WeBump

WHITEPAPER

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WEBUMP WHITEPAPER

DISCLAIMER

The following document is a whitepaper that outlines the current and future development of the WeBump Platform and the WeBump Ecosystem. This document is for informational purposes only and it is not a statement of future intent or a binding legal contract.

This document does not regulate or condition the final technical specification of WeBump. The information presented herein, technical or other, is intended to outline the general idea of WeBump and its use; the information may also change with or without notice.

The following document is a marketing document and it is not legally binding. None of the provisions presented herein constitute any prospectus or solicitation of investment, nor do they in any way pertain to an offer or solicitation of an offer to purchase any securities in any jurisdiction. The information contained herein does not constitute a recommendation by any person to purchase WeBump tokens or any other crypto token or currency, and the Issuer (WeBump.io) has not authorized any person to make such a recommendation.

TAX RISKS

The tax characteristics of WeBump tokens are unclear. Accordingly, the tax treatment to which they will be subject is uncertain. All persons who wish to receive WeBump tokens should seek independent tax advice before deciding to receive WeBump tokens. WeBump does not provide any statements regarding the potential tax consequences associated with the purchase or ownership of WeBump tokens.

REGULATORY RISK

A change in legal regulations and the taking of an official position by the relevant regulatory authorities regarding the legal qualification of virtual currencies may directly or indirectly affect the investors' economic situation and the value of the WeBump token.

INTRODUCTION

The global books market size was valued at USD 138.35 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 1.9% from 2022 to 2030. Increasing consumer spending on books supported by rising incomes and interest, as well as continued innovations in the format that have enhanced the overall reading experience, are among the key factors boosting the market. Reading books is popularized by successful people. You've probably come across graphics saying that successful people don't watch movies or series, but just read books. Such content should usually be taken with a pinch of salt, but the message itself is very accurate. Successful people usually achieved this success because they were hungry for knowledge. They wanted to develop, and is there a better way to develop than reading books? The personal development trend has been extremely popular in recent years. The list of books on running a business, development, self-improvement, time management, negotiation, etc. is really very long. We will cite the example of Bill Gates, the well-known Microsoft founder reads 50 books a year. Anyone reading this information would like to be successful, like the aforementioned Gates. Of course, it doesn't work that if you read 50 books a year, or even 100 books a year, you will soon find yourself on the list of the richest people in the world, or even on the list of the richest people in your country. One thing is for sure, it is worth imitating successful people and introducing habits, activities that have helped them become successful in their own lives.

The advancement of technology and the introduction of constant innovation have improved the reading experience. It cannot be denied that the development of technology is one of the main drivers of this industry. In the case of books, it should be remembered that this market is driven not only by traditional form books, but also by electronic books. The global value of the e-reader industry in 2020 was $ 460 million, and in 2019, US customers purchased approximately 335.7 million e-books in 2019. The exact number of e-books sold is difficult to determine as there is a lack of data from small publishers and retailers. However, it is safe to say that the number of customers using e-books has increased almost fivefold in the last ten years. The popularization of e-books is making self-publishing a major trend in the

industry. With the advancement of technology, publishing books has become much easier than it was a few years ago.

Books have witnessed enormous changes throughout their history. From papyrus scrolls to the introduction of e-books with the advent of digital media and new technologies, the market has adapted itself into various forms such as e-books and audiobooks. Thus, since reading moved to screens, it has widened the scope of opportunities for publishers as well as readers in the market. Publishers should take into account the digital medium of communication and invest in creating and promoting content across text, audio, and video modes. HarperCollins, the second largest book publisher in the world, has been cooperating with digital libraries since 2013. Publishers can also create an online visual experience for their readers, like J.K. Rowling's Pottermore.

One of the key challenges in the market is the rising prices of print and e-book titles, owing to which consumers are now seeking alternative options rather than purchasing brand new copies. According to a Voice of the Reader survey, rising book prices are driving buyers to delay purchases. Thus, high book prices result in consumers finding lower-priced alternatives such as buying used books or downloading free and discounted e-books from discount newsletters. Along with this, the costs of textbooks have also been increasing.

The COVID-19 outbreak increased the demand for e-books and audiobooks quite significantly across the globe, especially in the household sector. The pandemic resulted in a work-from-home situation for hundreds of thousands of people worldwide, which developed a wider scope for leisure activities and self-development among consumers. E-books and audiobooks being one of them, were desired by tens of thousands of consumers during this period of uncertainty and chaos, to focus on self-development as well as to spend time at home productively. This, in turn, has boosted the growth of the e-book and audiobooks market [1].

WeBump intends to create a unique ecosystem that allows cryptocurrencies to be used in everyday life. The WeBump platform bring software distribution to the Web3 Infrastructure. Our original infrastructure facilitates implementing

blockchain technology resources for books creators and lets the readers enjoy their books experience to the fullest.

All the ecosystem of WeBump works with the WeBump mobile application plus WEB platform, which are connected to Metamask crypto wallet and contains books in the form of ERC20 Tokens.

Decentralised free access to the Polygon blockchain's data enables transparent verification of ownership. It also enables decentralised authorization of access to the literary work that any given Token is associated with.

We're not another token hype. We are developing blockchain's much-needed infrastructure and building the foundation for an incredible decentralized future.

THE PROBLEM IN THE MARKET

Digital Publishing presents an exciting opportunity due to the abundance of problems that exist in different areas.

By bringing the single platform, WeBump solves a number of problems that book distribution faces today. At the same time, it brings book distribution into the new world of WEB3.

Authors:

Digital books have zero quantity control. eBook gets distributed an unlimited amount of times with no verifable mechanism to audit.

Book advances and author royalties have gone down steadily even if costs of the distribution have been reduced by the cost of production.

Authors have no easy way of communicating with their audiences due the lack of contact with their audiences through media/publish meetings.

The Author never receives a royalty on a second-hand sale of their book. The reason is a fact, that in the most cases, resale shops are independet companies. Also note that books are sold on online auction sites.

Publishers:

Digital Rights Management (DRM) technology is currently extremely weak. On the market we can see a lot of pirated eBooks, this problem creates a pernament loss for Authors & Publishers.

Sales splits are dictated and force upon by centralized retailers. The centralized retailers do not wanna to help in marketing at scale. They scede the problem for publisher.

Readers & Collectors:

Only physical books have a resale value. In most cases we do not have a real rights to digital eBooks - we have only paid a one-time fee for access. eBooks do not belong to us.

SOLUTION

Having noticed the previously mentioned issues, we decided to tackle them. The solution to these problems is WeBump. Our proprietary platform will give you a 100% guarantee that the creator will earn royalties for each trade of the book. Thanks to smart contracts it is possible to transfer payment for the book immediately to the creator. Authors don't need to wait weeks before their payment will be send. Higher splits as well as residuals on the resale of authors books in perpetuity.

More amicable sale split by harnessing the power of smart contracts. After the official sale and unlock the book on the marketplace - the price of the book is set by the AMM - Automated Market Making mechanism and does not require any external party, only people providing liquidity.

Thanks to the automatically generated Smart Contracts, the ebook can be resold, swapped or picked up in physical form. Decentralizing the license holder base together with the decentralized network will deliver a level of security that is unobtainable in a centralized system. Instead of buying files that have merely been duplicated, they are buying one-of-a-kind editions.

We are committed to the maximum possible transparency. We hope that by guaranteeing absolute certainty that the funds will go to the right place, readers and collectors will be more engaged in supporting their favorite creators.

WeBump provides an ecosystem that excludes the risk of embezzlement of the funds donated by the readers and collectors.

WeBump is based on two main foundations: transparency and trust. Japanese author Haruki Murakami said: "There is nothing in this world as difficult to gain and as easy to lose as trust". Thanks to its transparent ecosystem, WeBump intends to earn the trust of the community and do everything in its power not to lose it.

Thanks to the compatibility of ERC20 Cards with the ERC20 standard, it is possible to provide liquidity for eBook licenses and monetize the ability to swap eBooks for tokens and other eBooks.

The ERC20 Card is a eBook license carrier on the blockchain. Each eBook has its own ERC20 Card. The card, like the ERC20 standard, is a homogeneous entity. This means that one card with eBook of serie is exchangeable with another card with the same eBook of the same serie. You can own ERC20 Cards just like the cryptocurrencies. No one can take them away from us. Moreover, they are stored only in crypto wallets and not on central exchanges, so the probability of losing them is minimal.

Transactions conducted using Blockchain technology are completed instantaneously and are fully transparent.

CONCLUSION & OUR VISION

WeBump is confident that blockchain technology will continue to evolve. A bright future awaits us all and its brightest point will be systems based on blockchain technology. After following the world of cryptocurrencies for a long time, WeBump observes that recently there have been many projects in the market that do not add any real value. These projects lack effectiveness, impact, and foundations. They have no chance to stay on the market for a longer period of time. The key aspect is to provide the market with real added value. Something that will introduce a breath of fresh air, something that will be new, something that may be depicted with words such as 'innovation' and 'revolution'.

WeBump has no intention of joining the ranks of the aforementioned projects with low value. We have driving ambition. We intend to change the market and introduce concrete improvements as well as refined solutions which will bring real value.

WeBump sees an opportunity not only in the fact that it targets the "Internet people" but also in its clear and very simple interface, thanks to which any user will quickly find his or her way in the world created by WeBump. We will target our proprietary solution to smart individuals, who are willing to learn and discover new possibilities. In this case, the entry threshold for new people is very low. We hope that the number of people who are active in the cryptocurrency world will increase due to the promotion of our unique solution. We will be very pleased if we attract new people to the crypto community.

Thanks to clear and very simple interface, everyone will quickly find his or her way in the world created by WeBump. The key to the success is a network effect.

The benefits of combining the world of books with blockchain technology are numerous. In this case, the most important advantage is the ability to present a solution for Authors, Publishers, Readers and Collectors.

In this case, the most important advantage is the ability to present a solution that the creator will earn royalties for each trade of the book. This will definitely translate into the fact that people will be more willing to support their favorite authors.

The task that WeBump has undertaken is to prepare a platform with a specially adapted proprietary solution, which will make it possible to support your favorite authors using cryptocurrencies. Our platform will be easy to use thanks to a very simple interface. We also guarantee that it will be a very transparent solution. Using blockchain the authors, publishers, readers and collectors will be able to track their funds.

The time to Bump the world of digitals is coming right now!

WEBUMP TOKEN

WeBump Token will act as the fuel for our ecosystem. Our Token is a state-of-the-art, secure and instant unit that will be used for financial purposes.

WeBump solutions allow to make profits on the secondary market. Mechanics of books trading commissions means that the function of transfer automatically passes the commission to the creator, while at the same time the cost of the transaction is on the receiver's side.

The name WeBump is a direct allusion to the underlying mechanism behind the token - once a book is purchased on the primary market, the price of $BUMP increases thanks to a 12,5% buyback&burn + 2,5% liqudity mechanism.

Architecture of the $BUMP token economy:
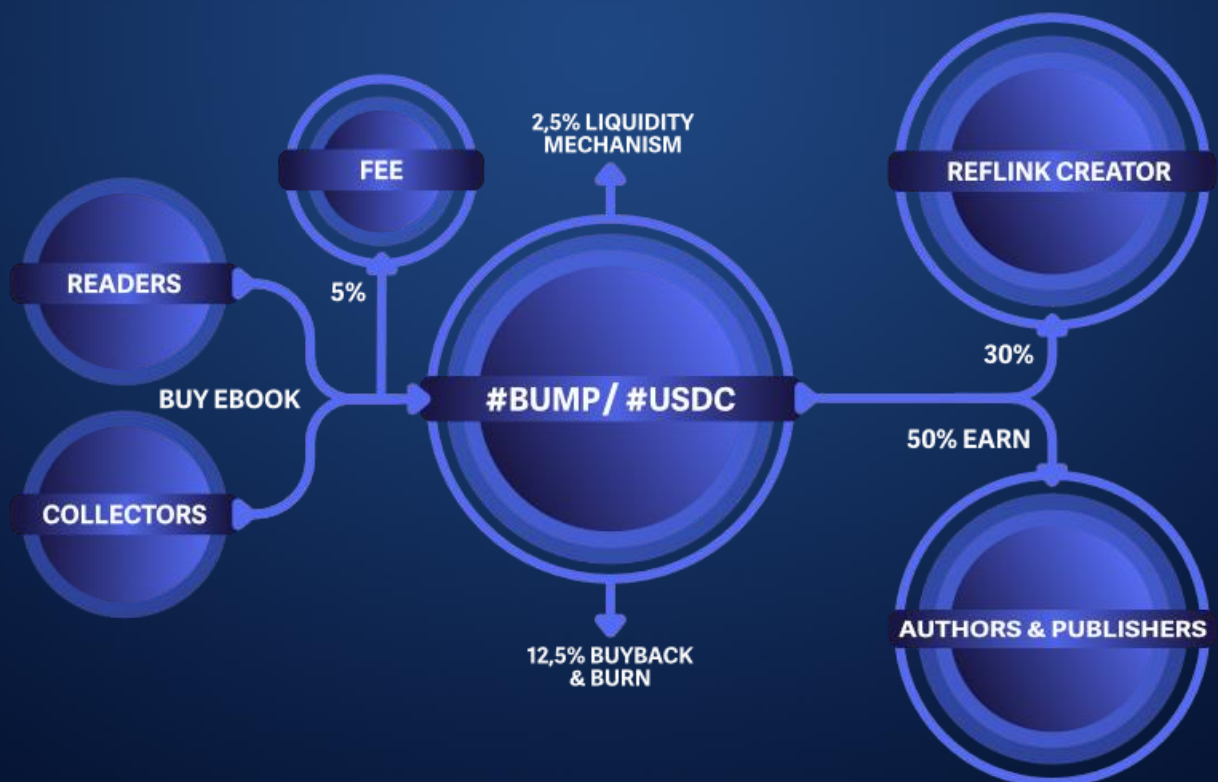
Liquidity token - a token that is being distributed in the course of providing liquidity to other tokens.

Platform token - a token associated with a specific platform.

Buyback - repurchase of tokens from a liquidity pool.

Burn - burning tokens to prevent their further trading and sale.

Liquidity - the depth and ease of exchange between value carriers.

Liquidity Mining - an additional incentive to provide liquidity is so-called process of liquidity mining.

MINING PROCESS

Thanks to the ERC20 standard, it will be possible to store eBooks along with Bitcoin, Ethereum and tokens in cryptocurrency wallets. With cryptocurrency wallets, it is quite possible to exchange ERC20 Cards. This means that all available token infrastructures work natively with WeBump' Cards.
Swapping eBooks and tokens with one another.

There are 5 main types of ERC20 WeBump' Cards:

Diamond Card – dedicated, personalized conditions, determined individually.

Gold Card –characterized by a maxium supply from 5.001 to 10.000. Royalties at the amount of commision of 5% per transaction. Limited supply which never fluctuates.

Silver Card – characterized by a maxium supply from 2.001 to 5.000. Royalties at the amount of commision of 4% per transaction. Limited supply which never fluctuates.

Brown Card – characterized by a maxium supply from 1.001 to 2.000. Royalties t the amount of commision of 3% per transaction. Limited supply which never fluctuates.

Wooden Card – characterized by a maxium supply from 1 to 1.000. Royalties at the amount of commision of 2% per transaction. Limited supply which never fluctuates.

In case of failure to implement the assumed sales plan in minimum 75% during 3 months (90 days) from the day of listing, royalties at the amount of commission is reduced to 1%.

WeBump Token may be seen as a global token with a wide range of applications. The purpose of the WeBump Token is to provide access to our proprietary platform for all potential users. The WeBump Token can also be referred to as an access token. Our token can be compared to a VIP ticket to a concert by your favorite artist. You might worry whether you will get a ticket, stand for hours in lines and watch the whole event from a distance or you can have guaranteed participation, watch the event close up and get the best out of it. The WeBump Token is exactly such a unique and exclusive thing. Decide now whether you want to be close to us and enjoy the success together or watch from afar how WeBump develops.

TOKENOMICS

WeBump tokens will be generated upon completion of the pre-order and audit.

Token Allocation	Allocation (%)	BUMP	TGE	Token TGE	Vesting Schedule
Seed	5%	50 000 000	20%	10 000 000	20% TGE / 80% VESTING 12 MONTHS, EVERY BLOCK
Private	15%	150 000 000	25%	37 500 000	25% TGE / 75% VESTING 8 MONTHS, EVERY BLOCK
Public	10%	100 000 000	30%	30 000 000	30% TGE / 70% VESTING 6 MONTHS, EVERY BLOCK
Reserve	10%	100 000 000	0%	0	3 months lockup, then 2%/week
Team	15%	150 000 000	0%	0	0% TGE, 18 months cliff, rest unlocked every block for 24 months
Advisors	5%	50 000 000	0%	0	3 months lockup, then 5%/week
Liquidity	10%	100 000 000	10%	10 000 000	10% TGE, then 1%/week
Liquidity mining	15%	150 000 000	100%	150 000 000	100% TGE
Marketing	10%	100 000 000	0%	0	2 weeks lockup, then 2%/week
Exchanges	5%	50 000 000	20%	10 000 000	20% used at TGE and 80% for Future DEX and CEX listings

The maximum amount of BUMP that can be minted is exact 1 Billion tokens. This value is specified in the BUMP genesis block and cannot be changed in the future.

Max Supply: 1.000.000.000 BUMP

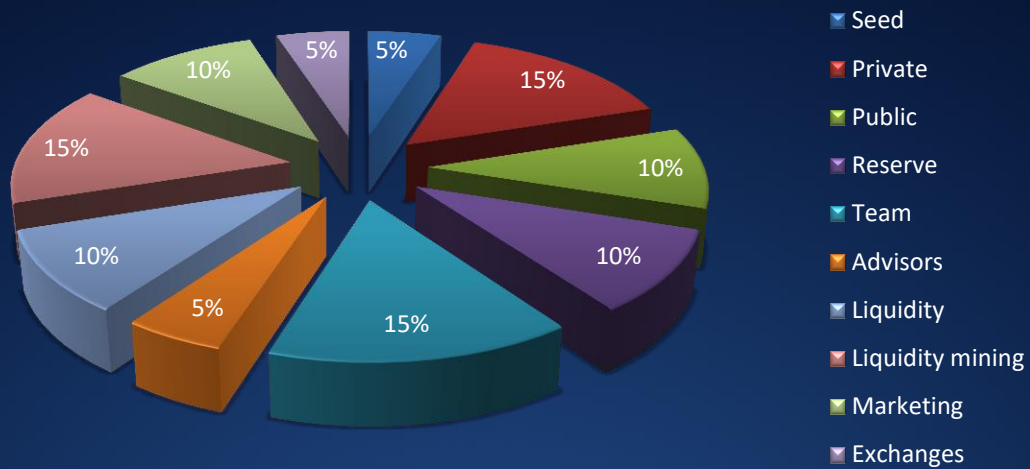**Hard Cap:** 300.000.000 BUMP

Initial Circulating Supply: 247.500.000

Initial Market Cap *: $1.240.000,00

**Total Diluted Market Cap:** $16.000.000,00

* excludes CEX/DEX liquidity

Documented token distribution

Sales round details	Price	Total raise	Lock-up
Seed round	$0,0060	$300 000,00	20% TGE / 80% VESTING 12 MONTHS, EVERY BLOCK
Private round	$0,0080	$1 200 000,00	25% TGE / 75% VESTING 8 MONTHS, EVERY BLOCK
Public round	$0,0120	$1 200 000,00	30% TGE / 70% VESTING 6 MONTHS, EVERY BLOCK

Token release schedule
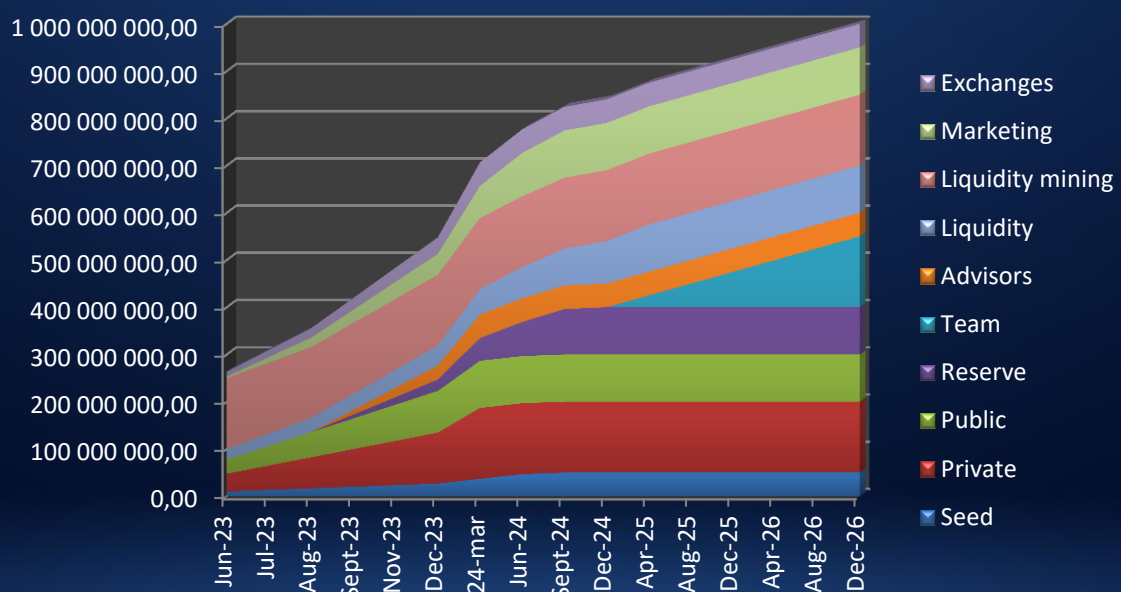
ROADMAP

Below you can see our detailed step-by-step development plan. With this roadmap, you are able to learn what the next steps in our development are.

Q1 2023

- Formation of the WeBump idea

- Development of the launch and longevity strategy for the project

- Formation of the team

- Marketing plan

- Creation of social media accounts

- Website launch

- Whitepaper publication

- Token collection platform

Q2 2023

- Seed sale round

- Completion and testing of token contract

- Security audit

- Execution of the first phase of the marketing plan

- Strategic partnerships

- Team expansion

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Q3 2023

- Community Building

- Ambassador Program Launch

- Cross-promotional Marketing

- Crowd Marketing

- Authors' & Publishers' Onboarding

- PR Outreach

- Influencer Engagement

Q4 2023

- Private Sale Round

- Marketplace Launch

- Web-platform Launch

- Web-platform Beta

- Mobile App Launch

- ERC20 Book Releases

Q1 – Q2 2024

- Public Sale Round

- DEX Listing

- Audiobook Integration

- Integration with cryptocurrency exchanges

- Development Voting platform

- TBA

TEAM

Krzysztof Sitarz (CEO) - The founder of WeBump. He has over 2 years of experience in project management and team leadership. Krzysztof has also experience in business and partnership strategies. Investor with over 10 years experienced, active in cryptocurrency since 2018.

David Tilšer (CTO) – He has over 6 years of experience in software development and over 2 years of experience in leading the blockchain development.

Yuliia Yuffa (Marketing Executive) - Yuliia has over 5 years of experience in the Web3 space, and she's passionate about helping WeBump to build and grow our community. She is a part of the UDC team, our good partner.

Gen£$h (CM) – Positive and young cryptocurrency enthusiast. He has excellent interpersonal skills, cares about the quality of contact with users on our social media.

Kamil Predecki (Strategic Partner) – He is cryptocurrency enthusiast and content creator. Founder of "Encyklopedia Kryptowalut" on YT channel. Kamil is Visionary, Investor and Advisor. In Poland is one of the most reputable Tokenomics expert with a global network of contacts in the blockchain industry.

Tomasz Kowalczyk (Advisor) – Tomasz is one of the most reputable blockchain experts in Poland. He is well known from his YT channel CryptoDev where he educates people about technical aspects of Blockchain technology. With Tomasz onboard we have guarantee that our platform will be designed on the highest possible level.

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