



WHITE PAPER



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Legal Disclaimer

This white paper is for informational purposes only. The contents of this white paper are not subject to financial promotion. Therefore, none of the contents of this whitepaper serves as an invitation or inducement to involve in any kind of investment activity. Also, you acknowledge and agree that no regulatory authority has examined or approved of the information set out in the white paper, Website and/or any other communication, and no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of the white paper, Website and/or any other communication to you does not imply that the applicable laws, regulatory requirements or rules have been complied with.

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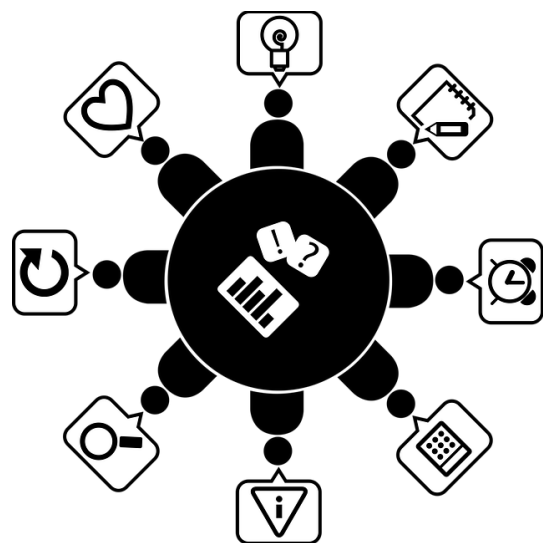
You acknowledge and agree that you are not purchasing BlockFollow Network tokens for purposes of speculation, as some sort of arbitrage strategy, for immediate resale or other financial purposes. You are not eligible and you are not to purchase any BlockFollow Network tokens (as referred to in the white paper, Website and/or any other communication) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America (USA), or a citizen or resident of Canada, or a citizen or resident of the Republic of Singapore, or a citizen or resident of the United Kingdom (UK) of Great Britain and Northern Ireland, or a citizen or resident of the People's Republic of China. Hong Kong citizens and residents will be restricted to professional investors only.

Executive Summary

BlockFollow is a brand new social platform, aiming to support cryptocurrencies getting widespread. Our goal is to provide useful services, educate people and stabilize crypto for the future, all by the power of the community. In a nutshell, we would like to be your homepage, when it comes to crypto. A reliable entry, a passage for everyone who is interested in the blockchain technology, with a huge database of information available on all languages, everyone can find the answer they were searching for. We reward anyone, who contributes to the community – great way to earn coins while helping others and doing your daily routine, it's a win-win situation. By simply holding BFN tokens, you'll get a cut from the income generated by the BlockFollow Network.

Even though Bitcoin and cryptocurrencies, in general, began to operate nearly 10 years ago, there are still barriers, that slow down it's spreading. BlockFollow will cover numerous missing elements. For someone who is lacking knowledge about blockchain technology, coins and the purpose of decentralization, it is really hard to understand the importance of it. We need to explain, teach and build this world together if the goal is to avoid crypto becoming a bubble. BlockFollow will provide various tools for rookie traders and professionals as well to help them make the best possible decisions.

Our motto is „Revolutionize the crypto community with us!“. It is truly important for us to work together with people, who want to give something back to the society, that brings us to the next level. We want to give something big for YOU and the fellow investors, traders, and holders. We believe that communicating with the audience, asking for their opinion and integrating their ideas is the way we must follow.



In this white paper, we are going to introduce the project, our ideas and what can BlockFollow contribute to this world. If you have any other questions or suggestions, feel free to contact us at the info@blockfollow.com address.

Pre-Sale and ICO Summary

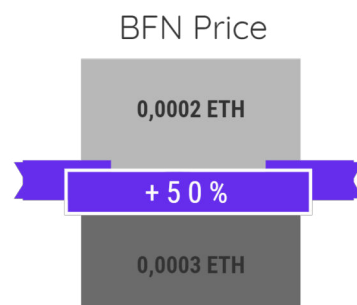
The BlockFollow Network's (BFN) public sale will have two-phase: pre-ICO and ICO. Although everyone is allowed to participate in both phases without restrictions, there are significant differences in details. The „Soft Cap” means the minimum amount of raised ETH needed to fund the BlockFollow project. „Hard Cap” is the maximum amount of BFN can be sold at a phase. A step-by-step explanation of how to participate in the pre-ICO or ICO can be found on page 29-30.



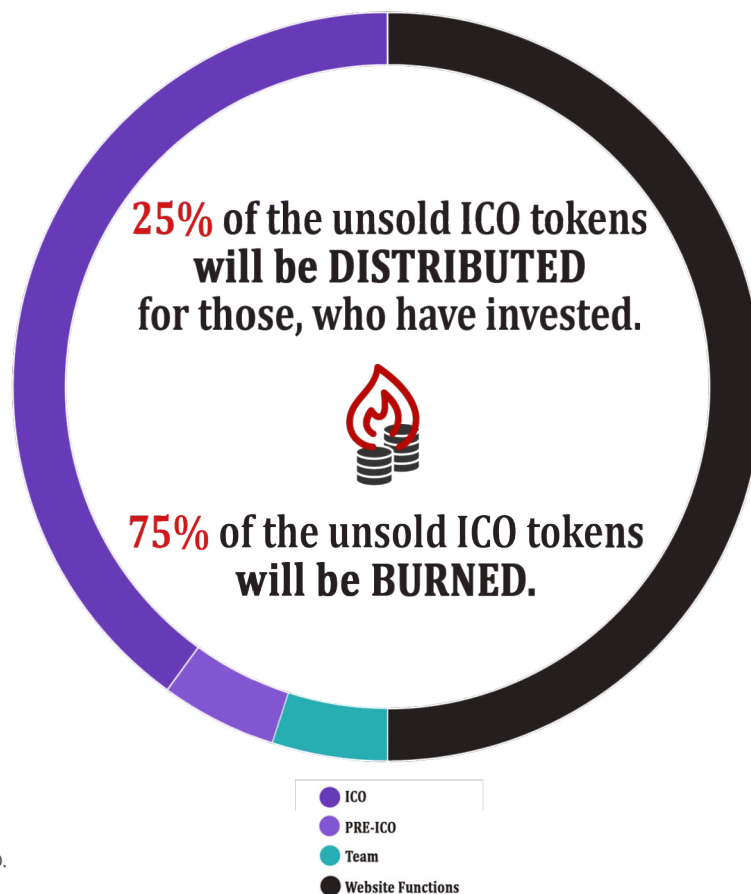
Max Supply:
150.000.000 BFN (100%)

Max Pre-ICO:
7.500.000 BFN (5%)

Max ICO:
60.000.000 BFN (40%)



You get 50% more, if you participate in pre-ICO.



- Max Supply: 150.000.000 BFN
- Max ICO cap: 7.500.000 + 60.000.000 BFN
- Minimum investment: 0.05 ETH
- After the phase 1 of distribution, the remaining Pre-ICO coins will be rolled to the ICO phase
- After the phase 2 of distribution, the 75% of remaining ICO coins will be burned, 25% will be awarded to the previous investors
- The BFN will be tradeable after the end of ICO
- We consider the ICO successful if we reach the soft cap
- We hold 5% of the supply for the team members. They can not trade their BFN for 1 year.

Pre-ICO		ICO
-	Soft Cap	1.750.000 BFN (525 ETH)
7.500.000 BFN (1500 ETH)	Hard Cap	60.000.000 BFN (18000 ETH)
0.00020 ETH	Price per BFN	0.00030 ETH
February 24th, 2018.	Starting Date	March 11th, 2018.
March 10th, 2018.	Ending Date	April 8th, 2018.

The minimum amount of existing BFN:

100.687.500

75.000.000 (website functions) + 7.500.000 (team) + 1.750.000 (soft cap) + 16.437.500 (25% awarded)

The maximum amount of existing BFN:

150.000.000

75.000.000 (website functions) + 7.500.000 (team) + 67.500.000 (hard cap)



PROJECT OVERVIEW

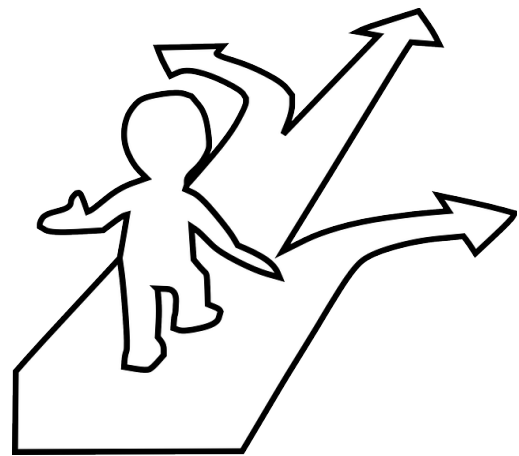
Why Should I Invest in BlockFollow?

- **We are transparent:** We have nothing to hide. We won't run away. We are proud of this project and are here to help you. From the first to the last team member, you can check our identity. Credibility is very important for us.
- **We listen to your feedback and discuss your ideas:** To provide the best possible platform for the audience, we ask everyone to be the part of it. We will ask if you like our tool or not; if our mobile app is easy to understand or not. Together we will make BlockFollow fit all your needs.
- **We will keep our promises:** We will have regular updates from the very beginning of the project. We will inform you about the workflow and will deliver our product on time as it's written on the Roadmap.
- **Our success is your success:** We appreciate your assistance to make BlockFollow possible. If you hold at least 5000 BFN in our wallet, you will get a share of the house income.
- **The supply is low:** The maximum supply of BFN is fixed 150.000.000, but that doesn't mean, that every single token will get on the market under the ICO. Depending on the success of the ICO, the number of BFN distributed will be between 18.187.500 and 67.500.000. That will leave a big space of value increase. The rest of the supply can only be earned after the official release.
- **You can help cryptocurrencies getting widespread:** Our mission is to make crypto understandable and accessible for anyone. That's a common purpose.
- **Charity:** We believe that giving attention and aid for those who suffer can show the importance of decentralization to the world.

The Problem

We are in the middle of a digital revolution. Centralized proprietary services are being replaced by decentralized ones. Blockchain technology offers possibilities we have never seen before. In the past years, Bitcoin was seen as a Ponzi, then as an enemy of the current, classic monetary system. It took a few years for the people to realize, how great potential it has. The money is pouring into the coins, and media started to talk about it. Banks are searching for ways to use the blockchain, CME launched Bitcoin Futures trading, it's getting recognized and accepted around the globe.

Still, cryptocurrencies are unregulated and very fragile. A fake rumor can make a currency drop 30-50% of its value, if not more. There are couple of reasons: market is still relatively small, so its easy to manipulate (for example, dotcom was 6.7 trillion dollars, when it popped); people don't know, what they are investing in (they might be inexperienced in trading, following someone); last but not least, it is



hard to gather information about a project and realise its advantages for someone, who has little to no technological knowledge. In the past years only crypto-belivers was trading. Now even our grandmothers are considering buying bitcoin. This grows FUD, that can cause a bubble.

There isn't a gateway yet, that makes cryptocurrencies an everyday payment method and a long-term store of value. For an avarage person, it is even hard to purchase their first Bitcoin, Ethereum and I didn't even mention the another alternative coins so far. Currently only a small percentage of humanity knows about cryptocurrencies, and even less uses it. Our task to make them understand it's importance and help aid them from the first steps.

The Solution

How to brake down barriers? To help people, who are willing to invest, we must arrange a safe, legal and fast way into the crypto-world, while making them a responsible trader and provide USEFUL and VALID information.

How to decrease FUD (Fear, Uncertenity, Doubt)?

How can we take crypto to the next level and make it mainstream?

How to avoid crypto getting a bubble?

UNDER PROOFREAD

Exp release:

16th January

BlockFollow Network (BFN)

Token Specs and Implementation

„BlockFollow Network” (shorter term: BFN) is the name of the currency we plan to distribute in order to make our services work. It is being developed, tested and deployed by our partner, the Espeo Software. BFN will be implemented on the public Ethereum blockchain and adhere to the ERC20 protocol. This makes MyEtherWallet, Mist and other Ethereum wallets compatible with our token. BFN will have a limited max supply of 150.000.000 (depending on the ICO, the supply could be in between the 100.687.500-150.000.000 range). Maximum 45% will be distributed under the ICO, the rest 55% will be used by the BlockFollow services.

BFN cannot be acquired directly by fiat money. Investors will have to use Ethereum to buy BFN token. The pre-ICO and ICO price is fixed. Between February 24th, 2018 and March 10th, 2018 early investors will get 50% more token. The pre-ICO exchange rate is 1 ETH = 5000 BFN (0.00020 ETH / 1 BFN). In the ICO-phase, the price will increase to 1 ETH = 3333 BFN (0.00030 ETH / 1 BFN). The crypto price volatility has zero impact on the price or token supply.

As the platform will provide a passive income after the official release for those, who hold at least 5000 BFN, it is recommended to be kept on the web/desktop/mobile wallet. 50% of house income will automatically be shared among the investors. BFN will support the website functions and transactions. In the near future, we plan to open a built-in exchange with trading pairs, that will use our token, generating bigger volume. To make BFN value independent of BTC and ETH volatility, we plan to open USD <-> BFN and EUR <-> BFN trading at the same time as we open the exchange.

Meet the Team

Dan Toth – CEO, Founder

Roland Sinkovits – COO, Co-Founder

Zoltan Takacs – VP of Operations

Patrik Kondracs – Web Security

Natasa Toth – Brand Management

Sebastian Prohaska – District Manager (Germany)

- PHOTOS AND INTRODUCTIONS TO BE ADDED -

ESPEO Software:

- DEVELOPERS AND PHOTOS TO BE ADDED -



BLOCKFOLLOW SERVICES

Social Network

Our main goal is to connect people regardless of their location, race, gender, and ethnicity. Have you ever thought about why Facebook became so successful? The answer is because of you! The power of the community and the strength of the people, connected from all over the world with the common purpose to explore the depth of the crypto world.

We encourage socializing, bonding and creating new friends within the crypto community. Create an account, personalize your profile and profit from the tools we provide. Through the live chat, you are able to discuss and argue the new market trends with your friends. As part of the crypto community, you can directly reach your peers if you need an advice and you can easily receive a useful feedback in the blink of an eye. Build your own group, grow a community, be the one, who unites the people. On your PC, mobile or tablet, faster, smoother and easier than ever.

Our website is fully customizable for your convenience with live news and portfolio tracking. With the help of our news and portfolio tracing system, you can easily keep up with the news and visualize your portfolio to make the best decisions right on time.

We are implementing a new karma system to deal with fake rumors and reward meaningful accurate information. We all know how disastrous fake news can be, especially in a volatile environment like crypto. With our karma system we are trying to provide valid information written by trusted community members.

We provide the tools which you can create your own personal brand with by the addition of personal rankings, public data, and statistics (score). Forget Discord and Patreon! Thanks to our personal ranking system, you can easily create your own crypto analyst brand and gather followers like never before.

Crypto-Wiki

We provide a brand new Crypto-Wiki with valuable information to deepen your blockchain knowledge. Our crypto database works just like the biggest online database. Users can edit, modify and add information which will be available for most of the languages! So that any member, from anywhere, will be able to access the database and easily contribute.

Being a productive community member will be rewarding. In general, the process of writing, reviewing or editing articles can be time-consuming and that is why we are providing BFN as a reward for the previously mentioned activities. Our goal is to create a healthy learning environment for everyone, since learning is a key factor in our world, mainly as far as cryptocurrency is concerned.

Our new Crypto-Wiki is not going to be a regular site, where learning is boring. We would like to provide text guides, videos and audio guides on all languages for every member who is craving for gaining more and more useful and up to date information in the field of blockchain and crypto assets. We encourage to keep things simple. If we want to make cryptocurrencies a long-term, world-changing technology, we have to realize, that might everyone could be using blockchain's benefits, not everyone has the ability to see through this world.

Our brand new Crypto-Wiki will be available to all for free. One of our main goals is to provide all the necessary information to our users in connection with the crypto, the technologies behind, about coins and much more elements for free.

Be a tutor. Despite we will provide all the necessary information to begin trading and understand this world, you might have something more to add. Create your learning series, arrange groups, live stream, upload video tutorials or share your visions by technical analysis.

Portfolio Handling

Improved Portfolio Tracking. BlockFollow will provide the best way to track your portfolio thanks to our huge and updated real-time coin list. You can add as many coins as you wish and moreover you can also track multiple portfolios at the same time. Our system will compare prices on each exchange thus we can provide you them in the most accurate way. You can also reach historical information on listing time, prices of each exchange many years back.

Continuously improved features. Our short-term goal is to improve our portfolio tracker system until it's nearly perfect. Your opinion will help us develop the most advanced and reliable platform on the market.

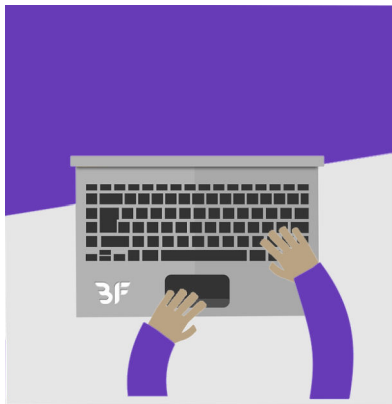
Monetize and share your portfolio with your followers. You can set your portfolio to be either private or public. What is even more, you can also share your portfolio with your followers or selected members of the community for free or for BFN. The decision depends solely on you.

Meanwhile, we are also planning to implement a new coin exchange. Our goal with the planned exchange system is to create a transparent, user-friendly, quick and accurate environment available online, Android and IOS with trading pairs using BFN. This will allow you to handle your portfolio without transaction fees. We will make trading free, easy and comfortable. Set up trailing stop orders, rebuy orders to secure yourself if you can not be online.

Cash in and cash out effortlessly. As soon as our exchange will be released, we will issue a system, that allows you to cash in and cash out BFN legally with the lowest fees immediately from your PC or Mobile. We will provide credit cards for your BFN wallets and even install ATMs to make your transactions as smooth as possible.

News and Events

A brand new karma system. With the help of our newly implemented karma system, the community will be able to block specific members who are likely to spread fake rumors. What is even more, members of our community can decide based on each article or post, whether it contributes to our community's trusted values or not. In case it contributes, the users private ranking will be increased and vice versa. Every month, the most active and well performing members will get rewarded for their efforts.



Becoming journalist with our new HitSystem is not just easy, but rewarding. Thanks to the power of our new HitSystem we are able to track the number of people who read your article and as a direct consequence we are going to set up a ranking based on the number of people your article reached alongside with other important metrics such as average reading time, like dislike

ration and the number of shares. The higher your rank is the more BlockFollowCoins you are going to earn because our ultimate goal for this system is to reward productive helpful educational behavior and create a convenient, trusted global network regardless of your language and expertise.

Are you interested in new projects, maybe an event near your area or an upcoming ICO? BlockFollow has the ultimate solution as well. We provide an event / ICO calendar where you can track and follow and spread your favorite ICO-s to increase their exposure and save important time for yourself because you can get to know all the previously mentioned things by a single click.

Technical Analysis

We provide advanced analytical tools for improved technical analysis.

There will be two types of analytical tool version, a basic level- and a pro version. Our pro version will be equipped with industry-leading analytical tools to satisfy our institutional investor's needs, however, the basic version will totally satisfy the need of regular users. We provide real-time data flow of major cryptocurrencies to support your inspections. Compare your chosen coins prices to BTC, ETH, BFN, and USD.

Introducing a new, social aspect of analytics. With the help of the tools that we are providing, trend analysis became much easier than ever before. What is even more, you can use our website to save, store and share your trend analysis. You can furthermore monetize it if you want since the possibilities are unlimited.

Connect our exchange with your prediction.

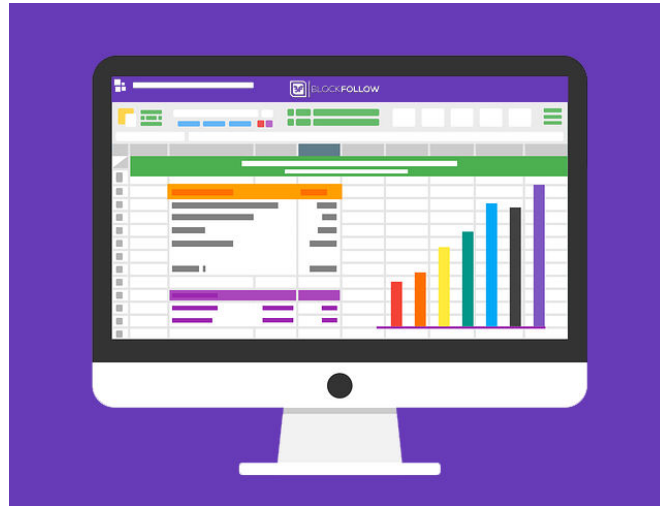
As soon as our exchange will open, you get the chance to automatize your trading based on your chart plot. You can set your orders in one second to buy and sell in the preferred price area.



Keep in touch with your followers & earn tokens. As a result of a quality analysis, you can easily gain followers on BlockFollow. What is even more, you can easily create your trusted brand and monetize yourself in our website with the help of our tools that we are going to provide you with, such as the ability to live stream analysis and paid content such as tickets to your private events.

It's 2018. There are no limits. We know that many people have no time to sit down in front of their PC or notebook to figure out the current trend, therefore, we hand over a tool you can use on your mobile or tablet too without limitations.

Earning BFN on BlockFollow



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Exp release:

16th January



ROADMAP

ROADMAP



Upcoming Updates (2018-2019)

The Beginning

- Pre-ICO
- ICO
- Website Alpha



Q1 2018



Q2 2018



Q3 2018



Q4 2018



Q1 2019

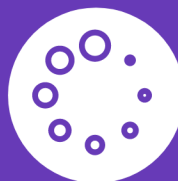


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The Progress

- Website Beta
- Desktop Wallet



Getting Live

- Press Conference
- Website Release
- Online Wallet



Widespread

- Android/iOS App
- Mobile Wallet
- Integrating Live Streaming



To the Moon

- Integrated Market
- Merchandising Options
- Deploying ATMs



The Future

The future depends on YOU, the pioneer of a new monetary system. We are open to great ideas.



BLOCKFOLLOW

Q1 2018 – The Beginning

The first quarter of 2018 will be crucial. The team will focus on making the pre-ICO and ICO successful, to have enough funds for the project. With your support, we will achieve it.

Pre-ICO

We launch our marketing campaign and start advertising 2-3 weeks before the Pre-ICO begins. On 24th of February, the crowdfunding will begin with a reduced price (0,0002 ETH / 1 BFN), ongoing for 2 weeks. The maximum distribution will be 7.500.000 BFN. It's a limited amount and will never increase. If that amount will be sold out before the official end of the pre-ICO, that won't change the starting date of the ICO. If not all BFN will get sold during the 2-week term, the leftover will be rolled to the ICO-phase.

ICO

The official starting date is March 11th, 2018. This phase will last for maximum 4 weeks depending on the success and will be sold at the normal price (0,0003 ETH / 1 BFN). The maximum distribution will be 60.000.000 BFN. It's a limited amount and will never increase. If not all BFN will get sold during the 4-week term, the 25% of leftover will be distributed to our investors, and the 75% will get burned.

Website Alpha

The development won't stop under the crowdfunding. We plan to release the alpha version of the BlockFollow in the late Q1 2018. It will have reduced functionality, but registration will be opened for a few selected previous investor to help to test our features. To tailor our services to your needs, we will ask for your feedback questions on each.

Q2 2018 – The Progress

The second quarter of 2018 will mean a full-time development effort for the BlockFollow team. After getting feedback from the Alpha, we can modify and make progress on our services. After a successful ICO, we can afford to rent or buy an office to make our everyday production better. Apart from the team that Espeo Software provides, we will hire other developers, customer service assistants, to have the capacity we need to deliver BlockFollow. After the end of the ICO, we will hit minor exchanges.

Website Beta

We continue to extend and finish all the major services we promised to release. In the Beta-phase, all previous investor will have a chance to try the product. At this time BlockFollow will only be available on the web. We will be testing the social tools, economic system, charting tools and the news and event system. In the Beta, you will be able to earn BFN by interactions, but the house income will not yet to be generated and shared.

Desktop Wallet

Simultaneously, we will be developing the desktop wallet. To get the share from the house income, you have to store your BFN in one of the wallets we provide. The first secure wallet will be released in the Q2 2018 at the same time as the Website Beta. Till then, feel free to store your tokens on the recommended ERC20 compatible wallets.



Q3 2018 – Getting Live

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Exp release:

16th January

Q4 2018 – Widespread

**UNDER
PROOFREAD**

Exp release:

16th January

Future Plans

**UNDER
PROOFREAD**

Exp release:

16th January



MISC

How to Participate in the pre-ICO or ICO?

If you are interested in participating in the crowdsale and don't have a wallet or don't know where to get Ethereum you can check the options below. We recommend buying Ethereum using credit card instantly on [CoinBase](#) or [CoinMama](#). If you don't have one, you can use your debit card or bank transfer. [Forbes.com also made a useful step-by-step tutorial](#) what to do to participate in an ICO. Note: you'll have to verify your identity to start purchasing Ethereum.

Exchanges

You can buy ETH on exchanges like [Kraken](#), [Bitfinex](#), [Gemini](#) or [Cex.io](#) using SWIFT / Bank Transfer. They have different fees and some of them might not be available in your country.

ETH and ERC20 Compatible Wallets

You can store both Ethereum, and BFN tokens on specific wallets. We recommend using one of these:

- [MyEtherWallet](#) (Browser Wallet)
- [MetaMask](#) (Browser Extension)
- [Parity](#) (Desktop)
- [Mist](#) (Desktop)

Buying BFN during pre-ICO and ICO

After you successfully acquired Ethereum, you have to go through an account registration and a KYC (Know Your Customer) process, to make sure, you can participate in the crowdsale according to your local laws. KYC will

eliminate the threat of identity theft, money laundering, terrorism funding, corruption or other illegal activities. This is a required step by governments, regulators, and banks as well. This will only require 3 minutes to make it as comfortable and fast as possible for our investors.

After you have passed the KYC process, we will provide you the further details (ETH address, ICO rules). The minimum amount per transaction is 0.05 ETH. Sending anything less than the minimum value can cause loss of your ETH. With the account you have created, you can purchase BFN anytime in both pre-ICO-phase and ICO-phase. Don't forget to set the gas limit to 200.000. After you have sent your ETH to the provided address, the system will automatically send you the correct amount of BFN. The transaction might take up to 30 minutes. If you didn't get your tokens, send a request to the info@blockfollow.com address.

The BlockFollow team will also provide a video tutorial and FAQ to make sure that every step is easy to understand. It will be uploaded to the website when the pre-ICO phase will begin.

Contact Info

Company:

BlockFollow Technologies Ltd.

Address:

(will be added soon)

Telephone:

(will be added soon)

E-Mail:

info@blockfollow.com

Website:

www.blockfollow.com

Facebook:

www.facebook.com/blockfollowofficial

Twitter:

www.twitter.com/BlockFollow_com

Instagram:

www.instagram.com/blockfollownetwork

Change Logs

05.01.2018 - Added Roadmap Infos (v1.0)

15.11.2017 - Initial Release (v1.0)