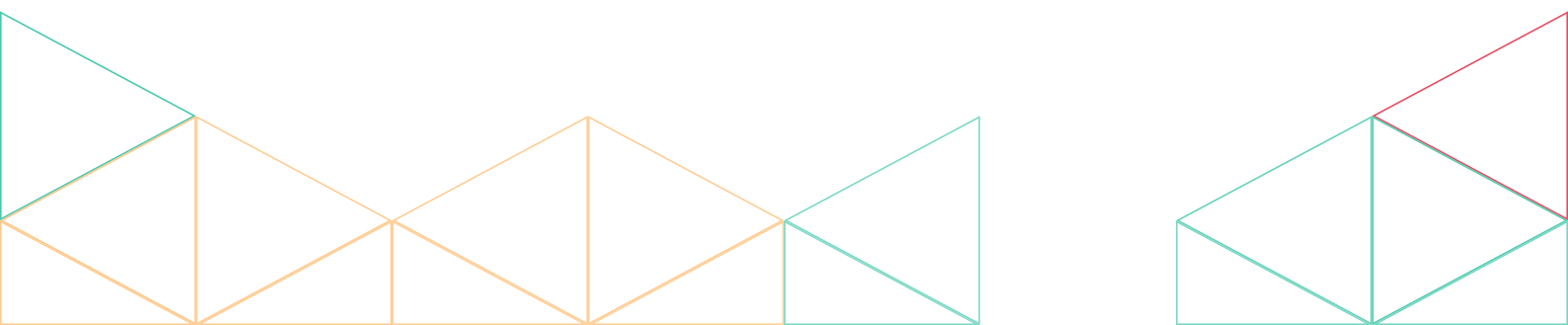
8. ADVANTAGES FOR OWNERS OF NODES

Owners of nodes receive 1% of income from transactions processed through them as reward.

The stable operation of the platform depends on a certain number of nodes in the network that ensure the reception and transfer of transactions to the blockchain, exchange of apps and information about them.

The more users the platform will have, the more nodes will be needed. To add a node to the list of trusted nodes, its owner should make a guarantee deposit in the base currency of the platform and a fixed number of PMT tokens under the smart contract.

The deposit is required as a pledge and guarantee of reliable node operation. Its amount is calculated dynamically, depending on the turnover passing through it.

Below are the estimated rewards that owners of nodes can be entitled to. The estimation is based on 10 to 50 nodes and provided for three options depending on the monthly turnover in the base currency. As a result, the reward per node varies from 0.60 ETH to 1.80 ETH (at the rate of 1 ETH = 300 USD, from 180 USD to 540 USD).

Number of nodes	Monthly turnover ETH			Interest and remuneration in ETH		
	Variant 1	Variant 2	Variant 3	1,00%	1,00%	1,00%
10	1000	1000	1000	1,00	1,00	1,00
11	1050	1100	1200	0,95	1,00	1,09
12	1100	1200	1400	0,92	1,00	1,17
13	1150	1300	1600	0,88	1,00	1,23
14	1200	1400	1800	0,86	1,00	1,29
15	1250	1500	2000	0,83	1,00	1,33
16	1300	1600	2200	0,81	1,00	1,38
17	1350	1700	2400	0,79	1,00	1,41
18	1400	1800	2600	0,78	1,00	1,44
19	1450	1900	2800	0,76	1,00	1,47
20	1500	2000	3000	0,75	1,00	1,50
21	1550	2100	3200	0,74	1,00	1,52
22	1600	2200	3400	0,73	1,00	1,55
23	1650	2300	3600	0,72	1,00	1,57
24	1700	2400	3800	0,71	1,00	1,58
25	1750	2500	4000	0,70	1,00	1,60
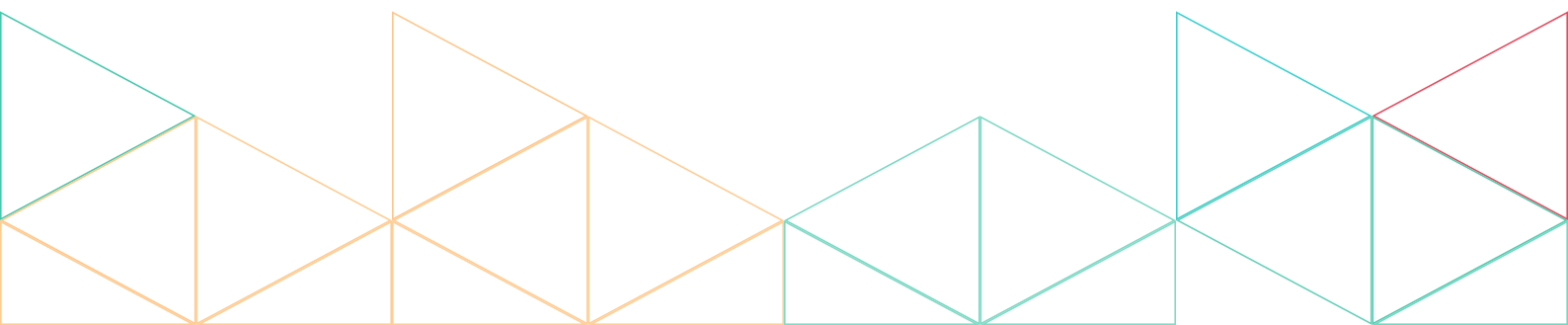
| Number of nodes	Monthly turnover ETH			Interest and remuneration in ETH		
	Variant 1	Variant 2	Variant 3	1,00%	1,00%	1,00%
26	1800	2600	4200	0,69	1,00	1,62
27	1850	2700	4400	0,69	1,00	1,63
28	1900	2800	4600	0,68	1,00	1,64
29	1950	2900	4800	0,67	1,00	1,66
30	2000	3000	5000	0,67	1,00	1,67
31	2050	3100	5200	0,66	1,00	1,68
32	2100	3200	5400	0,66	1,00	1,69
33	2150	3300	5600	0,65	1,00	1,70
34	2200	3400	5800	0,65	1,00	1,71
35	2250	3500	6000	0,64	1,00	1,71
36	2300	3600	6200	0,64	1,00	1,72
37	2350	3700	6400	0,64	1,00	1,73
38	2400	3800	6600	0,63	1,00	1,74
39	2450	3900	6800	0,63	1,00	1,74
40	2500	4000	7000	0,63	1,00	1,75
41	2550	4100	7200	0,62	1,00	1,76
42	2600	4200	7400	0,62	1,00	1,76
43	2650	4300	7600	0,62	1,00	1,77
44	2700	4400	7800	0,61	1,00	1,77
45	2750	4500	8000	0,61	1,00	1,78
46	2800	4600	8200	0,61	1,00	1,78
47	2850	4700	8400	0,61	1,00	1,79
48	2900	4800	8600	0,60	1,00	1,79
49	**2950**	**4900**	**8800**	**0,60**	**1,00**	**1,80**
50	**3000**	**5000**	**9000**	**0,60**	**1,00**	**1,80**
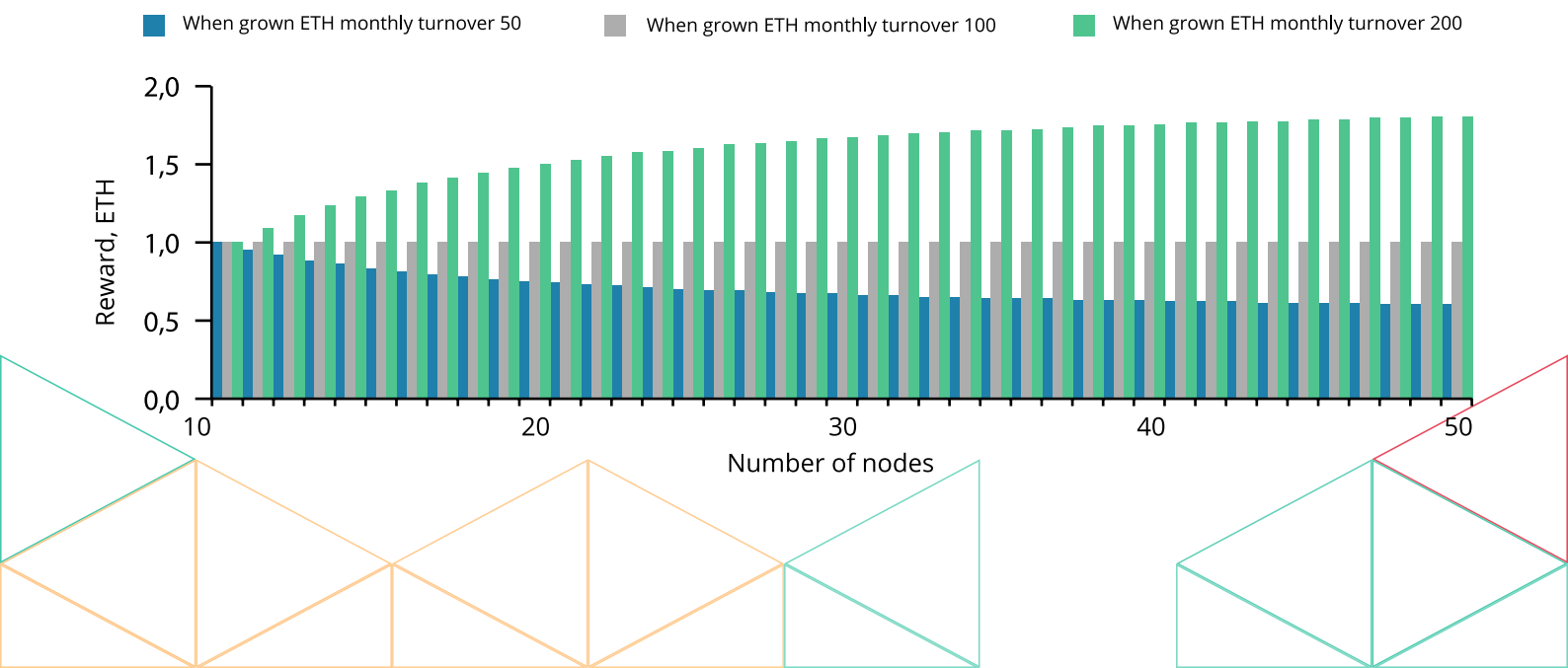
9. ADVANTAGES FOR USERS

In most mobile app stores, the user can only download and install an app, rate it on a five-point scale and leave a comment. In addition to this, the DAO Playmarket 2.0 platform will allow users:

1. To invest in developing the app they like and earn a dividend income from it.

2. To enjoy additional benefits, for example, tokens for a purchased app or for taking actions within the app.

3. To get secure and smooth access to the decentralized, censorship-resistant platform, both at the national level and at the level of specific mobile app stores.

4. To pay for purchases with cryptocurrency.

Thus, the user gets the opportunity to be not just a consumer, but also to participate actively in the platform, to promote its development and to derive financial benefits from this.
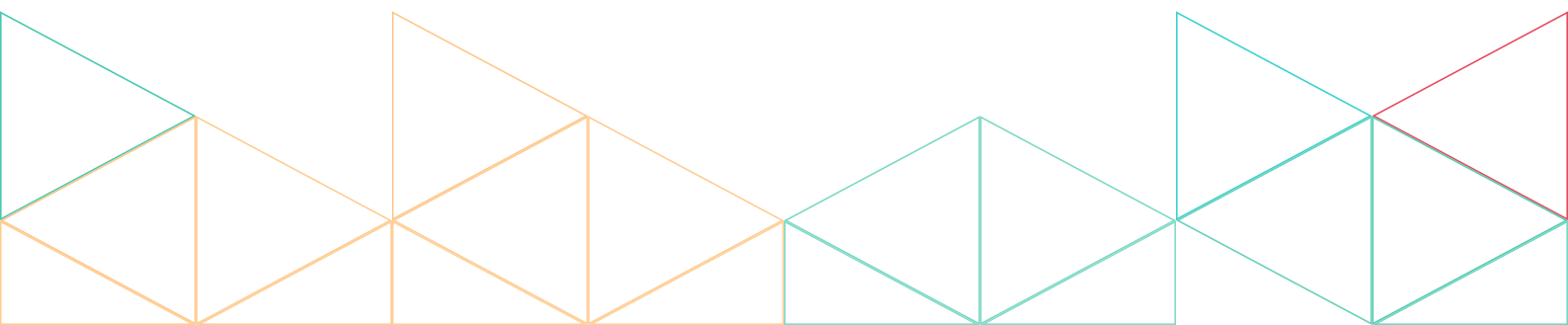
10. TECHNOLOGY

The main technological goal is to provide free, smooth and censorship-resistant access to the platform, as well as to ensure the confidence in income distribution issues.

The platform operation is based on storing information about developers and apps in a distributed database while preserving the principle of data immutability. As such a database, we use the Ethereum blockchain thanks to its support for smart contracts that provide the necessary logic for the DAO PlayMarket 2.0 platform.

Architecturally, we are not tied to a particular blockchain. Therefore, if a more suitable blockchain is created, the platform will be moved to it.

10.1. ETHEREUM AND ERC20

The Ethereum blockchain is currently the industry standard for the issuance of digital assets and smart contracts. The ERC20 token interface allows you to deploy a standard token that is compatible with the existing infrastructure of the Ethereum ecosystem. It includes development tools, wallets, exchanges and bureaus de change.

The ability of Ethereum to deploy Turing complete smart contracts without an intermediary guarantor supports complex issuance of cryptocurrencies, digital financial contracts, and automated incentive structure.

Ethereum with its advanced capabilities and an active ecosystem is ideal for PMT.

10.2. ARCHITECTURE

The main task is to ensure stable and smooth operation of all platform components. For this purpose, the following features are needed:

- decentralized data storage'
- acceptance of cryptocurrency payments;
- transparent cash flows;
- open and clear rules for motivating all participants.

10.3. PLATFORM MODULES

The platform consists of the following modules:

- a data storage system;
- a crowdinvesting (ICO) platform;
- a cryptocurrency exchange;
- a mobile app;
- smart contracts;
- node (backend server);
- a website.
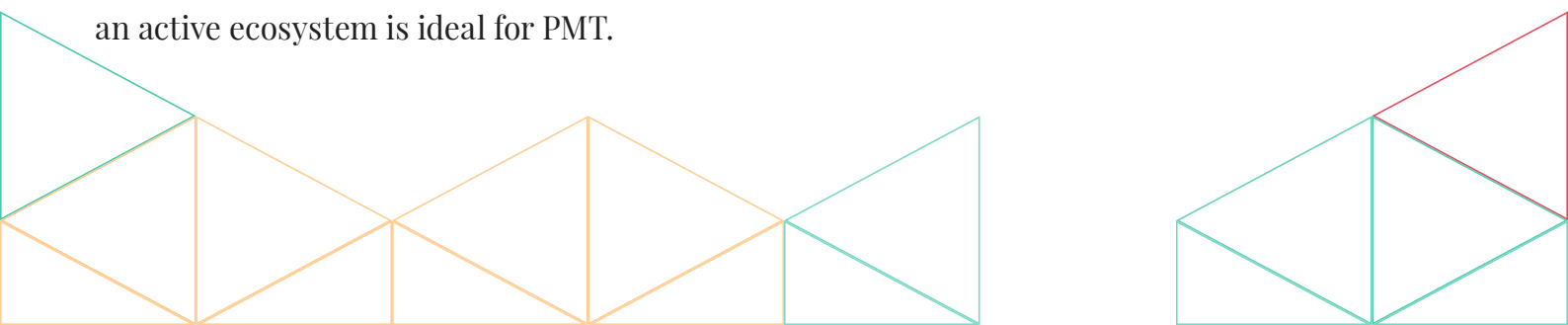
10.4. PLATFORM WORKFLOW

PlayMarket 2.0 is a software and hardware platform that operates as follows.

Apps on the DAO PlayMarket 2.0 platform are stored in the virtual storage, PlayMarket File System (PMFS), implemented using modern technologies such as common cloud services, distributed hash tables and decentralized file storages (IPFS, SIA, ZeroNet, etc).

The user chooses an app through a mobile app or website and makes a download request.

This request is processed by a trusted platform node. User ID and details of the app are written to the blockchain. In parallel, the node checks the user's balance (in case of paid apps) and receives boot files of the app from the virtual data storage. If the necessary conditions are met, the node transfers the boot files to the user. After the price is debited from the user's account, the node completes the transaction. Finally, the system determines rewards of all participants according to the smart contract and writes all details of the transaction to the blockchain.
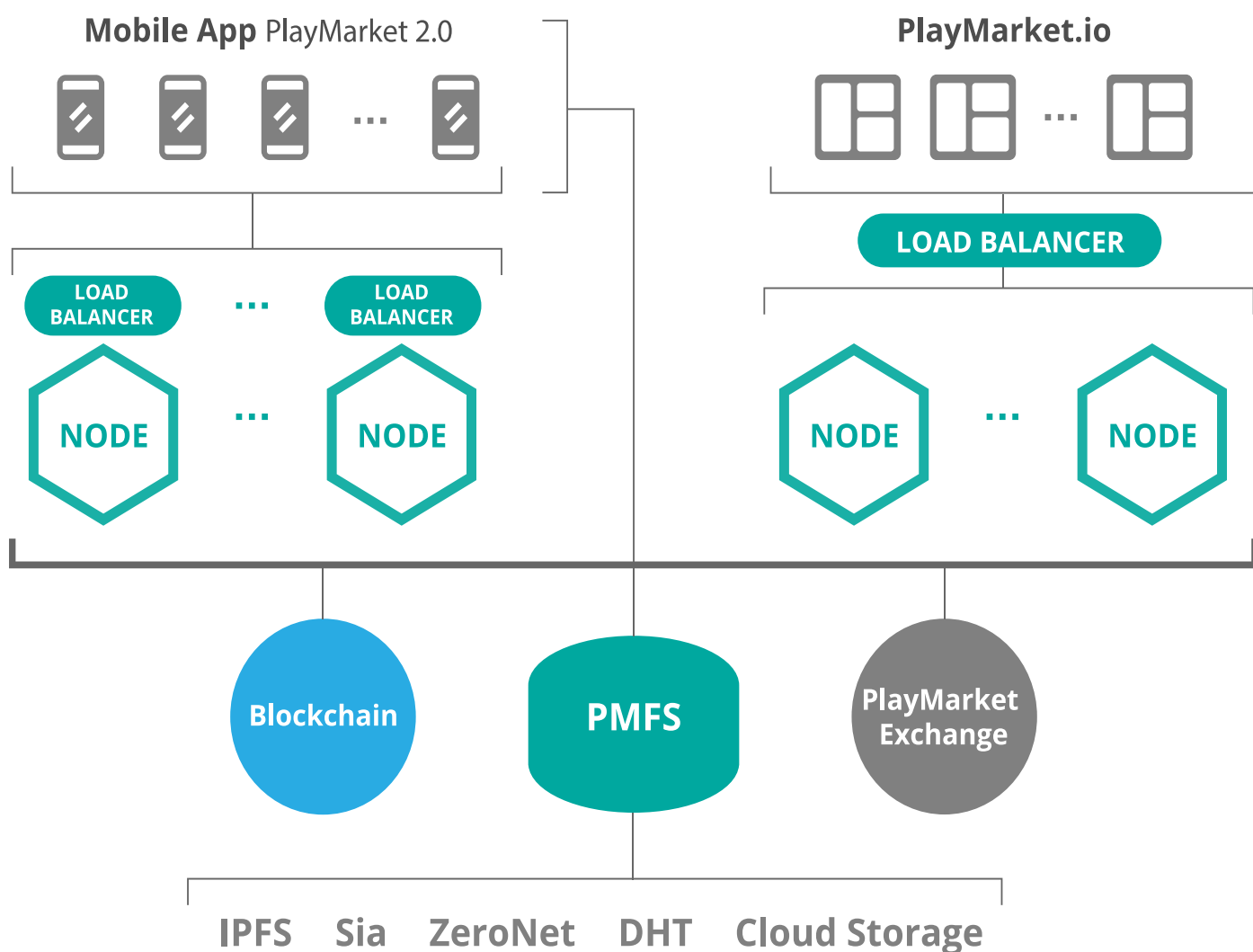
10.5. PLAYMARKET 2.0 MOBILE APP

The mobile app is developed on the basis of the modern technologies recommended by Android Developers (the so-called native technologies).

The app is equipped with a cold wallet created directly on the mobile device. The app supports encrypted backup and restore of wallets, secure key storage and offline signing of transactions. This means that your keys are kept on the device and never sent anywhere to make a purchase.

The app supports the Markdown markup language which provides simple and standard formatting of app descriptions, thereby allowing developers to create beautiful designs for placing apps on the platform.

The mobile app has a mechanism for detecting the nearest trusted connection node. Now the app uses DNS, but in the future it will be connected directly to the blockchain to find the nearest node.

All communications between the app and the node are encrypted using the TLS protocol.

After installation, the app suggests generating a new wallet or importing an existing one. A wallet can be replenished directly or through a cryptocurrency exchange.

The mobile app connects to the nearest node and receives from it all the necessary information about apps, their price, etc., as well as displays all the data on the screen.

When you purchase an app, PlayMarket 2.0 generates a transaction, which is transferred to the node. The task of the node is to check the transaction, the balance and, if all conditions are met, to issue the purchased app by sending a transaction to the blockchain. After the mobile app is downloaded, smart contracts indicate the purchase data: name of the app and the node through which the transaction has been made. This is necessary for the subsequent distribution of profits.
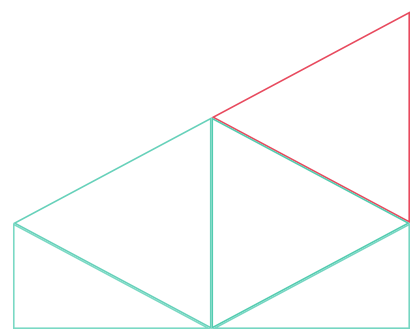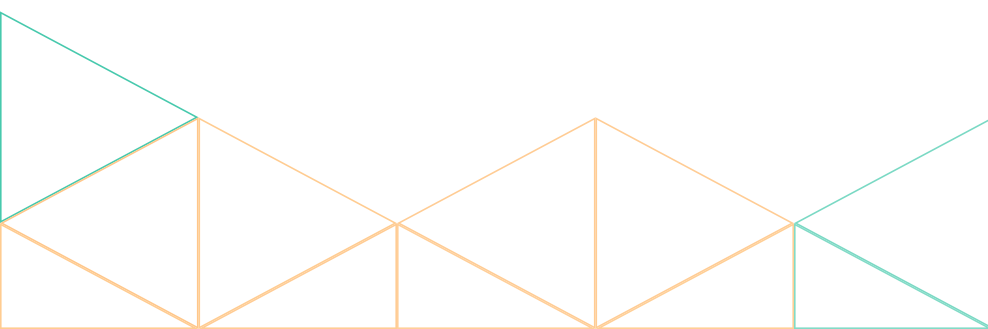
10.6. ARCHITECTURE OF THE NODE IN THE PLATFORM

Each node is a system consisting of one or more servers with a load balancer (nginx, haproxy).

The node provides an API (application programming interface) for running mobile apps and/or platform sites.
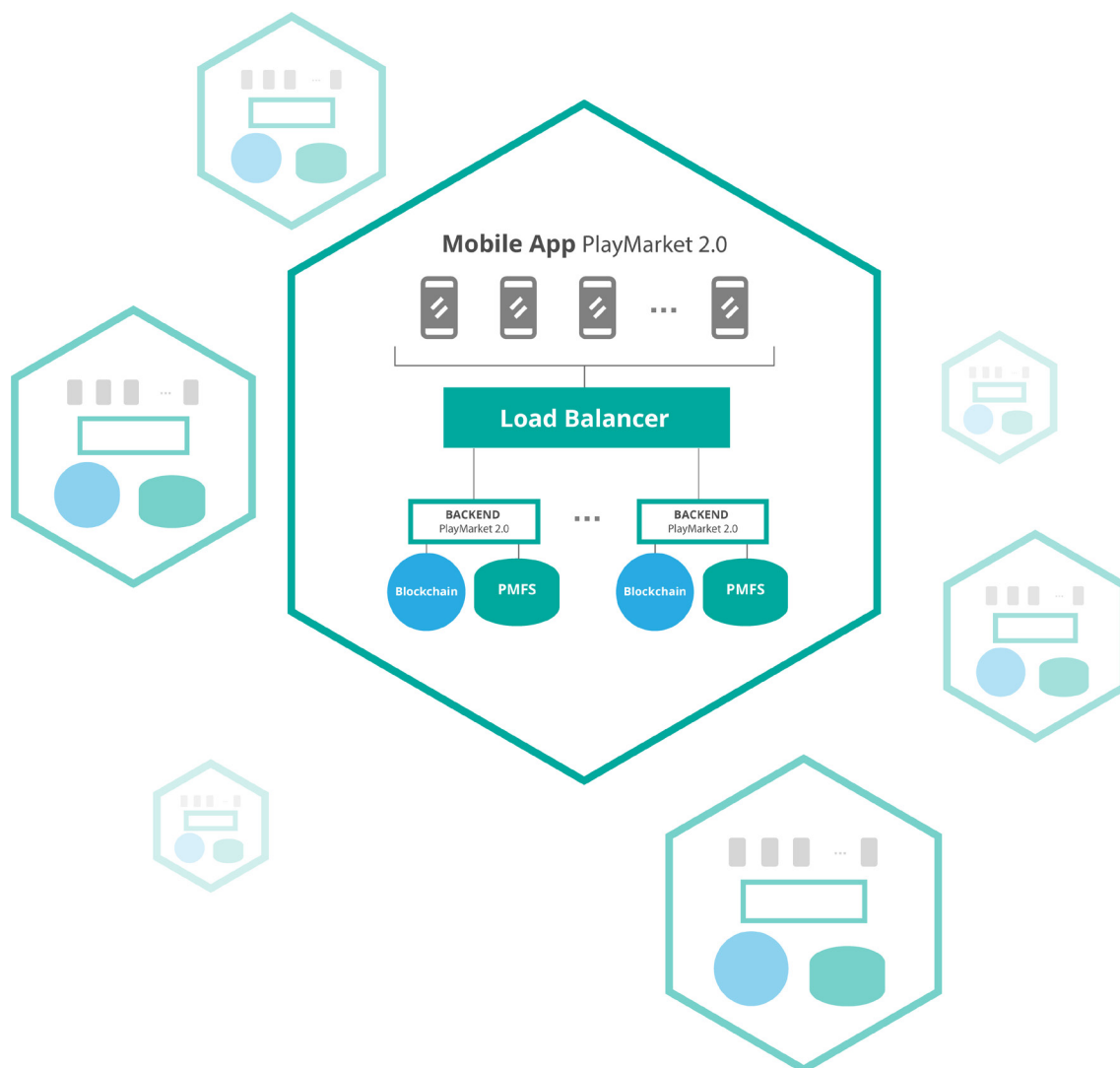
Each node has a full node of Ethereum blockchain. When the node is running, the information from smart contracts is constantly synchronized with a NoSQL DBMS (MongoDB).

This is necessary to speed up the performance of the node whose API is implemented on Node.js. Node.js allows you to create cross-platform, high-end services.

The task of the node at the initial stage is to get information about frequently used apps from the file storage and cache them.

Upon request, it transfers them to the mobile app, loads and caches information about new applications.

In the future, the mobile app will work independently with the blockchain and file storage, and the nodes will be responsible for receiving and transferring financial transactions.

Mobile App PlayMarket 2.0

Load Balancer

BACKEND PlayMarket 2.0 ... BACKEND PlayMarket 2.0

Blockchain PMFS Blockchain PMFS

10.7. VIRTUAL FILE STORAGE

In view of the technological limitations of the blockchain, apps themselves cannot be stored on it. In this regard, there is a need for a data storage service.

The existing data storage systems, such as Amazon Cloud Drive, Google Drive, Dropbox, etc., despite their distributed architecture, are centralized and do not completely fit the logic of the platform. This architecture carries risks and a high cost of storage.

With the development of the blockchain technology, decentralized data storage systems began to develop actively, with no single center and no single point of failure (for example, such projects as STORJ, SIA, IPFS, Ethereum Swarm).

Most projects are founded on similar principles, using DHT technology and content addressing, when a file's hash is its identifier.

The distributed hash table is a protocol that allows BitTorrent clients to find each other without using a tracker.

DHT actually performs the main function of the tracker: it helps file sharers to learn about each other.

It can:

- help file sharers find each other faster;
- reduce the load on the tracker;
- support file sharers when the tracker is not available;
- distribute content without a tracker.

Based on DHT structures, a variety of more complex systems are built, such as P2P file sharing, cooperative web caching, DNS services, and so on.

Pros:

- storage of files in the cloud and accessibility regardless of their owner;
- high throughput;
- reliable storage and retrieval of files due to financial motivation;
- possibility to delete unprofitable files.

Cons:

- storage of files, rather than structured information;
- static files.

Distributed storages seem to be attractive for storing files. However, at present such storage facilities do not have all of the above advantages. For example, in the absence of the owner, files are no longer available, which prevents the use of this technology in real projects.
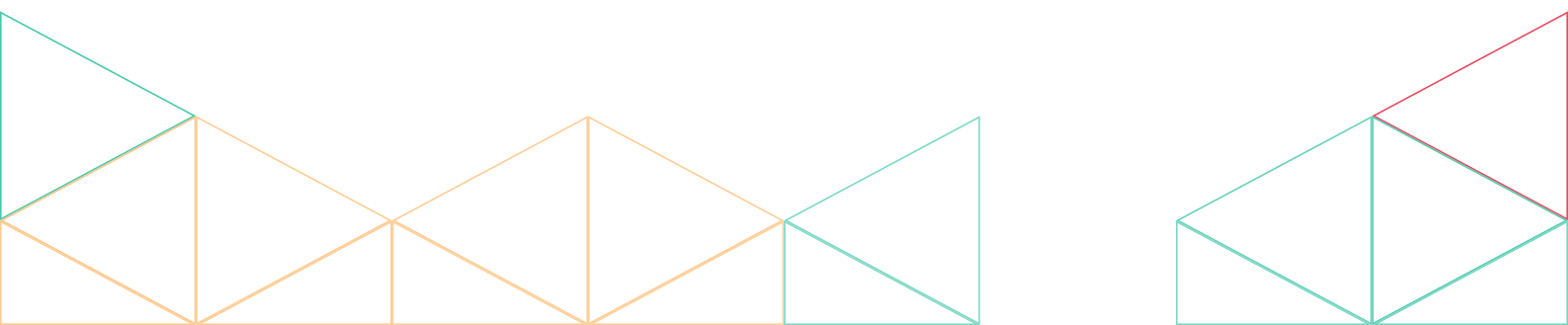
10.8. SELECTION OF ARCHITECTURE FOR VIRTUAL FILE STORAGE

Apps based on the DAO PlayMarket 2.0 platform will be stored in the virtual PlayMarket File System (PMFS).

Under PMFS, we mean the implementation of a software interface for accessing various types of data storages: traditional (cloud storage, CDN, etc.) and distributed data storage services (IPFS, ZeroNet).

For decentralized data storage, the following options are possible: the use of one or more existing solutions; developing your own solution.

A content delivery network (CDN) is a set of servers with specialized software that accelerate the delivery (distribution) of content to the end user. Servers are located around the world in such a way that the response time to visitors is minimal. It is these opportunities that allow us to use this network when implementing the PlayMarket 2.0 platform.

IPFS is a peer-to-peer (P2P) distributed file system that seeks to connect all computing devices with the same file system. The main advantage of IPFS is the decentralized distribution of content.

This solution allows you to access content in case of irregular access to the Internet and even take it from the offline hash. The identifier in this decentralized network is wrapped in sha128 multihash from the block.

The multihash consists of three parts:

- ID hash function ;,
- hash size in bytes ;
- hash.
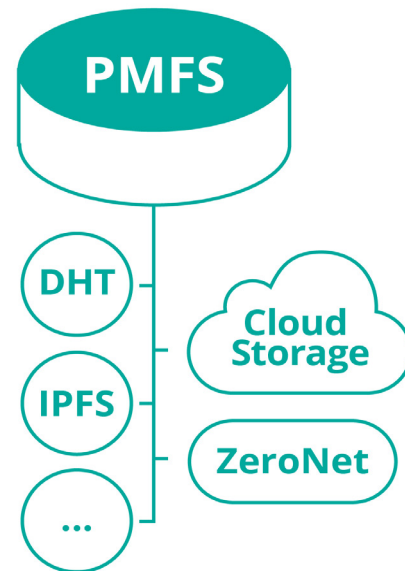
ZeroNet is an open-source software and, at the same time, a peer-to-peer network that does not need servers. It uses the BitTorrent technology to share web pages and Bitcoin cryptography to sign data for sending. ZeroNet is seen as a censorship-resistant way of delivering information without a single point of failure.

The network is popular among users from China because it can be used to bypass web content filters.
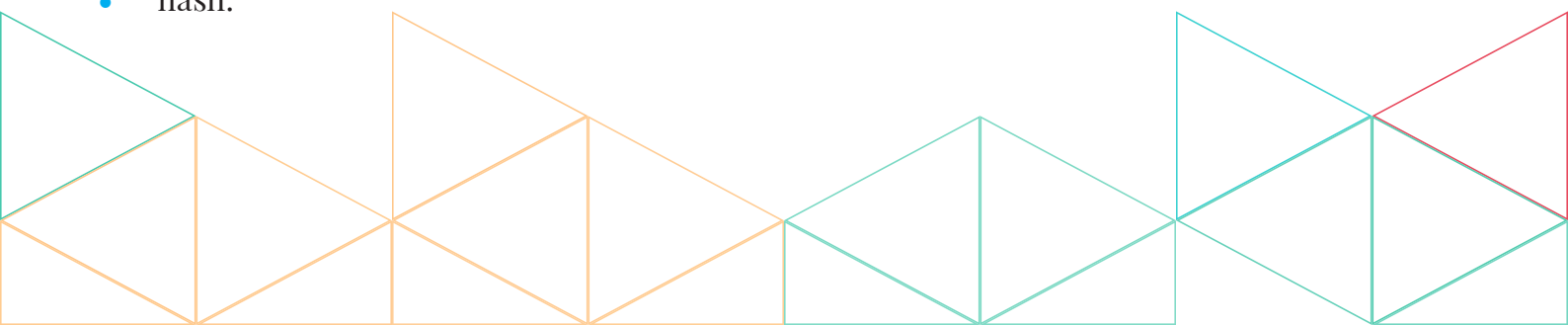
10.9. DECENTRALIZED CRYPTO EXCHANGE (PEER-TO-PEER EXCHANGE)

In order to make the platform fully functional, it is necessary to ensure fast conversion between currencies / tokens.

This issue is addressed by the integrated Playmarket 2.0Exchange (PEX).

Counter orders for purchase and sale form a balance of supply and demand from which the real market price is derived. This price is used to convert a crypto asset into the base currency.

The Exchange's architecture allows for high-speed operations, which is ensured by management nodes that connect buyers with sellers, while performing all operations instantly and recording them in the blockchain for maximum transparency and security.

Moreover, traditional exchanges are able to integrate PEX into their systems, while retaining some functions of a centralized service, such as margin trading, extended graphs, acceptance of deposits in fiat currencies, etc. and increasing security due to P2P infrastructure.

Users can engage in P2P trading in real time using familiar tools and interfaces. At the same time, they do not risk losing their money due to the vulnerabilities that are typical of centralized exchanges.

10.10. SMART-CONTRACTS

The financial logic of the platform is based on smart contracts, which solve the problem of trust to a third party. Their functions control all financial flows, for example, payments when shopping through a mobile app. In addition, the guarantee deposit of the node owner ensures a balance of interests between users and app developers.

11. WHAT HAS ALREADY BEEN DONE

1. The concept of the project developed.
2. The analysis of existing solutions (various blockchain systems, distributed storage systems) performed.
3. The architecture developed.
4. The mobile app and platform website designed.
5. A prototype of the mobile app created.
6. A cold wallet implemented in the mobile app.
7. A prototype node created.
8. Prototypes of smart contracts written.
9. A prototype website created.
10. Agreements with cryptocurrency exchanges for listing PMT tokens reached.
11. Negotiations with developers of mobile apps in progress.
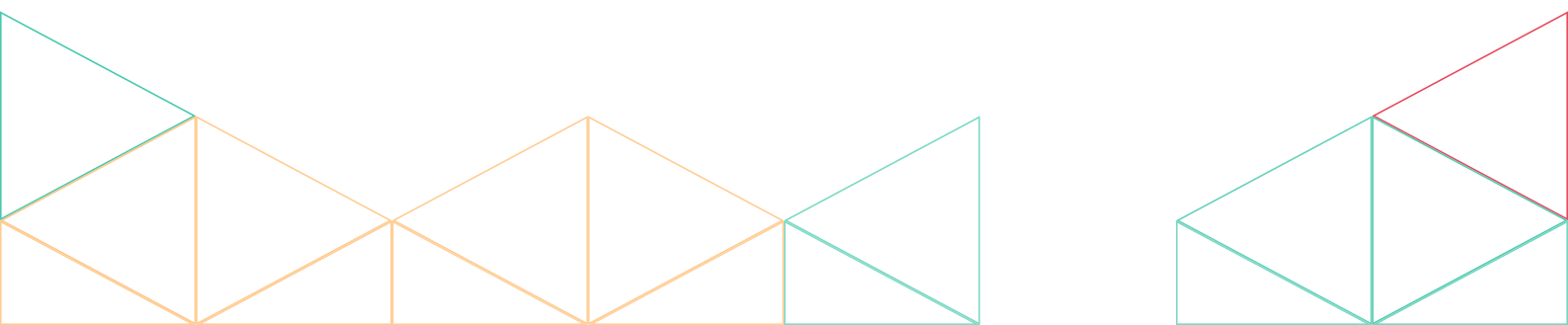
12. ROAD MAP

10.2016	Development of the DAO PlayMarket 2.0 architecture
02.2017	Start of development: - node; - smart contracts; - android app; - web interface
02.2017	Purchasing an email address database of 1.5 million mobile developers
02.2017	Creating a node version 0.1
02.2017	Receiving and analyzing feedback from mobile developers
03.2017	Creating a website www.playmarket.io version 0.1
03.2017	Receiving and analyzing feedback from mobile developers
03.2017	Creating android apps PlayMarket 2.0 version 0.1
03.2017	Creating smart contracts DAO PlayMarket 2.0 version 0.1.
04.2017	Receiving and analyzing feedback from mobile developers
06.2017	Upgrading the website www.playmarket.io v 0.2
06.2017	Upgrading the android app PlayMarket 2.0 version 0.2
06.2017	Receiving and analyzing feedback from mobile developers
08.2017	Whitepaper DAO PlayMarket 2.0 version 0.1
08.2017	Receiving and analyzing feedback from mobile developers
09.2017	Whitepaper DAO PlayMarket 2.0 version 0.2
10.2017	Closed financing round USD 350 from partner companies — Cyber Russia and BitBaza

11.2017	Issuing and distributing PMT tokens
01.2017	Listing of PMT on external exchanges
02.2018	Upgrading the website www.playmarket.io to the alpha version
02.2018	Upgrading the android app PlayMarket 2.0 to the alpha version
02.2018	Upgrading the node to the alpha version
03.2018	Receiving and analyzing feedback from mobile developers
05.2018	Upgrading the website www.playmarket.io to the beta version
05.2018	Upgrading the android app PlayMarket 2.0 to the beta version
05.2018	Upgrading the node to the beta version
06.2018	Receiving and analyzing feedback from mobile developers
06.2018	Launching the DAO PlayMarket 2.0
06.2018	Start of voting (DAO)
06.2018	Launching and implementing the marketing plan
09.2018	20 thousand apps 2,000 tokens 2 million users
01.2019	100 thousand apps 10,000 tokens 6 million users
06.2019	300 thousand apps 30000 tokens 10 million users

13. CONCLUSION

The DAO PlayMarket 2.0 platform has all chances to capture part of the Android app market due to its openness and transparency. The project will reduce the dependence of the community on centralized services, significantly reduce systemic risks and, therefore, will allow the community to develop more effectively.

The access to this platform does not depend on the corporation's permission. Unlike the dominant operating systems of giant companies, the DAO PlayMarket 2.0 does not allow the government to impose restrictions on their citizens or other countries as related to specific apps, or to put pressure on developers. The platform respects human rights to privacy (such as the prohibition of data collection and storage, the use of privacy data without his/her consent, etc.). All this is made possible by the decentralization of the platform.

Our storage architecture facilitates and accelerates the access to apps, while the smart contract supports cryptocurrency payments, as well as ensures equitable distribution of income between participants.

The PlayMarket 2.0 platform includes a crowdinvesting (ICO) platform, which allows mobile app developers to raise additional funds for developing their projects.

All these innovative solutions provide a wide range of opportunities to investors, developers and users of the platform.

DAO PlayMarket 2.0 is a step into the future of mobile app stores.
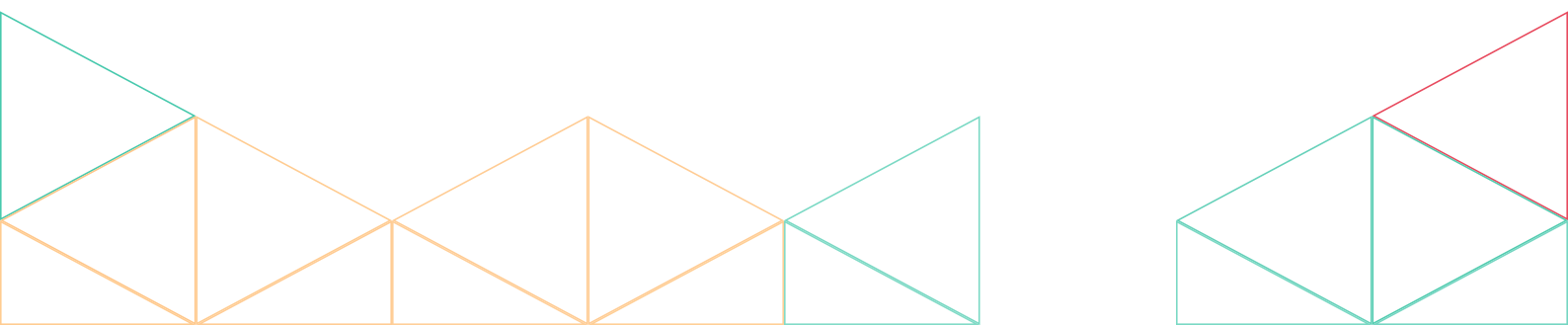
14. RISK FACTORS

Acquisition of tokens is associated with a high degree of risk, including, but not limited to, the risks listed below. Before acquiring tokens, each recipient of this offer should carefully weigh all the information and risks outlined in this Whitepaper, in particular, the following risk factors:

1. Dependence on computer infrastructure

The dependence of Ethereum (or any other blockchain) on the functioning of software apps, computer equipment and the Internet means that the PlayMarket 2.0 platform cannot guarantee that a failure in the system will not affect negatively the operation of the platform. Despite the fact that the PlayMarket 2.0 platform uses all reasonable security measures, the infrastructure can be vulnerable to computer viruses, physical and electronic hacking, and other similar system disruptions. Computer viruses, hacking and other similar violations caused by the actions of third parties can lead to interruptions, delays or suspension of the platform.

2. Limitations of the smart contract

The smart contract technology is still at an early stage of development and experimental in its nature. This may create significant operational, technological, legal, reputational and financial risks. Therefore, despite the fact that independent third-party audit enhances security, reliability, and accuracy, this audit is not a guarantee in any way, including any implied or direct assurance that the PlayMarket smart contract is in accordance with its intended purpose, or that it does not contain

any shortcomings, weaknesses or other problems that may cause technical difficulties or lead to a complete loss of PMT tokens.

3. Legal risks

Blockchain technologies, including but not limited to, the issue of tokens, may be a new concept in some jurisdictions that can apply existing laws and regulations to it, or enact new laws and regulations governing blockchain-based applications. Such laws and regulations may conflict with the current organization of a smart contract that ensures the operation of PMT tokens.

4. Sales tax and other taxes

Token holders and mobile app developers may be required to pay sales taxes (levied upon sale) and other taxes related to transactions set out in this document in accordance with the law in their countries of residence. In this case, the holders of tokens and the mobile app developers are solely responsible for the compliance with the tax legislation of their country of residence and other jurisdictions.

5. Force majeure

The activities of the PlayMarket 2.0 platform may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this Whitepaper, the force majeure means events and circumstances of an extraordinary nature that could not have been foreseen by the PlayMarket 2.0 platform, and include natural disasters, wars, armed conflicts, riots, industrial conflicts, epidemics, mass layoffs, strikes with productivity decline, long-term shortages or disruptions in electricity supply or telecommunications services, actions of the municipal government,
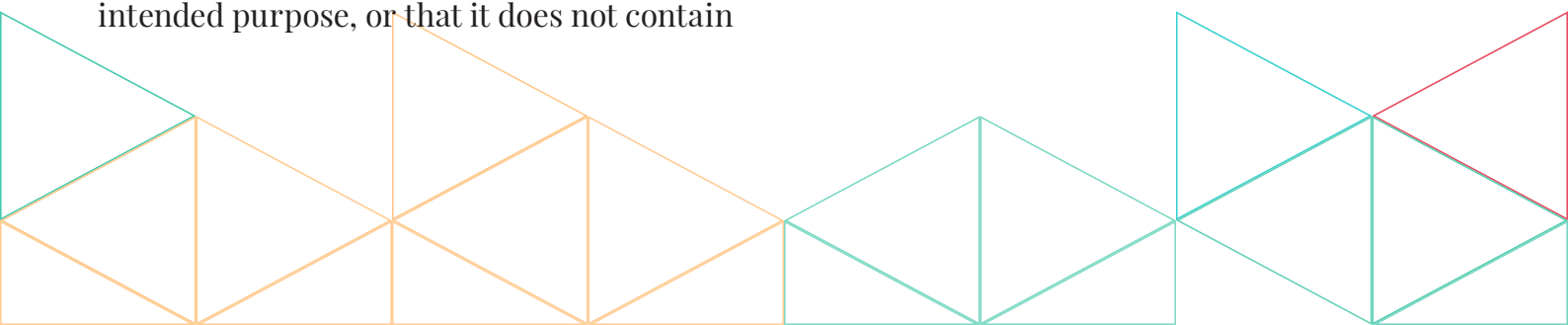
the government of the region / state and federal government, and other circumstances that are beyond the reasonable control of the PlayMarket 2.0 platform.
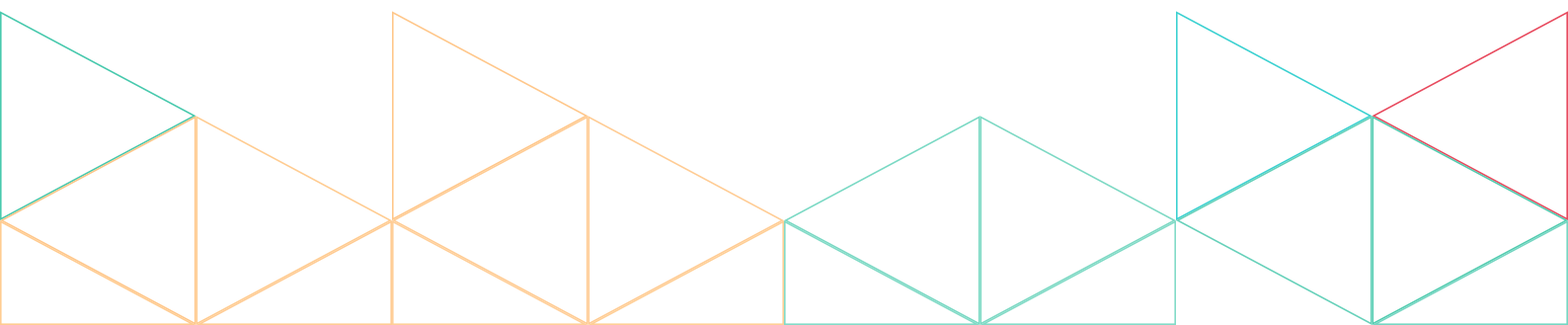
6. Price of PMT tokens

The price of purchased PMT tokens can vary significantly for various reasons. The PlayMarket 2.0 platform does not guarantee any specific price of PMT tokens for any period of time. The PlayMarket 2.0 platform is not responsible for any changes in the price of PMT tokens. Assumptions in connection with the above include, but not limited to, views on future economic, competitive and market conditions and business decisions, most of which are beyond the control of the project team of the PlayMarket 2.0 platform and, therefore, difficult to accurately predict. Although the project team of the PlayMarket 2.0 platform considers the assumptions behind the preliminary forward-looking statements to be reasonable, any of them may turn out to be incorrect in the future. Therefore, the project team of the PlayMarket 2.0 in no way can guarantee that the preliminary forward-looking statements given in this Whitepaper will be accurate. Due to the considerable inherent uncertainty of preliminary forward-looking statements contained in this document, the inclusion of such information cannot be interpreted as a guarantee from the PlayMarket 2.0 platform or any other legal entity that the goals and plans of the PlayMarket 2.0 platform project will be successfully implemented. Please, take into account that the PlayMarket 2.0 platform project may be subject to other risks that the project management cannot foresee at present.
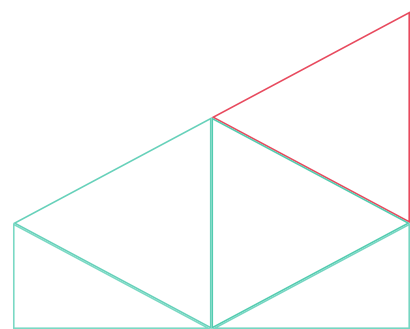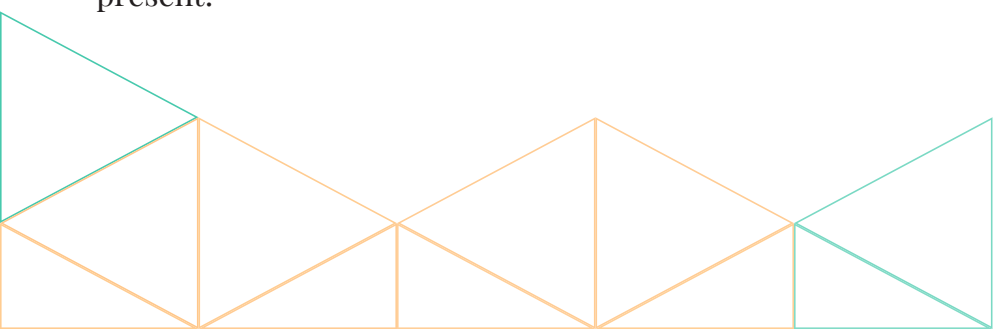
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