



# WORDCOIN

Cryptocurrency,  
supported by high-demand online services  
and operated at the Word Expert (WE) platform

## White Paper

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## Preface

This ICO is set to raise funds that will be used to establish and further develop a totally new international platform Word Expert (WE), powered by blockchain transactions and supported by the single cryptocurrency WORDCOIN, used to deliver a set of widely popular and interconnected online-based services, such as the following:

- **Copywriting;**
- **Translation** into any languages, including proofreading by native speakers;
- **SMM – placement of posts** in social media with active **SEO** backlinks (posting);
- **ORM – temporary provision of access to webpages** at popular websites, which can be used to publish and subsequently update the content.

These services are in high demand and when provided at the comprehensive one-stop platform are expected to generate a multiplicative effect, as the team has seen within their careers. The total market value of these services will reach \$1 billion dollar. The decentralization will help cut costs and decrease pricing due to the absence of the agent's or resource owner's fees. The WE platform will surely appeal to many users, as the Contractors will earn more, while the Customers will pay less for the most demanded services online.

WE platform users will be able to implement fast and professional translation works into more than 60 world languages with its necessary proofreading by a native speaker, order professional copywriting services of any difficulty related to specified topics, post any information on partners' websites and to promote the rented pages or own websites with the help of links to relevant resources in social networks. Complex tasks are also acceptable.

The Customer, seeking an easy way to promote his brand online, will be able to do just that within just 30 minutes. They will be able to rent the webpages at high-traffic sites from around the world, order the content and its translation into different languages, stipulate the dates, on which these articles should be published at the rented webpages and the dates, on which the backlinks to these resources should be placed at various theme-related social media accounts.

The Customer can – within just a couple of hours – translate his websites into any languages and subsequently engage independent native speakers to proofread the translation. No platform is ready to offer this level of service as of now. It will give momentum to the translations market, breaking down any hurdles for many companies that might prevent them entering new international markets. Subsequently, within the next several months, the traffic to the Customer's website will be gradually growing. Whenever a user searches his company name, any search engine will return only those pages that the Customer has leased and controls, presenting to the potential Buyer's the information that he wants to communicate.

In order to raise the funds, required to set up WE, the PRE ICO and ICO will enable the sale of 70% of the single internal currency WORDCOIN, whose value, accounting for the limited supply, will grow proportionately to an increase in the number of Users on this platform.



## Benefits for Investors

The investors will benefit from the fact that multiple methods have been simultaneously combined in the WORDCOIN ICO to assure investment reliability:

- Robust strategy to grow the exchange rates of WORDCOIN, based on the limited offer of the cryptocurrency with its permanent demand growth.
- For 100 WORDCOINS, the user will be able to obtain a permanent link from the webpage with a commenting function which is located at any of the thirty well-promoted websites, developed with the help of WE;
- Based on the ICO results, 100,000 tokens will be distributed proportionately to the purchased amounts as a gift to celebrate its completion;
- It's possible to get 3-12% of profit in 1 month. Making contributions during the PRE ICO phase (Sep, 17th – Oct, 17th) gives a unique chance to earn 3% of all the funds attracted during the ICO and to get 3-12% of the profit in only 1 month. In future, the exchange rate will rapidly increase with the dynamic growth of Ethereum;
- Bonuses of up to 24% of additional WORDCOIN for those, who contribute during the 1st day of the Pre ICO;
- Bonuses in the amount of 10% of additional WORDCOIN for general investors (more than 7 ETH) during the whole campaign.



## Definitions

**Word Expert (WE)** – a software system, which is used to develop the platform, enabling to order and provide services for copywriting, translations, renting of the webpages, as well as SMM, SEO, ORM.

**WORDCOIN** – a single cryptocurrency, which can be used to carry out the transactions on the WE platform.

**PRE ICO** – the first stage of the fundraising procedure, at which the market-driven exchange rates for WORDCOIN will be determined.

**ICO (Initial Coin Offering)** – a method to raise funds, leveraging crypto-investments, needed to sustain the project at its initial stage (including the use of cryptocurrencies).

**Users** – online users, who have registered on the WE platform and carry out the transactions on the same.

**Copywriting** – professional activities to create advertising, presentation and information texts, as well as the texts for needed for SEO campaigns.

**Order** – a request from the Customer, which includes one or several assignments for the single or several Contractors to perform the stipulated actions, aimed at attaining the overall deliverables.

**Assignment** – individual work operations of copywriting, rewriting, translations, proofreading, backlink placement, webpage renting or posting any information.

**SMM (Social Media Marketing)** – a process to attract traffic or raise the profile of a brand or product, leveraging social media capabilities.

**ORM (Online Reputation Management)** – actions to manage the reputation of a company or brand online, influencing the search results for the relevant keywords.

**SEO (Search Engine Optimization)** – the sets of measures in the fields of internal and external optimization, that seek to uplift the website positions in search engine results for particular keywords, entered by Users, delivering an increase in organic traffic (for information websites) or leads (for commercial websites), as well as the subsequent monetization (deriving profits) from the same traffic.



## Introduction

### What is WE

We present to you the world's first financial blockchain-powered product – WORD.EXPERT (WE) – a multi-functional platform, enabling users to transact in WORDCOIN, a cryptocurrency supported by the services being provided. Here, users can obtain the interrelated and completed services, reasonably unified in the frames of the platform, tasks:

1. WE will become the world's largest, blockchain-powered copywriting platform. Using this system, the Customer will be able to order high-quality material, while benefiting from assurances of smart contracts. The Customer will be able to order a wide range of services, including reviews, articles, press releases, booklets, etc. After he has selected the copywriter with the desired ratings and aligned with the same the price and terms for the order, the Customer will receive the fully completed job in a timely manner, approve the same, and transfer to the Contractor the WORDCOIN-denominated remuneration amount, stipulated by the contract. After that, both parties of the deal will be able to assign the ratings to each other's accounts.
2. WE will become the world's largest blockchain-powered translation platform. The Customer will be able to obtain inexpensive and expedient translation services for their website, including subsequent proofreading by a native speaker. For instance, they will need only 15 minutes to order the translation of the website into 50 languages. This is a completely new approach to the market in these services which is driven by decentralization and will help break down the borders between countries.
3. At WE, the Customer will be able to order the services for SEO optimization and website promotion, as well as any other webpages that are controlled by the same and contain the information about his company or the product, propelling them into the top positions of search engine results. Using the platform, the Customer will be able to manage the behavioral factors, place backlinks from the webpages of a popular site, leverage social media accounts and receive sustainable and high-quality traffic. Using the intuitive interface, the Customer will be able to look through the report on progress from the Contractor and approve the deliverables.
4. UNIQUE SERVICE, PROVIDED AT THE PLATFORM – “ORM REPUTATION MANAGEMENT”. The first three above-specified lines of work – copywriting, translations and SEO optimization – generate a multiplicative effect and improve efficiencies in PR, when augmented by one other component – a suite of well-promoted websites, at which the Customer can rent pages and publish information.

In this case, the Customer:

- selects from the published list those twenty websites that feature the highest relevancy (for instance, six news resources, four forums, two popular science websites, two entertainment websites and six review websites) and subsequently rents the webpages on these sites, enabling a third-party commenting function and access for moderation;
- assigns the copywriters to create the theme-based texts (reviews, interviews, press releases, articles) that include correctly saturated and diluted keywords and specify the frequency for their publication;
- assigns tasks for purchasing of backlinks from highly-rated websites, social media accounts, orders clicks, likes and other SEO-related assets.

All of these actions take no more than 30 minutes to be completed, since the Customer carries them out at the same one-stop platform, equipped with the intuitive interface and supporting the single WORDCOIN cryptocurrency. In just a couple of months, when the Customer enters the name of this company, he will see the following search results:





Thus, WE opens up unlimited opportunities to influence the top search results across virtually any search engine (Google, BING, Badoo, Yahoo, Yandex and others) for relevant keywords. The companies become fully equipped to effectively manage their online reputations.

This means, when the user enters the name of a company in Google, he will see the webpages the Customer controls, enabling the Customer to communicate to potential clients only the information that the company finds of value. This means, the Customer won't need to engage a large PR agency, which will quote much higher rates.





## Problem Being Solved

1. Today, globally there's no unified platform that will be able to bring together the talents from the fields of linguistics, SMM and SEO, while also featuring the capabilities for expedited publication of the materials in multiple languages to manage their reputation online.

These services are provided by separate agents that build in their fees and provide services to PR agencies who, in their turn, build in their own fees. This results in the prices that are prohibitively high for the Customers, while the Contractors earn very little, after the agents have taken out their fees, which has a negative effect on the quality of the services being provided.

2. At the same time, most of the companies, notwithstanding their client focus, see an increase in lost profits, caused by negative feedback online at the top positions of the search engine. Truly, this is a weakpoint of the worldwide web that stands out against all the benefits that it brings.

The company may have the maximum possible focus on their customers and high-quality after-sale servicing, but, based on human psychology, any negative feelings need to find an outlet, for instance, at the webpages online, while there's never a good time for positive feedback to be posted. That's why 5% of the "permanently unhappy" customers might seem like a majority of users and have the power to form the social perception of the company's services and goods, when a user types in "company's name + reviews".

The only way to avoid making mistakes is to do nothing. Any company, being driven by an active and robust team, creating the goods or services – even with the best intentions at heart – will make mistakes. That's why, feedback from customers is so essential to help the company make adjustments. However, in the present conditions, search engines retain old or untrue reviews, publications or other documents for a lengthy period of time, which can hamper the effective operations of large-scale teams, brought together by the common cause.

Such negative pieces of information could demotivate employees and scare off leads whenever they try to learn more about the company. And such cases account for a high percentage of the overall numbers, as evidenced by the fact that the keyword "reviews" has the highest traffic. Consequently, there's no surprise that companies actively seek to fill the search engine top positions with real and useful information about the services and goods they provide in the form of articles, press releases, interviews, etc.

3. Additionally, we have seen for a long time the demand for a one-stop translation platform, enabling the brisk proofreading by a native speaker. In this regard, WE will generate explosive



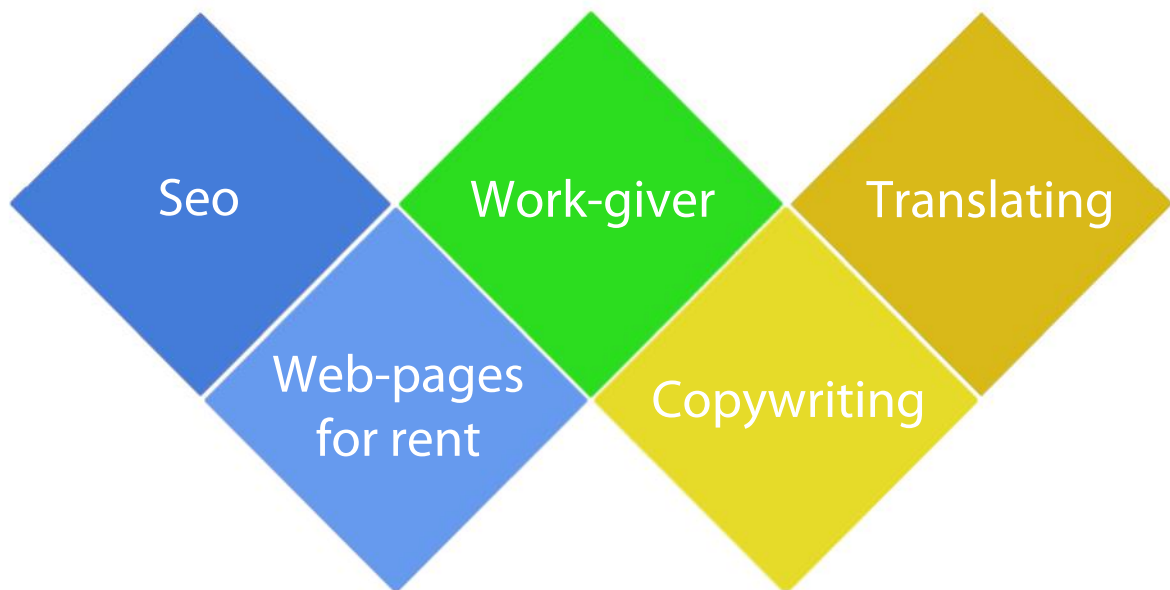
growth rates in this segment, since the further dismantling of borders between nations will drive closer ties with no language barriers to stand in the way.

When the Customer is empowered to translate his website in a fast and inexpensive manner into a variety of languages, this will instantaneously open up the global markets.

## Product

WE platform serves as a meeting point for collaborators to come together in order to roll out easy or complex strategies while winning from the easiness and convenience of the intuitive interface and no need for agents. The site will have two major groups of users: the Customers, who place and pay for orders, and the Contractors, who deliver services for copywriting, translations and/or proofreading, text SEO optimization, sale of high-quality backlinks, and websites admins, where buyers can rent webpages and control its content.

### Main Participants to Decentralized Platform



The Customer will be able to create one-time assignments, for instance, for writing a particular text, including the prices and terms for completion, or set up multi-layer, long-period tasks, including the engagement by various Contractors, who will join the project, if the Customer has decided to accept their offers.

At the platform, the Customer will be able to set up a one-time project, which might, for instance, require writing an article, and specify the desired pricing and completion term. On the other hand, the



Customer can always create a multi-layer project, which will engage a number of Contractors to be approved by the Customer.

The Customer and the Contractors can decide on accepting the offer with the guidance of the ratings, assigned by previous partners based on the results of previous deals. Upon completion of a job, the Customer can either accept the deliverables or request that some changes should be done, provided that a sufficient extension is granted, should major changes be needed. After the Customer has selected and struck a deal with the Contractor, the respective amount, denominated in WORDCOIN, will be frozen at the Customer's account. When the Customer has accepted the job the amount will be transferred to the Contractor's account.

A multi-layer project to manage brand reputation is a great example of a complex multi-job task which can be processed at the WE platform in a smooth and expedient manner. The Customer can identify the required field of expertise and see an automatically-generated list of theme-based websites, on which articles can be posted, and names of copywriters and translators, who already worked in this segment and received high ratings, as well as any other appropriate Contractors.

At the next stage, the Customer will see recommendations on the structure and deadlines for the project, based on previous projects successfully completed at the platform, which he can easily apply to his project. The Customer can select those sites that he finds most fit based on their theme or pricing, set up a job offer for writing or rewriting and include the jobs for publication and backlinking from rented webpages for a stipulated period of time. The Customer will need to specify the WORDCOIN-denominated prices that he is willing to pay for an individual job. The Customer can send out the offers to recommended Contractors or place a job offer on the platform. After a Contractor has been accepted, he or she can immediately commence the job.

Leveraging intuitive interface and AI-powered capabilities, helping to create elaborate recommendation lists, the Customer will need only 30 minutes to set up a project offer. After that, the system will send out the notifications to the Customer, either by e-mail or mobile app, whenever a job has been wrapped up, so that he can either accept the job and set the ratings or ask the Contractor to make some changes.

In several months, the users who enter the Customer's company name in a search engine will see the TOP-10 results for the webpages that he rented, containing the information he wishes to communicate to the potential customers, in multiple languages and with the maximum coverage across various search engines.

Smart contractors are used to stipulate the core terms and conditions for orders and will be subsequently stored in the blockchains. The following identifications (N; O; C; P; T; A) are used, where:

- N – Order number;
- O – Customer;



- C – Contractor;
- P – Price;
- T – Completion period;
- A – Job accepted by Customer.

Any other project-related data, such as actual copywriting or translation materials, ratings, posted backlinks, will be stored on the servers, making the system work fast and free from overloads.

All payments at WE will be made in the WORDCOIN cryptocurrency, pegged to the value of the services provided here. WORDCOIN will generate continuous growth rates, boosted by limited supply and accelerated growth in demand for the platform's services.

## **Competitive Advantages**

The platform is expected to have a great appeal to both the Customers and Contractors, as it will enable to take out agents from the supply chain, provide high-quality services in a fast and inexpensive way, while also growing the pay for Contractors. Businesses will find it easy to manage their reputation in a fast and effective manner while saving up time and energy and winning from new capabilities to tap into global markets with the help of the unique translations eco-system.

These are the major benefits of the decentralized WE platform:

- For the first time ever, the intuitive interface can be used to obtain the much-needed services with reduced time and money costs.
- International scale, having no peers in terms of the coverage.
- Lowering prices due to platform decentralization and absence of an owner, seeking to derive super-profits. Powered by blockchain, the platform will remove the agent's fee from the price on the services provided here.
- All transactions are supported by smart contracts and blockchain, which enables security and confidentiality.
- Using the internal recommendations system, the Customers will easily find a right Contractor, while.



- The internal recommendations system will help the Customer to easily find the Contractor that's right for him, while also incentivizing the newcomers to strive to meet the professional conduct level.
- The internal recommendations system will help to find the right Contractor and incentivize new users to follow the rules and meet the required quality standards.
- A multiplier effect from the use of the services, provided at the platform, for copywriting, translations, SEO and renting the webpages, reducing the time and costs and significantly growing the demand for the offered services.
- The synergies from a bundle of copywriting, translations, SEO and webpages renting will generate a multiplier effect that will help cut time and costs, while also strongly boosting the demand in the services provided here.
- The combination of these advantages, coupled with the roll-out of a global PR campaign, will help the WE platform to gravitate new users, boosting the consistently growing exchange rates of WORDCOIN, being the single currency on the platform and issued in the full volume at the very start.

## **WE benefit**

Due to the fact that the new platform transactions costs will be significantly reduced; business processes will be optimized and more employment opportunities will be created. Here are only some of our advantages presented below:

People daily spend much time for their transportation to work, and on average it takes 2 hours per day. Many companies have already come to the solution to let most of its employees work remotely, not disturbing each other. 10,000,000 users will daily save 20 million work hours (and it is 833,000 days, or 2,283 years, or on average 40 human lives).

The decrease of time needed for arriving to work has other indirect advantages. Roads are less crowded, allowing to save time to those, who drive. Public transport becomes more vacant, traffic safety increases, fuel and car service costs are reduced, the environmental conditions improve.

For instance, even if only 20% of all first users drive cars, spending 2 liters of fuel per day, they can save more than \$ 6,000,000 (excluding amortization expenses), working at our platform.

Because of WE decentralization, all the agent fees are excluded from the order prices. It means that the majority of intermediaries will disappear, and the economic model will become more effective, as it will allow people to switch from agency business to other interesting tasks. As a result, companies pay less for works, implemented by authors, and the authors earn more. An average extra charge for



platform owners and PR agencies reaches 30%. If it's excluded, with the average \$ 50 for the order price and 5,000,000 orders completed per day, companies and authors will keep \$ 75,000,000.

Companies save money on office rent, as the rented places will be decreased. In case the average rental fee is \$ 0,50 per square meter, companies can save \$ 30,000,000 daily.

WE allows to create new job opportunities. Many people are located far from the places, where they could apply their knowledge and skills. With the help of an extensive advertising campaign, lots of them will learn about the advantages of the WE platform and will remotely join it. WE will help authors to earn more than on regular freelance platforms because of its decentralization, allowing to raise the welfare of different remote regions of the world.

It is clear that the presented above figures and data are quite conditional, but they provide a visual representation of the real benefits, which decentralized systems bring to the world in total and WE in particular.

Due to these advantages and after a global PR campaign implementation, the WE platform will attract more new users, leading to the permanent growth of the only internal currency WORDCOIN, which initially will be issued in the amount of 100%. That means that the demand for the cryptocurrency will constantly grow for investment and savings storage.

## **WORDCOIN: Highest ROI Among ICOs in 2017**

The internal cryptocurrency will turn into an advantageous investment vehicle, boosted by the following factors:

1. The platform will issue 100% of WORDCOINs at the very start. The starting exchange rates for WORDCOIN will be set at the pre-ICO, where 2,000,000 coins will be sold out. The amount of the funds, raised at the pre-ICO will be divided by 2 million WORDCOINs, enabling to determine the USD-denominated exchange rate. WORDCOIN can be divided down to 8 decimal points, preventing any crisis in liquidity or deflationary pressure.
2. Consistently growing membership at the platform and correlating uplift in the demand for the services provided here will make the coin a great choice for investment.
3. During the three-month period following the platform launch, the WORDCOIN circulation will be regulated by the following rules:
  - The Customers will be able to purchase WORDCOINs only from the investors at the internal exchange system. Subsequently, they will be able to use it exclusively to pay for the services that the Contractors provide and renting of platforms.



- The Customers will be able to buy WORDCOINs only from the investors at the internal exchange. They will be able to use the purchased coins only to obtain the services from the Contractors and to rent the webpages.
- Only the Contractors will be able to convert between WORDCOINs and other currencies at the internal exchange.
- At the same time, a large-scale PR campaign will roll out, seeking to attract new users and reward them in WORDCOINs for the jobs they create or complete.

In this way, by the time WORDCOIN starts free-floating at other exchanges, its rates will be strongly boosted by a consistently growing trend.

4. At the first stage, a withdrawal of the full amount will be charged with a higher fee as compared to converting only a 10% share. This measure, coupled with growing rates, will incentivize the Users to keep their WORDCOINs, as a reliable vehicle to save and invest. Meanwhile, the fees will be kept at modest levels from 0.5 up to 1.5 percentage points and will be used exclusive to support the system functioning.
5. Irrespective of the rates that the cryptocurrency and other tenders will have, during the first years 100 WORDCOINs will buy you a permanent webpage at any of the thirty sites, promoted with the use of the WE platform, where you can publish, comment and moderate any content.

If you use 1,000 WORDCOINs to buy 10 such webpages and subsequently update them with relevant information, you will always have control over what the search engine shows in its TOP-10! When determined on the open market, the price for renting such pages stands at approximately 1,500 USD p.a., which shows that WORDCOIN will win from pegging to the price of this service.

6. In two years, the team plans to launch two new projects, in which WORDCOIN will also be used as an internal currency, which will have a positive effect on its value.
7. The Founders and Advisors will receive the WORDCOIN-denominated reward for the establishment of the WE platform, amounting to 500,000, making them invested in delivering the sustainable growth rates in WORDCOIN, i.e. making the platform popular and enabling its smooth operation.
8. As of this time, the market of unsecured cryptocurrencies has become sufficiently segmented and a multitude of cryptocurrencies have taken the market niches. Now, for a cryptocurrency to take a strong position and show high and consistent growth, it should be supported by high-demand goods and/or services, for which payments can be made only in this currency. Consequently, the high-profit cryptocurrencies that can claim fast growth rates in a short period of time and deliver super-profits for investors, should be pegged to sought-after services on popular platforms. WORDCOIN meets this description and promises a ROI for ICO-level investors that will beat their most rosy expectations.





## **Market**

The market for the services, which will be provided at the platform, has no similar competitor online. At WE, these services are provided in a holistic manner, enabling intuitive, fast, inexpensive and high-quality use. Consequently, the platform will not only generate a multiplier effect in terms of utility, derived from a combined provision of these services, but might also cause significant changes to the very structure and scope of the overall market.

### **What Drives High Demand for Copywriting Services?**

Copywriting is one of the most demanded key professions on the Internet and has the largest amount of job offerings. This can be explained: The Internet is built by texts with websites containing headings, passages, descriptions and texts of various types. Daily, millions of news articles, posts and other publications appear online. Thus, the text is only source of information that can be easily recognized by both people and search engines.

In order for the website to take the top positions in Google and other search engines, the owner has to publish and regularly update useful and unique information, featuring a correct saturation level in keywords, being of interest for users. Consequently, copywriting is essential for the website's successful development, an increase in the number of its pages, and its promotion and traffic.

If we look at the worldwide web from a different perspective, 99.9% of the websites that we visit are created to attract audiences of readers/viewers and derive profits from advertising of the goods/services that the company produces on its own or outsources to somebody else. To draw large audiences, the company needs to post information that people are interested in, i.e. texts, created by external copywriters or the website owner himself.

Today, the capitalization of the copywriting market stands at the 1.5 trillion USD. Even accounting for such a high volume, it's not easy to find truly good copywriters and the need has long been seen for the one-stop and decentralized platform that would be bringing together the completing services and benefit users through its intuitive interface. WE will enable mass media outlets, magazines, online editions and any other companies to move away from on-staff copywriters and hire employees via the platform.

### **What Drives High Demand for Translation Services?**

The accelerated rates, with which the markets have been developing, have enabled to strengthen the international ties between individuals and businesses around the globe. When a company decides to look for new ways to grow sales and expand its coverage, it looks for long-term cooperation contracts, develops marketing strategies to promote the goods and services, and searches for international partners.





In order to tap into the international markets, the company needs to carry out a thorough analysis into statistics, develop large-scale advertising campaigns and prepare financial reporting, translate advertising materials and website. Meanwhile, the volumes of documents turnover grow several times, spurring a high demand for translations.

The demand for continuous dismantling of the borders and the reduction of transaction costs for this service was formed a long time ago and has not been satisfied due to the absence of a global online platform, where it would be possible to translate a document from one language into another, while also getting the confirmation of the translation's correctness from a native speaker. This new technology will significantly streamline the process, give new momentum to the translation market and grow its volumes, from the current valuation of 70 billion USD to totally new levels.

## **What Drives High Demand for SEO Promotion Services?**

After the direct traffic, the largest part of the traffic comes from search engines, which share accounts for approximately 30%, backlink traffic at around 25% and social media traffic at around 8%. When users click on naturally placed backlinks, wishing to access useful content at a promoted website, this helps draw potential customers, gravitate them to the website, get new leads and help the website grow in the search engines for relevant keywords.

Consequently, the placement of active high-quality backlinks from theme-correlated and popular websites, blogs and social media is in high demand. The provision of this function at the unified decentralized platform WE, when bundled with the other services presented here, will generate the multiplier effect.

## **What Drives High Demand for Online Reputation Management (ORM) Services?**

In addition to the evident benefits, the lack of control over the information field online has a number of risks for the business: both in terms of black PR by unscrupulous competitors, as well as a non-objective approach to assessing the quality of the company's work, irrespective of how diligent and customer-focused it is.

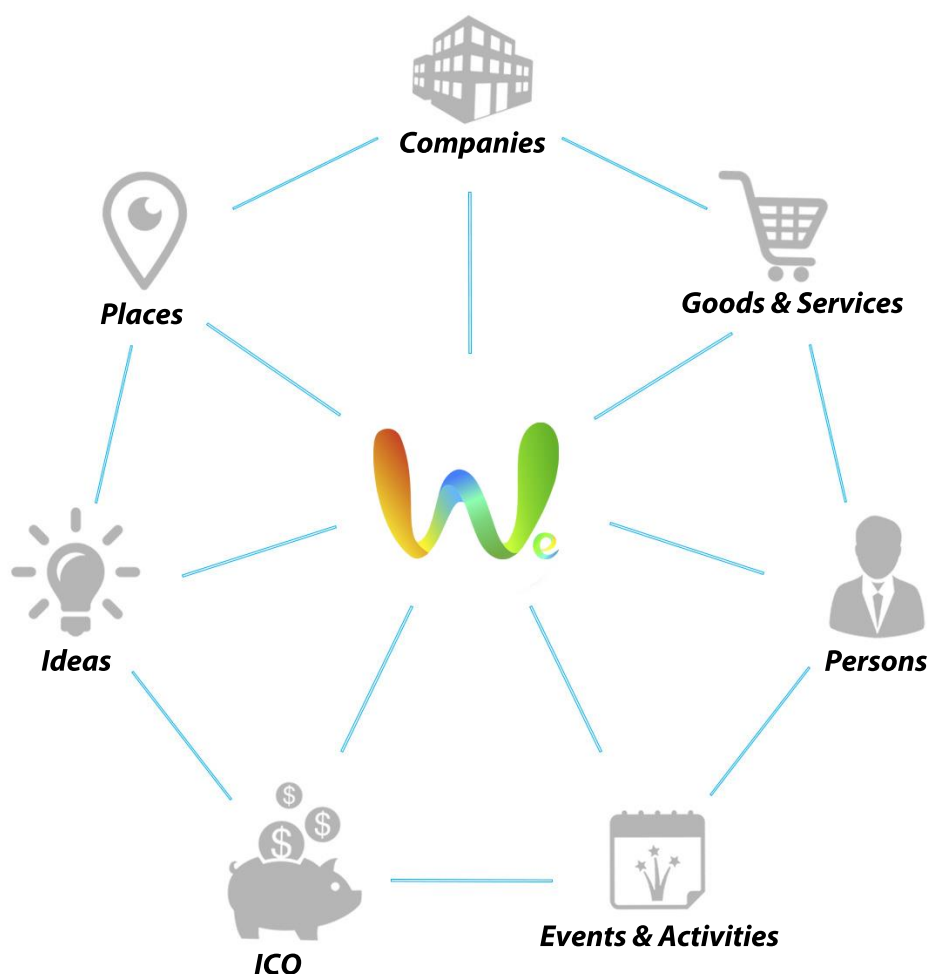
These negative feedbacks are often shown in the top search engine results for the keywords "company's name" and "company's name + reviews". Up to recently, companies have not had the capabilities to control the spread of such negative information online, resulting in many businesses leaving the markets, since the potential customers were deciding against a cooperation at the stage of gathering information in the search engine results, not even trying to make a call to the sales department.

In these conditions, the free and unregulated information space needs a balancing decentralized tool that will enable to communicate pinpointed information to target audiences. That's why the demand

for the online reputation management online is so high with the management of companies being fully aware of the scale of losses that they incur as a result of some comments on websites, being propelled to the search engines' top-10 results for relevant keywords. In such a case, no advertising budget will help to get new leads. There is only one way-out: to get the top results under control.

The demand for this service is not only driven by the businesses willing to communicate the true information at the top positions of search results about themselves, their products and services, but also by the ORM methods which are used to bring popularity to particular persons, places, events and campaigns, tourist locations, new ideas and ICOs.

## When ORM Works Best





## **Business Model**

After the WE platform has been established and launched, the main objective will be to communicate information about the same and its advantages to the potential future Users. Our marketing specialists have developed a detailed plan that will enable to quickly attract new Customers, Contractors and Platforms, leveraging an active PR campaign across various countries and regions in specialized mass media, as well the less expensive parallel targeted PR activities among the Users, various isolated freelance platforms, social media groups, Telegram, Wechat, Slack and other channels.

The number of newly registered Users will be constantly growing in the arithmetic progression, since, firstly, the WE platform will firstly, offer of unbeatable advantages as compared to other freelance channels, and, secondly, during the first months, all new Users, upon registration and successful completion of a job, will receive WORDCOIN-denominated bonuses, reserved following the ICO for these purposes.

After the number of Users has reached 5,000,000 within the first several months, the “word of mouth” effect will kick in and the WE platform will start developing on its own with the User continuing to actively use the system.

## **Cost Structure Correlating to Volumes of Raised Funds**

### **International Translations Exchange (20 Languages)**

Services, provided on the platform: content translation from/to 20 most popular languages

\$ 390,000 Platform Creation  
\$ 350,000 PR  
\$ 50,000 Administration Costs

Total: \$ 790,000

### **International Exchange for Translations and Copywriting (20 Languages)**

Services, provided on the platform: content translation, copywriting and rewriting from/to 20 most popular languages

\$ 770,000 Platform Creation  
\$ 650,000 PR  
\$ 90,000 Administration Costs

Total: \$ 1,510,000



### **International Exchange for Translations and Copywriting (20 Languages) + SMM Module**

Services, provided on the platform: content translation, copywriting and rewriting from/to 20 most popular languages, posting orders for the creation of posts in groups and social media

\$ 1,030,000 Platform Creation  
\$ 970,000 PR  
\$ 170,000 Administration Costs

Total: \$ 2,170,000

### **International Exchange for Translations and Copywriting (20 Languages) + SMM Module + ORM**

Services, provided on the platform: content translation, copywriting and rewriting from/to 20 most popular languages, posting orders for the creation of posts in groups and social media, ORM leveraging partner websites

\$ 1,570,000 Platform Creation  
\$ 1,390,000 PR  
\$ 250,000 Administration Costs

Total: \$ 3,210,000

### **International Exchange for Translations and Copywriting (20 Languages) + SMM Module + ORM leveraging own websites**

Services, provided on the platform: content translation, copywriting and rewriting from/to 20 most popular languages, posting orders for the creation of posts in groups and social media, ORM leveraging partner websites

\$ 2,170,000 Platform Creation  
\$ 1,970,000 PR  
\$ 380,000 Administration Costs

### **Information Websites**

\$ 855,000 (28,500\*30) Multi-Language Review Sites (EN | SP | RU | FR | PT | AR)  
\$ 585,000 (19,500\*30) News Portals (EN | SP | RU | FR | PT | AR)  
\$ 480,000 (8,000\*60) Multi-Language Portals

Total: \$ 6,640,000



The growing funds will be used to increase the number of languages, presented at the website, useful modules, and the establishment of a large number of news websites in the system. In addition, the team will carry out more capital-intensive PR activities, leveraging anchor mass media, TV and star influencers to quickly raise the platform's profile.

In such case the main subsequent expenses will be spent on the assertive promotion of the platform, using advertising channels with large audiences in as many regions as possible.

The main advertising channels: Facebook, Wechat, TV, radio, mass media, thematic shows, context advertising, targeting or retargeting advertising.

Depending on the amount of regions, covered by this advertising campaign, and its length, its cost will vary from additional \$ 3,000,000 to \$ 20,000,000.

The more funds will be attracted, the faster the WORDCOIN rate will grow, as its demand will increase with the growing number of attracted new users.

## Road Map

The project has the following four core projects:

- Fundraising (ICO);
- Establishment;
- Launch;
- Development.

This is the stage-by-stage timeline for this project:

- Stage 1. “Fundraising”, **September 17 – October 17**  
ICO to sell out WORDCOIN tokens. Active coverage across mass media, conferences, forums, social media and chats with detailed description of the core advantages of the platform.
- Stage 2. “Establishment”, **November 17 – February 18**  
Roll-out of the MPV platform and attraction of the first websites, customers and Contractors; mooring business processes. Active campaign to inform all stakeholders about the preparation of the platform launch.
- Stage 3. “Roll-Out”, **May 2018**  
The WE platform will be ready for fully-fledged access in 7 months from the completion of the fundraising procedure. Seeking to attract new users, all early-adopters will receive bonuses for the registration and successful completion of a job. In parallel, the raised funds will be used to roll out an active PR campaign with a detailed plan in place and an understanding about the channels for attraction of new users to the WE platform.



Prior to August 2018, all transactions will be made in WORDCOIN. The first Customers will be able to buy the cryptocurrency on the internal exchange from the ICO-level investors, while the Contractors will be able to convert WORDCOIN into ETH at the platform's internal exchange.

- Stage 4. “Development”, **2019-2025**  
Roll-out of new services, offered by new groups of Contractors.

## ICO Terms and Conditions

### PRE ICO

Amount of WORDCOINs to be distributed: 2,000,000 tokens.

This amount will be proportionately distributed amongst the investors, who have transferred ETH to the contract account. Thus, the fair market value of the token will be determined, using the formula:  $N = V / 2,000,000$ , where N is the conversion rate for 1 WORDCOIN against USD and V is the amount of the raised funds, denominated in USD at the rates that are present on the data of pre-ICO completion.

The investors who take part in the pre-ICO will receive the reward pro rata to their invested funds, amounting to 3% of the ETH raised from the ICO immediately upon its completion.

#### **The delivery period for the ICO – 1 week.**

Start: 9/27/2017 at 10.00 a.m. across Greenwich. End: 10/04/2017 at 10.00 a.m. across Greenwich.

### PRE ICO Bonuses

- The investors, entering the project at the pre-ICO stage, will be rewarded with a proportionate amount of their investment, equal to 3% from the amount of ETH, raised during the ICO right after it ends.
- The investors, who enter during the first day of the pre-ICO, will get bonuses, which will be tallied based on the pre-ICO results and can reach up to 24% in additional WORDCOINs, namely:
  - The investors, who enter during the first hour of pre-ICO, will receive their share of WORDCOINs from 2,000,000, being sold at the pre-ICO stage, pro rata to their



contribution + 24% in ADDITIONAL WORDCOINS on top of this amount from the bonuses fund.

- The investors, who enter during the second hour of the pre-ICO, will get the surplus of 23%, during the third hour – 22% and accordingly down to 1%.
- Those investors, who invest over 7 ETH, will get the additional amount of 10%.
- The bonuses will sum up on top of each other and the surplus can reach up to 35% for those who invest during the first hour of the pre-ICO.

## ICO

5,100,000 WORDCOINS

Will be sold for the price, which will be defined during the pre-ICO, but not less than \$1 for 1 WORDCOIN. 1 week + 5% to the price, which will be defined during the pre-ICO, but not less than \$1 for 1 WORDCOIN.

Week 5 + 5%  
Week 6 + 10%  
Week 7 + 15%  
Week 8 + 20%

Based on the ICO results the amount of 100,00 tokens will be distrusted proportionately as a gift.

All the WORDCOINS that were not sold during the ICO will be channeled to the platform support fund and subsequently distributed as a bonus amongst all news Users who either register or place and complete jobs on the platform.

**Duration: 4 works.**

Start: 10/10/2017 at 7 p.m. across Greenwich. End: 0 across Greenwich. 11/09/2017 at 7 p.m. across Greenwich.

## POST ICO

2,900,000 WORDCOINS

Attracting New Members to the System – 500,000 WORDCOINS.

Attracting Partnering Sites – 500,000 WORDCOINS.

Augmenting with New High-Demand Services – 800,000 WORDCOINS.

Bonuses for First-Day Investors, Major Investors and Founders Share – 600,000 WORDCOINS.

Distribution of Rewards Based on Bounty Campaign Results – 500,000 WORDCOINS.

# Team



**Pavel Burtsev**

Founder and CEO

Experienced in managing IT companies. Cofounder of First Cryptoconsulting Company. Successful Cryptocurrencies Trader. Creator of winning start-ups. Education: MGIMO, MBA in Economics. Background: Senior management in finances and IT dev



**Dariya Niyazova**

PR Manager

Experienced PR manager with extensive work experience in Chinese and English segment of the internet



**Dmitry Kotov**

Co-Founder

Full-Stack IT Specialist. Cofounder of First Cryptoconsulting Company. Authority PR Specialist. Founded dozens of winning start-ups. Education: Degree in data science



**Vlad Belousov**

Web Designer



**Andrey Ustinov**

Programmer



**Andrew Golyanov**

Multi-Language Translations Provider



**Sergey Vorobin**

Hardware Architect





## Technical Background

The concept of the WordExpert platform is based on the two principles: independence and decentralization.

**Independence:** All business processes are powered by smart contracts and are Ethereum-based, which makes them fully autonomous, safe, expedient and reliable. This system helps to cut operating costs and intermediary fees, prevailing at conventional freelance platforms. In contrast to other platforms, all payments at WE are carried out automatically, open for anyone to see and verify and pose no risks that might arise due to the engagement of agents. WordExpert is a self-sustaining system that requires no external guidance.

The conventional online businesses that have a centralized architecture are prone to high costs, malicious tampering and onerous financial regulations. The decentralization enables the WordExpert platform to reduce the need for multiple payments, while also removing administrative barriers and cutting costs that arise out of ineffective accounting practices and overlapping functions. In addition, it reduces the risk of fraud.

Smart contracts help to prevent any tampering by third parties with transparent processes that might run for a lengthy period of time and are always open for a check by any other member. No breach will go unseen and accounts of complicit users will be immediately blocked. The platform will have a robust authorization and authentication system, as well as an automatic system that enables users to check for compliance with the platform rules.



## Security

Security is the cornerstone of the WordExpert eco-system. A Testnet System will be used to carry out a thorough test for the smart contracts, programmed to make and receive payments, and the rating system. The IT security team will be engaged and charged with testing the system for any vulnerabilities to hacker attacks and developing the methods to guard against the same. Additionally, we will build up a system of protection mechanisms that will help identify suspicious activities and transactions.

WordExpert will serve as a social platform and the trust in the system will be based on the reputation of its Users, who will have to undergo the identification procedure upon the registration. The so-called Sybil attacks, when large numbers of anonymous accounts are created on the network, will be guarded off by thorough checks of new Users. In addition, the system will enable to verify the accounts, using social media accounts, through special systems for checks of users and mobile phone numbers.

At the ICO stage, our smart contracts will undergo the checks by five independent specialists, who have extensive track records in both launching external and their own ICOs. In addition, the contracts will be openly published on [github.com](https://github.com), so that any specialist can check them. Any person who finds an error in the code will receive the award of 1,000 WORDCOINS.



## Conclusion

The WE platform is a well-designed system that was created, leveraging the broad-based record of the team on this market. In the fast-changing world, we clearly see that in the near future most of the services will be provided on decentralized platforms, powered by blockchains and eliminating most of the agent's fees. This will enable to make the market relations more simple, cheaper, faster and more secure. It's useless to try and prevent these processes from rolling out. Conversely, businesses need to ride this wave and promote a wider expansion of such platforms. Going forward, WE will improve and get new services. In addition, we are set to launch other online-based services, payable only in WORDCOIN, which will push the prices to new highs.

We are on the verge of a new era and it's great that we can make a difference in this world and be the first-adopters of these solutions.