

# Global Blockchain-Service

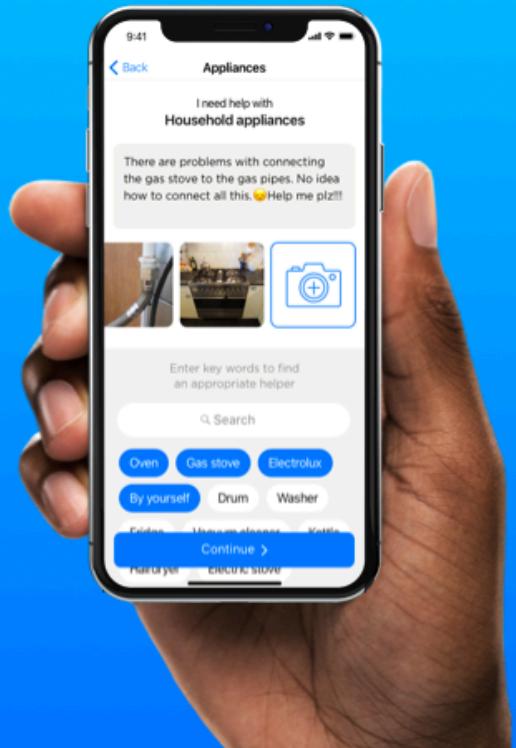
## «VELPER»

# WhitePaper

**velper**

INSTANT HELP IN DAILY TASKS

Platform for communication, experience sharing and cryptocurrency earning.



Version 1.7 – March 2018

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## **Disclaimer**

This material is provided by VELPER Ltd. ("VELPER", "Company") solely for informational purposes and isn't an offer to buy or sell any securities or other financial instruments. VLP tokens aren't intended for speculation and do not grant rights to any VELPER assets or requirements for any VELPER assets to obtain a share in any kind of profit that VELPER may receive. Stakeholders agree to accept the Privacy Policy and the Terms and Conditions. This document is subject to change and it must be accompanied by previously agreed documents, which remain in effect regardless of decisions about interaction with VELPER.

This document describes the modern vision of the VELPER platform. We intend to implement all the ideas described in this document, but it should be borne in mind that their implementation depends on a number of factors and is subject to a large number of risks. Perhaps the idea of the VELPER platform will never be fully implemented or will be partially implemented. We do not provide guarantees, since this document is based solely on our current beliefs, expectations, and assumptions, excluding unforeseen circumstances that may occur. These circumstances may include particular features of legislative regulation that require VELPER to obtain appropriate licenses and permits.

In this document, there are several references to functions that are "integrated", "in the development process" or "planned". These links are intended solely for information purposes and understanding of VELPER's concept. There's no statements or assurances that these functions are integrated now or will be integrated into future. In addition, this document contains several references to functions that are subject to regulatory approval. VELPER will try to obtain all the relevant licenses and permits, but these functions will be implemented in the future only after obtaining an appropriate licenses or permits. However, VELPER doesn't certify or guarantee that such licenses or permits will be received, and all functions described in this document will be implemented.

Please be aware that we are going to do our best to realize the ideas outlined in this document, but at this stage, we can't provide any guarantees. Blockchain, cryptocurrency and other aspects of our technology will be subject to a number of difficulties in conditions of a competitive environment, regulatory problems and a constant change of these markets. As the community grows and develops, we will try to provide updates, but we don't undertake any obligations for it.

Stakeholders should acknowledge that the VELPER platform may never be able to function as it is described in the WhitePaper. VELPERCoin (VLP) is intended solely for use within the system for the acquisition of services offered by VELPER platform. VELPERCoin (VLP) isn't intended for speculative investments. We don't promise and can't guarantee the future effectiveness of VELPERCoin (VLP), don't take responsibility for the permanent payments and don't guarantee that VELPERCoin (VLP) will have a certain value. VELPERCoin (VLP) doesn't grant the right to participate in the company. All income received by the company could be used by the company independently.

# 1. PREFACE

Our team of developers Gstudio founded VELPER in the year 2015, following three basic principles:

**First:** Services should be provided peer-to-peer, without participation of third parties.

**Second:** Highly skilled specialists should have a maximum amount of work and get a decent pay for their services.

**Third:** Technology should be presented in a convenient and easy-to-use interface, performing the function of a conductor between digital and real world.

Given these principles, we have invested a lot of time, money and energy to realize the product. After the definition of the concept in 2015, development in 2016 and successful releasing beta version of an app in AppStore in 2017, we began to invite testers and very soon we'll begin to gather an active international database of assistants and users, which number will increase monthly.

Blockchain technology allows us not only implement decentralized instant payments but also supervise arbitration, store data, and history of transactions. Entire infrastructure of the market will be truly P2P, and VELPER will become the basis for online-assistance and exchange of currency.

But most importantly, we believe in a world based on cryptocurrency trade. In our opinion, the main obstacles to the introduction of cryptocurrency into everyday life are the lack of sellers who accept cryptocurrency, complexity of teaching the basics of using cryptocurrency and inadequate understanding of advantages of earning cryptocurrency, as well as high commissions for transactions.

We believe that VELPER offers an incredibly easy, convenient and affordable tool for earning and paying anywhere in the world with cryptocurrencies, VLP tokens, and fiat money. VELPER wallet will become the basis of the platform, representing a single tool for exchange between users.



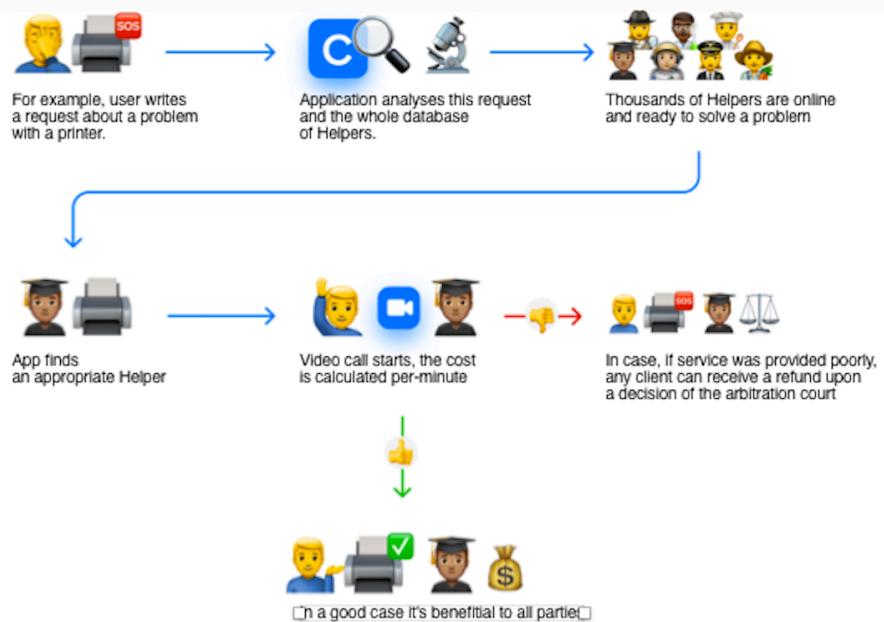
Sincerely yours,  
Igor Malyshev

## 2. THE ESSENCE OF THE PROJECT

Velper is a global blockchain-service that combines the functions of a universal platform for instant online consultations and a multi-cryptocurrency wallet with the ability to exchange popular cryptocurrencies without creating additional accounts.

HOW DOES IT WORK?

velper



We believe that people should get professional advice, quickly!

Creation of the service was due, on the one hand, to the lack of a convenient tool for obtaining quick professional help or advice from a specialist, and on the other hand, to a huge number of unclaimed highly skilled professionals, who are ready to provide paid consultations and earn money without leaving home.

From now everyone who has a smartphone with Internet-connection can join global VELPER system and get a video consultation from a specialist on any issue, or vice versa - become an assistant and earn money at any convenient time, regardless of the time of the day and actual location. After registration, each user becomes individual VELPER ID, which allows to transfer VLP token to other users of the system almost instantly and without commission.

General working mechanism is as follows: authorized user enters a description of the problem in a special field, selects automatically suggested hashtags, and application implements instant selection of assistant speaking the chosen language. Fixed payment for online consultation is written off from the user's wallet, and assistant receives a remuneration in accordance with the current tariff plan.

Thanks to the VELPER ID, users automatically receive their individual crypto wallet in the system. User can deposit money to the wallet with cryptocurrency, bank card or electronic money. VELPER wallet allows not only to pay for advice provided and purchase additional services within the system but also allows users to transfer money from one account to another in the shortest possible time, convert and exchange cryptocurrency without contacting exchange offices.

Blockchain technology used in the system reduces transaction costs and allows to make the platform transparent, open and safe for all parties.

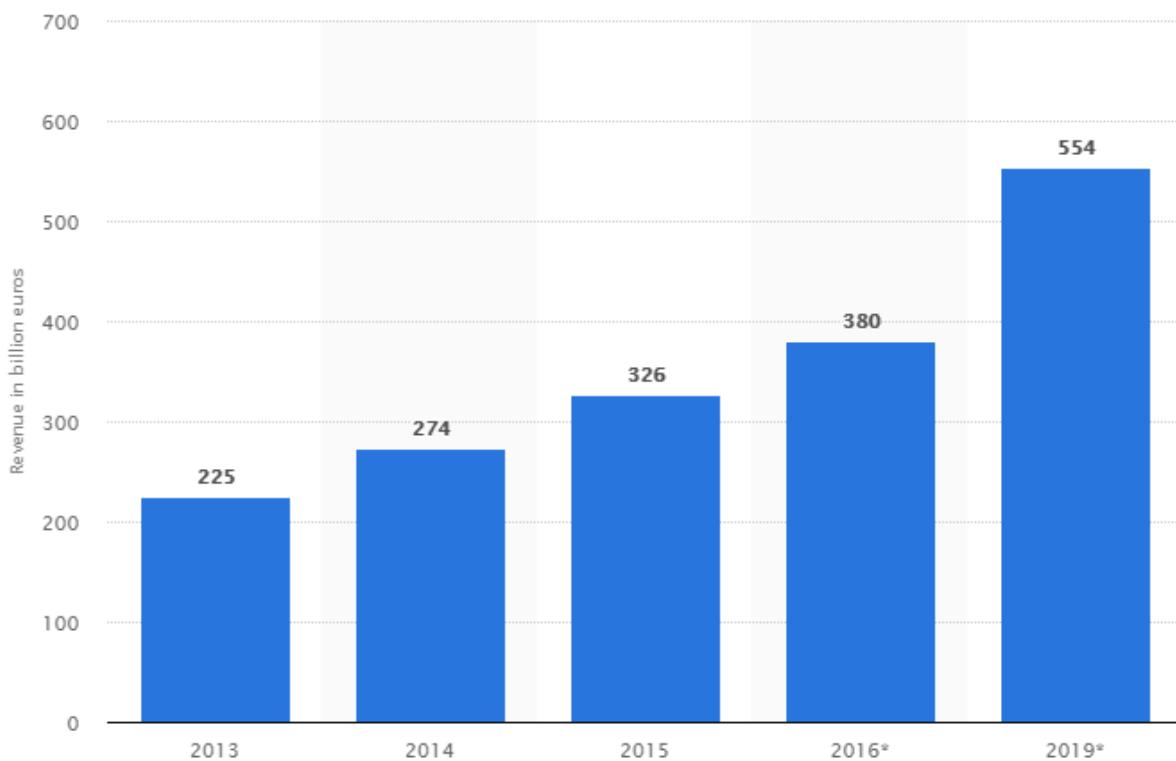
### 3. INTRODUCTION

The role of cryptocurrency in the world is growing rapidly: total capitalization of the market has grown tenfold since the beginning of 2016, and at the end of 2017 it has reached almost 600 billion dollars. According to the Global Cryptocurrency Benchmarking Study prepared by the Center for Alternative Finance at Cambridge University with the support of Visa payment system, the current number of active users of cryptocurrency wallets since early 2017 has increased from about 2,9 to 5.8 million. Moreover, today there are about 11,5 registered cryptocurrency wallets. Similar indicators for the number of active wallets in 2013 were in the range between 0.6 million and 2.6 million.

This means that the number of people who are ready to use cryptocurrency not only as a speculative instrument but also as a mean of payment is constantly increasing. Possibility of legal cryptocurrency earnings raises special interest, because average citizens usually haven't financial opportunities for investing and technical resources for mining. But even if a person has a certain amount of coins, he can't pay with cryptocurrency for services and usual daily operations.

Our goal is to give people opportunity to earn and use cryptocurrency as a mean of payment for solving everyday tasks

## 4.PROJECT BACKGROUND



In addition to increasing influence of cryptocurrency, growing capitalization of Internet-market became a global trend of the recent years.

In 2015, worldwide revenue from internet services came to a total of 326 billion euros. The fastest-growing internet services market segment is paid OTT(Over The Top), content and apps, with a projected 19% CAGR between 2014 and 2025.

These figures show a huge number of active users of Internet services, who are ready to pay for goods and services online. According to respondents' view, the most important factors in choosing a payment system and cryptocurrency wallets are commission amount, the speed of payment and security of transactions.

This statistic led us to the conclusion that people will positively perceive the appearance of a simple and convenient service, that allows users to carry out transactions, convert cryptocurrency and receive additional bonuses.

Obviously, it's impossible to satisfy such demand by creating another payment service. Therefore, we came up with the idea of creating our Application, not only analyzing the shortcomings of existing cryptocurrency wallets and payment

services but also studying the current problems of the global market, providing the possibility to earn cryptocurrency for everyone.

#### 4.1 LABOR MARKET

The number of unemployed persons globally in 2017 is forecast to stand at just over 201 million – with an additional rise of 2.7 million expected in 2018 – as the pace of labor force growth outstrips job creation, according to the ILO's World Employment and Social Outlook – Trends 2017 (WESO).

	Unemployment (millions)			Unemployment rate (per cent)		
	2016	2017	2018	2016	2017	2018
WORLD	197.7	201.1	203.8	5.7	5.8	5.8
Developed countries	38.6	37.9	38.0	6.3	6.2	6.2
Emerging countries	143.4	147.0	149.2	5.6	5.7	5.7
Developing countries	15.7	16.1	16.6	5.6	5.5	5.5
Vulnerable employment rate (per cent)			Working poverty rate (per cent)			
	2016	2017	2018	2016	2017	2018
WORLD*	42.9	42.8	42.7	29.4	28.7	28.1
Developed countries	10.1	10.1	10.0	..	..	..
Emerging countries	46.8	46.5	46.2	25.0	24.3	23.7
Developing countries	78.9	78.7	78.5	69.0	67.9	66.7

Note: Figures for 2017 and 2018 are projections. The working poverty rate is defined as the share of employed population in extreme or moderate poverty, i.e. with per capita income or consumption of less than US\$3.10 per day.

\* World aggregates for working poverty exclude developed countries.

Source: ILO's Trends Econometric Models, November 2016.

The category of unemployed doesn't include people with disabilities and people who want to change a job or get additional source of income. At the same time, graduate unemployment in different countries is up to 50%.

According to the WHO's annual World Health Statistics, more than one billion people, or approximately 15% of the world's population, live with some form of disability. 15% equates to 15 out of every 100 people being disabled with 2–4 of those people having a severe disability preventing their productive participation in society.

Most of these people have to face such challenges as inadequate income and difficulties in finding a job. In addition, disabled people experience additional costs in most areas of everyday life. These people are extremely interested in

improving their financial situation, but the existing methods of earning often cannot be considered by them for objective reasons.

Globally growing unemployment, as well as a significant number of people with disabilities, cause demand for a secure and convenient way to make money.

Thus, market analysis shows the following:

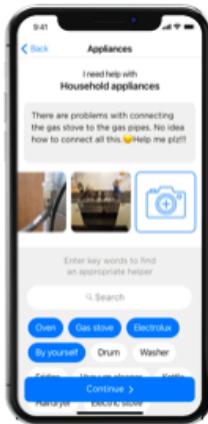
- Today there is a huge number of active users of Internet services, who are ready to pay for goods and services online;
- The demand for new services allowing to pay with cryptocurrencies is increasing every day;
- People are interested in using online services with transparent and reliable payment systems protected by blockchain technology;
- Growing graduate unemployment, as well as a significant number of people with disabilities, causes the need for a secure and convenient way of earning.

## 5. PROJECT DESCRIPTION

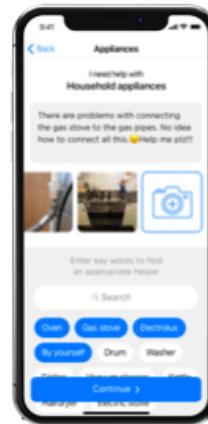
HOW DOES IT WORK?

**velper**

INSTANT HELP



EARN FROM YOUR KNOWLEDGE



Application automatically selects an assistant, speaking the chosen language, according to the category of the problem and hashtags, specified in description.

After passing through double-check, authorized user of our system is able to become a Helper and earn money at any convenient time.

We believe that people should get professional advice, quickly!

VELPER is a global P2P blockchain service based on Uber's business model and founded by Moscow digital agency «Gstudio». This service is ready to offer effective solution for all the above mentioned problems.

Creation of the service was caused by, on the one hand, the lack of a tool for obtaining quick professional help or advice from a specialist, on the other hand, a huge number of unoccupied highly skilled professionals, who are ready to provide paid consultations and earn money without leaving home.

From now anyone having smartphone and access to Internet can join global VELPER system and get a video consultation from a specialist on any issue, or vice versa - become a Helper and earn money at any convenient time, regardless of the time of the day and actual location. The number of users of the system is unlimited – you should just have a smartphone, Internet-connection, and desire to earn.

Working mechanism is technological and simple: an authorized user enters manually or dials by voice a description of his problem, selects automatically offered tags, and the application finds an appropriate assistant from all over the world who speaks the chosen language and is competent at a chosen field.

Payments inside the system are made exclusively by VLP tokens. Application enables users to buy these tokens in two clicks for several types of cryptocurrency, fiat money, e-money or credit card. Since VELPER service performs all functions of a cryptocurrency wallet, authorized users receive several advantages of using this system at once. Having registered in the system, user automatically receives his personal VELPER ID and the address of the VLP token in the blockchain that allows him to make transactions, send funds to any user of the system instantly and without commission, withdraw and exchange earned cryptocurrency in any convenient way, or accumulate it.

System charges a fixed per-minute fee for the provided online-consultation from the user's account and pays compensation to the assistant in accordance with the

current tariff plan including the company commission. The user can purchase additional options for VLP tokens, use cash back and award the performer inside the system. Tokens participate in referral and bounty programs. VLP tokens are also used by corporate clients and advertisers.

## 6. REGISTRATION SYSTEM

At the first stage of registration in-app Helpers and Clients enter only a phone number, that allows them to activate a crypto wallet, get a personal VELPER ID and 5 bonus VLP tokens that can be used in the system immediately after registration.

If the user wants to become an Assistant or activate cryptocurrency wallet option, he should receive VELPER ID and VLP token address.

When using the Application, Assistant earns VLP tokens, which are stored in Blockchain and automatically shown on balance. Cryptocurrency wallet option allows monitoring the current balance in the system.

You can purchase VLP tokens by any popular cryptocurrency or by attaching a credit/debit card to your account (Visa /MasterCard / American Express).

In the future, users of the system can transfer their earned VLP tokens to BTC, ETH, Dash and other popular cryptocurrencies through built-in service. In a number of countries, users will be able to transfer money from application to attached bank cards. Transfer of funds is made at the push of a button, without additional registration and verification procedures.

## 7. BLOCKCHAIN AS A RELIABLE GUARANTEE

Our service uses the Blocking system and this gives us several tangible benefits:

**We guarantee that only high-quality professionals can provide consultations.**

Potential helper registers in a system and selects one of the proposed categories. Then he passes an online test for knowledge of the subject area (each category

includes a number of control questions). Results are saved in a system and determine further development of events.

Candidates, who successfully passed the online test are contacted by experts. Experts conduct a video interview with the potential helper to evaluate his qualifications and politeness. The candidate becomes an assistant and can receive orders only after a double-check. The system allows working in application to any number of assistants.

### **App uses a fair rating system.**

We record billing of our calls in Blockchain and smart contract deposits tokens from the customer's account. Then, after finishing consultation, customer evaluates the quality of the service by choosing one of the options: "Service was rendered" or "Service wasn't rendered". If service was rendered user makes an assessment of the personal rating of assistant, that is fixed in Blockchain. Having received an evaluation of the provided service, smart contract withdraws funds from the user's account, paying them to the assistant, or sends a case to arbitration. Experts receive additional tokens for interviews.

### **Application provides transparency of the services.**

In a case, if a record of the consultation enters arbitration, all the smart-contract freezes all the tokens received from the user before the arbitration's decision. Video recording of the conversation is sent to experts who are voting. Voting results are recorded in Blockchain.

If a decision was taken in helper' favor. Service is considered as rendered. Helper becomes tokens. If a decision was taken in customer's favor. Service wasn't rendered. The smart contract pays the money back.

### **Check the current balance, view transaction history and withdraw earned money becomes easier than ever.**

In process of work, the Customer acquires, and the Helper earns VLP tokens, which are stored in Blockchain and automatically reflected on the balance within

the application. Also, in case of a hacker attack, Blockchain allows to block and protect users money from theft.

## 8. THE USE OF CRYPTOCURRENCY WALLET

### CRYPTOCURRENCY WALLET

Exchange VLP to other popular cryptocurrencies or fiat money.

Instantly transfer money to your friends from all over the world without commission.



VELPER develops its own wallet inside the system, making it as convenient as possible, adding the function of instant cross-border transfers without commission, and adapting the functionality depending on the country where the application is used. For example, UK government allows free trade of cryptocurrency within the country, in America, there are a number of additional requirements for registration, whereas in Russia operations with exchange cryptocurrency to fiat money are prohibited.

It is also important to notify that we have placed great emphasis on the level of optimal exchange rates and reduction of commissions. Cryptocurrency wallet will be built in the mobile application, allowing users to exchange and purchase tokens

for any kind of cryptocurrency or electronic money. In the future, VELPER customers will also be able to use cryptocurrency wallet to pay for other services.

## 9. GLOBAL IDEA

Velper is a global service that allows you to attract people from all over the world to solve your problem!

International database of helpers, some of which live in other time zones, enables receiving online-consultations around the clock. It's convenient both for the customer and for the assistant, who can choose an appropriate time for work. The system will provide an assistant with requests regardless of the time of the day. Describing competences, Helper indicates key skills in the form of tags and these tags are automatically translated into different languages spoken by Helper. Thus, requests corresponding to the specified parameters will be received from all over the world.

Velper is a well-scalable, decentralized network service that operates at much lower costs thanks to the use of automation and self-regulation within the system. Thanks to this, Velper is potentially very profitable and tends to increase profitability with the increasing number of users, as costs remain unchanged.

## 10. TARGET AUDIENCE

Target audience of the project is divided into several large groups:

- **The first group** consists of people who are ready to use the platform as a tool for solving everyday problems, as well as developing and acquiring new skills and knowledge. This group forms a pool of platform users called "Customers". They are active, progressive people, limited in time, and therefore willing to pay a small fee for the use of all VELPER benefits. Majority of these people make up the population of large cities and megacities.

- **The second group** consists of people who are primarily oriented towards receiving income through the VELPER platform. Representatives of this group are interested in a flexible and simple source of income, or they want to increase their

income, or simply have enough free time to provide online-consultations and get additional income.

- **The third group** consists of people using VELPER service as a cryptocurrency wallet with the functions of trading, exchanging and conducting transactions in cryptocurrency, cross-border transfers, earning and accumulating funds.
- **The fourth group** consist of advertisers. Velper is ready to offer an unprecedented opportunity to place direct contextual advertising inside the application as at the moment of a video call, using the functions of Artificial Intelligence, voice recognition system, and targeted advertising. Payments for advertising in the system will be possible only in VLP tokens, that will create an additional flow of users.
- **The fifth group** consist of corporate users. Many business owners know that today, in conditions of high competition and crisis, some co-workers aren't loaded with tasks during the working day, and sometimes spend up to 40 percent of the working time, doing their own business. VELPER can help to solve this problem: the system will provide your employees with requests for online consultations and provide an opportunity to receive additional income. Also, the company can register a corporate account.

After corporate account registration employer can earn tokens, exchange or spend them, for example, buying additional report with expanded analytics and create new channels of interaction with customers. Small businesses and individual entrepreneurs, in addition to receiving direct income, will be able to increase their profits by informing their potential audience about services, conducting free online broadcasts and training through the VELPER channel.

## **10.1 SERVICE PACKAGES FOR CORPORATE CLIENTS.**

Velper has developed special packages for corporate clients:

- **Extended analytics**

Presence of such tools as Geofencing (Creating and Monitoring Geofences | Android Developers) and other mobile marketing services that will help the corporate user to form a portrait of a potential consumer.

### **- Effective communication**

VELPER offers tools for effective communication between users of goods and services and their producers. Built-in video connection allows you receiving calls from customers in 2 clicks, store and watch call records and monitor managers work. Built-in messenger and other support tools will help to establish feedback and increase sales.

### **- Comprehensive support from the VELPER team.**

The business owner can apply for help in a 24-hour support service, and VELPER will be able to solve any problems with customers.

### **-Offering and selling goods for cryptocurrency and fiat money.**

Business owner receives revenue in VLP tokens with the ability to convert them into the currency that is convenient for him, with a single button push, without additional registration procedures.

### **- A guaranteed influx of loyal customers.**

Consultations for cryptocurrency and tokens will open access to an audience of their holders, thus, there will always be a large number of users, interested in receiving consultations using Velper service.

### **- Loyalty programs designer.**

We provide corporate users with an opportunity to conduct loyalty programs to their clients, providing consultations with discounts and bonuses.

## **11. EXAMPLES OF USING**

### **Case 1.**

Imagine that during the repair you decided to hire builders. Finally, the time has expired: you come to pay and evaluate the work done. At first glance, everything is in order, but you are so far from the construction industry that you can't essentially assess the quality of repair finished. What can you do? Do you want to bring along friends who somehow know this? Google? Or just sit and wait, in hope that today's beautiful wallpaper will not fall on your head in a month?

VELPER offers the best way out of this situation! Going up in the elevator, you can enter a request "evaluate repair" in our app, wait for connection with a specialist and launch a comprehensive video inspection of the room directly from

the entrance. No one can hide a curved plinth, badly fixed cornice or wallpaper bubbles from the sight of professional.

Conclusion: Either you are satisfied with your new repair and live without fear, or you find the problem early, get compensation and ask builders to repair the defect.

### **Case 2.**

At the weekend, you are planning a corporate, where you need to look at least a million dollars. You don't have extra money and free time for shopping with a stylist, in the store your eyes run to different sides, and you afraid to think about creating a stylish look with make-up, hair, and dress.

Fortunately, the recipe for excellent taste is already invented: you come to the store, go into the fitting room with a mountain of dresses you like, turn on VELPER on your smartphone and enter a request "choose dress ". After that professional stylist on the other side of the screen will tell you what color, style, and length will accentuate your dignity in the best way.

Also don't forget to experiment in the sections "make a hairdo" and "evening makeup", with which, armed with a curd, hairspray, and makeup, in a few minutes of video consultation you will be able to make it better than experienced stylist and make-up artist.

Outcome: Stylish and beautiful you, saving time in choosing the right outfit, shine at your event and look all 100%.

### **Case 3.**

With each class, your child's algebra problems are becoming more complex. Finally came the day when you see a long equation with a bunch of unknowns, fractions, and degrees. What if you don't know the solution, the child is sighing heavily, grandmother and grandfather are getting their hands up, you can't google the equation, but you don't want you, child, to get a bad mark at school?

VELPER also helps out here: you enter request "solve the equation", and in a minute system connects you with a teacher, who solves your equation, and, if

necessary, even tells the mechanism of solving. Similarly, VELPER users can prove theorems on geometry, check essays, improve pronunciation and conversational skills in a foreign language, help to prepare for examinations, instantly find a tutor in any subject and consult on any subject.

Result: The child gets a good mark and new knowledge and you have a quiet sleep.

## 12. OUR SOCIAL MISSION

World Health Organization (WHO) says that nowadays there are at least 650 million people with disabilities worldwide.

80% of people with disabilities live in developing countries, where existing social security systems can't fully meet a need for expensive health services, including rehabilitation services, that are necessary for people in this category.

Support and help from friends and relatives, opportunities for education and employment and high salaries can change the situation, positively affecting the state of health and standard of living for people with disabilities. Thousands of highly qualified specialists with disabilities can't share sometimes the highest level of their competencies.

At VELPER we not only give opportunity to earn a living without leaving home. First and foremost, we allow a person to prove himself as a high-class specialist, working with people and independently choosing a convenient time and place of work, as well as the desired level of income.

Velper allows everyone, regardless of individual health status, to communicate with people and earn at the same time, applying their knowledge to help an unlimited number of people. Using VELPER, people with disabilities receive a unique chance to increase their income and improve a quality of life.

Velper is always open for cooperation with charitable organizations and international social protection institutions. We are ready to adapt and develop mechanisms of using the application for each specific case.

We sincerely believe that in the nearest future Velper will become a global platform for communication, development, and earnings. Our social program based on principles of society's equal opportunities!

## 13. DESCRIPTION OF THE TOKEN

### 13.1 VELPER COIN (VLP)

VELPER offers VLP tokens to unlimited amount of people for future use within the platform. Below are given the ways to apply VLP token, which should be integrated into a future roadmap and subject to regulatory decisions:

- 1) Token to access premium options within the application.
- 2) Loyalty token to reward users working in ecosystem.
- 3) A mean of exchange that allows you to bill for services in VLP tokens
- 4) Mean for accumulation, allowing to store received payments in VELPER wallet.

Note: VELPER wallet will be a modular wallet with open code, allowing users to store tokens locally. VELPER won't have user's tokens or their private keys and won't provide deposit services.

VELPER currently uses Russian payment systems through authorized third parties. Integration of financial means of payment by cryptocurrency in VELPER ecosystem proposed in this technical document will require additional authorization and regulation through VELPER or outside the company.

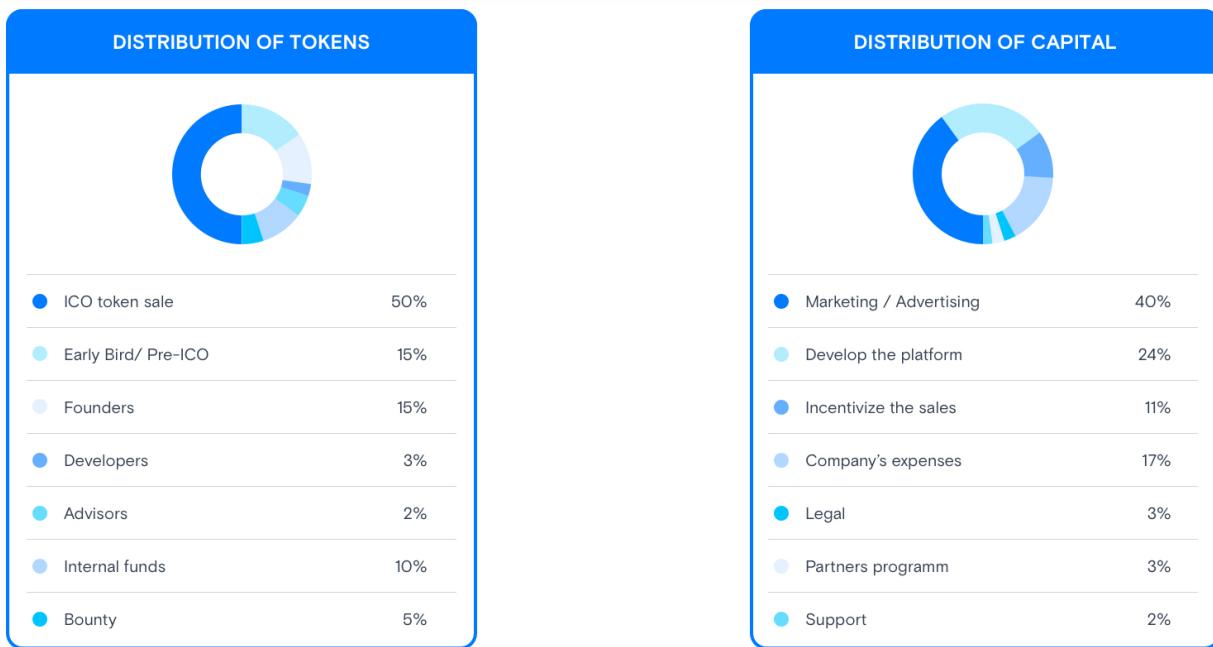
### 13.2 KNOW YOUR CUSTOMER (KYC)

KYC checks will be performed by VELPER system for all ICO participants. This will be done for the following reasons:

(1) As part of a wallet service fully integrated into the platform, VELPER plans to integrate two-position fiat services in order to allow users and performers to pay for services with credit cards and transfer funds to their bank accounts.

## DISTRIBUTION OF TOKENS AND CAPITAL FOR ICO

velper



We believe that people should get professional advice, quickly!

These services, ultimately, will require regulated checks of KYC / AML, so it's worth starting now.

(2) Cryptocurrency market is becoming increasingly saturated with ICO products, and it's increasingly difficult to determine legal projects every day. VELPER has an official team, legally regulated product, and a legitimate ICO. Therefore VELPER uses KYC to demonstrate our authenticity and commitment to VELPER project.

## 14. TOKEN ECONOMY

### 14.1 GENERAL REMARKS

VLP is an ERC20 standard token. The supply will be fixed at the beginning and no mining or any kind of token creation will be possible after the initial contract setup.

VLP token isn't equity representation of the company and don't give token holder any rights to participate in company management and receive a part of profit (dividends) from company's activity.

VLP token may be sold or bought on exchanges on which his listing is held.

Token price may be increased or decreased, due to variety of economic reasons.

Company guarantees the provision of equal volume of services for VLP tokens, regardless of the current price/quotation level of VLP token. However, if VLP token price increases, company will increase the volume of services provided for a separate token or for its part (using opportunities provided by the decimal nature of VLP token).

Company will take necessary measures for project development according to the Plan of Development. These measures are aimed at expanding the range of platform users, expanding platform services and improving quality of services provided by the platform. Naturally, all these measures will increase users interest in the project and platform services.

The company isn't going to take any measures that could be regarded as VLP token price manipulation, but there is a number of possible actions that will help to maintain a stable demand for VLP tokens and minimize the possibility of token price manipulation by the third parties.

### 14.2 BUILT-IN OPTIONS FOR TOKENHOLDERS

Basically, most utility tokens are experiencing liquidity problems associated with excessive token speed. Typically, this is due to the fact that utility tokens have

insufficient value for "tokens" - i.e. elements of the platform - providers of direct service, who aren't interested in accumulating (holding) tokens.

In this connection, designers of the token protocol have incorporated mechanisms to support not only the use of the token but also its holding. The platform provides functions, the use of which requires additional costs from the tokenholder and, as a consequence, motivates to accumulate tokens.

For example, presence of the function of increasing helper's category with the help of VLP tokens. Tokens for these purposes can be both purchased on the exchange, and accumulated (received as payment for services provided on platform).

Therefore, accumulation of tokens will actually mean their holding on performer's wallet.

Also, mechanism of tips is being discussed. Tips can be accrued by users to performers as additional gratitude for the high service quality. The number of tips received raises helper's rating. On the other hand, generosity of service customers increases their chances of receiving high-demand or unique services in priority order.

This mechanism also motivates users to accumulate more tokens in their wallet than they plan to spend in the near future.

Currently, two more motivating mechanisms are being discussed and tested: the referral commission and the Frémium option.

The Frémium mechanism can be introduced in future at a certain stage of platform development. With the introduction of this mechanism, platform users, holding a certain amount of tokens on their wallets can receive Frémium status, with the right of using all platform services for free within a certain calendar period (month, three months, year). In this case, this fee will be written off from their accounts. In this case, payments for helpers with Frémium status will be provided by VELPER platform. At the same time, customers still have opportunity to gratitude helpers with tips, evaluate their work, use arbitration service and other options. Introduction of such a mechanism will reduce the speed of VLP tokens movement and simplify the calculation of DCF (discounted cash flow).

## 15. ICO TERMS

Process of token sale is divided into several rounds (tiers).

Unlike classical ICO model, where the promised program is implemented only after the completion of the crowdsale, our project is implemented in parts.

This allows tokenholders to see real activity of the company, and the team gets an opportunity to solve trust issue and warm up potential tokenholders interest.

We offer for sale:

1. - 15% of tokens on the first stage
2. - 20% of tokens on the second stage
3. - 20% of tokens on the third stage
4. - 20% of tokens on the fourth stage
5. - 25% of tokens on the fifth stage

Our smart contract guarantees implementation of the entire scheme and preemptive right for the first round buyers to sell their tokens during next stages. Collected funds at each stage will be spent on solving the problems stated in the road map, and only after that the team will be able to move to the next stage of the ICO.

## 16. ROAD MAP

### PROJECT ROADMAP

**velper**

2014	2015	2016	2017	2018	2019
Description of the idea	Formation of the team inside «Gstudio»	First test with video chat function	Change the name to «velper»	Launching the beta version for large-scale testing	Opening a full-fledged office
Prototyping		Creation of memorandum of the project's social program	Approval of the concept and development	Contracting with partners in the field of development, data storage and processing	Transition to a fully decentralized system for recruitment and arbitration
First name «HELPER»			SMART-contracts		
Writing tests for performers + tags 2000		Video connection with a partner	Alpha testing, placing the beta version on AppStore	Running a marketing, media and bounty campaign	Start selling advertising content using smart voice processing data and BIG DATA
			Development of economic model and ICO program	ICO	Integration of the token into partnership programs of payment for goods and services
			Registration of legal base, patents and fixed assets	Output of VLP token on exchanges	
			Crowdsale early bird	Active phase of the platform development	Scaling the project
				Integration of payments with tokens/smart contracts	
				Sales start	
					Development of sales systems using intelligent data processing

We believe that people should get professional advice, quickly!

## 17. BUDGET

Given below budget was described for informational purposes only. It isn't an investment plan, it's just an average indicator of future expenses. Our economists have an experience in running and creating technology companies with 10-15 foreign, highly paid employees and regular costs of more than \$1-2 million a year.

	Year1	Year2	Year3	Year4	Year5	Total
<b>Main office</b>						
Staff	4	4	4	5	5	
Rent, software, lawyers	50000 \$	190000 \$	210000 \$	240000 \$	260000 \$	
Expenses	290000 \$	460000 \$	520000 \$	550000 \$	590000 \$	

<b>Product development</b>						
Staff	5	7	7	9	10	
	420000 \$	580000 \$	580000 \$	655000 \$	740000 \$	
<b>Global expansion</b>						
Staff	3	4	4	4	4	
Marketing	150000 \$	270000 \$	350000 \$	350000 \$	350000 \$	
Events / Contactors	350000 \$	350000 \$	350000 \$	350000 \$	350000 \$	
Expenses	530000 \$	750000 \$	900000 \$	900000 \$	900000 \$	
<b>Management</b>						
Staff	1	1	1	1	1	
	150000 \$	186000 \$	210000 \$	270000 \$	340000 \$	
All stuff	13	16	16	19	20	
Total expenses, mln.	1,940 \$	2,786 \$	3,120 \$	3,315 \$	3,530 \$	14,691 \$

## Central office

VELPER will develop its central office in Barcelona (Spain), adding staff to management positions.

## Product development

The platform will be supplemented by a multifunctional web application and a desktop application. Development of chat-bot and machine-learning code will continue in parallel with the development of crypto-currency payment with the required smart contracts.

## Global expansion

VELPER will start work in Russia, South-East Asia, China, North America and Europe with the support of regional KYC / AML and customer service systems. These support centers will help to expand the global presence of VELPER. Centers will be responsible for regional marketing, PR, and regional user base management.

## 18. INDUSTRY SIZE

Gig economy consists of freelancers, traders, home service providers, providers of digital services and independent professionals. It grows very quickly, as more people prefer flexibility and control over their careers and income levels.

It's projected that in the next ten years international labor market will increase by about 40%, that means more than 200 million of new workers and a total volume of transactions of about \$ 2 trillion.

In the next 5 years, the volume of transactions in China, India and South-East Asia will approach \$ 1 trillion.

### 18.1 TARGET MARKET: USA

In America, there are 320 million people and more than 50 million of them participate in gig economy. Information obtained from the US Census and the IRS tax codes depicts an industry of related services with a volume of \$ 1 trillion. Over the next 5 years, industry intends to increase significantly, as technology reduces the threshold of entry.

USA

Sector	Size
Other services	\$577 bln
Repair and services	\$184 bln
Personal services	\$162 bln
Civic and professional	\$230 bln
Delivery services	\$78 bln
<b>Total</b>	<b>\$1.3 trl</b>

### 18.2 TARGET MARKET: INDIA

India is a country with a developing economy with 94% of 478 million of the working-age population is involved in "unorganized" work activities: this provides

favorable conditions since this unorganized sector brings 57% of India's GDP that amounts \$ 2 trillion.

In addition, unorganized sector is more likely to be involved in services of online-help, so it is ideal for using VELPER. The number of smartphone owners exceeds the number of PC / laptop users in the country, providing for the majority of the population the only way to access the Internet in India.

### **18.3 TARGET MARKET: CHINA**

China population is 1.4 billion people, the country's GDP is \$ 11 trillion. 36% of the 800 million jobs in China are in the service industry. 40% of the total working-age population is classified as hired in cities (370 million), 20% of whom work in "other places", not belonging to the state or collective enterprises (self-employed).

3% of people working in "other places" are involved in the sphere of household services, 5% - in the sphere of construction and 9% in other industries (as a percentage of total employment in urban areas). This shows that there are 84 million workers in the industrial sector of China with an average salary of about \$ 500 billion per year.

Other factors include a very large increase in the influx of migrant workers, mainly in the private sector, and resettlement from villages to large cities. Smartphone users in China accounted for 43 percent of all mobile phone users in 2013. More than 60 percent of the Chinese mobile phone users are projected to use a smartphone by 2019. According to the most conservative estimates, the Chinese market can be estimated at \$ 500 billion.

### **18.4 GLOBAL TARGET MARKET**

We can estimate the global volume of potential users of the system, based on the largest markets - India, China and the US, in which, according to conservative estimates, we can get about 200 million workers and the total volume of transactions, approaching 2 trillion US dollars, with an annual increase of 10%

## 19. TEAM

### OUR TEAM

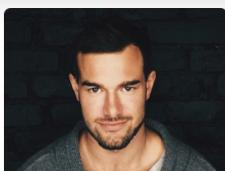
velper



**Igor Malyshev**

Owner

CEO - Gstudio.com  
Visioner, cryptocurrency investor.



**Alexey Polyakov**

Founder

MSU 2006. PANPEA 2017 r.  
Since 2010 owner of some businesses  
in the field of technologies and  
innovations.



**Evgeny KEA**

CEO

Economist. Since 2002 entrepreneur,  
specialist in a bank field.  
Since 2016 - blockchain-ideologist.  
ICO specialist.



**Marat Bedretdinov**

Art-director

IEC 2011. Since 2013 - Gstudio partner.  
Competences: art-direction, UX,  
analytics, communications.



**Ilya Sackov**

Advisor

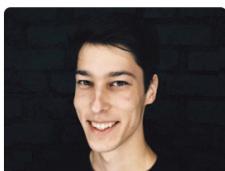
Founder and co-owner of one of the  
biggest russian private companies in the  
field of cyber-security - Group-IB,  
included in ranking of the world's TOP-7  
companies.



**Pavel Smirnov**

CTO

Technical director and head of  
development of automated managing  
systems.



**Alex Kopachev**

iOS Developer

Engineer-programmer.  
Since 2012 — game and mobile app  
developer.  
Since 2015 writes on Swift.



**Natalya Golubenko**

Project manager

RSUE 2017r. Cryptocurrency journalist.  
Since 2017 writes on Swift.



**Andrey Puchkov**

Designer

Profile special and higher education.  
More than 10 years of experience in a  
graphic and digital design.



**Petr Ivanov**

Creative

Founder «Event Department»

We believe that people should get professional advice, quickly!

## 20. CONCLUSION

Having supported our project, you will not only make a contribution to a promising global platform that has no analogs in the world but also contributes to the introduction of innovative technologies in everyday life and formation of global crypto community. VELPER will help to accelerate a massive introduction of cryptocurrency into our world.

We offer a finished product that has proven its advantages in practice. Now anyone has an opportunity to join global VELPER system and earn from his knowledge at a convenient time. With us, all the people, regardless of their capabilities, health status, income level, marital status, gender, age, citizenship or nationality, are able to join the ever-growing crypto community and use innovative technologies to

solve everyday problems. We stand for the openness of our system and for equal opportunities for all.

## 21. DUE DILIGENCE

### Risks of Token Sale

VLPs are not securities. Participants of purchase-sale of the tokens should understand the risk of buying coins and be fully acquainted with the conditions prescribed in this document. VELPER employees can answer any questions by email [i@velper.io](mailto:i@velper.io).

#### Technical risks

VELPER contract is based on the standard ERC-20. We will do our best to ensure that the contract will have no technical errors, but after it is placed to the Ethereum network it can not be changed.

Participants should be familiarized with the technology of Ethereum and Blockchain to understand all the risks. Participants should also understand risks, related to the storage and transfer of a private key.

### Hackers and cybercriminals

The address of the VELPER smart contract will be available at <https://velper.io>. History shows that sometimes criminal elements try to capture computer and mail servers to deceive people, forcing them to send money to the wrong address.

This can be achieved through social engineering. VELPER will apply all security measures to prevent possible attacks. Participants should follow all VELPER instructions to ensure that they are dealing with the correct address of the contract. Participants shouldn't use any address of a smart contract published outside <https://velper.io>, because a fraudster may appear under it. Buyers should follow all safety recommendations.

### Tax and regulatory risk

The buyer of the token must conduct its own comprehensive verification to ensure that the jurisdiction fully complies with all local laws relating to crypto-currencies, taxes, securities and other rules. The sale of VLP may be a subject to future regulation.

## **Refunds**

Refunds are prohibited. The sale will be final after the transaction.

# **22. COMPANY CHARACTERISTICS DISCLOSURE**

Velper Ltd possesses all intellectual property of the platform.

VELPER is a private company registered in Cyprus and operating under the Companies Law.

Velper Ltd was founded in 2018 and doesn't provide public financial information. Previously received funding from private investors.

## **Main shareholders**

Individuals are the main shareholders of the company, owning 100% of all shares issued by the company.

## **Important contracts**

Velper Ltd has concluded a service agreement with tokbox (private computer company in the USA, San Francisco) to provide services and resources for development.

Velper Ltd has concluded a service agreement with iExec (private computer company in Spain) to provide services and resources for development.

Velper Ltd has entered into a partnership agreement with Yevvo (a private computer company in Israel) for the exchange of experience and development.

## **Background information about directors and managers**

Background information about directors and managers of Velper Ltd is represented in our White Paper on <https://www.velper.io>.

## **Disclosure of litigation**

Velper Ltd isn't involved in any legal proceedings at the time of publication of this document.