

There are about 1 billion sites in the world and their number increases by 5-7% every year. At that, buttons of sharing aggregators are installed only on 3% (30 million) of sites.

Social networks are used by more than 3 billion people and up to 10% of them are active. Popular and authoritative users (for example in Instagram) have already learned to earn money using it on their own.

**Sharpay** will help all socially active users to monetize their popularity by earning crypto currency.

**Sharpay** is unique high-tech and at the same time simple button for sharing. Sites integrate the button under any content instead of all old sharing buttons. At that, users earn rewards for sharing. The system is protected from cheating. It has antibot control and audience targeting functions with payment only for clicks.

**Sharpay innovations** include payment for sharing with tokens and multisharing, i.e. one-click sharing to multiple networks. This is the only project in the world, which implements both of these solutions simultaneously. The technology is protected by Eurasian international patent priority.

**Sharpay** is new SMM-tool for considerable increase of traffic conversions, clicks and sales at lower expenses. Worldwide spread of Sharpay technology will increase the number of installations of aggregated sharing buttons from 3% to 10%. Sharpay plans to get 50% of this increase, which is equivalent to 35% of the global market of aggregated sharing in general and corresponds to 35 million sites.

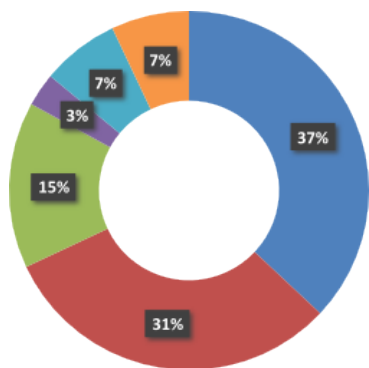
## Sharpay token

Sharpay token is the only official instrument of payment inside the system.

Sharpay will spend 90% of revenue quarterly for buying tokens from their holders (investors and users). The program will be started based on the results of the 3rd quarter of 2018. The buyback price is based on the nominal token price of 0.00003 ETH.

Number of emitted tokens: 4 billion, additional emission is not expected.  
Sharpay token nominal price: **0.00003 ETH**, that is approximately equal to \$0.01 at the time of the official launch of the project in November, 2017.

## Distribution of Sharpay tokens

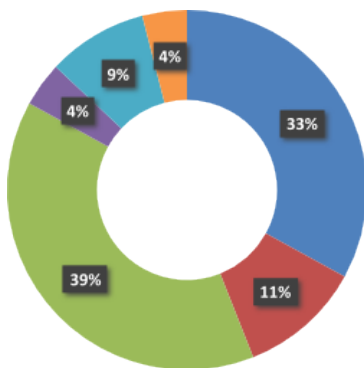


- Free sale of tokens
- Reserve for system functioning
- Bonus for project team
- Bounty program
- Reward for advisers
- Bonus for investors at early stages

## Presale

Presale period: from December 11, 2017 to February 11, 2018.  
Planned amount during Presale: \$800 thousand.  
Bonus program within Presale: 50% (+5% for large purchase amounts).

## Structure of expenses



- Development
- Personnel
- Marketing and sales
- Legal and patent expenses
- Administration expenses
- Other expenses

## Token Sale

Token Sale period: from March 1 to March 30, 2018 (the period may be increased).  
Minimum target amount during Token Sale: \$3 million.  
Size of tokens package for Token Sale: 1,420 million Sharpay tokens.



## Easy integration

buttons are easily integrated into any sites



## Presence of targeting

sites, which installed the buttons, can select the right audience to pay for multisharing



## Easy use

user-familiar actions for content sharing, which are easier and faster due to multisharing



## Social capital

automatic assessment and ranking of users within the system allows users to receive bigger rewards



## Protection from cheating

the system includes mechanism of protection against bots, which limits the amount and size of paid multisharing



## Automatically created user account

when sharing for the first time, the user is registered in the system and starts earning tokens

## 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 x40).



### Igor Karavaev CBDO

Ex-executive Director of the Skolkovo Foundation, leading Russian business incubator for start-ups, as well as Director for Strategy and Business Development of several major Russian corporations.



### Arkady Yasashny CFO

Ex-top manager of the largest Russian banks (VTB, MDM, Soyuz), businessman, investor in high-tech start-ups.



### Alexey Stukarchuk CTO

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