

Ar



white paper
ARGO

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ICO Brief

The ARGO token is the internal utility currency of the ARGO ecosystem. The issue of ARGO tokens is based on Ethereum Blockchain technology, ERC 20 standard. The tokens can be used to participate in various entertainment events based on augmented reality, i.e.:

- games;
- quests;
- tournaments.

As well as in social interactions and communication in order to:

- place AR text messages;
- upload AR pictures and videos;
- share AR stickers and 3D objects.

ARGO is being developed by a Belarusian company. This fact provides all the ICO participants with an exceptional advantage: responsibility of token issuers, and crypto currencies and token turnover are officially regulated in Belarus. The corresponding provision is reflected in the President's Decree "On the Development of the Digital Economy"

More info: <https://news.bitcoin.com/belarus-legalizes-cryptocurrencies-icos-tax-free/>

Pre ICO start date 15.03.2018-01.04.2018

ICO start date 01.07.2018-01.08.2018

Due to legal restrictions imposed by national laws, the nationals and tax residents of the following countries must not take part in ARGO tokensale: United States; Puerto Rico; Guam; Singapore; U.S. Virgin Islands; China; South Korea.

Total tokens available for sale:

586.2 mn. ARGO tokens

including Pre ICO:

33.2 mn. ARGO tokens

Total tokens issued:

1,149.4 mn. ARGO tokens

Price per one ARGO token during ICO:

**0.000019 – 0.000023 ETH
depending on bonus volume.**

Price per one ARGO token during Pre ICO:

**0.000008-0.000016 ETH
depending on bonus volume.**

Accepted payment means:

Ethereum

Website link: <https://argoreality.io>



Abstract

ARGO is a scalable AR-based gaming, advertising and information space, focused on a totally digitalized Generation Z and “digital immigrants” of other generations.

The Project business goal is to create a mutually beneficial channel of interaction between brands and Gen-Z representatives who possess specific, “digital” behavior patterns.

Gen-Z users interact with AR space via the ARGO smartphone app. The ARGO ecosystem incorporates branded AR objects, original scenarios of quests and games (map of routes, POS and Prize Redemption Points), and AR communication functions.

The main ARGO customer value for Gen-Z users – seamless integration of high-tech entertainment in the process of getting tangible remunerations such as branded prizes, special offers, coupons, discounts. Users will be remunerated for AR actions with digital rewards, which can then be exchanged for real goods and services.

The ARGO project for businesses serves an important objective of establishing a long lasting emotional liaison between Gen-Z customers and a participating brand. Such approach takes into consideration the Gen-Z digital habits and their inherent aversion to traditional advertising means. ARGO supplies businesses with a high tech instrument specifically designed for the new generations of customers.

The social significance of the project relates to the combination of online activities and real world actions, which benefits to users' physical and cognitive development.

ARGO is cross national and cross cultural in nature, and suitable for operating in most countries. Functioning specifics and restrictions depend on applicable national regulations of advertising and Internet environment.

This ICO is intended to scale the Minimum Viable Product (MVP) that we have already created and successfully operated.

Vision

The project philosophy and logic focus on Gen-Z people, born in late 90s - early 2000s.

For this generation, the special term "digital natives" is invented. By the way, some millenials, which form part of our target group, are called "digital immigrants", since they were not immersed in the digital environment since the very birth.

The strategic benefits of interacting with Gen-Z can be assessed by the following indicators. The Gen-Z numbers in developed countries'population average 25%. 96% of them own smartphones. 50% of them spend approx. 10 hours online daily. The consumer capacity of this very young generation in the United States alone is estimated at USD600 bn. with forecasts to grow up further

[Source: Accenture]

Very often, Gen-Z endows the real world with digital properties. Generation Z and smartphones form a single whole already, and these people begin to have action upon all market players.

Web-based technologies and e-environment are accessible to millenials since birth. A smartphone has become the main gadget for them, and the mental delineation between the digital and real worlds is negligible. These two concepts are rather integrated as one.

Unique Selling Proposition

We currently face the emerging era of offline and online melting into the united information space.

This can only be achieved with the use of augmented reality technologies. The ARGO ecosystem solves this problem.

For the most of millenials, the online environment has become their habitat, and a pioneer to impart the physical world with all digital properties for the new generation will gain strategic advantages.

ARGO is ready to lead at the new market. The market of AR solutions.



Product Details

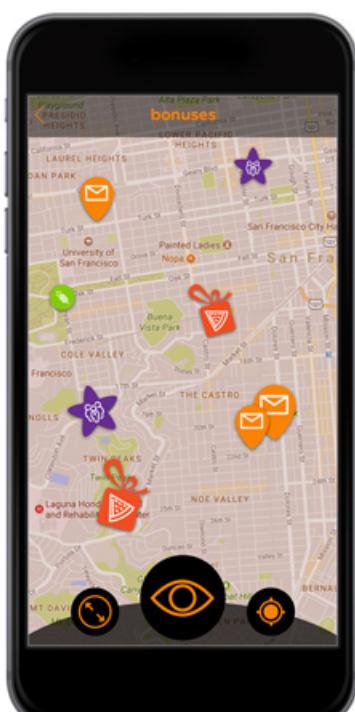
Gen-Z people are rather insensitive to traditional advertising and broadcasting technologies.

Under these circumstances, brands need special tools for effective interaction with Gen-Z, which would contribute to continuous customer engagement, synergized on-line and offline customer experience, and expanded customer big data collection.

In July 2017, within the framework of the project policy, we launched the Go2me application as our MVP. It was a series of mobile quests using the augmented reality. For prize winning options, players were offered goods and coupons of popular brands, being a promotional campaign of a largest shopping mall in a city of our residence – Minsk (population 2 mn.) As expected, Generation Z boosted their gaming activity. Our team offers a detailed description of this MVP and its parameters.

Basic Usage Scenario

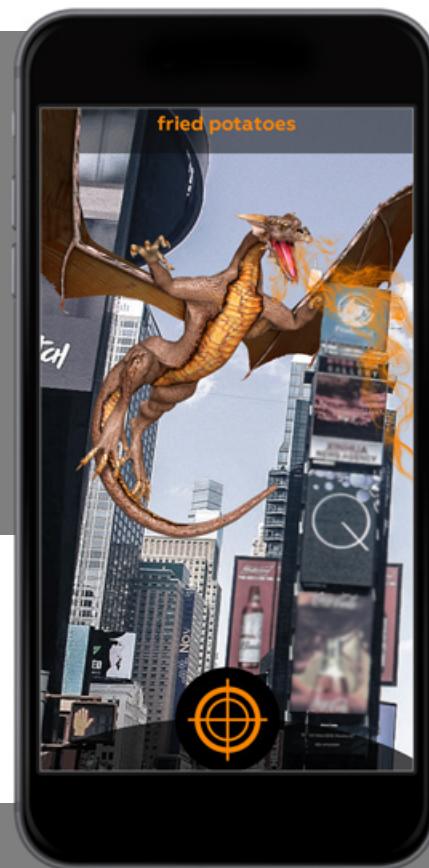
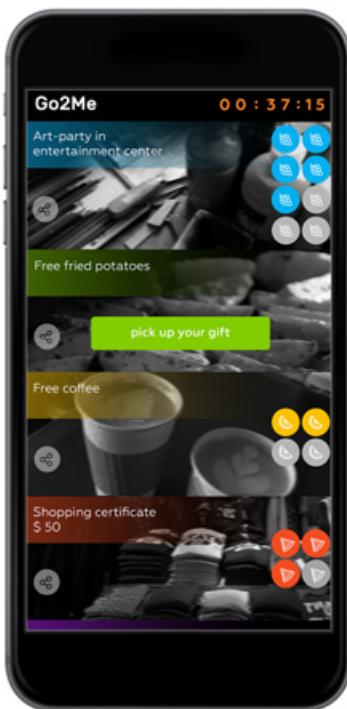
1) A user downloads the Go2me application and gets to the main screen with a list of gifts he/she can win by participating in quests, games, communicating with friends. Tapping on an image opens a map with objects and activities to reach them.



2) The map shows the following locations:
- community places for users to visit AR chat or meet new people;
- quests to follow story missions using AR;
- AR playgrounds to compete in a variety of gaming skills.



3) Tapping on AR button turns on the camera. The camera is used for capturing various objects, tasks, or games, e.g., a quest assignment. The mission having been completed, the respective button appears. Tapping on the button takes the bonus and sends the user back to the main menu.



4) The main menu shows the related progress bar with bonus points added. Bonus points are added for each activity and assigned to the gift, as appropriate to the activity pursued. As soon as the required number of bonus points is won, "Pick up the Gift" button lights up, and the timer appears.

5) "Pick up the Gift" button calls up the barcode. Code scanning and issue of gifts are effected at locations specified by the rules.



MVP Metrics

During the test launch, MVP demonstrated high performance with some indicators listed below.

The Figure below demonstrates MVP's user retention metrics for days 1/7/15/30 and its view-to-download conversion.

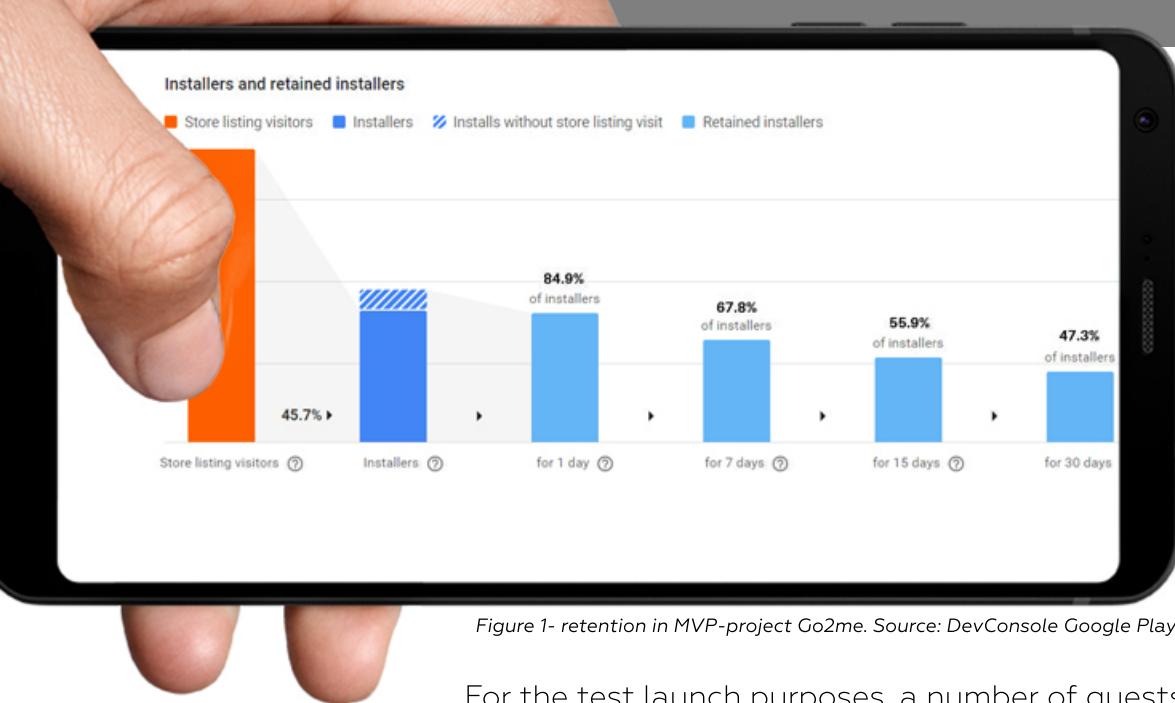


Figure 1- retention in MVP-project Go2me. Source: DevConsole Google Play

For the test launch purposes, a number of quests were performed in three stages. The user-object interaction dynamics for each stage are given below.

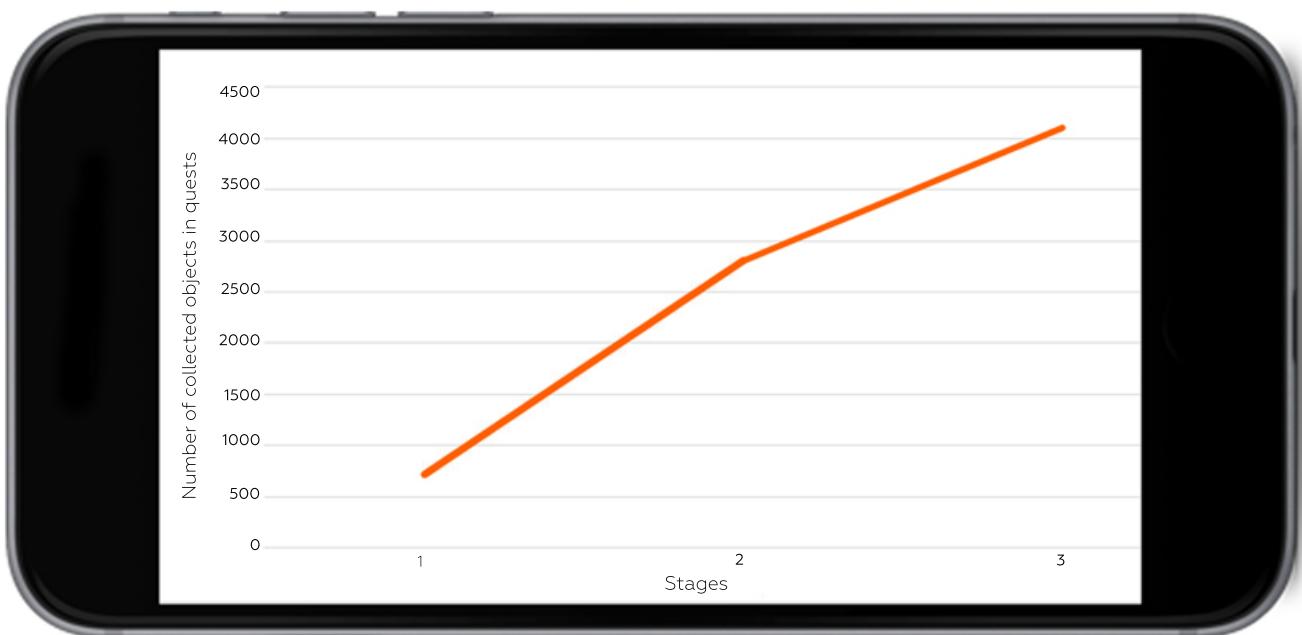


Figure 2 - Interactions with AR objects during quests

Sample MVP Reviews

During the open testing MVP Go2me received numerous positive reviews. The negative share of comments was due to minor misunderstandings related to briefness of testing and strong novelty of the project.



"We've won all the prizes! Best app ever! Cool. 2 days' continuous drive around the city, but it was really awesome. I learned Minsk again."

Google Play, September 3, 2017



"In fact, good experience. Wish it has always been like this. Grades A+"

Google Play, August 25, 2017



"Excellent application! One question only – how to update the app, so that to gain coffee gift points, if I won it last week (meaning, at the last quest)? The app reads "Congratulations, you've already taken the gift" And it's often tricky with GPS location."

Google Play, September 15, 2017



Project Technical Specifications

The ARGO ecosystem is based on the micro-service architecture and consists of many different blocks that can be divided into control modules and AR operation modules.

Database IPFS is an integrated distributed storage of system data models. We specifically selected an integration store to be safely scalable, as desired.

Blockchain smart contract is located at the exchange and also freely available on Github for the audit.

Authorship verification means a system to show the beneficiaries of the funds raised and allocation of funds.

External API services - a set of services required by brands for informed decision making on gift distributions (products, beneficiaries, locations).

Internal ARGO API means a set of microservices that allow both brands and Gen-Z to integrate any desired content into the augmented reality.

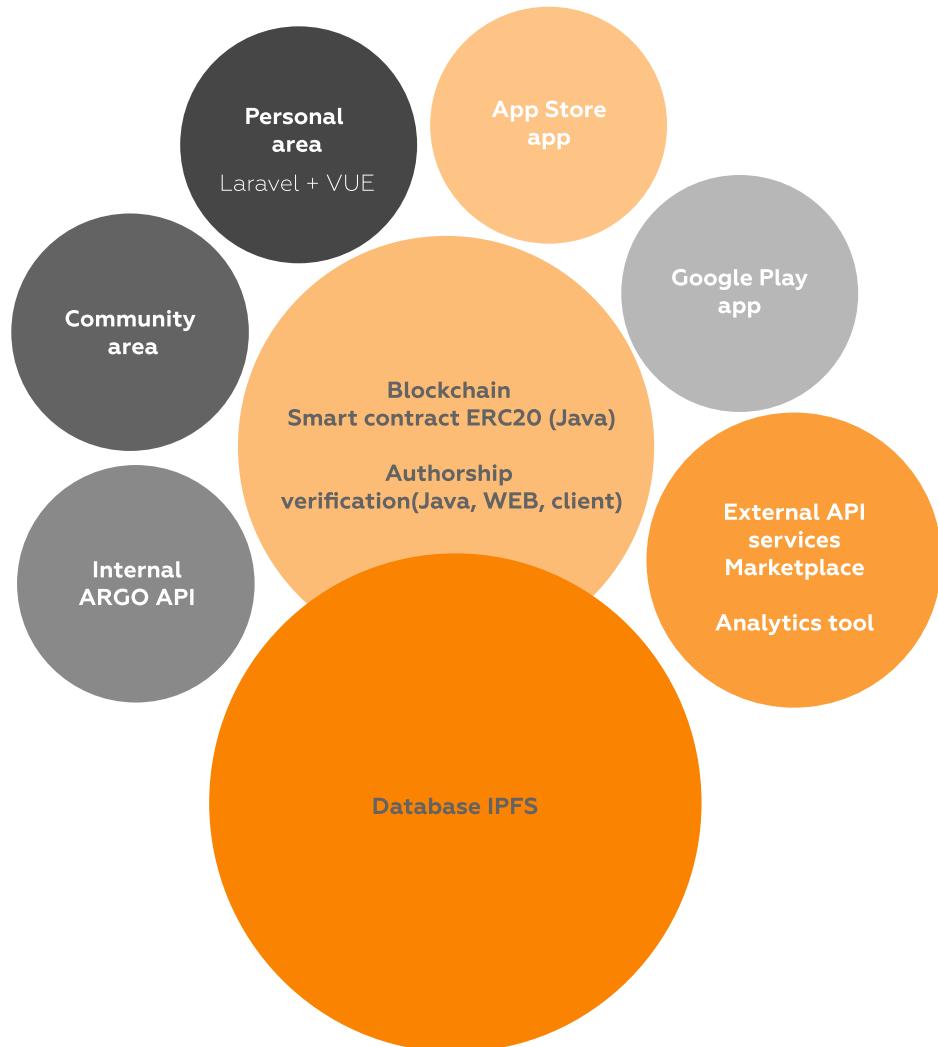


Figure 3 - ARGO ecosystem

Market Analysis

From year to year, the number of people interacting with augmented reality increases by 35%. By 2020, smartphones will be actively operated by 2.87 bn. people.

[Source: Statista]

[Source: Deutsche Bank research]

AR integration into the people's everyday life is no longer the issue of the day - the question is who will do this prior to competitors.

Augmented reality will take place in lives of 400 mn. people by 2020. The strive for new opportunities and technologies in the modern digital world is undeniable.

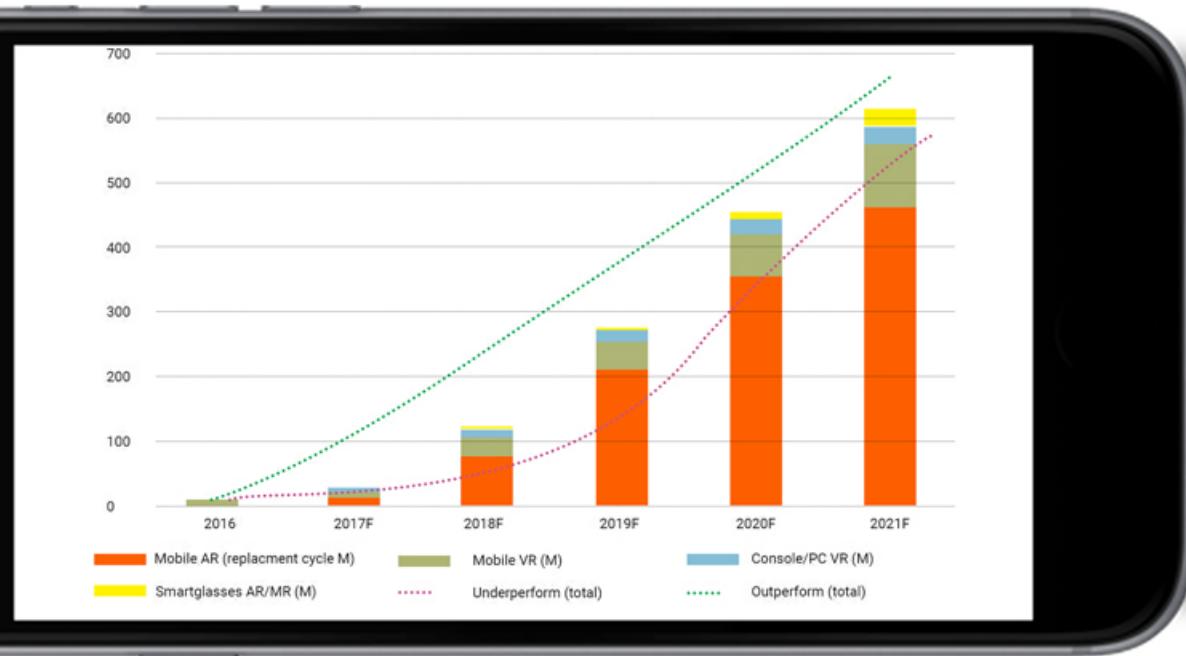


Figure 4 - AR user base growth. Source: Digi-Capital

The degree of penetration of smartphones and mobile technologies into the modern human's daily life can hardly be exaggerated. Up to 70% of online store traffic, up to 80% of social network users, over 50% of video views are made on mobile devices [Sources: Early Move, Omnicore, WordStream].

The total number of smartphone users by 2020 will come close to 3 bn. This obvious and important fact reminds us that mobile devices now occupy an important place in people's lives. Almost 2.5 bn. people start and end their days at smartphone screens.

[Source: Statista]

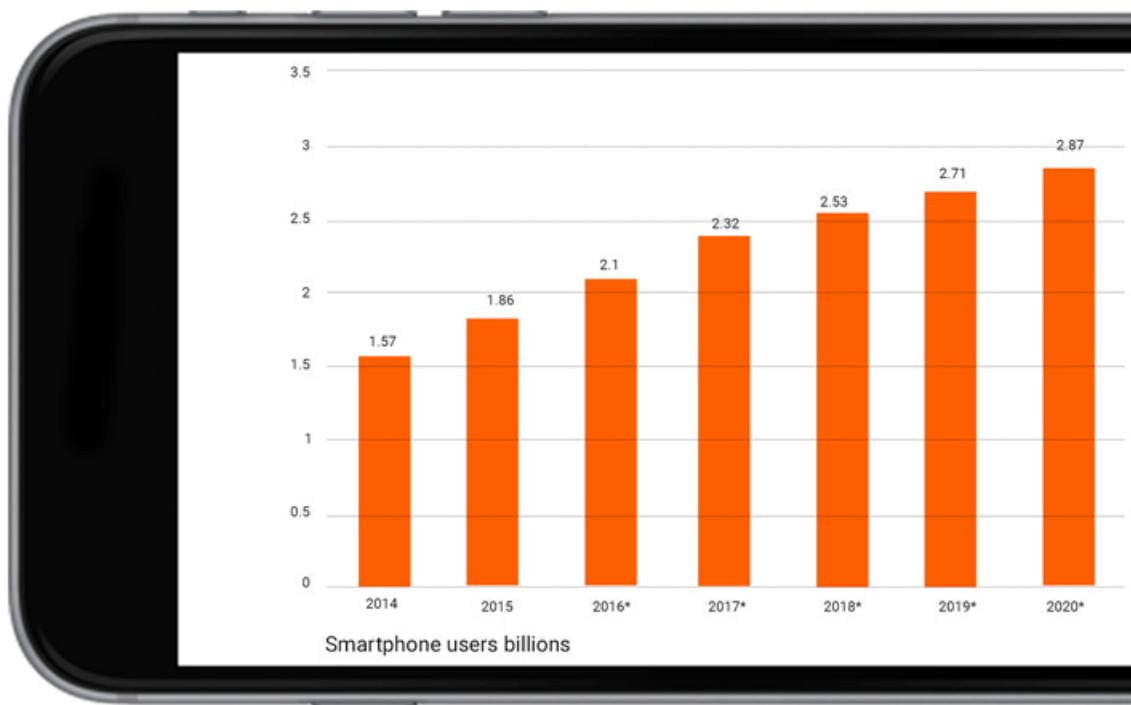


Figure 5 - Smartphone user market dynamics. Source: Statista

Naturally the intensive growth of the audience is accompanied with avalanching amount of funds this audience owns.

The financial potential of augmented reality market is enormous. The gap between US\$ 11.4 bn. to US\$ 215 bn. will be bridged in just 4 years.



AR shows impressive financial performance.

As early as 2017, AR gains 186.5% growth in revenues as compared to 2016.

By 2021, experts forecast a skyrocketing increase up to US\$ 215 bn.

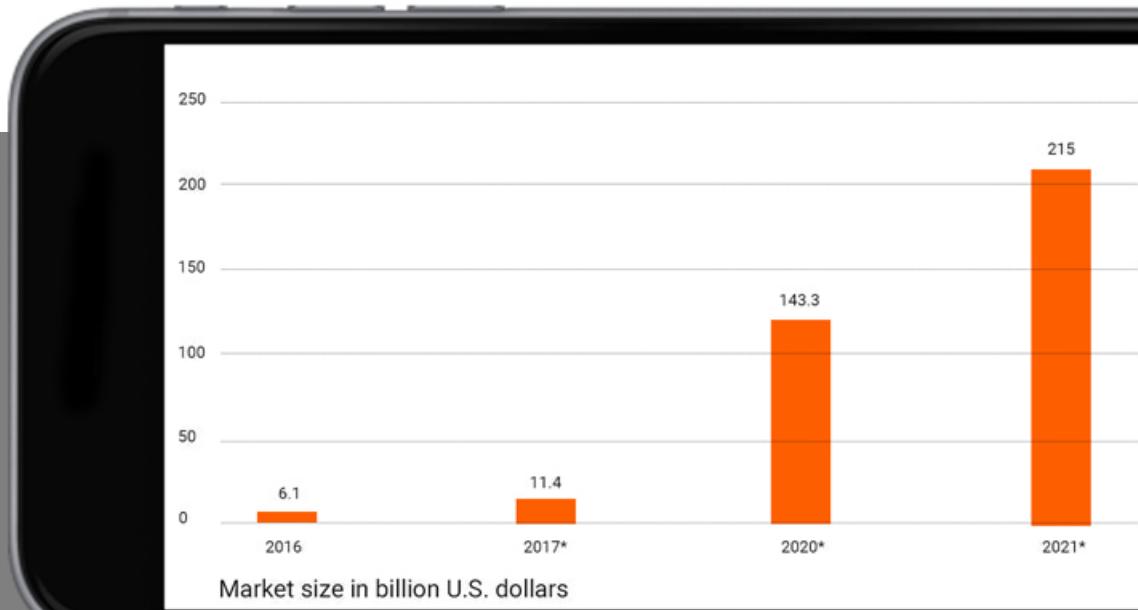


Figure 6 - AR market growth forecast. Source: Statista.

Also the financial success of AR tools will be much due to the advertising market that is growing as steadily as ever.

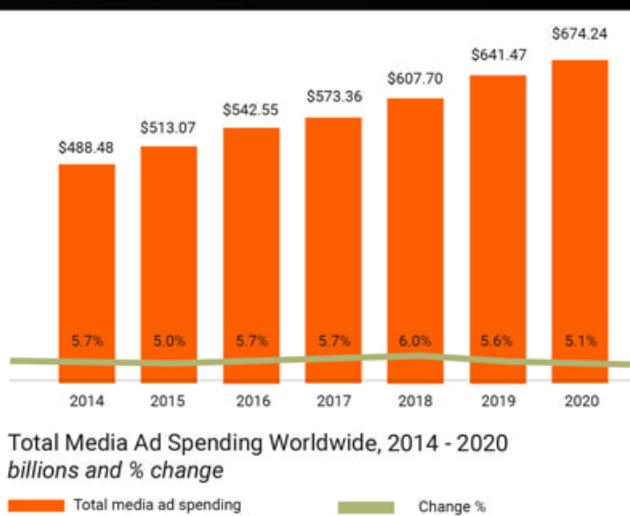


Figure 7 - Scope and dynamics of the advertising market
Source: eMarketer

Thus, it becomes more and more obvious that augmented reality, smartphones, new ways of communication and entertainment change the life of people and business environment. To catch the wind of change, it is necessary not only to monitor, but to participate actively in these changes.

ICO for ARGO

A strong will and patience is always required to start a new business at new markets. We offer everyone who is passionate about the augmented reality blue ocean as much as we are to join our team to reach the objectives set.

ARGO is being developed by a Belarusian company. This fact provides all the ICO participants with an exceptional advantage: responsibility of token issuers, and crypto currencies and token turnover are officially regulated in Belarus. The corresponding provision is reflected in the President's Decree "On the Development of the Digital Economy"

ICO Purpose

The interaction of members within the system is carried out using the internal currency - ARGO token. The par value of the initial token issue is 0.000023 ETH/Token.

The country has created a unique and most advanced in the world set of regulations for the industry of cryptocurrencies: both for individuals, and for companies and investors in this sphere.

More info: <https://news.bitcoin.com/belarus-legalizes-cryptocurrencies-icos-tax-free/>

The funds raised by the ICO are intended to develop and market the product.

The public token sale is meant to raise 13,482 ETH by sales of 586.2 mn. tokens (51% of the total issue, including 2.8% during Pre ICO).

Investments can also be made in major cryptocurrencies - Ethereum. We use Ethereum ERC 20 blockchain as the basis for the ARGO token issue.

ICO will be deemed successful upon sale of 3620 ETH (funds sufficient for Phase 1 and 2) or by ICO last day closing.



Pre ICO

Our team intends to build trustworthy long-term relationships with all the stakeholders: investors, users, partners. We provide a detailed description of what has already been done, as well as our vision of the project's prospects.

The most important task at the moment is gathering like-minded people among future users and investors, and reaching with them a mutual agreement on the further actions of the team.

With this in mind we run a pre-sale of tokens the purpose of which is to consolidate resources to prepare the processes and products for the ICO. We are also hoping to receive under way a lot of valuable feedback from the community for in-depth study of the product solutions.

The nominal ARGO token price during Pre ICO is 0,000016 ETH/Token.

The goal of the Pre ICO is to attract 531 ETH through the sales of 33.2 mn. tokens (2.8% of the total number of issued tokens).

The Pre ICO is deemed successful in case of sale of 33.2 mn. of ARGO tokens (total volume intended for the Pre ICO).

Bonuses available for the Pre ICO:

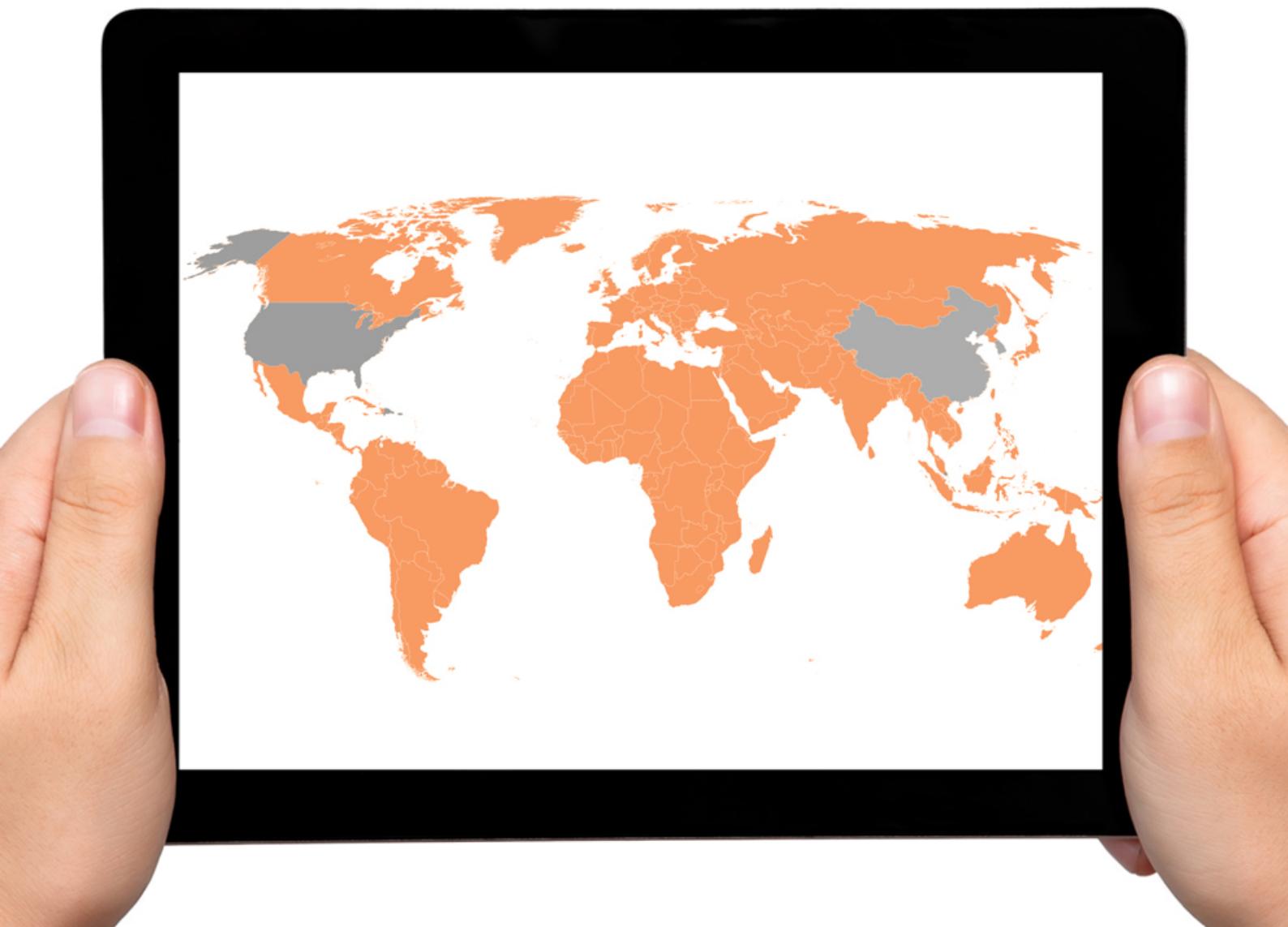
- 50% bonus on token purchase from day 1 to day 2;
- 40% bonus on token purchase from day 3 to day 4;
- 30% bonus on token purchase from day 5 to day 6;
- 20% bonus on token purchase from day 5 to day 7.



ICO Restrictions

Due to some restrictions imposed by national laws, the nationals and tax residents of the following countries must not take part in ARGO tokensale:

- **United States;**
- **Puerto Rico;**
- **Guam;**
- **Singapore;**
- **U.S. Virgin Islands;**
- **China;**
- **South Korea.**



ARGO Token Architecture

ARGO token entitles the user (individual) to participate in the creation and development of a layer in augmented reality.

The ARGO token is a unique key for accessing and modifying the augmented reality layer.

Using a certain number of ARGO tokens, the user may join AR games, walk through special AR quests, place texts, photos, videos, stickers and 3D objects in AR.

The most active users and authors of the most popular AR objects will receive bonus ARGO tokens.

Such model of tokenization motivates the user's proactive position in the ARGO system development, and promotes for constant participation in augmented reality expansion in his/her native location. At the same time, the need to purchase AR space for tokens stimulates the user's responsibility and creativity for the integrated AR content.

Also, the token entitles the holders to approve or reject innovations, or to independently submit their proposals for community-wide consideration.

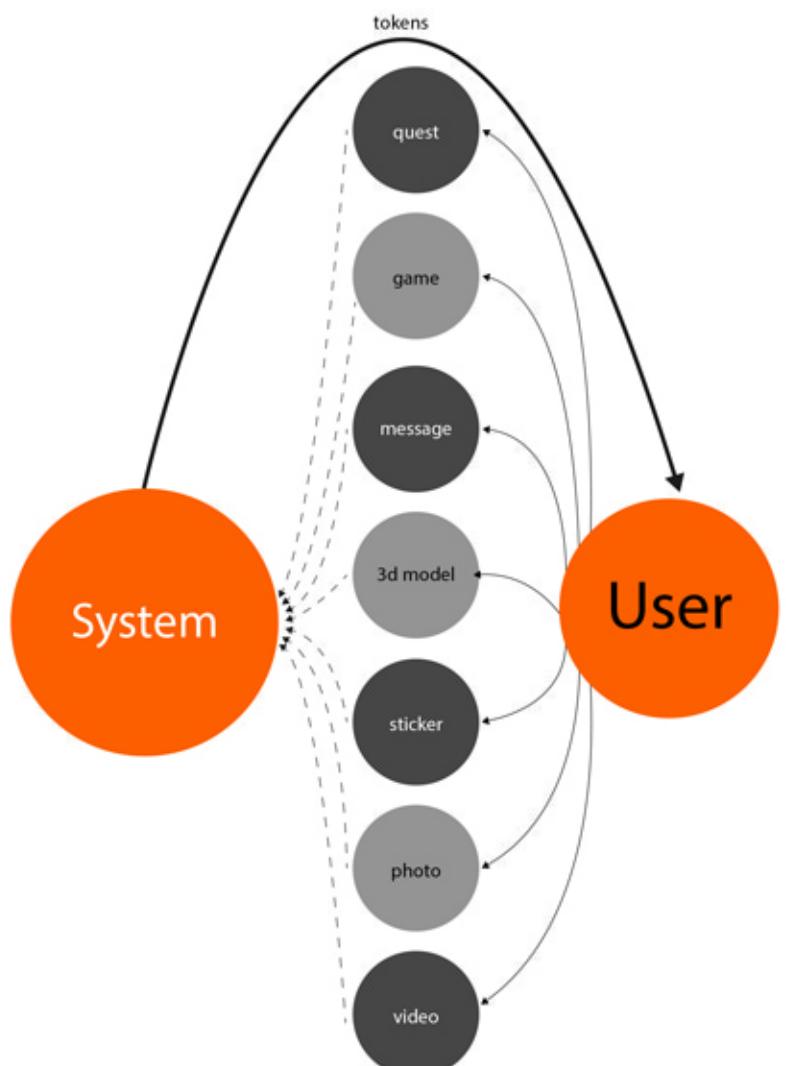


Figure 8 - ARGO system – user tokenized interaction



ARGO Token Technical Aspects

ARGO token issue platform: Ethereum, ERC-20 standard.
Total issue: 1,149.4 mn., including 586.2 mn. tokens intended for ICO.

All data about the token circulation within the ARGO system is filed with the system-integrated set of servers. The verifiable decentralization of transactions provides the option for any user to download such server-based data to their PC, thereby becoming one of the blockchain links.

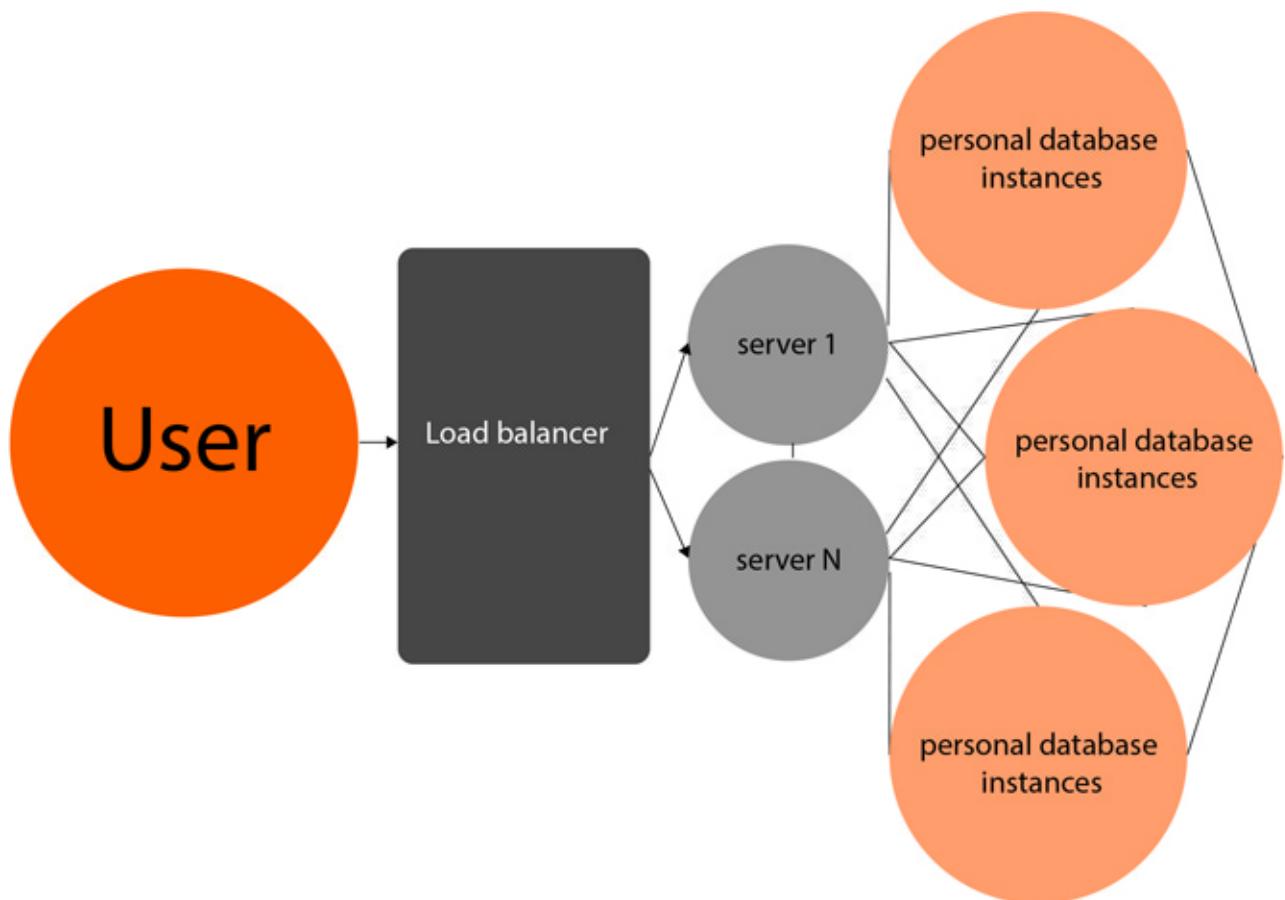


Figure 9 - The decentralized ARGO architecture.



ARGO Token Economy

ARGO token is an identifier key for the ARGO augmented reality. The token serves an engine for users to operate within the system.

ARGO tokens can be purchased as follows:

- by the Pre ICO participation, followed by use or redistribution by the original investors. Any ARGO token has an ARGO ticker. The base price of one token is 0.000016 ETH;
- by the ICO participation, followed by use or redistribution by the original investors. Any ARGO token has an ARGO ticker. The initial price of one token is 0.000023 ETH;
- by acquisition in limited quantities by new users following ARGO mobile app registration to stimulate online activity. When registering an account, the user automatically receives max. 10 ARGO tokens as promotion. For these purposes, the system makes a reserve of 35% of the total issue. The number of free ARGO tokens decreases with the community expansion.

To fuel users' constant interest, the ARGO system cooperates with partner brands to integrate commercial and entertainment content, i.e.: quests, gifts, games, promotions and information.

In the future, ARGO tokens can also be offered to legal entities to pay for the ad campaigns in AR.



Investment Distribution

Each ARGO token has an ARGO ticker. The initial price of one token is 0.000023 ETH. The total token issue is expected at 1,149.4 mn. tokens. The investments are planned to be distributed as follows:

- 51% or 586.2 mn. tokens intended for ICO (including 33.2 mn. tokens through Pre ICO);
- 35% or 402.3 mn. tokens – promotional reserves to early users and investors;
- 8% or 91.9 mn. tokens to be given to the team;
- 5% or 57.5 mn. tokens – activity bounty package;
- 1% or 11.5 mn. tokens – to be sent to partners and advisers.

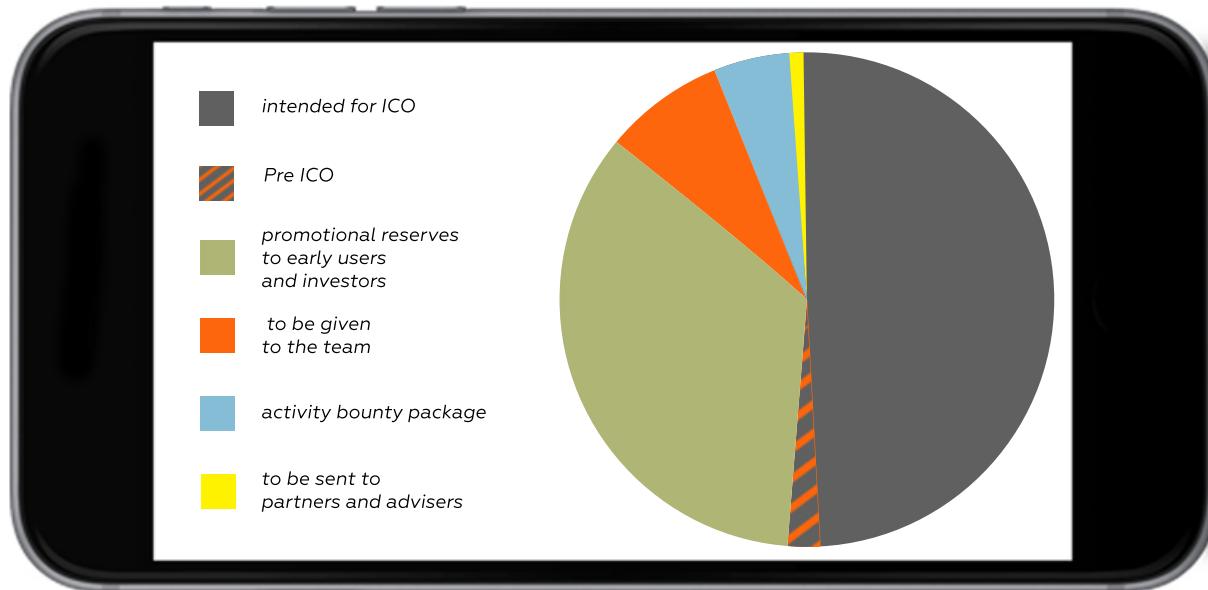


Figure 10 – Allocation of collected resources

Bonuses and Bounty Framework

Bonuses available for sale during ICO period:

- 20% bonus on the first day of ICO;
- 15% bonus on Days 2 to 7 of ICO;
- 10% bonus on Days 8 to 15 of ICO;
- 5% bonus on Days 16 to 28 of ICO.

Bounty:

5% tokens are allocated as ICO promotional bonuses.

For example:

- Bitcointalk community activity;
- Telegram channel activity;
- Reddit community activity;
- articles in blogs and media publications;
- translations and moderation;
- Facebook campaign;
- Twitter campaign;
- Slack campaign.

Project Leaders



Alexey Pushkarev

15-year experience as top manager, incl. 10 years top position with a large Eastern European packaging producer; MBA, University of New Brunswick, Canada; specialist in sustainable corporate development; experienced in managing marketing and sales.

A.P.: "The ARGO concept is targeted for Gen-Z – people who will soon become the mainstay of the modern society and major customers of many brands. Businesses understand the trend. So, they are interested in our work and ready to join the ecosystem in order to build relations with Gen-Z community at a new technological level. My mission with ARGO is to harmonize both integral parts of the project – marketing and engineering."



Vasily Veko

Entrepreneur, visionary; Altwolf Software founder and managing partner; PhD Math, Belarusian State University; 18+ years experience in innovative development of mass-multiserver, 3D, AR | VR cross-industry products; creator of C.H.A.O.S. helicopter simulator (more than 30 mn. downloads worldwide).

V.V.: "ARGO project is of interest to me due to its focus on the future. The augmented reality technologies progress very fast, both in software and hardware. It is likely that in the nearest future we will face a disruptive breakthrough in this sphere. So, it is important to work on content and infrastructure for augmented reality to be prepared when the market gives opportunity. My area of responsibility in ARGO is technical architecture design and software development management."





Dmitry Ezersky

Expert in finance, venture capital and securities; investor and mentor for several IT and industrial projects; profound professional experience in banking business.

D.E.: "The growth rates assessed by analysts for the augmented reality industry exceed tenfold the similar indicators in other industries. In this respect, the ARGO project became a magnetic challenge for me as a financier. My function in this project relates to the allocation of financial resources at all project stages and milestone budgeting."



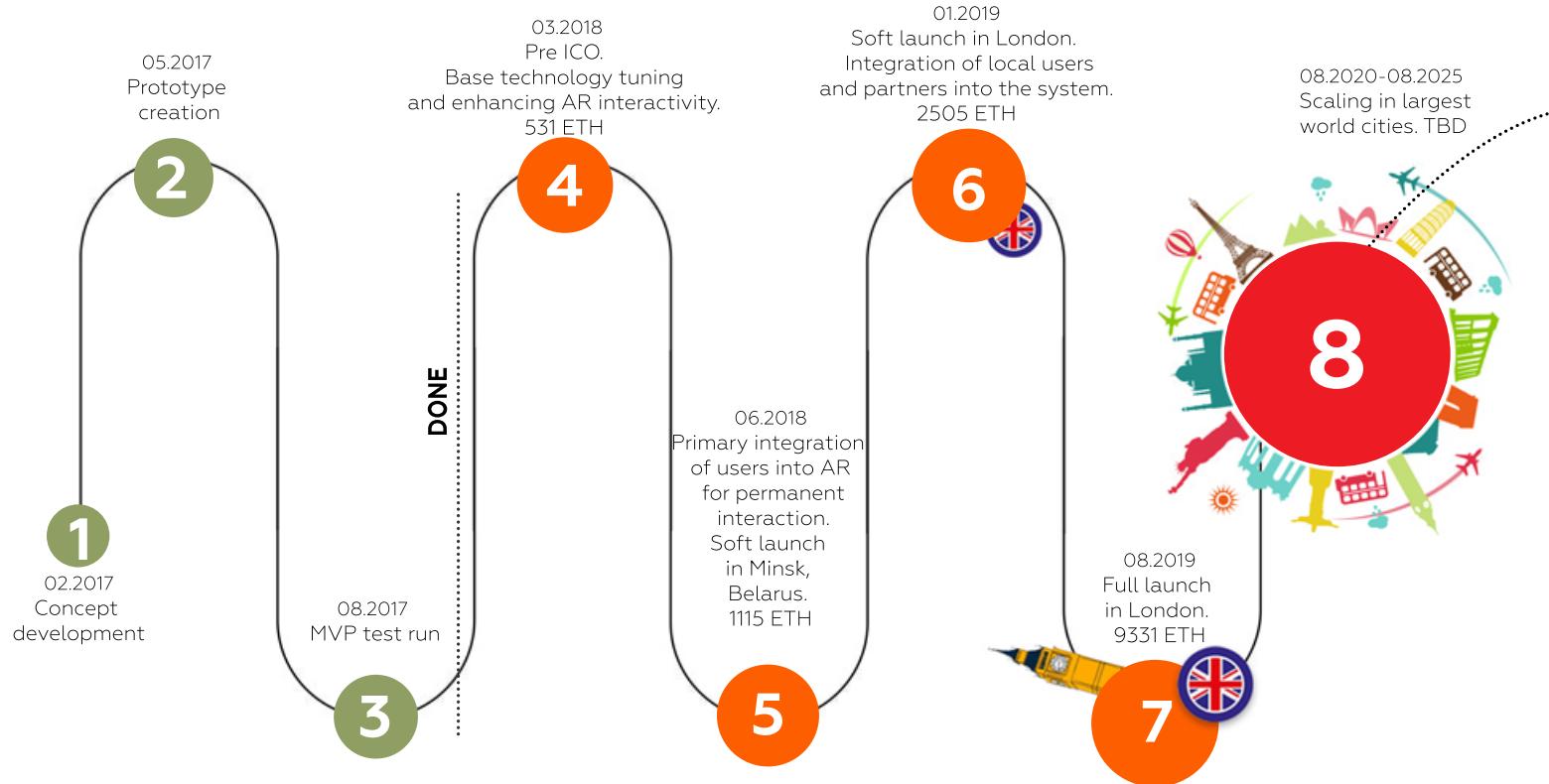
Crichton Brauer

Owner and investor over the past 15 years in businesses in both Russia and the UK. Additionally, provided business trainings to numerous international companies on growth and development. Further been working as a consultant for Sell2Me in the UK since 2016. Have followed closely crowd funding developments especially based around crypto currency.

C.B.: "Excited to be the UK rep for ARGO, running the London office and working on the local customer base."



Roadmap



Feb. 2017. Concept development.

February 2017 - a new step made by our team. It was decided to combine the 10-year experience in developing mobile and gaming solutions with a new mobile technology – augmented reality.

AR has become a source of inspiration for the team and the natural streamline for the company's development. Within two months, numerous ideas were generated, analyzed and discarded. Dozens of concepts failed the market assessment phase, and only one option, with all its features and details, showed the best performance during R&D phase - Go2me.

May 2017. Prototype creation.

In May 2017 the concept began transformation into prototype. The development and integration of key functional units was carried out. Much had to be revised, and some decisions had to be abandoned in order that our MVP Go2me meets the requirements of the market.

Aug. 2017. MVP test run.

In August 2017, the company was ready for an MVP test run. The preliminaries resulted in partnership agreements with a large multi-brand shopping mall. The system acquired its final architecture, and its open beta version was launched.

As a result, major data were collected to evidence a favorable response from users. For example, the retention rate was 86%-66.5%-46.8% at Day 1-7-30, respectively; users actively interacted with more than 7,000 AR objects, and 32% of users shared the product information with their relatives and acquaintances.

Thus, the team decided to intensify efforts for product development and to engage new fund raising options.

March 2018. Pre ICO. Base technology tuning and enhancing AR interactivity. 531 ETH

During the pre-sale the team gathers resources for preparation of all the in-company processes and the product for the ICO.

At this stage the audience gets acquainted with the concept and the MVP. A deeper study of product solutions is carried out based on the feedback from community.

Questions and suggested modifications that are brought up by the audience are analyzed. The most flexible and effective mode of interaction between stakeholders is formed. Technologically this phase is dedicated to in-deep prototyping of the main concept and search for most effective solutions to meet the system requirements.

For example: Placement of graphic, video, audio, static 3D and animated 3D objects within geographic locations, graphic anchors, Beacon anchors and local coordinate system. We also offer an internal centralized billing account in Azure cloud storage facility, which would contribute to faster interaction within the community due to speed limits per unit of time.

We understand all the problems of prototype security, and we apply all the knowledge and experience to maintain the necessary security for all interacting members.

The system is expected to operate with the following performance parameters:
Retention rate within 80-60-40% for Day 1-7-28 respectively;
Connected brands - 5.

June 2018. Primary integration of users into AR for permanent interaction. Soft launch in Minsk, Belarus. 1115 ETH

The system implements an engine to facilitate user acquaintance and immersion in the new AR ecosystem.

Conditions are created for games and quests to be integrated in AR with gift awards to winners. Local businesses, shopping malls, brands, companies are encouraged to participate. AR quests are created and managed by the developers. Interactivity implies the active effect of users on AR environment during the gaming process.

Users not only entertain themselves in the AR and receive gifts, but also actively interact with each other. This functionality provides the ability to leave messages in AR.

Based on the phase outcome, algorithms for AR interaction, procedures for business expansion in the system are generated; data are collected to prepare for the project scaling.

The system is expected to operate with the following performance parameters:
Downloads – 220,000;
Retention rate within 80-60-40% for Day 1-7-28 respectively;
Connected brands – 32.

January 2019. Soft launch in London. Integration of local users and partners into the system. 2505 ETH

The solution is tested on the UK market. Local businesses get acquainted with the ARGO capabilities and the team modifies the system according to the business requirements. Ad campaigns and quest scenarios are culturalized. Great emphasis is put on automation of connection of businesses and ARGO.

Tools are added to boost user communications. Users are not only provided with AR-based entertainment facilities and gift-winning options, but also interact actively with each other, communicate, share impressions and experiences. Such functionality promotes AR integration of messages (photos, texts, videos, 3D objects), creation of community groups, sharing profiles, actions upon other members.

One of the phase important outcomes, is that the users get a habit of interacting with AR due to material and mental benefits in the ecosystem.

Data is collected to prepare for the full launch of ARGO in London.

The system is expected to operate with the following performance parameters:

Downloads – 520,000;

Retention rate within 80-60-40% for Day 1-7-28 respectively;

Connected brands – 42.

August 2019. Full launch in London. 9331 ETH

At this level the ARGO ecosystem is actively adding users and brands. Easy-to-join mechanism is developed for the incoming businesses.

The system is developing, testing and introducing technological which allow to distribute information, gather and analyze statistics, provide on-going feedback between the system and its customers. As a result ARGO profits on significant information base that includes brands, users and key performance indicators of their interactions.

The system is expected to operate with the following performance parameters:

Downloads – 2,020,000;

Retention rate within 80-60-40% for Day 1-7-28 respectively;

Connected brands – 67.

August 2020- August 2025. Scaling in largest world cities. Tokyo, Osaka, Beijing, Singapore, Chengdu, New York, Los Angeles, Moscow, Melbourne. To be defined at a later stage.

The system opens gates for new users, brands, quests and campaigns. Scenarios of interaction within ARGO are localized and culturalized.

The system is expected to operate with the following performance parameters:

Downloads – 65,000,000;

Retention rate within 80-60-40% for Day 1-7-28 respectively;

Connected brands – 430.

Implementation Budgets

Phase 1 – 531 ETH. Pre ICO. Base technology tuning and enhancing AR interactivity.

Phase 2 – 1115 ETH. Primary integration of users into AR for permanent interaction. Soft launch in Minsk, Belarus.

Phase 3 – 2505 ETH. Soft launch in London. Integration of local users and partners into the system.

Phase 4 – 9331 ETH. Full launch in London.

Phase 5 - Scaling in largest world cities.

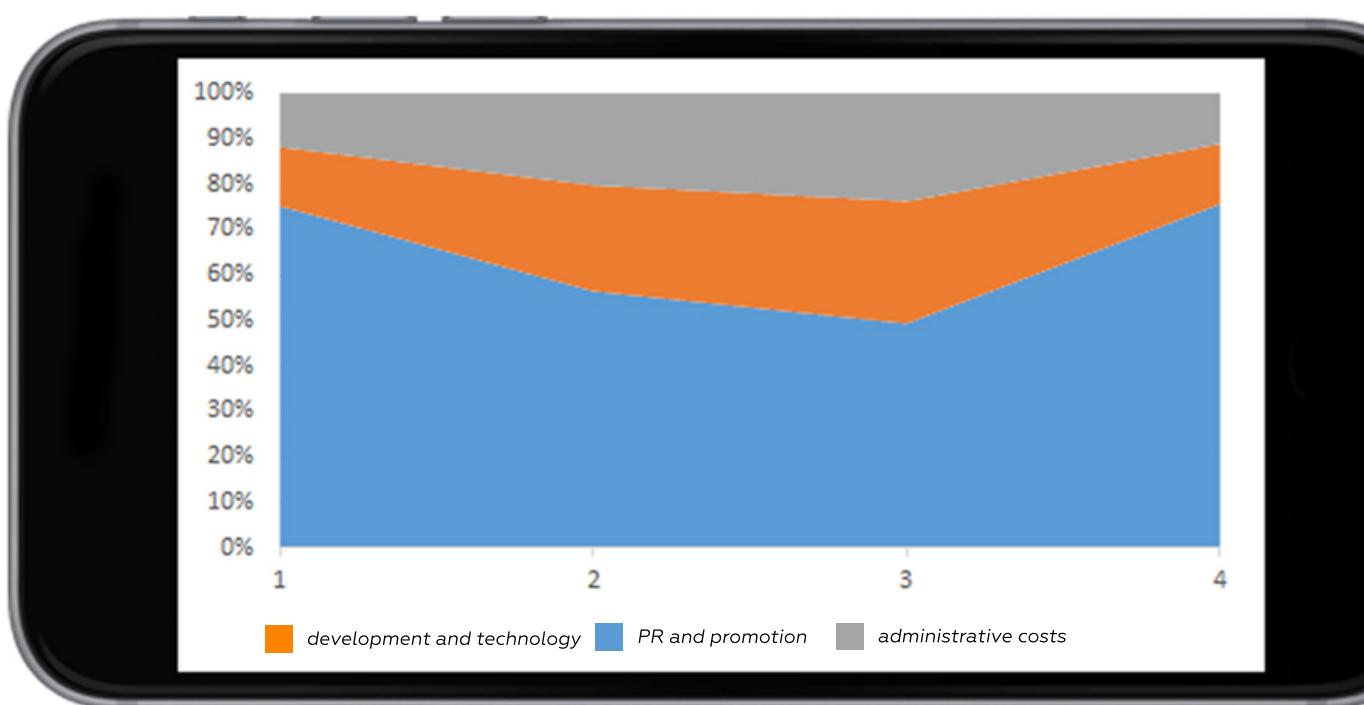


Figure 11— Cost structure change dynamics by project milestones



Cost Breakdown, thous. US dollars

	Phase 1	Phase 2	Phase 3	Phase 4
Front end programming	10	42	98	168
Back end programming	8	42	98	168
Business analysis	8	21	21	36
Software testing	6	21	29,4	50,4
Direct sales	0	40	128	240
PR & promotions	0	7	47,6	81,6
Design	3	14	35	60
3D simulation	20	42	175	300
Accounting	4,5	7	21	60
Customer service	0	14	62	120
Back office	3	7	21	36
Payroll taxes	28,125	115,7	331,2	594
Legal services	0	8,4	17,5	60
Licenses	10	5	17	30
Equipment	0	20	40	20
Banking services	1,5	3,5	10,5	26,4
Business trips, customer visits	140	12	61	120
General administrative costs	1,5	7	21	60
Office rent & utility pays	11,1	51,8	105	180
Product advertising & promotion	210	490	840	5700
TOTAL:	464,725	970,4	2179,2	8110,4

Table 1 – Cost structure by project milestones

Conclusion

The AR market demonstrates intensive growth, and many developers rack their brains over various hardware and software solutions aimed at a variety of tasks.

At the same time, the issue of AR routine use still remains not fully comprehended.

Our team offers a commercial and social ecosystem that can engage AR right from tomorrow and has extremely high growth potential. We start small to achieve a lot.

Nowadays, it is important to introduce people to the new AR environment and the strong potential it has. By offering familiar and understandable activities to the user, we provide for a deeper immersion into the new world, gradually expanding its capabilities. Sooner rather than later, AR will take place in many persons' lives, and we offer investors to start with us in this potent industry while the ocean is still blue.



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