

# WORLD WI-FI

ICO STARTS ON  
18 MARCH 2018

## FREE DECENTRALIZED WI-FI NETWORK

World Wi-Fi is a global project built through the collective efforts of the community.

The network will be based on privately owned routers (most of which are residential). Their owners may offer free internet access and earn cryptocurrency through Internet advertising.

In the end, everybody wins: the guest user no longer pays for access to the internet, the router owners generate revenue by sharing their resource, and advertisers reach their target audience.



### ADDITIONAL INFORMATION

Should you have any additional questions about World Wi-Fi, see our resources:

[WORLDWIFI.IO](http://WORLDWIFI.IO) [WHITE PAPER](#) [TELEGRAM](#)

BOARD AND ADVISORS



**ILYA YASHIN**

**CO-FOUNDER & CEO**

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



**YAN SEPIASHVILI**

**CO-FOUNDER**

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



**EVGENIY KHASHIN**

**CTO & STRATEGY**

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



**FRED LEDBETTER**

**ADVISER**

CCO of Virgin Connect. CMO of Golden Telecom. CEO of Imaginet/Czech Telecom» Extensive experience working in Wi-Fi, internet, wireless and mobile communication with large and medium firms and startups.



**DMITRY DAIN**

**ADVISER**

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.



**THIERRY DE GORTER**

**ADVISER**

Has a Princeton University degree in corporate finance. Fascination by modern fin tech, lead him to the deep commitment to the blockchain technology. Currently advising and developing decentralized infrastructure projects. Thierry is bitcoin enthusiast and philanthropist.

# HOW WORLD WI-FI OPERATES

## THERE ARE THREE KEY LINKS IN THE CHAIN:



### GUEST USER

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



### ROUTER OWNER

provides access to the Internet through a Wi-Fi access point and earns income based on ad views.



### ADVERTISER

delivers ads reaching their target audience and pays for these to the Router Owner.

When connected to the system, the router begins offering an additional network access point. It is isolated from the home network on the software level and those connected to the guest network will not have access to anything in the network of the router owner.

That second network becomes a public access point and the owner may set parameters well-suited to a public access point (speed, maximum number of connections, number of ads to be viewed, etc).

When connecting to the public access point, Guest Users will first view targeted ads more precisely oriented to them and which may have a stronger appeal to them.

The router owner's income depends on who the users of his guest network are and how many ads they have viewed.

The system analyzes location, social media profiles, search history, and other parameters required for targeting.

The more financially secure the Guest Users are who are on the guest network, the more tokens are issued resulting in a higher value and higher cost ad for the advertisers.

# THE PROBLEMS WORLD WI-FI AIMS TO SOLVE AND SOLUTIONS

## USER PROBLEMS

Users often deal with a lack of internet access. The mobile internet has limits on data traffic and speed particularly in developing countries. And generally international roaming charges are unreasonably high. With no mobile internet, users often see private and locked Wi-Fi networks which are impossible to connect to.

For many people in many countries, the monthly cost for home internet access is quite high and they do not use all of the bandwidth they are forced to pay for. And almost everyone would like to add to their income using an extra resource they already have .

## ADVERTISER PROBLEMS

There are multiple intermediaries in the advertising market. This increases advertising costs.

In most advertising spaces, targeting options are limited and not so sophisticated. A large share of an advertisers' budgets does not really end up driving the advertising it should.

In addition, the activities in these advertising spheres are not transparent. In fact, the advertiser can never know for sure what has been paid for and who exactly has viewed the ad.



## SOLUTIONS

World Wi-Fi offers users free internet access around the world.



World Wi-Fi creates simple and clear conditions to generate additional income for home WiFi router owners.



World Wi-Fi's referral program enables you to multiply your income by adding any number of routers through your own efforts and earning on advertising in the total network.

World Wi-Fi allows the advertiser to select their target audience based on search history, gender, age, social media profile, location (with specific details such as exact street, house or apartment).



World Wi-Fi enables greater efficiency of impressions as the cost of advertising is much lower than that of advertising in search engines or social media outlets.

In the World Wi-Fi platform, an advertiser's account provides the most accurate and 100% reliable statistics.



All history of ad views is recorded in a blockchain and may not be fabricated.

# ECONOMIC OBJECTIVES

World WiFi will grow in three years from project launch to **20 million Wi-Fi** routers connected globally to our system. This is equal to 5% of the number of private routers which will be in operation in 2021. Our annual turnover for the year **2021** will exceed **\$1 billion**.



## WHY ICO

We will do the ICO to raise funds for the development of World Wi-Fi throughout the world and for engaging the community to help develop the project.



All participants of Pre-sale and the ICO with investments over 50 000\$ will get exclusive Invites which give an added benefit of retaining the profit without commissions.



## WETOKEN

Transactions in World Wi-Fi will be conducted with **WeToken**. One WeToken will be equivalent to ten ad impressions.

In the ICO, ERC20 tokens will be sold.

In order to turn it into a full-fledged project, a proprietary Ethereum-based protocol is under development.

WeToken can be converted into any other world currency or cryptocurrency at cryptocurrency exchanges.



## BLOCKCHAIN

Blockchain technology can make transactions between the participants of the process fast and inexpensive and ensures that the parties have mutual guaranties thanks to smart contracts. Blockchain also gives advertisers absolutely reliable and transparent information on any advertising campaign being conducted.

## TEAM EXPERIENCE

We are launching this major project based on the existing business Wi-Fi hot spots and Wi-Fi advertising networks.

“Radius Wi-Fi” and “Adrenta” operate in **80** cities with the total staff of more than **100** employees.

**Our growth in Wi-Fi access points in 2017 was 784%.**

Our projects are focused on Wi-Fi advertising on public Internet access points. This experience is a great foundation and will help us develop the market of free internet access on public Wi-Fi around the world.

A demo of World Wi-Fi is available to see. The demo of World Wi-Fi is already in soft launch. The project did well on the tests at local hot spots.



# TOKEN SALE TERMS



Pre-sale 1 December, 2017 - 16 March, 2018 / ICO 18 March - 18 April, 2018 / HARD CAP: \$25 MILLION

PURCHASE METHODS: BTC ETH

At the stage of **ICO**:

**1 WT = 10 AD = up to \$0,10**

Token **bonus** on pre-sale stage.

Unsold Wetworks will be burned.

NUMBER OF TOKENS **258,000,000**  
FOR SALE  
(pre-SALE & ICO)



## ADDITIONAL INFORMATION

Should you have any additional questions about World Wi-Fi, see our resources:

[WORLDWIFI.IO](http://WORLDWIFI.IO)

[WHITE PAPER](#)

[TELEGRAM](#)