



MOMS AVENUE

Social Entrepreneurship Platform Designed for
Moms

Version 1.1



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Moms Avenue

Abstract: Moms Avenue combines a cutting edge technology and an innovative reward-based business model to tap into a sensitive market segment - moms - and addresses the pressing issue of its unused economic potential. The platform is designed to build powerful social network and foster sustainable value by empowering women to start, grow and scale their own business. We strive to change the way of how community members can support each other, generate high-quality content, learn and practice entrepreneurship together. Our solution supports transparent governance which is enabled by the rewards scheme based on virtual utility tokens. Our competitive advantage is community-generated high-quality content and Social Entrepreneurship Decentralized Autonomous Organization (SE-DAO) for decision making.

Background

Social and economic inequality between men and women has been one of the most pressing social issues of the past century and has been addressed to a certain extent in certain societies. However today women still face challenges and barriers while aiming to realize their full economic potential.

According to the latest annual report conducted by Deloitte¹ “<...>, the number of women leading boards still remains low globally. Overall, women now hold 12 percent of seats worldwide with only 4 percent chairing boards.” Equal pay is also a tremendous issue and will not disappear easily. According to “World Economic Forum press release, Oct. 25, 2016², the global gender gap will not be closed until 2186.” Recent Coin Dance data³ shows that the margin in the Bitcoin market between male and female is still huge. It shows that there are 96.57% male users compared to 3.43% female.

These are only a few examples of how women experience exclusion in the labor market. These issues are even more critical when it comes to one of the most sensitive social segments - moms. Maternity becomes a constraint to get back into a rapidly changing technology-driven labor market as new skills need to be relearned or even gained.

A combined governmental, business and society effort is required to tackle inequality further, and we intend to take our part in it and tap into the market segment of high economic potential that is not currently fully exploited. We believe that a community-driven ecosystem that fosters entrepreneurship, fueled by high-quality content and rewards, hosted on a blockchain-based platform is the solution.

¹ www2.deloitte.com

² www.weforum.org

³ <https://coin.dance/stats/gender>

Solution

Moms Avenue is a social platform designed for moms to learn and practice entrepreneurship in an innovative and rewarding way. The aim is to create a Blockchain-powered, self-sustainable ecosystem for moms where the generated value would be retained within the ecosystem. The ecosystem is enabled by a platform that connects entrepreneur community, entrepreneurship learning and tools to start, grow and scale business.

Our primary focus is to have the platform as a physical representation of 'Moms to Moms' community where the value is created and sustained within the ecosystem, and part of the profit is used to develop value-add. The high-value content creation will be driven by the community members and supported by reward scheme. The underlying Blockchain technology will enable transparent organization governance, rewards scheme (virtual utility tokens) and payments.

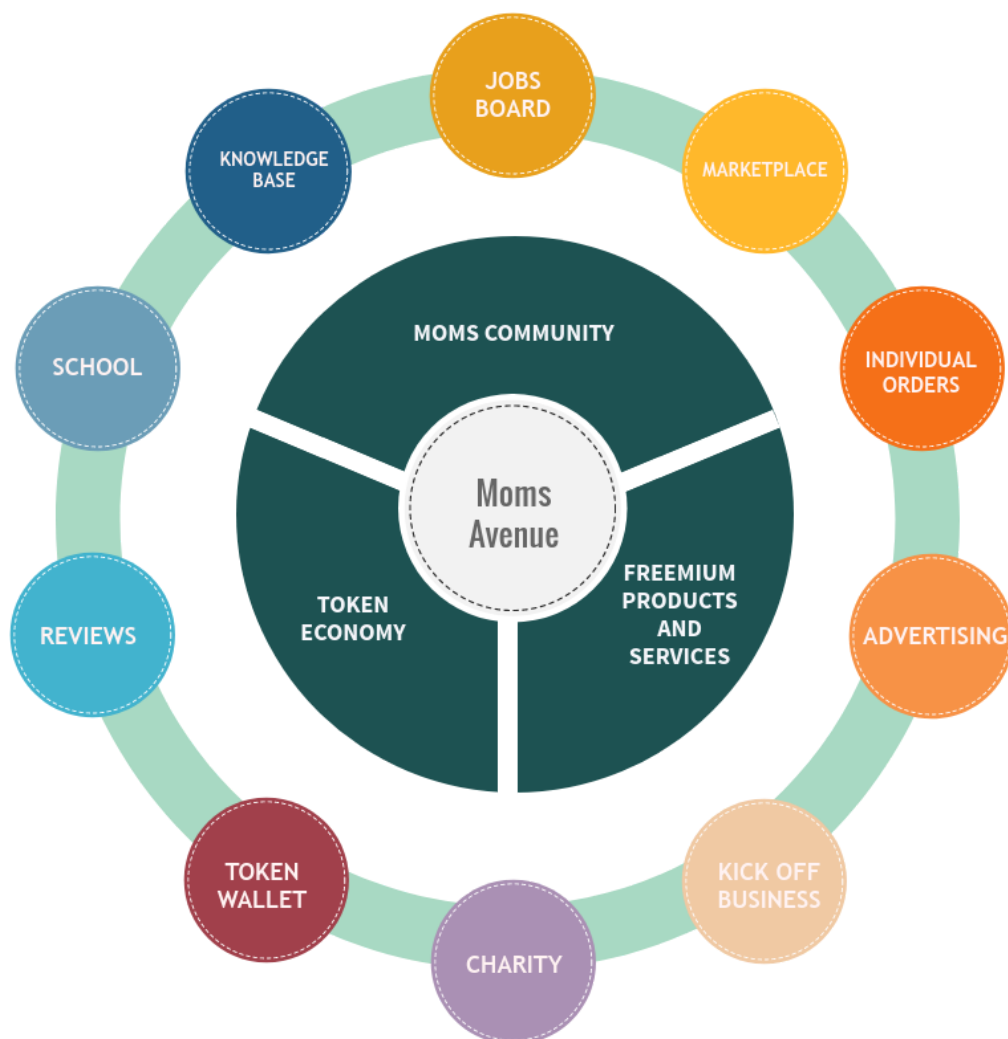


Figure 1. Moms Avenue Offering

Key solution enablers:

- Community-centric model
- Transparent governance powered by Blockchain technology
- Payments powered by Blockchain
- Rewards powered by Blockchain
- High quality content
- Lean start-up principles
- Sustainable Value creation

Business Model

“There is more of a focus on hearing what women have to offer and recognizing the value of investing in them.” - Elizabeth Ames, senior vice president, Anita Borg Institute

Moms Avenue business model is a combination of a community of interests ('Moms Avenue' community) and freemium products:

- We will create a self-sustainable value and grow new users base with 'Moms Avenue' community proposition.
- We will make a profit on freemium products.

Members will receive a token bonus for valuable community action or success event while using freemium products. Every member would be able to collect M.O.M. tokens and exchange them for Moms Avenue products and services. All used tokens will come back to moms community pool. M.O.M. token value will be self-evolving because all created value will stay in community and platform and will generate value-add in the future interactions.



Number of active users

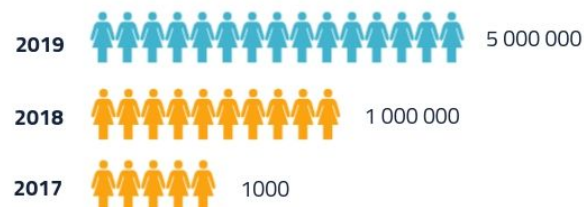


Figure 2. Value and users.

The Platform

Blockchain

The Blockchain is increasingly recognized as the world's leading software platform for digital assets and is already shaping the future. It brings a new wave of innovations, is disrupting many industries and transforming existing models. The technology facilitates the exchange of value without the need for intermediaries, enables transparent interactions of parties through a trusted and secure network that distributes certified and auditable access to data, simplifying the existing processes lowering the costs.

The Moms Avenue platform will connect different Blockchain technologies - Decentralized Autonomous Organization, Token Wallet, Virtual Utility Tokens, Payments, Security, and Transparency - into one user-friendly solution.

Blockchain technologies and functionality they provide will enable Moms Avenue platform to stimulate value flow and introduce reward program with elements of gamification. Virtual utility tokens will be released and used within reward program to recognize community members based on the scale of their contribution.

Moms Congress

Moms Avenue will create the new version of Decentralized Autonomous Organization (DAO) - Moms Congress (Social Entrepreneurship Decentralized Autonomous Organization - SE-DAO). Compared to standard DAO, it will have additional smart contracts for organizational principles, ranking based members selection and profit usage. Moms Congress version will not require fee from organization members for decision making. Decision making will happen inside Moms Avenue platform, and users will not need to connect to additional systems.

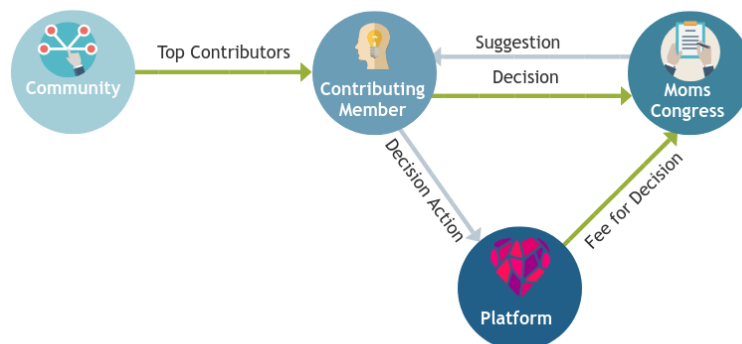


Figure 3. Moms Congress decisions.

Moms Congress (SE-DAO) solution will be an open-source project and accessible for anybody.

Payments

Payments processing in the platform will use one of Blockchain powered payments solution. Traditional payment systems in the market require up to 16 different steps to settle the transaction, which carries high fees. Such situation could be avoided with a presence of Blockchain technology.

A deeper analysis will be performed, and most promising solution for payments will be selected.

Token Wallet. ERC20

Every registered user on Moms Avenue will have a wallet that supports ERC20 based tokens. The wallet will rely on Ethereum open source Web3 project for transfers and signing transactions. Users will not have the ability to export their private key.

Tokens and Crowdsale. Ethereum Network

Moms Avenue has chosen to work with Ethereum network, which enables the development of custom programmed applications on top of the Blockchain, like smart contracts, database access, and storage. Blockchain distributed ledger infrastructure has empowered Ethereum to become a digital and easily tradable tokens creation place, commonly used as a currency, successfully proving that distributed consensus works.

Software as a Service (SaaS)

Moms Avenue platform will be created using Software as a Service (SaaS) architecture principles: products will be designed to work independently, but they will be tightly integrated to work together. Four product categories will be introduced: Entrepreneurship Learning, Tools, Kick off Business, and Charity. The platform will represent content as a personal feed, i.e., Facebook, Twitter, Instagram. And this feed will be adjusted according to user interests, selection, and behaviour.

M.O.M. Token

Moms Avenue platform high-quality content will be community-driven and supported by an innovative contribution-based reward scheme. Virtual utility tokens M.O.M will be released and used within reward program. Reward system will use transparent proof of contribution concept. All community members will be able to contribute by creating relevant high-quality content and receive virtual utility tokens M.O.M as a reward. Tokens can be used to create content, buy or sell goods, order services and support others on Moms Avenue platform. Members will have several options to spend collected virtual currency tokens and therefore to decide which role they would like to play within Moms Avenue community:

- Use tokens to eliminate platform charges
- Use tokens to scale business and recruit
- Use tokens to compete for the monthly or yearly prizes
- Help others by giving tokens to charity or new business starter

When a member collects a defined number of tokens, they will be announced as a Member of Moms Congress. Membership in the Congress will be a unique way for the most valuable contributors and subject matter experts to form a meaningful connection with the organization and other community members. Moms Congress will be the core decision-making institution of Moms Avenue platform. It will be a direct representation of the best community's contributors - M.O.M. token owners. Token owners will be able to make suggestions and vote on all significant questions related to the platform: how to use company profit and finances, roadmap, complex changes in the platform, marketing strategy, platform fees, governance and policies, charity cases.

The community member will have the freedom to decide which role they want to play in Moms Avenue: either continuously collect tokens seeking authority within Moms Congress or choose one of the options as an example above.

Token Creation

Token Creation information:

- Token supply will be fixed.
- Token does not represent equity in the company nor has any intrinsic value.
- ERC20 token will be used.

Token Distribution

Tokens distribution pools:

- 40% Moms Community. Tokens will be accessible via Moms Avenue platform only. Tokens will be used to build additional value and reward community members. After stage 2 it will be an option to buy Tokens in the platform.
- 40% ICO. Tokens distributed during ICO. This includes Investors, Administration, Legal, Bounties.
- 10% Reserve. Future investment. Tokens will be locked for the minimum of 12 months. An investment could be offered to the new contributors after this time if needed.
- 5% Team. Tokens will be allocated to the team which created this platform. Tokens will be locked for 12 months.
- 5% Advisors - Tokens will be allocated to the Advisors. Tokens will be locked for 12 months.

Token Pools

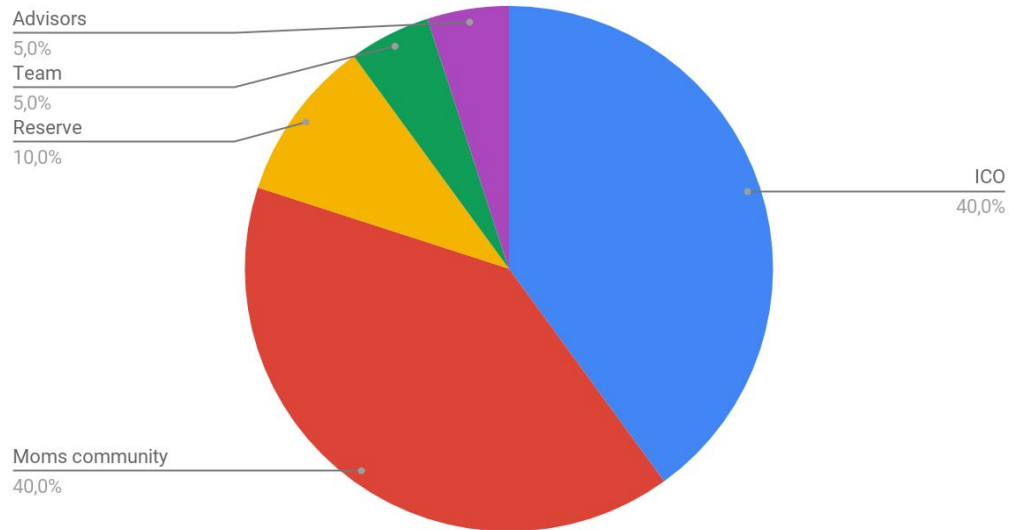


Figure 4. Token distribution

Token Cycle

Members will get a token bonus for beneficial community action. Tokens will be assigned from community token pool. Collected tokens could be exchanged for Moms Avenue products and services. All used tokens will come back to moms community token pool. M.O.M. token value will be self-evolving because all created value will stay in community and platform and will create value-add in future interactions.

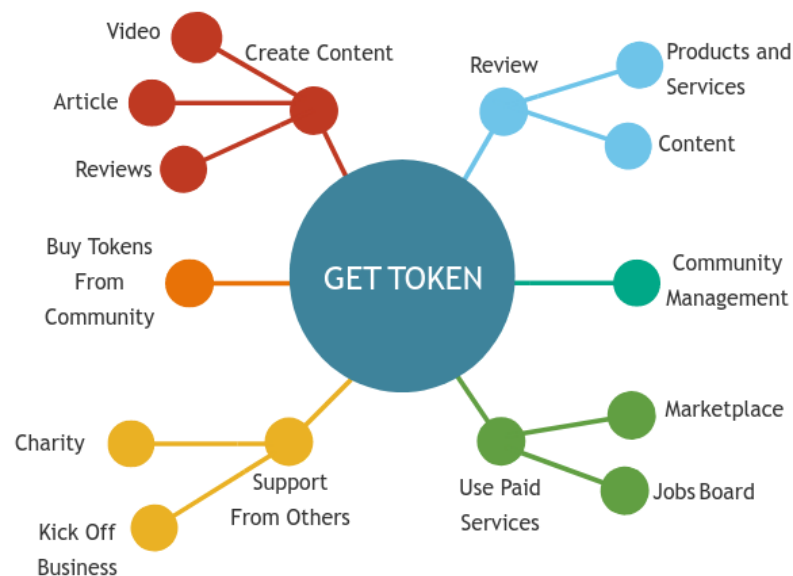


Figure 5. Example of how to obtain tokens

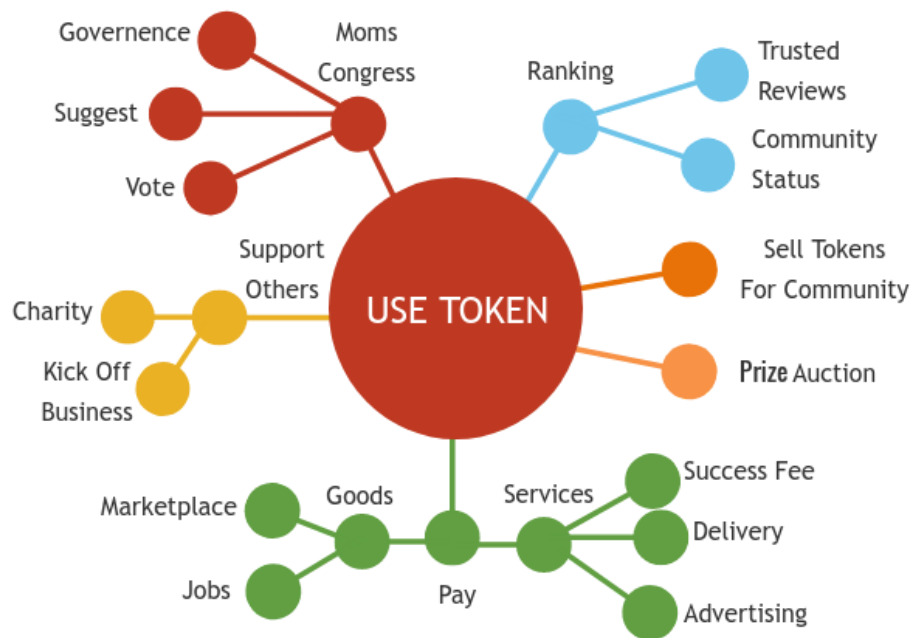


Figure 6. Example of how to use tokens

Token Value

Token market is open and transparent. It is hard to determine its value due to different factors which could not be controlled by our platform. This is potential value representation and could change when new services will be introduced. Our modelled token value will be connected to community size, the platform demand, and created content. Formula would look like this

$$\Delta = \frac{(Q \times (A + V)) + (S \times O)}{T} \times C \times D \times M$$

Q - Quality content price. Standard price in the market starts from 300 USD per article and 1000 USD for video.

A - Number of quality articles.

V - Number of quality videos.

O - Number of successful orders.

S - Platform success fee - product or service.

T - Number of tokens available in the market.

D - Demand for tokens in the market.

C - Community growth factor.

M - Crypto currencies market situation.

Long-Term Token Distribution

We firmly believe that in five years the platform will have exceptional content for entrepreneur moms, thousands of happy community members and customers. It is possible to predict that token ownership landscape will change too and 80% of all tokens will be in moms community control.

Points scored

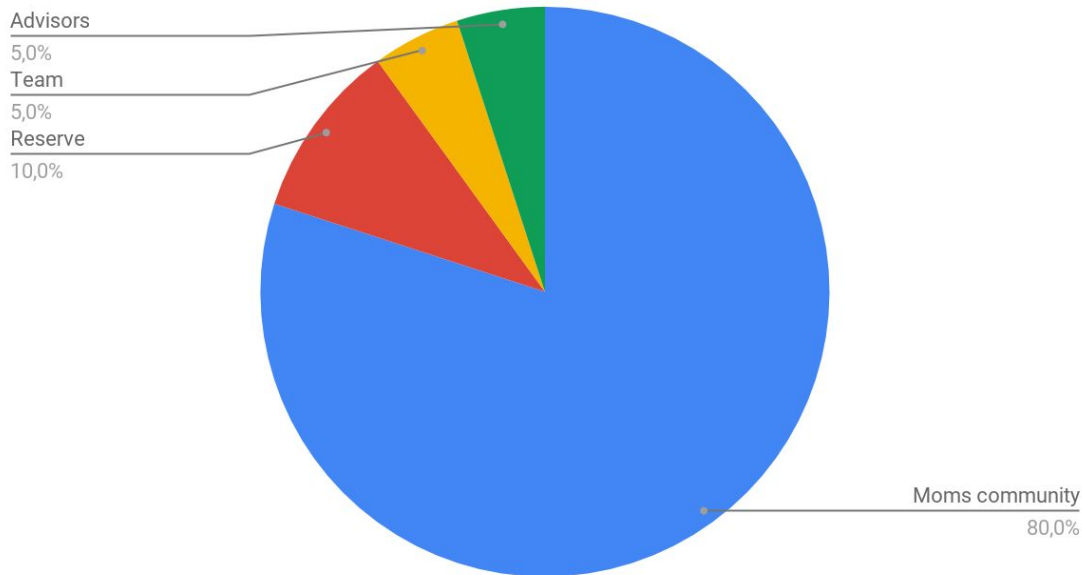


Figure 7. Long-term tokens distribution.

Governance

“In a democracy the poor will have more power than the rich, because there are more of them, and the will of the majority is supreme” - Aristotle

Moms Avenue community will be governed by Moms Congress, based on DAO (Social Entrepreneurship Decentralized Autonomous Organization) principles. The Congress will be a direct representation of the best communities' contributors - token owners. Unlike the standard reward programmes which just encourage to buy more goods with a discount without any value-added, we offer a long-term relationship rather than a one-time deal. It will also help shape the organization to the direction community members see fit.

Moms Congress will provide each Moms Avenue community member a rare opportunity to be part of the decision making process as Congress will be the core decision-making body. Token owners will be able to make suggestions and vote for on all significant questions related to the platform. For example Strategic Investment; Business Development; Marketing Strategy; Pricing; Governance and Policies; Charity.

Products & Services

“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime” - Anne Isabella Thackeray Ritchie's

Moms Avenue platform will consist of four product categories - Learning, Tools, Kick off Business and Charity. The trends and community member feedback will be analyzed to identify innovative future products and services.

The first version of Moms Avenue platform will be a combination of entrepreneurship knowledge base together with a global, quality-focused, trustworthy handmade marketplace. That way our users will be able not only to learn entrepreneurship but also put the acquired skills to practice by using the real business tools.

All products and services will be integrated and also capable of working as standalone products. Those products, e.g., reviews, freelancing, job board, kick off business, learning, are designed to learn entrepreneurship, get necessary practice and to use it as real tools to start, grow and scale a business.

The diagram below illustrates how products within ‘Moms Avenue’ platform and reward program is connected.

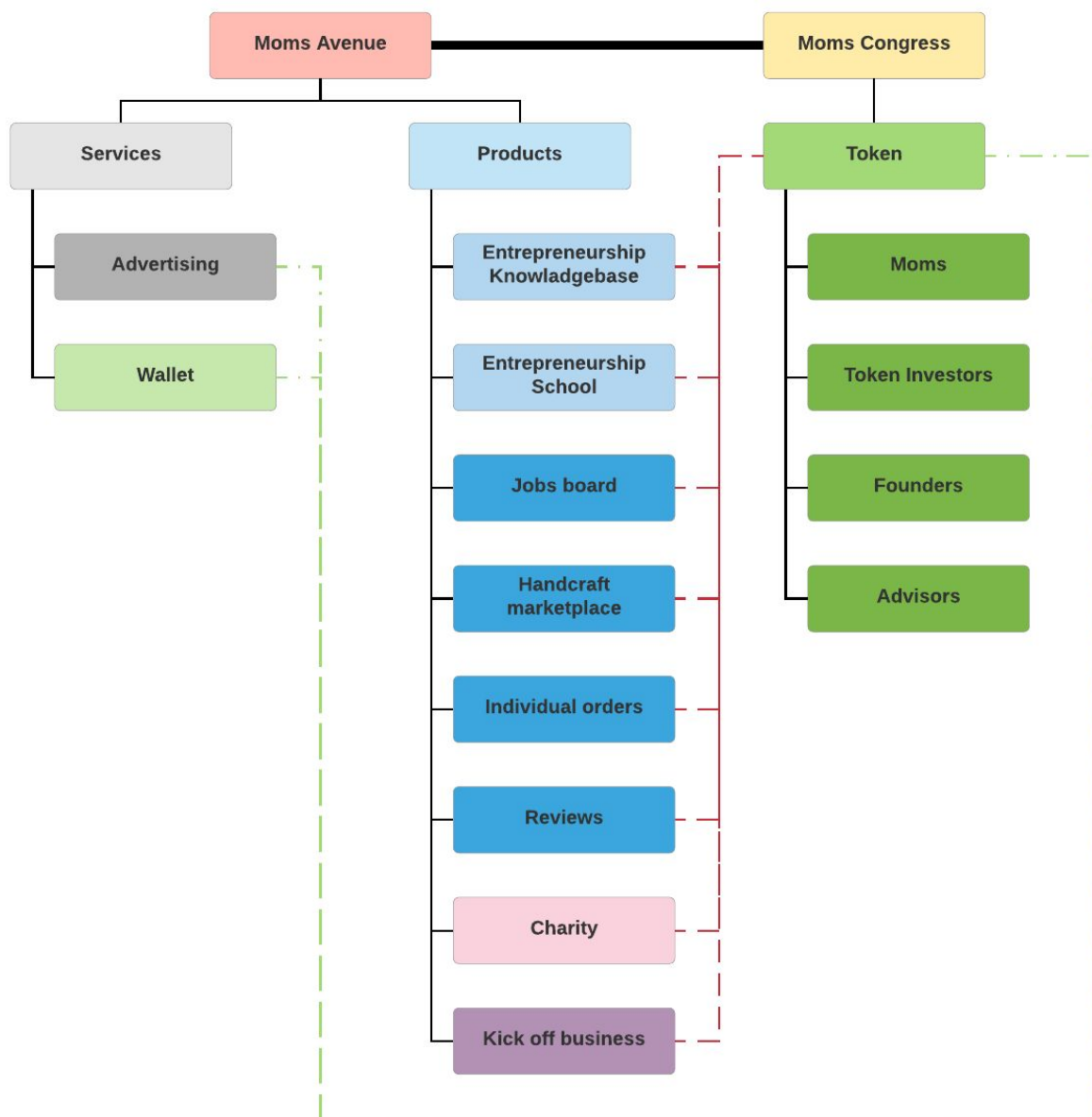


Figure 8. Moms Avenue products and reward program interaction.

Learning

Entrepreneurship Knowledgebase

The knowledge base will be free and accessible to all. The content itself will be created, moderated and managed by the community. Topics will vary depending on the demand but will be in general dedicated to entrepreneurship skills and support of platform community. Contributing to entrepreneurship knowledge base creation will be rewarded with tokens.

Knowledge base will have options to:

- Search

- Ask
- Discuss
- Add articles
- Edit articles
- Articles review

Entrepreneurship School

An entrepreneurship school will be free and accessible to all allowing to learn skills required to run own business. It will be as a separate online learning organization offering various learning programs. Contribution to entrepreneurship school activities will be rewarded with tokens.

Phase one entrepreneurship school will offer such possibilities including but not limited to:

- Video lessons
- Video tutorials
- Live webinars
- Local meetup's
- Programmes on particular topic

Tools

Handmade Marketplace

Marketplace with a business automation, fraud prevention, and transparent governance. The main difference from other marketplaces is that it will be focused on a toolset to get the best value for each deal. Also, the organization will propose group agreements with providers to lower some of the necessary expenses: e.g. packaging, postage and other. This will allow to attracting more customers as full stack approach will be more attractive both sellers and buyers. The marketplace will be moderated and managed by the community, and strict quality provisioning applied.

However, product range can be expanded as part of Moms Congress decisions.

Functionality:

- Personalized global feed
- Individual stores
- Daily deals
- Multi products management
- Invoicing and estimating
- Delivery integrations
- Advertising tools
- SEO optimisation
- Tools to manage social channels
- Pricing and products recommendations
- Group discount for shipping and packaging services

Individual Orders

The marketplace will have a separate module dedicated for individual orders. In a case of customer wouldn't find what she/he was looking for, there would be a possibility to fulfil an individual order request and get offers from different stores within the marketplace. Also, a customer will have an option to fulfil a request to customize an existing product.

Job Board

Phase one version of job board will focus on the community only. There will be a possibility to buy and sell services including, but not limited to:

- Create new product design
- Write a review about a product
- Invite others to join your venture

Reviews

Reviews module will allow adding a review to every aspect of the platform. Also, there will be a functionality to search and use a review analysis of any product or service within the platform, e.g.:

- Products
- Products' categories
- Individual orders categories
- Jobs Categories
- Entrepreneurship school courses and lessons

Advertising

This module will be responsible for in-feed advertising on the platform. It will be an option to advertise products and services. This functionality will be closed ecosystem and open just for Moms Avenue sellers and freelancers. Payments for ads will be made in Tokens only. All submitted ads will be manually approved. Ads will not be target specific on initial launch.

Auction - Token for Prize

This module will offer to exchange collected tokens to prizes. Every month and at the end of the year, there will be a prize auction where the members with the biggest bid will win. Tokens used to win prizes will go back to moms community tokens pool.

Charity

Community members will be able to list their charity requests. All token holders will have an option to transfer their tokens to support any of that request. In addition, marketplace sellers will have an opportunity to allocate part of their revenue to fulfil charity requests.

Moms Congress will have an option to allocate part of the company profit for charity section.

Kick Off Business

The platform will have a separate module allowing community members to list their business ideas and look for support. All token holders will have an option to transfer tokens to support these business ideas. In this way, they will empower community members to start new ventures and give an access to tools and resources needed to kick-off.

Examples how collected tokens can benefit for business kick-off:

- Hire specialist for product design or marketing plan creation
- Hire specialist for 1 to 1 lessons on how to manage your business
- Use platform for free - pay platform and delivery fees
- Invite others to join your idea

Development Roadmap

Phase 1 - Moms Avenue Platform

Phase 1 development will be organized in 3 stages. Only after 3 phases the value lifecycle will be fully operational and token will gain its real value.

Stage 1 - Core

Timeline - H2 2017

Objective - to create core functionality for further platform development.

- Moms Avenue platform with the Entrepreneurship knowledge base and Marketplace modules.
- Creation of M.O.M. Token on Ethereum Blockchain
- M.O.M. Token Pre-ICO and ICO

Stage 2 - Token enablement

Timeline - H1 2018

Objective - to enable Token payments in Moms Avenue platform.

- Allow Token payments for Marketplace and Individual orders.
- Create new modules for Moms Avenue platform.
 - Tokens wallet.
 - Reviews module.
 - Job board.
 - Individual orders.

Stage 3 - Value Sustainability

Timeline - H2 2018

Objective - to enable democracy principles and complete value lifecycle for M.O.M. Token.

- Creation of Moms Congress - Social Entrepreneurship Decentralized Autonomous Organization (SE-DAO).
- Allow Token payments for the job board.
- Enable Token reward system for quality reviews and knowledge base.
- Create a new module:
 - Entrepreneurship school.
 - Charity module.
 - Kick off business.

Phase 2 - Moms Avenue for Global Coverage

Timeline - H1 2019

During this phase, the platform will be translated into five additional languages to involve broader community. This will allow making Moms Avenue platform accessible for 1/3 of world's moms' population in their mother tongue. Besides, this will enable expanding solution into emerging markets.

Additional languages:

- Spanish
- Hindi
- Arabic
- Portuguese
- German

Besides, advertising module will be introduced which will be additional value stream for the platform.

ICO

ICO will consist of two steps - pre-ICO and the main ICO. 40% of all tokens are accessible for purchase during the ICO. Including investors, marketing and legal. Standard contribution ratio will be announced later.

Pre-ICO

Up to 10% of ICO pool tokens will be available during the pre-ICO with no minimum.

ICO

During this stage, all ICO tokens not sold during pre-ico will be available.

The bonus tokens will be allocated on top of the regular tokens that you are acquiring. For instance, if you intend to buy tokens within the first week, you will receive 1000 tokens plus extra 200 tokens as a bonus (which represents 20% of your 1000 token purchase), so 1200 tokens as a total.

All unsold tokens will move to reserve pool and will be locked for the minimum of 12 months.

No Platform Fees for Contributors

All Token holders who contribute more than 10 000 tokens will have an option to use Moms Avenue services without platform fees for one year.

Funding Breakdown

Collected funds will be used for Moms Avenue platform purposes only. The following distribution of funds is preliminary and can be subject to change. The pie-chart below illustrates how tokens that are retained after Initial Token Sale will be allocated.

Funds Allocation

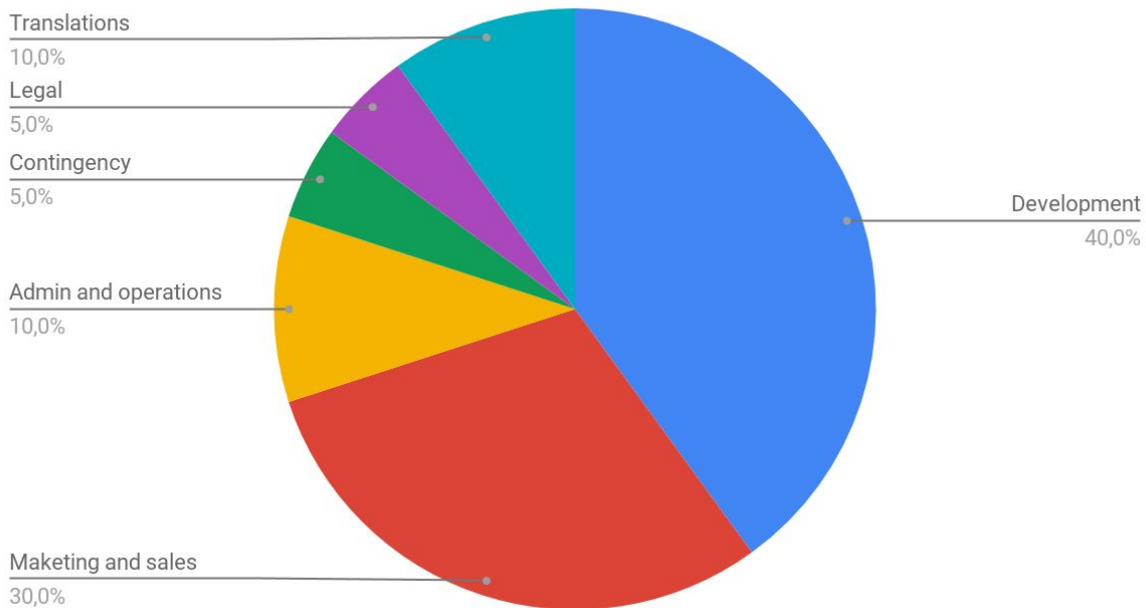


Figure 9. Funds allocation

- 40% Development - Funds required for functionality creation, testing and release to the community.
- 10% Translations - Translations needed to make platform accessible for 1/3 of world's moms' population in their mother tongue (Phase 2).
- 30% Marketing and sales - Moms Avenue will continue to run its marketing efforts on a cost-efficient basis and keep user acquisition costs one of the lowest in the industry.
- 10% Admin and operations - We apply Lean start-up principles and will continue to do so in the future. Also, we will ensure that day-to-day operations continue running smoothly as the organization expands.
- 5% Legal - One of our primary focuses is Compliance as it is key to the long-term success of the Moms Avenue.
- 5% Contingency - Funds on-hold for unforeseen cases.

This budget will be securely held in publically viewable cryptocurrency wallets and is subject to scrutiny by the entire community.

Why Contribute

Moms Avenue combines a cutting-edge technology, an innovative reward-based business model to tap into a sensitive market segment and address the issue of its unused economic potential.

Our team will put much effort to build a community and foster each of the member's engagement before the real value can be accelerated. From the very beginning, we will seed our community with relevant high quality content and ensure that content fits into the customer lifecycle - from information on getting started entrepreneurship journey to content and tools which helps scale business and get the most value over the time. We will analyze the latest trends so to ensure that content is fresh and interesting and most importantly - useful. Innovation is a never-ending journey. So we will move forward together with our customers to include any innovative products or service into our future portfolio.

The community members will be recognized for any kind of contribution following the designed reward scheme. In this way, meaningful connection between the company and the rest of the community will arise. All the users will champion tokens circulation. Members will be motivated to collect M.O.M tokens and become members of Moms Congress. Moms Avenue will offer the possibility to be part of organization's authority and have a decision making voice.

Moms Avenue will leverage the power of the community. Value flow will be accelerated, and usage of the platform services will increase. In this way, the whole solution will get more and more positive feedbacks from customers and community members. It is essential for long-term strategy and trends.

After phase 1 Token value flow will be complete and the demand of Token will grow, as more people require it as a form of payment for their goods and services. Token holders will have an option to use platform for free or pay discounted platform fee when paying using tokens.

The number of tokens is fixed, and no further tokens could be introduced due to the strict laws of smart-contracts. Coins reserved for future investment will be locked for the minimum of 12 months.

Important note for all - you can participate in ICO and become future platform user at the same time. Contribute more than 10 000 tokens and use Moms Avenue platform without platform fees for one year.

Core Team

Evelina Bajorūnė - Mom of a lovely little daughter. Masters of Innovation Management and experienced business change project manager in banking sector. Former Professional Development of PMI Lithuania Chapter.

LinkedIn - <https://www.linkedin.com/in/evelina-bajorune-60336057/>

Milda Maslauskaitė - Business Development. Masters of Innovation Management with extensive project management experience in banking sector. Former member of PMI Lithuania Chapter.

LinkedIn - <https://www.linkedin.com/in/milda-maslauskaite-80848873/>

Dovilė Paulavičienė - Community Development - .Ph.D. Doctor of Philosophy. Master Nanoscience and technology. Her passion for helping others. She is our community pulse and the ideal team member for growing community.

LinkedIn - <https://www.linkedin.com/in/dovile-baziulyte-paulaviciene-20578193/>

Eglė Kuzmienė - Communications Guru. Mom of a little daughter. Editor, journalist, PR and communications specialist. Worked in different Top TV projects and Top 1 magazine for Women in Lithuania.

LinkedIn - <https://www.linkedin.com/in/egl%C4%97-deksnyt%C4%97-050066b2/>

Marius Bajorūnas - Smart Contracts Developer. Full Stack Developer. Fan of AI automation and Blockchain technologies. Consecrated his ambition to show how Blockchain technologies could solve the real problem.

LinkedIn - <https://www.linkedin.com/in/marius-bajorunas-04b60074/>

Giedrius Paulavičius - Developer and Processes Expert. Started web projects from WAP and continuing to follow the latest trends and technologies. More than 15 years of web solutions creation experience. Developed superior process development experience in banking sector.

LinkedIn - <https://www.linkedin.com/in/giedriuspaulavicius/>

Kęstutis Bajorūnas - Products Expert. Experienced Product manager with more than ten years of interesting solutions creation and agile teams' management experience with strong technical background.

LinkedIn - <https://www.linkedin.com/in/kestutisb/>

Vincentas Vitkauskas - Business Development. Masters of Innovation Management, entrepreneur, market research expert and father of 3. Has an extensive career in business development and sales, as well as a strong belief in technologies and blockchain.

LinkedIn - <https://www.linkedin.com/in/vincentinnovationmanagement/>

Advisors

Milda Dzidolikienė - Management Advisor. Mom of two little daughters. Masters of Science and Head of Project Management Division in banking sector.

LinkedIn - <https://www.linkedin.com/in/milda-dzidolikiene-9842bb4b/>

Martynas Savickas - Information and IT security advisor. CISO | Head of Information and IT security in banking sector.

LinkedIn - <https://www.linkedin.com/in/martynassavickas/>

Asta Sendonaris - Economic Consultant I Sloan Fellow 2017, MSc in Leadership and Strategy.

LinkedIn - <https://www.linkedin.com/in/asta-sendonaris/>

Dainius Kenstavičius - Legal advisor.Ph.D. - Doctor of Law. Attorney at law. Former Lecturer at a university.

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Medium - <https://medium.com/@MomsAvenue>

Telegram - <https://t.me/momsavenue>

LinkedIn - <https://www.linkedin.com/company/25025422/>