sharpay

Share button
with blockchain profit

Status: minimum viable product (MVP)

Contents

Summary

There are 1 bln sites in the world and the number is growing by 5-7% annually. However, only 3% of them use share buttons – only 30 mln sites.

With over 3 bln people using social networks, of which 10% are active users, the social network advertising spending is expected to grow up to $50 billion in 2019. The most popular users in social networks, for example, top Instagram influencers, have been earning money using their popularity through social network advertising.

Sharpay will help all the social active users to monetize their popularity by earning crypto currency.

Sharpay is a unique technological and very simple share button. Sites put the button under any content instead of other old sharing buttons and users get rewards for sharing. The system has fraud protection, bot defense with audience targeting possibility based on CPV (cost per visit) payments.

The innovation of **Sharpay** — blockchain profit for sharing with tokens and multisharing — sharing in several networks with one click.This is a unique project, that has simultanioulsy the two possibilities. The technology is protected by the Eurasian international patent priority.

Sharpay — is a new SMM instrument for increasing traffic, conversions, sessions and sales with less spends.

Spreading the **Sharpay** technology will increase the agregated sharing from 3% to 10% in the world. **Sharpay** plans to get 50% of that growth that is equal to 35% of international market in general.

Sharpay will quarterly reserve 90% of the proceeds to ensure the redemption of tokens from their holders (investors and users). The program starts according to the results of the 3rd quarter of 2018. The price of the buyback is based on the nominal price of a token at 0.00003 ETH which is approximately equal to $0.01 at the time of the official launch of the project in November, 2017.

Sharpay's tokens are initially released on Ethereum according to the ERC20 standard, are the blockchain is used as a financial registry. At the next stage of development of **Sharpay**, we are going to develop and launch an independent decentralized blockchain system (BitShares fork

with a POS-basis), followed by the migration of tokens - the blockchain will be used for issuing, distributing tokens between sites and users for social activity, and storing the information.

Starting from the second stage, the profit from the blockchain will gain not only more users, but also more sites to install Sharpay button.
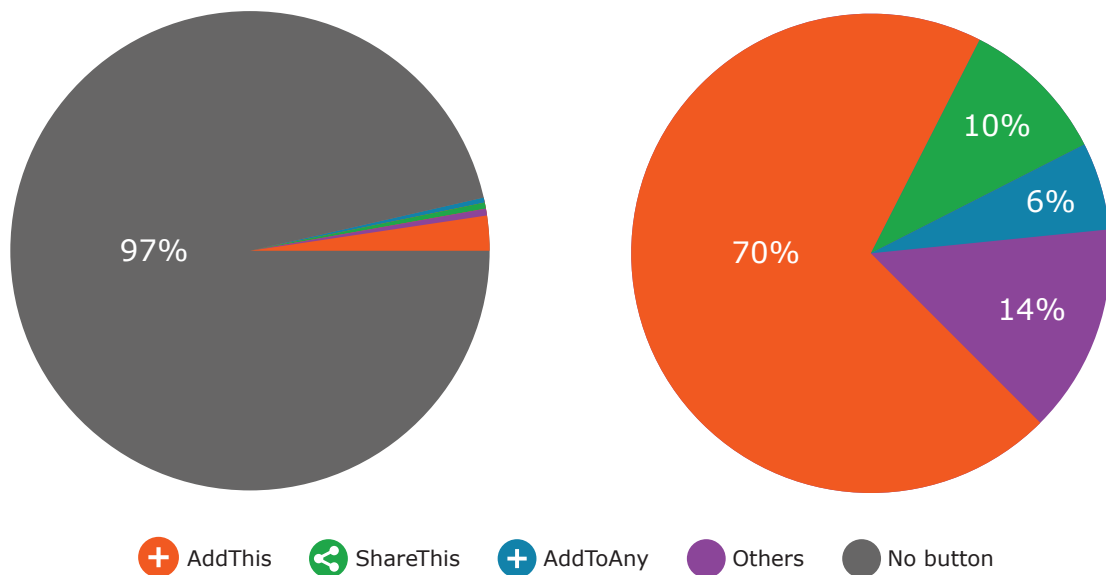
Market

People have always been sharing news, thoughts and ideas. A switch to online communication has significantly increased the number of people engaged in information exchange process as well as the volume of content being distributed. Today, any Internet project by all means wants to increase its appearance through different potential traffic sources, such as blogs, social media and forums. Visitor flow is money, reputation and business growth. Posting content in the social space is an integral part of search engine optimization. The number of platforms in the Internet engaged in social communications through information sharing increases every day. It's already hard to imagine our life without this tool. We communicate, get acquainted with each other, promote our business, read news by sharing.

Content sharing from websites to user pages on the social media appeared more than 10 years ago when Facebook, Twitter, VKontakte etc. became popular all over the world. Initially based on open social media API, this technology was at the same time caught up by independent start-up companies making it popular through aggregation of API of various social media into one and the same unit of share buttons with additional settings (customization) for independent website developers and users. After a while, **AddThis.com**, **ShareThis.com**, **AddToAny.com**, **Pluso.ru** became the most known and successful share aggregators in terms of its market share position.

Currently, there are around 1 billion websites in the world and the number is growing by 5-7% per year in average. Share aggregators' buttons can only be found on no more than 3% (30 million) of websites from this amount. The competitors have the following shares in the market (analytics by **Sharpay**):

97%

10%

6%

70%

14%

➕ AddThis   🔗 ShareThis   ➕ AddToAny   ● Others   ● No button

As reported by Zenith Optimedia, the amount spent on SMM (social media marketing) all over the world will grow by 72% by 2019 — up to $50 billion — and will keep growing.

Source: https://www.zenithmedia.com/social-media-ads-hit-us50bn-2019-catching-newspapers/

Subject

It's been more than ten years since social media, share buttons and aggregators appeared in the market, but the traditional sharing technology has not actually changed. This is, however, strange for the fast-growing market of Internet solutions.

Traditional sharing: sharing action repeated for each new social media

Why hasn't traditional sharing been developing? Because IT-companies don't see any great economical value working on this tool — monetizing methods have been limited for this technology. The first blockchain-based technologies may give a powerful impetus to the development of Internet advertisement through sharing.

Sharpay Solution

Sharpay is a share button of the next generation, which allows for one-click distribution of the content on social media with targeting and reward for click-through. As opposed to traditional analogues, **Sharpay** provides multisharing of information, i.e. it makes it possible for users to one-click post the content on their pages on multiple social media at a time. Information posting becomes more convenient; moreover, after sharing each user gets blockchain-based tokens.

Sharpay is a new simple hi-tech blockchain-based SMM-tool for websites with embedded economic model of process incentive. **Sharpay** button extends traditional digital marketing battery and gives new possibilities for digital content, goods and services promotion. **Sharpay** ensures effective promotion of content on the Internet with targeting of viewers, rewards for click-through of the visitors corresponding to the established parameters and anti-cheat system.

Websites using **Sharpay** will significantly increase their site traffic and sales conversion. Users clicking **Sharpay** buttons and distributing websites' content will get a fair payment for being active on social media and for the click-thoughs on the posted links by their subscribers: the more subscribers and click-throughs — the higher the reward gained by the user who shared the link.

Websites distributing content are interested in activeness of popular users who have millions of subscribers, but their interaction is often spontaneous (such as in Instagram). **Sharpay** provides the market with the new instrument, which makes counter-activity systematic. End users are essentially the main beneficiaries of **Sharpay**.

Sharpay as it is, makes the market generally better. It simplified the way various economic agents to find and communicate with each other, and the information of products and services will be distributed faster than ever.

With all the above-listed multiplied by technological leap due to blockchain popularization and tokenization of the old technologies, the window for revolutionary possibilities for creation, development and success of **Sharpay** project is opened.

How the button looks like

The sharpay button can look like anything, for example, like on this page, or it can be customized for the design of the site. The sharpay button can be in any color and be the logos of any social networks. The main feature of the button is the code, which is activated when you click on the button. We can also use your own design and match it with out code.

Now Facebook, Twitter, LinkedIn, VK, Reddit, Telegram, Tumblr are already connected to the multisharing of the working version of the sharpay button. You can also copy a direct unique link and share it yourself on forums, blogs and in comments.

We are working on connecting new social networks, like WeChat, Weibo, QQ, G +, Snapchat, Viber, LiveJournal and others.

Sharpay Mission and Formula

The mission of **Sharpay** is to provide both websites and users of social media with the new, mutually beneficial, convenient, automated instrument for the promotion of content and goods. For the websites: to increase their content (information and goods) distribution conversions; and for the users: to get rewards (i.e. gaining digital tokens) by distributing the content using a simple multsharing button.

You share — we pay.
Sharing is the new mining.
*Get your **Sharpay!***

Multisharing + Its stimulation by tokens = increase in conversion of websites' content distribution on social media, websites' traffic and internal KPI growing (number of active users, views, registrations, sales etc.) + Convenience and possibility of gaining tokens for the users (digital currency, crypto-currency).

Technology description

Sharpay project system is based on the synthesis of blockchain technology designed for system transparency and economic incentive of content promotion by means of tokens and multiaggregated API of the most of the leading world-wide social media and messengers (Facebook, Twitter, VKontakte etc.) designed for content distribution (multisharing).

System Functioning Model

Step 1. Website company/owner buys **Sharpay** token package, for example, 100 tokens (for $1), and sets targeting - who will be rewarded with tokens for sharing/multisharing its content and the click-through rewards setting etc.

Step 2. Users start to share content on their pages on social media, forums, blogs, and messengers.

Step 3. **Sharpay** user account is automatically created after the first time the user shares the content through **Sharpay** button upon his/her agreement. Every user gets his/her rating within the system by means of Sharpay scoring system (depending on the number of friends, quality of subscribers, user activeness etc.). Tokens are charged depending on the rating and the number of further click-throughs on the link posted by targeted visitors. There are four types of rating provided for in the basic solution (zero, low, middle, high).

Step 4. Tokens are charged to the website's account immediately after the users shared its content (if the website rewards users tokens not only for click-throughs but for sharing as well) and are put on hold for 24 hours. Moreover, the user is rewarded with tokens for click-throughs on the link distributed in accordance with the targeting parameters set by the website.

Step 5. **Sharpay** automatically checks the availability of shared content on the pages of users (for it not to be deleted) within 24 hours, counts click-throughs, checks quality of visitors.

Step 6. In case of positive check result (content is available on social media, click-throughs are in accordance with quality), award will be precisely calculated by the system and the tokens (on

hold) will be released to the users accordingly. In case the result is negative, tokens (on hold) will be returned to the website's account.

Schematically, system functioning algorithm may be displayed as the following sequence:
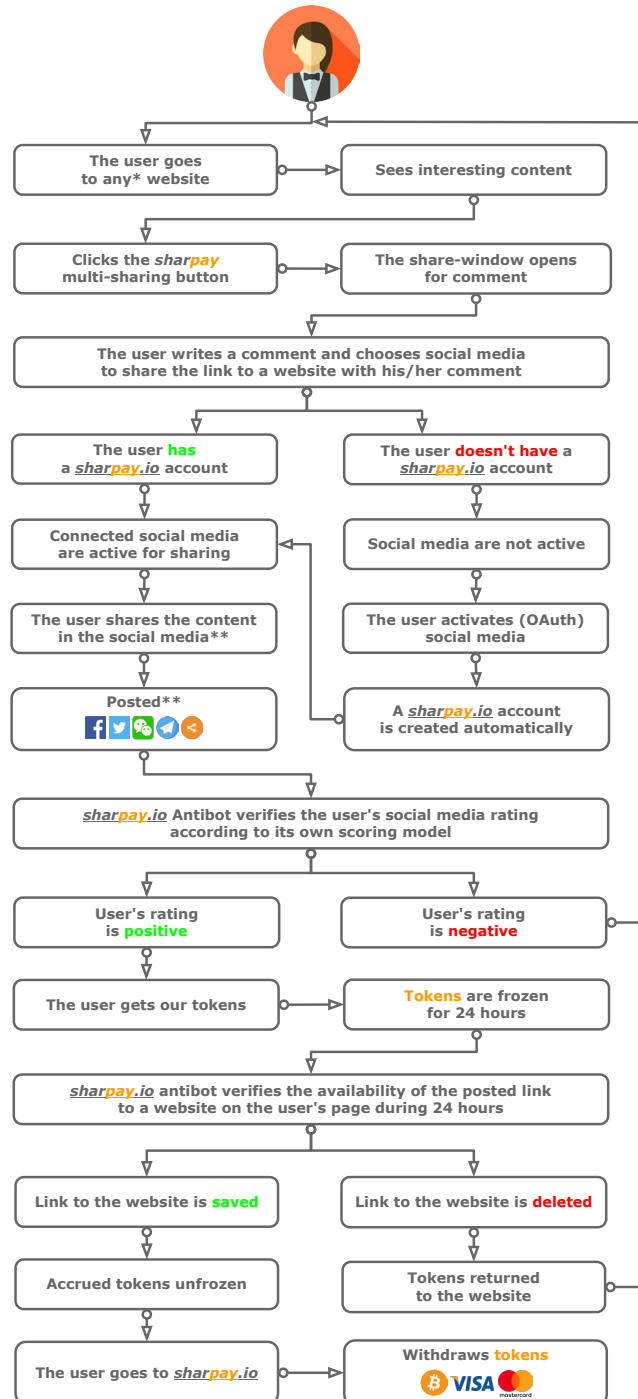
* The user goes to any website; sees interesting content — the Internet user's visit to any website, which installed our Sharpay multisharing button instead of all conventional share-buttons

** The user shares the content in the social media — the user posted a link to interesting content on his/her social media pages (one or multiple to choose)

Owners of **Sharpay** tokens may sell them in the exchange market or offer them for mandatory repurchase by **Sharpay** at the price set in the repurchase program.

Possibility of conversion of **Sharpay** tokens into another cryto-currencies or currencies will depend upon the level of exchange market development.

The user will have a scoring range for each social media, therefore, the amount of tokens being rewarded to the user for each multisharing will be depended on his/her total scoring range and correspondence between visitors clicking through the link and the targeting set by the website.

Example 1: if the user distributes website's content in three social media in one click, he/she will be rewarded with 3 tokens. The amount of tokens is varied by the score of each social media, for example, 2 tokens for each FB and TW and 1 token for VK, 5 tokens in total.

Example 2: let's say the website got 28 shares for 100 tokens purchased. 15 of them are qualitative (i.e. qualitative to the minimum for 1 token) and 13 are of higher class — of high quality (middle and high).

Thus, the value of one token is equal to the value of one minimally effective (qualitative) share (hereinafter, minimal effective share).

Website may gain 10,000 shares for 100 tokens, but there will be no more than 100 effective (paid-for) ones among them.

1 minimal effective share = 1 **Sharpay** token = 0.00003 ETH, that is approximately equal to $0.01 at the time of the official launch of the project in November, 2017.

Sharpay is being updated at present. In the basic version of the project, the tokens can only be charged for sharing. IIn the updated version, the tokens can be charged for both sharing/multisharing and click-throughs. The system will be able to check the availability of the shared content on user's pages; and the website will be able to choose whether to pay token for sharing/ multisharing and click-throughs together or separately.

User who shares link of the content will be rewarded with tokens in accordance with three indices combined:

- number of click-throughs,

- targeting (who shared),
- targeting (who clicked the link).
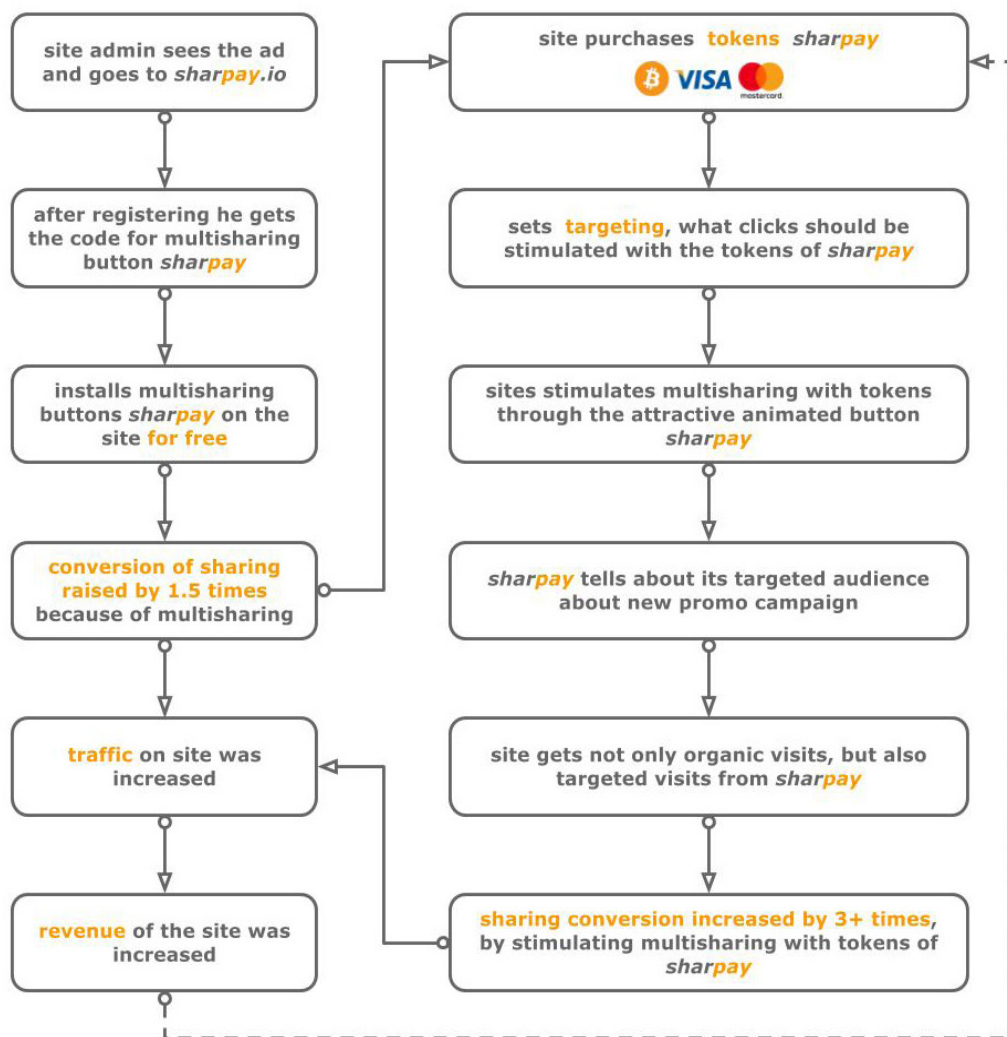
Technological features

To optimize the work of the **Sharpay** project, the system has a number of technological features:

- **easy integration: Sharpay** multisharing buttons can be easily integrated into any Internet websites that are open to the integration of a third-party API, which means that millions of websites can install and activate **Sharpay** buttons in less than 30 minutes

- **built-in targeting:** websites that have installed **Sharpay** buttons will be able to target users — both sharing the content and following links — to optimize the amount of tokens being payout (tokens accrual to users) and fair charging of tokens, for example, only for goes that correspond the necessary criteria

- **«Social capital»:** users «sharing» content through the Sharpay buttons, will be automatically evaluated and ranked within the Sharpay system, depending on the level of their activity on social media (number of friends / subscribers, the number of publications/reposts, etc.), which will affect the amount of tokens being rewarded to each particular user, reliably protecting websites from bots, but providing an opportunity for popular users to receive decent high reward.

- **protection from fraud:** to avoid abuse, the system has a mechanism to protect against bots and advertising fraud, limiting the number and size of multisharing paid per the day / week / month — will effectively counter the cheaters

- **ease-to-use:** the basic user, in order to start «multisharing» content using the **Sharpay** buttons installed on any different websites, does not need to learn anything new and immerse himself in the world of blockchain, tokens and crypto-technologies — at the first stage, the user makes familiar actions to spread the interesting content (same as with old sharing buttons), with only the difference of the appearance of multisharing, now it's easier and faster, plus, the user will see his/her growing balance of tokens in the system, which in the future, at a conscious transition to the next stage of cooperation with Sharpay system, will give the user the opportunity to receive a personal private key and access to the balance, to transfer tokens to cryptocurrency exchange and/or withdraw fiat.

The principle of operation, installation, convenience for websites

To successfully integrate and use the **Sharpay** multisharing buttons, websites need just a few clicks to get the button code with a personal unique identifier, set this code on the pages of their website, removing all old-generation button codes of the usual sharing. After that, the button is ready for use by users (site visitors) for content distribution and promotion.

```
site admin sees the ad          →          site purchases tokens sharpay
and goes to sharpay.io                          ₿ VISA mastercard

after registering he gets                  sets targeting, what clicks should be
the code for multisharing                   stimulated with the tokens of sharpay
button sharpay

installs multisharing                       sites stimulates multisharing with tokens
buttons sharpay on the                       through the attractive animated button
site for free                                               sharpay

conversion of sharing                       sharpay tells about its targeted audience
raised by 1.5 times                              about new promo campaign
because of multisharing

traffic on site was            ←           site gets not only organic visits, but also
increased                                         targeted visits from sharpay

revenue of the site was                    sharing conversion increased by 3+ times,
increased                                    by stimulating multisharing with tokens of
                                                            sharpay
```

Goes to personnel account on sharpay.io — in the account on sharpay.io , all actions in the interests of the site are performed by its owner or administrator (manager), if there is an appropriate commission and authority.

Clicked the personal account in sharpay.io — all actions in the personal account in sharpay.io are carried out by the sire owner or website administrator (manager), if he has appropriate instructions or authority.

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Multisharing, user convenience

Users (site visitors), can now easily <<share>> interesting content from the website to their pages on social media by clicking on the Sharpay multisharing button, which has no difference from the old generation sharing button in appearance and customization.

(In one of the button customizing options, it is possible to display the digital balance of tokens directly on the button, with a crypto currency Token Sale, which will attract users to click on the Sharpay button and distribute content).

If the users are interested in distributing interesting content of the website, they can click <<share>> to activate the Sharpay button, a pop-up window will be appeared and they can write a comment on the content and choose the social media to share on.

The peculiarity and convenience of multisharing are that they can choose more than one social media to share on with a comment by clicking on the <<Send>> button.

It should be noted thatat the first activation of any social media in this process, a personal account with an electronic wallet inside **Sharpay** will be automatically created for the user, to which the user can access at any time using Oauth-authorization, without the need to enter a login / password. When the project is transitioned to a blockchain, the user will receive a private key (one private key for one account) from his/her wallet).
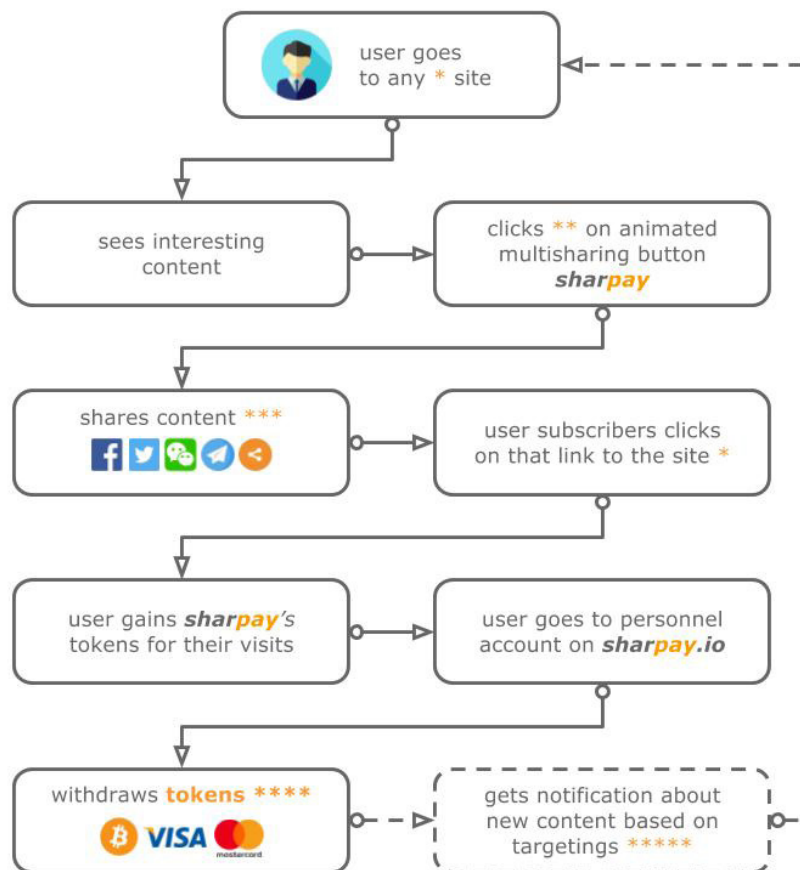
* The user goes to any site – the user's redirection online to any site that has already installed the sharpay multisharing button, instead of all the usual share-buttons

** Clicks the animated sharpay button – at the time of the first sharing, the user automatically creates a personal cabinet in sharpay

*** Shares content – the user published a link to interesting content on his/her pages in social networks, in one or more at his/her discretion

**** Withdraws tokens – through a quarterly sharpay program of buying tokens, or through crypto-exchanges

***** Receive notification of a new content according to the targeting – sharpay sends to users, who meet specified criteria, notifications about the possibility to share new interesting content that sites promote for tokens

Economic model of multisharing stimulation

An important element of the whole system is the built-in economic model for stimulating content distribution. After the user a) decides to «share» interesting content, b) writes his/her comment on it, c) chooses, at his/her discretion and interests of the audience, the social media to share on, d) presses the button «Send» — the user will see that tokens for the distribution of content and following links accrued on the balance of his/her personal online wallet in **Sharpay**.

All this, of course, not only simplifies the distribution of website content on social media (option — multisharing), forums and instant messengers, but, by receiving rewards in tokens of the system, also encourages users to repeat multisharing in the future in order to «earn».

Comparison with competitors

In comparison with its predecessors, aggregators of the usual old-generation sharing, **Sharpay** has the following advantages *(own **Sharpay** analysis):*

	Sharing	NEW: multisharing	NEW: sharing with profit	NEW: Blockchain usage
sharpay	+	+	+	+
AddThis	+	−	−	−
ShareThis	+	+/−	−	−
AddToAny	+	−	−	−
Pluso	+	−	−	−

Sharpay business model

The basis of the economic model of **Sharpay** is the following:

- **CTR** is the ratio of users who click the Sharpay content sharing buttons with blockchain profit

- **Number of websites and applications with buttons** is the total number of websites and mobile applications with Sharpay buttons installed

- **Number of websites that buy Sharpay tokens** is the percentage of websites and mobile applications from the total number of those which installed buttons that use Sharpay tokens to encourage content distribution

- **Average traffic on websites/per month** is the average traffic size on each website with Sharpay buttons (Sharpay's own analytics based on open data on monthly traffic on the Internet on different websites)

- **The ratio of verified users receiving Sharpay tokens** is the percentage of users distributing content through the Sharpay buttons that passed the internal anti-bot filter of the Sharpay system

- **CPV (cost per visit) for a website** is the minimum cost of 1 visit for a website (how much the website gives to users in USD equivalent) corresponds to the market value of 1 Sharpay token, starting from the nominal value at the start of the system

- **CPV (cost per visit) for a verified user who receives Sharpay tokens** is the minimum cost of 1 click / following for the user (how much the user receives from websites in USD equivalent) depends on the Sharpay fee, in relation to the cost of the click cost for the website

- **Click efficiency ratio** is an increase in the cost of a click, in accordance with targeting, is an indicator of the relevance of the audience, following the distributed links to the quality parameters of such an audience set by websites that the better the quality of the audience - the more the website gives to users, who have distributed links.

- **User activity ratio** (the amount of paid sharing per user a day) is the Sharpay antispam filter: how many links per day can the user

distribute (total) with the help of Sharpay buttons, the followings for which will be paid to the user by the websites

- **Sharpay fee** is the percentage of the actual turnover of the tokens inside Sharpay retained as a reward

Development scenarios

Following are 3 models of **Sharpay** development are presented, depending on the Token Sale results:

Development model, Token Sale no less than $3 million	2018	2019	2020
CTR (click-through rate)	1%	1%	1%
Number of websites and applications with buttons	**31 000**	**59 000**	**115 000**
Number of websites buying Sharpay tokens	**7%**	**12%**	**15%**
Average traffic on websites / per month	100 000	100 000	100 000
Ratio of verified users receiving Sharpay tokens	**10%**	**15%**	**20%**
CPV (cost per visit) for a website	$0.01	$0.01	$0.01
CPV (cost per visit) for a verified user receiving Sharpay tokens	$0.009	$0.009	$0.009
Number of months in a year	12	12	12
Ratio of the click efficiency (average cost of click, in accordance with targeting)	3	3	3
User activity ratio (the amount of paid sharing per user a day)	5	5	5
Sharpay fee	10%	10%	10%

Development model, Token Sale $10 million	2018	2019	2020
CTR (click-through rate)	1%	1%	1%
Number of websites and applications with buttons	**46 000**	**103 000**	**201 000**
Number of websites buying Sharpay tokens	**7%**	**12%**	**15%**
Average traffic on websites / per month	100 000	100 000	100 000
Ratio of verified users receiving Sharpay tokens	**10%**	**15%**	**20%**
CPV (cost per visit) for a website	$0.01	$0.01	$0.01
CPV (cost per visit) for a verified user receiving Sharpay tokens	$0.009	$0.009	$0.009
Number of months in a year	12	12	12
Ratio of the click efficiency (average cost of click, in accordance with targeting)	3	3	3
User activity ratio (the amount of paid sharing per user a day)	5	5	5
Sharpay fee	10%	10%	10%

Development model, Token Sale $15 million	2018	2019	2020
CTR (click-through rate)	1%	1%	1%
Number of websites and applications with buttons	**58 000**	**124 000**	**243 000**
Number of websites buying Sharpay tokens	**7%**	**12%**	**15%**
Average traffic on websites / per month	100 000	100 000	100 000
Ratio of verified users receiving Sharpay tokens	**10%**	**15%**	**20%**
CPV (cost per visit) for a website	$0.01	$0.01	$0.01
CPV (cost per visit) for a verified user receiving Sharpay tokens	$0.009	$0.009	$0.009
Number of months in a year	12	12	12
Ratio of the click efficiency (average cost of click, in accordance with targeting)	3	3	3
User activity ratio (the amount of paid sharing per user a day)	5	5	5
Sharpay fee	10%	10%	10%

Financial plan

The main source of **Sharpay** monetization is the commission from the turnover of tokens in the system. The calculations in this Financial Plan are carried out according to the plan of revenue received from commission.

Note that in future it is planned to activate additional ways of monetization, namely, provision of premium services and advertising placement in multisharing windows.

The economic model of **Sharpay** is based on the following formulas:

- **Traffic (Sharpay button impressions) per year** = Number of websites and applications with Sharpay buttons × Average traffic on websites / per month × Number of months in the year

- **Number of Sharpay button impressions on websites that buy tokens** = Number of traffic (Sharpay button impressions) per year × Number of websites that buy Sharpay tokens

- **Number of user clicks on Sharpay buttons (number of sharings)** = Number of Sharpay button impressions on websites that buy tokens × CTR (click-through rate) × User Activity Ratio (number of paid user sharing per day) × Number of months in the year

- **Number of verified user clicks on Sharpay buttons (number of paid sharings)** = Number of user clicks on Sharpay buttons (number of sharings) × Verified users receiving Sharpay tokens ratio

- **Cost of visits for websites**= The number of clicks of verified users on the Sharpay buttons (the number of paid sharings) × CPV (cost per visit) for a website × Ratio of click efficiency

- **Sharpay fee** = CPV (cost per visit) × Sharpay fee size

- **TOTAL, Sharpay earnings = Sharpay fee**

Tables below show the indicators of the **Sharpay** economic model planned to be achieved depending on the implemented scenario of the project development.

Monetization model, Token Sale $3 million	2018	2019	2020
Number of traffic (Sharpay button impressions), billions per year	37.2	70.8	138
Number of Sharpay button impressions on websites, buying tokens, billions	2.604	8.496	20.7
The number of user clicks on Sharpay buttons (the number of sharings), billions	1.562	5.098	12.42
The number of verified user clicks on Sharpay buttons (the number of paid sharings), billions	0.156	0.765	2.484
Cost of visits for websites, millions of $	4.687	22.939	74.520
Sharpay Fee, millions of $	0.469	2.294	7.452

Monetization model, Token Sale $10 million	2018	2019	2020
Number of traffic (Sharpay button impressions), billions per year	55.2	123.6	241.2
Number of Sharpay button impressions on websites, buying tokens, billions	3.864	14.832	36.18
The number of user clicks on Sharpay buttons (the number of sharings), billions	2.318	8.899	21.708
The number of verified user clicks on Sharpay buttons (the number of paid sharings), billions	0.232	1.335	4.342
Cost of visits for websites, millions of $	6.955	40.046	130.248
Sharpay Fee, millions of $	0.696	4.005	13.025

Monetization model, Token Sale $15 million	2018	2019	2020
Number of traffic (Sharpay button impressions), billions per year	69.6	148.8	291.6
Number of Sharpay button impressions on websites, buying tokens, billions	4.872	17.856	43.74
The number of user clicks on Sharpay buttons (the number of sharings), billions	2.923	10.713	26.244
The number of verified user clicks on Sharpay buttons (the number of paid sharings), billions	0.292	1.607	5.249
Cost of visits for websites, millions of $	8.770	48.211	157.464
Sharpay Fee, millions of $	0.877	4.821	15.746

Structure of expenditures

In the next 3 years, the financial assets raised in the ongoing Token Sale campaign will be used in the implementation of the entire set of tasks in order to achieve the goals stipulated by this document.

Depending on the amount of the funds raised, Sharpay suggests 3 development scenarios.

Scenario 1, Token Sale $3 million

Project development plan for 3 years:

- development of basic functions
- development of buttons for mobile applications
- promotion and sales in Europe and Asia
- transposing international PCT priority into national patenting phases

- ● Development
- ● Staff
- ● Marketing and sales
- ● Legal and patenting expenditures
- ● Administrative and technical expenditures
- ● Other expenditures
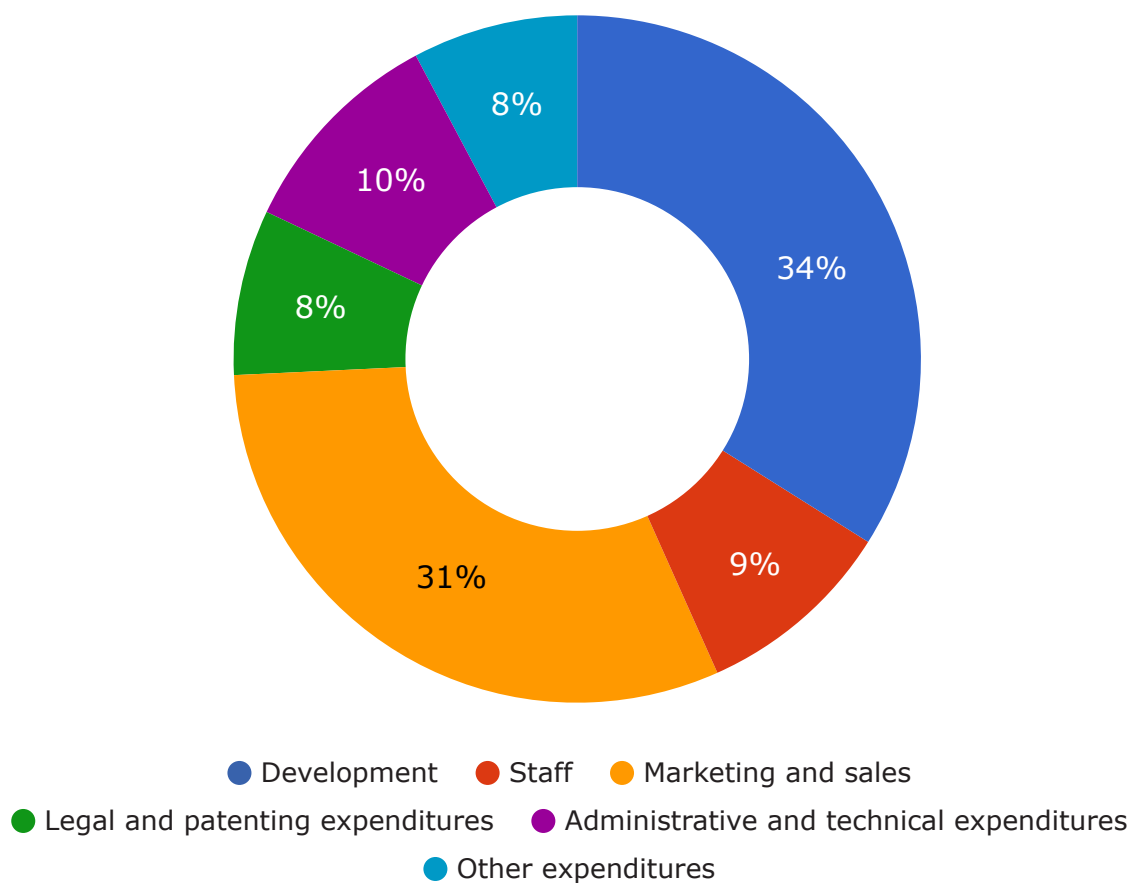
Scenario 2, Token Sale $10 million

Project development plan for 3 years:

- development of basic functions
- development of buttons for mobile applications
- promotion and sales in Europe and Asia
- transposing international PCT priority into national patenting phases
- launch of an independent decentralized blockchain (fork BitShares)
- migration of tokens to blockchain
- ensuring project compliance with the requirements of national regulatory authorities
- entering the markets of the USA, Canada and Latin America
- obtaining of national patents

- Development
- Staff
- Marketing and sales
- Legal and patenting expenditures
- Administrative and technical expenditures
- Other expenditures

Scenario 3, Token Sale $15 million
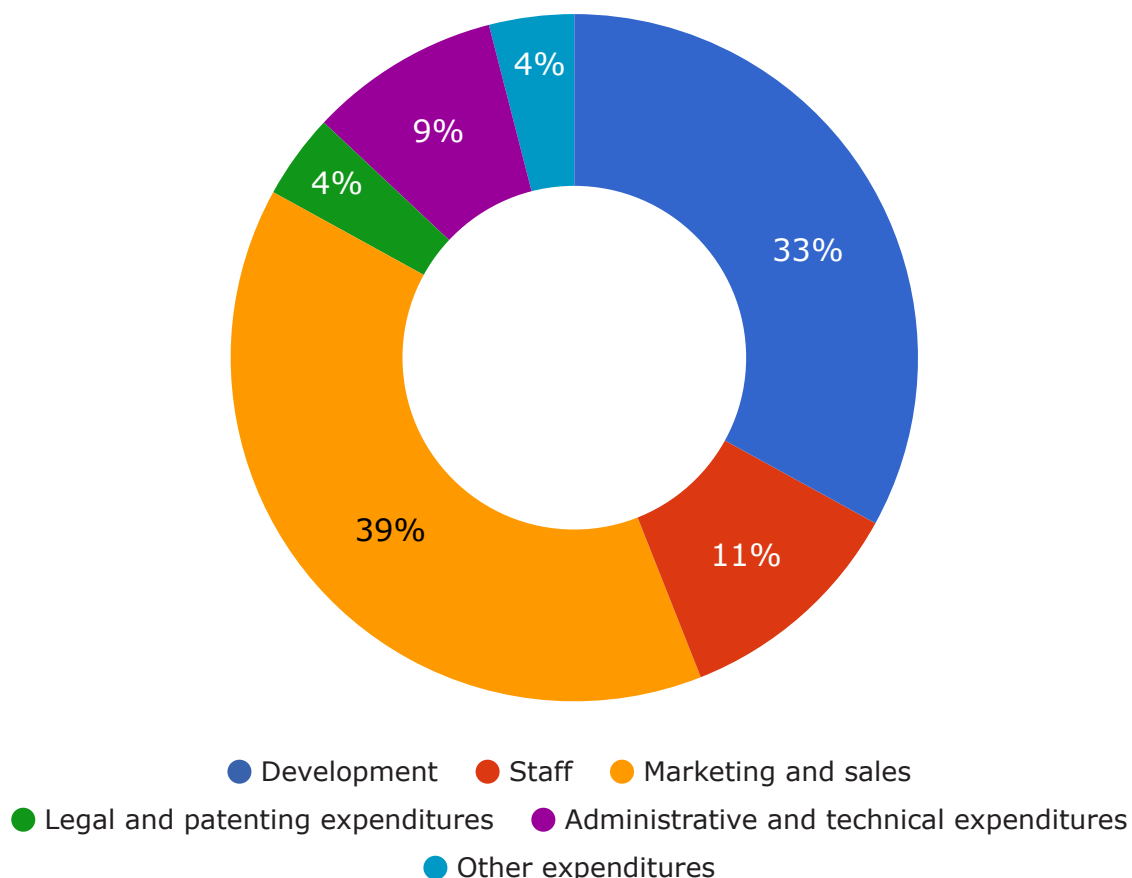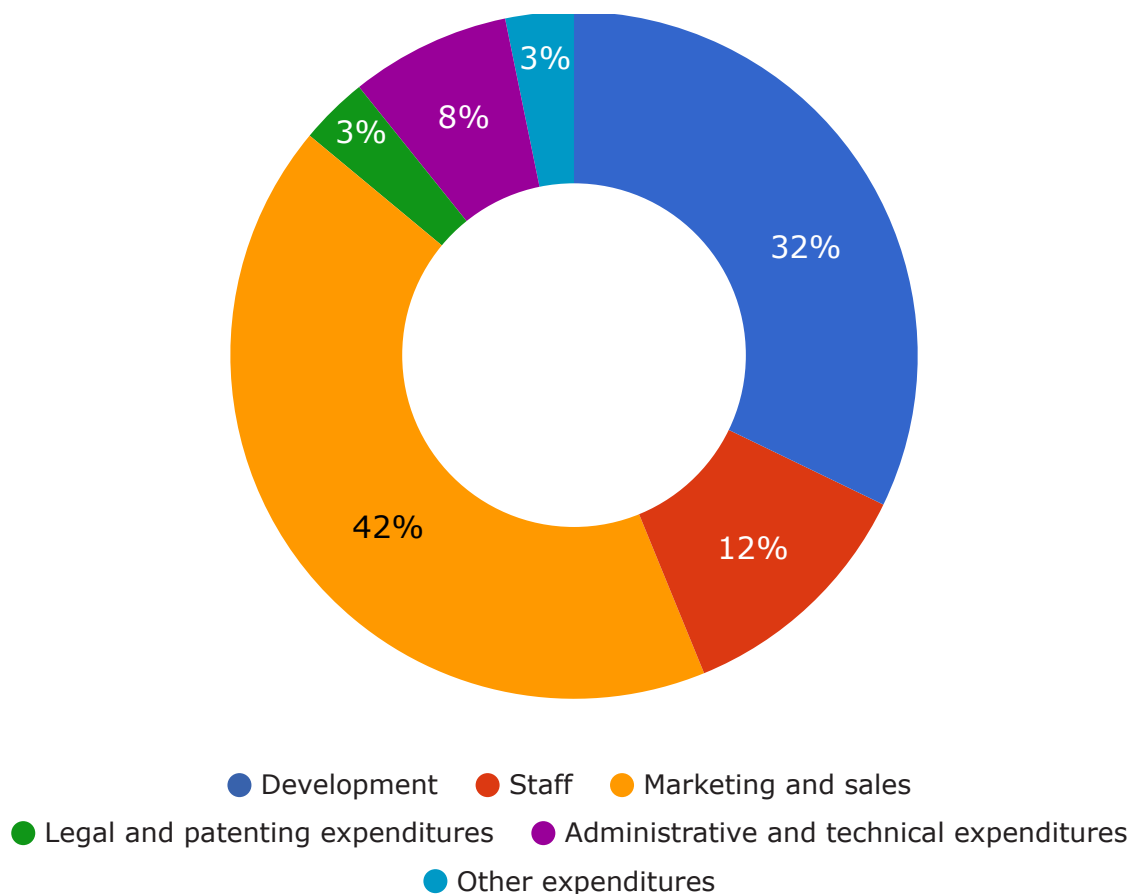
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- transposing international PCT priority into national patenting phases
- launch of an independent decentralized blockchain (fork BitShares)
- migration of tokens to blockchain
- ensuring project compliance with the requirements of national regulatory authorities
- entering the markets of the USA, Canada and Latin America
- obtaining of national patents
- development and implementation of websites and online stores affiliate programs for the exchange of goods and services for the tokens of Sharpay users
- project scaling, entering all the most important world markets, active marketing and sales

- Development
- Staff
- Marketing and sales
- Legal and patenting expenditures
- Administrative and technical expenditures
- Other expenditures

Strategic plans

Over the next 3 years, **Sharpay** plans to:

- create a partnership base of 200–500 thousand commercially viable websites and applications that install Sharpay multisharing button (depending on the development scenario)

- have up to 50 million users registered (based on the planned number of websites with buttons and their average monthly traffic)

Sharpay expects that the trend for the growth of blockchain technologies popularity will become a powerful driver for the creation of the sharing market with blockchain profit. Moreover, new websites and mobile applications that previously did not use any sharing aggregators at all will be virally involved in the process. This should have an additional impact; actual penetration of **Sharpay** can be many times higher than the claimed one.

Today, old-generation buttons for aggregated sharing are installed only on 30–50 million websites, which is about 3–5% of the total number of websites on the Internet. All of them do not use economic stimulation of content distribution.

According to our forecasts, the distribution of **Sharpay** multisharing technology with blockchain profit payment will increase the penetration of aggregated sharing buttons by no less than up to 10%. **Sharpay** can drive the market growth multiple times. Based on the current market capacity assessment, **Sharpay** plans to occupy at least 50% of its growth in 5–7 years. This is equivalent to 35% of the aggregated sharing market in general.

Not long ago, **AddThis.com**, one of the most well-known world aggregators of the obsolete sharing, was taken over by **Oracle** with an appraisal of about $200 million. The future **Sharpay** capitalization from the point of view of the occupied share of the sharing market should surpass the AddThis.com performance by at least 2 times. Thus, the market valuation of **Sharpay** may reach about $400 million in 3 years, and $1 billion in 5 years, as it continues to expand. Same benchmarks are also confirmed in terms of the planned number of partner websites in the system for the same period, their average need for Sharpay tokens to pay for promotion and, consequently, the market value of Sharpay tokens.

Risks and opportunities

Please note that we adequately assess the market potential, our risks, and the opportunities that our entry will provide for the existing established competitors.

These risks are taken into account in our planning and financial performance.

The launch of Sharpay can be a driver for the existing market players and their tuning in to the spirit of the times. However, Sharpay is clearly in a winning position against them, thanks to the time difference, as well as the availability of a ready-to-use technology that Sharpay team was the first to apply to this market.

Moreover, we enjoy the following advantages:

1. Not only has **Sharpay** implemented a sharing button with blockchain profit, but also has ALREADY activated the international patent protection procedure, which means a priority in the future in terms of providing such services.

2. Any potential competitor needs to restructure their development model to enter a new market, which is long, difficult, and expensive.

"You snooze, you don't win. Early bird gets the worm"

Sharpay operates within the **«blue ocean»** concept, which is conscious avoiding price competition in traditional low-margin markets by seeking new free niches and gaining technological leadership there. This approach is designed to ensure the company's entry to a new market and the creation of a new demand. The multisharing and blockchain profit for sharing are basic innovations in the **Sharpay's** strategy. Currently **Sharpay** is the only company in the market that implements both these factors on a technological level at a time.

Marketing and sales

The successful market penetration of sharing buttons with blockchain profit depends on the efficient development of the partner network. Having focused all efforts in marketing and sales on building this network, **Sharpay** will get a full-fledged closed ecosystem. **Sharpay's**

partner network is platforms, websites, online services, aggregators and applications that have **Sharpay** buttons installed. Organic traffic of a partner network is a natural supplier of **Sharpay** end beneficiaries: platform users who promote content through multisharing.

The proper creation of a partner network will allow the token turnover to reach $75 million only within the system in the first 3 years of development, or up to $160 million in case of a wider penetration of the company due to high Token Sale raises.

The following is a list of **Sharpay** potential partners, ranked according to the market share and strategic interest, partly with the market valuation.

1. Search engines, platform owners and contextual advertising operators: Google, Yandex, Mail, Rambler, Begun and others — the largest market players of all categories of digital marketing services. They set the tone and run the market in general.

2. Social media. To increase revenue through the diversification of advertising services.

3. Online media. Wider coverage in the distribution of news and content. The **Sharpay** team predicts that online media can become the main driver for the growth of the entire **Sharpay** system.

4. Blogging platforms, designers of online stores and websites. To expand and further monetize their services.

5. Aggregators of sharing and posting: market volume of up to 100 companies. They can buy licenses to use **Sharpay**. Old-generation sharing buttons are the potential **profile** strategic partners/investors.

6. Links and likes exchanges, referral operators, operators of loyalty programs, advertising RTB exchanges. They are looking for ways of additional monetization, growth of the client base, and traffic increase.

7. SMM oriented websites. They are looking for new SMM tools; decisions are made based on SMM opinion leaders and trends.

8. Operators of SMM and SEO services: global, regional, freelancers. Always happy to earn more.

9. Operators of social media advertising exchanges. To expand the sphere of influence and earnings.
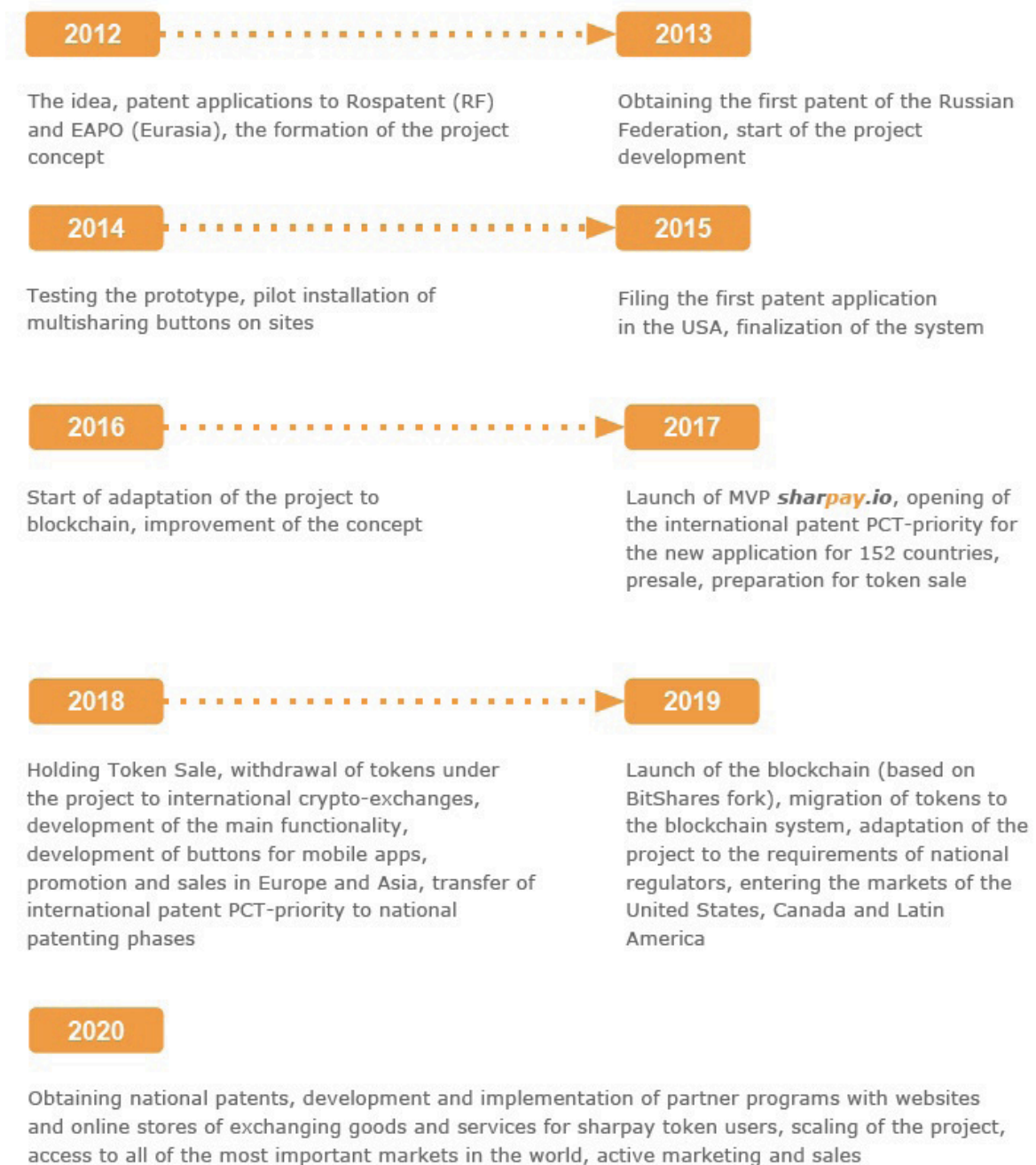
10. Owners of online services and widgets, e.g. callback services. To drive the communication of the audience with their customers, to move the audience into warm and hot leads.

11. Mobile applications and services. One of the key and fast-growing development areas of the entire digital economy. They are most interested in all the services driving successful communication.

Roadmap

2012
The idea, patent applications to Rospatent (RF) and EAPO (Eurasia), the formation of the project concept

2013
Obtaining the first patent of the Russian Federation, start of the project development

2014
Testing the prototype, pilot installation of multisharing buttons on sites

2015
Filing the first patent application in the USA, finalization of the system

2016
Start of adaptation of the project to blockchain, improvement of the concept

2017
Launch of MVP *sharpay.io*, opening of the international patent PCT-priority for the new application for 152 countries, presale, preparation for token sale

2018
Holding Token Sale, withdrawal of tokens under the project to international crypto-exchanges, development of the main functionality, development of buttons for mobile apps, promotion and sales in Europe and Asia, transfer of international patent PCT-priority to national patenting phases

2019
Launch of the blockchain (based on BitShares fork), migration of tokens to the blockchain system, adaptation of the project to the requirements of national regulators, entering the markets of the United States, Canada and Latin America

2020
Obtaining national patents, development and implementation of partner programs with websites and online stores of exchanging goods and services for sharpay token users, scaling of the project, access to all of the most important markets in the world, active marketing and sales

Emission, tokens, Token Sale

To finance the project, the international company Sharpay Inc. plans to issue and sell its own tokens to investors through a transparent Token Sale mechanism (Initial Coin Offering), using a Smart contract. This will allow future holders of **Sharpay** tokens to earn on the growth of the tokens market value at the exchange market, as well as to get full access to the system's services by pre-purchasing tokens at an early stage of the project development for a notional value with an additional benefit.

In the context of «tokenization» and integration of Sharpay technology with the blockchain, the project is planned to be implemented in two stages:

Stage 1: ETH-based emission of the necessary volume of tokens for free sale, provision of the internal economy of the project, and distribution among users for multisharing and content promotion.

Stage 2: development and launch of the private blockchain, as well as the token migration. To ensure the speed and conditional «simplicity» of the implementation, it is considered to use the possibilities of the BitShares blockchain fork with the POS-basis for the future **Sharpay** blockchain.

The reason to choose BitShares blockchain system is justified by the characteristics of this system, which surpasses the analogs for a number of characteristics:

	Bitshares	Bitcoin	Ethereum	Bitcoin Cash	Litecoin	Dash
Median Confirmation Time	~1.5 sec	~10 min	~2 min	~15 min	~3 min	~2 min
Number of Transactions Per Second	3.300	14	10–20	56	56	28
Maximum Number of Transactions Per Day	285 mln	1.2 mln	1.73 mln	4.8 mln	4.8 mln	2.4 mln
Cost Per Transaction	$0.01	$2.34	$0.36	$0.07	$0.74	$0.15
Blockchain Usage (# of operations in one day)	920k SEP-13-2017	370k MAY-14-2017	496k SEP-06-2017	137k AUG-16-2017	44k SEP-01-2017	9.5k AUG-19-2017
Blockchain Length (# of blocks produced to date)	20 mln	490k	4.4 mln	495k	1.3 mln	752k

*Source: https://bitcointalk.org/index.php?topic=1394689.16280*

Initially, tokens will be issued on the Ethereum blockchain platform using ERC20 Token Standard.

Quantity: 4 billion tokens
Additional emission: Not expected.

Sharpay token is the only official means of payment within the system, as well as the basis of an effective business model of using Sharpay's multisharing technology with a payment for sharing.

The scheme of token turnover in the system is as follows:
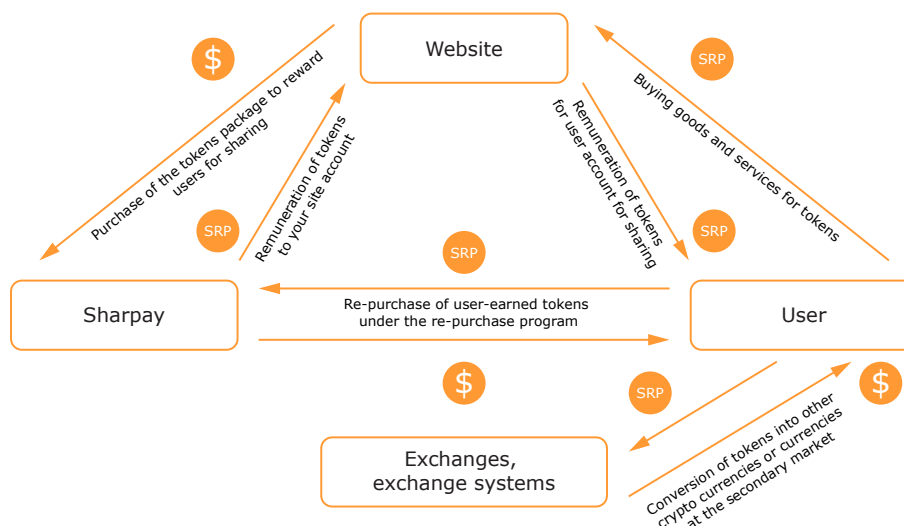
Distribution of tokens

4 billion tokens = 100%

Tokens designation	Distribution %	Total tokens
Token Sales	37.5	1.5B
System functioning reserve	31.05	1.242B
Bonus for the project team	15	600M
Bounty program	2.5	100M
Advisers remuneration	7	280M
Bonuses for investors at the early stages	6.85	274M
Bonus for investors at the stage of Presale when buying a volume of more than 1 400 000 (= $8900 = 30 ETH) tokens (+ 5% of tokens from the purchased volume of tokens)	0.1	4M
TOTAL:	100	**4 billion**

Starting price of Sharpay token: 1 Sharpay token = 0.00003 ETH, that is approximately equal to $0.01 at the time of the official launch of the project in November, 2017.

Free sale of tokens is planned at Presale and Token Sale stages.

Presale

Presale period: From December 11, 2017 to February 11, 2018.

Presale plan: $800,000.

Tokens Presale package volume: About 2% of the total emission.

Presale bonus program

Presale bonus: 50% **(55% in case of large volume purchases)**

The volume of the bonus tokens for the Presale distribution of the participants: 44 billion tokens.

Thus, with the purchase of 100 **Sharpay** tokens, the participant at the Presale stage actually receives 150 **Sharpay** tokens.

Until December 11, **Sharpay** team are preparing an open release of the main functionality of the system (multisharing and token accrual) and is running a marketing campaign to promote the Presale campaign. All funds raised at the Presale stage will be channeled to prepare the Token Sale (mainly for advertisement).

Token Sale

Token Sale period: From March 1 to May 31, 2018 *(it is possible to extend the Token Sale period)*.

The minimum target amount to be raised during the Token Sale is **$3,000,000**.

Tokens Token Sale package volume: 1.42 billion **Sharpay** tokens (it is possible to increase the Token Sale tokens package from the system functioning reserve).

Distribution scheme of bonus tokens during Token Sale (preliminary):

Bonus, %	Total tokens for sale at a discount, million	Total tokens sold, million	Total tokens including the Token Sale bonus, milion	Total tokens for bonuses, million
Token Sale day 1 up to the sale of 100,000,000 tokens with a fixed bonus				
40%	100	100	140	40
Token Sale week 1 up to the sale of 300,000,000 tokens with a fixed bonus				
30%	300	400	390	90
Token Sale week 2 up to the sale of 500,000,000 tokens with a fixed bonus				
20%	500	900	600	100
Token Sale week 3 until the end of Token Sale				
0%	520	1 420	520	–

Tokens not sold during Presale and Token Sale will be transferred to the reserve fund for the further system functioning, immediately after the Token Sale.

After the Token Sale, Sharpay's tokens will be traded at cryptocurrency exchange. This will provide an opportunity for users of the system to purchase it openly by gaining access to the platform products and sell it to the ecosystem participants interested in obtaining this access.

Token price increase strategy

Sharpay tokens are classic user tokens that will be used within the service without any time limit.

Sharpay plans an emission, which will be limited to 4 billion tokens. By using the token within the system, their number at the exchange will gradually decrease.

Due to the free circulation of the token outside the service, its price is unlimited and will be determined by the market based on demand and supply. The **main factors of growth** are the demand and supply at the cryptocurrency exchange, as well as the growth rate of the project itself. The project value will increase due to the increase in the number of users.

The **Sharpay** tokens value will depend on how actively the tokens are used at the platform and its number in the system. The token price may also depend on market conditions and other factors.

The main ways to increase the number of tokens in the market:

- allowing users to earn tokens on the platform through multisharing

- selling tokens from the reserve to companies that use the **Sharpay** button to attract customers.

Buyback program

Sharpay plans to reserve 90% of the revenue quarterly to ensure the buyback of **Sharpay** tokens from the system users, who receive tokens as compensation for sharing/multisharing. The program starts with the results of Q3 2018.

The buyback price is based on the nominal price of the token and is the amount of 0,00003 ETH, that is approximately equal to $0.01 at the time of the official launch of the project in November, 2017.

Buyback scheme

1. Quarterly, 90% of the company's revenue goes to the buyback of tokens. Preparations before the start of the buyback procedure take 1 (one) month.

2. **Sharpay** places a Smart contract for the purchase of tokens with a fixed amount and a closing date in 30 (thirty) calendar days.

3. **Sharpay** users are informed of the possibility to sell tokens.

4. The tokens owners send it for sale until they reach the amount covering re-purchase of the number of tokens defined by the Smart contract.

5. One can send and withdraw tokens before the closing date of the Smart contract. After this date, the number of tokens is fixed and all participants receive the payment, in proportion to the number of tokens left in the contract.

Team

Anton Solodikov
CEO

IT entrepreneur, blockchain activist, inventor, author of patent and international patent applications for content promotion, previously, the CEO at Balalike LLP UK (development of content monetization systems) and CMO at GOLOS.io (blockchain and social network, tokens x20).

Igor Karavaev
CBDO

Ex-executive Director at the Skolkovo Foundation, the leading Russian business incubator of start-ups, also as a ex-director of strategy and business development of the largest Russian corporations.

Arkady Yasashny
CFO

Ex-top manager of the largest Russian banks (VTB, MDM, Union), an entrepreneur and investor in high-tech start-ups.

Alexey Stukarchuk
CTO

Blockchain enthusiast, experienced developer of ERP and CRM systems for international companies (including Skoda, Bosch, Ulmart), mobile application developer (iOS, Android), development team leader.

Valery Yushchenko
Software Engineer

High qualified Front-End, Full-Stack, Database & Mobile developer, has working experience in Qualcomm for a long time (Sydney, Australia) and other international companies, now he is totally focused on blockchain technologies.

Ilya Afanasiev
Support Engineer

Certified specialist in automatic systems of data processing; lives in China, fluently speaks Russian, English & Chinese.

Levi Yau
Regional Manager (Asia, China, Hong Kong)

Entrepreneur, Web Developer, travel marketplace startup founder in Hong Kong.

Mark Vdovskikh
Marketing Manager

Experienced international marketer, expert in strategic planning and creating the efficient communication systems

Katerina Molodova
SMM Manager

Professional in public relations, has strong experience in SMM, content marketing, advertising and event marketing.

Olga Rayner
Community Manager (English, European, Russian)

Cryptoenthusiast, philologist, professional interpreter, speaks English, French & Russian

Daria Dreimanis

Community Manager (German, European, Latin)

Specialist in cross culture communications, coordinator of German, European & Spanish communities

Vadim Scherbak
Community Manager (Russia)

Tech evangelist, researcher, innovator, has more than 10 years experience in IT communications

Advisers

Ken Huang

Chief Blockchain Scientist, VP at Huawei Technologies

Worked for CGI Federal office in USA as Director of Cyber Security, and Director of Cloud Security. He established CGI Federal Identity Management Practice, and Cyber Security Competence Center. While working for CGI as Executive Consultant, Ken consulted the United States Federal Government, financial institutions, and utility companies and provided expertise in Finance, Blockchain, and Cyber Security. He graduated from Zhejian Normal University, Xian Jiaotong University in China and University of Lausanne in Switzerland.

Simon Choi

TOP 10 at ICObench, Fintech & ICO Lawyer

International lawyer with more than 25 years of experience, qualified to practise law in England & Wales, and in Hong Kong, China. He is well known blockchain speaker and blogger, rated world TOP 10 by ICObench. Simon graduated from the law schools' of Peking University, the University of London and the University of Hong Kong respectively. Simon provides advising and reviewing new blockchain regulations in various jurisdictions to ensure the highest degree of compliance and adherence to all relevant government policies towards blockchain technology.

Vincent Mascart

Blockchain Enthusiast, Developer & Blogger

Entrepreneur, Developer, founder of several companies, has provided consultancy to several international companies and is now totally focused on blockchain technologies.

Blockchain enthusiast, one of the TOP bloggers in the Steemit and Golos Blockchains. Witness for multiple DPOS projects (Steemit, Golos etc.), has succesfully created and deployed several blockchain based applications. Speaks French, English, Dutch, Italian, Chinese and is learning Russian.

Intellectual property

Since 2012, the project team has filed multiple patent applications, describing the possibility of multisharing and stimulating the distribution of content tokens, money, points, etc. Currently, the patent technology is covered by the patent priority for the Eurasian international application. There are no existing direct equivalents.

All project intellectual property rights belong to Sharpay Inc.

Legal aspects

The official legal entity of the project is the company Sharpay Inc. Legal address of the company: Suite 101, 1885 Driftwood Bay, Belize City, Belize.

Sharpay Inc. devoted a lot of time and resources to studying the issues of the legal status of tokens and the business model of Sharpay, from the point of view of integration of technologies for multishing and blocking technologies.

The tokens produced by the company are specially designed to support the operation of the Sharpay multicasting system. For this, between users and Sharpay Inc. contracts will be concluded.

Sharpay tokens holders accept all risks of handling tokens Sharpay Inc. to themselves. Tokens can not be returned immediately after purchase. Sharpay Inc. plans to buyback users tokens on the conditions described in the corresponding section of the White Paper.

The purchase of Sharpay tokens is not equated to buying shares in

Sharpay Inc. and their holders do not have ownership, control or any other rights in Sharpay Inc.

For the convenience of users, the documents of Sharpay Inc. (White Paper, One Pager), site and other public information about Sharpay Inc. are available in several languages on the site www.sharpay.io, in this case, in the event of a discrepancy, the English version has priority.

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Materials relating to the sale of Sharpay tokens should not be considered as an incentive to purchase and the only or sufficient reason to form such a decision. Sharpay tokens can only be purchased if it is not prohibited by the laws of the buyer's country of residence (for individuals) or registration (for legal entities). It is prohibited to participate in Sharpay Inc. Token Sale to the residents of those countries, where participacion is directly restricted (for example, residents of the United States, Singapore, Vietnam and some other countries) can not participate. Sharpay Inc. is not responsible for those Token Sale participants who take part in this event in breach of their country's laws, even if violations of these laws are due to ignorance.

Sharpay Inc. also is not responsible for the requirements that the tax authorities of the country of residence (for individuals) or registration (for legal entities) may impose, due to the purchase, ownership and use of Sharpay tokens.

Sharpay token holders are solely responsible for determining whether a potential valuation or reassessment of the value of the Sharpay token in the long term may have any tax implications in their jurisdiction. Sharpay Inc. strives to provide the most accurate and up-to-date data in this document, but disclaims any liability for damages arising from inaccuracy, irrelevance or incompleteness of the material contained in this document.Sharpay Inc. encourages individuals and legal entities to seek additional advice from legal, tax, financial or other specialized independent specialists before taking any action, as a result of familiarization with the information contained herein.