



# NAU

W H I T E P A P E R

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## SUMMARY

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This white paper is intended to provide readers with information on what NAU Platform is, outline the business model behind it, describe the market and the way NAU team is going to disrupt it backed by its investors and token holders.

NAU is the platform that directly connects customers and retailers using blockchain technology to guarantee transparency and reliability. By enabling every user to be an affiliate to any retailer, NAU encourages consumers to spread the word about the platform, creating a unique ecosystem where each user is an avid ambassador, because that's him, who gets rewarded by the retailers for bringing sales to the latter. The retailers, in their turn, get access to the highly-targeted local audience and pay only for the real leads ending up with particular actions including sales. This is by our vision the best possible interpretation of once popular SoLoMo (Social, Local, Mobile) marketing approach.

NAU is a very ambitious project requiring substantial initial and operational expenses. Our global aim is to create a fair and mutually beneficial platform where retailers can comfortably get additional sales based on transparent and affordable price while directly rewarding those who make these sales possible - the affiliates.

The main point of entry to NAU Platform is the mobile app with geolocation module. It allows users to find the retailers and particular offers to redeem. The app will be released in beta within 2 weeks after the public token sale is over. NAU has already set up local offices in Germany, Philippines, Colombia, Russia and Ukraine and started signing up retailers for the initial stage of platform deployment.

# INTRODUCTION

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Lead and sales generation is the key target of the majority of marketing efforts. Throughout the history many marketing approaches have appeared, evolved and disappeared due to the inability to deliver sales at affordable price or the inability to track and account this.

Online advertising has disrupted the industry and continues doing that. The CPA (cost-per-action) model has made efficient advertising possible for many businesses that were before bound to wasting substantial parts of their budgets paying for marketing presence only.

Thanks to the high level of national economy and technology penetration SMBs in countries like the USA can benefit a lot from online and mobile advertising tools available today, though many of them are still unaware of that opportunity. In the rest of the world however most of local businesses have no access to core advantages of CPA model, because there has been no solution with low setup and entry cost, easy management and accounting. A laundry in Manila, a coffee shop in Bogota, a family grocery in Augsburg, a barbershop in Odessa and pet clinic in Novosibirsk are still limited in their marketing opportunities. They should either stick to the traditional advertising including billboards, flyers, local radio and press etc. or try to get use of online tools like social networks or contextual advertising. Both ways require certain expertise and have no guaranteed or at least easily trackable return of investments in leads and sales.

Digital coupons seemed to be a very promising solution when they first appeared and started gaining popularity both among users and retailers. Coupons have always been a popular marketing tools worldwide and their digital spin-off was quickly adopted by the consumers community. It looked like local retailers have finally been granted access to the affordable, predictable and accountable way of attracting customers. Regrettably, what seemed to be great by concept appeared to be frustrating: retailers are forced to give insane discounts to get featured and in addition have to pay up to 50% of the discount to the service as a commission, therefore bringing the effective discount up to 90% in some cases. Besides, the approach is based on discounts only, restricting flexibility while for many retailers it is crucial. As a result, many retailers never use this marketing tool again, the overall quality of offers becomes lower and customers lose interest as well.

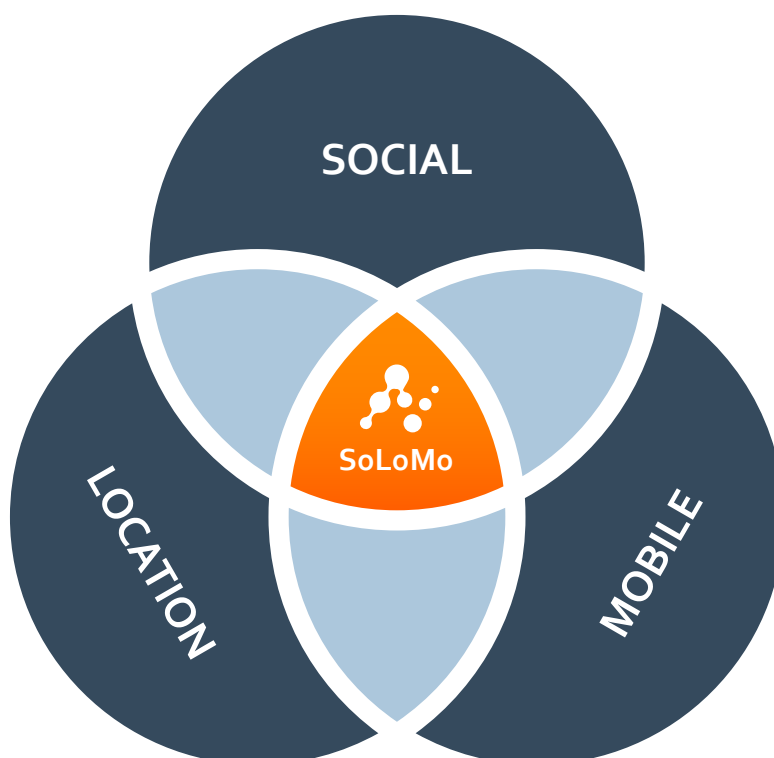
One of NAU unofficial slogans sounds like Digital coupons reimaged. We know that the concept of saving and getting bonuses is still very popular for the consumers both on well-developed and emerging markets. We also believe that a direct business-customer platform removing the numerous middlemen who create no additional value is the next step of digital marketing for retailers.

**It's time for it.**

## VISION AND CONCEPT

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Back in 2010 a new buzzword SoLoMo came into each digital marketer's vocabulary, meaning the combination of social, local and mobile marketing to achieve the best results in matching local businesses with their consumers. At least 1 of 5 searches on the Internet is local, people love to share on social networks and the world goes more and more mobile - there is no wonder that services like Foursquare and Yelp quickly became very popular.



The core principle of NAU is the win-win approach, which is something the world of advertising and affiliate marketing seems to be missing nowadays. This has been virtually impossible before, but the blockchain technology and crowdfunding through initial token sale have opened the window of opportunity for the solutions one could hardly imagine a few years or even months ago.

We are creating a platform where retailers and their consumers connect directly through special offers that encourage customers to choose a particular retail point prior to its competitors. We also consider it fair for the retailer to pay a reward for getting new customers and that this reward goes to someone, who have referred these customers. If you invite your friend to join the ecosystem, where he constantly becomes a customer to numerous retailers (receiving discounts, bonuses and gifts), isn't it you who should be rewarded by all those retailers? Here at NAU we think it's exactly you. And that is why it works exactly like this:



The platform keeps 5% of what retailers pay for each redemption of their offers. 95% goes to an affiliate - a user referring another user who has redeemed an offer. That is how 95% of funds spent by retailers to attract new customers go exactly to those who fulfil this attraction. This creates additional motivation and increases the momentum of platform spreading within the communities of consumers.



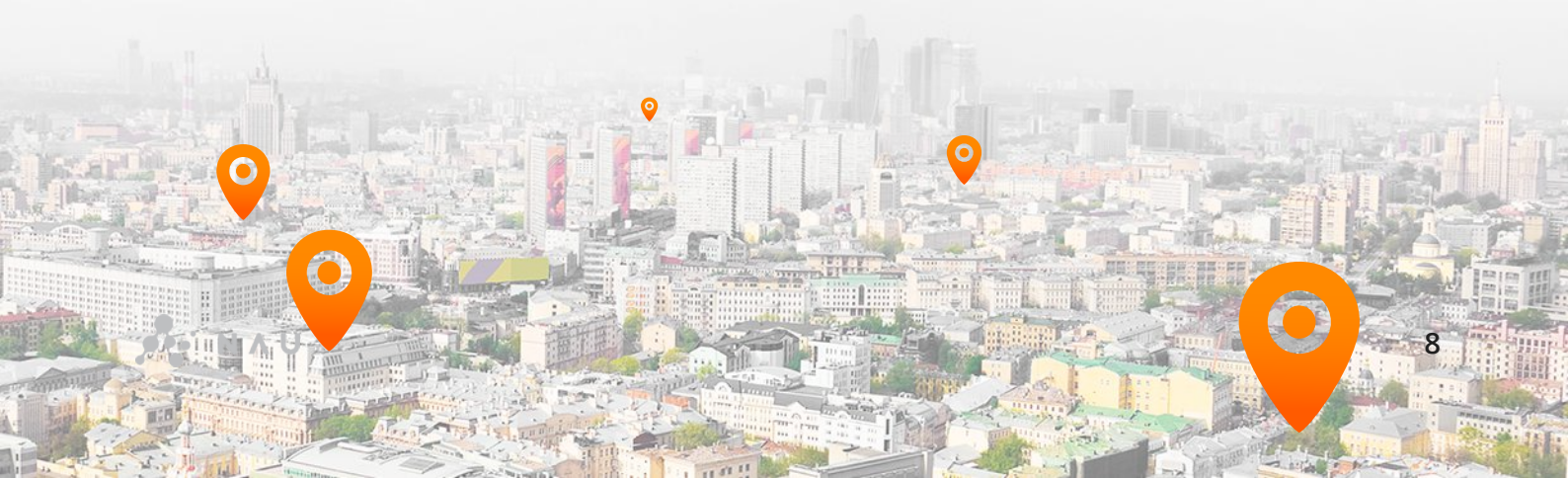
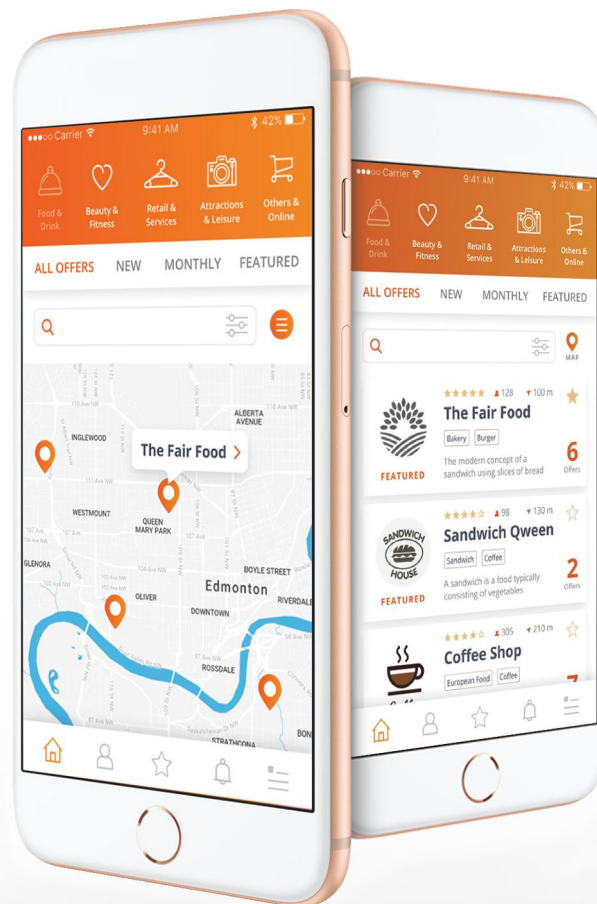
NAU utilises everything that makes SoLoMo marketing solution beneficial and successful.

We are adding lifetime referral commission for those who bring customers to NAU, making the social connection function even more rewarding for every single user.

That is what we think win-win approach is. Retailers and customers communities empower each other: users are entitled to the special offers they love, they can also get rewarded by retailers for referring friends, colleagues or social media followers, while retailers can boost their sales using an affordable and flexible marketing instrument.

## ▪ How it works

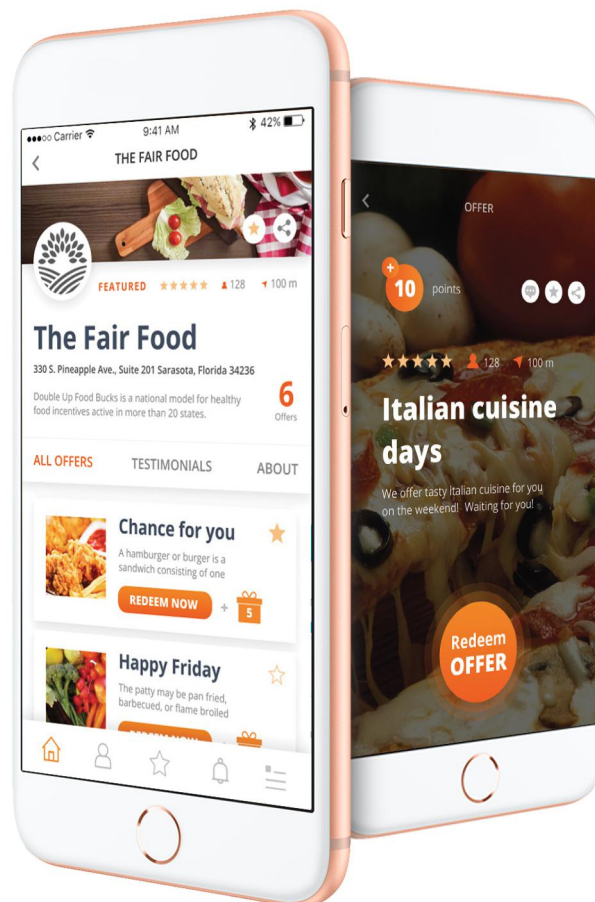
NAU is technically a platform featuring API and mobile app, which is the main entry point for users. To start using NAU, one should download an application, sign up and set up their account. After that the user immediately gets access to all offers available, that are divided into 5 main categories and are displayed based on the user's current location.





## Offer redemption

Having chosen the particular offer, the user comes to this retailer and places the order which is subject to the special offer mentioned in the application. The user should tell about their intention to use NAU before they ask for a bill. To redeem an offer, user should click the corresponding button and show the code to retailer's representative, who in his turn should enter the code in mobile or desktop application, where the redemption request is already displayed. When the redemption is accepted by the retailer, the latter pays 95% of the amount of NAU tokens defined earlier to another platform user, who has referred the aforementioned customer to NAU platform.



## Referring users

To refer other users to NAU platform and start receiving rewards for their interactions with retailers a user should use one of the sharing tools available from the app and website. These include direct links, social media sharing of both the application and particular offer, professional publishers can use API to display offers based on their audience information etc. When a referred user downloads the application and signs up, the affiliate's invite code is used by default. Invite code is required for sign up. Users can see the information about the referred users in their account.

## Participating as a retailer

Users can switch to the advertising mode within the mobile app or website after logging in. Retailers are being manually approved by NAU local office or certified agent before they can activate their first offer. This is necessary to prevent fraud, brand abuse and fake advertising accounts. A minimum of 10 NAU tokens is required to be allocated to a single offer to activate it. A 10 million NAU tokens promotional fund will be created to credit the early-bird retailers with free tokens to attract them to the platform.

## Agent interface and API

A dedicated interface is developed for certified NAU agents. These are the companies or individuals that receive the right to create and manage multiple advertising accounts on behalf of the corresponding retailers. Agent interface is available through web only.

API can be used by both users and retailers to integrate the functionality of NAU platform into their business processes. For example, large publishers can use API to receive information about particular offers to show them to the visitors based on geolocation to improve conversion. Retailers can manage offers through API integrating this into their CRM systems. This is crucial for online retailers, as their offers are usually redeemed online and they need to approve those redemptions instantly after users place orders.

## ■ Problems and solutions

Talking about the world of digital marketing for retailers in general and digital coupons as part of it, we can outline a few common and some particular problems that both users and retailers experience, and explain how NAU is designed to solve them.

**CAC opacity for advertisers.** Try asking a fellow retailer about their customer acquisition cost from digital marketing channels. You will hardly hear an exact answer. Despite the fact digital advertising is much easier to track than traditional, most advertisers are still unable to calculate the CAC, LTV and ROI of the customers they attract through digital channels. This also makes marketing budget planning more difficult and less precise.

**NAU** makes things clear and simple. Retailers pay each time any offer they've created is redeemed. You got the lead you wanted - you pay. The price you pay in your local currency depends on how many tokens you wish to transfer as a reward for the lead and current token market price (or the price you've purchased the token at earlier). This means a retailer can purchase tokens at the current price in advance to use them later, thus being able to plan the CAC as precisely as possible.

**Huge discounts as the only option.** Most of traditional coupon services have simplified the idea of the coupon to discounts only. The bigger - the better. It has become an arms race of discounts, resulting in retailers being burdened with negative ROI and quitting this faulty scheme.

**NAU** provides retailers with a flexible customer attraction tool. They can continue using discounts if they wish, but they can (and we recommend them to) go beyond that, offering bonuses and gifts or second item free, which is a perfect choice for HoReCa, for example. Imagine a restaurant offering a second steak free. It may seem to be a tough offer for a retailer, but people don't eat plain steaks. The visitor would most definitely end up ordering a side dish, a salad, a dessert, a drink or even a few - all for two persons.

**Massive payments to middlemen.** Coupon services usually charge up to 50% from the discount which is already a heavy pressure on the retailer. Sometimes they even hold the payment on their side which means the retailer ends up with paying a fortune for the services and a cash gap.

**NAU** never ties the amount of the discount to the reward retailers pay to affiliates. Whether it is a coffee shop offering a free donut to any drink or a dental clinic with second tooth removal free - they pay in tokens. A dental clinic may pay more in tokens to make its offer more attractive for the publishers to promote, but that is optional. Every retailer gets users from the same interface, and the global aim of the platform is to create long lasting mutually beneficial relations between publishers, retailers and customers. NAU never puts retailers under the risk of losing money on each offer redemption by paying crazy money to the middlemen.

**High entry cost for retailers.** It is not a problem for midsize and huge retailers, who have both substantial marketing budgets and stock/servicing capabilities. For the smaller retail points though this is quite an obstacle. Joining a CPA network or launching a campaign on coupon website requires serious initial payments. The result is usually a short-term boost in client volume that should be thoroughly serviced, meaning a retailer should hire additional staff or stock up the inventory.

**NAU** removes the high entry cost obstacle, as the minimal amount to start a campaign with one offer is 10 tokens, which is 100% affordable even for the smallest retailer possible (not to mention the fact the first million of NAU retailers will receive 10 tokens as a free signup bonus). As the offer gets redeemed and the number of tokens allocated to it decreases, the offer would be automatically deactivated so that users wouldn't be able to redeem it (and find it within the app). Whether you want no more than 5 customers for your barbershop a day through the special offers within NAU, or you've got a storehouse full of goods you want to sell fast and cheap - our platform caters to any kind of retailers and their business tasks.

**Users are confused with numerous offers.** There are so many coupon websites, and promotional emails, and traditional promotions - users are sort of over-offered and switch to total ignorance towards such offers. Browsing hundreds and thousands of offers on the map is no good.

**NAU** tackles the problem with a very simple geolocation-based approach. The first step of a user is to choose the desired category (there are only 5 of them). They immediately see the list of the nearby retailers, can see them on the map, make an instant choice or use advanced filtering to narrow the list of the retailers. Everything is tuned to make it very easy for the user to continue with their everyday activities without any hassle of browsing multiple pages on coupon websites trying to choose a decent offer combined with the comfortable location. Open the app - choose a category - see what's great just around the corner.

**Users are spammed with offers they don't want.** If you have ever been subscribed to any coupon service, you are familiar to receiving daily (or even hourly) letters packed with 'great exclusive offers'. Sometimes they consider the past redemptions by the user, sometimes they ask users to choose the categories themselves - this tool is still inefficient due to the huge number of offers sent in bulk and mostly at the time users don't need them.

**NAU** enables retailers to create and push in highly-targeted individual offers to the particular selection of users, based on their experience within NAU platform. Users personal information is not disclosed to retailers, but our tools allow them to personalise the message and the offer itself based on what and when these users have visited and redeemed with NAU app. Users can block this function if they don't wish to receive the personalised offers which is actually a beneficial feature for them as well.

**Users are not motivated to share.** An average digital coupon website would pay a one-time fee to its users for referring their friends. Even if those users later generate many times bigger profits, affiliates receive zero share. Coupon users keep sharing even under these conditions, but the motivation is low. Publishers are not interested in promoting coupons based on any other model except CPM, because otherwise the profits are not worth it.

**NAU** makes user and publisher a king. Affiliates receive 95% of retailers payments in tokens. By referring an active special offer user, the affiliate receives lifetime profits from his activities, making it very attractive to both share it with your network and drive targeted traffic to NAU. We see this as one of the core competitive advantages of the platform, as being viral by its nature it will increase its user base much faster.

**Marketing agencies are out of the game.** While many treat marketing agencies as middlemen, they are the type of middlemen that can create value. Managing digital coupon campaigns can be a challenging task in terms of marketing, not to mention the operational load like staff training, topping up balance etc. This is something marketing agencies could efficiently do, but since digital coupon services have already squeezed out everything from the advertiser, there is no financial capacity for those who could do all the management based on retailers needs.

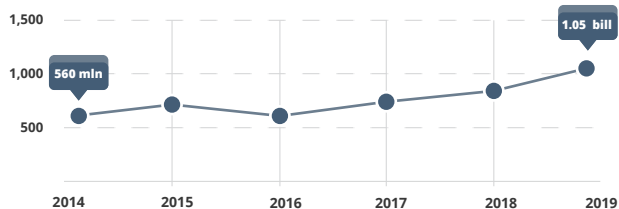
**NAU** enables marketing agencies and independent marketers to get back in the game. They can qualify to become certified agents and start attracting, onboarding and managing local and nationwide retailers. Using NAU as a platform, they build their own agents business and relations with the retailers they sign up - whether it is a fixed monthly commission or a price premium to each NAU token spent to pay for offer redemption or push-in notifying the selected audience. We aim to fully outsource the management of retailers to our certified partners and concentrate on developing the platform and making it a powerful marketing tool available both for the retailers who wish to manage everything by themselves and those who prefer to hire marketing professionals to save time and efforts.

## MARKET OVERVIEW

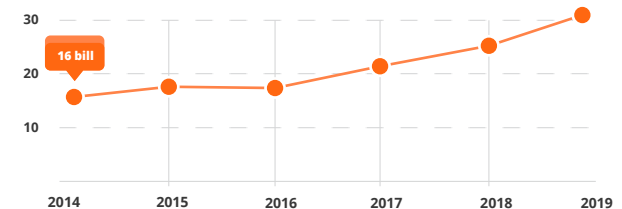
Defining target markets for NAU is not an easy task as virtually every consumer and every retailer worldwide is the target audience for the platform we are building. To narrow our targeting for more efficient start and initial stage of development we have decided to determine the mobile coupons market as the one to establish solid NAU presence at and start winning trust and popularity with both retailers and users. This is the market where NAU approach fits perfectly and caters to the benefit of all the participating parties to the utmost extent.

Let the figures speak for themselves.

### Users of mobile coupons



### Consumption of coupons



The worldwide stats confirm NAU is coming to the right place at the right time with a right thing to offer to both consumers and retailers. The chosen markets for initial launch are:

## **Germany**

The biggest European country with powerful economics and 68.8% of population using smartphones.

## **Russia**

An emerging economy with 54.7% of population being monthly active smart-phone users.

## **Colombia**

The third most-populated country in Latin America with stable and steadily growing economy. 35.4% of the population are monthly active smartphone users.

## **Ukraine**

One of the most populated European countries, with still low smartphones penetration level (under 25%) which is growing fast featuring huge potential and yet low competition.

## **Philippines**

A fast growing economy with people very eager to join various discount and loyalty programs and rapidly developing e-commerce. Smartphone MAU is 23.3% and increasing fast.

The last three countries are expected to be booming throughout the upcoming years in terms of smartphones users due to mobile Internet connection becoming more and more affordable, attracting more people to join the world of mobile services and applications.

The total number of current mobile users in NAU initial launch markets exceeds 185M users which we treat to be enough to prove the business model and collect feedback prior to launching in new markets.

Global mobile marketing spendings have exceeded \$100B in 2016 and will continue to grow year by year eating up traditional marketing budgets. 44% of world population will become smartphone users by the end of 2017.

NAU aims to become the most popular application among mobile coupons users due to its viral and rewarding nature backed by smart marketing. Targeting a highly competitive market, our company believes in both the perspectives of this market and the ability of NAU team to disrupt it and secure a distinctive share of both users attention and retailers marketing spendings.

Sources: Inversp CRO, Yahoo! and Universal McCann, Vibes, We Are Social, NewZoo

# VALUE PROPOSITION

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NAU tackles the most obvious issues of the existing solutions that use digital coupon approach to bring customers to retailers. Our aim is to create a completely new paradigm of relations between retailers, customers and other parties that create real value, based on enhanced SoLoMo marketing approach.

NAU helps **CUSTOMERS** save money and get rewarded lifetime for sharing.

- ... Benefit from discounts and bonuses or enjoy second item free with easy and fun redemption through mobile app.
- ... Invite friends, colleagues or social media followers and receive 95% of what retailers pay as a reward each time your followers redeem special offers.
- ... Build up your user level with NAU and get access to exclusive offers from both local and nationwide retailers.

NAU helps **RETAILERS** attract customers in affordable and transparent way.

- ... Attract highly-targeted audience that turn into leads at 100% conversion rate.
- ... Pay for real and approved leads that generate sales or other target actions.
- ... Flexible tool of creating special offers: from discounts to bonuses.
- ... Fix your marketing expenses by purchasing NAU tokens in advance at the current price.
- ... Contact the audience you need with personalised offers through NAU integrated tools.

NAU helps **PUBLISHER** and **INFLUENCER** effectively monetise their audience.

- ... Receive the unprecedented 95% of what retailers pay for leads.
- ... Lifetime commission for the offers a user you referred redeems.
- ... 100% transparency of transactions as every transaction is stored and seen in blockchain.
- ... Use NAU API to present your visitors the offers they are highly interested in.



NAU helps **AGENCIES** and **FREELANCERS** offer their clients a new effective marketing tool and make profit.

- Use NAU to drive more leads to your clients at affordable price.
- Purchase NAU tokens today to fix the guaranteed price of one lead for the future conversions.
- Become NAU certified regional partner to sign, onboard and manage new retailers and make profit.

## COMPETITION

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NAU joins a highly competitive market with many local and international players. We have analyzed and outlined our advantages compared to both direct and indirect competitors that NAU is to tackle on initial markets and markets to come.

### ■ Coupon / daily deals services

These are NAU direct competitors who have already established relationships with merchants and acquired user base. They provide local retailers with the opportunity to attract customers through trackable model while offering savings to their users.

#### **Strong sides:**

- ... Established retailers and users base.
- ... Well-known brand.
- ... Easy concept users are familiar with.

#### **Weak sides:**

- ... Tarnished reputation with users.
- ... High and very high commission.
- ... Complicated merchant onboarding.
- ... Retailers ROI often negative.
- ... Low viral potential.

#### **Why NAU is better for users**

- ... **NAU is free.** Special offers within NAU are always free to use, customers are charged for the good or service they purchase at the merchant point, never prior to that.
- ... **NAU is rewarding.** By sharing experience and inviting other users, NAU users can make profit, being rewarded by retailers for each offer redemption by their followers.
- ... **NAU is diverse.** Besides discounts, NAU offers various other options for customers, including a popular 'second item free' concept.

### Why NAU is better for retailers.

- ... **NAU welcomes everyone.** Rumors say coupon services turn down 7 out of 8 inquiries from merchants due to small discount and thus low commission. With NAU retailers are absolutely flexible in their SPO marketing strategy.
- ... **NAU is affordable.** Attracting a lead costs starting from 1 NAU token which price is determined by the market. Retailers can purchase tokens in advance and plan their marketing campaign far ahead.
- ... **NAU is friendly.** Retailers don't need to contact NAU managers to start, pause or cancel their special offers. Everything is done easily through a friendly interface on desktop or mobile app.

### Why NAU is better for agents.

- ... **NAU is efficient and transparent.** Agencies can power up their clients digital marketing campaigns with an affordable, trackable and usable tool.
- ... **NAU leaves room for agent fees.** As retailers don't pay crazy commissions and avoid crazy discounts, they can allocate part of the money saved to hire marketing professionals who could effectively manage their NAU accounts.

### Why NAU is better for publishers.

- ... **NAU is profitable.** Attracting users to NAU result in lifetime commission of 95% of retailer payments which is absolutely unbeatable.
- ... **NAU is transparent.** All transactions are stored in blockchain and can be monitored and checked anytime, so no room for traffic cheating or shaving.
- ... **NAU is flexible.** Publishers can take advantage of NAU API to target their audience based on location and offer redeeming habits, improving conversion.

## ■ CPA networks

While these are indirect competitors, as NAU aims working with online retailers as well, we are putting efforts into being advantageous towards CPA networks too for both retailers and publishers.

### Strong sides:

- ... Agreements with retailers and strong publishers base.
- ... High level of process automation.
- ... Safe pay-per-action model for merchants.

### Weak sides:

- ... Intransparency for publishers.
- ... Minimal deposit demand for retailers.
- ... Rewards for leads is often restrictively high.
- ... Zero or next to zero applicability to offline retail.
- ... Substantial commission.

### Why NAU is better for retailers.

- ... **NAU is almost free to start.** To create and activate a single offer a retailer needs a minimum of 10 tokens which is way lower than initial deposits in CPA networks.
- ... **NAU is for everyone.** Whether it's a retailer capable of giving big discounts, a high-margin goods seller or a small business that needs 10 sales per week, NAU welcomes every SMB to join the platform and start getting customers.
- ... **NAU is borderless.** There are no currency exchanging issues that impose retailers to seek for new affiliate partners in each country where they want to start their business.

As for the publishers, NAU advantages have already been described above. Considering the publishers already working with CPA networks, NAU can be an efficient way to monetise traffic back, untargeted and local traffic.

## ■ Traditional advertising

This isn't a particular competitor, but as our local representatives pitch NAU to retailers when inviting them to join the platform, it becomes obvious that there is still need to explain why digital marketing outperforms traditional advertising and how retail can benefit from it compared to what it is used to.

### **Strong sides:**

- ... This is something every retailer understands.
- ... Hordes of agencies, media owners and middlemen involved.
- ... Easy to start for every retailer in any place of the world.

### **Weak sides:**

- ... Very difficult and sometimes impossible to track efficiency.
- ... Most effective advertising vehicles are very expensive and occupied by huge brands.
- ... Many middlemen who add to the price a retailer finally pays.
- ... Users getting more and more 'blind' and 'deaf' towards traditional media.
- ... Most of retailer's competitors use the same advertising tools.

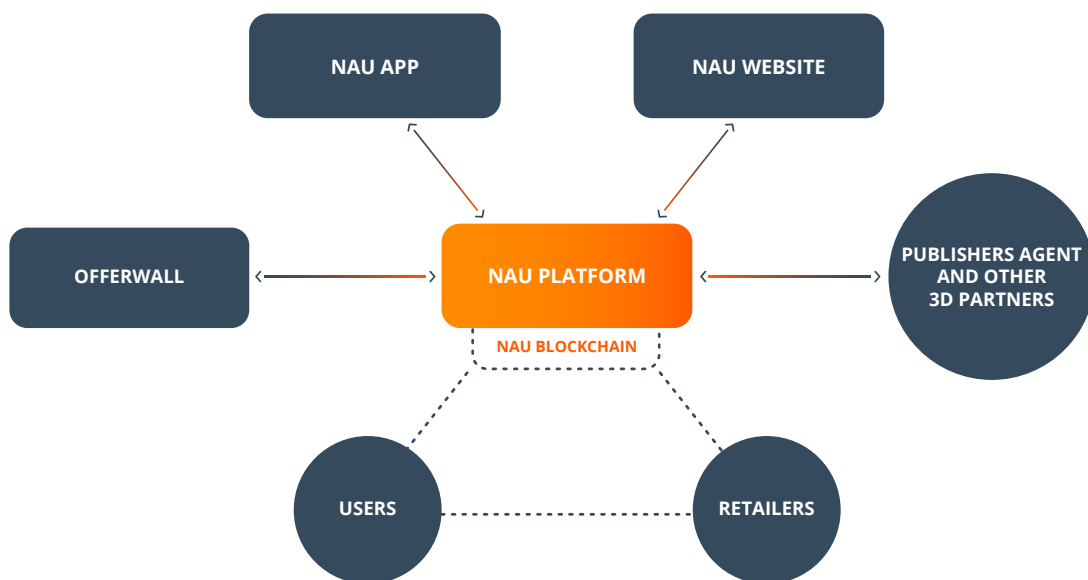
Needless to say that NAU easily beats traditional advertising in terms of cost, accessibility and efficiency for retailers. We aim to build a comparable eco-system so that NAU becomes the industry standard for everyone who wants new customers without paying a fortune for them.

## TECHNOLOGY

The heart of NAU is the platform based on blockchain which is used to store all transactions between platform users (whatever their role is) and the platform itself. Transactions are cleared through NAU tokens. NAU mobile applications, web backend, offerwall website etc. interact with the platform through the proprietary API.

NAU blockchain is based on MultiChain technology. It allows fast and reliable transactions and there is no need to pay rewards to miners for each TX which is important for the microtransaction model of NAU. There are no smart contracts in the system. The blockchain is operated privately, but all transactions will be available for monitoring on a public scan website and anyone can set up a node that will support NAU blockchain and will allow browsing it.

NAU platform structure:



### Technology Stack:

**Mobile:** Apache Cordova, Angular JS, Ionic

**Core:** Java EE, Spring

**Web:** PHP7 + Laravel 5.4

**Core DB:** PostgreSQL9

**Blockchain:** MultiChain, ANSI C

**Unix Daemon / Blockchain Core:** C, Jam

## ▪ Why blockchain?

Blockchain technology underlies NAU for a few core reasons:

**Transparency.** One can barely pretend to disrupt any market from the advertising industry without 100% transparency - this is something the industry lacks most of all. In NAU every user can check how each transaction he participated in is cleared. Moreover, they can see all other transactions and if they can identify the particular hashes - virtually every transaction can be audited and checked. This is something both retailers and users/publishers would definitely appreciate. It is also crucial for token sale participants to know that there is no additional hidden emission performed by the platform in future, which is also secured by blockchain.

**Reliability.** Distributed nature of blockchain makes the platform less vulnerable to attacks and attempts to compromise the system. Users assets in tokens are stored on their wallets and all transactions are stored in blockchain to prevent fraud and unauthorized proceedings.

**Utility benefits.** Using NAU token as a method of payment within the platform tackles the issues of cross-border payments, the necessity to exchange currencies, allows direct retailer-user rewarding beyond the taxation structures etc.

## ▪ NAU token

**NAU token** is an asset within Multichain technology blockchain. To have NAU tokens on its NAU wallet users should exchange them from eNAU ERC20 tokens they have purchased during the token sale or receive them from other NAU users.

**NAU token** is a utility token that is used to pay for access and usage of NAU platform features and can be freely exchanged by users between their NAU wallets.

**1 NAU token** is the minimal payment for 1 offer redemption. 95% of the payment goes directly from retailer's wallet to referring user's wallet. 5% goes to NAU wallet.

**NAU tokens** are also used to pay for NAU Platform additional services, that include but are not limited to: purchasing the "Featured" badge for the retailer; sending personalised offers with push-in notifications to the targeted audience.

When users transfer NAU tokens between the wallets, a 0.5% commission is taken from each transaction.

In future, NAU tokens would be accepted by the willing retailers as partial or full payment for their goods and services.

## GO-TO-MARKET STRATEGY

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NAU international team has three challenging tasks to accomplish in order to execute a successful go-to-market strategy. Our long-term business strategy lies in developing a technological platform to create a better experience for both consumers and retailers. Before that, however, there is a task of onboarding a substantial number of retailers and certified agents to make sure customers get access to a variety of special offers in their region in each category.

**NAU** local offices are hiring sales representatives and business development managers to negotiate agreements and contracts with retailers, agents and local social media influencers and stars to attract users.

**NAU sales reps** contact nationwide and local retailers and invite them to join the platform and enjoy being the early birds who get all the attention from users. Our goal for each of 5 initial markets is to have at least 5 retailers in each of 5 categories in all medium and large cities before NAU app public launch (scheduled on Dec 2017).

**NAU BD managers** organise private meetings and meetups with local performance and BTL agencies as well as individual digital marketing professionals to create a network of certified agents in each country. By the end of 2018 NAU plans to fully outsource retailers management to the certified agents.

We encourage advertising agencies to onboard their current clients to NAU platform in order to enhance their marketing efforts.

**NAU team** currently negotiates with local celebrities and social media influencers to book them for announcement and promotion of NAU application when it is launched in Dec 2017. We have already secured agreements for the announcements covering ~40% of our target audience on the initial markets. Some of them require no payments as the influencers agree to benefit from getting the opportunity to become an early affiliate and build a huge network of followers in NAU.

This channel will be used on a constant basis to support the positive image and ensure permanent media presence.

**NAU HQ team** works with affiliate networks and independent publishers to integrate NAU as a way to monetise traffic. With the unbeatable 95% share, absolute transparency and wide targeting we have already secured commitments for over 100M monthly ad serves using NAU offers.



# Roadmap



## TOKEN SALE

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Initial token creation process is executed based on Ethereum ERC20 technology.

After token sale is completed the corresponding amount of eNAU ERC20 tokens will be released and distributed according to Token Sale Structure and User Agreement.

eNAU tokens can not be used within NAU Platform. To be used as platform utility tokens they should be exchanged 1:1 to NAU tokens, which would be possible either manually or automatically through the account on NAU Token Sale website. NAU to eNAU exchanges would be a subject to 5% commission. We aim to encourage using tokens for their utility purposes.

**Amount of tokens available for sale:** 1.000.000.000.

**Additional emission:** 285.000.000.

## ▪ Token Sale Structure

SEP 15, 2017 - OCT 15, 2017

### PRIVATE PRESALE ROUND

Token price:	\$0.04
Bonus tokens:	300%
Bonus lock-up:	6 months
MIN investment:	\$50.000
Round cap:	150M tokens

NOV 1, 2017 - NOV 27, 2017

### PUBLIC PRESALE ROUND

Token price:	\$0.04
Bonus tokens:	35%
MIN investment:	none
MAX investment:	\$50.000
Round cap:	50M tokens

NOV 29, 2017 - DEC 29, 2017

### PUBLIC SALE ROUND

Token price:	\$0.04
Bonus tokens:	none
MIN investment:	none
MAX investment:	\$50.000
Round cap:	50M tokens

NOV 29, 2017 - 1<sup>ST</sup> PBR

### PRIVATE SALE ROUND

Token price:	\$0.04
Bonus tokens:	none
MIN investment:	\$50.000
Round cap:	250M tokens

Q1, 2018 - Q4, 2018

### PERFORMANCE BASED ROUNDS

Token price:	flexible
Bonus tokens:	none
MIN investment:	none
Round cap:	500M tokens

description: 500M tokens will be distributed in multiple sale rounds which will take place prior to NAU launch on a new market. The price will be set by dividing the amount of funds raised during the particular period to the amount of tokens allocated for this period.

*i.e. a one-week token sale round with 15M tokens cap will be announced in March before launching NAU in Vietnam. If there would be 300 BTC raised and BTC to USD rate would be \$5000, one NAU token price would be set at \$0.1 for this round.*

### Additional emission of tokens:

- **20M** tokens to be distributed between project advisors with 12 months lock-up period.
- **10M** tokens to the advertisers promotion fund (10 tokens/new advertiser).
- **10M** tokens to the users promotion fund (1 token/new user signed under invite).
- **5M** tokens are reserved for the bounty-program participants.

240.000.000 tokens will be sent to a separate smart contract. These tokens will become available by 10.000.000 each month, starting from the 13th month after token sale completion - this is the founding team reward vesting program.

Thus, the founding team starts receiving its reward no earlier than in 2019 and until 2021.

**Total maximum amount of tokens:** 1 285 000 000 (no earlier than 2021).

## ■ Token Sale Process

- ... To participate in NAU Token Sale users must register on <https://tokensale.nau.io> and receive access to their account.
- ... ETH, BTC and LTC will be accepted as cryptocurrencies of contribution during NAU Token Sale.
- ... Any contribution will be converted to USD based at the exchange rate fixed at the moment the "Show wallet address" button is clicked and then converted to the corresponding amount of tokens depending on the current Token Sale round and token price.
- ... To participate in Token Sale public presale round, users should make a contribution no earlier than Nov 1, 2017 12:00 GMT time and no later than Nov 27, 2017 12:00 GMT time.
- ... If the Token Sale public presale round reaches its hard cap of 50M tokens before Nov 27, 2017, 12:00 GMT time, all the contributions received after the cap is reached would be returned to the corresponding contributors.
- ... To participate in Token Public sale main round, users should make a contribution no earlier than Nov 29, 2017 12:00 GMT time and no later than Dec 29, 2017 12:00 GMT time.
- ... If the user makes a contribution before Nov 29, 2017 12:00 GMT time, they should contact [support@nau.io](mailto:support@nau.io) to investigate the issue.
- ... It may appear so that user makes a transaction when the token price is still \$0.04, but at the moment the transaction comes to Token Sale contribution wallets the token price could have become higher - this is the risk the users should accept and try to avoid that using the Token Sale progress bar for information.
- ... Detailed instructions on participating in Token Sale and contributing funds will be published later.
- ... NAU main token sale round ends on Dec 29, 2017 12:00 GMT time or when the hard cap of the round is reached (50M tokens) whatever happens earlier. The private token sale round will be limited to 250M NAU tokens and min. contribution should be \$50.000 to participate. This round will start on Nov, 29 and will last until the first performance based round is announced or when the hard cap of the round is reached (250M tokens) whatever happens earlier.
- ... Token Sale contributors may choose automatic exchange of ERC20 eNAU tokens to NAU tokens 1:1 in their account.
- ... Token Sale contributors will receive their ERC20 eNAU tokens or NAU tokens (if they choose the exchange option in their account) within 7 days after the end of Token Sale.
- ... Token Sale is operated by NAU, a limited company incorporated in the Cayman Islands with company number 326425.

## FINANCES AND LEGAL

NAU main company is incorporated in the Cayman Islands, the company number is 326425 (the Company). The platform will be operated by another Nominated Entity TBA later which will have its official representatives in all markets of NAU operations. The local companies are created to approve local retailers and manage agents that will fulfill the retailers acquisition to the platform.

NAU budgets, profit and loss projections are nominated in USD, as the significant part of expenditures to develop and run the project are made and would be made in fiat money.

NAU aims to raise at least \$5.000.000 during the token sale campaign. This is the estimated amount needed to operate on the initial 5 markets until the end of 2019 when the platform breaks even and starts generating profit.

### ▪ Use of proceeds

Funds are to be distributed as follows:

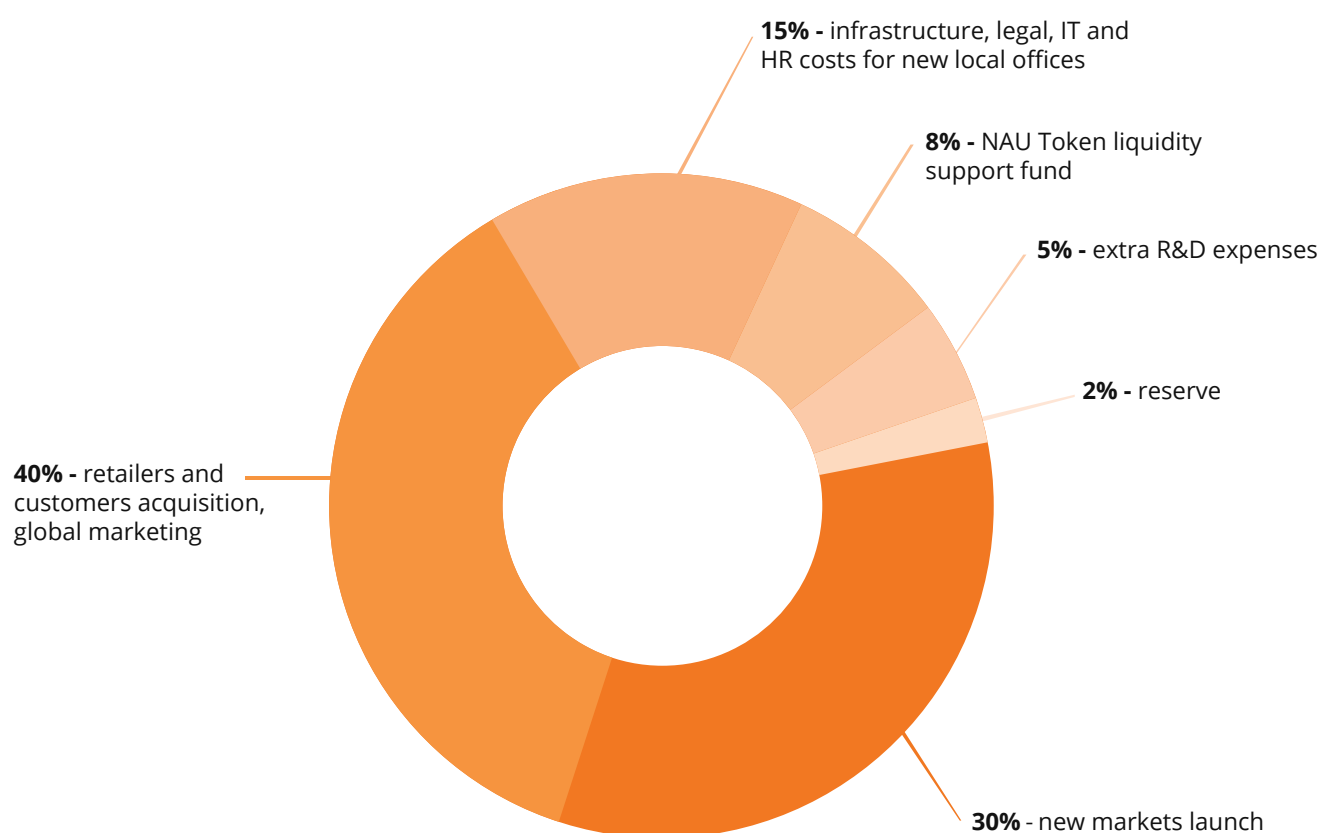
Retailers acquisition:	\$2,598,000
Customers acquisition:	\$1,247,500
R&D:	\$1,740,000
Global & C-level expenses:	\$1,026,000
BD & PR expenses:	\$713,000
IT infrastructure:	\$297,800
Legal:	\$229,000
HQ and local offices launch:	\$62,000
<b>TOTAL</b>	<b>\$7,913,300</b>

Considering the projected income of \$2,911,980 during this period, NAU needs funding of \$5,001,319, which should be acquired by the end of 2018. NAU has already raised enough contributions to operate until the end of 2018 under the basic scenario.

Please check the P&L projections and key indicators that influence the projections [here](#).

Additional funds raised during the token sale will be used to launch NAU on new markets and therefore intensify retailers and customers acquisition process, support NAU token liquidity and create additional infrastructure.

### Projected allocation of additional funds:



## NAU TEAM

NAU is run by a team of determined guys who aim to completely disrupt the industry of digital coupons and local affiliate marketing. We are dedicated and crazy about NAU and how it can change the way retailers interact with their customers, and the way customers interact with one another too.

### ▪ Core team and advisors



**YAROSLAV SHAKULA**  
Founder, CEO



**EGOR BRUSKIN**  
Co-Founder



**MAX GAVRIUK**  
CTO



**OLGA ROMANOVA**  
Head international sales



**ASHIT JOSHI**  
Business Development Advisor



**TZVI SHISHLER**  
Advisor on international marketing



**MARC KENIGSBERG**  
Advisor on tokenomics and data

The team also features 9 in-house developers who are working full-time on NAU platform, mobile application and other core modules of NAU eco-system. Moreover, we've onboarded a bunch of avid professionals in marketing, client success service, retailers management and more.