



WORLD WI-FI

The background features a world map with a network of blue lines connecting various points, symbolizing global connectivity. A prominent cluster of green nodes and lines is centered over Africa and the Middle East, indicating a high density of Wi-Fi access points in those regions.



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MISSION

The Internet is important for a huge variety of reasons, and it affects and facilitates nearly every aspect of modern life. A view in society has evolved that Internet access is one of the civil rights of a person. The United Nations Human Rights Council adopted a resolution that condemns any state blocking or restricting access to the Internet for its citizens. At the same time, a greater part of the world population of over 7,6 billion people still have no access to the Internet. In most cases, those who have it must pay for it.

The monthly cost of residential internet with a connection speed of 10 Mb/s in different countries varies from \$3.40 to \$197.70. An average monthly subscription fee in the world is about \$30. If the Internet is considered to meet a basic human need, everyone should have an opportunity for Internet access whether it is paid or for free. According to the United Nations in 2016, there are over 800 million people below the poverty line (under \$1.90 per capita a day). This is over 10% of the world population. The wealthiest and the middle class account for 24%. For 76% of the world population the monthly cost of the Internet is a substantial amount. And it goes without saying that almost everyone would welcome some additional sources of revenue.



WORLD WI-FI

The World Wi-Fi project is a global decentralized free Wi-Fi network based on private routers which are typically residential routers. Every router owner may share their excess Wi-Fi capacity, allow guests to connect and share the capacity and in the process earn cryptocurrency for this shared capacity. In the end, everybody wins: while guest users get free Internet access, those who own routers generate income, and advertisers reach their target audience. World Wi-Fi is a global project built by the community.

There are three key links in the chain:

GUEST USER

connects to an open and secure Wi-Fi access point and to the Internet and views ads in exchange for free Wi-Fi.

ROUTER OWNER

provides secure access to the Internet through the Wi-Fi guest access point and receives a payment from the Advertiser.

ADVERTISER

delivers ads reaching their target audience through the owners router for which the advertiser makes a payment to the Router owner.

WIN-WIN



WI-FI NETWORK OWNERS

EARNING ACCORDING
TO THEIR CONTRIBUTION
TO THE DEVELOPMENT



USERS

ENJOYING FREE
INTERNET IN MOST
LOCATIONS
IN THE WORLD



ADVERTISERS

HAVING THE
MOST ACCURATE
TARGETING
TOOL TO USE



Our platform incorporates Big Data technology used to collect and analyze non-personal data and user activity, which allows advertisers to target their ads to those who are more likely interested in them.

Blockchain technology can make transactions between the participants of the process fast and inexpensive and it ensures that the parties have mutual guarantees by utilizing smart contracts. Blockchain also gives advertisers absolutely reliable and transparent information on the advertising campaign conducted.

► **Airbnb has not built a single hotel, but offers a global hotel experience where everyone who offers a room feels like a hotel owner.**

► **Uber has not bought a single car, yet has established a global taxi fleet, where the drivers use their personal cars as an opportunity to earn through “sharing”.**

► **Likewise, World Wi-Fi is not going to build actual hotspots, but offer router owners an opportunity to act as service providers and earn additional revenue by sharing Internet access capacity.**

World Wi-Fi is based on successful existing business in Wi-Fi access points and Wi-Fi advertising networks with a vision to “go global”. “Radius Wi-Fi” and “Adrenta” operate in 80 cities with the total staff of more than 100 employees. World Wi-Fi has analyzed the existing business models and understand that blockchain is a perfect technology to create a global decentralized wi-fi network and to make this network free for guest users by advertising. In a sense, this is the same model with television now with the only difference being that we will only need to show a short and non-intrusive advertisement when connecting a Guest User to the network. In short, the advertiser gets more targeted and less expensive advertising, the router owner receives some payment for hosting a “free” Wi-Fi access point for guests and the guest receives access to the Internet in exchange for viewing an ad, which is targeted to their interests. A demo version of World Wi-Fi has been launched and is available for evaluation.

The principal market for World Wi-Fi is the online advertising market for the users of residential broadband Internet access through Wi-Fi. Today, it is a vast niche market with few competitors. Our ongoing projects Adrenta and Radius Wi-Fi focus on Wi-Fi advertising in public places (airports, cafes, restaurants, shopping malls). We intend to include them into the World Wi-Fi platform and develop the market of free Internet in public places worldwide on this platform.

01 BACKGROUND

What are the current issues and challenges faced by ordinary users and advertisers today and how to address them using the World Wi-Fi platform.

Challenges faced by Internet users

01 The first challenge is the difficulty to connect to an open Wi-Fi network in many places in the world. With no mobile Internet, the user often sees private locked Wi-Fi networks which are impossible to connect to. Even in places with fast mobile Internet such as LTE some challenges are common: LTE Internet has limitations on the maximum traffic, speed, and it is generally more expensive. For tourists and travelers with medium or lower than medium income it is rather expensive to use LTE Internet while roaming. In fact, these are the first group of people to search out Wi-Fi hot spots.

Solution: World Wi-Fi will enable the maximum area of residential housing worldwide using home routers, and also stimulate distribution of free Internet access in high traffic areas: cafes, bars, restaurants, playgrounds and sports grounds.



02 The second challenge is the cost for Internet access. For service providers, the provision of Internet access is a core business and they will want to maximize profitability.

Solution: The World Wi-Fi project will enable free Wi-Fi access worldwide. The Internet access will become free as the guest user will just need to view a small ad (10–15 seconds).

03 The third challenge is lack of financial resources. Most people worldwide would like to make some additional money, particularly if it only involves sharing an asset that they already have.

Solution: The World Wi-Fi platform provides for an accrual of tokens for ad views. We offer the opportunity to earn cryptocurrency by sharing Wi-Fi and displaying the ads on a router access point which the router owner already has. You can build your own referral network and feel like you are an actual managing director of a communications provider. The World Wi-Fi project has established simple and easy-to-understand conditions to earn some extra income. The amount of income will depend on the efforts of the participants and Wi-Fi owners and the efficiency of their actions only. You can either earn a small amount every month spending a minimum of efforts or earn much more money by connecting many people with free Wi-Fi Internet.

Challenges faced by advertisers

01

The first challenge is a lack of required information about the target audience for whom the ad is displayed. In many cases, the advertiser ends up on a goose chase showing the ad to many more than those who are most likely to be interested, which increases the budget of the advertising campaign and decreases its efficiency. In particular, this is the case when promoting discretionary products with a clear-cut targeted audience. State-of-the-art Internet resources, such as search engines or social media provide means for ad targeting in a specific way; however, targeting parameters are extremely limited, with the cost of such an ad normally high.

Solution: World Wi-Fi enables the advertiser to select the audience based on search history, gender, age, social media profile, location (with levels of sophistication for such details as exact street, house or apartment). It is important to note that unlike the ad in search or social networks, a Wi-Fi user will focus on the ad video or banner displayed before accessing the Web. The cost of such advertising is much lower than that of advertising in search engines or social media outlets.

02

The second challenge is complexity and incapability of tracking the efficiency of an advertising campaign. Advertisers are unable to obtain the data as to who, when, and how many times the ad was displayed specifically. This makes it more difficult to analyze the advertising campaign for more sophisticated results. Owners of advertising media often intentionally overstate the statistical view data in order to receive a higher payment, since they know that the advertiser has no means to check the validity of the information.

Solution: On the World Wi-Fi platform, every advertiser can monitor in their account the most comprehensive and 100% reliable statistics. The history of all ad views is recorded on the blockchain and may not be fabricated.

HOW WORLD WI-FI OPERATES

World Wi-Fi is a blockchain-based decentralized platform for users and advertisers. This chain has three key components:

When connected to the system (**see Table 1**), the router creates and makes available for guests one more network. It is isolated from the in-home network on the software level so those connected to the network will not have access to the computers on the main network of the router owner.

The Router Owner may set parameters, which are well suited to a public network (speed, maximum number of connections, number of ads to be viewed, and others).

When connecting to the guest network, guest users will see targeted ads, which have a higher chance to appeal to them.

GUEST USER

a person who connects to the open network access point and after viewing ads may use the Internet free of charge.



ROUTER OWNER

provides access to the open network and makes money by connecting Guest Users.



AN ADVERTISER

broadcasts ads to its target audience and pays to the Router Owner (see Table 2).
Уловите свое



The Router Owner's income depends on who the users of their guest network are and on how many ads they view.

The World Wi-Fi platform analyzes location, social media profiles, search history, and other parameters required for behavioral targeting. When there is an indication of a higher income guest on this network the more tokens are issued and effectively, the more the ad views will cost the advertisers.

World Wi-Fi develops the project with the support of the community so that everyone can make money in proportion to the growth of the World Wi-Fi network. The Referral Program (see Table 3) provides an opportunity for active users to earn more on setting-up the global network by engaging new router owners.

HOW IT WORKS

ROUTER OWNER

CONNECTING TO THE
SYSTEM ROUTER
CREATES A SECOND
NETWORK



ADVERTISER

PLACING ADVERTISING



USER

VIEWING
TARGETED
ADVERTISING



ROUTER OWNER

RECEIVING
TOKENS PER VIEWS



HOW WORLD WI-FI OPERATES

The interface of World Wi-Fi platform is as simple and user-friendly as possible. Router Owners can easily establish a guest network in just a few simple steps (Steps 1-3, Table 1).

An Invite is required for connection to the platform.

An Invite is a referral link connected to the user's wallet in the system. The referral program operates as follows: all wallets pay a commission on ad views to those who have linked up with them. In this way, router owners are interested in the scalability of the system.

Anyone may connect new participants via his own Invite and make a profit from ad views via their routers. This refers only to the initial invites allocation of the advertising budget where router owners never pay anything to each other.

Initial Invites goes to ICO participants and the project team for the network development (initial Invites). The difference between initial Invites and reference Invites is only that their owners do not pay commissions to anybody in respect to the ad shown (see table 3).

In order to connect to the system, an initial Invite is needed to be received in the ICO, or a reference Invite, which could be provided by other users.

Anyone may receive a reference Invite at the website of the platform World Wi-Fi.

Step-by-step Instructions for Router Owners



Table 1. Operating procedure for router owners

ACTION	COMMENTS
1 RECEIVE AN INVITE.	To connect to the system, you may use an initial Invite received in the ICO, or a reference Invite, provided by another user. Anyone may receive a reference Invite at the website of World Wi-Fi.
2 REGISTER IN THE SYSTEM AND INSTALL THE SOFTWARE ON THE ROUTER.	For the Installation Manual and the software, please visit the website. The installation procedure is very simple so that anyone can get things done very quickly.
3 CREATE AN OPEN NETWORK AND SHARE THE FREE INTERNET.	The Router Owner can establish an open Internet access network and share the free Internet to those nearby.
4 RECEIVE THE BONUS TOKENS.	When the Router Owner establishes new open network, a welcome bonus is accrued in the form of tokens. The bonus tokens can be withdrawn after the ad is viewed for a cost equal to the welcome bonus. This is required to obtain the primary targeting data necessary for advertisers.
5 TOKENS ARE ACCRUED TO THE ROUTER OWNER FOR EACH AD VIEW.	The amount of the view tokens accrued depends on the type of ad audience. The more financially reliable and targeted the audience in the network, the higher the advertiser's cost is and the more the advertisers are ready to pay for views. In this case more tokens will be accrued to the router owner. In cases when demand for the ad view is low, and there is a shortage of advertisers in the system who are ready to pay a certain amount for views on the router, the ad is broadcast based on conditions of connection payment. If this does not result in ad sales, all remaining views are sold based on RTB (Real Time Bidding), an online ad technology based on real-time ad auction, which makes it possible to conduct an ad view auction in a fraction of a second.
6 WHEN NEEDED, SET INDIVIDUAL CRITERIA FOR MODERATION OF THE ADVERTISING CONTENT.	Should the router owners choose to restrict the range of subjects of the advertisement to be shown on their guest network, they can set additional restrictions on the website. For instance, some of the network participants can chose to restrict any 18+ ads.
7 RECORD THE PROFIT IN THE FORM OF ACCUMULATED TOKENS BASED ON THE RESULTS OF THE OPERATION PERIOD.	There is an option that the accumulated tokens can be exchanged for another cryptocurrency or fiat money at the cryptocurrency exchange.

Table 2. Step by Step Instructions for Advertisers

As for advertisers, everything is quite simple and functional for them as well.



ACTION	COMMENTS
1 LOG IN.	
2 DECIDE ON THE ADVERTISEMENT SETTINGS IN YOUR ACCOUNT.	<p>Available formats: banner, ad video, and retargeting.</p> <p>The system automatically calculates the cost of your advertising campaign (in tokens). At each point (a router designation in the system) there is information on advertising campaigns that have taken place and on their conversion rates.</p> <p>Available target parameters: location, gender, age, place of residence, education, profession, interests, search queries in web search engines, etc.</p>
3 CONFIRM ON THE WEBSITE THAT YOU AGREE WITH CONDITIONS OF THE OFFER CONTRACT.	
4 BUY THE NECESSARY QUANTITY OF TOKENS ON THE EXCHANGE AND PAY FOR THE ADVERTISING CAMPAIGN.	World Wi-Fi shall charge a fee* to advertisers in the amount of 5% from the advertising budget. Those funds are used to maintain operation and development of the platforms.
5 SEND YOUR PROMOTIONAL MATERIALS TO MODERATION.	<p>On the World Wi-Fi platform, all promotional materials undergo mandatory review and revision according to common criteria developed in order to prevent broadcasting of any undesired content. There are also additional moderation criteria established by router owners.</p> <p>For instance, some of network participants can chose to exclude any 18+ ads. These criteria are available from World Wi-Fi.</p>
6 LAUNCH YOUR ADVERTISING CAMPAIGN.	
7 RECEIVE A DETAILED REPORT.	The report contains detailed and reliable statistical information on the advertising campaign as it commences and is completed.

* The operator of the platform World Wi-Fi will be World WI-FI PTE, Ltd., a company registered in Singapore. The funds received as fee from advertisers will be used to maintain operation and development of the platform.

Step-by-step instructions for those who want to earn more money with World Wi-Fi

Table 3. Business models for those who want to make money through development of the World Wi-Fi platform

Wi-Fi sharing (referral program)

ACTION	COMMENTS
1 RECEIVE AN INVITE.	
2 MAKE AN AGREEMENT WITH ANY OTHER WI-FI ROUTER OWNER, INSTALL THE SOFTWARE UNDER YOUR INVITE, AND CREATE A NEW GUEST NETWORK.	<p>In this case, the system will distribute tokens added in the open network (open network 1) as follows:</p> <ul style="list-style-type: none"> - 25% to the Invite Owner - 75% to the Router Owner (hereinafter - Router Owner 1) <p>This distribution pattern shall be applied to all Invites, regardless of where the Invite was received - at the website of World Wi-Fi or from another platform participant.</p> <p>Exclusions will apply only to Initial (root) Invites distributed during ICO campaign. They won't pay any commission.</p>
3 MOTIVATE ROUTER OWNER 1 THAT HAS CREATED AN OPEN GUEST NETWORK UNDER ITS OWN INVITE TO LOOK FOR OTHER ROUTER OWNERS AND TO CREATE ADDITIONAL OPEN GUEST NETWORKS.	<p>In this case, the system will distribute tokens added in a new open guest network (open network 2) as follows:</p> <ul style="list-style-type: none"> - 18.75% to Router Owner 1 - 6.25% to the Invite Owner - 75% to Router Owner 2 <p>The Invite Owner will receive 25% of 25% of tokens belonging to Router Owner 1. If Router Owner 2 makes an agreement with someone else, so that Router Owner 3 appears, the system will distribute tokens for advertisement in new network 3 as follows:</p> <ul style="list-style-type: none"> - 18.75% to Router Owner 2 - 4.69% to Router Owner 1 - 1.56% to the Invite Owner - 75% to Router Owner 3 <p>Invites received by ICO participants work in a similar way when new router owners are involved and should create no extra competitive advantage in the creation of a referral network. The owner of the Invite received at the ICO stage pays no fee from their income.</p>

Monthly subscription fee to Wi-Fi router owners for ad views in their in-home network

ACTION	COMMENTS
1 RECEIVE AN INVITE. MAKE AN ARRANGEMENT WITH ANY WI-FI ROUTER OWNER TO INSTALL THE WORLD WI-FI SOFTWARE UNDER YOUR INVITE	There is an individual manual and also individual software for each business model on the website. After software installation ads will be displayed to the router owner when connecting to the network, and tokens for views will be added to the Invite owner. Normally if it concerns a targeted audience, the proceeds from the sale of the tokens added for one month will be significantly higher than the Internet use cost.
2 AND PAY THE INTERNET COST (TRANSFER THE REQUIRED AMOUNT TO THE PERSONAL ACCOUNT OF A RESPECTIVE OPERATOR ON A MONTHLY BASIS). 3 EXCHANGE THE TOKENS GAINED FOR ONE MONTH FOR CORRESPONDING FIAT CURRENCY AND TRANSFER THE MONTHLY INTERNET PAYMENT TO YOUR OPERATOR'S PERSONAL ACCOUNT.	The tokens can be exchanged via a cryptocurrency exchange.

Installation of a router at high traffic areas the advertiser is interested in

1 RECEIVE AN INVITE. 2 INSTALL THE ROUTER IN SUCH A MANNER THAT THE CHOSEN LOCATION IS WITHIN THE ROUTER'S RANGE.	
3 LOG IN AND INSTALL THE SOFTWARE ON THE ROUTER.	For the Installation Manual and the software, please visit our website.
4 CREATE AN OPEN NETWORK AND SHARE THE FREE INTERNET ACCESS.	Examples of places suitable for this business model are playgrounds, sports areas, parks, garden squares.

CURRENT INTERNET-MARKET

Internet users in the world

According to the UN Report on Global Broadband Progress dated September 18, 2017, **the number of Internet users in the world is 3.58 billion people** (the total population of the planet is 7.6 billion). Most users are now in developing countries at around 2.5 billion, while developed countries have 1 billion.

Percentage wise, the highest Internet penetration remains in developed countries at 81% as compared to 40% in developing countries and 15% in less developed countries.

In Europe, 76% of the population has an opportunity to go online. The CIS countries rank second with 67.7%, and the countries of North and South Americas rank third with 65.9%. The lowest penetration is in Africa—only 21.8%.

During the period of **2000 to 2015**, the number of Internet users increased almost sevenfold—from **6.5% to 43 %** of the global population.

The percentage of households with Internet access increased from **18% in 2005 to 46% in 2015**. Over the last four years the highest growth rate of households with Internet access has been in Africa with an annual growth rate amounting to **27%**.



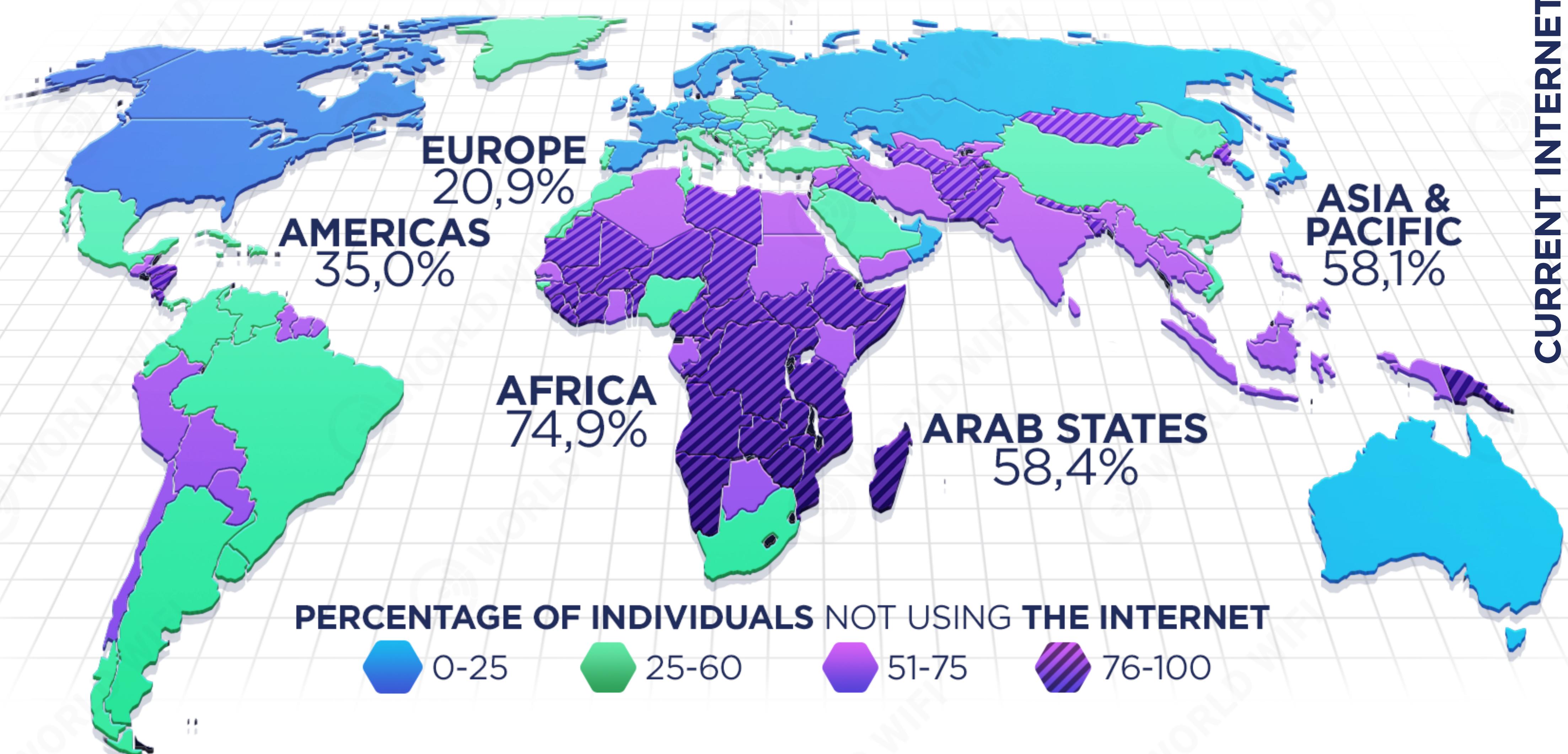
PERCENTAGE OF INDIVIDUALS USING INTERNET %, 2016

EUROPE	79,1	ARAB STATES	41,6
THE AMERICAS	65	ASIA & PACIFIC	41,9
CIS	66,6	AFRICA	25,1



PERCENTAGE OF HOUSEHOLDS USING INTERNET %, 2016

EUROPE	84	ARAB STATES	45,7
THE AMERICAS	64,4	ASIA & PACIFIC	46,4
CIS	67,8	AFRICA	14,5

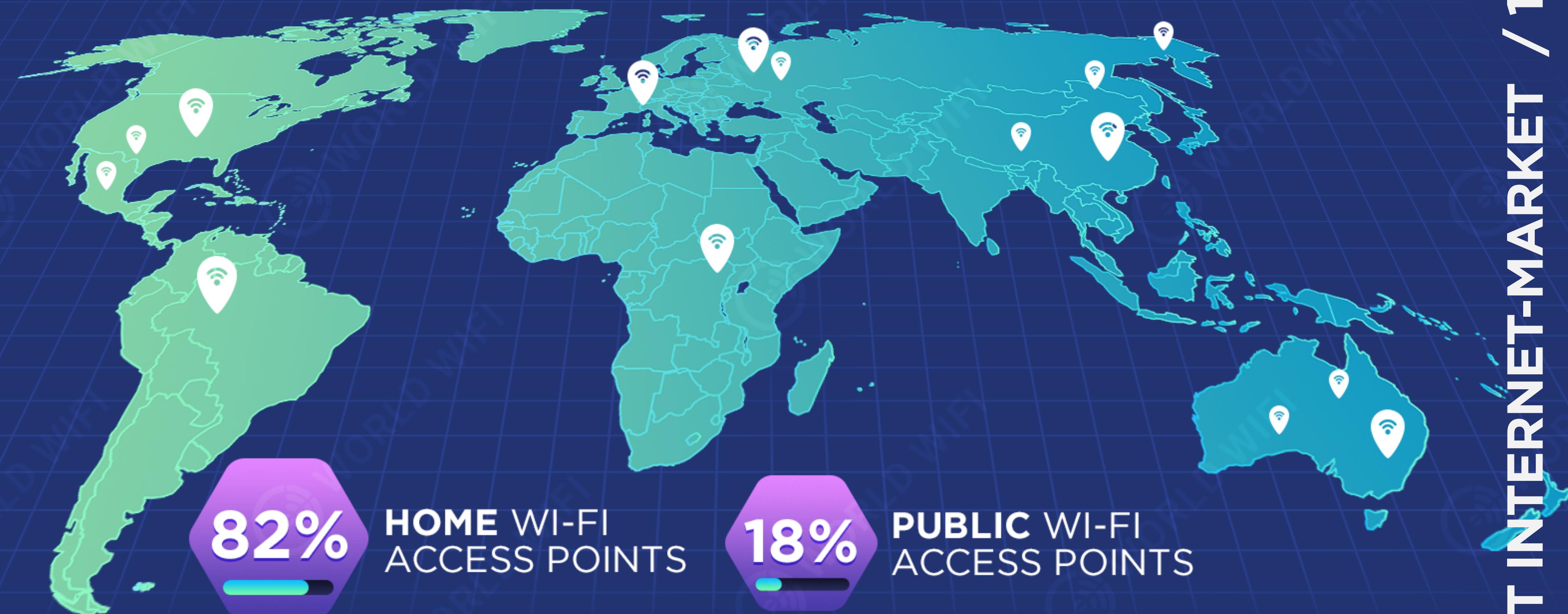


Development of Wi-Fi networks

At the same time, there is a rapid growth in Wi-Fi networks. Wi-Fi now virtually covers the whole world: according to ipass.com at the beginning of 2017 the number of Wi-Fi points across the world amounted to 177,418,979



FOR NOW, THERE ARE
262 262 359 WI-FI ACCESS POINTS
ACROSS THE GLOBE

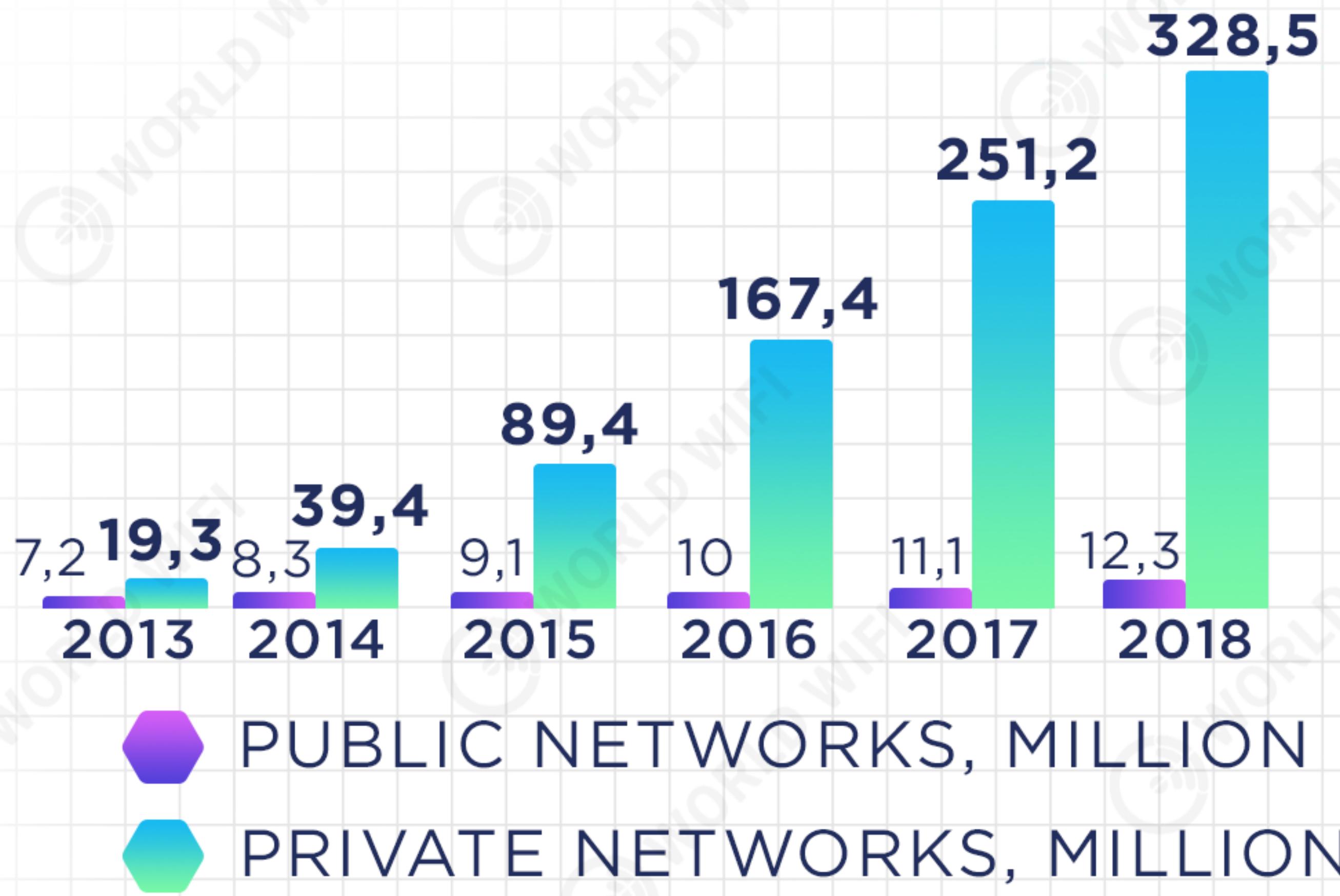


COMPARED TO 2016, IN THE CURRENT YEAR TO DATE, THE NUMBER OF WI-FI ACCESS POINTS HAS INCREASED BY 48%

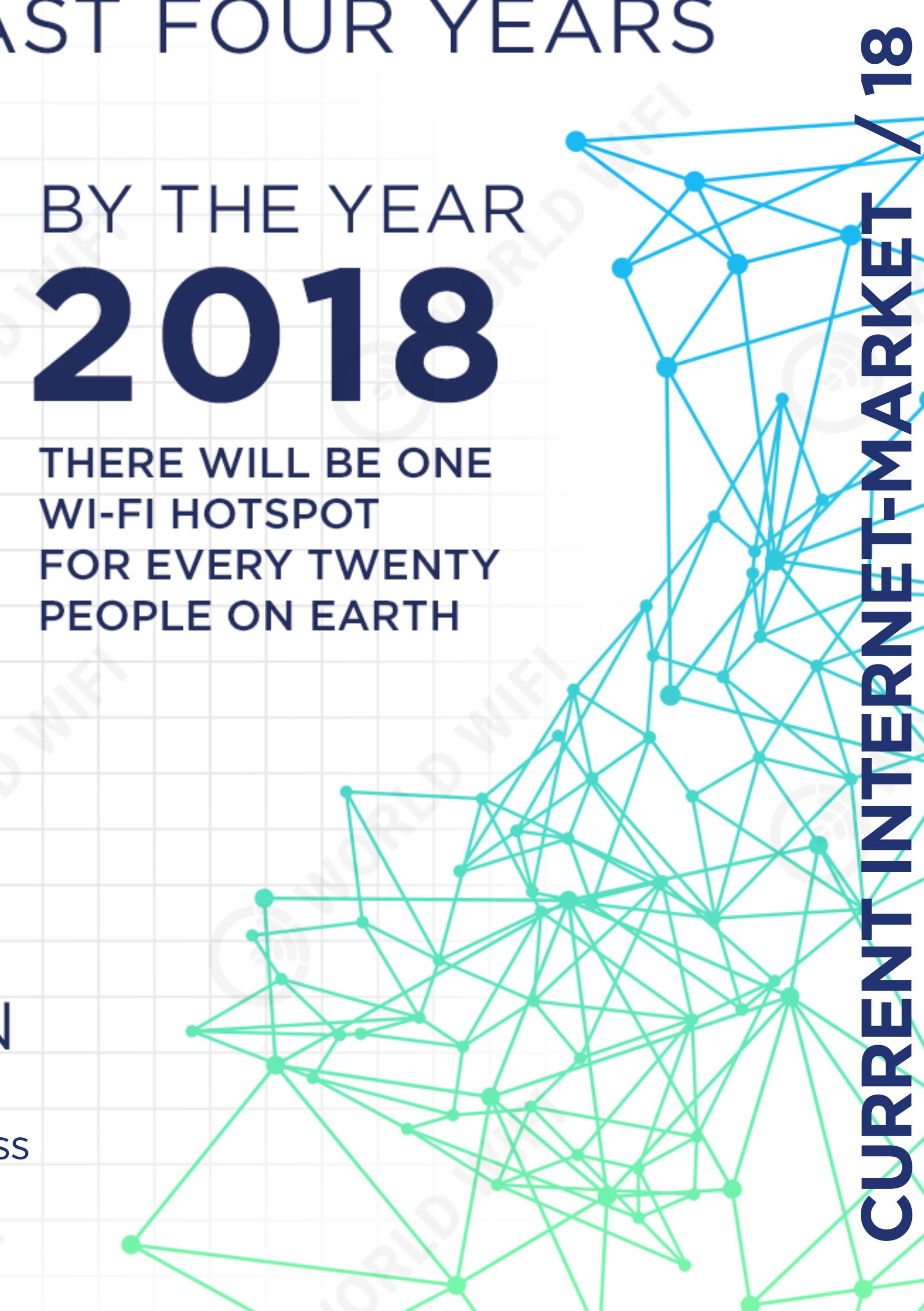


OVER THE LAST FOUR YEARS, THE NUMBER OF POINTS INCREASED NINE-FOLD

NINEFOLD INCREASE OF WI-FI HOTSPOTS IN THE LAST FOUR YEARS



According to interactive agency WebEnertia, there will be one access point shared by 20 people by the end of 2018 across the globe.



Advertisers

Internet advertising costs continue to increase as well. According to the forecasts by Zenithmedia, **the market will increase by 13% and reach the value of \$205 billion in 2017**. The share of Internet advertising **will increase from 34 to 36.9%** of the total volume of the advertising market.

It is important to point out the major part of advertising budgets are spent inappropriately. In general, about 44 cents per dollar in the advertising budget are paid to agents as opposed to directly distributing the ad campaign.

The market is regulated by large platforms, whose operations are not transparent: orders are being repurchased, traffic becomes inappropriate, frequently, bots are being used instead of real people statistics. For this reason, advertisers never know for sure what they have paid for: they cannot be sure whether the target audience has seen the advertisement or not, and what was the reason for a conversion.

The demand for Wi-Fi advertising is growing. There is a high accuracy and strong possibility that a real user will see it. The Wi-Fi advertising market has been occupied by local monopolists, based on geographical position and little else.



Restaurant and shopping mall networks broadcast advertisements when there is open Wi-Fi in their premises but often this is an expense item for the venue – a monthly fee for Internet access. Different telecom operators have different targeting and conversion methods. Rarely is there a Wi-Fi access point that does not cost the venue additional money rather than make money based on advertising or sales (click through). At present there is no unified Wi-Fi advertising market, and pricing is often chaotic. Most of the companies charge based per 1000 ad exposures.

The average cost of 1,000 video displays is \$30 including targeting.

New advertising network

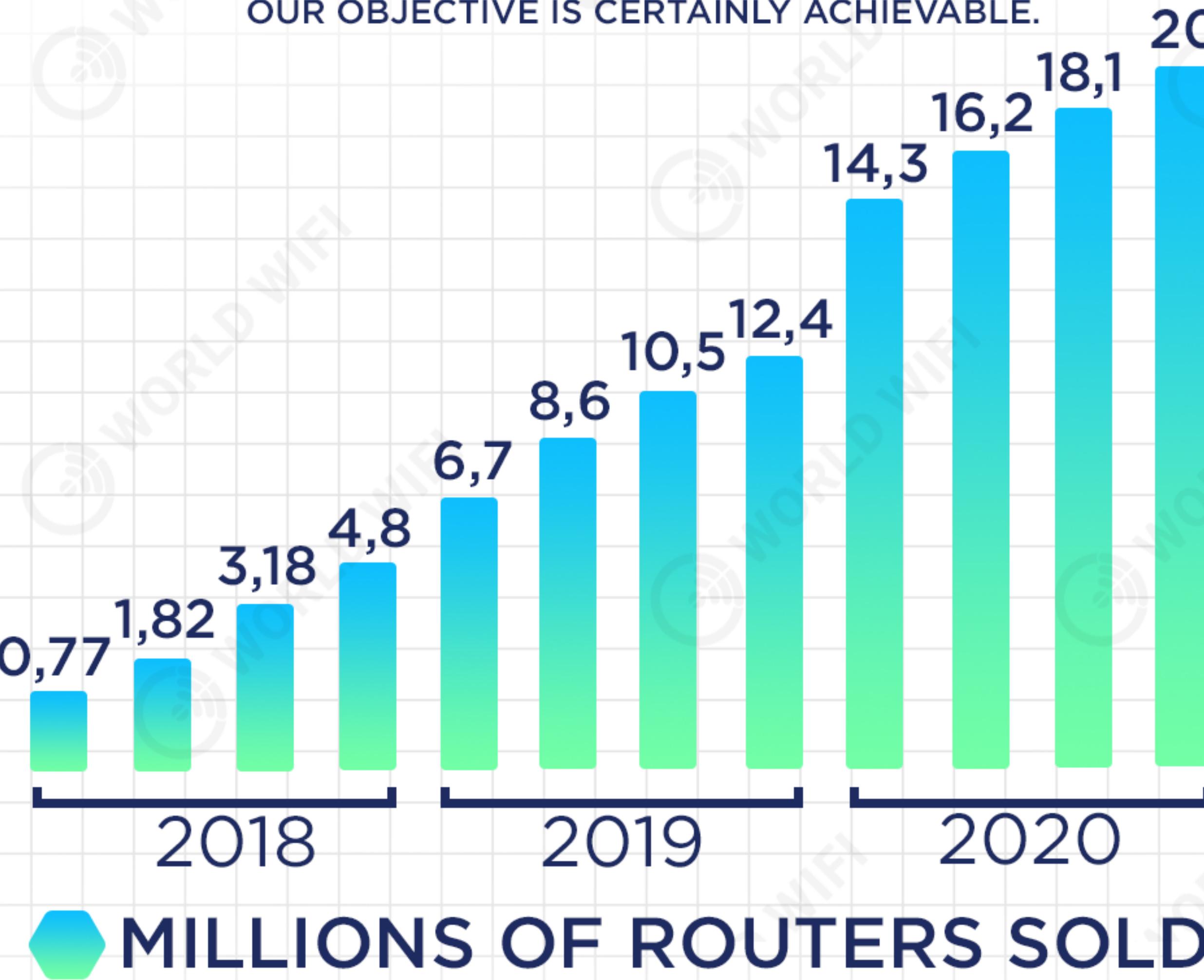
Modern advertising networks, e.g. AdSense, charge high fees. Advertising sales people need to share 30-50% of the revenue with the platform, and this in turn is spent on compensation of financial and bureaucratic costs of the advertising network.

Today, only a few companies and some popular bloggers and influencers whose platforms have a large amount of traffic may count on significant advertising income. World Wi-Fi provides access to a wide audience for the advertisers by means of connection to many small private routers and sites. The owners of Internet access points are able to earn money by means of broadcast of these advertisements. It is a natural market, data based, geo location based and need based. This is the way the advertising market inside the World Wi-Fi network is planned.

World Wi-Fi Economics

IN THE FIRST 3 YEARS WE EXPECT TO CONNECT AT LEAST
20,000,000 WI-FI ROUTERS
TO OUR PLATFORM

TAKING INTO ACCOUNT THE EXISTING GLOBAL DYNAMICS OF WI-FI NETWORKS DEVELOPMENT
AND THE CONSTANT INCREASE OF THE NUMBER OF RESIDENTIAL ROUTERS GLOBALLY,
OUR OBJECTIVE IS CERTAINLY ACHIEVABLE.



Taking into account the existing global dynamics of Wi-Fi networks development
and the constant increase of the number of routers globally, our objective is certainly achievable.

World Wi-Fi Business Model

World Wi-Fi charges advertisers a fee of 5% of the cost of the advertising shown in the network of connected routers. The fee applies when generating a budget before allocation of tokens to router owners.

Averaged calculation of number of views and advertisement cost for 1 router

Network modification	Averaged calculation parameters	Calculation of router income ¹	Comments
HOME NETWORK	3 people 4 connections per day 1 viewing of advertisement video when connecting to the network \$0.03 average cost of 1 view of advertisement video including targeting	Number of views per month (N), average number of days in a month $=365/12=30.4167$ $N = 3*4*30.4167 = 365$ Router income per month (S) $S= N*0.03=\$10.95$	The Router Owner of the router sharing connection can set from 1 to 3 ad views in individual settings and prolong the session of the Guest User after a certain length of time by presenting another advertisement. This increases the Router Owner income.
PUBLIC NETWORK	60 connections per day 1 viewing of advertisement video when connecting to the network \$0.03 average cost of 1 view of advertisement video including targeting	Number of views per month (N) $N = 60*30.4167 = 1,825$ Router income per month (S) $S= N*0.03= \$54.75$	

The World Wi-Fi project is cost-effective, it motivates the community in the creation of a scalable free global Internet network and it aims to **achieve a turnover in excess \$1 billion per year after 3 years of operation.**

¹ Router revenue from ad views is generated in tokens, to simplify calculation we use advertising costs in \$, based on average cost of targeted advertising in Wi-Fi networks.

² In calculations we use current average cost of targeted advertising in Wi-Fi networks. We plan for a considerable increase of advertising cost as the global market develops. At present Wi-Fi advertising is underestimated compared to other means due to the absence of a unified market as well as chaotic pricing.

³ Note



DEPLOYMENT OF WI-FI NETWORK ON A REGIONAL BASIS BY THE AMOUNTS INVESTED IN ICO, USD BILLION

3 500 000 \$

EASTERN AND
CENTRAL EUROPE

6 500 000 \$

EASTERN, CENTRAL, WESTERN
AND NORTHERN EUROPE

8 100 000 \$

EASTERN, CENTRAL,
WESTERN, SOUTHERN
AND NORTHERN EUROPE,
WESTERN ASIA

10 000 000 \$

EASTERN, CENTRAL, WESTERN,
SOUTHERN AND NORTHERN
EUROPE AND WESTERN AND
SOUTH-EAST ASIA

15 500 000 \$

EASTERN, CENTRAL, WESTERN,
SOUTHERN AND NORTHERN EUROPE
AND WESTERN,
EAST AND SOUTH-EAST ASIA

20 600 000 \$

EASTERN, CENTRAL, WESTERN,
SOUTHERN AND NORTHERN EUROPE
AND WESTERN, EAST AND SOUTH-EAST
ASIA AND NORTH AMERICA

25 000 000 \$

EASTERN, CENTRAL, WESTERN,
SOUTHERN AND NORTHERN EUROPE
AND WESTERN, EAST AND SOUTH-EAST
ASIA, AMERICAS AND AUSTRALIA

ICO SCHEME

During the ICO, ERC20 tokens will be sold.

1 WeToken = 10 advertising impressions in World Wi-Fi = \$0.1 - at ICO stage.

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Today, the mid-market price of 10 targeted advertising impressions in Wi-Fi networks amounts to \$0.30. Therefore, the original issue discount is included in the token price during the ICO.

To encourage router owners, advertisers and investors. We are offering bonuses on presale.

Pre-sale benefits:

1. Up to \$50,000 - 15% bonus.

*Only tokens for \$2,000,000 will be issued for this deal.

2. From \$50,000 - 25% bonus.

*Root referral links without commission to the peer.

*Investment volume will be calculated by following formula: Current stock value on exchange Bitfinex + 2%.

The ICO starts on 18 March 2018.

The number of tokens is finite:

Total 600,000,000 WT will be issued.

During pre-sale and ICO, 258,000,000 WT will be available for purchase.

Unsold tokens will be burned.

With the introduction of World Wi-Fi, a new global and effective advertising market will be formed for Wi-Fi.

The emission of WeToken is programmed by smart-contract and will be carried out.

¹ First referral links (initial Invites) will be distributed among the pre-sale and ICO participants who have invested at least USD 15,000 and the project team for the purposes of developing the platform. No fees shall apply to such Invites.

TOKEN FREEZE

- **7%** of all tokens are payable to the pool of Founders, the tokens shall be frozen for 1 year.

- **5%** of all tokens shall be reserved for motivation of the project team members, the tokens shall be paid following the implementation of the project.

- **40%** of all tokens shall be frozen for 1 year and further used for the project development.

Sale of tokens will allow launching the project in new countries and also ensure liquidity for the advertisers. A preliminary estimate shows that the sale of tokens will be distributed over years taking into account the following restrictions:

- **in the 2nd year**, no more than **10%** can be sold (**40%** of tokens frozen for the future development);
- **in the 3rd year**, no more than **20%** can be sold;
- **in the 4th year**, no more than **30%**;
- **in the 5th year**, the restrictions on the sale of tokens shall be removed.

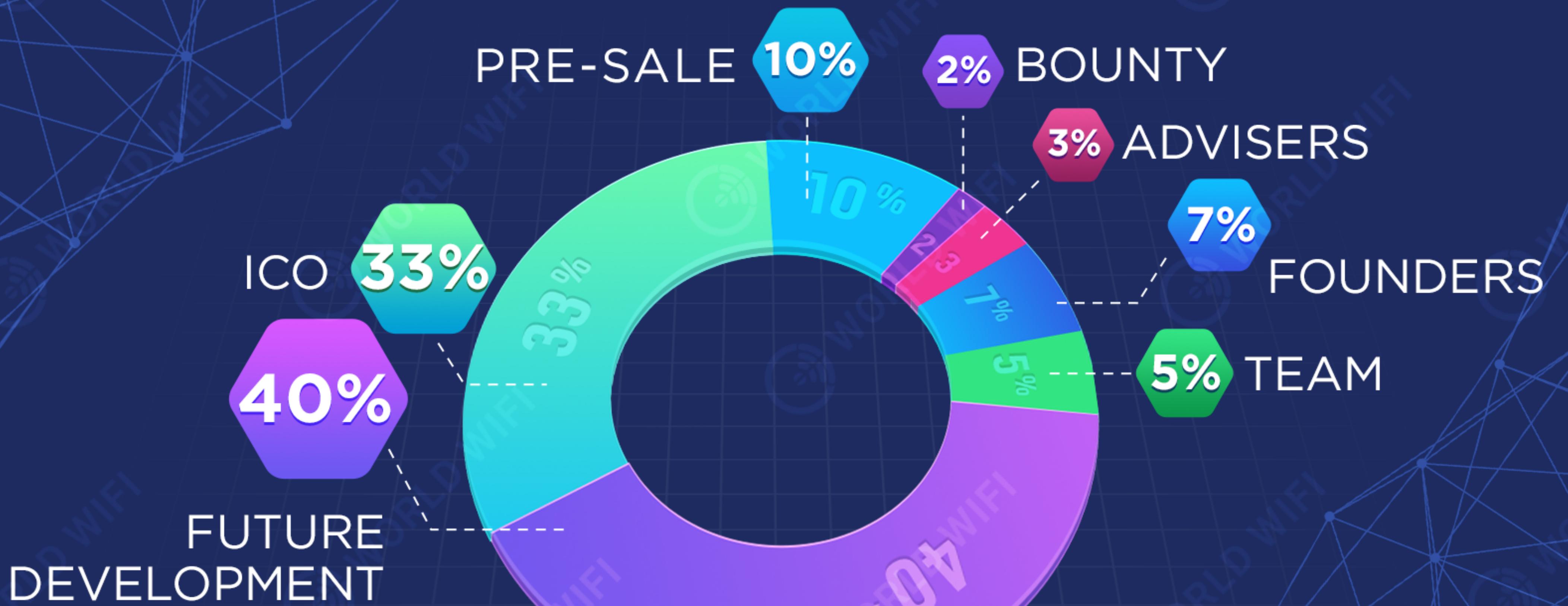
The tokens sale may be distributed for an extended period depending on the project needs.

The sale volume and terms will depend on the market situation and objectives of the company.

TOKEN PRICE

The token pricing will depend on the World Wi-Fi penetration rate in the advertising market. The higher the penetration of the advertising market is, the higher the token price is. This is due to the fact that the token sale market is growing continuously, and the number of tokens remains fixed. Given the development of the World Wi-Fi project, the advertisers will buy more and more tokens on the market to be able to launch advertising campaigns.

ICO SCHEME



MILESTONES AND LEGAL CONDITIONS FOR RAISING FUNDS

Stage I. Pre-sale of tokens (Pre - sale)

On a pre-sale stage we will issue the Investment instrument SAFT (Simple agreement for the Future Token). Mentioned agreement we will be effective until platform launch and Wetokens allocation. Upon Wi-Fi Network launch, SAFT will be ceased and desist, and convert in We token. At its core the SAFT will represent itself forward contract with crowdfunding component. SAFT will protect investor rights, until Wi-Fi network launch. After Wi-Fi network launch the Wetokens will be allocated in proportion of invested funds. In accordance with pre-sale conditions SAFT investors could obtain We Tokens with 15 or 25 percent bonus.

The investment schedule includes four simple stages:

Step 1: The platform operator (World Wi-Fi PTE, Ltd) shall issue a public offer in SAFT and an offer in SAFT memorandum at <http://worldwifi.io/>.

Step 2: World Wi-Fi PTE, Ltd shall enter into SAFT with accredited investors subject to the US Securities Law, Regulation S, and Regulation D (for US investors), and with all qualified investors satisfying the criteria of Directive 2003/71/EC. Technically, this stage is crowdfunding, a practice of funding various projects.

Step 3: World Wi-Fi PTE, Ltd shall invest the funds accrued to finalize the platform.

Step 4: World Wi-Fi PTE, Ltd shall launch the platform World Wi-Fi, and shall distribute WT among the investors of the SAFT pro rata to the invested amount under SAFT.

Step 5: WT will be pulled to the cryptocurrency exchange and the investors will be able to convert them into fiat currencies or other cryptocurrencies.

Stage 2. ICO

In the ICO, the investors shall credit funds in cryptocurrencies to crypto-wallets, and upon completion of the ICO, WT will be distributed to them (for those invested to Ethereum, the distribution will be made via a smart contract). World Wi-Fi PTE, Ltd shall invest the funds collected in the ICO for the purposes of finalizing the platform and project development.

Emission and sale of tokens

WT shall be provided to holders of SAFT and converted pro rata to the bonus granted to investors. WT shall be provided to ICO participants and converted pro rata to their contributions in the corresponding cryptocurrencies.

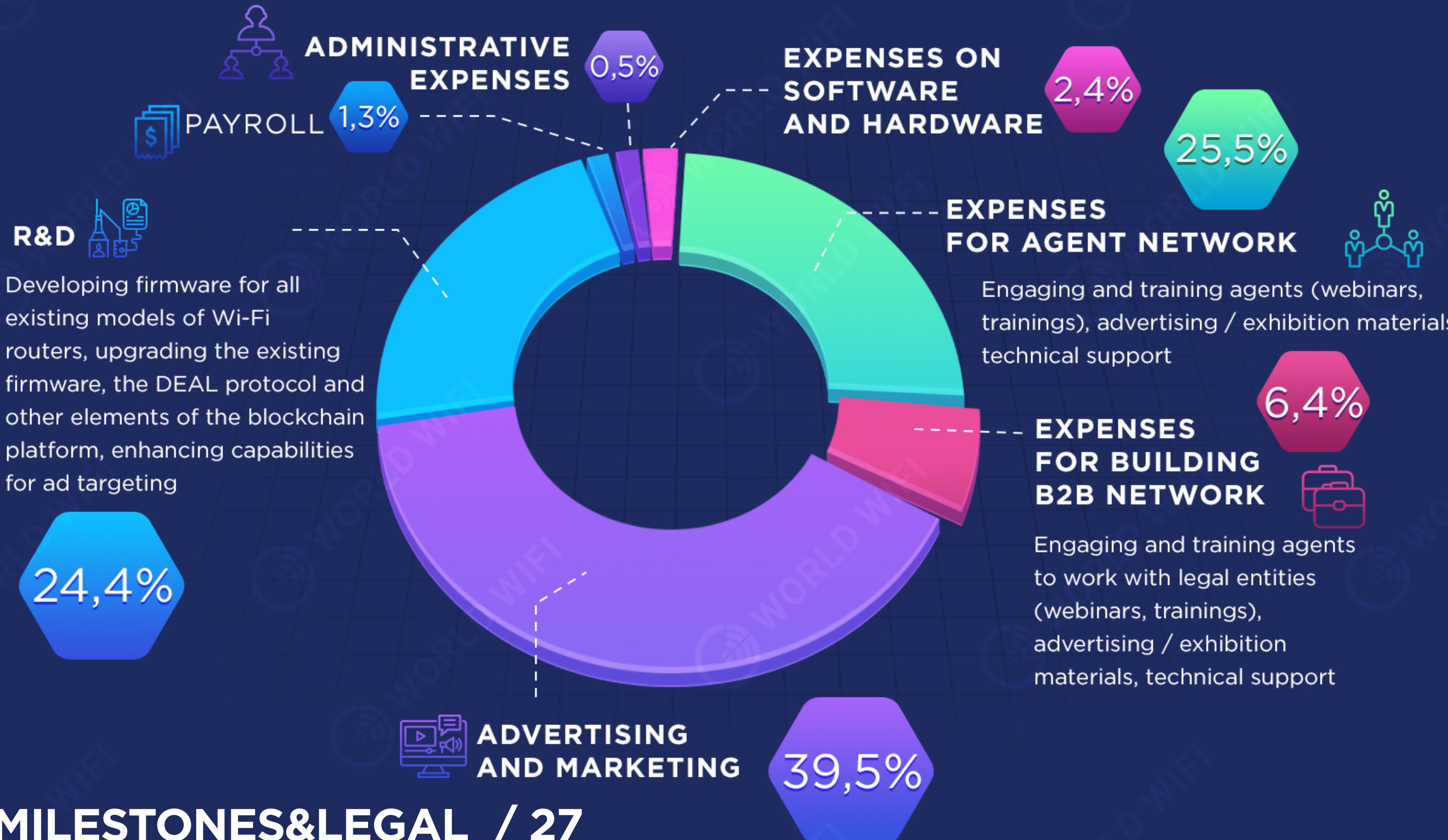
The investor is entitled to resell his tokens at crypto exchanges, or use it in the platform World Wi-Fi to purchase ads.

WT tokens

WeToken (WT) is an in-house currency of the platform World Wi-Fi. All transactions within the platform will be made only in WeToken. World Wi-Fi PTE, Ltd will act as the issuer of the tokens.

WeToken (WT) shall not be a security since the cost of a WT will fully depend on the actions of the platform participants. The platform operator has an indirect role in the platform. More details on the legal status of token sale and their tax and legal status are available in the Placement Memorandum.

WORLD WI-FI EXPENSES



06 BLOCKCHAIN



Architectural interaction and blockchain component

The system features a decentralized network of advertisers, wireless router owners and network Guest Users. To address the issue of possible data fabrication and for tracking ad views, as well as to ensure obligations have been met as to rewarding the Router Owners, the Graphene blockchain is used (or any other DPOS).

In a general manner, it is required to use privileged participants to ensure supervision over compliance with obligations between network participants. A Delegates Reward Program is available.

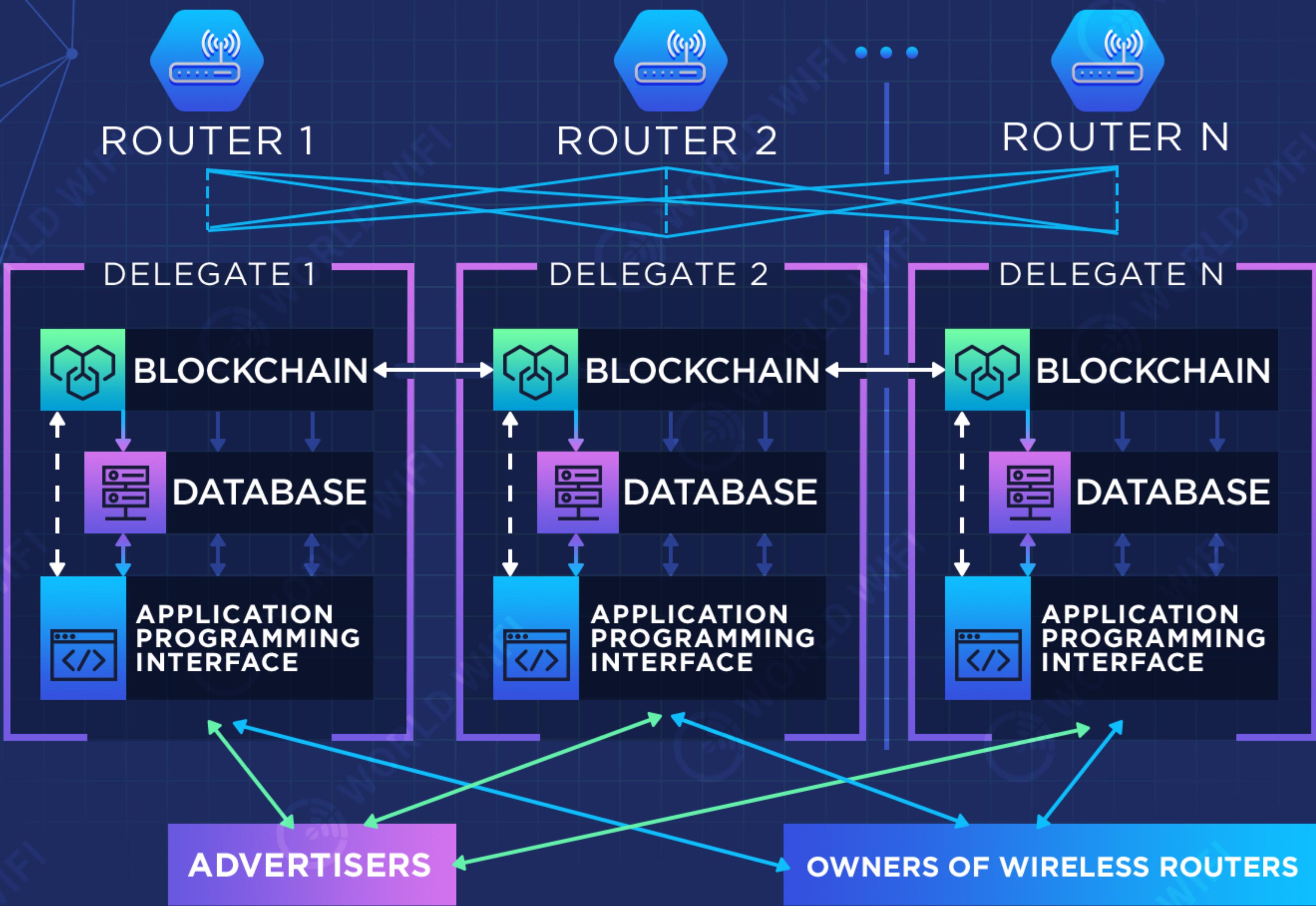
Delegate functions include storing a replicated database for network participants status with targeting information incorporating index data on the following:

router geocoordinates, number of users, age, interests, recent advertising campaigns (ROI, conversions), in fact, the database is a blockchain data package. Those are essential to make immediate choice for the advertising supplier and also to calculate the consumption statistics, both are the advertiser's major assets. It is imperative that access to those is immediate.

It is possible to use blockchains featuring advanced indexing capabilities. The above is essential for the delegates especially in terms of the software they deal with.

Router interaction protocol and p2p Discovery for the delegates are fixed and work regardless of the technical solution for the database storage system and blockchain type.

PLATFORM STRUCTURE



Application layer interface activities include:

- 1. Setting up the advertising campaign with the advertiser's design tool**
- 2. Evaluating the cost of advertising campaigns for each router**
- 3. Allocating the advertising budget among the advertiser's selection of routers**

To ensure the delegate's access, for monitoring purposes, an additional abstraction layer may be applied. In this case, both advertisers and wireless router owners are able to access their account using a statistically fixed domain name (which may be used for the IP of the delegate closest to the client).

All information is stored in the blockchain and is updated from time to time. The data contained is impossible to lose or fabricate.

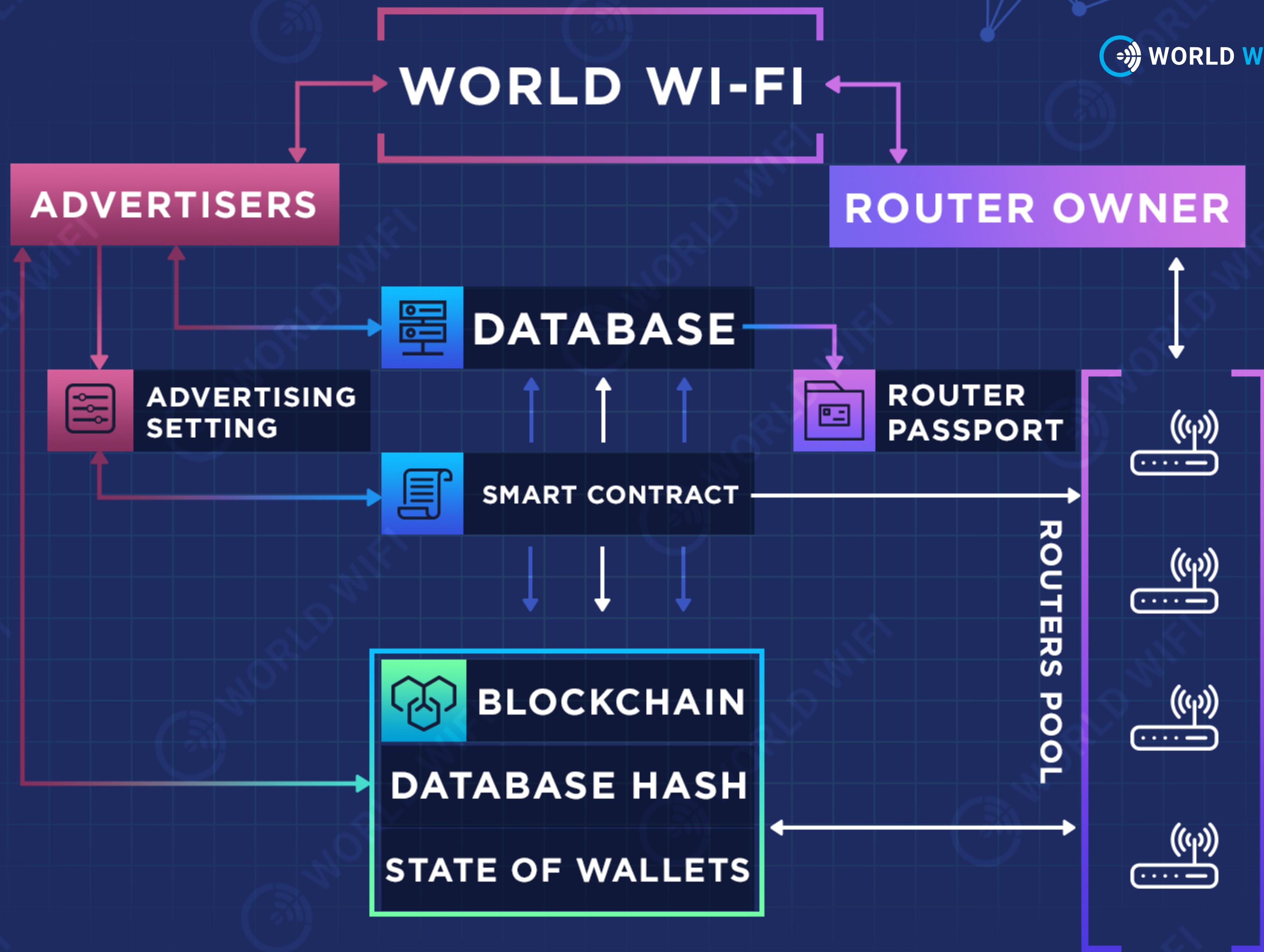
Blockchain has become a pivotal link for the entire system.

Each transaction is made with a contract (deal).

In fact, the Deal works like an advertising agency. It is essential for both parties to be sure that advertising budget will reach the target with the agreed number of views delivered as planned.

THE DEAL

- ▶ Incorporates data generated from the advertiser's tasks stored on the World Wi-Fi servers.
- ▶ Forms the advertising campaign with the advertising preferences being identified first.
- ▶ Determines the cost of advertising campaigns for each router.
- ▶ Sets up how the advertising money will be distributed among all routers selected by the advertisers.
- ▶ When the report on the completed advertising campaign feeds into the data base, the Deal shall incorporate the advertiser's report and router's report and make a new entry for the particular router in the data base indicating that the router data have been updated on X day of the year X. The advertiser can monitor and assess the updated data.
- ▶ Data base hash is recorded in blockchain.



One entry in the blockchain contains information on one transaction. The number of transactions equals the number of advertising campaigns.

The distributed data base contains information on targeting (geo, router coordinates, number of users, age, interests, etc.) in relation to the previous advertising campaigns and their conversion, which is systematized so that these materials can be easily found and processed. The Data base updates automatically and is complemented by information from any new advertising campaigns completed.

Data base hash is linked to each router and assure the advertiser of getting updates and reliable information on the conversion of the completed advertising campaigns. The advertisers may see all this using the graphical interface where the settings and parameters of their advertising campaigns can be selected.



Scalability

The operations are processed in project data centers – it is a distributed network to be available for our partners. The transaction will be confirmed via several NODES that allows for acceleration of the processing.

The system is designed to process dozens of transactions (= advertising campaigns) per second.

As the high-load input/output operations do not work directly with the blockchain component, the project has no problems with the scalability and DB blockchain speed.

DISCLAIMER

This document shall not constitute any security offering or pooled investment scheme and shall not imply any contractual relationship within any jurisdiction.

This information shall not be exhaustive. World Wi-Fi does not warrant or accept any legal liability arising out of any accuracy, reliability, relevance, omission or completeness of this document.

This document shall not oblige any party to enter into any contracts or undertake any legal obligations related to any sale or purchase of cryptocurrency.

Please note that no citizen or resident of the People's Republic of China, the USA, or Singapore may or shall purchase any WeToken cryptotokens.

World Wi-Fi White Paper is developed by the project team subject to any legal regulations and checked and approved by our legal advisers.

It is recommended that any ICO participants thoroughly read this document and take reasonable care upon investing their funds.

Before making a final decision, we recommend you to consult any legal, financial, tax, and business advisers.

Technical Features



World Wi-Fi has 5 features distinguishing it from any existing advertising networks.

1. Multilayer Structure

Each placed advertisement may have several parties receiving a fee.

- A fee is paid to the network itself
- A partner (Agent) that connected an Router Owner to the network may receive an additional fee.
- An Agent may also have their own Agent, which results in more parties receiving fees from advertising.

This feature encourages any Agents to connect more access points to the network.

2. Tokenization

Any transactions are committed by virtual currency "WeTokens". A token is a payment instrument within the system.

Any WeToken is issued as a part of the ICO (initial coin offering). They may be exchanged for any other existing world currency (fiat currency) or cryptocurrency by means of the market.

Payments and transactions are facilitated and cheapened by WeTokens.

3. Blockchain Support

Any information about tokens, transactions, and advertisements is stored in a generally accessible blockchain. It enables transparency and confidence among the network and its participants.

4. Smart Setting

The advertising network keeps targeted statistics of the advertisements of all connected access points. This allows the network to automatically select an access point (or group of access points) complying with all advertiser requirements.

The network also allows setting preferences in terms of any access points, enabling the minimum price of an accepted advertisement, and filter any advertisements that, according to the statistics, do not fit its audience (for instance, adults-only).

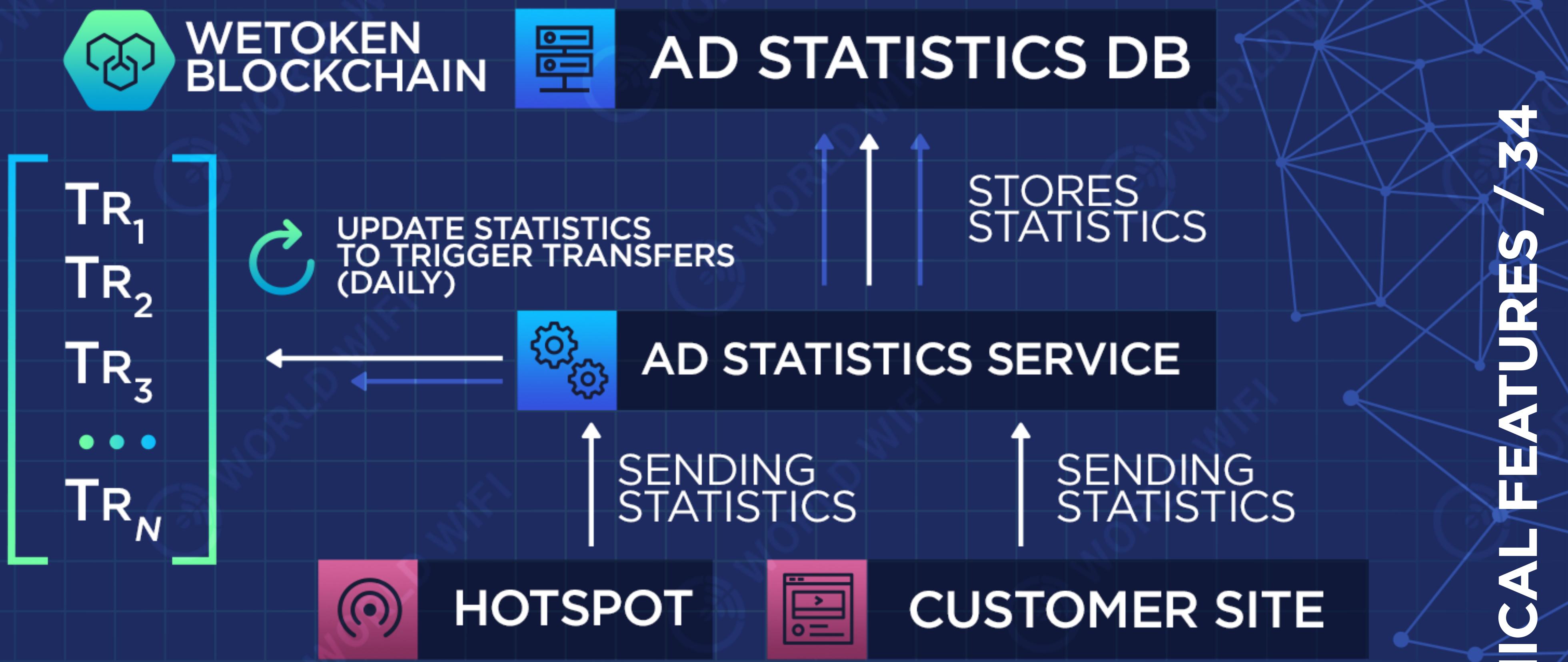
5. CPA/CPM Models

The advertising network allows two deal types: cost per mile (CPM) or cost per action (CPA).

Cost per mile means that a client pays for each view of an advertisement.

Cost per action means that a client only pays for a certain action, for instance, if the Guest User clicks on an advertisement or goes to a certain page on a advertisers website.

ARCHITECTURE OVERVIEW



Architecture Overview

Let us assume that an **Access Point** and an **Advertiser** have already entered into a **Deal** and have agreed what advertisement shall be shown (please refer to the Deal section for more detailed information about a Deal).

Access Point

An access point shows an agreed advertisement to the Guest User and sends – directly via a GA-like script or indirectly by requesting an URL address of any advertisement images stored on the advertising statistics – any statistical data to the advertising statistics service.

Customer Site (Login Page)

A customer site is the place where the main advertising is shown. A customer site (directly via a GA-like script) sends the statistics of customer interaction with the website to the advertising statistics service, tracking certain user actions on any websites (for example, product ordering or form filling-in), as listed in the Deal.

Advertising Statistics Service

The advertising statistics service is an online service having an API for:

- 1) storage of statistical data;
- 2) receipt of specific statistical data;

It also manages:

- requests to the Access Point database, to find any relevant search criteria, for instance, an audience;
- current conditions of the Deal;
- statistics;
- creation of new Deals.



Any access points may refer to the advertising statistics service to request information:

- a) about closing a Deal;
- b) about availability of a new Deal.

The advertising statistics service updates the blockchain by references to any actual data on any access points and a Deal.

Advertising Statistics Database

The advertising statistics database stores any data received by the advertising statistics service and updates the blockchain daily with any information referred to in a Deal.

The advertising statistics database collects any access point statistics weekly to classify an access point and assign it a preliminary index for any new Deals.

Blockchain

The blockchain is used for storage of any authorized information about any payments and accounts. All transactions are committed in token currency WeToken.

Each participant of the network: an access point, advertiser, network developer, and investor, has its own WeTokens record entry (account).

The blockchain stores all information needed:

- how many WeTokens a participant has got;
- about existing Deals: information about any purposes, statistics, and a reference to any extended data on a Deal in the advertising statistics database;
- about any Access Points: any references to their statistical data and accounts.

The blockchain is the only place within the whole network where WeTokens operations take place. A WeToken smart contract warrants that any payments are to be transferred as soon as a Deal is reached.

ARCHITECTURE OVERVIEW

Deal

A Deal is a virtual agreement between an advertiser and one or several Access Points. It plays the main role for the advertising network.

An advertiser places a new Deal (for instance, via Ad Statistics Service front-end). Then the service finds any relevant Access Points. The advertiser then confirms the operation, initiating a Deal in its own name with the WeToken blockchain.

Every time a new Deal is registered in the blockchain, WeTokens are transferred from the account of the advertiser to Escrow (a mediation cash desk) related to the Deal, and they are to be transferred to the Access Points upon completion of the advertising campaign.

A Deal has several properties:

- Unique ID.
- Escrow.
- Purposes (number of views, actions etc.).
- Access Point ID.
- Statistical data on each access point.
- Various advertising-related parameters: advertisement images, advertisement preferences (view time, view region etc.).

Each time when the Deal statistics meet the goals of the advertising campaign the Deal is to be marked as completed and Escrow is to be transferred to the Router Owners (proportionate to their contribution to the result).

A fee is charged on each transferred WeToken.

5% - transferred to the network (primary account),

25% - a fee transferred to a so-called "Agent" of the paid access point. The "Agent" may also have its own "Agents"

The "agent" may also have its own "agents".

Deals are stored both in the blockchain and the advertising statistics data base, because the blockchain is used as a reliable payment information source and the advertising statistics data base can store more recent statistics that are regularly flushed into the blockchain and store additional extended advertising data and parameters irrespective of payments.

The access points refer to the Advertising Statistics Service for new Deal and the relevant advertisements through the web-API.

WeToken

WeToken is a new cryptotoken. WeToken will be based on the Ethereum platform, because Ethereum allows easy and quick designing and testing of user scripts (Smart contracts) to implement WeToken and Deal logistics described above.

Each network participant has their own unique ID (address), login credentials and wallet to carry out transactions just as in Ethereum.

The majority will be released by the internal service account. Those that must be protected: e.g. transfer of funds when new Deal is created, are safe and can only be released by the bearer of funds.

Token data

Accounts

Type: correlation (address => round unsigned number)

Purpose - preserves the number of tokens for each user.

Deals

Type: correlation (Deal_ID => Deal)

Purpose: storage of transactions to which an access may be granted according to their Deal_ID IDs.

ARCHITECTURE OVERVIEW

Deal is a structure that includes the following fields:

- Deal_ID - a round unsigned number or a line to be determined;
- Escrow - a round unsigned number;
- Purposes (correlation (line => a round number without 32));
- HotspotCount - a round number without 32;
- HotspotStats (HotspotDealStats []);
- DealDBKey (a round unsigned number) - a link to a deals DB key relevant for this record - to obtain an extended information;
- DealDBHash (a round unsigned number) - a link to a hash value of the deals DB for the key to check that the DB is not damaged.

HotspotDealStats has the following structure:

- HotspotID (address);
- DealStats (correlation (line => a round number without 32));
- DealStatsDBKey (a round unsigned number) - a link to a deals DB key relevant for this record (to obtain an extended information);
- DealStatsDBHash (a round unsigned number) - a link to a hash value of the deals DB for the key to check that the DB is not damaged.

Note. Now purposes and statistics are identified as lines, e.g. "Impressions" or "Clicks" to make them extendable. The client code is responsible for provision of proper lines.

Access Points

Type: correlation (address => Access Point)

Purpose: storage of statistics and information on access points.

An Access Point has the following structure:

- HotspotDBKey (a round unsigned number) - a link to an access points DB key related to this record (that contains extended information on the access points);
- HotspotDBHash (a round unsigned number) - a link to a hash value of the access points DB for the key to check that the DB is not damaged;
- HotspotGroupIDs (a round number without []) - an access point may be a part of one or several groups;
- HotspotSuzerain (Suzerain) - see below.

System accounts

Type: address[]

System accounts that can update statistics.

Agents (Suzerains)

Type: correlation (address => address)

Intended Use: storage of agents for each user.

SuzerainsCommission – agent's fee.

Type: correlation (address => round number without 16)

Purpose: storage of fee value for each agent.

Main transactions

NewDeal()

It records a new Deal.

Parameters: uint escrowValue, address[] targetHotspots, mapping (string => uint32) objectives / integer number without escrow sign deal value, address [], mapping (string => integer number without 32 sign) objectives.

Refunded cost: Deal_ID – identifier of a new deal.

Comments: It records a new deal based on the array of target access points and targets.

ARCHITECTURE OVERVIEW

The escrowValue parameter is checked inside the sender's account, and after that the amount will be transferred to a new Escrow deal account.

The access-point array can be large, but its size:

- 1) is limited by Ethereum (approx. 27 thousand addresses);
- 2) the larger size the higher payment.

In order to solve this issue, alternative implementation with a HotSpotGroup ID as a parameter and with operation with pre-built HotSpot groups can be used.

The new Deal is saved to Deals.

UpdateDealStatistics ()

It updates the Deal statistics.

Parameters: Deal_ID [], HotspotDealStats [] new_stats

Return value: no

Comments: msg.sender shall be in the SystemAccount array. The updates process the statistics with new values. If the tasks are completed, EndDeal () is called.

EndDeal ()

It ends the Deal and transfers funds from the Escrow account to access points and Suzerain "agents."

Parameters: Deal_ID of the deal

Return value: no

Comments: It ends the deal.

Steps:

- 1) Distribute the Escrow amount of the account between access points in proportion to their participation in the task.
- 2) For each access point, find its agent on the agent map and transfer its commission to this agent (in percentage of the full value) as specified by the SuzerainsCommission value for this agent from the total value amount.

If the agent address is the key to the Agent map (so that it has its own agent), do the same for it,

and then repeat the same once again if the agent's agent has its own agent, and so on.

- 3) Transfer the remaining funds to access points.

UpdateDeals ()

It updates the Deal statistics.

Parameters: Deal [] of the deals

Return value: no

Comments: msg.sender shall be in the SystemAccount array. Escrow Account and purposes shall be either absent or correspond to the already existing in the blockchain.

Batch updates process the statistics with new values. If the tasks are completed, EndDeal () is called for it.

UpdateHotspot ()

Updates the data on access points.

Parameters: address hotspot_address, access point description hotspot_description

Return value: No

Comments: Access point statistics updating.

AddHotspot ()

It records a new access point in the blockchain.

Parameters: Access point hotspot_description, agent address.

Return value: No

Comments: It creates an access point, adds the agent sum to the Agents map (access point address is a key). Access point address is taken from msg.sender. It is necessary to check whether the Agent value is acting as a key for a Commission agents map SuzerainCommission (agent is added).

AddSuzerain ()

It adds/updates Agent.

Parameters: Agent address, address suzerain_of_suzerain, commission is a whole number without sign 16

Return value: No

Comments: It adds the Agent and commission to the Commission agents map SuzerainCommission. If value suzerain_of_suzerain is indicated, it adds it to suzerain_of_suzerain in the Agents map as a value, and agent - as a key.

msg.sender shall be in the SystemAccount array or in suzerain_of_suzerain.

TEAM

Co-Founder & CEO

Ilya Yashin

Entrepreneur, over 17 year in IT. Co-founder of Adrenta and of Radius Wi-Fi.



Co-Founder

Yan Sepiashvili

Entrepreneur, PhD in Medicine, over 10 year in IT, advertising and real estate projects. Managing partner and co-founder of the Adrenta and Radius Wi-Fi services.



Technical Information Security Officer

Larry Cameron

Chief Technology Officer with a proven track record in the information technology industry. Demonstrated skills in working with Data Centers, Systems Architecture, Management, Support and Cyber Security.



Technical Director

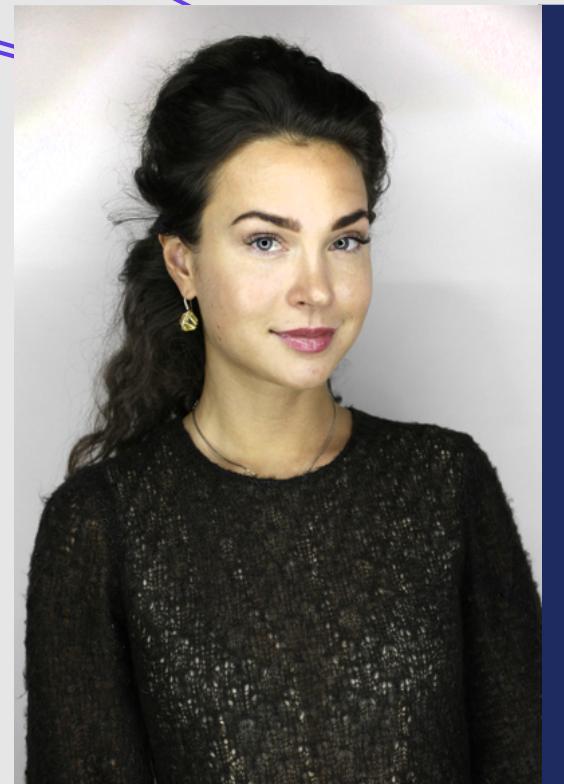
Yuri Polovinkin

Launch of Wi-Fi network in the Moscow Metro. Developed and launched his own hotspot solution. Participated in development and implementation of information systems in major companies.

Marketing & PR

Anastasia Prikazchikova

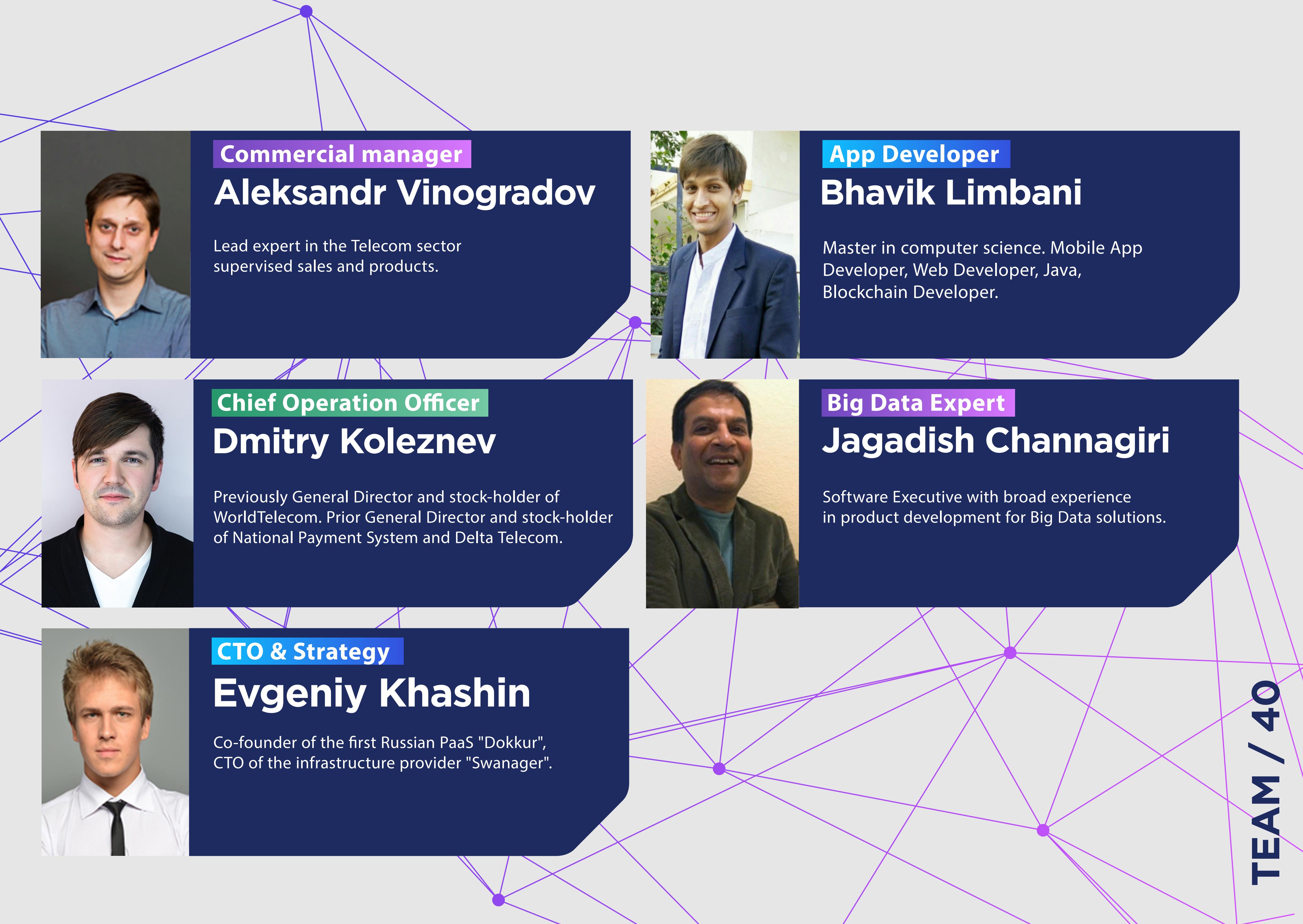
Has extensive experience in managing and developing marketing solutions for start up projects in Russia and abroad. The founder of the charitable foundation "Gift to the Angel".



Big Data strategy

Anand Gupta

Graduate of the Indian Institute of Technology. Extensive experience in Big Data solutions for Nokia and Mitel.



Commercial manager

Aleksandr Vinogradov

Lead expert in the Telecom sector
supervised sales and products.



App Developer

Bhavik Limbani

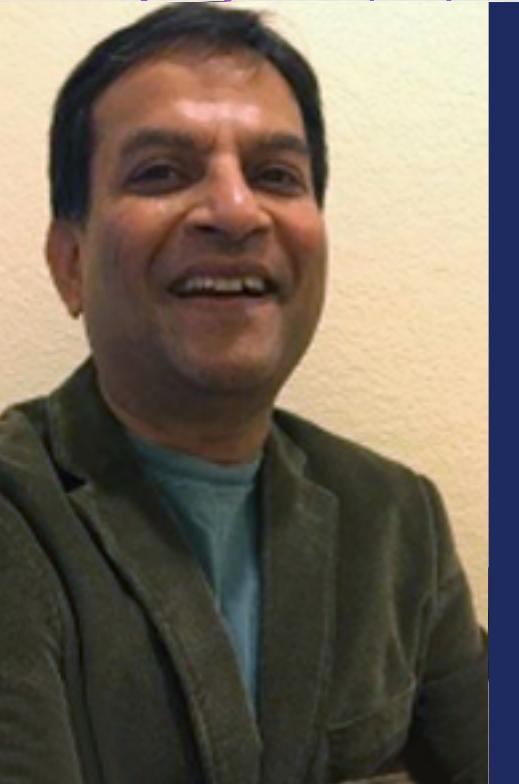
Master in computer science. Mobile App
Developer, Web Developer, Java,
Blockchain Developer.



Chief Operation Officer

Dmitry Koleznev

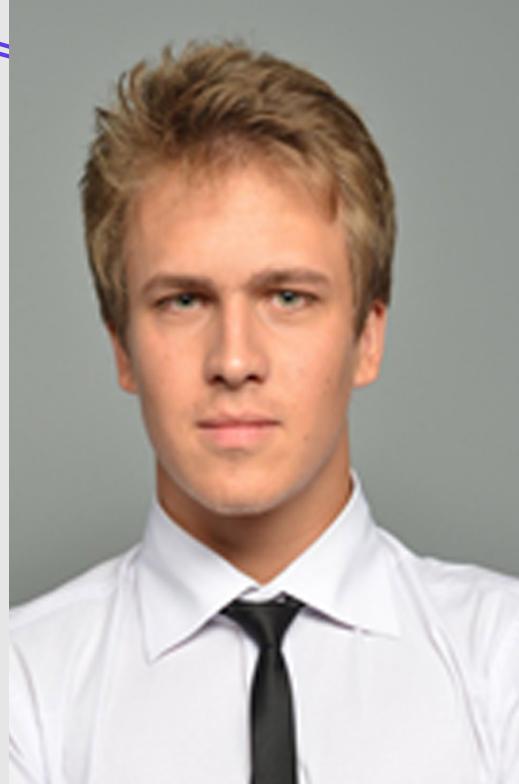
Previously General Director and stock-holder of
WorldTelecom. Prior General Director and stock-holder
of National Payment System and Delta Telecom.



Big Data Expert

Jagadish Channagiri

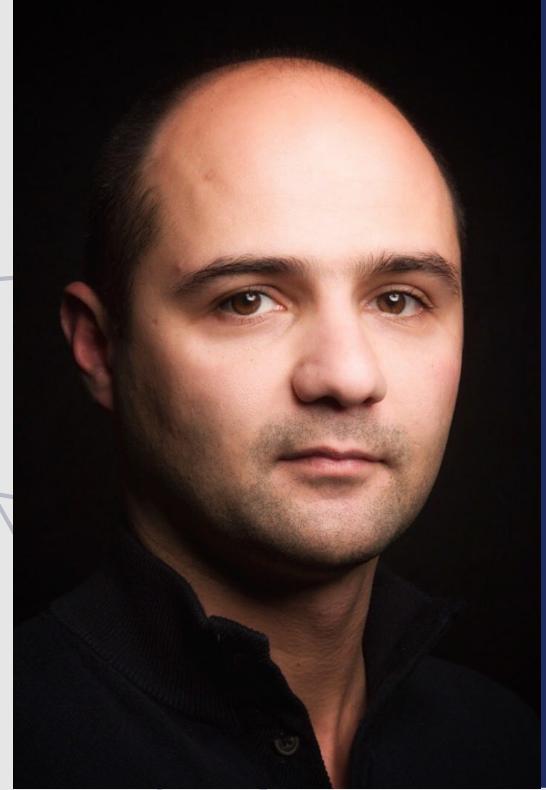
Software Executive with broad experience
in product development for Big Data solutions.



CTO & Strategy

Evgeniy Khashin

Co-founder of the first Russian PaaS "Dokkur",
CTO of the infrastructure provider "Swanager".



CBDO

Tim Kosykh

Tech enthusiast and cosmopolite. Founder of IT startups in Ireland. Managed multiple technological projects in Europe, Asia, and USA. Believes in technological singularity.



Project Manager

Mohamed Shoieb

Investing financial services and Portfolio management
Making partnerships and business development
Development of investment services (PAMM accounts) and C Trader CFDs on Forex Contract.

ADVISERS



Adviser

Fred Ledbetter

CCO of Virgin Connect. CMO of Golden Telecom. CEO of Imaginet/Czech Telecom – executive management in WiFi, Internet, wireless, broadband and mobile in large and medium firms and start ups.



Adviser

Dmitry Dain

Outstanding cryptographer. Member of the world's cryptographers' association. A developer of Wi-Fi and LTE technologies, owner and founder of "Virgil Security" (USA), a company specializing in cryptography and encryption.

BOTTOM LINE

Why is your support so important for us?

We have designed an ambitious plan:

- to provide free Wi-Fi around the world;
- to provide each router owner with a tool to earn additional income;
- to transform the advertising market in Wi-Fi networks and make it effective.

Our technology in combination with blockchain is one step ahead of the competition
and is designed for the growing market.

The project will be developed on the basis of the existing business.

We are ready for scaling.

The world is ready.

But the global network can be created only through joint efforts of the community.