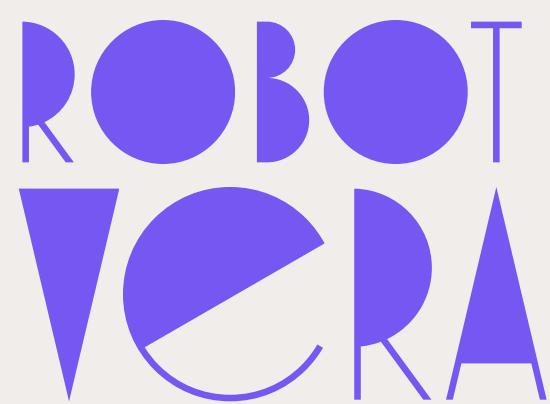


ROBOT  
VIVA



“Hello! My name  
is Vera and  
I'm a robot”.



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# Summary

## Problems

- Up to 75% of job candidates don't receive timely feedback.  
Up to 54% of employers said that with every year qualified candidates are more difficult to find.
- To hire a new professional employee it can take up to three working weeks of a recruiter's time. And when several employees need to be hired, the process takes even longer.
- The cost of hiring qualified candidates in a company increases by tens of percent with the involvement of recruitment agencies, and deadlines are usually hard to manage.
- An unfilled vacancy results in lost profits for the business, and sometimes in direct losses, this is especially critical for large and fast-growing companies.

## Solution

- A robot-recruiter can easily go through the whole chain — from preliminary research and the first selection of potential candidates, to the pre-final video interview, and invitation to the final interview with the employer.
- It all takes less than three hours.
- A huge economy of time savings — × 10 or more — and the process and deadlines are transparent and manageable.
- Up to 50% cost savings.

## Business-model

- Cost Per Action model (CPA): the customer pays for the number of candidate responses. A response means that a candidate fulfilled all the hiring requirements set by the customer, and was interested in a particular position.
- Pricing starts from \$150 for small and medium sized businesses, and \$1600 for customers with 1000+ employees.
- 100% advance payments.

## Results after Six months

- More than 150 customers in Russia.
- Four big partners reselling the robot-recruiter service.
- Two pilot-projects in the US market.
- Up to 400 monthly incoming requests, with zero marketing budget, all thanks to our customers and the recommendations of friends.
- Monthly revenue growth from 50% to 100%, and an increase in gross margin of more than 50%.
- Round A investments from the Internet Initiatives Development Fund (IIDF) of 50 million rubles (about \$800.000).

## ICO Steps

- 15.7 million VeraCoin (VRC) tokens will be issued during the ICO. Out of those 5.5 million will be offered to investors (0.5m during presale and 5m during the main ICO). In case all offered VRC tokens will be sold during ICO, the investors will hold 35% of the total issue, 50% will stay as a reserve of the company, 10% will be distributed among the founders and the team, and 5% will be distributed to partners, advisors and contractors. In case less than 5.5 million tokens will be sold during the ICO, the remaining tokens will stay as a reserve of the company and the holding percentages will be adjusted accordingly.

- VeraCoin tokens (VRC) will be issued by ROBOTVERA OÜ, an Estonian limited liability company which is a fully owned subsidiary of "000 Stafory", a Russian parent company and the holder of the intellectual property rights to the robot-recruiter (the process will be completed by September 1). The Estonian subsidiary will have an exclusive worldwide license to operate Robot Vera business outside Russia.
- In September 2017, during the presale stage we plan to distribute up to 500 thousand VRC tokens with 50% discount (1 VRC token = \$1 equivalent of ETH). The funds raised in ETH will be invested in preparing and marketing the main ICO, payment for the fees of experts and legal advisors.
- At the main ICO, 5 million VRC tokens will be available for sale. One VRC token can be purchased for \$2 equivalent of ETH. All funds raised — the equivalent of \$1.5 million (Soft Cap) to \$10 million (Hard Cap) — will be invested in Robot Vera's global expansion, marketing and PR, implementation of new features, improvement of the product, payment for the services of the involved experts and employees, and as a reward for the team and partners.
- One VeraCoin (VRC) token will be equal to a single response in value. One response means one candidate found by Robot Vera, perfectly suited to a vacant position, and ready to come for an interview. Robot Vera is currently generating on average around a thousand responses daily, and all of them pre-paid with \$2 each.

## VeraCoin

- **THE PRODUCT VALUE OF VRC TOKENS.** The VRC token represents prepayment for Robot Vera services with the value of one response (1 VRC token = 1 candidate). VRC tokens can be transferred or sold to any other person. At any given time, the VRC token holder will be able to receive Robot Vera's services in exchange of VRC tokens. Irrespective of the market price fluctuations, one token can always be exchanged to one response. In addition to that, VRC token holders will have a privilege to be among the first to test new features and services.
- **THE VALUE OF THE SECONDARY MARKET.** While the robot-recruiter gains popularity among Russian customers and expands to international markets, the average price of response is likely to grow, increasing the token price on secondary markets as well. For example, the price of one response already reached \$20 for Robot Vera's pilot projects launched in the US. We believe that once we are fully operational in the US, the price is likely to grow to \$30-50 per response. As Robot Vera is expanding globally and acquiring new customers, the average price of the response is likely to grow even further. In addition, we are looking at the potential of an auction-based pricing model where customers compete against each other for the opportunity to offer vacancies to specific candidates. This model is likely to further increase the average price for the service.

— **POSSIBLE BUYBACK OF VRC TOKENS.** As the HR Tech market is forming rapidly, it is critical for the company to start scaling up fast. During the next few years the company plans to reinvest all of its profits into product development, expansion, and competition against the offline players. However, when the company will generate sufficient cash flow and will be able to maintain growth rates, and increase the quality of services without reinvesting all the profits, the management may make a decision to announce a buy-back programme of some of the outstanding VRC tokens from the market. Up to 35% of company's profits may be used for such purposes, if and when possible.

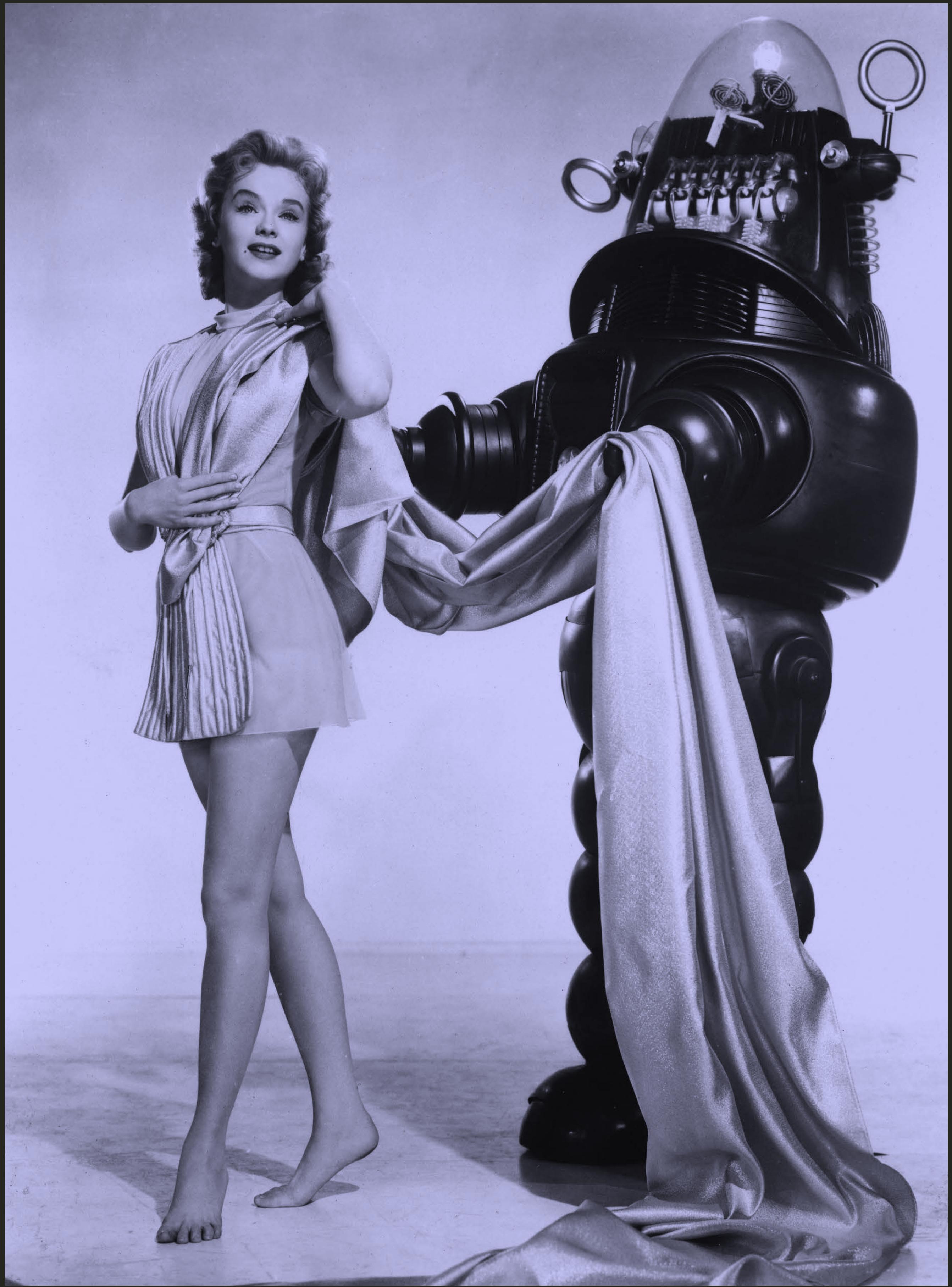
## Financial forecast

According to the company's plans, Robot Vera will be fully operational on the US market in autumn 2017 and in China in the first half of 2018. We forecast the number of customers to grow at least 50% on a monthly basis (pessimistic scenario) and the number of orders to increase at the same rate. The company plans to generate \$8 million in revenue in 2018.

## Summary

Robot Vera is the first HR technology company organising an ICO, and has a real product and a growing business to back it up. By bringing innovation to a rather conservative

market, we aim to contribute to its transformation. Our larger long-term goal is to digitize the HR market by automating the processes, and combining the best from three markets: traditional, virtual and crypto-currencies.



# 1.

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## The HR Industry and Global Changes

The size of the global recruitment market is \$500 000 000 000.

90% of it is divided between the 10 biggest markets: China, USA, Great Britain, Germany, France, Japan, Brazil, Australia, Canada, and the Netherlands. The Russian market is estimated at about \$250-450 million.

Interactive recruiting services already account for more than \$20 000 000 000, instead of the usual recruitment agencies, external call-centres, etc.

The segment of automated services — digital HR or HR Tech — became the main driver of revenue growth in the industry. The VC market also supports this growth — the volume of investment in new solutions for recruiting has reached \$2.4 billion in 2015, that is 60% more than in the previous year.

# A transformation in the Human Resources Industry is inevitable.

More than half of employers say that a qualified personnel search becomes harder and harder, and head hunting competition is growing. At the same time, 3/4 of candidates stay unsatisfied — many employers meet candidates' responses with no reply. New technology will help to resolve this.

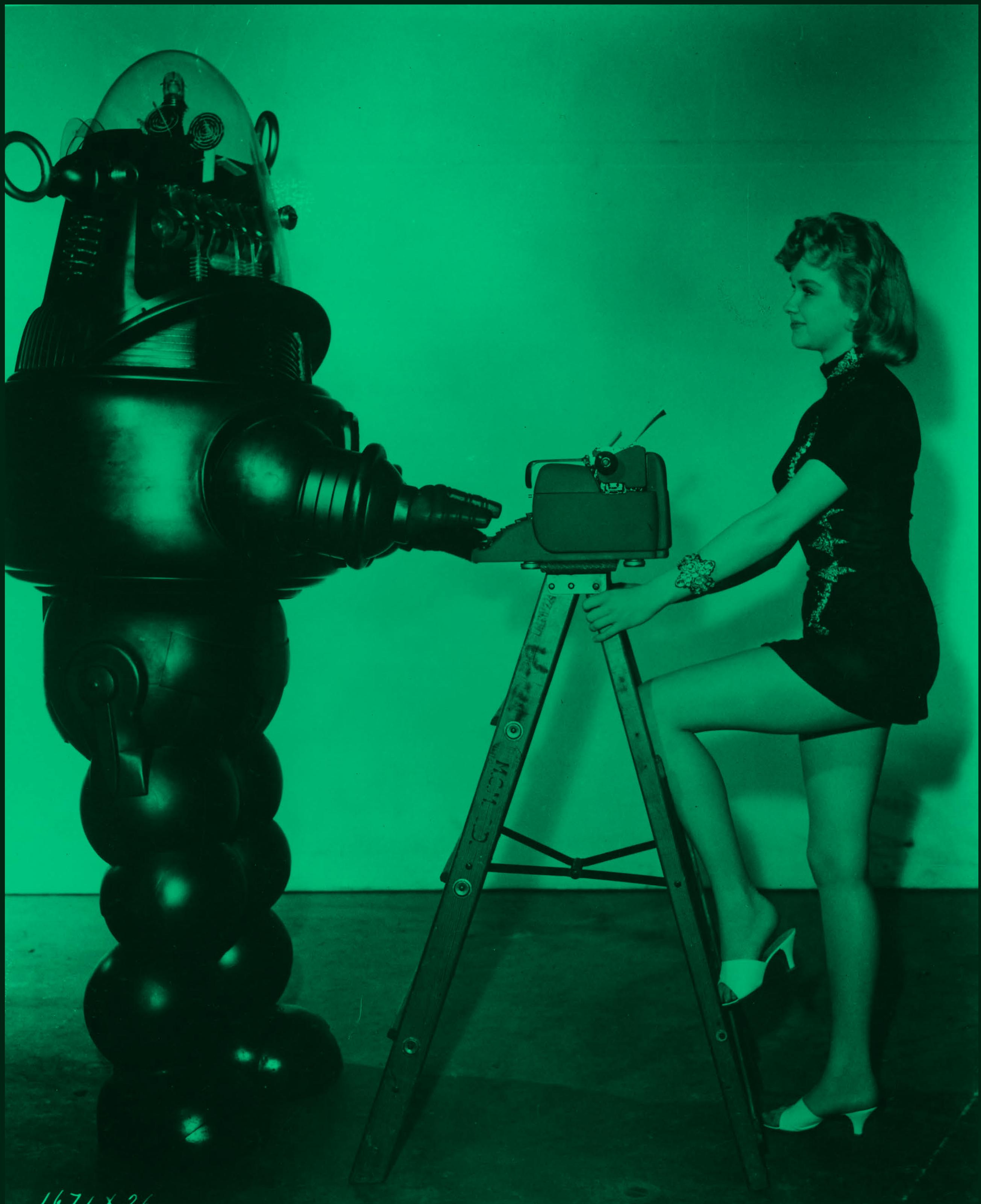
# Neural networks, artificial intelligence, and machine learning are quickly being adopted by the recruitment market.

The recruiting market is experiencing the same upheaval as the accounting market some 20 years ago, when specialists began to replace paper bills with electronic billing. As a consequence of the increased efficiency, business margins then improved. The same thing is now happening in the HR Industry.

New trends take root in the market not without difficulties. About a half of all recruiters use outdated technologies and methods — at best MS Word and Excel.

Stafory, with Robot Vera have found a solution which is now shaping the market, and is swiftly expanding.

The product which the market needs today was created by Stafory yesterday. And what will be needed tomorrow, Stafory is creating right now. Stafory's mission is to define the main problems of industry and solve them with advanced technologies. Stafory was started in Russia, and already has signed up international clients, this autumn we are continuing with our international expansion.



1671 x 26

# 2.

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## Stafory Background and Evolution

The Stafory story began in 2015 with the two co-founders — Vladimir Sveshnikov and Alexander Uraksin — and 500 thousand rubles of investment. Firstly, the partners created a marketplace, where customers and recruiters met, and the platform received a commission.

In summer 2016 the big online Russian retailer Ulmart ordered the recruitment of 200 shop assistants. Their partners started calling potential candidates. About 60% of the working time was spent doing resume searches on the web, and then calling to the candidates — a lot of information was irrelevant, and the use of resources inefficient and not cost effective.

**The Stafory team saw new possibilities other than the ‘business as usual’ routine processes.**

**The turnover of line personnel in companies is 50-100%.**

- ▷ High recruitment costs for new recruits.
- 

**Involving traditional recruitment agencies for filling vacancies to speed up the process or the need to expand its own recruitment division**

- ▷ Increase costs in attracting a new employee.
- 

**Difficulties in processing the entire flow of incoming responses.**

- ▷ Deceleration of the selection process and sometimes even losing of a good candidate.
- 

**The lengthy process of finding and hiring employees, which is complicated by increased competition in the labour market.**

- ▷ Risk of shortfall in profits and sometimes a direct loss.

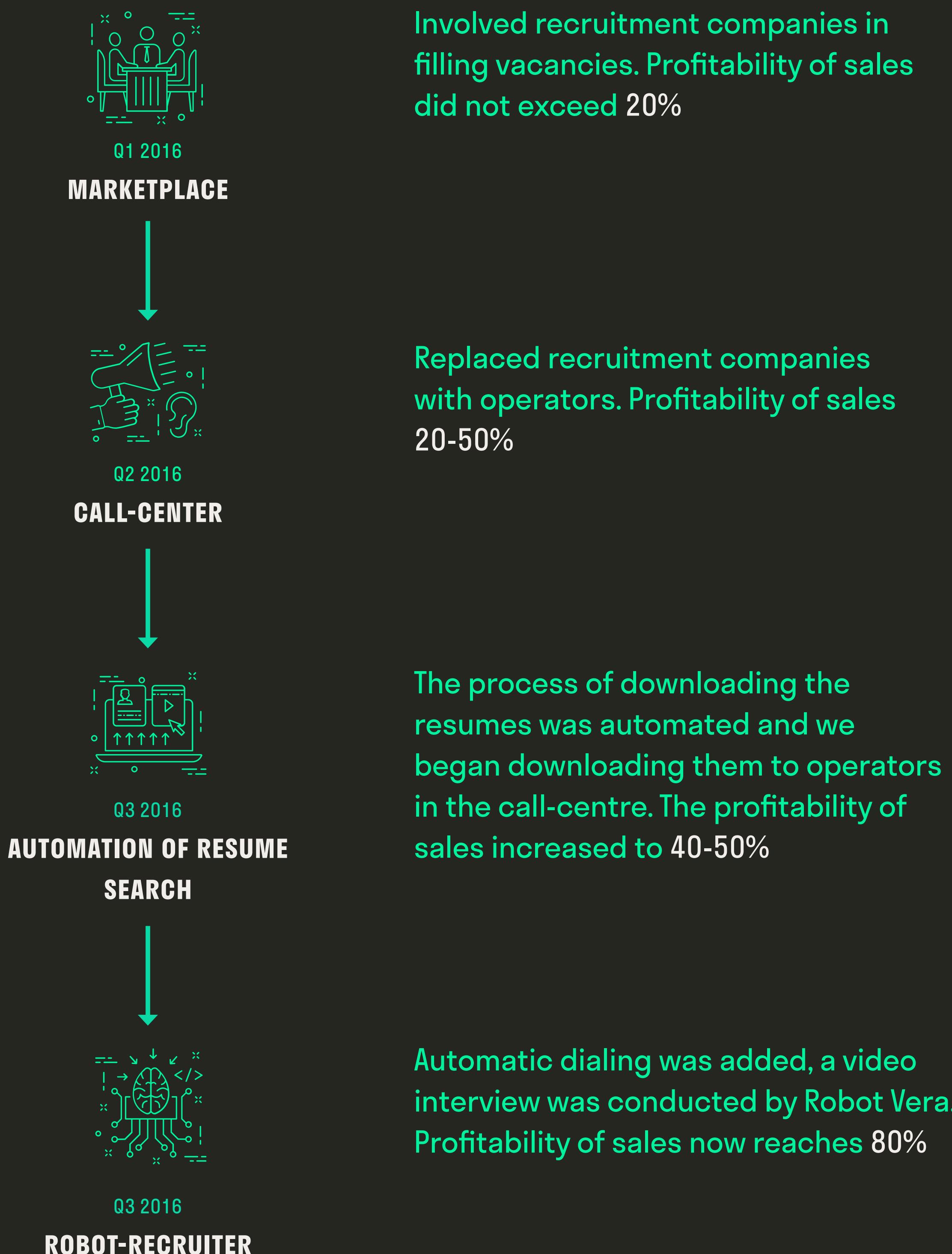
**Summary: long, expensive, inefficient.**

# The process of hiring line personnel — mass recruiting — just had to be automated.

At Stafory, we found an alternative to recruitment in the old-fashioned way, thereby reducing the cost of hiring new staff, removing monotonous and routine tasks from HR specialists, and speeding up the whole selection process.

More than 50 interviews with representatives of companies of the enterprise segment confirmed that our hypotheses are correct.

## The automation of each of the links in the recruitment process in December 2016 led to the birth of Robot Vera.





# 3.

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Robot Vera  
and its impact  
on the market

“Hello! My name  
is Vera and  
I'm a robot”.

While you are reading this  
section (*for about 5 minutes*) , then one  
thousand candidates in Russia  
will hear this phrase from Vera.

And while you are thinking about investing in our company (we sure, it will take less than a day) hundreds of candidates will agree to an interview and begin their new job in a few weeks.

Robot Vera was born at the end of 2016, as a new innovative solution for the market. She independently goes along the chain, from the search and selection of potential employees, to the invitation of suitable candidates for an interview with the company. Due to the fully automated procedure, she is able to perform routine business processes related to the search for qualified employees.

What the  
recruiter  
did over  
for three  
weeks,

Vera does  
in three  
hours.

# How does Vera work?



- 1.** Receives a vacancy description from the client, and requirements for future employees. Connects to the job sites bases: HeadHunter, SuperJob, Job.ru, Monster.com, etc.



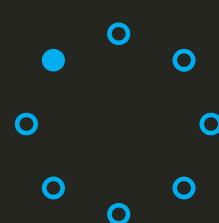
- 2.** Finds the resume of a suitable candidates and removes duplicates (there can be up to 30%). Creates a web page for each vacation and then imports all the required information.



- 3.** Simultaneously calls all the selected candidates and conducts an initial interview with each, asking additional qualification questions. Systematizes the information received and creates a list of candidates suitable for the customer's vacancy.



- 4.** Sends to the recruiter all the information about successfully interviewed candidates. If necessary, it can be forwarded directly to the recruiter.



- 5.** Conducts a video interview with the best candidates and provides the number of applicants for the vacancy to the customer. Arranges the interviews with candidates and their future employer.

- 6.** Waits for the final results. Robot Vera can repeat the whole process if an employee is not found.

Robot Vera is intuitive. Within 30 minutes anyone can understand the process of setting up key parameters, personalisation (name, voice), and setting the goal. The personnel management system developed by us, allows you to conveniently monitor the entire process of the robot's operations.

Vera can conduct a dialogue with 10 thousand candidates simultaneously, regardless of time zones and geography.

# The “Brain” of Vera is tailored from more than a dozen different technological solutions and tools.

## THE CLIENT

### FRONTEND

React • ES6 • Babel • Google WEB RTC

### BACKEND

Python • Django • Docker • Celery • Azure • Ansible • Unity 3d

#### DATABASE

- Postgresql
- Redis
- BigchainD

#### SYNTHESISING AND RECOGNISING SPEECH

- Yandex SpeechKit
- Google Cloud Speech

#### NATURAL LANGUAGE processing

- Tensorflow word2vec
- Gensim doc2vec
- Sent2vec

#### VIRTUAL PBX

- VoxImplant
- Twilio
- Asterisk

# Robot Vera saves time and money.

The robot-recruiter reduces the time and labour costs  
for a large-scale recruitment by 10 times.

Vera leads to a reduction in the cost of hiring by 50%.

**Robot Vera works on a Cost Per Action model (CPA):  
the customer pays for  
the number of responses  
from candidates who fulfil  
the hiring requirements,  
and are interested  
in the position. Vera takes only  
advance payments.**

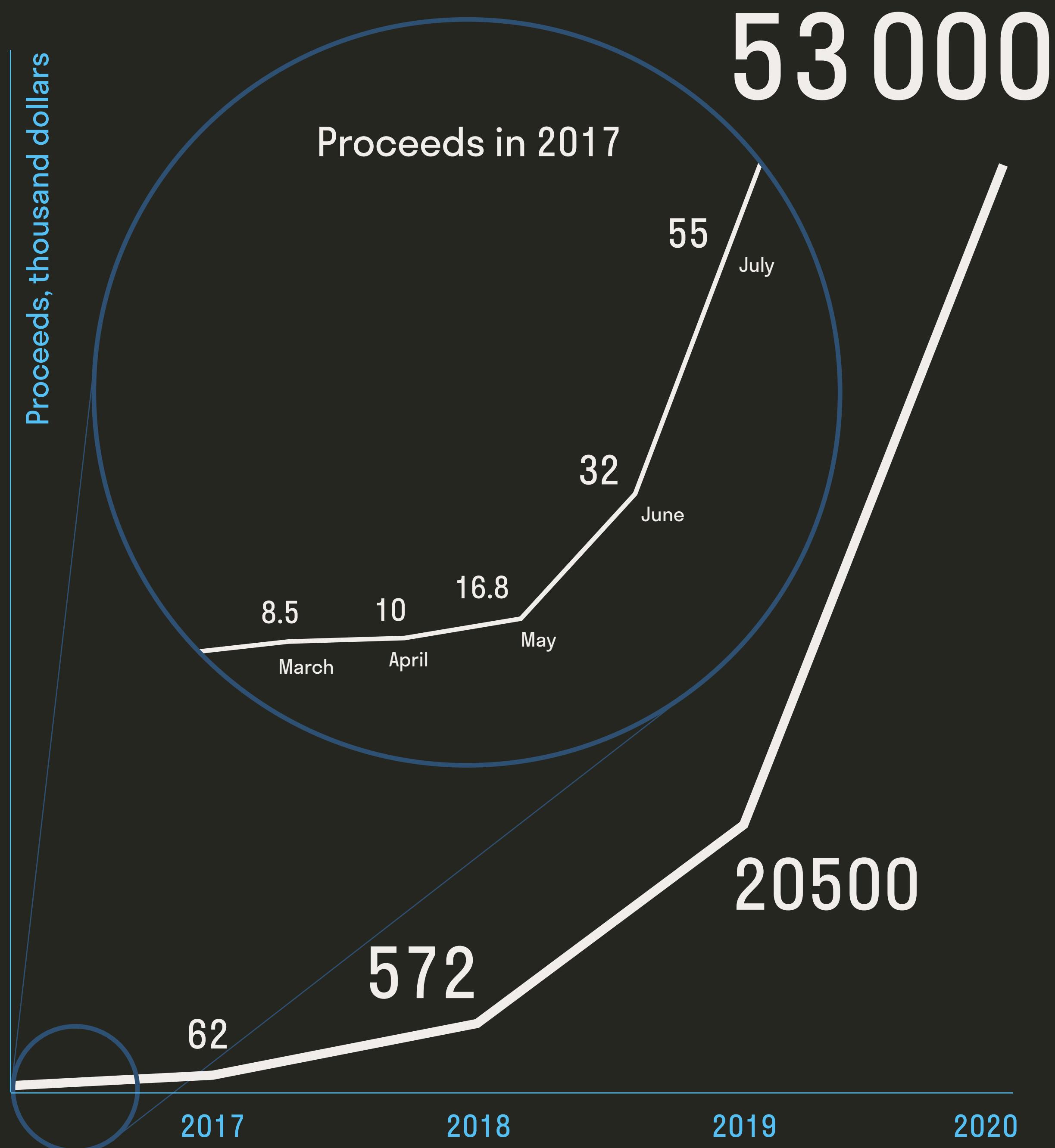
Responses are sold by package: starting price — from 100 thousand rubles for large customers (\$1500–2000), and from 9 thousand rubles (\$150) for small and medium sized businesses.

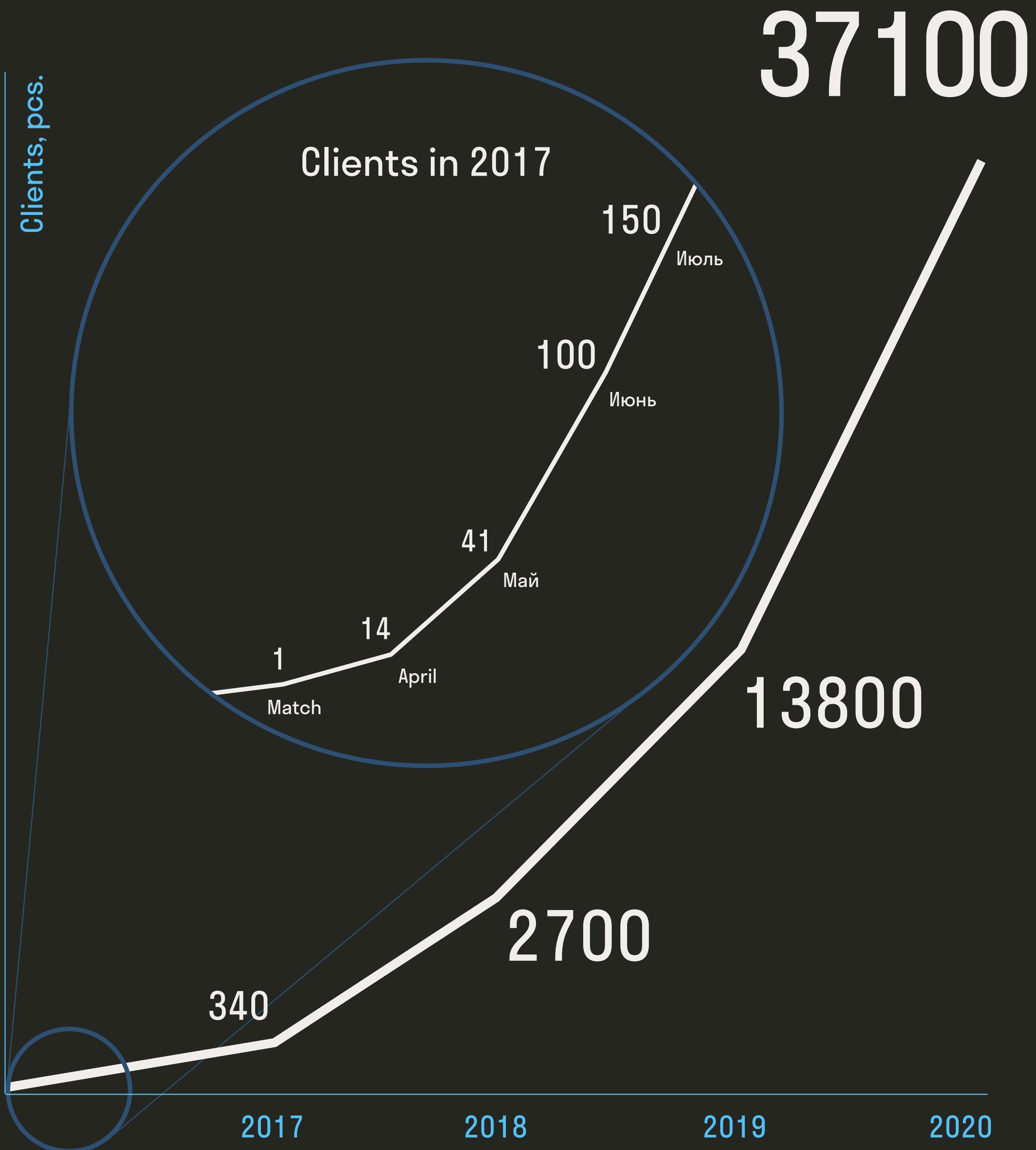
With just access to IP-telephony, and server support from our side, Vera can be swiftly up and running. The gross margin exceeds 80%.

150+ customers in Russia,  
60+ thousand qualified  
responses — is what Vera  
did in only six months. A few  
thousand Russians were able  
to find employment, thanks to  
Vera.

The potential of Vera on the Russian market has already been confirmed by our clients, so the development of Stafory in Russia can be assured. To date, Robot Vera is the only source of revenue for Stafory.

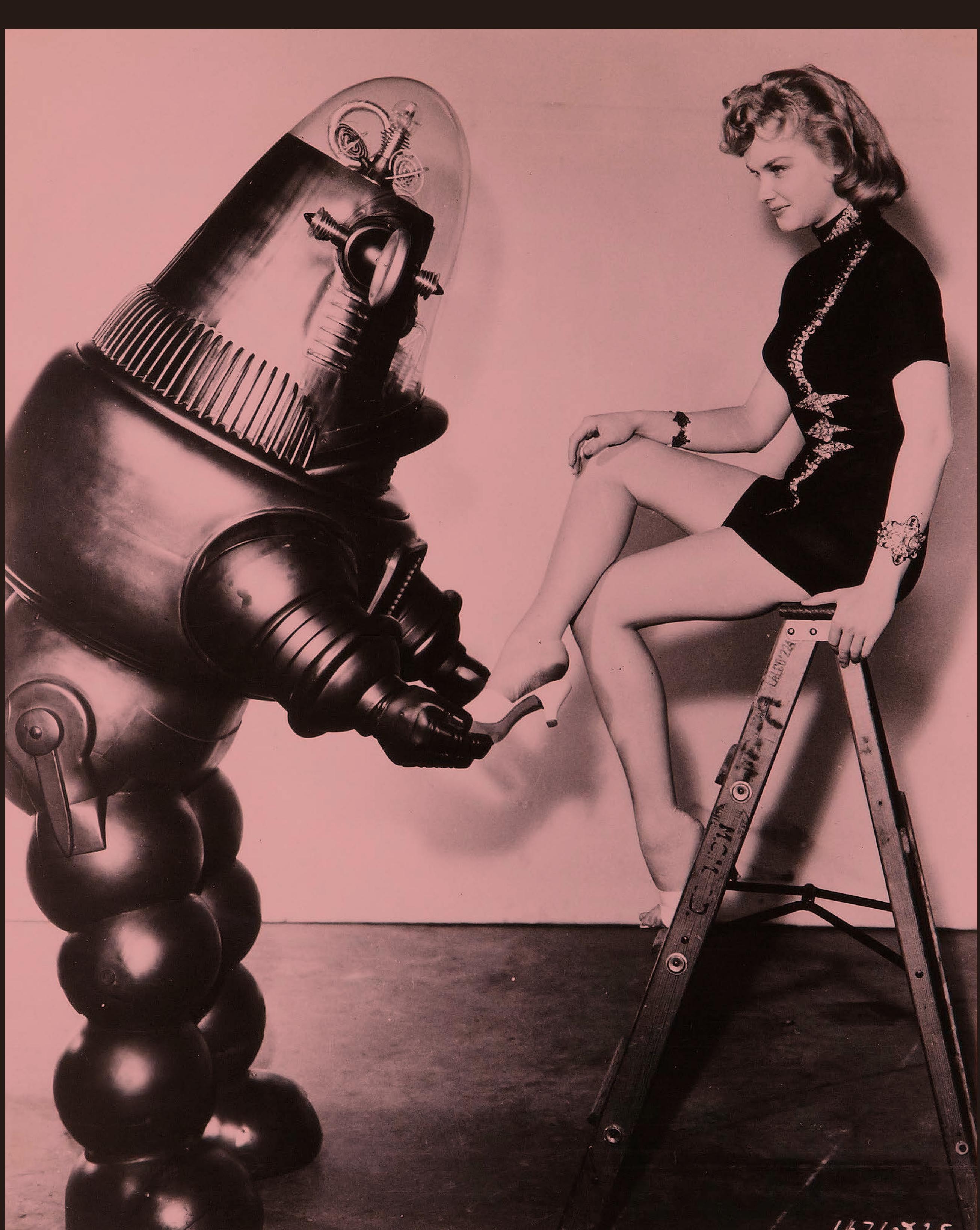
# Vera's Development in Russia





The key advantage of Robot Vera, in comparison with the competition, is the participation in all stages of selection before a final interview with the candidate.

	ROBOT VERA	SKILLAZVV	MYA	VCV	ARYA	CALL-EM-ALL
Candidates' Requirements Comparison (Publication of the Vacancy)	●	●	●		●	
Resumes' Search by Specified Criteria on Job Sites	●	●	●			
Calling Candidates	●	●		●		●
Email Delivery	●	●		●		
Candidates' Selective Testing		●	●		●	
Video Interview	●	●		●		
Virtual Reality (VR) Interview	●					
Dialogue with Candidate (Natural Language Processing)	●		●		●	



# 4.

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## Robot Vera Development Roadmap

# Our partners — big IT-integrators, recruitment agencies and job-portals — have begun selling Robot Vera.

Big HR-agencies have become one of the sales channels for Robot Vera. We have signed a partnership agreement with the subsidiary of the world's biggest HR-agency Kelly Services. This partnership provides us with access to wide ranging client portfolios.

Stafory's first partner was Работа66.ru, the oldest and biggest job search site in Yekaterinburg. Integration with the site gives every employer the possibility to search for personnel using Vera's help from their private account. The conversion rate for the pilot launch with Работа66.ru was 25%.

**Stafory will have 10 partners by the end of 2017 according to our forecast, which when combined will be a powerful sales channel for the services of Vera.**

**Based on the number of preliminary agreements, the synergistic effect in Russia can achieve revenues of \$173.000 this year.**

**Partnerships with the agencies also provides a rapid scaling tool and the muscle to approach international markets.**

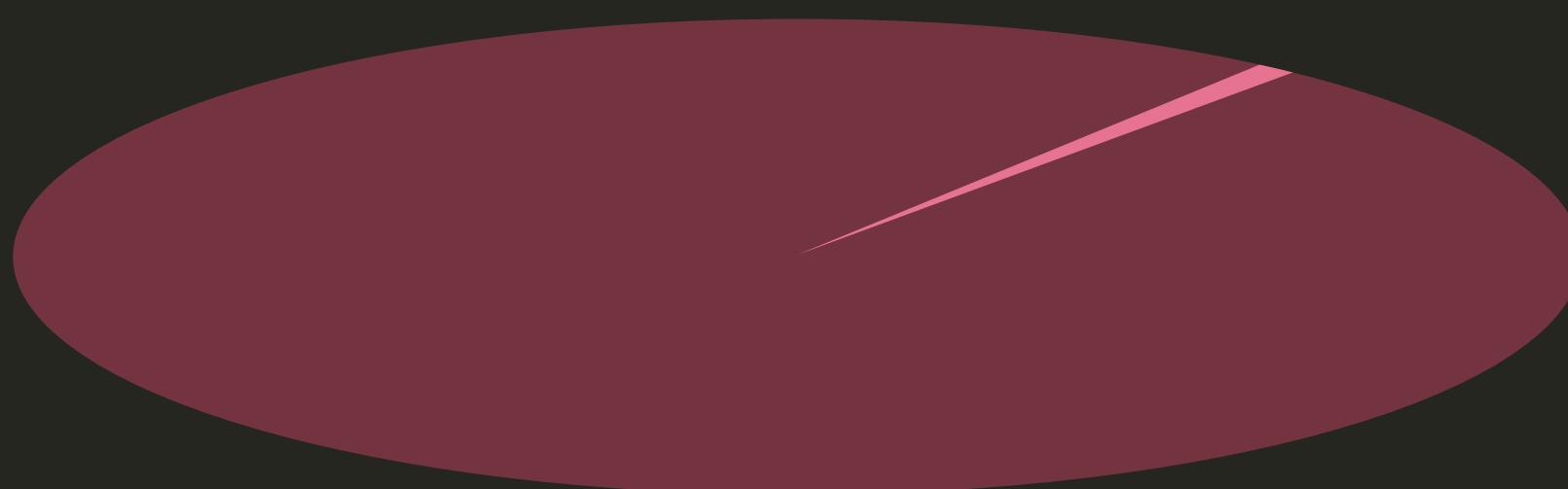
# Robot Vera is ready for expansion on the international market.

This spring, Vera, under the name Wendy, debuted in the United States. Two pilot projects were conducted — with one of the biggest taxi service-aggregators Fasten, and with the American subsidiary of the Japanese corporation NTT. All user scenarios were translated into English. It was confirmed that communication with Robot Vera in the United States achieved a response rate the same as in Russia.

This autumn, Vera will be fully functional in the United States, which is the first foreign market we will enter. The company plans to sell around 10 thousand qualified responses priced at \$30 each through a partnership.

Global market cap  
\$50 bln

Russia  
\$0,4 bln



# Robot Vera becomes smarter every day.

## **VERA IS LEARNING TO LEAD A “LIVE DIALOGUE”**

Our robot-recruiter is beginning to answer counter-questions of applicants about the vacancy and the employer — to talk about job conditions, salary, and other questions. Vera is starting to answer the questions more skillfully, based on hundreds of thousands of dialogues, millions of vacancies, summaries from job-sites, and information about the employers.

## **VERA HAS LEARNED TO RECOGNISE EMOTIONS DURING THE VIDEO INTERVIEW**

This update was released in June 2017. The new Vera skill helps HR-managers analyse the emotional state of a candidate, and confirm any doubts about unsuitability during the interview, including reaction to the brand, and the company as a whole.

## **VERA TEACHES PROFESSIONALS**

This June, Stafory has launched a free training course for recruiters in HRTech: a video tutorial with Vera tuning tests is posted on the [Stepic](#) platform and on the [YouTube](#) channel. In fact, Vera independently communicates with customers and sells its services, clarifying key components, and thereby forming a professional community around itself.

## VERA CAN WORK IN VIRTUAL REALITY (VR)

For big customers, Stafory makes a 360° video. This allows the robot-recruiter to show the office of the prospective employer from all angles: candidates can take a walk around the office, and see their future workplace. To participate, it is not necessary to have a VR-helmet, you can look with a regular browser.

At the end of the video, the candidate is invited to attend an interview in the office of the HR department of the respective company: Vera conducts an interview from a script, answers any questions, and saves all the responses in the customer's private account. VR-service provides a double win: employers can attract new candidates, and candidates can make choices more easily.

# Robot Vera is creating new opportunities.

## VERA REMEMBERS EVERYTHING

Robot-recruiter stores a history of interactions with the candidate in the decentralised blockchain network. The number of telephone interviews the candidate has passed, the number of companies they visited for interviews, dialogues with the robot-recruiter, and links to video interviews — all this Vera remembers.

Thanks to the data from the Applicant Tracking System (ATS), Vera can store the details of the career of a person: how long they worked for previous employers, how their career path progressed, why they left the company, what vacancies they are interested in, etc.

### **VERA CREATES A COLLECTION OF RELEVANT AND CURRENT RESUMES**

The more the robot-recruiter has clients and requests, the more extensive the base becomes. For now, HR-managers are forced to spend hours verifying the experience of the applicant, their achievements, and skills specified in their resume. But if the candidate has already communicated with Vera earlier, the current recruiter will receive all the candidate's work history.

It will be of additional value for applicants. The career path of a person will be stored, filed, updated, and automatically verified by third parties (recruiters) from the moment of the first communication with Vera.

"The Competence Catalogue" can potentially develop into a self-standing scalable product —in particular, to be transformed into electronic labour books for applicants.

A transformation of the HR-industry towards greater digitalization has been confirmed by experts in many countries, including Russia, but from the business point of view, it is necessary to test the product hypotheses.

The main thing is obvious: the wider and more actual the base, the more valuable the work of Vera.

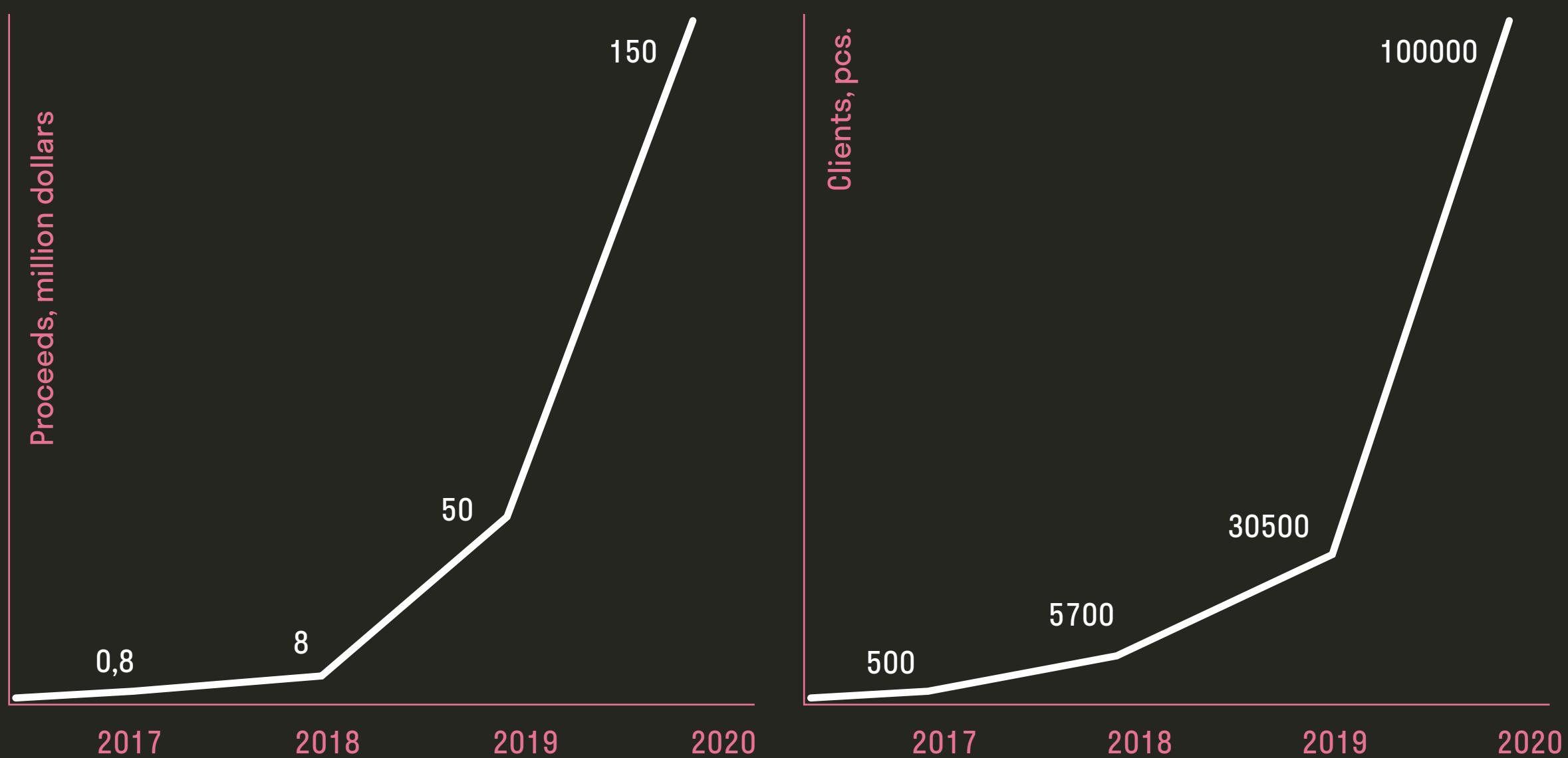
# Development Roadmap

PRODUCT FEATURE	TERMS				
	Q4 2017	Q1 2017	Q2 2017	Q3 2017	Q4 2017
The system of answers to questions of candidates for vacancies (based on the machine learning methods in the natural languages recognition field). Status: Implementation.	●				
The system of decentralised data stored about a candidate. Vera will begin to remember all the information. Status: Testing.	●				
Delivery of a taxi for candidates to the venue of the interview (using API UBER, GetTaxi, etc.). Increases the reach to the meeting on average by half. Status: Implementation.		●			
The system of storing the complete history of candidates in the blockchain. Status: Implementation.		●			
The system of ranking candidates for clients, an analog of the recommendation system. Status: Implementation.			●		
Registration in an automatic mode of the basic personnel documentation (employment contracts, orders, etc.). Status: Implementation.			●		
The whole process of keeping personnel documentation in an automatic way (movement to another position, bonus accrual, salary increase, etc.). Status: Implementation.				●	
Predicting the probability of the employee leaving a particular company, based on data about the employee (career path, the number of sick leaves, bonuses, etc.). Status: Implementation.					●
SCALING UP FOR THE WORLD					
USA		●			
China			●		
Europe (one or many countries)				●	
Asia and Latin America					●

We forecast the number of customers to grow by at least 50% on a monthly basis (worst case scenario) and the number of orders to increase at the same rate. The company plans to generate \$8 million in revenue during 2018.

The product development progresses from information gathering services towards filling a vacancy. The ultimate goal is to automate the entire process of selecting and closing the complete HR chain: the transition from the Cost per Acquisition (CPA) model to the Cost per Hire (CPH) model. For example, one response in the US costs an average of \$30-50, the cost of a filling a job vacancy is 20% of an employee's annual income, which is approximately \$10,000. For Russia, using Vera, these figures are \$2 and \$500 accordingly. With such an approach, we can compete with traditional recruitment models as well as large offline businesses, and as the skills and the service quality of Robot Vera improve, the additional value of the product will also quickly grow.

## Vera's Development in the global market Plan





# 5.

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## Team, Investors, and Partners

**25 people** at the moment are working hard to deliver excellent results and develop an increasingly intelligent robot-recruiter. Almost every week the team grows, with new employees often selected by Vera herself.

## The Core Team

### **VLADIMIR SVESHNIKOV**

Co-founder and CEO, 27 years old.

The first company Vladimir created in 2009: the consulting firm First Street, was engaged in the registration of unskilled personnel from the CIS, and the outsourcing of personnel. In less than five years the company achieved an annual turnover of \$1 million.

### **ALEKSANDR URAKSIN**

He has been working for more than seven years in the recruitment industry — he headed up the personnel selection department at the recruitment agency ACME in St. Petersburg. For the last three years he has been engaged in marketing and sales.

## ALEXEY KOSTAREV

Co-owner and CBD0, 39 years.

Alexey has been in the technology business for about 15 years and has co-founded a number of companies: Medialt, RedButton Capital, Isochronika, Fotter, Giftoman. Together with a partner in 2009 they created i-Jet Media and released “Happy Farmer” — one of the most commercially successful games in the world: in only the first year of its existence users spent almost \$20 million on virtual purchases in the game.

## DMITRY KISELEV

COO, 40 years old.

He has been working for about 10 years in the M&A industry, was engaged in structuring and supporting complicated transactions.

He worked in big companies such as Alfa-Bank (management for collecting corporate debts), The Seventh Continent, Rosselkhozbank, BVC Trade, etc.

## LEV LYBIN

DevTrue.net

CTO, 28 years old.

Has extensive experience in developing multi-threaded, distributed, and highly loaded applications, and command management in international projects. He worked in ICanTech, Budist, WhiteStudio.

## ANNA PISAREVA

Manufacturing Director, 30 years.

Anna has been working for almost seven years in the head hunting and management industry. Anna worked in MTS, Tele2, Megafon. Before joining Stafory, she held the position of HR Business Partner in Ulmart Logistics (with more than 3,000 employees).

## IVAN ARCHEKOV

Head of Sales, 30 years old.

Has been in the field of Recruitment & HR for more than six years: three years — in external recruitment, and more than three years in internal recruitment: he worked for two and a half years at Ericsson, where he was responsible for recruitment in the RECA region (Russia, Ukraine, CIS, The Nordic & Baltic States), before that he was almost a year at Deloitte.

## TARAS SHAROV

Experimenter. The head of internal startups of Yandex.Search.

Owner and designer of products. 38 years old.

Has eight years of experience in product design, and overall design experience of 17 years, management experience of six years. The last six years he worked in Yandex: he was responsible for Yandex.Search interfaces, he headed the internal laboratory of experimental products and helped manage the design department (about 120 people). Taras participated in the redesign of the Yandex interfaces “Islands”, in the Yandex School of Design. Previously collaborated with Macy's, eBay, PayPal, Adidas, etc. He has several professional design awards and patents. Now he is busy in numerous projects, combining the roles of designer and product owner.

## KONSTANTIN LUKYANOV

Lead designer, 36 years old.

Has 15 years of experience as a designer. Worked in BBDO Branding and “Dima Barbanel's Workshop” (participated in the VDNH branding, developing two unique fonts). Konstantin held the position of art-director in the newspaper "Action" and was awarded the World Design award in 2008.

# One of the most active investors in the seed stages in Europe believed in us.

The Internet Initiatives Development Fund (IIDF) was created in the autumn of 2012. In the Fund is six billion rubles (\$101 million). There are more than 200 companies from all over Russia in IIDF's portfolio. IIDF has funded Stafory through several investment rounds.

Date	Stage	Cash, thousand dollars
February 2016	pre-seed	2,1
August 2016	Seed (first tranche)	6,75
April 2017	Seed (second tranche)	8,25
August 2017	A	50

“Robot Vera is a breakthrough innovation: already today it changes the rules in the market. The team has a unique solution that allows the reduction of spending by several times, on hiring, and recruiting employees, on a big-company scale it amounts to millions of rubles”

**DMITRY KALAEV**, director of Educational and Accelerating Programs, IIDF.

“Stafory created a “neural” recruiter which has replaced thousands of real employees in this field”

**KIRILL VARLAMOV**, director, IIDF.

“Algorithmization of a person is easier than it seems. Stafory, which with the help of the machine selects employees for corporations, first replacing HR companies with ordinary people with scripts, then realising that these people can be also replaced by a machine”

**SERGEY NEGODYAEV**, director of Portfolio Management, IIDF.

# Professionals help us.

## ANDRES SUSI

Tech entrepreneur and investor with extensive experience in consumer internet services.

Andres has founded, invested in, managed and consulted more than 15 companies in e-commerce, online gaming and social networking. Currently, Andres is an independent advisor to several startups and is a frequent speaker at tech conferences, and helps teams as a mentor.

Previously, Andres was a co-founder and CEO of an e-commerce company Cherry Media, co-founder of Flirtic, a dating company, and managed an online gaming startup Playforia. Since 2005, Andres has been a partner at MTVP, a venture fund focused on investing in Internet and technology companies in the Baltic and CIS countries.

## DMITRY SYSOEV

Businessman, investor, and blockchain consultant. Has been active in business for more than 10 years.

Dmitry participated in the development of the company 2GIS, one of the leaders in the cartography market in Russia. He was engaged in product strategy, team building, and participated in the launch of projects with a staff of several hundred employees.

Dmitry invests in startups, which work with the combining of technology and offline business. In his portfolio are companies such as Dodo Pizza, Welltory, Storj. Since 2016 Dmitry has investments in the crypto-industry, and advises startups about blockchains.

## DMITRY SEMIRYAZHKO

A serial businessman with a rare flair for the newest trends in the IT-industry. Has been in the technology business for almost 15 years. Starting with a premonition, Dimitry took part in the launch of one of the largest exchanges, Sape.ru. When the SEO-industry began stagnating in 2008, Dimitri, excited by social gaming, earned his first big money with the game “Vgalaktika”.

Dmitriy is the creator of the largest social networking application Vkontakte, which allows you to send your friends a postcard to their timeline. At the peak of popularity, the number of users of the “Postcard” reached 27 million per month. He then became involved in virtual reality (VR) technologies and together with a team created the Universe Rush strategy. In 2013, in Virginia (USA), together with a partner, he created the company Pinxter Inc., which developed a social mobile platform that allows brands to interact with users around the world in a familiar environment. The founders of Pinxter call themselves the creators of the approach AaaS™ — Applications as a Service. The latest estimate of the value of the company is about \$20 million.

## POLINA RUSYAEVA

Business journalist. In the profession for about 13 years. Polina is the deputy editor-in-chief of RBC's monthly business magazine, previously she headed up the Technology and Media department, working for various platforms of the RBC-holding companies (a website with an audience of more than 25 million people a month, a business newspaper, a magazine). She worked for seven years in the publishing house Kommersant.

Over the years, she has studied hundreds of business cases, figured out the mechanics of dozens of new technologies that appear monthly on the global market, and talked to thousands of businessmen. She regularly participates in high profile events, and conducts seminars for large corporate clients. Polina is a consultant to Stafory on ICO.

### **COBALT LAW FIRM**

COBALT is a closely integrated alliance of top-tier full service law firms across the Baltics and Belarus, consisting of approximately 200 professionals. COBALT has one of the largest Banking & Finance and Capital Markets teams and has, undoubtedly, one of the longest track records and extensive experience in the field of financing and complex regulatory issues in Estonia and elsewhere. COBALT is regularly advising clients on traditional and innovative means of financing, including syndicated lending, the public offering of securities, venture capital, and crowd-funding. Banking & Finance practice group of COBALT is awarded with the highest possible Tier1 ranking by independent international directories like IFLR1000, Legal 500, and Chambers and Partners. COBALT Law Firm received Chambers Europe 2016 and IFLR 2016 Baltic Law Firm of the Year awards.

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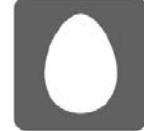


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Пятёрочка

# What our clients say.

“When we meet candidates for the interview they have received an impression from the communication with the robot and the technology we use. This exactly reflects the innovative direction of our company”

**ELLA SHUKHOVA**, COO, Global Venture Alliance LLC.

“We were pleasantly surprised by the work results of Vera and the reaction of the candidates. It seemed to us that this was not the kind of audience who will easily accept innovations, but the candidates were delighted with the conversation with the robot”

**IRINA PARASHCHUK**, recruiting manager, PJSC “Synergy”.

“The robot replaces people in places where because of the routine, they are not interested in working, where they "burn out", feeling like robots!”

**YULIYA LYASHENKO**, head of HR department, Alidi.

# The leading Russian media writes about us.

“People do not like monotonous communication and after a while start talking like robots. That was how an idea was born to make a program-robot that can find a resume, call, find out if a job is required, and remember the answer”

**VEDOMOSTI** • Interview with Robot

“Online robot Vera — speaking program: she sounds like Siri, but knows how to recognise the facial expressions of the applicants by video, analyse the candidates by type, and make predictions. Vera arranges video interviews, helping people find a job”

**RBC** • How robots searching and hiring people

“With the help of a robot, Pyaterochka filled 0.08% of the total retail chain’s planned hires. During the first three months, Vera called 16.6 thousand people, 2.8 thousand people picked up the phone, 1.3 thousand responded positively”

**KOMMERSANT** • Retailer delegated personnel recruitment to robots

“The robot hiring a person for a job: this is not a fantasy film about the future, but a modern reality. The interview is conducted by a pretty girl named Vera, who is always polite and knows how to ask the right questions”

**AIF** • Virtual Vera

# 6.

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## VeraCoin Initial Token Sale

Robot Vera will soon be everywhere, and wants to attract attention from investors and potential partners from around the world. Through a controlled growth strategy, Vera is developing a global community of loyal users, and to enable Vera to go worldwide, Stafory decided to organise an ICO to finance its growth plans.

Already in September, a small amount of VeraCoin (VRC) will be distributed before the main crowdsale — 500,000 VRC tokens will be made available with a pre-sale discount of 50%: 1 VRC = \$1 equivalent of ETH.

Presale is needed for the Stafory team to cover the costs of marketing and promotion preparing for the main ICO, legal support, and other services from third-party experts. In addition, it will allow us to gather feedback from the market, improve positioning, and formulate the strengths of the product more clearly.

The preliminary start date of the presale is:  
4th of September 2017, 9PM Moscow (GMT+3).

The presale phase will last two weeks, or until all 500,000 tokens are distributed.

# VeraCoin Token Sale Summary

## (preliminary conditions)

### TOKEN

- Name: VeraCoin (VRC);
- Cryptocurrency: Ethereum (ETH);
- 1 VRC token is equal \$2.

### ISSUER

- Estonian company ROBOTVERA OÜ, 100% subsidiary of Russian company “OOO Stafory”;
- ROBOTVERA OÜ will have the exclusive license to operate Robot Vera business outside of Russia. This process will be completed in the next two weeks.

### TERM OF OFFERING

- Start Date: 25th of September 2017 (can be changed);
- Duration: 30 days, or achievement of the maximum declared number of distributed tokens.

### AMOUNT

- The maximum amount of funds raised (Hard Cap), after which the crowdsale will be closed, is the equivalent of \$10 million;
- If the collected amount will be less than the equivalent of \$1.5 million (Soft Cap), contributions made during the ICO as well as during the presale phase will be returned to the buyers, and all VRC tokens will be destroyed.

## CONDITIONS

- Up to 5 million VRC tokens will be available for purchase during the main crowdsale;
- Delivery of VRC tokens to buyers will be executed right after receipt of ETH to the company's wallet.

## DISTRIBUTION OF VRC TOKENS

- Total number of tokens to be issued: 15.7 million;
- Number of tokens to be offered to investors: 5.5 million (0.5m during presale and 5m during ICO);
- In case all tokens to be offered to investors will be sold then:
  - Investors will hold 35% of all tokens
  - Company will maintain 50% of tokens as a reserve
  - 10% of tokens will be distributed to founders and the team
  - 5% of tokens will be distributed to partners, advisors and contractors;
- In case less than 5.5 million tokens will be sold to investors, the remaining tokens will stay as a reserve of the company and the holding percentages will be adjusted accordingly.

## SECURITY

- The company's cryptocurrency wallet based on Ethereum requires two signatures for payment (the company's founder and a member of the team);
- To protect against attacks we using Cloudflare and Incapsula;
- The company's wallet code will be posted on GitHub;
- Delivery of VRC tokens will be executed right after receipt of ETH to the company's wallet.

## ICO FUNDS DISTRIBUTION

- 40% for localization and finalisation of the product, market research, and recruitment of employees;
- 40% for the improvement and development of the product, based on the needs of the market;
- 30% for marketing and promotion in international markets.

## TOKEN'S VALUE

For transparency of calculations and ease of use, one VRC token is tied to one response (a qualified candidate found by Robot Vera for the customer). As of July 2017, the average price of response for all customers of Vera in Russia is approximately \$2.

- **THE PRODUCT VALUE.** The VRC token can be transferred to anyone, or used for paying for the Vera service in those markets where Vera operates. Payment for services can be made in a private account on the Robotvera.com official website, the functionality will be implemented by the end of the ICO. While the company reserves the right to make changes to exchange rules in the future, until such time, one VRC token can be exchanged for one candidate, which Vera will find and interview. The average price of the response is expected to increase considerably, which means that investors participating in the ICO can benefit from the price increase.

For example, an investor who purchased a token for \$2 may choose to exchange it for one response worth \$2 in Russia soon after the ICO or, alternatively, wait until Robot Vera expands into the US and exchange it for one response in the US which may be worth \$20 or more. We believe that once we are fully operational in the US, the price is likely to grow to \$30-50 per response.

- **THE VALUE OF THE SECONDARY MARKET.** By the end of the ICO or soon thereafter, VRC tokens will become available for trade at the secondary market (negotiations are underway with several crypto-exchanges). The value of the VRC token will be regulated by the market itself, based on the price of the Vera service in fiat money, the number of customers, and the growth of the business as a whole. With the release of Vera into new markets, the average price of the response is expected to increase (according to preliminary forecasts — at least 5 times in the next 6 months) in connection with the appearance of international clients, increased demand for HR-services, and improvement of service quality.
- **POSSIBLE BUYBACK OF VRC TOKENS.** VRC tokens not exchanged for the services of Vera or sold on the secondary market may be sold back to the issuer if and when the buyback is announced by the management. The management will consider announcing the buyback as soon as the business can grow intensively without completely re-investing the profits. The buyback will occur at the price stipulated in the purchase order(s) submitted by the company to the exchange(s). Based on current forecasts, the company expects to be able to consider buyback from the spring of 2019. Up to 35% of company's profits may be used for such purposes, if and when possible. For avoidance of doubt, the buyback is not an obligation on the company's part, and remains at the sole discretion of the management and may never occur.

## THE LEGAL PART

The legal relationship arising from acquiring and/or holding a VRC token will be between the token holder and the issuer. The relationship will be governed by the Terms and Conditions of VRC Tokens, and Estonian law (the documents will be prepared by September 1). VRC tokens are not intended to constitute securities or any other form of investment in any jurisdiction. This WP does not constitute a prospectus or offer document and is not intended to constitute an offer of securities or any other form of investment in any jurisdiction. No regulatory authority has examined or approved this WP. No such action has been or will be taken under the laws of any jurisdiction.

Citizens and residents of and persons located in Singapore or the United States of America (USA), as well as Puerto Rico and the Virgin Islands and any other US possessions, are prohibited from participating in the campaign and receiving VRC tokens. Representatives and individuals acting in the interests of legal entities registered in the jurisdiction of Singapore or the United States, as well as Puerto Rico, the Virgin Islands and any other US possessions are prohibited from participating in the crowd-funding campaign and receiving VRC tokens. Technical IP restrictions will be applied.

Some statements in the WP include forward-looking statements which reflect the company's and/or the management's current views with respect to financial performance, market situation and future plans. All forward-looking statements address matters that involve risks and uncertainties. Accordingly, there may be important factors that could cause the actual results of the business to differ materially from those indicated in these statements. There will be no obligation to update or review any forward-looking statements, whether as a result of new information, future developments, or otherwise.

The company does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the accuracy and completeness of any information set out in this WP. The company reserves the right to amend the WP until the start date of the ICO.

# Who will be interested in participating in the campaign?

**TO TRADERS AND PROFESSIONAL INVESTORS:** with the development of the company and its expansion into international markets, we expect (but cannot guarantee) the average price of response to increase the VRC token price on the secondary markets as well.

**ORDINARY INVESTORS:** besides a possible increase in token price, there is an opportunity to help crowdfund an innovative HR technology business, and purchase the company's services at a discount to future price levels.

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# Contacts

If you still have any questions, if you want to talk to the team, or just keep in touch with all the news about Vera, join us:

**WEBSITE:** ICO.ROBOTVERA.COM  
**EMAIL:** ICO@ROBOTVERA.COM

## **TELEGRAM CHATS**

Ru: [HTTPS://T.ME/VERA\\_ICO](https://t.me/VERA_ICO)  
Eng: [HTTPS://T.ME/ICO\\_ENG](https://t.me/ICO_ENG)

ROBOT  
VERA