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DateCoin

The fastest successful match

DateCoin is the world's first dating service that uses neural networks and artificial intelligent algorithms based on working business model with clear buyback on blockchain.

DateCoin is the next step in the development of the successful project, launched in 2015. Its predecessor, dating service Denim, is today's market leader of pragmatic dating in Russia, with the fast-growing audience and high average revenue per user (ARPU).



DateCoin Tokens (DTC) is the key to the best girls all over the world under special conditions.

DTC holders can sell their tokens on the secondary market, or offer them for mandatory buyback by DateCoin. Up to 20% of the project revenue will be spent monthly on this purpose, that will positively affect the DTC price.

About DateCoin

Today's dating services have a lot of problems, including:

- Low efficiency in finding a matching partner.
- The user wastes a bunch of time looking through boring profiles (search settings and filters do not fix the problem).
- Fake photos and accounts of non-existing girls, unreliable personal information.
- Hidden subscriptions and payments that drain the money from users cards.
- Weak cybersecurity of the services, confidential data leaks due to successful hacking attacks.

DateCoin creates a new reality of online dating, combining advanced, proven technologies and fruitful dating experience.

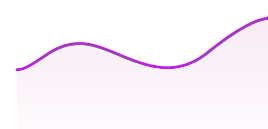


**PreSale starts
November 29, 2017**

DateCoin tokens are created for public sale during the official **crowdsale**

Do not miss the opportunity to become a part of the unique project!

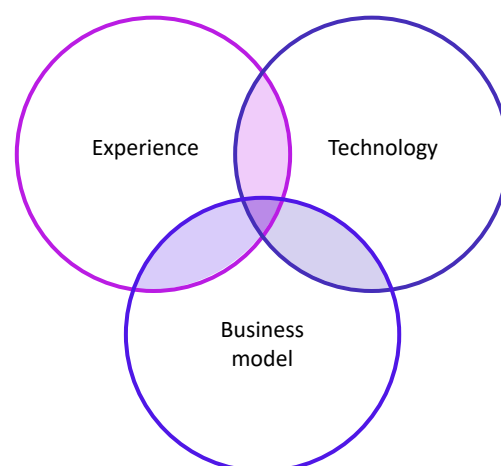
info@datecoin.com



The total volume of the global online dating market is approaching

\$5 bln

with a projected growth of \$6 bln by 2021. Under these conditions, we will create a world-class product that differs favorably from all existing dating services.



Business model

DateCoin is the dating for successful men and beautiful women looking for relationships of convenience.

The idea of relationships of convenience is being actively promoted worldwide. Nowadays, a lot of women in many countries are interested in finding financially secure men. In turn, the male audience demands dominant conditional relationships.

It is that concept to allow us achieving high levels of profitability and positive results for users in

9 out of 10 cases

Technology

DateCoin is a dating service that employs neural networks and artificial intelligent algorithms for fruitful and safe dating all over the world.



Intelligent partner selection based on neural networks and face recognition technology of the favorite users



Intellectual verification system of the users based on image recognition to fix the problem of fake profiles



End-to-end encryption of the users data and internal chats for maximal cybersecurity



The use of blockchain to raise funds and, implement a clear sales algorithm of the token buyback



Algorithms of semantic and morphological analysis of dialogues will help to determine the most relevant selection of female audience based on the tastes and interests of the male users

Experience

The DateCoin team has strong competencies and extensive experience in development of modern IT projects, use of intelligent systems and UX design, as well as in successful product positioning and sales. Today, our professional team has more than 20 staff members qualified for Internet marketing, design and development, artificial intelligence and big data processing.



Denim, our main effective product is the leader of the Russian pragmatic dating market. The audience of the project is more than half a million users and continues to grow.

Available for installation



Tens of thousands of attractive girls interested in relationships of convenience have already signed up for our project (www.denim-app.ru)

By holding a crowdsale, we are not just going to create another dating service. We tackle the problems practically and offer effective solutions for changing the scope of online dating for the better results.

	DateCoin	Denim	Tinder	Badoo	Seeking Arrangement	Ashley Madison
Search speed	●●●●●	●●●	●	●●	●●●	●●
Productivity	●●●●●	●●●	●	●●	●●●	●●
Security	●●●●●	●●	●●	●●●	●●●	●
Girls profile verification	●●●●●	●●●	●	●●●	x	●
Cryptocurrencies acceptance	✓	✓	x	x	x	x

Source: own DateCoin analysis

DateCoin

Our model has proven its effectiveness and now we are ready to create and promote a world-class product

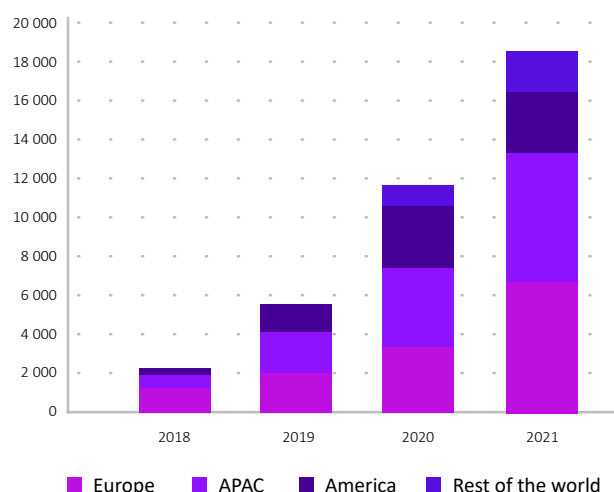
We use blockchain to get funding for project development and to implement clear sales algorithm of token buyback

The United States is the absolute leader of the dating industry. According to statista.com, the projected revenue by the end of 2017 will amount to \$2.18 billion. However, the US market growth rate is slowing down from year to year, moving from a quantitative indicator to a qualitative one. The growing popularity of online dating segment in Europe, Asia and South America is worth noting separately. Currently, the top 5 countries for the total forecast revenue in 2017 are China, Britain, Germany, France and Brazil, whereas emerging markets leaders in 2017-2021 will be China (9.9%) and Brazil (8.6%).



According to our estimates, the target audience of DateCoin is **about 60 million**

DateCoin users



We are striving for global leadership in the dating industry for wealthy men and beautiful women. In the emerging markets of Europe, Asia and South America DateCoin will take a leading position with a share of

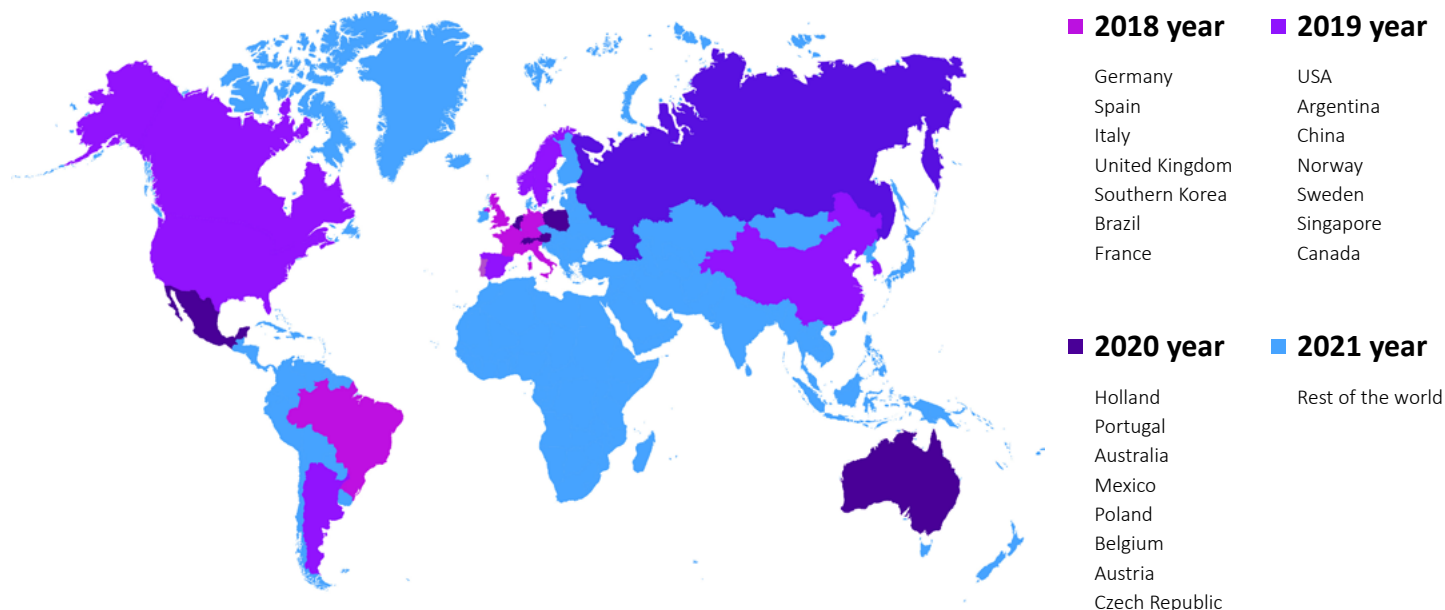
40-60% in its segment by 2021



Active marketing in the most promising markets within three to four years will increase the audience of DateCoin

up to 20 million

DateCoin audience



Funds planned for DateCoin

Depending on the amount of funds raised, we plan three scenarios, where the key factors are a solvent target audience and ARPU.

Fund raised (EUR)	Year	Countries	Target audience	Revenue (kEUR)
Best case scenario € 34 000 000 fund raised	2018	7	2 374 694	€ 28 258,9
	2019	14	6 271 934	€ 74 636,0
	2020	23	12 073 732	€ 143 677,4
	2021	29	19 124 462	€ 227 581,1
Medium case scenario € 17 000 000 fund raised	2018	5	1 696 210	€ 20 184,9
	2019	10	4 479 953	€ 53 311,4
	2020	15	7 874 173	€ 93 702,7
	2021	18	11 870 356	€ 141 257,2
Worst case scenario € 3 500 000 fund raised	2018	3	1 017 726	€ 12 110,9
	2019	5	2 239 977	€ 26 655,7
	2020	7	3 674 614	€ 43 727,9
	2021	9	5 935 178	€ 70 628,6

For the pessimistic scenario, the figures are calculated based on worldwide online dating segment ARPU of €4 (source: <https://www.statista.com/>).

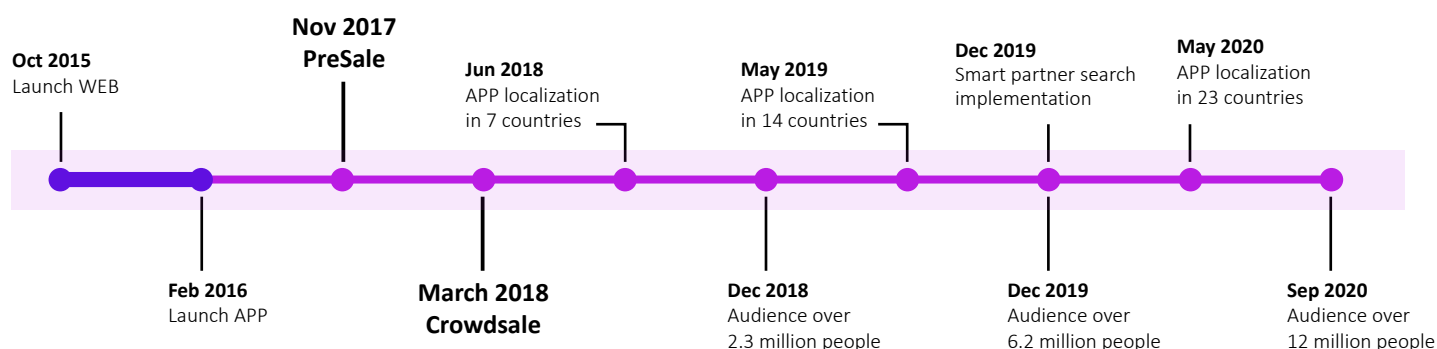
For the optimistic scenario, we plan that our ARPU rate will be similar to Denim in Russia – €11.9.

Roadmap

Project development overview

1	2	3
UX adaptation and localization for overseas online marketplace	R&D in neural networks and artificial intelligence algorithms	Marketing principles
<ul style="list-style-type: none"> 1.1 Service localization 1.2 Service testing 1.3 Technical support launch 1.4 Service maintenance, development, and regular update 	<ul style="list-style-type: none"> 2.1 Implementation mechanisms study of neural networks and artificial intelligence algorithms 2.2 Users Clustering 2.3 Implementing user preferences based face recognition and search system 2.4 Implementing morphological and semantic analysis of dialogues 2.5 Smart partner search implementation 2.6 Implementing smart service moderation 	<ul style="list-style-type: none"> 3.1 In-depth market analysis 3.2 Analysis-based product launch 3.3 Market testing 3.4 Adoption a product to the local markets 3.5 Promote a product with popular local resources and market leaders 3.6 Running advertising campaign, buying large amount of traffic

Roadmap to the best case scenario is given below



By the end of 2019, we plan to reach a steady profit, and expect a significant profit growth by 2020. Reaching and operating in the profit zone will allow us to comply with token redemption obligations.

Token mechanism

We are selling DateCoin (DTC) tokens to raise funds for the project development and scaling of an existing successful business model. DateCoin is designed to provide each token holder with clear and favorable conditions.



Token buyers are given unique access to the best girls from all over the world under special conditions.

DTC owners will be able to sell their tokens on the secondary market or offer them for mandatory buyback by DateCoin

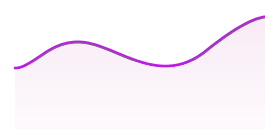
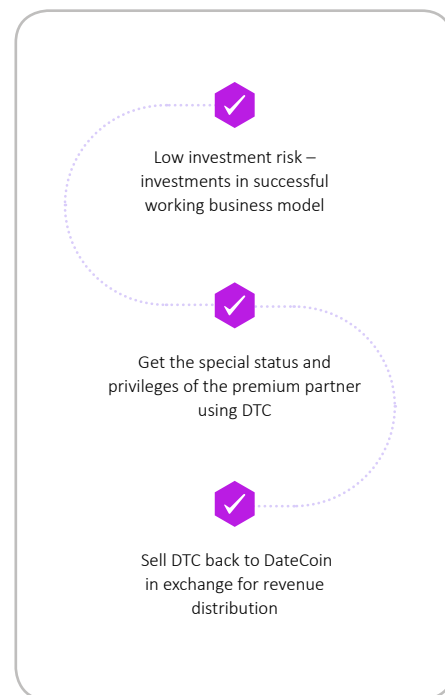
Tokens buy-back program

DateCoin gives DTC holders an opportunity to sell their tokens with the buyback program. Starting from the fourth quarter of 2018, we plan to spend up to 20% of the project revenue for token buyback monthly.

By providing the world's best dating services to the target audience, we plan to reach an annual revenue of up to €230 million by 2021. With an investment of €34 million at the launch of the project we will spend more than €90 million for token buyback by 2021, with an estimated total of up to €185 million by 2023.

The buyback is made with a smart contract as follows:

- DateCoin places a fixed price (in ETH) smart contract to buy the tokens with the closing date in five calendar days
- All token holders are informed via DApp (decentralized application) about the opportunity to sell tokens
- As token holders offer their tokens for sale, the total amount of tokens in a smart contract increases
- The exchange rate equals $\text{ETH} / \text{tokens}$. Evidently, the less tokens are left in contract, the more favorable is the exchange rate
- If the sellers are not satisfied with the current buyback rate, they can withdraw their tokens, thus reducing its total number and improving the exchange rate for the rest
- You can send and withdraw tokens before the closing date of the smart contract. After this date, the number of tokens is fixed and ETH is sent to all participants proportional to the number of tokens left in the contract

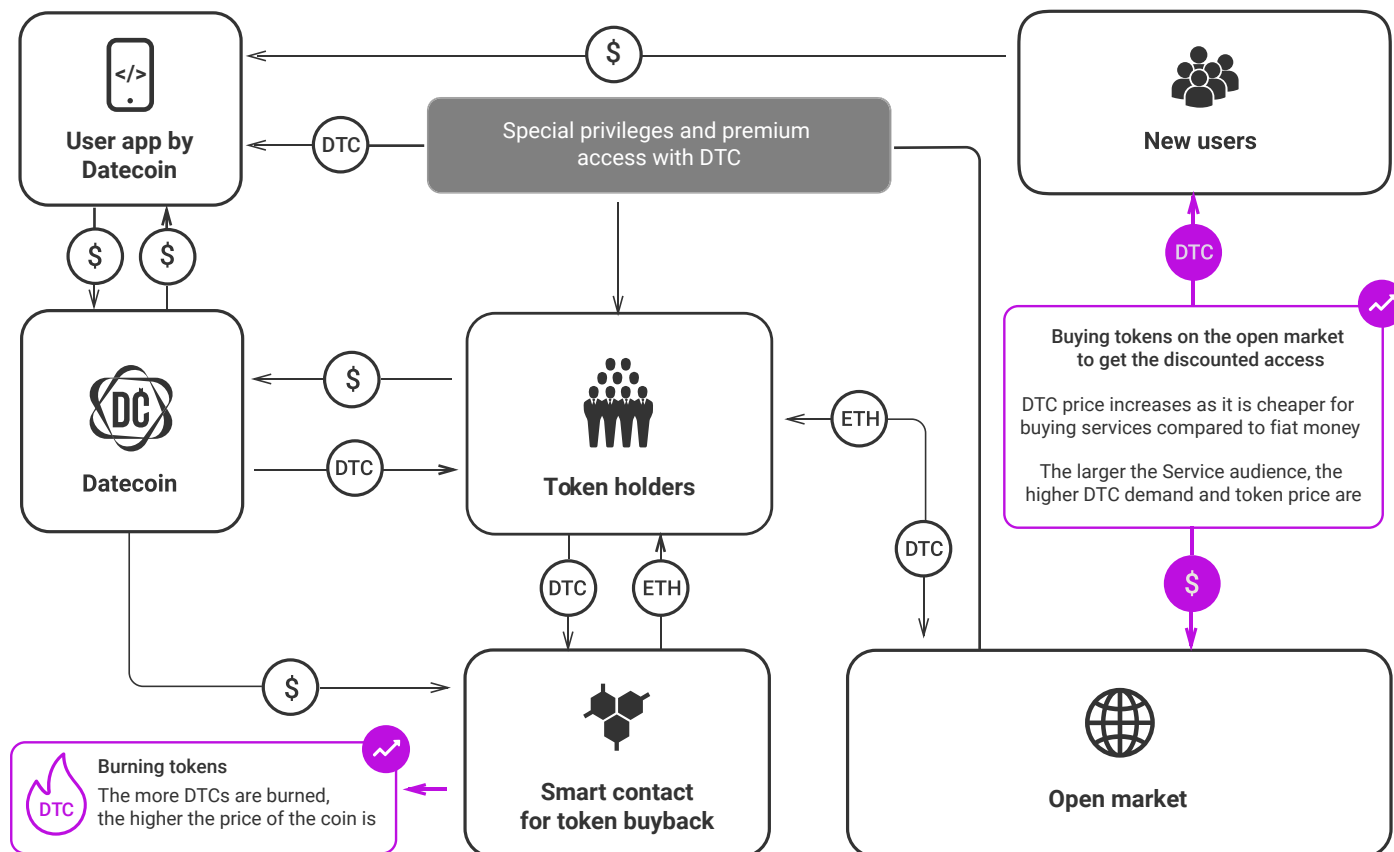


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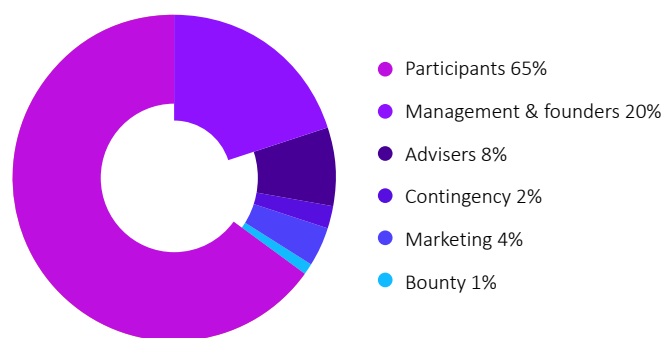
Since the number of tokens is limited and it decreases, their price will increase over time. Token holders will be able to determine what sale price will work better them.

The mechanism of token redemption is transparent and makes it possible for DTC holders to profit from the volatility of the token market price.

Crowdfunding

- DTCs are Ethereum based tokens.
- Tokens are sold in Ether and BitCoin smart contracts in several steps:
 - 1. PreSale – November 29, 2017**
 - 2. Crowdsale – March, 2018**
- The DTC price is nominated in Ethereum and 1 DTC=0.00025 ETH.
- Instructions for participants will be published before the tokens sale.
- To buy DTC, crowdsale members send ETH and other cryptocurrencies to the address specified in the instruction.
- The duration of crowdsale at each step will be announced additionally.
- To participate in the crowdsale, please contact us at info@datecoin.com

DTC Allocation



65% DTC for crowdsale

20% DTC is reserved for the project team and is automatically blocked on a smart contract for 1 year

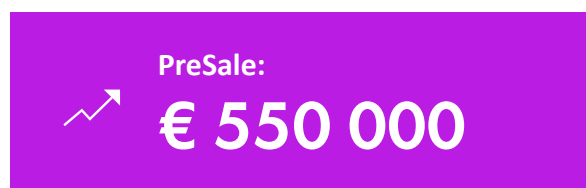
8% DTC for remuneration of the qualified consultants

4% DTC for marketing and token listing

2% DTC for contingencies

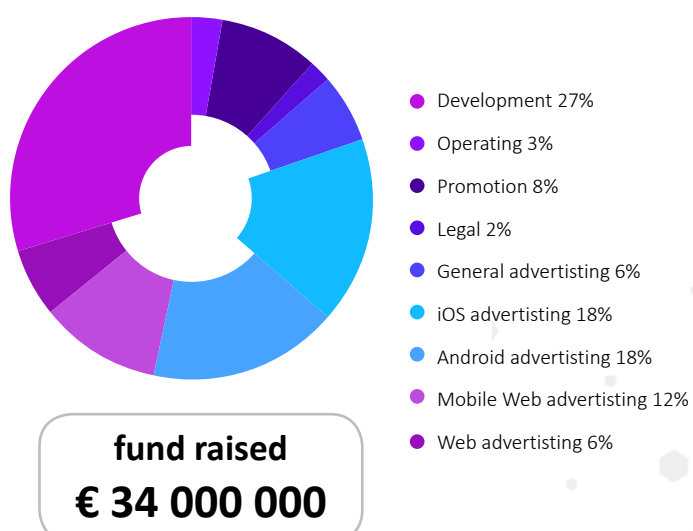
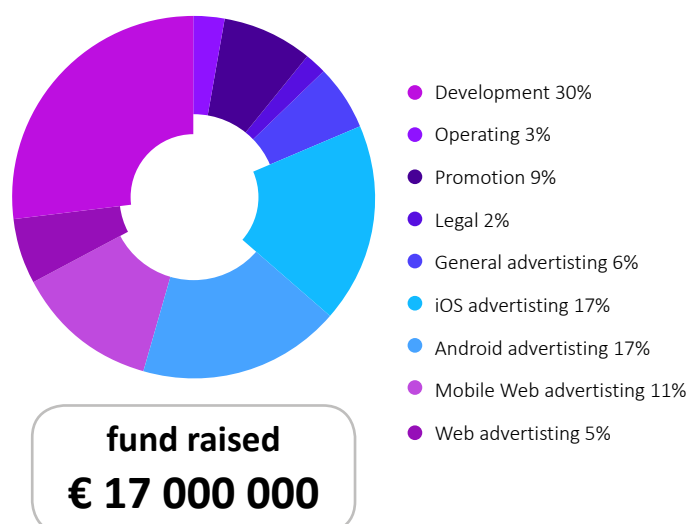
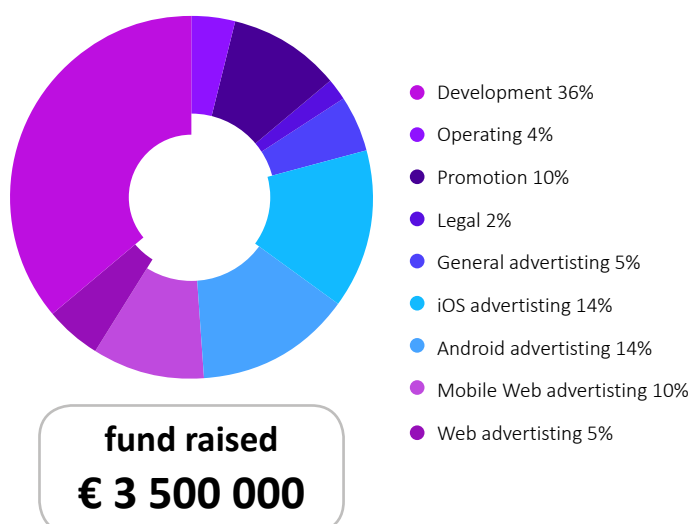
1% DTC for bounty campaign

Cap on crowdfunding



Fund disclosure

Depending on the volume of funds raised, we plan three scenarios for intensive project development. In the most intensive scenario, the audience of our application will reach 20 million users in 29 countries by 2021. The active expansion of the project around the world will require significant costs for marketing and product promotion.



Team



Nikita Anufriev

Founder & CEO

Co-founder of Denim and «Cinderella Project» services (the largest dating services in Russia).

The founder of the Yasno.mobi, specialized in creation of mobile and adaptive Internet websites, as well as in providing wide range of services. Among the company's clients are HYUNDAI, New Balance, LARSON & HOLZ, UralSib Bank, Moscow State Institute of International Relations (MGIMO) and many others. ,More than 150 successful projects were in total implemented under his leadership.



Aleksey Sinitsyn

Co-founder & investment director

Serial entrepreneur – creator of several start-ups, a number of audit and consulting companies. He has extensive experience in insurance and risk management and financial management (over 15 years), including key positions in the management of the large banks.



Elena Platonova

CMO

Works in Internet marketing since 2006. Started with the advertising of online games, then moved to online dating. For more than three years she worked as a deputy director of the marketing department of the dating service Mamba (the leader in its segment in the CIS). Served in a similar position at Wamba dating service (international version of Mamba).

PhD in Cultural Studies (thesis: «Internet advertising as an object and subject of cultural creation»).



Maksim Kozlov

CTO & Chief crypto officer

Head of the Denim service development team since the launch of the product. Head of IT-department in Mainex, an international company. Develops the solutions for an automated documents creation for customs control in different countries, experienced in financial management and analysis.

Moreover, he has experience in developing web services and management of IT projects of over 6 years. Maksim has two diplomas with honors in the field of “Automation of technological processes». He is currently writing a thesis on the use of intelligent and adaptive control systems for technological processes. Author of several scientific publications on this topic.



Dmitry Starostin

Product director

Head of Denim Design Service Group. In the recent past, the leading UX/UI designer of the largest Russian IT holding mail.ru Group. Has a rich experience (more than 15 years) in the field of Internet design. Has run a large number of projects in this field. He went from being a web designer to becoming head of department in major technology companies.



Eugene Alfeyorov

Traffic Manager

Has work experience in Internet marketing of more than 10 years. He held executive positions in major web studios. The developer of open and closed systems for marketing automation. He advised a number of companies, including key St. Petersburg media and many others. Successfully implemented several hundred strategies in the field of Internet marketing.

Advisors



SIMON CHOI

Simon Choi is an international lawyer, qualified to practise law in England & Wales, and in Hong Kong, China. Simon graduated from the law schools' of Peking University, the University of London and the University of Hong Kong respectively. Simon has advised more than 10 ICO projects globally and contributes to DateCoin by providing an in-depth knowledge of international law, as well as advising and reviewing new blockchain regulations in various jurisdictions. With more than 25 years of experience in international trade, investment, finance, and M&A, he is an asset for DateCoin ensuring the highest degree of compliance and adherence to all relevant government policies towards blockchain technology.



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