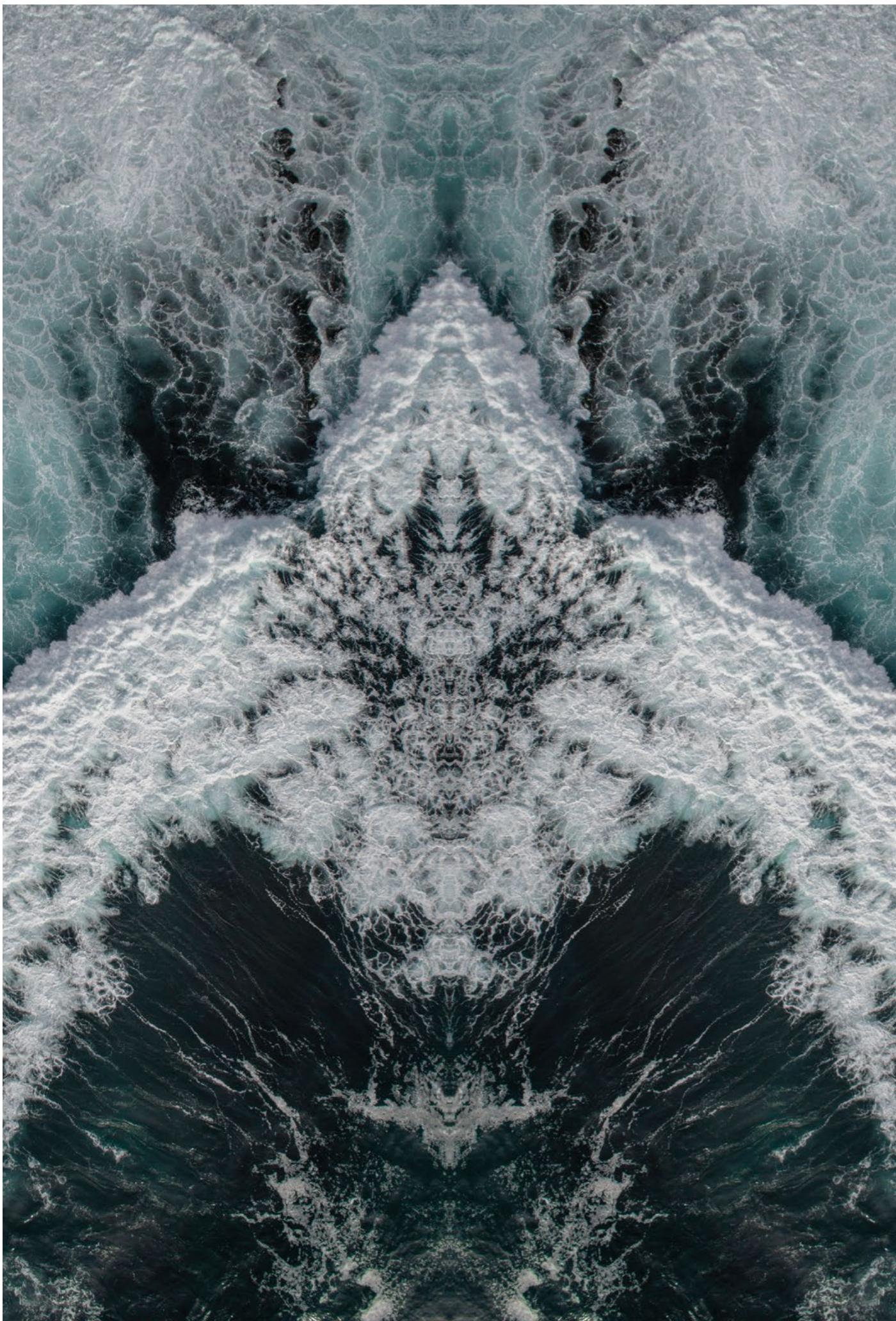


Rocket ICO

# Whitepaper

October 2017



## Introduction

In the late 1970s young Steve Jobs saw in computers a personal tool that is needed in every home. Complex technology was packed into a convenient form with a clear interface. This decision has changed the modern world. Today we are on the threshold of a new technological revolution.

Blockchain is a technology that is just beginning to reveal its true potential. Smart Contracts, DAO (Decentralized Autonomous Organization), ICO (Initial Coin Offering) - each of the recently appeared tools continuously open up new opportunities for generating unique projects, implementation of which was previously impossible or too labour-consuming. Nevertheless, they are still too rarely used in those areas where it is necessary. The main problem resides in the high complexity of these tools. That is why we decided to create Rocket ICO.

Rocket ICO is a platform where all the necessary tools for creating a quality product and its further market launch are presented in a convenient form. It is also a constantly growing DAO, in which each participant possesses financial and (or) intellectual resources to help projects invest. A platform that continuously aggregates wonderful ideas that can change the world for the better and helps to put them into practice.

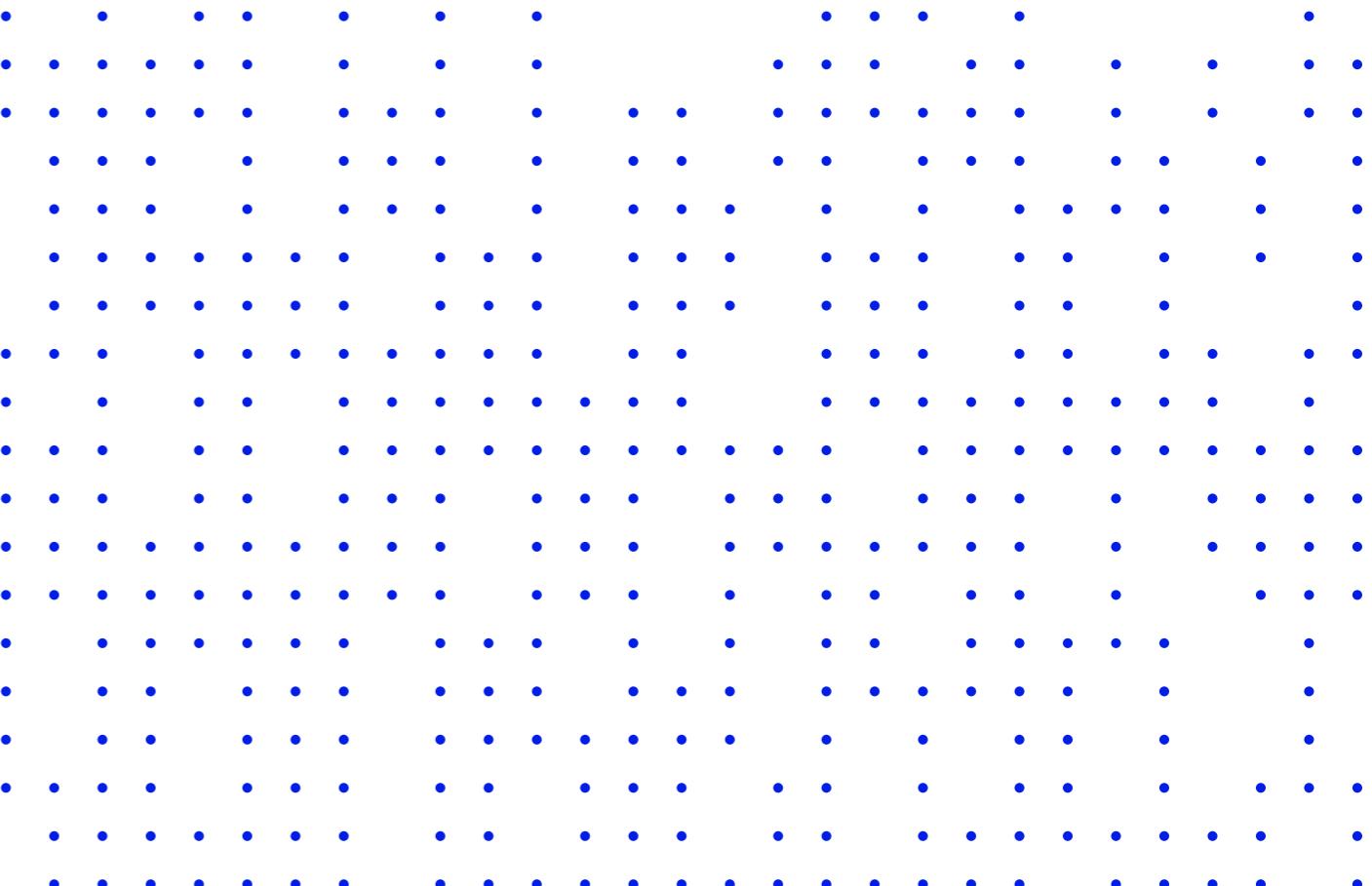
# Rocket ICO

Rocket ICO is the world's first startup accelerator based on the principles of Decentralized Autonomous Organization. Such model creates a new paradigm for the safe and more effective interaction between project teams, investors and experts in the context of creating and launching startup projects.

One of the key elements of such system is the joint work of DAO participants on the projects in order to bring them to the market.

Projects will benefit from being available for interaction with the community at early stages as they might be able to receive the necessary funding from inside the platform therefore without the need to do an ICO, saving time and financial costs of preparation.

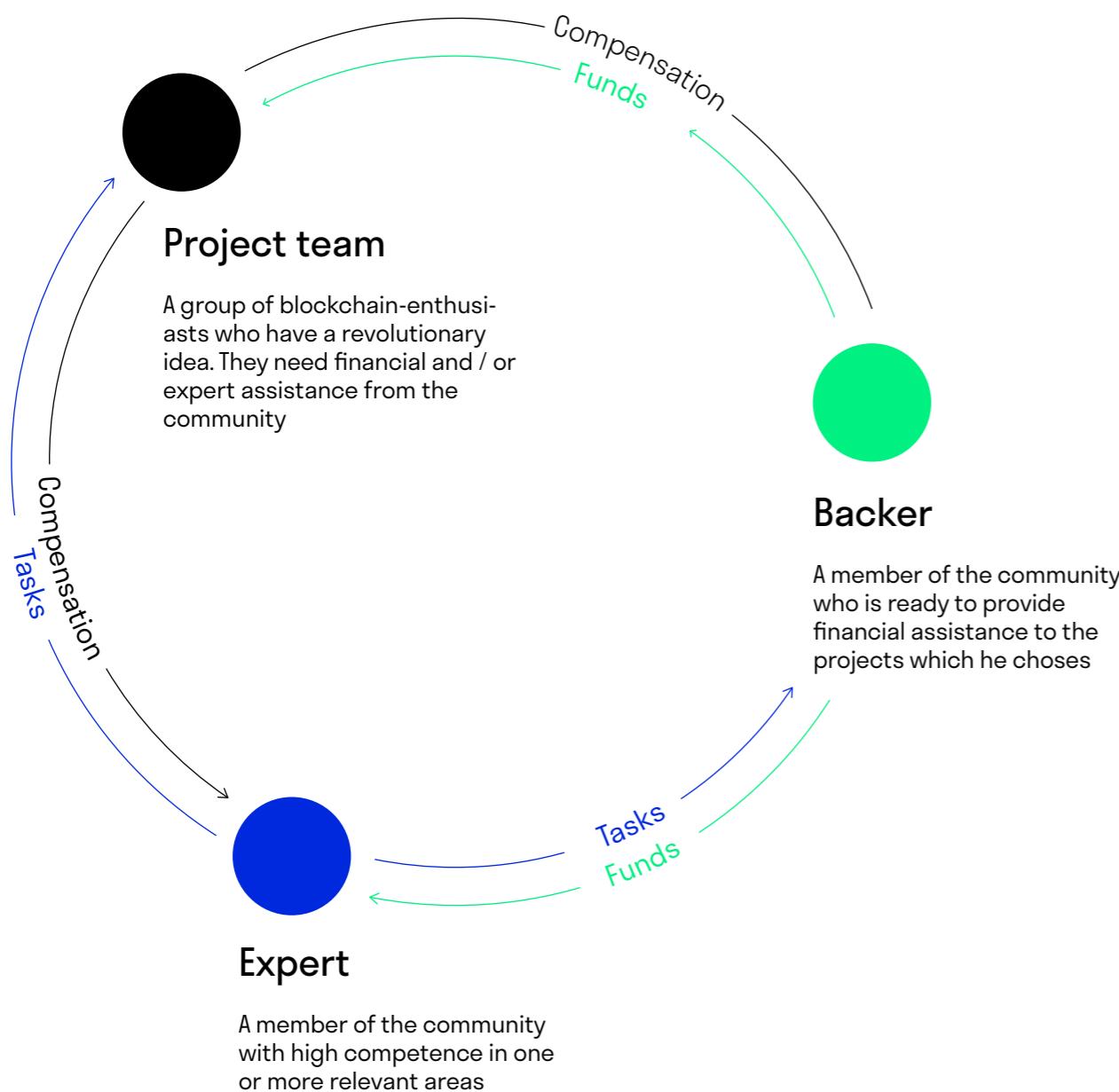
We also propose to revise the existing approach to the ICO of the crypto-community. Today the vast majority of projects receiving financing in such way are not supported by a real working model due to lack of competence among the teams, and therefore they are unlikely to succeed. Instead of launching short-lived startups or holding an ICO for the sake of ICO itself (quick profit-making), our platform will flow all incoming proposals through the network of independent experts and select only valuable projects with a strong idea.



# Decentralized Autonomous Organization

Within the framework of DAO Rocket ICO there are 3 roles:

Based on Smart Contracts



DAO doesn't impose restrictions on a number of roles performed by one person. He can be a member of the project team, while being an investor and an expert for other projects.

The team sets a goal for the community to bring its idea to a full-featured working product. For this purpose it assigns a number of tasks to the experts, rewarding them with the company tokens.

For example, if a team needs to write a Whitepaper, experts with the required competence get notified. If both parties are satisfied with the terms of the transaction (service cost, expert's level of performance, etc.), an expert takes on the task. Moreover, an expert can either write Whitepaper on a turn-key basis, or perform only a small part of work. An expert can also offer his services to the team without waiting for a request. If the team agrees that the solution proposed by the expert is effective, he will receive an appropriate reward. All relations between experts and teams are set via smart contracts. In case of a dispute between the parties the system foresees arbitration.

As a backer of a project, he gets an opportunity to observe the work progress, what makes it possible to identify the quality of the product at an early stage and increase his participation. It allows for first mover advantage and better conditions for the Rocket ICO backers over the market players who are outside the DAO.

DAO will be constantly replenished with a large number of interesting projects. Backers will be given opportunities participate in projects and experts will be able to solve the necessary tasks, increase their proficiency.



# New Economic Environment

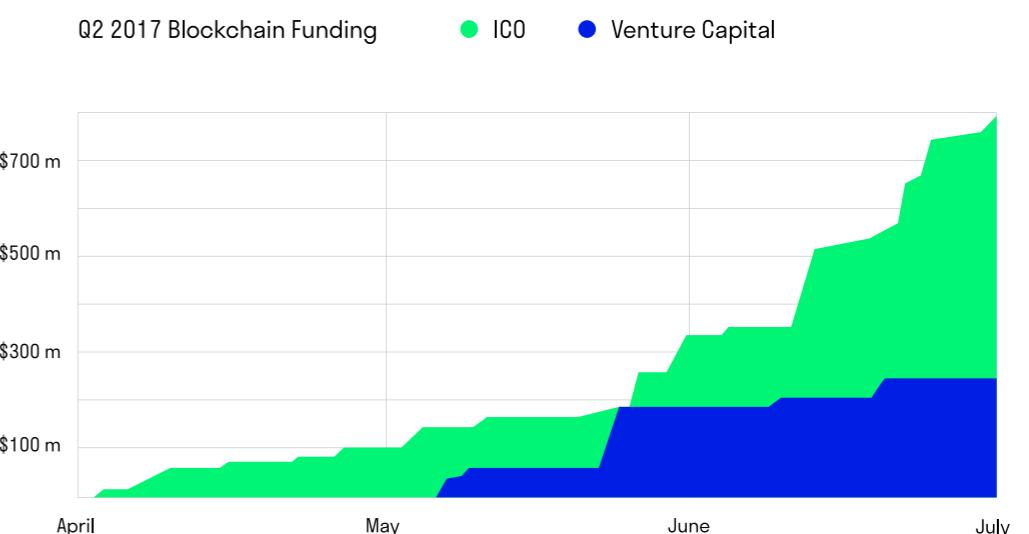
Blockchain technology has become increasingly popular recently. The cost of bitcoin sets record by record high and every day a lot of interesting projects based on blockchain technology appear.

ICO has acquired enormous popularity in the field of project financing. It has become a tool for quick access to the global investment market, bypassing traditional intermediaries like banks, venture capital, etc.

According to CoinDesk, blockchain start-ups managed to raise \$ 1.8 billion using non-traditional venture investments in the form of ICO.

The figures may seem insignificant if we compare them with the market of initial public offering in the USA, which raised \$ 22 billion (according to RenaissanceCapital) for the same period of time. But if put in growth terms - ICOs have brought \$ 1.67 billion, of which \$ 1.38 billion - in 2017 which translates into more than 600% annual growth rate. The most incredible figures were seen in July - more than \$ 540 million was raised by ICOs combined. This method of fundraising beats its own records for several months in a row.

**ICO VS Venture Capital** Source: Coindesk

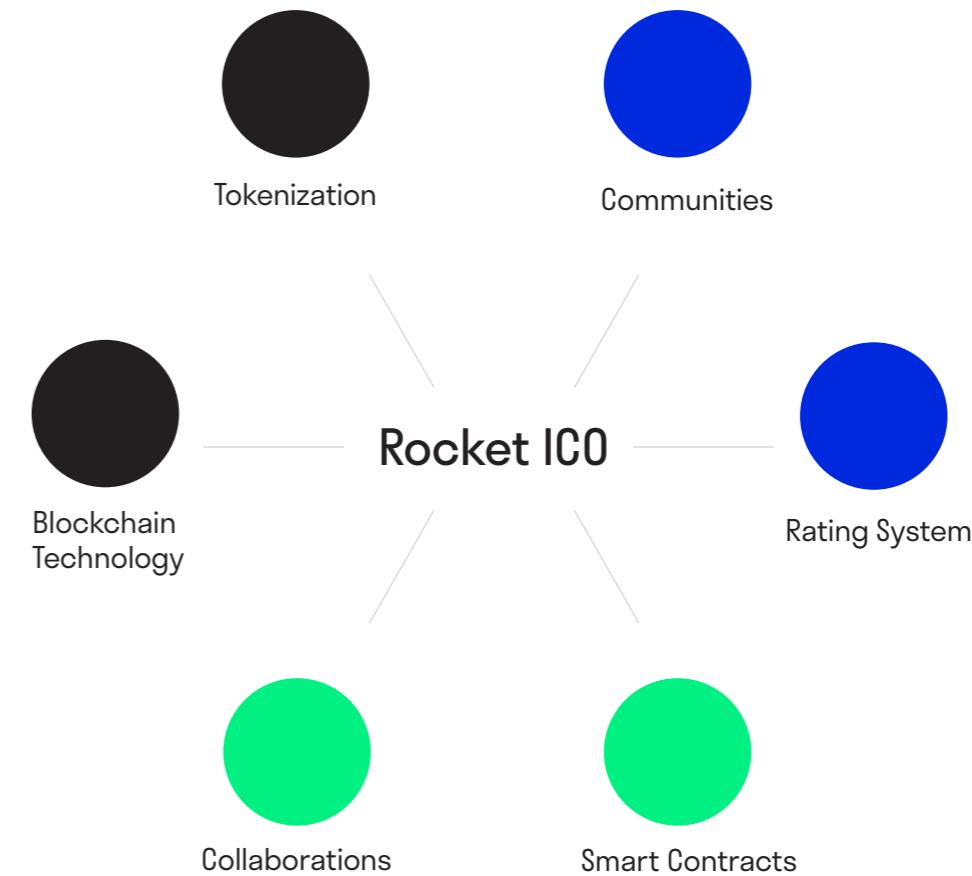


# Radical change in the organization of business relations

Over the past few decades a number of evolutionary and sometimes revolutionary changes have taken place, each of which has led to a radical change in the entire system of business relations.

1. The emergence of social networks has enabled the finding of interlocutors by interests and speeded up information transfer.
2. The emergence of professional networks, such as LinkedIn helped people find partners and experts they need.
3. Platforms for team collaboration allowed people to interact easily and quickly with geographically widespread teams.
4. Such principles as code transparency, rating of expertise, enthusiasm of participants have already shown their effectiveness as communities became more effective than corporations. A vivid example - crypto-communities which led to the appearance of the blockchain.
5. Blockchain made a revolution in transactions principle, guaranteeing transparency of business relations and independence of cryptocurrency rates from the actions of power centers.

Rocket ICO ecosystem:



All these tools in certain combinations are presented in various solutions. However, the unification of all of them on a common platform will take place for the first time at the RocketICO platform.

Thus, Rocket ICO will become the first integrated tool for working in the world of digital economy.

The background of the image is a dark, overcast sky filled with large, billowing clouds. The clouds are a mix of dark grey and white, with some brighter highlights where they catch the light. They are thick and dense, filling most of the frame. There is a sense of movement and depth, as if looking up at a turbulent sky.

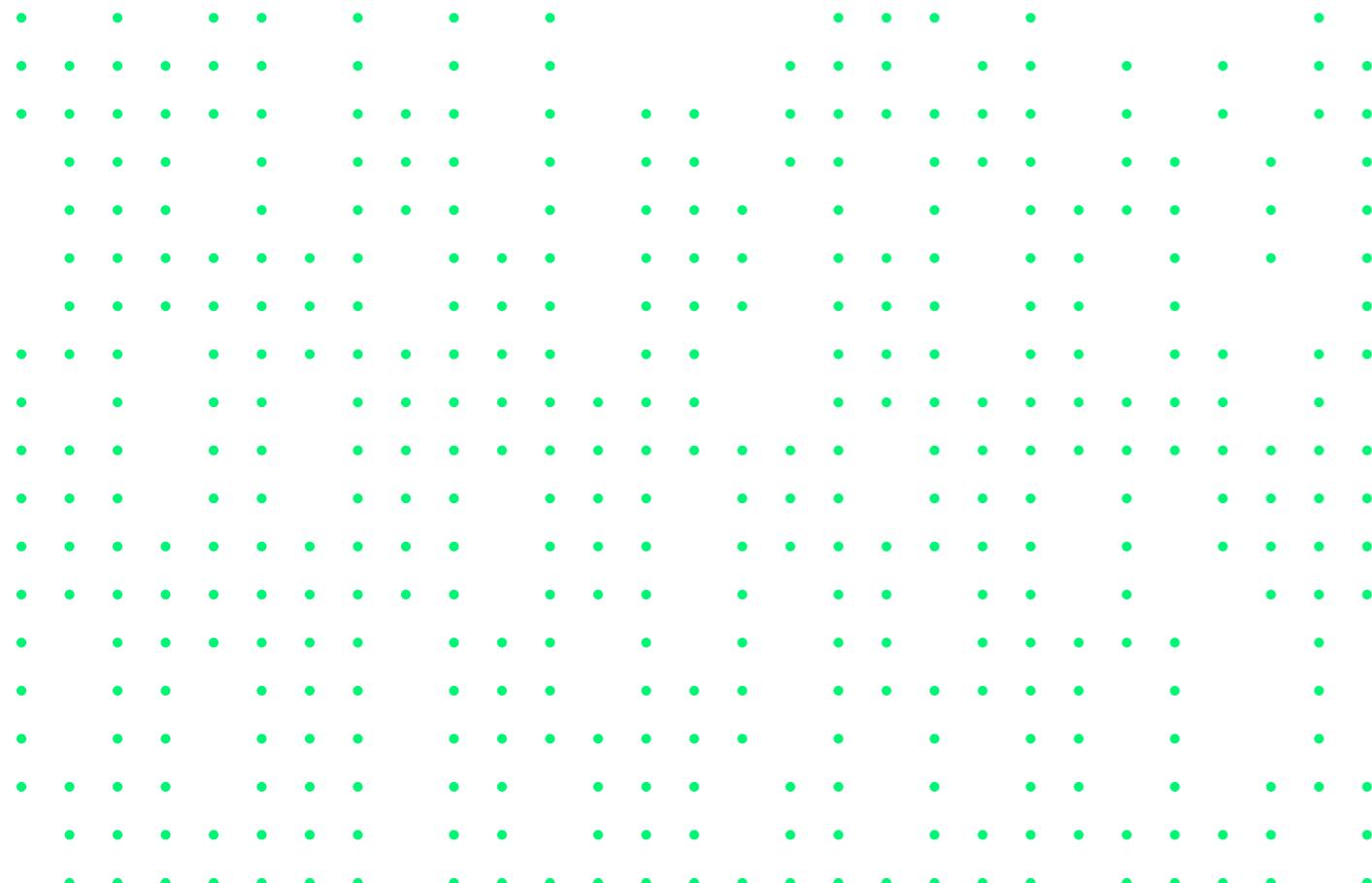
New era.

New economy.

New rules.

# Specificity of Projects Implemented on the Rocket ICO Platform

Rocket ICO is a decentralized startup accelerator in the Internet business.



When our DAO will learn to implement startups of a fundamentally different nature with higher efficiency, we will move on to a new stage in the development of DAO aimed at the global market. Developing an innovative group of tools such as project, programs and local corporations management, DAO Rocket ICO will begin to change the foundations of the traditional economy.

## Why do we want to start with an Internet business?

- This industry allows to enter the global international market.
- This industry is better tailored for scalability and replication of successful businesses.

## Why do we start with startups?

1. A startup is an unconfirmed business model. The purpose of our platform is to create an opportunity to confirm the business model from the business community side.
2. Blockchain startups create a fundamentally new way of formation and implementation of various business models. We are primed for innovative projects to be implemented on our platform as we believe in the breakthrough ideas. These projects require maximum effort from the expert community precisely at the stage of intention, that means at a startup stage.
3. Digital economy and blockchain technology dramatically reduces transaction costs. New business models are being built according to the new rules that are being formed along the way. New projects, new economy, new business models, new rules - all this is the nature of startups.

Description of Platform  
Functionality

## Backer Tools

A backer who registers on the platform can consider participation in several projects that have been already evaluated by the expert community. He can help the project not only with finances, but also with other resources such as expertise, thus improving the product.



### Monitoring of projects

Projects are presented in a convenient form with filters by date, popularity and topic



### Participation in projects

Analytics system, the ability to constantly keep in touch with the team, access to some of the project tools (depending on the arrangements made via smart contracts).



### Management and portfolio diversification

Participation in several ICO projects, diversification of risks and convenient tool to display different project token participations in one place



### Early access to projects

An opportunity to participate in financing of projects at an early stage

Description of Platform  
Functionality

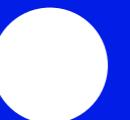
## Expert Tools

To become a Rocket ICO expert it is necessary to pass an internal validation. Anyone who has a high competence in the fields relevant to the community and project – such as business experience, marketing, software engineers, lawyers, etc. - can become experts on our platform.



### Expertise increase

Increase your expertise by keeping up to date with the peer experts and professionals in related fields, keep informed on the latest industry news



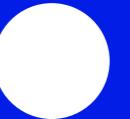
### Monetization of expertise

Receive renumeration for your knowledge and experience



### Participation in projects creation

Set your contribution to the project from a small advice to a full immersion and becoming a full member of the team

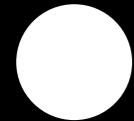


### Verification of teams and experts

Help the platform create its expert network and participate in review and verification of new projects

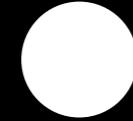
# Project Team Tools

Incoming projects are validated by the expert network and community. The project can be presented either by a full-fledged team or by a group of enthusiasts who require financial support or expert help. It can be even one person! The main thing is having an idea that community supports.



## Metrics and analytics

Analysis of data for each step of ICO campaign and its effectiveness.



## Collaborative work on tasks

An integrated CRM-system with functions fully covering all stages of preparation for the ICO.



## ICO management account

- Ability to receive funds in cryptocurrency
- Issuing and distributing project tokens
- Information management for the ICO site
- Smart contracts design and management



## Customizable modules for teamwork on a project:

- Project management
- Interactive Whitepaper writing
- Creating a landing page
- Marketing planning
- Setting up a bounty-campaign
- Discussion of the project between experts and investors
- Agreements management with experts and investors
- Validation and testing of business models
- Token model development



## Mentoring and consulting

Obtaining all the required resources to bring an idea into a working product (including the ability to secure funds from the platform members without needing to go to ICO) - such as WP preparation, MVP development, carrying out marketing campaigns, legal framework solutions, testing ideas - all performed by the expert community.

Description of Platform  
Functionality

## DAO tools

**The underlying DAO principle implies self-governance, meaning that functionality of the system and development of certain features will be driven by the community. However, the platform itself will provide a basic set of tools necessary for the emerging of DAO.**

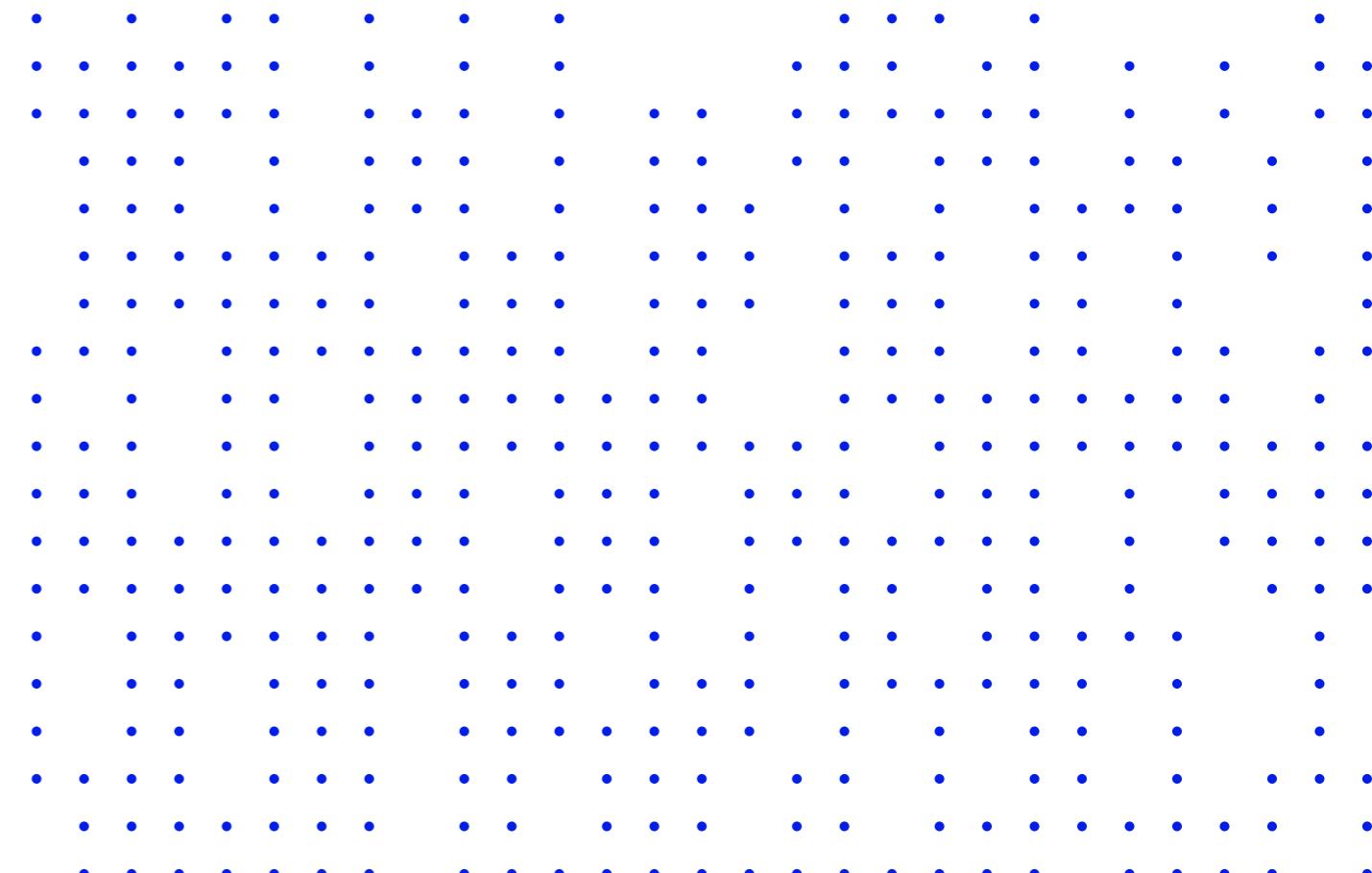
- Internal social network for convenient interaction
- Community voting and decision making system
- E-wallets
- Own crypto currency which is not limited by the actions of central banks, borders and so on
- Framework for legal customisation of contracts to comply with the country-specific legislation
- Embedded Artificial Intelligence recommendations
- Constitution of a decentralized autonomous organization regulating the relations of platform participants

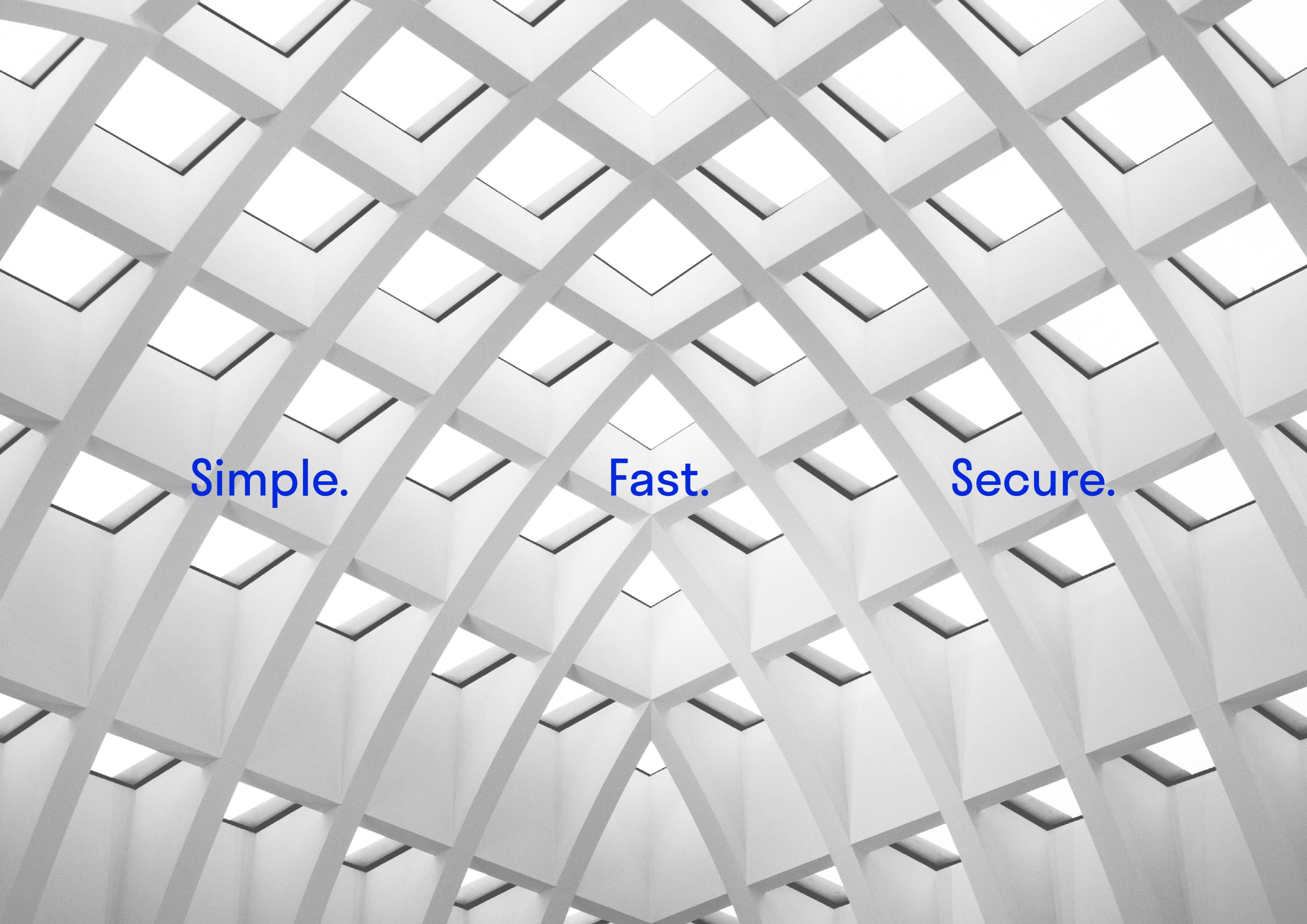
## Rating system

Community members will take a great part in the life of DAO through a rating system deployed on the platform.

Rating systems have proved their efficiency already and are a great tool for quality control. Moreover the rating system helps to establish the quality standard and are a great tool for self-developement. Each member of the community will be able to receive a valuable feedback for his activity, skills, quality of work, expertise and etc.

Rating system will also create an interactive environment and allow participants to share their experience with each other and the product.



The background consists of a grid of light gray rectangular bars forming a perspective view. Overlaid on this grid are numerous white, 3D-style cubes. These cubes are arranged in a staggered pattern, creating a sense of depth and volume. They appear to be resting on the grid lines or floating slightly above them.

**Simple.**

**Fast.**

**Secure.**

# Model of Tokens Rocket ICO (ROCK)

The main problem of the most token models developed in various blockchain startups is connected with the fact that the tokens themselves do not support platform functionality, but are used only for selling and receiving money by developers or as a speculative asset.

- A 10x10 grid of blue dots, representing a 10x10 matrix or a 10x10 grid of data points.

The main problem of the most token models developed in various blockchain startups is connected with the fact that the tokens themselves do not support platform functionality, but are used only for selling and receiving money by developers or as a speculative asset.

Therefore same as with any other currency the token model has embedded contradiction between the function of money as a means of preserving and accumulating value, and the function of money as a means of payment.

The contradiction is that in case of increasing the cost of tokens, they are not profitable to put into circulation and make transactions using tokens. But if tokens are not put into circulation, the functions supported by tokens cease to be executed. As a result, both fall in real value and depreciation of tokens' value on external exchanges occur.

The fact is that the limited release of tokens virtually predetermines the deflationary nature of this type of currency. However, the RocketCoin (ROCK) token model solves this problem.

The degree of functionality of any currency is determined by the range of products that are nominated in this currency. Partly the stability of dollars in the real economy stem from the fact that maximum range of goods are nominated and therefore can be purchased in dollars.

RocketCoin (ROCK) supports all the internal transactions in the business projects present on the platform. This variety of transactions between experts, backers and projects is powered by smart contracts.

The use of Rocket ICO smart contracts to facilitate transactions on our platform significantly reduces costs as the commission for internal transactions is not charged. There is no need to develop new smart contracts for each transaction but rather use a universal (standardised) smart contract available on the platform, thereby the transaction speed is increased while reliability and transparency of operations is maintained.

Blockchain enables to access information about the qualifications and reputation of investors, experts and

entrepreneurs by analysing transactions they have been engaged into. In such way Rocket ICO token also facilitates data accumulation.

In addition, the platform provides BigData analysis from smart contracts. Information obtained from the blockchain highlights the most stable and effective patterns of platform participants activities, and the simplest algorithms for identifying and compiling optimal and effective interaction patterns and their functions.

### **Thus, the value of ROCK token is supported by:**

- Simplicity and speed of entering into internal transactions
- No commission for internal transactions
- Safety and transparency of transactions
- An effective tool to accumulate data on each platform participant's activity which ensures transparent and reputable way to verify competency levels
- Accumulation, cataloging and reuse of the most efficient transaction chains between system participants

### **Token RocketCoin, ROCK**

Tasks implementation of Rocket ICO requires trust and transparency in the relations between founders, investors and the community. Therefore, we create Rocket ICO ecosystem.

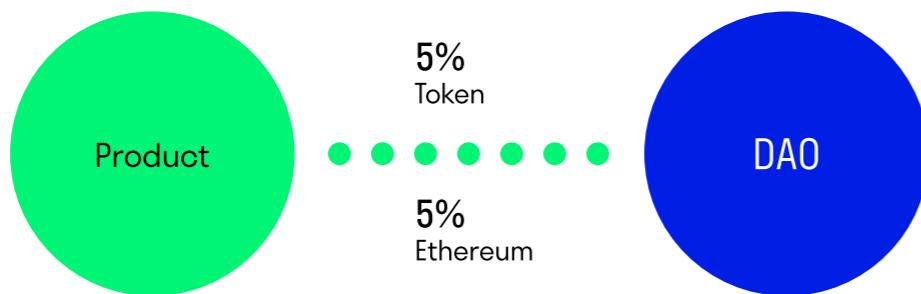
RocketCoin (ROCK) is a utility token that will be actively used within the platform for participation purposes and support interactions between backers, experts and teams.



# Rocket ICO Economy

Given the nature of Rocket ICO platform its success is determined by the success of projects launched as they in turn will provide fuel for community activity, backer participation and expert engagement.

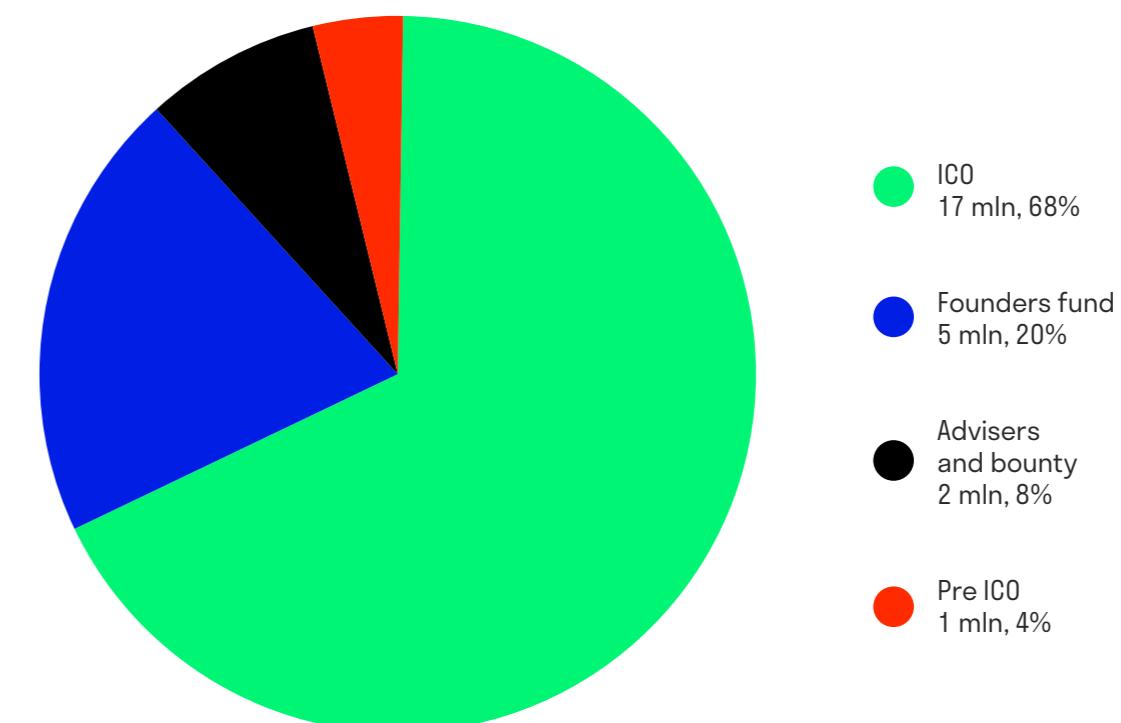
To maintain the platform RocketICO will retain the following commission from the successful projects launched from the platform:



The commission received by RocketICO platform goes to form DAO fund, from which the allocations are made partially for platform maintenance work and partially for community matters.

## Total supply

It is planned to conduct total emission of 25 million RocketCoin, which will be distributed among the participants as follows:



Raised funds will be used for platform development, community building and maintenance of economic activities of the project.

# ICO 2.0

In recent weeks there has been a shift in the ICO space that we have long been awaiting for.

It became evident that the world of ICO as it is today (which we refer to ICO 1.0) is strongly coming to an end: 80% of ICOs raised millions of dollars in money-terms are lacking underlying products, which goes against principles of market economy. Moreover in this case the founders have no further incentive to develop the product. Disappointed backers turn cold towards projects and more concerns are being raised.

Our team has envisioned such a scenario and RocketICO was established to address this issue by establishing a new standard for ICOs, ICO 2.0. This standard amongst other features will introduce round (or stage) system for money raising. Each round will be subject to a successful delivery of the previous round's obligations and will align the interests of backers and founders. Such system will enable backers to have a greater visibility over the development of the product and budget-spending and add credibility to the ICO as a revolutionary tool for an efficient fundraising.

We also believe that this is the approach RocketICO should adopt too.

**Therefore we break down our ICO into 3 stages or rounds:**

- In the 1st Round 2Mn tokens are going to be available. At this round we are raising funds for platform development and community building. Time frame - November 2017 onwards. Not sold tokens at this round will get burned. Upon completion of this round we plan to list token ROCK on major exchanges.
- In the 2nd Round 5Mn tokens are going to be available. At this round we are raising funds for maintenance of economic activities of the project and further features development (please refer to our RoadMap for detailed break down). Time frame - not earlier than 6th month from completion of Round 1. Token cost will be determined by the token market price. Not sold tokens at this round will get burned.
- In the 3rd Round 10Mn tokens are going to be available. At this round we are raising funds to scale our platform globally. Time Frame - not earlier than 6th month from completion of Round 2. Token cost will be determined by the token market price. Not sold tokens at this round will get burned.

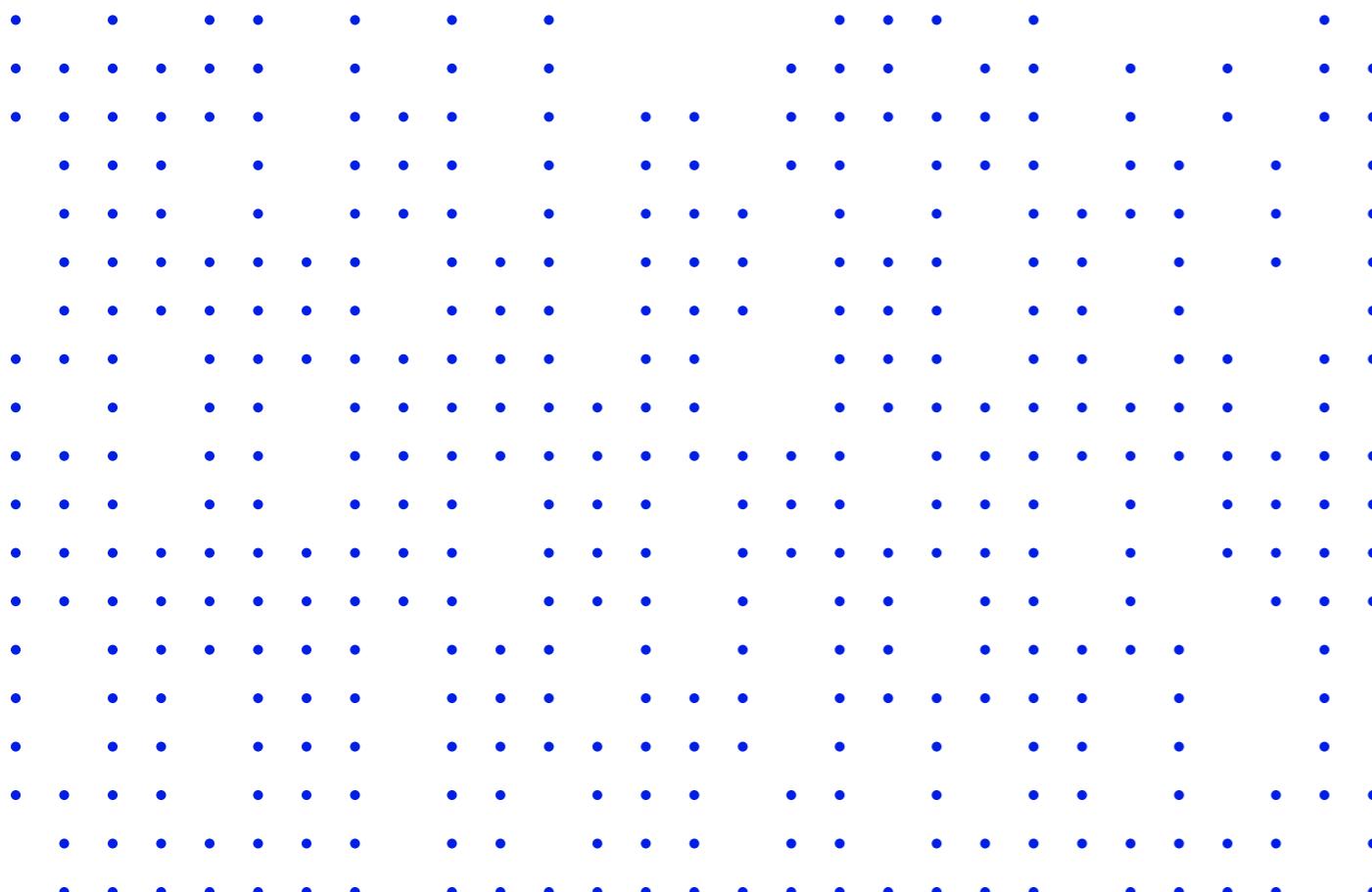
RocketICO founding members are so dedicated to the project, that their share of Tokens will be frozen until Round 2. Furthermore, it is important to note that the share of tokens of the founding members is calculated as a % of actually sold tokens.

Should you have any queries or questions on the subject please contact us at [support@rocketico.io](mailto:support@rocketico.io)

# Final Part

## Why RocketICO is the Most Efficient Accelerator of Startups

RocketICO sets its goal to revolutionise the existing ways of raising funds and developing break-through projects, moving the relationship between the backer, expert and the team to a fundamentally new level. It will be an ever-growing DAO, in which each participant can help and is encouraged to help other participants of the community, through various incentives.

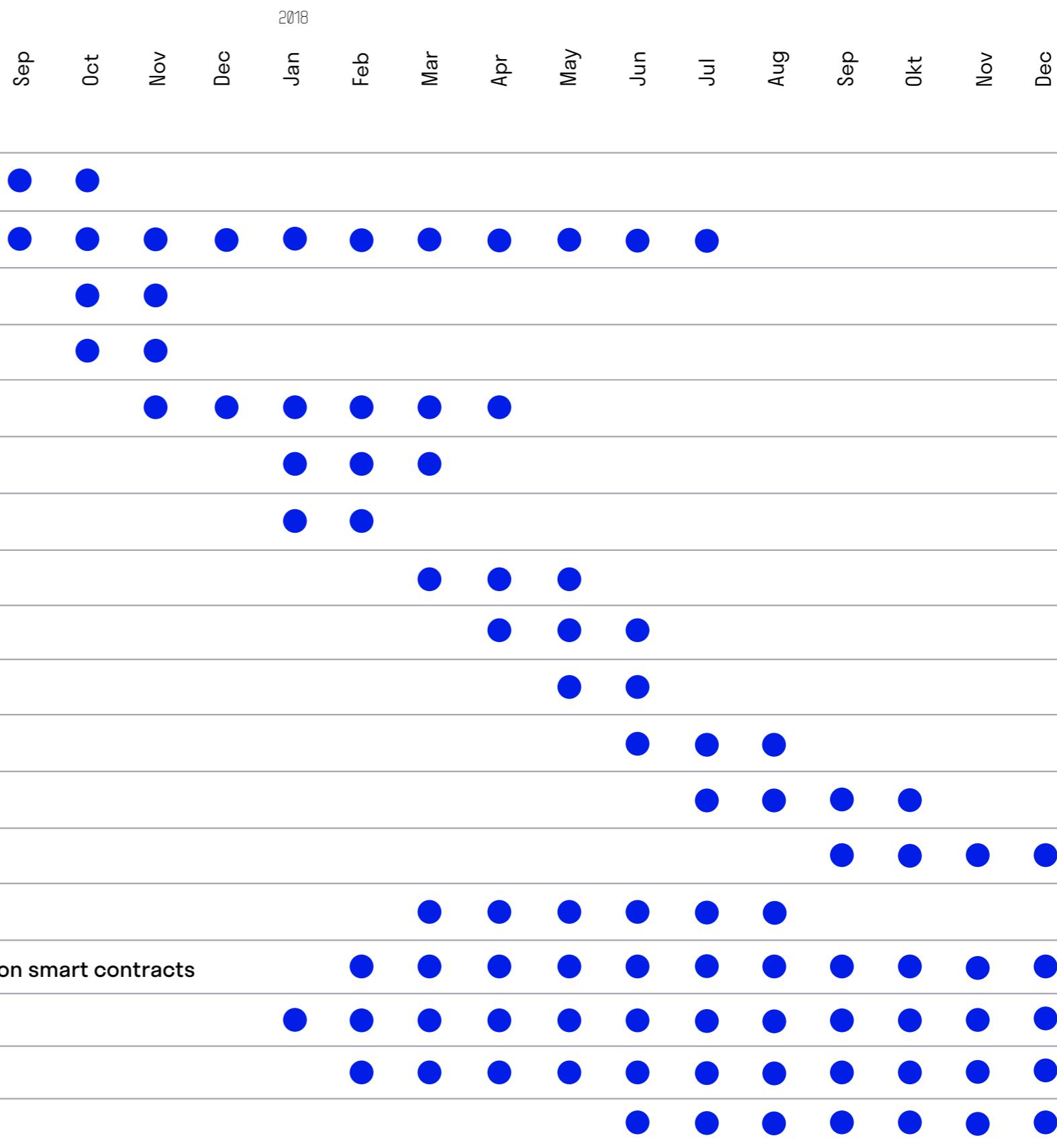


## The Main Advantages of RocketICO

Our approach to startups and ICO launches involves focusing on a much more efficient capital allocation than traditional venture business-accelerators have.

1. Blockchain allows to reduce risks and significantly increase the level of business securitization due to lower transaction costs.
2. Backers can get digital assets not only for their financial contribution to the project, but for every action that is useful to the team - such as sharing experience, helping to find the right contacts, etc.
3. The traditional investment market has already been colonized by large capital. ICO is the opening of new and yet unexplored territories in the startups market.
4. Our platform brings the notion of customer driven development to a new level.
5. The participation of experts and investors at various stages of preparation and launch of the project, as well as a possibility to combine the roles of experts and backers create innovative opportunities for the community and risk reduction for the project.
6. We support projects of a new digital economy and each successful project launched from our platform will strengthen the industry.
7. Open code allows to take the best parts of different projects and continuously improve the tools of the digital economy.

# Roadmap



# Team



**Gabil Tagiev**  
CEO



**Arthur Pinchuk**  
CTO



**Sasha Shuhayeu**  
COO



**Olga Noskovich**  
Designer



**Caroline Rynkevich**  
Community Manager



**Alexandr Naumenok**  
Blockchain Developer



**Dmitry Korzhik**  
Product Development



**Gleb Solovyoff**  
CMO



**Sergei Logvin**  
Community Management



**Sergey Demiashev**  
Blockchain Developer



**Yury Zhuk**  
Web Developer



**Artem Malofeevskiy**  
Web Developer



**Elena Shugaeva**  
Strategic Partnerships



**Nikita Lobushkin**  
UX/UI Designer



**Anna Khinevich**  
QA Engineer



**Andrew Miroshnichenko**  
Chief Knowledge Officer



**Kirill Fomichev**  
SEO Specialist



**Vitali Oukhvanov**  
Video Production