Trendit Whitepaper

Version 1.4

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Contents

Overview

The Vision

Trendit is a social media platform that will allow users to keep up with the latest social trends, events and challenges. Users of Trendit can express themselves by creating their own viral content. Trendit combines social media interactions with cryptocurrency by allowing users to earn cryptocurrency rewards for interacting with peers in the social space.

Trendit utilizes Trend Tokens and Ethereum for user transactions and reward distribution. Users on the platform will earn rewards based on the quality of their creative content supported by their fellow peers. The more pledges the content gathers, the more cryptocurrency rewards the creator earns.
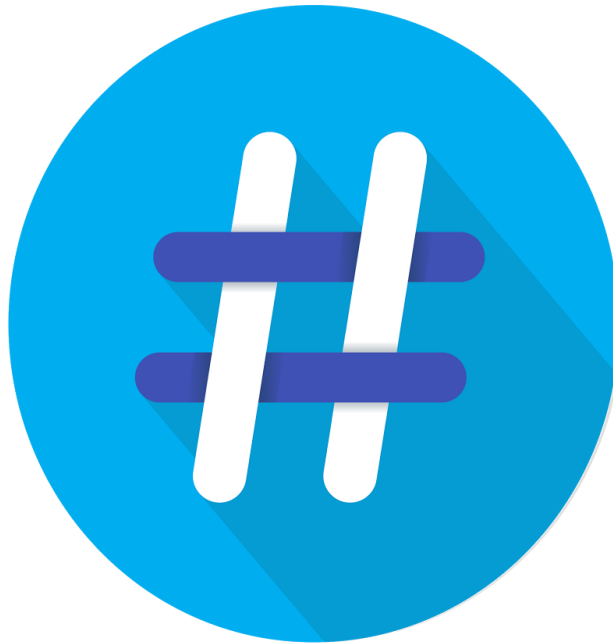
Trendit Platform

Trendit will provide users with three primary interaction options. Users will be able to create new viral trends, raise awareness about certain events and challenge other users around the world to change their lifestyles. Trendit will reward users registered on the website with cryptocurrency for content creation. The distributed rewards will be dependent directly on the number of times other users pledge to the created content. The more viral the content becomes the more rewards the creator will earn. Users will also benefit from promoted section where they can promote their ideas, events and undertaken challenges.

Trends

Trends are created by users to showcase their latest ideas, thoughts, passion or even make a fashion statement. Users of the website will be able to pledge to the content posted by other users. A comment section will also be provided to allow users to follow up with a trend, ask questions, or show pictures of themselves participating in the trend. A trend can be a picture, a video or just a simple phrase. Each trend card has a section where users can describe their created trend in more detail. This will help users gather more pledges and encourage other users to learn more about the trends they are following. The platform can also be used by prospective entrepreneurs to showcase their ideas and get information for market validation.
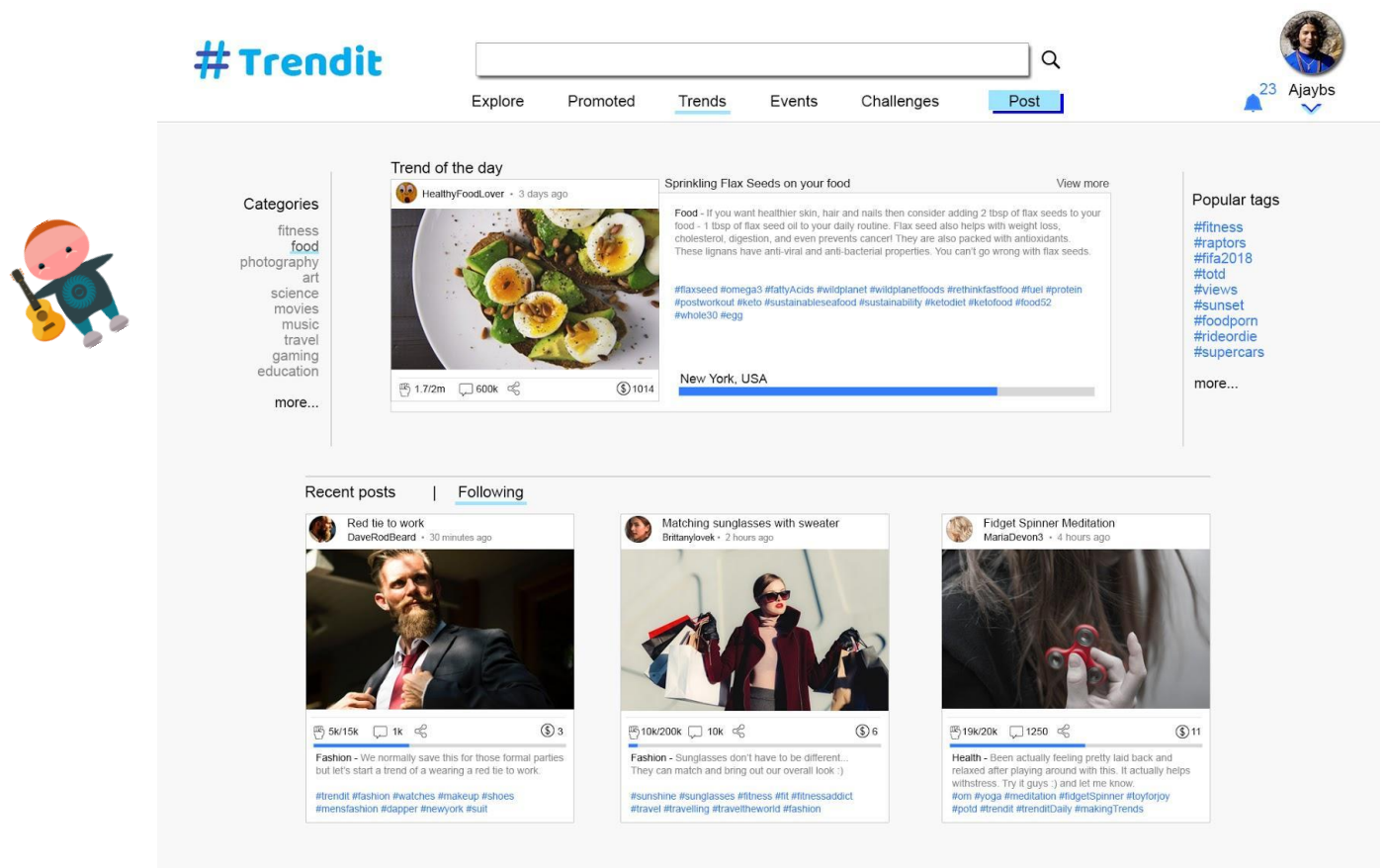

Figure: Trend page

Challenges

Users can create their own challenges and challenge other trenders to partake in their idea. The challenges can be private, public or location specific as needed by the content creator. The user can set the challenge only for their peers, or extended group of friends, or simply challenge the entire world. The challenge can be a simple picture or a short video depicting the concept. The video or picture can be of the content creator themselves depicting the process of completing the challenge. Other trenders can participate in the challenge by pledging to it and challenging their peers to also participate. Each challenge card will also have a more detailed description of the required process presented by the creator.

Competitive mode is a sub section of the challenge category of the platform. In competitive mode, competitive challenges are created by the platform for users to participate in. Competitive mode encourages and rewards creative users for showcasing their skills at different categories of challenges, such as gaming or sports. Challenges for different categories are created every week and are curated by the platform. Users can participate in the challenge competition by paying an entrance fee. The fee can be in Trend Tokens or Ethereum. Paying with Trend Tokens will be less costly compared to paying with Ethereum to encourage more Trend Token usage. The collected entrance fees are put in a prize pool. Users who enter the competition are given a pre-allocated amount of time to complete the challenge and provide the proof of completion on the platform. Once all the participants provide their proof, a vote is conducted. Normal users are allowed to vote in the competition. One user can only vote for one participant in a given challenge competition. The winning participants are awarded with 50% of the competition prize pool. The 2nd place gets 30% of the pool while the 3rd place is awarded with 10% of the pool. The users who vote are also rewarded for voting for the winning challenge participant. The number of votes each participant collects is hidden from voters until voting ends and results are published.
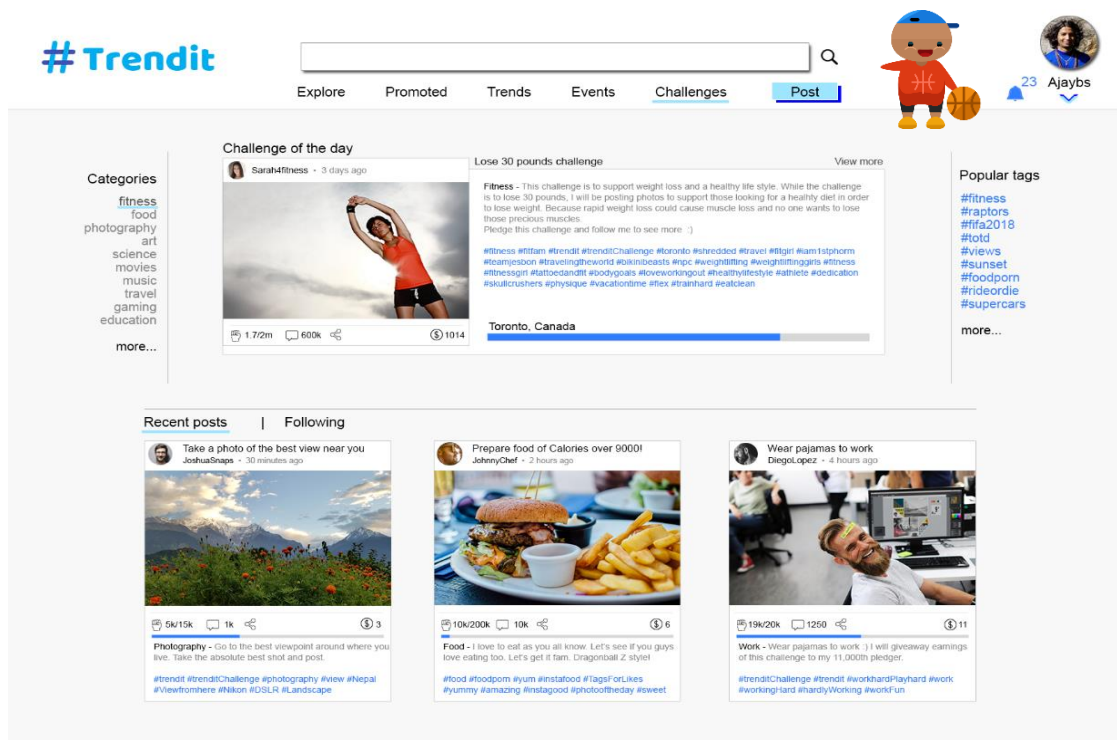

Figure: Challenge page

Events

Users can create their own customized events and invite friends and peers to join. The events can be set private or public as desired by their creator. Invited trenders can pledge to the event and re-trend the event for more exposure. For Trenders to re-trend the event, the original event must be set to public. The event card can have a picture, a short video or text as the main feature. The card also has a section for detailed event description, location and time. Creating an event through trendit can help the creator bring in as many users to their event as possible all while earning money. The money earned can then be used to pay for the event or other necessities. Even small events like a gathering of friends can benefit from being created on the Trendit Platform, allowing everyone to earn money for even the simple things in life.

The post can be created by individual users or organizations to promote their events. The events will be catered to users based on their geolocation and preferences. The trenders can choose to use a paid promotion model for their events as well. This will help creators reach their desired user base much faster. When an event is set for paid promotion, the event is promoted to the appropriate users through the platform's promoted section.

One other use case for events is paid large scale event organization. Organizers can use the Trendit platform to distribute tickets or passes for their events. Trend Tokens or Ethereum can be used as a medium to pay for the tickets or passes. The organizers pay a percentage fee to the Trendit platform for ticket distribution. The Trend Tokens or Ethereum paid to the organizer is held until the event is validated. This is done to ensure the safety of Trendit's users and their finances.
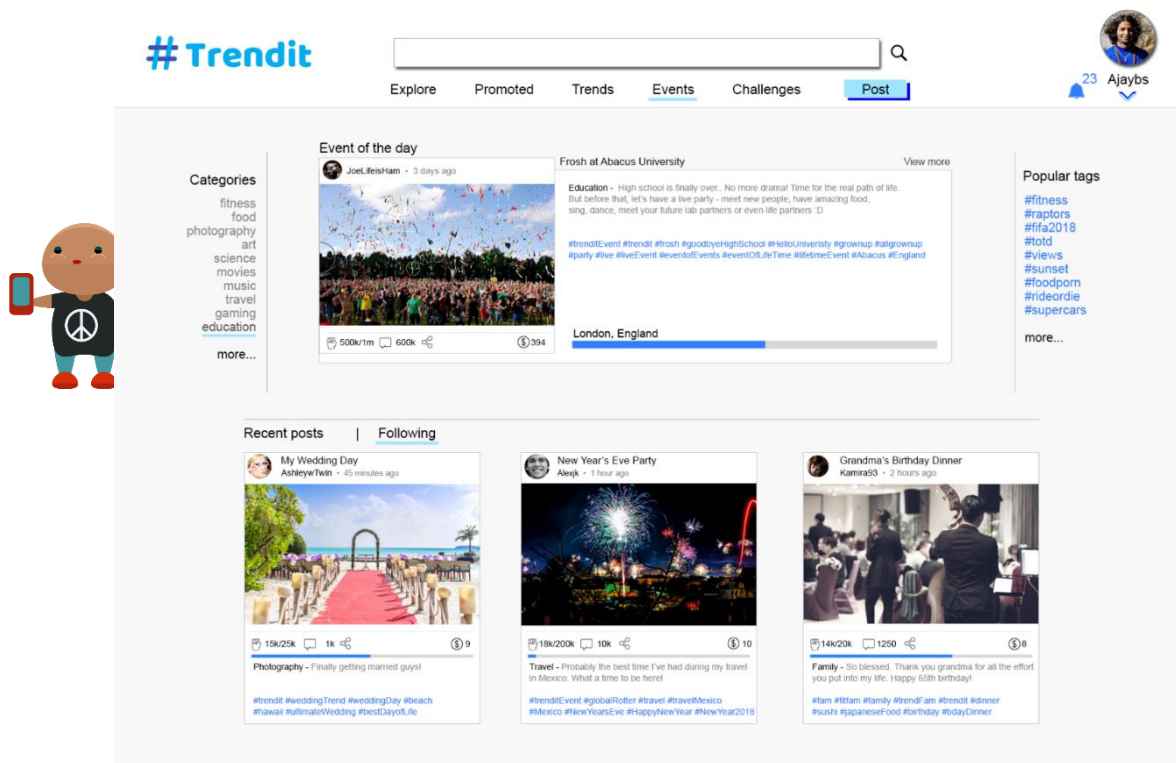
Figure: Event page

Promoted

The promoted section caters to professional trenders, challengers and event organizers allowing them to promote their content for a small fee. The fee can be in Trend Tokens or Ethereum. When paying with Trend Tokens, it will cost less than paying with Ethereum or any other form of cryptocurrency payments. The promoted section is designed to allow content creators to reach their target user base at a much faster rate. Local businesses and individual entrepreneurs will find this section handy to reach out to potential customers at a much faster pace than any other stream available on the platform. Promoted content will also be shown in the news feed of targeted users. Promoted content will be eligible to earn cryptocurrency rewards. The users will have the option to choose not to earn rewards and dedicate them for charity or any other non-profit cause.
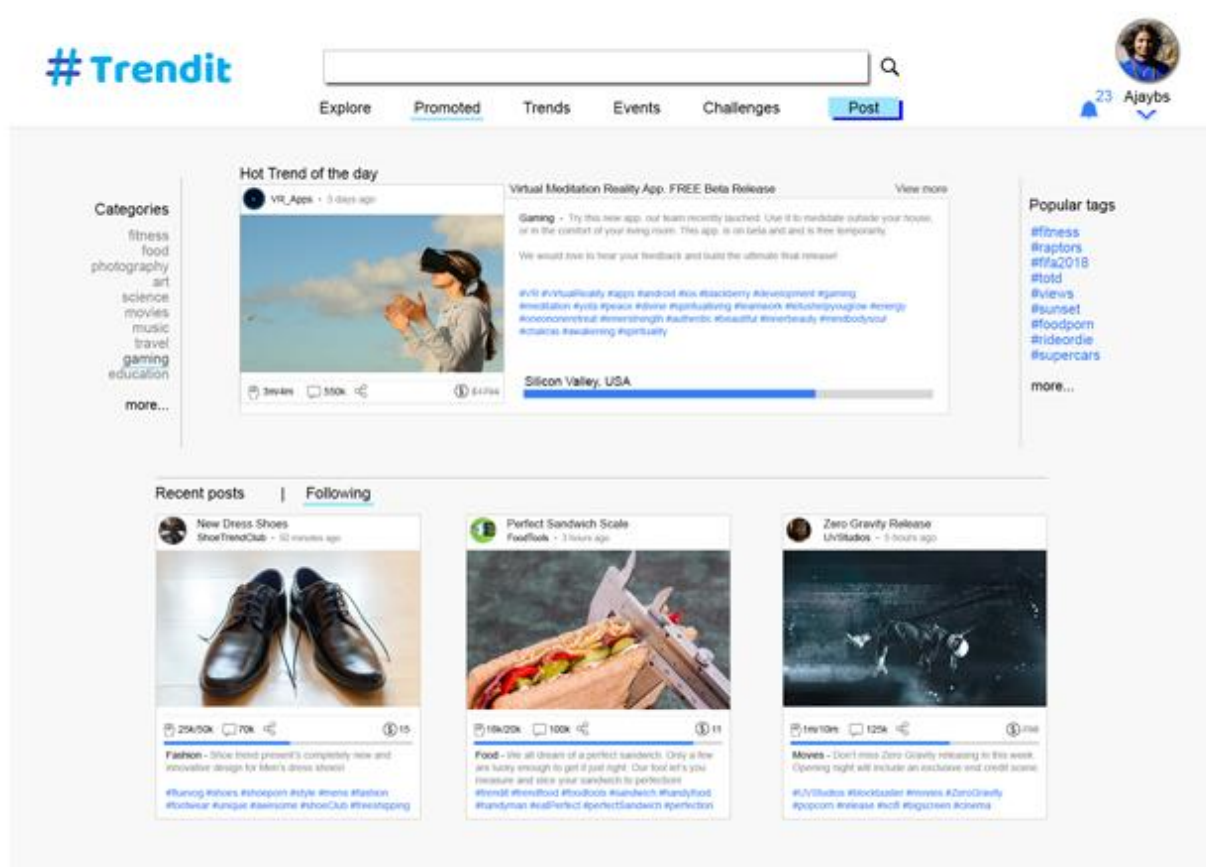
Figure: Promoted page

Trendit Platform UI

User Profile Page

The profile page will provide relevant user information in a glance. This page will contain the following features:

- Brief biography.
- A section where all the past user activity can be seen.
- Access to all the content created by the user.
- The followers of the user.
- The accounts that the user is following.
- Creativity rating of the user.
- User's earnings from the platform.
- Options to withdraw or deposit cryptocurrencies.

The rating system will create a sense of competition to encourage the best content. This will be an optional feature for normal users and not available for promoted content.

Additionally, when the users create a profile, they will automatically get an Ethereum wallet that they can privately access on the profile page. This is where the cryptocurrency rewards will be deposited when they accumulate pledges on their content or when they win challenges. Users will be able to see the amount other users have earned to attract more pledges and followers.

The user's content on the profile page can be filtered as the following:

1. Trends created
2. Challenges accepted and completed
3. Events created

The content that the user pledged can also be filtered into different categories for easier navigation.
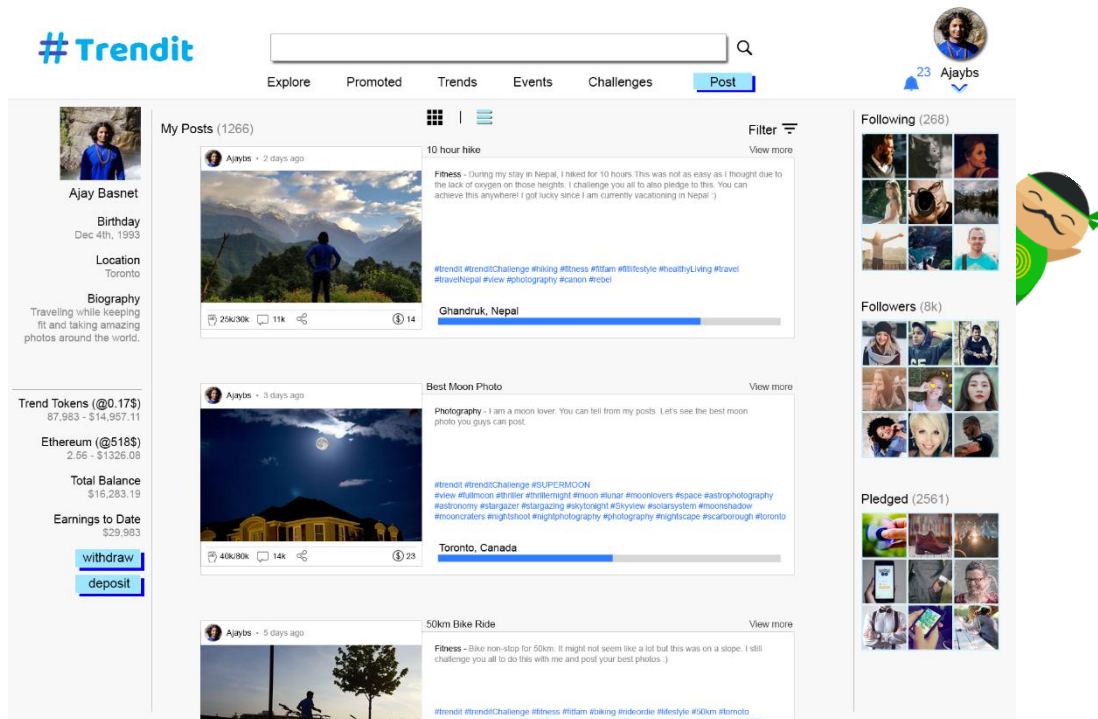
Figure: Profile Page Item view
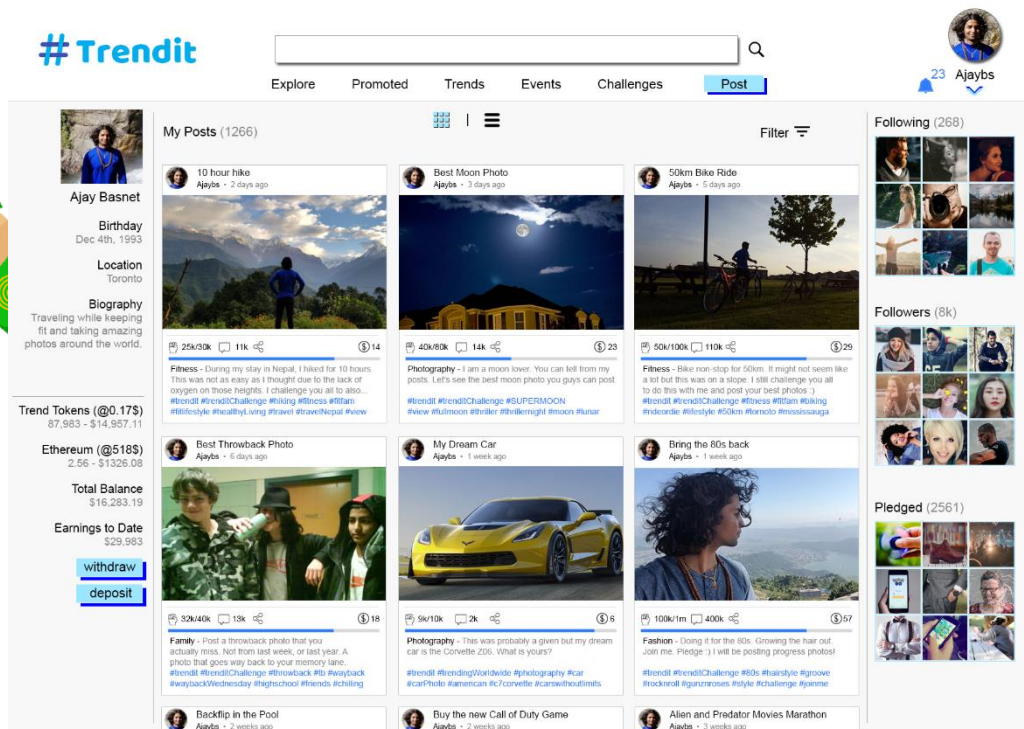
Figure: Profile Page Grid view

Trendit Explore Page

The explore page is the default page of the platform which caters to the users with latest trends, challenges and events. The page showcases the latest trends, events and challenges in an easy and user-friendly form. The trending tags for each category are also available on the page as well. The tags help users find their desired trends, challenges or events.

The explore page defaults to latest and trendiest content posted by platform users. The users can choose to see posts only from the users they follow or they can view public posts based on location or they can filter post based on a specific category. These categories can be filtered through the available tags on the page. The tags are dynamic and are updated according to the latest trends and tags used by the platform users.
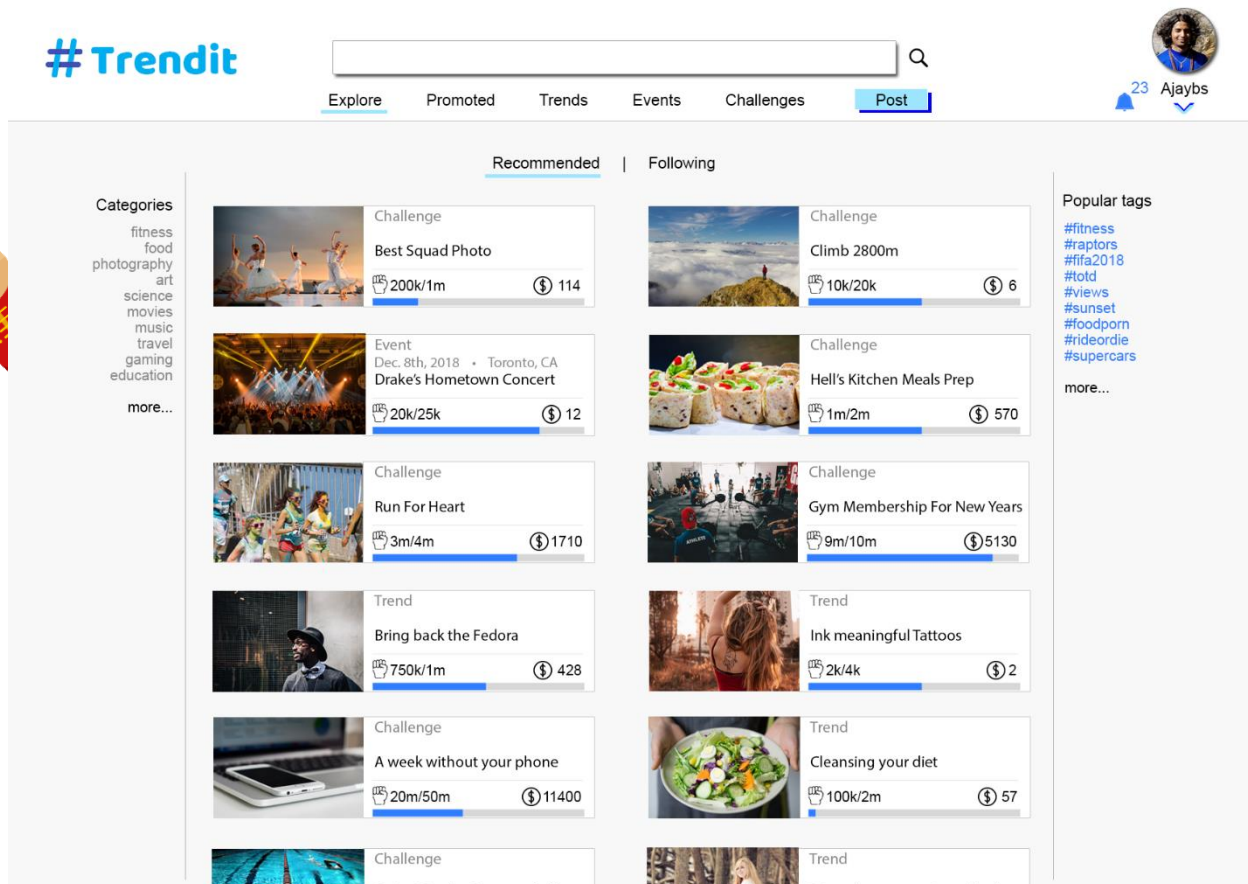
Figure: Explore page

Trendit Cards

When the user clicks on any posted trend, challenge or event, the card page appears with details regarding the posted item. The card page shows individual posts in full details.

Trend card presents details such as: trend picture or video, key components to produce the trend, the thought behind the trend, any set goal for the trend, number of pledges acquired and duration of the trend being active.
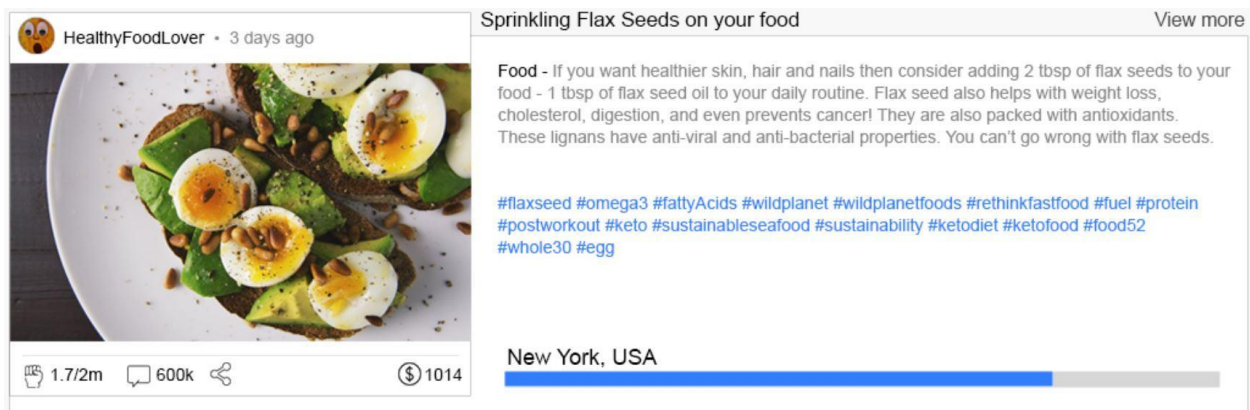
Figure: Trends card

Challenge card exhibits details about the key idea of the challenge, pledge goal set by the creator, key components required to be accomplished to complete the challenge, time frame within which the challenge must be completed, attached Social cause if any and Total activity generated by the challenge.
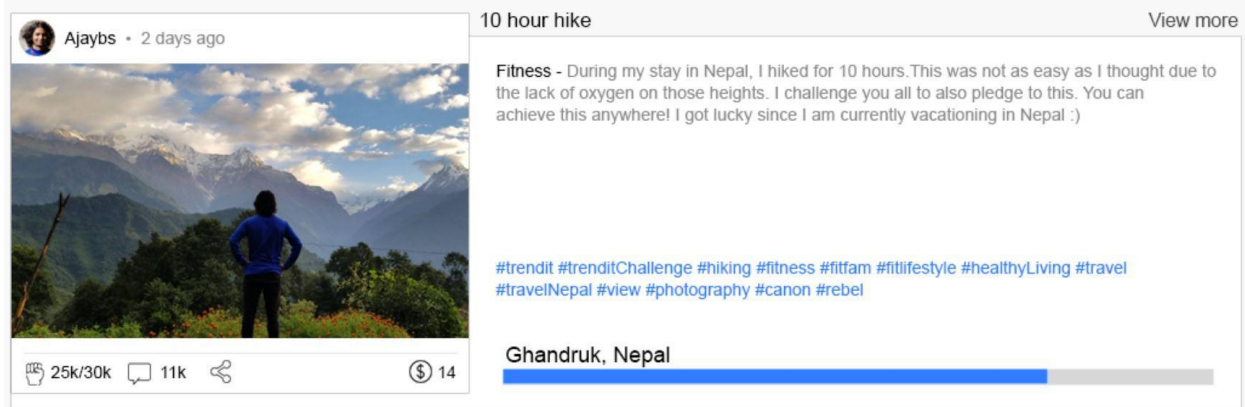
Figure: Challenge card

Event card showcases the details around the event such as: picture or video showcasing the event, Idea behind the event, Location, Expected attendance, theme of the event, date and time, special guests and so on.
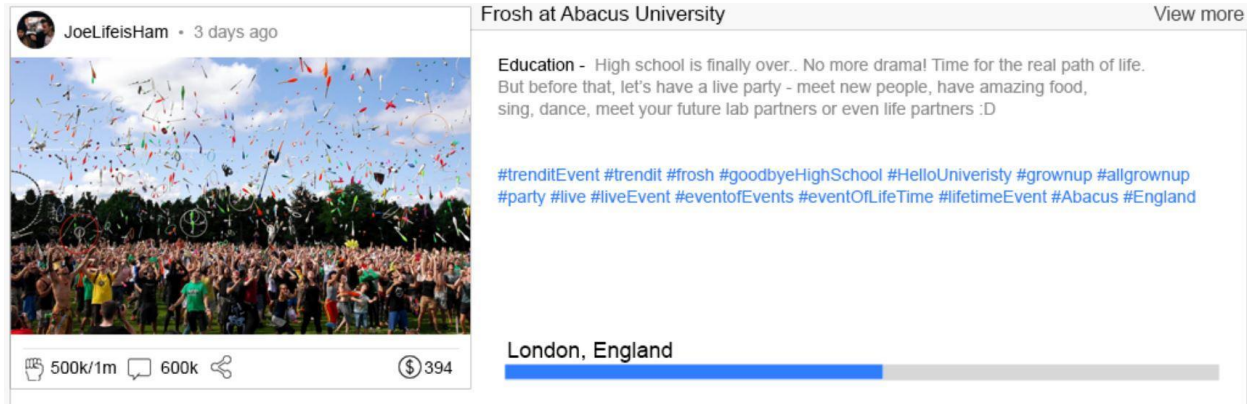
Figure: Event card

The Economics

One of the key components of Trendit is its Tokens. The Tokens are utilized for a variety of purposes which allows for an efficient transaction between the users. The total supply of Trend Tokens will be 200,000,000. These tokens will be mainly distributed into 3 sets: Platform Reserve Tokens (20%), Crowdfunding Tokens (60%) and User Acquisition Tokens (20%).
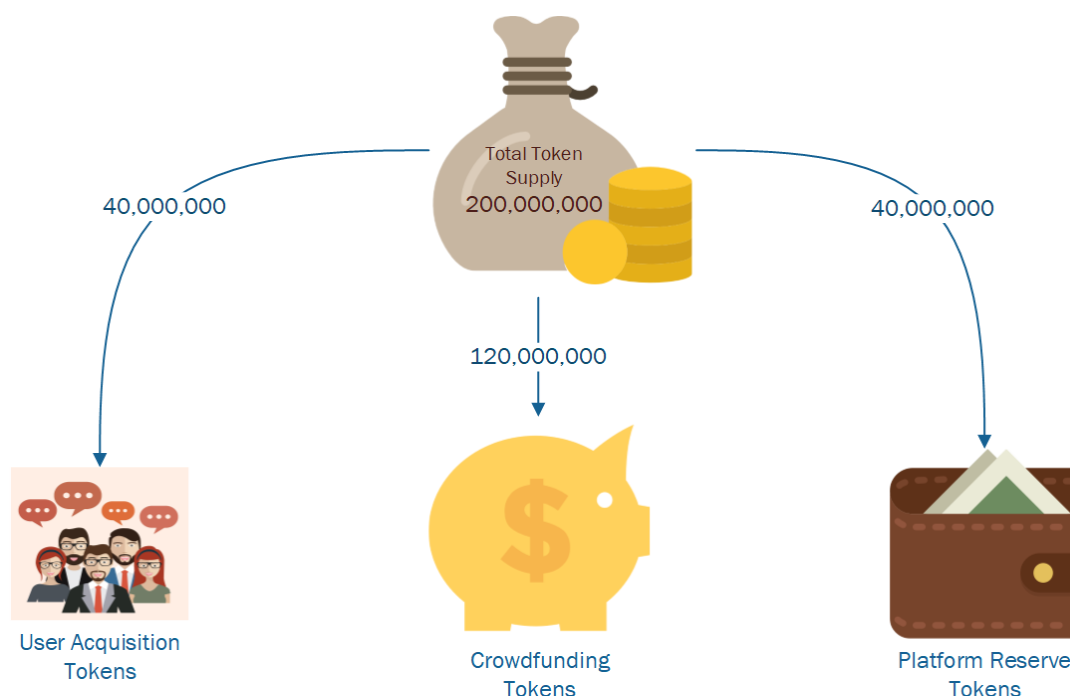
Figure: Trend Token Distribution.

Crowdfunding Tokens

The crowdfunding tokens will be sold to the public. A total of 120,000,000 Trend Tokens are allocated for crowdfunding. The Tokens will be sold through our token sale using the automated smart contract. The public can purchase the tokens in exchange for Ethereum. People who buy Trend Tokens will be eligible for exclusive beta access; people who purchase the minimum threshold will also be able to post content during the beta phase. This will allow them to earn a maximum number of tokens in the early stages of Trendit.

Platform Reserve Tokens

The Platform Reserve Tokens will be utilized whenever necessary in the development process of Trendit. They will be used to pay advisors and to incentivize future employees. A portion will be also reserved for the founders. A total of 40,000,000 Trend Tokens will be allocated for the reserve. 35,000,000 of these tokens will be locked for a period of one year. The lock will ensure that the advisors, founders and employees contribute effectively in the development process before they can cash in on their incentives. The remaining 5,000,000 will be used for bounty and other awareness program payments

User Acquisition Tokens

A total of 40,000,000 Trend Tokens will be allocated for user acquisition. These tokens are specifically designed to support content creators at the early stages of Trendit's development who help create quality content. The tokens will be distributed weekly for a period of 2 years. This will provide a very lucrative opportunity for early platform adopters. 385,000 tokens will be available for distribution every week.

In the early stages of the platform, the number of content creators will be limited. Beta users will have the opportunity to earn an increased amount of Trend Tokens for their creation. Once the platform starts accumulating profits, the content creators will also start earning a share from the profits based on their creativity.

Profit Sharing

One of the major advantages of using the Trendit platform is the share of profit that content creators can earn. 50% of the company profits will be distributed among all the creators depending on the amount of pledges accumulated. The profit will be calculated quarterly and will be used for weekly distribution in following quarter. All of the platform profits will be automatically pushed into the DAO which will then divide the profit equally between the platform and its users. The DAO will take care of the weekly payments assigned for users who meet the reward eligibility criteria.
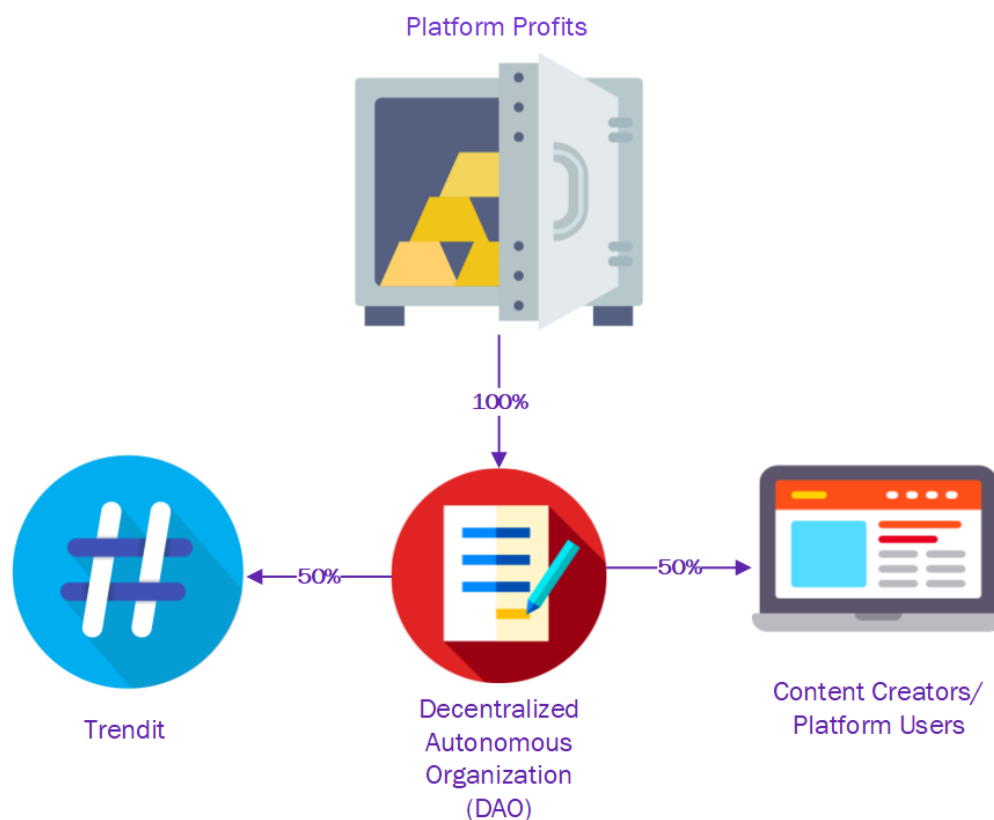
Figure: Profit Sharing Structure

Profit share mechanism

The Decentralized Autonomous Organization (DAO) is a collection of Ethereum smart contracts designed to manage the revenue of Trendit. The DAO keeps track of all the transactions and payments made by content creators, promoters and advertisers. It is also responsible for managing all the costs associated with the development and operation of the platform. The DAO then calculates the profit on a quarterly basis. 50% of the profit is paid out to the company. The other 50% is paid out to the content creators based on the payout criteria. The quarterly profit allocated for content creator distribution is paid out weekly for a total of 12 equal payments. This ensures that content creators are aware of the amount of profit share available for them to earn in a weekly cycle. The main payout criteria is based on pledges accumulated on created content. The total number of new pledges that were accumulated in the weekly time frame will be used to calculate the payments.

For instance, in Q1 the platform produces a profit of 24,000 units which are pushed to the DAO. 12,000 units will be paid to TrenditStudios. The remaining 12,000 units will be distributed in the following quarter, Q2 in this case. In this scenario, the DAO will distribute 12000 units of profit among content creators at a rate of 1000 units weekly. The 1000 units will be distributed among content creators based on the amount of new pledges their content gathers in the given weekly payment cycle. If there is a total of 1000 pledges added on the contents over the weekly period, each pledge will earn 1 unit of profit for their respective creators.

User Reward eligibility

The platform users are the foundation of Trendit. To recognize their contribution to the platform, 50% of the platform profits are distributed among content creators. The DAO takes care of all the payment processes and checks each content creator's eligibility.

The payment is scheduled to roll out weekly to content creators. The amount available for every weekly payment is fixed for a given quarter. The eligibility of each content creator is determined by the amount of pledges their content accumulates over the weekly period. The weekly payment will be equally distributed among all new weekly pledges. Therefore, more pledges a content gathers, the more reward the content creator earns.

For example, content creators Tom and Emily create one post each on the platform on day 1. Over the span of the week, Tom's post gathers 1000 pledges while Emily's post gathers 500 pledges. The weekly rewards available for distribution is set to 1500 units. At the end of day 7, the DAO pays out to Tom and Emily in proportion to their accumulated pledges. In this case, Tom gets paid 1000 units while Emily gets 500 units of profit share.

From Day 8, the new weekly period starts. The weekly rewards available for distribution for this period is identical to the previous one at 1500 units as expected. By the end of day 14, Tom and Emily both gathers total of 1500 pledges on their respective content. At the end of day 14, the DAO will be triggered to pay Tom and Emily. This time the DAO will calculate the pledges accumulated by the posts from day 8 to day 14. Tom's post gathered 500 pledges from day 8 to day 14 while Emily's post gathered 1000 pledges over the same period of time. As a result, Tom will earn 500 reward units and Emily will earn 1000 reward units. Therefore, at the end of 2 weeks, both Tom and Emily will have earned 1500 units each as they have 3000 pledges combined. This will ensure that the reward earned by content creators is fair, time independent and always proportional to the pledges their content gathers.

Trendit Revenue

Trendit benefits from creative users or event organizers who are utilizing the Trendit platform to promote ideas. The Trendit platform will allow users, event organizers, business organizations and occasional challengers with an effective methodology to feature themselves. Advertisement spaces are also available for users or businesses to utilize for featured promotions. This will generate additional revenue for the platform.

The following is a detailed showcase of specific revenue streams adopted by the Trendit platform.

Figure: Trendit Revenue Streams

<u>Trends Revenue</u>

Businesses or individuals who are promoting their trends in fashion, clothing, or even DIY can pay to have their idea or product promoted. This paid feature is for users or content creators who want to get their content across more users. The payment will depend on the number of users reached, geolocation, time and duration.

Events Revenue

Organizations such as Health Advisory Board can pay to promote their events through the Trendit platform. They can target a specific user base, geolocation, time and duration. The payment will be variable depending on the options chosen.

Another major form of event revenue will be through large scale event organization and coordination. Organizers will be allowed to sell passes or tickets through the platform's smart contract process to users who are willing to attend the event. The users can pay in Trend Tokens or Ethereum to buy the ticket to the event. The Trendit platform will charge a fee from the organizer for enabling the event. Users will have access to discounted rates when they use Trend Tokens as a means of payment. All the payment processes will be handled by the platform's specialized smart contract. This provides a substantial revenue opportunity for both the platform and the event organizers.

Competitive Revenue

Trendit will host challenges every week on a selected category, which will become an event for all users. Users taking on the challenges are required to pay for entering the prize pool. The payment can be in Ethereum or Trend Tokens. Judging is based on the amount of pledges acquired by each content in the competition in the set time. The top content of the competition will earn rewards from the prize pool. Users can also benefit by pledging to the winning content. The users can only pledge for a single Trend when participating in the competition. If the pledged content wins, the users that pledged to that content will also get a part of the payout. The vote count for each competition entry is hidden until the voting round is complete. This will prevent any bias of voters towards the winning entry.

The winning set of trends will receive 50% of the prize pool. The second placed set of trends will earn 20% of the prize pool. The third-place set will earn 10% of the prize pool. Trendit will receive 10% of the prize pool for enabling the event. Users who pledged for the winning set will receive the remaining 10% divided equally between themselves. This competitive mode can also benefit from third party sponsorships in different categories.
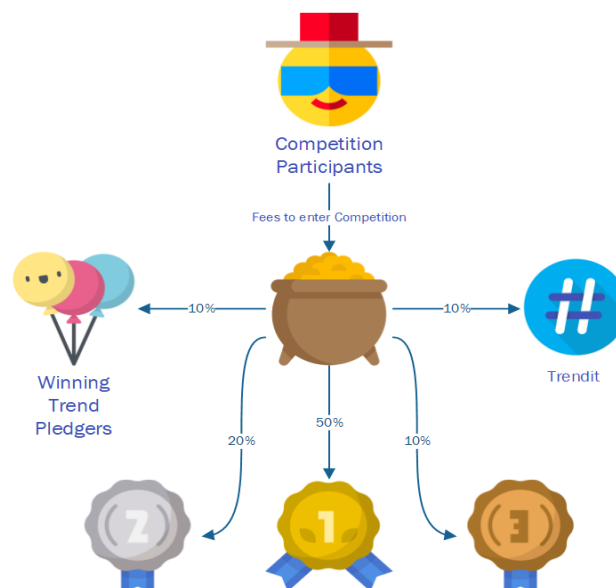

Figure: Competition mode overview

Enterprise Analytics Revenue

Trendit will provide businesses with analytics data collected on the platform to enable them in making informed and accurate business decisions. The businesses will be able to study trends related to their own products or a category and take measures to utilize the opportunity. Businesses will be charged a fee for the service. Payments to the platform can be made in Trend Tokens or Ethereum. It should be noted that when payments are made using Trend Tokens, the fees will be discounted. This will allow high volume circulation of Trend Tokens on the platform.

Example: A company involved in the clothing industry will use the analytics to look at current clothing trends on the platform. Using this data, they can focus their resources to maximize their revenue and direct their advertisements to appropriate users.

Normal users will also be benefitting from the analytics which will allow them to reach out to audiences who suit their idea or created content. Users will also be able to find their desired contents much faster due to the data accumulated through analytics.

Platform Transaction Mechanism

The Trendit platform will allow content creators to post videos and photos. Content created on Trendit has access to unlimited storage, which will be provided through blockchain cloud storage solutions. The reward payments are made every week and are calculated by the number of pledges accumulated on each of their posts. Earnings are automatically calculated and divided by the DAO.

The platform provides an incentive to buyers by allowing them an early access during beta launch. During this launch, they will need to deposit a minimum of 3000 Trend Tokens on their web wallet that can also store Ethereum, to allow them to post content. This ensures that the early access criteria are only applicable to the beta users. This feature will allow people to trade the Trend Tokens to acquire the minimum required amount to participate in the beta stage.

For the large scale paid events, the platform will provide tickets in QR code form to members who wish to participate. The event organizers will receive ticket sales revenue after the event ends to ensure validity of the participants. This will also ensure no fraudulent actions will take place by the organizers. TrenditStudios will receive a small fraction of the ticket sales. All the payments are managed by the DAO.

During beta launch, individual creators or businesses will only be allowed to use Trend Tokens for transactions. Ethereum will only be allowed as payment after the final launch. This will enable Trend Tokens to go in circulation. The platform will provide an ideal marketing medium for businesses to get their product or services in front of their desired user base.

Charities will be promoted for free. After the beta launch, they will be able to receive donations directly through the platform in Trend Tokens and Ethereum. The donations will be collected in a "donation box" wallet. This will be attached to verified charities or challenges that are related. It will not be accessible until the challenge is over or until the targeted amount is received. Once eligible, TrenditStudios will provide the charities access to the donation box. This enables the platform to be used as a fund raiser as well as for social media.

These are some of the initial means of implementation of the Trendit platform. More will be added as the platform grows in scope over time. In all cases the DAO will be handling the transactions within the platform.

Roadmap

Start of Company - September 2017

Trendit Studios has officially launched as a development program to allow people to express their interests, passions, ideas and earn rewards through them.

Finalizing Platform design and Strategy – Oct/Nov 2017

Website and smartphone applications are chosen to host the platform. Crowdsale is the chosen means to fund the project and for incentivizing the project.

Token Sale - February 2018

Crowdfunding is run to fulfill the financial goals required to create the platform. Large scale marketing is done to attract buyers.

Q1 2018 - Development of web platform and mobile application

Develop an easy-to-use website for users to use and post contents. Enable Decentralized Autonomous Organization on the platform. Blockchain will be used to process and store User data and interactions.

Q2 2018 – Finish and Launch Beta website

The website and smartphone applications are launched as beta. Early feedback from users is taken to create a better experience. The feedback from the beta run is used to optimize the platform performance and usability for end users. The beta users get access to large pool of rewards for their efforts in helping the platform development.

Q3/Q4 2018 - Mass Marketing

Marketing is carried out to appeal to different groups of people. The concept of Trendit platform is brought to public attention through established social media, advertising space and appropriate online entities.

Q1/Q2 2019 – Full Launch and Start distribution of rewards

The full platform will be launched with complete optimization for mass user interactions and full support for all the features associated with the platform.

All Users/content creators start earning rewards based on their content potential measured through the pledges acquired by the respective content.
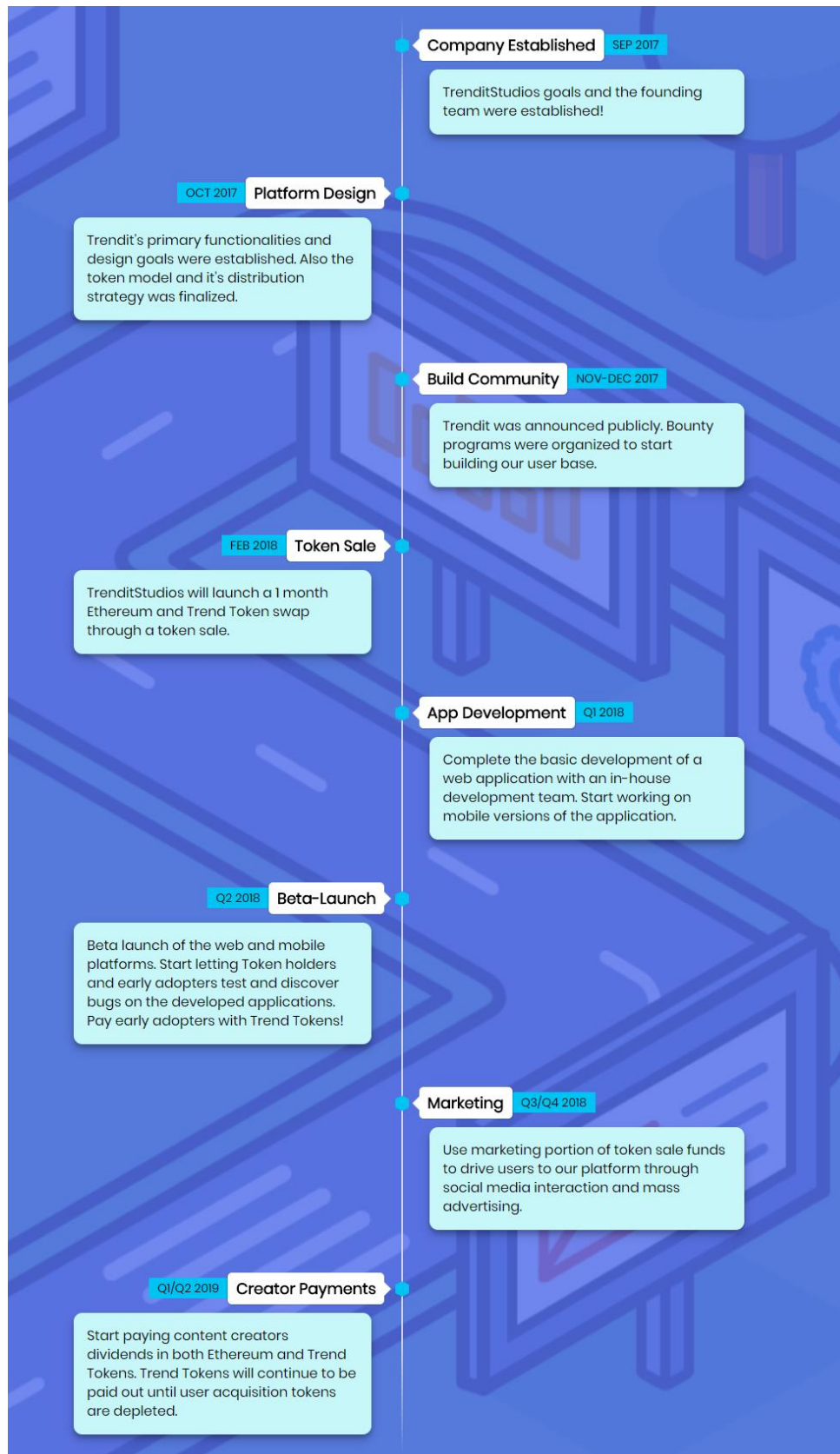
Figure: Roadmap Overview

Crowdfunding

Summary

Token Name: Trend Token

Token Symbol: TND

Decimal Places: 18

ERC20 Token: Yes

Presale Date: February 8th, 2018 at 10:00 PM EST

At the start of the crowdsale, 200 million Trend Tokens will be generated. From these tokens, 120 million will be offered for the crowdsale which will be made available through a crowdsale smart-contract. Potential buyers will be able to purchase these tokens from TrenditStudios in exchange for Ethereum. The tokens will initially be sold with a bonus incentive in the presale week of the crowdsale. The earlier the tokes are purchased, the more tokens can be earned. Beta access will be provided to all holders of Trend Tokens. Moreover, people who have at least 3000 Trend Tokens will be able to post content during the beta phase.

As tokens are generated on the Ethereum blockchain, users will be able to use any Ethereum wallet that supports ERC20 tokens. This includes wallets such as MyEtherWallet or Metamask. A presale will be carried out prior to the Early Bird sale for 12500 Trend Tokens per 1 Ethereum. The Token Sale will be set for a total of 5 weeks. Early bird participants will be given a maximum bonus of 9000 Trend Tokens per Ethereum. Following the early bird buyer bonus the number of tokens will begin to gradually decrease. The token distribution for the following weeks will continue as follows: 8000 tokens for the first week, 7000 tokens for the second week, 6000 tokens for the third week and finally 5000 tokens for the final week of the sale.

The table below shows pricing distribution.

Week of Sale	Sale Price
Presale	12500 TND /1 Ether
Early Bird	9000 TND /1 Ether
Week 1	8000 TND /1 Ether
Week 2	7000 TND /1 Ether
Week 3	6000 TND /1 Ether
Week 4	5000 TND /1 Ether

Table: Token Pricing

Token Distribution

A total of 200 million tokens will be created. They will be split into three sets:

1. 120 million will be reserved for crowdfunding through our smart-contracts.
2. 40 million will be reserved for the platform including advisors, founders and for mass-marketing.
3. 40 million will be reserved for acquiring users early on and paying beta users.

The tokens that are not purchased through the crowdsale contract (i.e. of the 120 million crowd funding reserve) will be burned. These tokens will be rendered unusable, which will reduce the total circulating supply of tokens.

The 40,000,000 tokens allocated for user acquisition will be used to pay early adopters and beta users as the platform heads toward profitability. This means that content creators will be rewarded from the first day our platform is launched. A lot of the early adopters will be the people who have purchased Trend Tokens. Initially our creators will be paid using the tokens from the user acquisition token set. This set will continue to reward the users for 2 years using the DAO weekly payment method. The payout will eventually switch to a profit sharing mechanism in a 2-year timeframe or when the platform meets the minimum profit sharing threshold. In a situation when the platform is profitable before the user acquisition token set is empty, users will be rewarded with both Trend Tokens and the profit share.

Finance Distribution – Token Sale

The pie chart and the following section will give a detailed overview of the distribution of crowdsale funds.

Finance Distribution
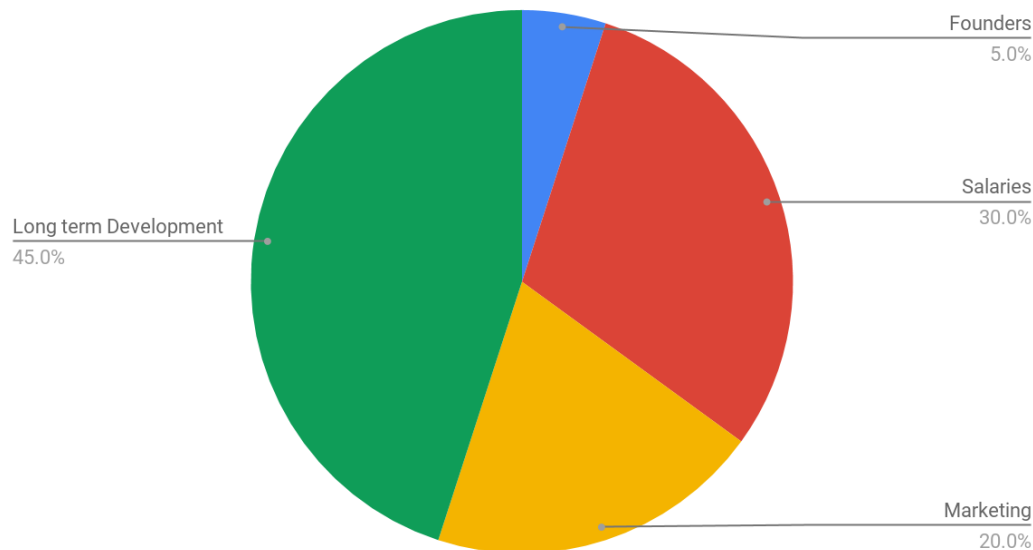
The crowdsale will create the initial capital for TrenditStudios, and will help accelerate the development of the platform. **Thirty percent** of the crowdsale profits will be used to pay employees on a weekly basis to help establish the company. Three main development teams will be assembled. The first team will be responsible for developing and maintaining the web platform. The second team will be responsible for developing and maintaining the mobile platforms. The third team will be a team of blockchain experts responsible for developing the smart contract that will be used to pay out rewards to the platform users. Once the contract is created, these developers will be responsible for studying progression of the Ethereum platform. This is to ensure no major negative impact is made to the functionality of our token and smart contract.

In order to attract new users to our platform, **twenty percent** of the crowdsale funding will be used to mass-market Trendit. This will be achieved from buying advertising space on Google, Facebook, and other major social networking outlets. The funding will also be used to hire social media and marketing experts for the social platforms. These employees will be responsible for making regular posts as well as maintaining our presence on Twitter, Instagram and Telegram. A subreddit will be created and maintained to provide news related to Trendit. We will frequently post blog updates regarding development and progression of the team in order to reach a wider target audience. This will ensure the growth of our platform. Any other expenses related to the advertisement campaign will also come from this twenty percent.

A reserve of **forty-five percent** will be used for long term development projects related to research, scaling, cyber security and artificial intelligence. This fund will also be used towards providing incentive to attract experienced industry leaders to the team if necessary.

Lastly, the final **five percent** of funds will be divided between the founders of the team. This will provide each member enough initial capital to enable them financially to direct their full focus on the development process of Trendit.

Transparency

The profit made by the Platform will be distributed quarterly by the DAO equally between the platform and its users. In order to make the total earnings more transparent, there will be a quarterly earnings public report. Trendit will make the expenses of the company and salary of its employees available to the public. Our development process will also be transparent to establish trust between the platform and its users. As a result, users will be able to provide direct feedback to the development process. This is to show the importance of the users and their constructive inputs. The goal of Trendit is to build a community of creative users who like to share their ideas and talents with the world while getting rewarded in the process.

Legal

General Information

TrenditStudios is an organization that uses smart contracts to handle deployment of creator payments. TrenditStudios is not considered a security because rewards are distributed based on a user's ability to create quality content. The sale of Trend Tokens is non-refundable. The purchaser of Trend Tokens should be aware of their national security laws. This ensures the public are sold tokens that include all the proper disclosures and are subject to regulatory scrutiny for the their protection. Anyone purchasing Trend Tokens acknowledges and represents that they have carefully reviewed this white paper and fully understand the risks, costs and benefits associated with the purchase of Trend Tokens. The purchaser of the Trend Tokens has to read the whitepaper in its entirety. Any agreement between TrenditStudios and you as a consumer, and in relations to any sale and purchases of Trend Tokens is to be governed by this whitepaper.

Legal Disclaimer

TrenditStudios is not to be considered as an advisor in any legal, tax or financial matters. Any information in the whitepaper is provided for general information purposes only. TrenditStudios does not provide any waranty as to the accuracy and completeness of this information.

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TrenditStudios will do its best to launch its operations and develop the platform. Anyone undertaking to acquire Trend Tokens acknowledges and understands that TrenditStudios does not provide any warranty that it will manage to achieve objectives. They also acknowledge and understand that TrenditStudios, including its bodies and employees, assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use Trend Tokens, except in case of intentional misconduct or gross negligence.

Representation and Warranties

By being a purchaser in the Trend Token crowdsale, he/she agrees to the Legal Disclaimer above and agree to the following terms and conditions:

- understand that the Trend Tokens do not constitute securities in any form in any jurisdiction, and that it will be provided by the smart contract that shall govern the transactions and it cannot be altered by any party;
- have carefully read the legal section in this whitepaper; agree to its full contents and accept to be legally bound by them;
- acknowledge that no regulatory authority has examined or approved of the information set out in this whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- understand that TrenditStudios carries no liability for the ability to take part in the crowdsale for reasons beyond the control of TrenditStudios including but not limited to the crowdsale duration, transaction mining delays and node-related issues;
- are authorized and have full power to purchase Trend Tokens according to the laws that apply in their jurisdiction of domicile;
- are neither a US citizen or resident;
- are not a resident or citizen of China;
- live in a jurisdiction which allows TrenditStudios to sell Trend Tokens through a crowdsale without requiring any local authorization;
- are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with, and functional understanding of, the usage, storage, transmission mechanisms and other intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
- purchase Trend Tokens because they wish to have access to Trendit;
- are not purchasing Trend Tokens for the purpose of speculative investment or usage.
- agree that TrenditStudios is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof;

Trendit Team

Omer Shukrullah

- Founding Member
- **Trendit Role:** Business
- Project Engineer at Advanced Micro Devices (AMD). Projects covered include Linux, Vega and Polaris Architectures. Responsible for managing off-site and local team members to ensure projects are completed on time.
- Experienced in software development with over 4 years of Android development.

Amit Roy

- Founding Member
- **Trendit Role:** Blockchain Architect
- Systems Engineer at Advanced Micro Devices. Projects covered include Intel + AMD APU, Vega, and Virtual Reality.
- Experienced in developing Solidity smart contracts using Remix IDE. Skilled in contract validation using Ropsten network.
- Winner of engineering award for Smart Home System.

Atique Chowdhury

- Founding Member
- **Trendit Role:** Operations
- Systems Engineer at Advanced Micro Devices. PCI-e IP lead for ASIC Stress and Integration.
- Development Engineer at Electrefy Inc. Responsible for driving Electrefy's technical projects. Developed various hardware and software components of Electrefy.
- Responsible for Team Resource Management.

Ajay Basnet

- Founding Member
- **Trendit Role:** Machine Learning
- Software Development Engineer at Advanced Micro Devices. Responsible for developing tools for the AMD automation framework. Currently implementing Image Processing and Machine Learning algorithm techniques for the software test automation process.
- Experienced in data analysis and application of Neural Networks.

Fatin Mufrad

- ➢ Founding Member
- ➢ **Trendit Role:** Full Stack Developer
- ➢ Apple Systems Engineer at Advanced Micro Devices. Responsible for validating product functionality with MAC computers. Generated analysis data to compare performance on a MAC versus a Windows system.
- ➢ ASIC Package Engineer at AMD. Designed GPU IP packages for customers.
- ➢ Experienced in deploying web applications.

Hassan Latif

- ➢ Team Member
- ➢ **Trendit Role:** Community Manager
- ➢ Community manager at Bounty0x. Helped build a strong and successful community on the Bounty0x telegram channel.
- ➢ IT Project Analyst at Manulife. Experienced in leading projects through the design and building phases of IT software solutions.
- ➢ Expert in customer engagement.

Askar Kazbekov

- ➢ Team Member
- ➢ **Trendit Role:** UI / UX Developer
- ➢ Propulsion Engineer at SpaceX. Engineer for the Dragon 2 critical flight, developed the valve for flight by re-designing critical piece components, performing structural and electromagnetic analysis, and verifying results through development tests.
- ➢ M.A.Sc. Student at University of Toronto in the field of Aerospace and Aeronautical Engineering.

Saad Ashfaq

- ➢ Trendit Team
- ➢ **Trendit Role:** Back End Developer
- ➢ Software Development Engineer at Advanced Micro Devices responsible for developing and optimizing the GFX driver.
- ➢ Experienced in back end web development using Amazon Web Services (AWS) for cloud computing.
- ➢ M.ENG Student at University of Toronto in the field of Electrical and Computer Engineering.

Trendit Advisors

- **Trendit Role:** Advisor
- NSERC Industrial Research Chair for Social Media Analytics
- Canada Research Chair in Software and Semantic Computing
- Faculty Fellow at IBM
- Currently building a multi-faceted framework to analyze social media by collectively considering social interactions, temporal behavior and semantics.
- Senior Member of IEEE.

Dr. Ebrahim Bagheri
PhD, P.ENG

- **Trendit Role:** Advisor
- Chair of Ryerson Electrical and Computer Engineering Department
- Doctoral graduate from university of Toronto
- Expert in Multimedia, Image/Video Processing and 3D.
- Winner of several teaching awards including IEEE Toronto Section Service Appreciation Award, and IEEE Professor of the Year Awards.

Dr. Dimitri Androutsos
PhD, M.A.SC. B.A.SC.