



eWaiter

A new simple way to invest
in the restaurant service industry

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ABSTRACT

This document is intended for potential investors into the eWaiter project. The information presented herein will give you an idea of the problems eWaiter addresses, the functioning of our business model, and benefits for the investors. The content of this document requires familiarity with the blockchain technology and the ICO procedure. To facilitate understanding, all terms included in this document are underlined (par. 7). And if you have any questions, do not hesitate to contact us. (par.8)

Our vision of the future

We live in the era of the Fourth Industrial Revolution. Disruptive innovations help create new products and services that improve our lives as consumers. Taxis, airline tickets, shopping, payments – all these are now available online and without intermediaries. Just a decade ago, it would seem impossible. Technological evolution speeds up exponentially automating various processes and devaluing low- and semi-skilled work. For example, Uber has virtually eliminated such job as a taxi operator – we cannot imagine our lives without this service anymore. The probability of computerisation of waiters is 97%. When this happens, restaurants will increase their profits by reducing labour costs. We are striving to take the restaurant industry to a higher level, our team has taken the challenge on, and we are capable of covering the growing demand for disruptive innovations and capable of satisfying the service users. Join the future, invest, and take part in this new revolution of the restaurant industry.

INTRODUCTION

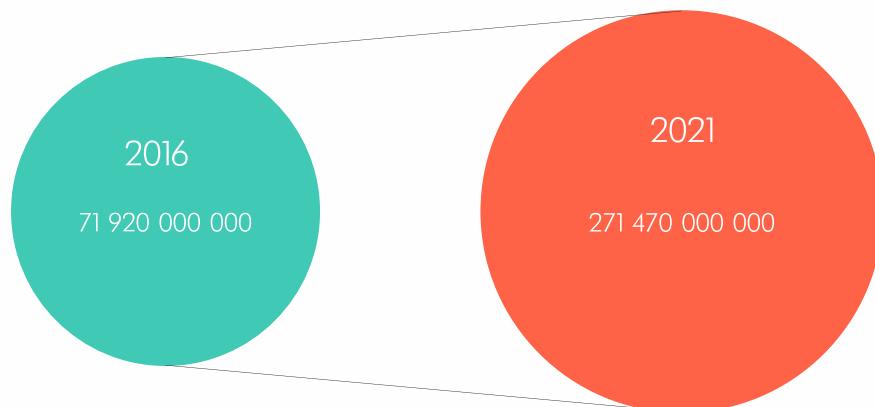
Short Product Description

eWaiter is a global decentralised service. Our goal is to automate customer service in restaurants and improve its quality. Our service will help you make customer care faster and easier.

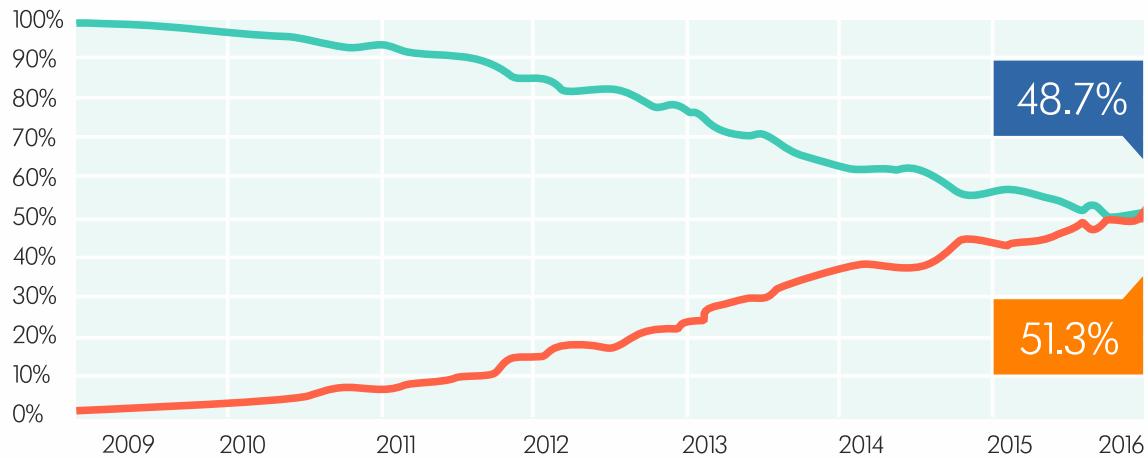
Our product is based on blockchain technology, geolocation, and QR-codes. We are developing iOS and Android applications, as well as a web application, which will be available for all browsers.

Market Needs

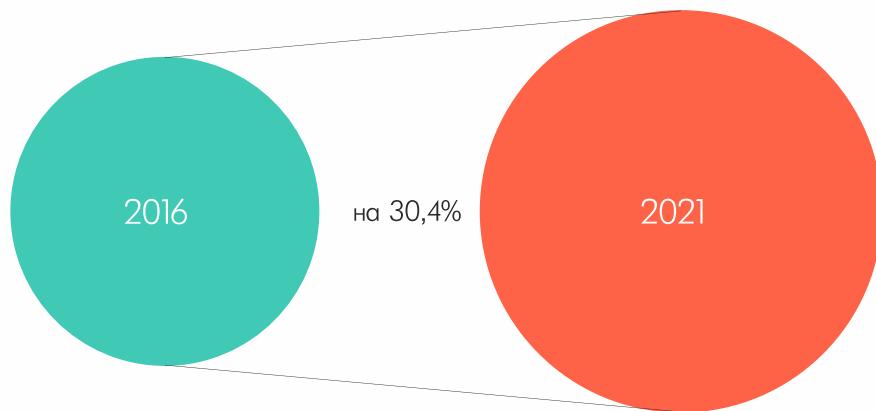
According to the estimates, in 2016, the global restaurants industry had total sales exceeding USD 3 trillion. It is expected that by 2021, this figure will increase up to USD 4 trillion. However, every fourth restaurant shuts down within a year after its opening. To keep the lights on and maintain a competitive profile, restaurants are looking for new marketing tools that would ensure maximum conversion, improve customer service quality, and optimize and even automate their work.



The most popular solution is employment of information technology (IT). Every year we witness various new services embedded into the restaurant industry from digital accounting systems to online food services and websites where customers can leave and read reviews. At the same time, thanks to the rapid growth of mobile devices around the globe, web applications can be transferred onto mobile platforms to make services available to customers at any time and in any location.



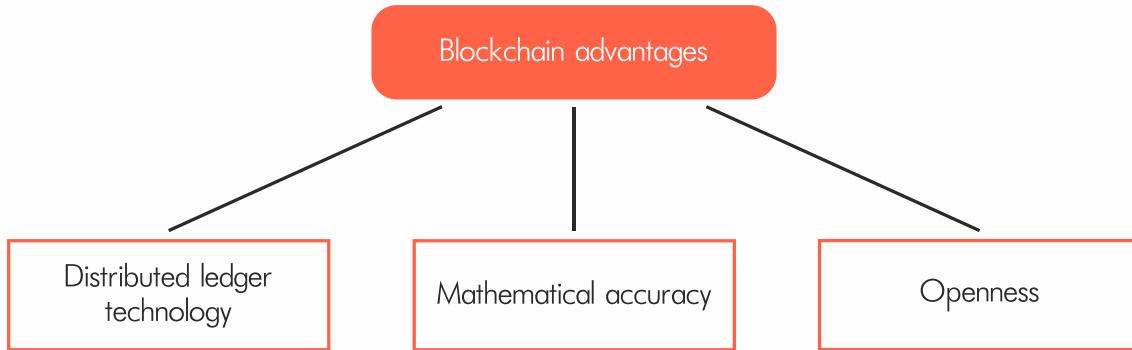
The amount of people only using a mobile device surpassed the number of people using only a computer for the first time.



In the Asia-Pacific region, mobile payments are expected to grow over 30.4% from 2016 to 2021.

Having analysed the existing IT solutions, our team arrived at a conclusion that the restaurant industry needs a global solution that would combine a large number of tools to improve customer service rate and quality, decrease personnel workload, as well as optimize and automate workflow.

The idea was implemented using blockchain technology.



The blockchain technology allows implementing two important functions:

Data integrity: The blockchain technology ensures confidentiality of all payment data, as well as customer reviews, comments, and statistics. Once data is embedded in the blockchain, it cannot be altered.

Gamification: All application users (restaurants, customers, and investors) can benefit from the use of tokens:

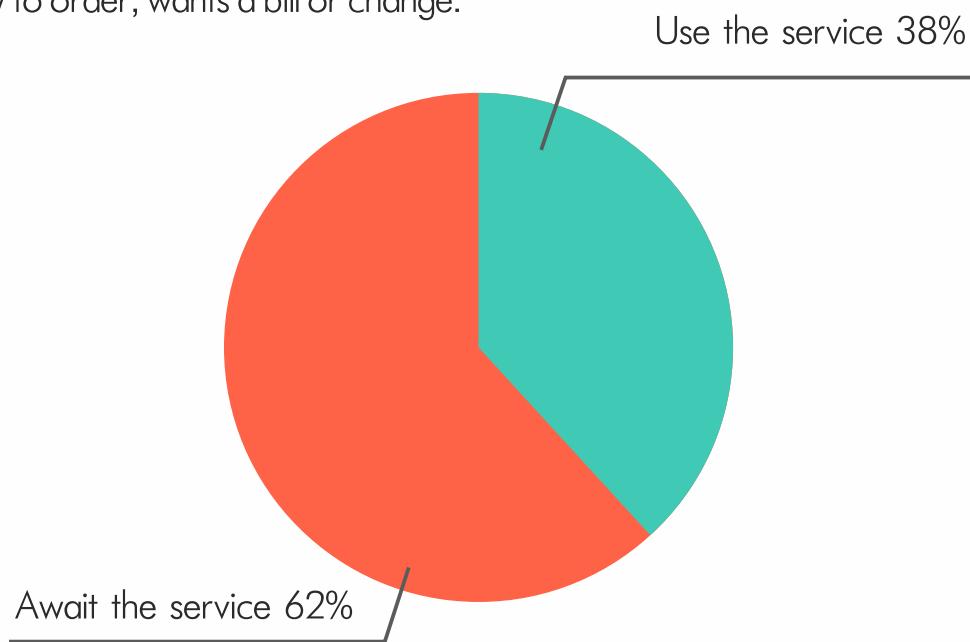
- 1) The bonus system for restaurant guests is based on gamification and thus encourages them to use the eWaiter service.
- 2) Customers can exchange their tokens for various bonuses in restaurants, such as discounts and special offers.
- 3) Restaurants can use their tokens to pay for the eWaiter service or invest them in their incentive systems to retain and attract customers.
- 4) As more restaurants implement the eWaiter service, the demand for WTRcoins is expected to increase which will result in an increase in its value and a better ROI.

1. COMMON RESTAURANT PROBLEM

Currently, the restaurant industry faces certain problems:

1.1. Slow Customer Service

To enhance customer care, each restaurant strives to improve its service rate. The benefits to restaurants are obvious – customers finish their meal quicker and make room for more customers sooner. However, we face the problem of slow customer service (from table selection to bill payment) even in case of maximum diligence of the wait staff and average workload of the restaurant, not to mention peak hours and weekends. Customers value their time and don't want to waste it waiting for waiters who don't always realize that the customer is ready to order, wants a bill or change.



1.2. Feedback

Prompt feedback analysis is of paramount importance for efficient restaurant management and is key to development of every catering company. A large number of restaurants try to get feedback from their customers, but in most cases, it is a mere formality, and opinions of customers and restaurateurs are

often very different. The following figures are the results of a survey of customers (fig. 1) and owners and marketers (fig. 2) of several mid-tier restaurants.

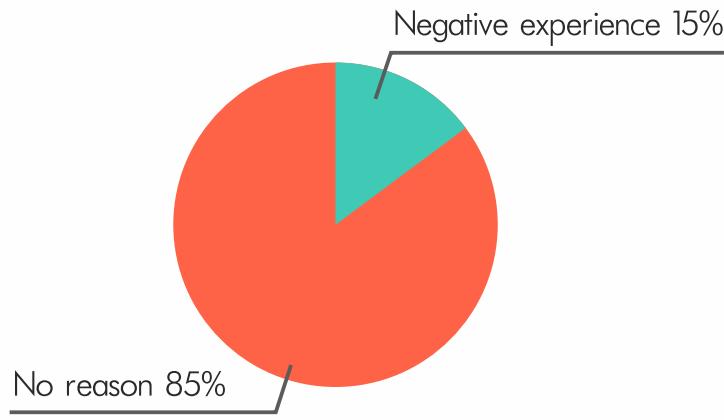


fig. 1

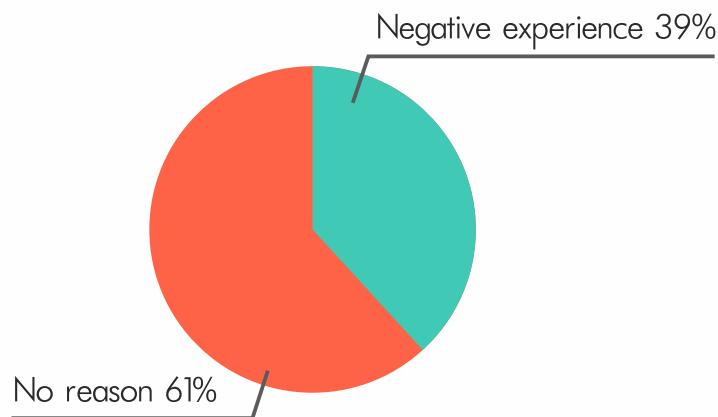


fig. 2

Negative experience: customers did not like certain things, such as cuisine, service, prices, etc.

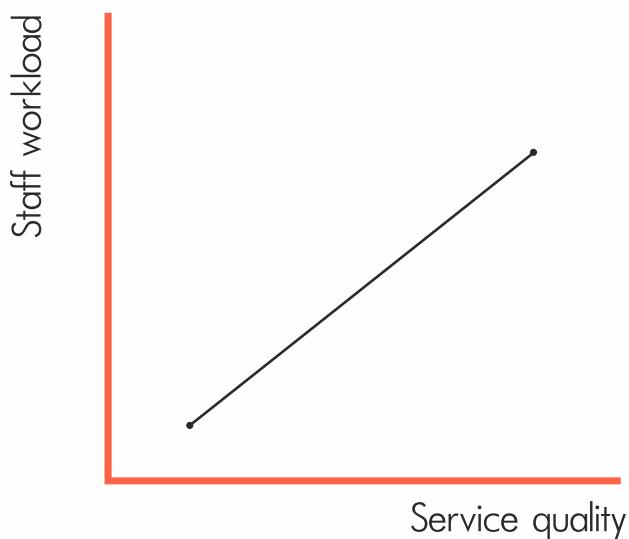
No reason: the experience was good but there are not any promotional offers; forgot about the restaurant, etc.

Thus, we can clearly see that in restaurateurs' opinion, most customers are satisfied with their experience. However, customer survey proves otherwise. There is a huge communication gap between customers and restaurant owners.

This way we can conclude that without proper feedback, restaurateurs cannot know customer opinion about the service, which means that they cannot deal with the conversion problem efficiently.

1.3. Staffing Problem

Oftimes restaurants cut the number of employees in a shift to the minimum for costs reasons. In such cases, the working area per waiter increases, while service rate and efficiency, especially during peak hours, decrease. This problem is most common among restaurants with small and average earnings, which struggle to increase their sales and foot traffic. In their pursuit of cost cutting, they lose their profit.



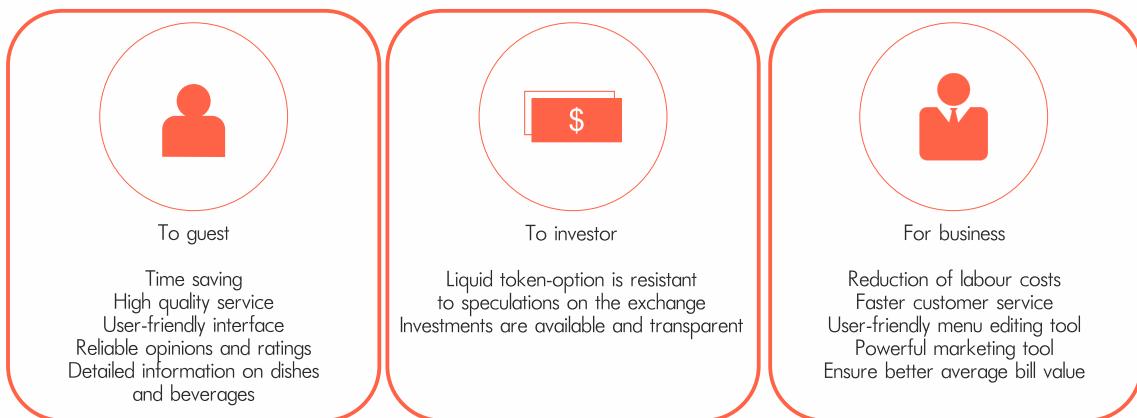
1.4 High Competition

The number of restaurants grows with each year. However, not all of them manage to survive. Restaurants are trying their best to stand out by employing various innovations, offering culinary fancies, and unique interiors. Although this does not always help make a name for the restaurant. A lot of good restaurants get lost amid other catering establishments, which may underperform in some areas but are prominent thanks to their swollen marketing budgets. For some restaurants located in malls and hotels it is virtually impossible to attract new customers with their unique features.

Today, many customers pay attention to each and every detail, and a mere visit to the restaurant at lunchtime becomes a ritual for them. To satisfy such high demands, restaurants should consider various innovations, including new payment methods, online feedbacks, unique ways of serving food, state-of-the-art marketing techniques.

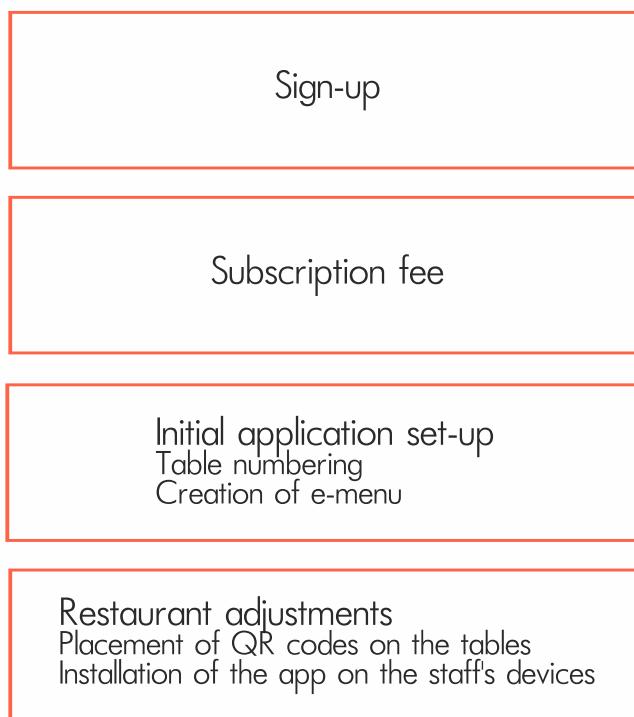
2. ADVANTAGES OF EWAITER

eWaiter can help solve the above problems without spending too much time or money.



2.1. Availability & Usability

You can be connected to our service in four simple steps, while a user-friendly interface provides convenience of use.



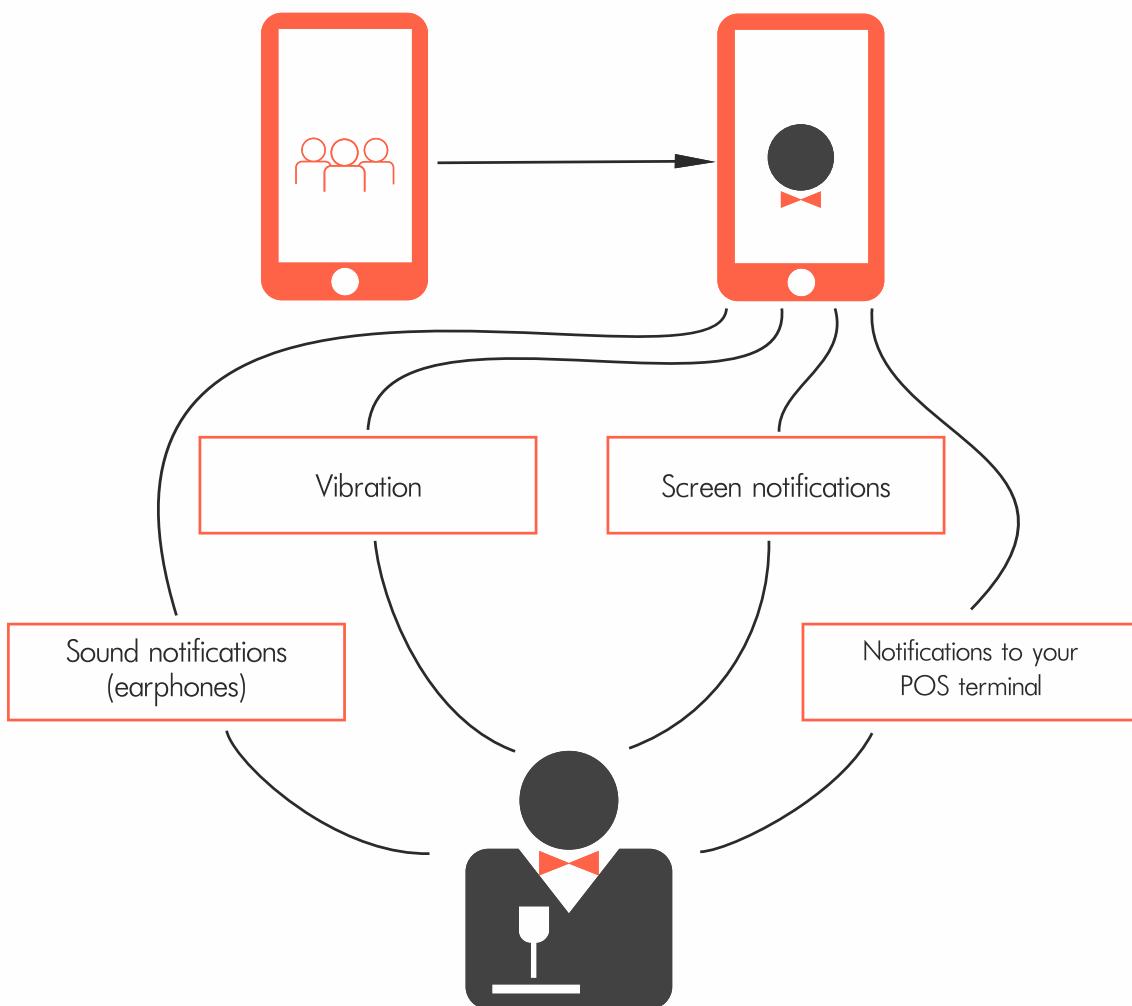
Customers only have to scan a QR-code of the table, and the app will know the customer's restaurant and table.

2.2. Full Feature Functionality

Our service is a complex solution for restaurants. Features of the service:

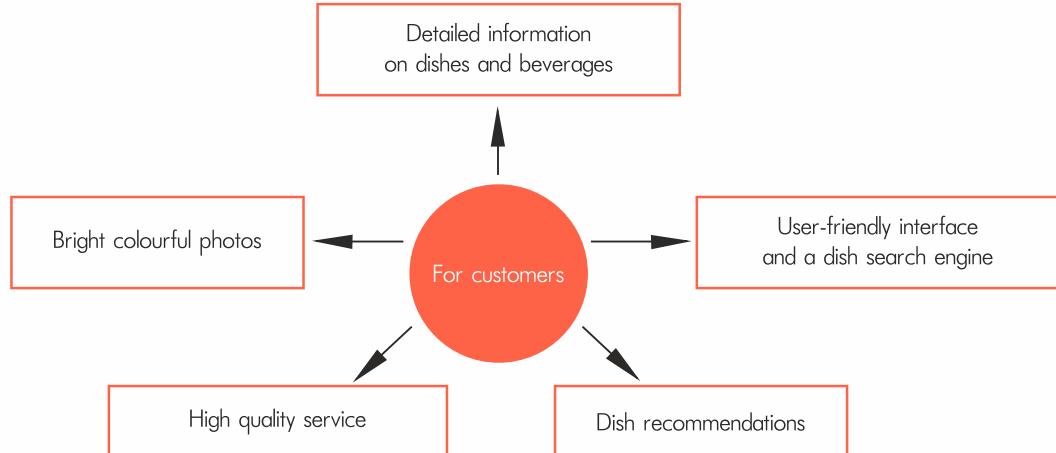
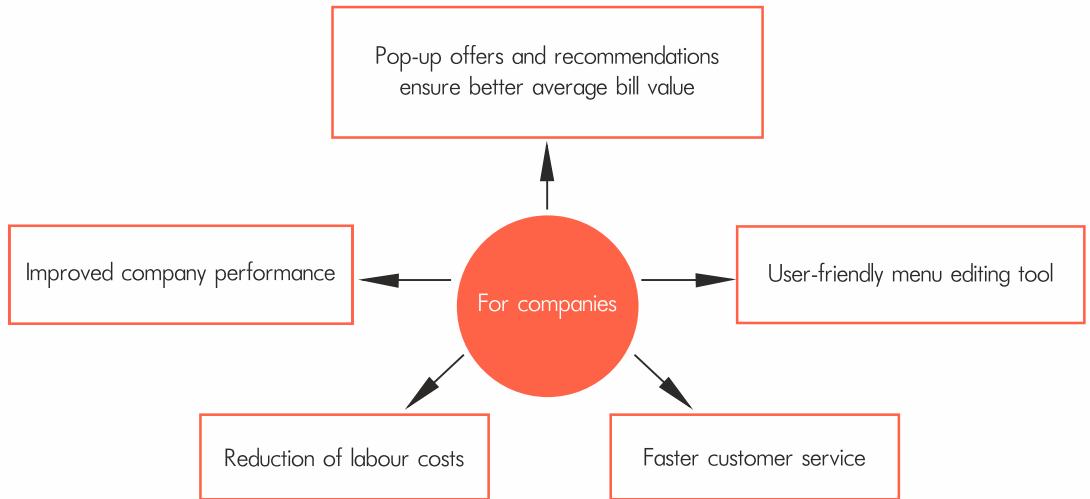
Waiter call system

Customer version of the application allows to call a waiter. Restaurants can choose any type of notifications that best suits their needs.



Electronic menu

Your customers do not need to call a waiter to see the menu anymore. They can see the menu on their mobile device at any time and even make an order if the restaurant has got the necessary equipment.



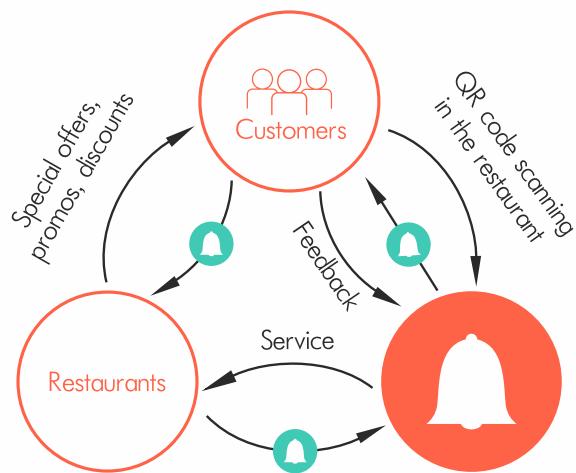
Advantages of digital menu

Customer feedback

The application will automatically collect traffic and order data, and your customers will be able to leave their feedback for a certain consideration in WTR coins (internal currency of the application). Real opinions about your products and services will help adjust your marketing strategy and enhance quality to improve your profits, traffic, and conversion. Customers, in turn, will have an access to independent honest reviews by other users both on the menu and the restaurant in general (service, atmosphere, location).

Great marketing tool

Our service is a powerful marketing tool. All restaurants using the service will be shown on the map, and customers will be able to see all information about them. The unique features, promotions, menus, photos, customer reviews, etc. will be displayed on the personal page of the establishment. Restaurants will be able to customize design of their page to fit their image. It is a promotion tool similar to attractive signs and loud music in real life but accessible from the smartphone from anywhere in the world. The application automatically analyses customer preferences and offers promotions based on this data. Besides, the app can notify on the nearest restaurants with attractive promotions using geolocation data. The restaurant can award WTRcoins to its customers for certain actions, including repeated visits, recommendations to friends, reviews, orders of certain items on the menu. The amount of WTRcoins awarded and terms of the promotional offer are determined by the restaurant. The statistics shows that gamification of the business allows for a substantial rise in the number of customers.



Procurement and Accounting

Currently, restaurants keep records of their stock manually without any special tools – they have to count the remaining stock virtually every day. Sometimes they run out of certain necessary ingredients. Calculations are made quick and dirty using a pen and paper. It all takes too much time and effort which could be used for other tasks. This is not because the accounting tools are too difficult or expensive but because they just do not exist.

The eWaiter service helps restaurants simplify their records. The application will also track ingredients available in stock and in the kitchen. When the restaurant is about to run out of some ingredient, the service will automatically offer to order this separate product or prepare a full shopping list. Using the statistics data, our service will adjust the list or suggest possible options.

2.3. Affordable Price

The eWaiter service does not require any special equipment – waiters only need devices that support the application. The subscription fee will be about USD 100 depending on the region. We also accept tokens. The price in tokens will depend on the WTR:USD conversion rate on public exchanges.

Summarizing all advantages, the eWaiter service is intended to solve the key problems of the restaurant industry via a smartphone and provide a convenient platform both for restaurants as service providers and their customers as consumers. The current market of services designed to optimize and refine the restaurant industry does not have a unified tool which would solve the existing problems and combine marketing possibilities and unlimited potential functionality.

3. TOKENS AND ICO

eWaiter team will look for crowdfunding of WTR coins which will be issued on the Etherium blockchain platform. ERC20 token standard. The fixed supply of WTRcoins will amount to 175 000 000. Thereafter, no further coins will be created.

Official token denomination: WTR.

3.1. ICO Structure

Of the total supply of WTR coins, 56% (98 000 000 WTRcoins) will be allocated to the general public in two tranches: pre-SALE and SALE. WTR coins can be purchased for ETH, BTC.

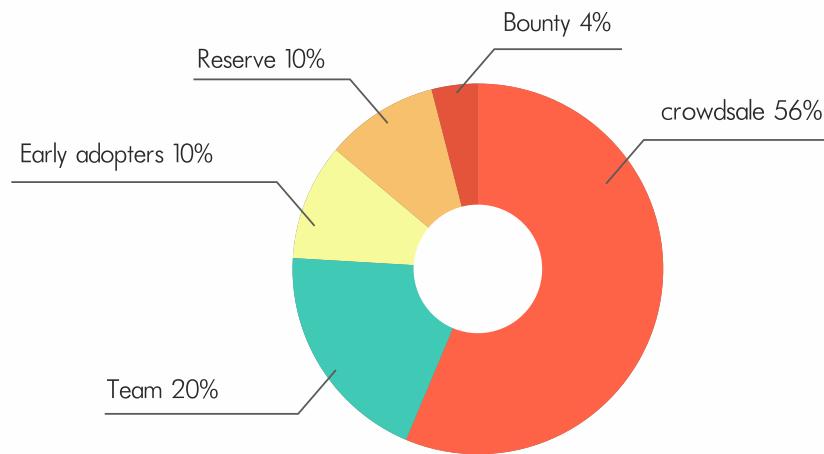
During pre-SALE, WTR coins will be sold with a 50% discount, and the minimum contribution will be 10 USD. The minimum selling goal of the pre-ICO period is 8 000 000 WTR coins (400 000 USD).

During SALE, the price of WTR coins will be 0.08 to 0.1 USD. The sale price will depend on the bonuses as shown in Table 1. The minimum contribution will be 1 USD. The minimum selling goal of the ICO period is 90 000 000 WTR coins (8 000 000 USD).

Bonus, %	Number of tokens (price in USD)
20%	20 000 000 (1 600 000 USD)
15%	20 000 000 (1 700 000 USD)
10%	20 000 000 (1 800 000 USD)
5%	20 000 000 (1 900 000 USD)
0%	10 000 000 (1 000 000 USD)

After the ICO, the price of WTR coins will amount to 0.1 USD and is expected to grow continuously due to a constant turnover.

WTR Coins distribution



Specifications of the pre-SALE and the SALE periods

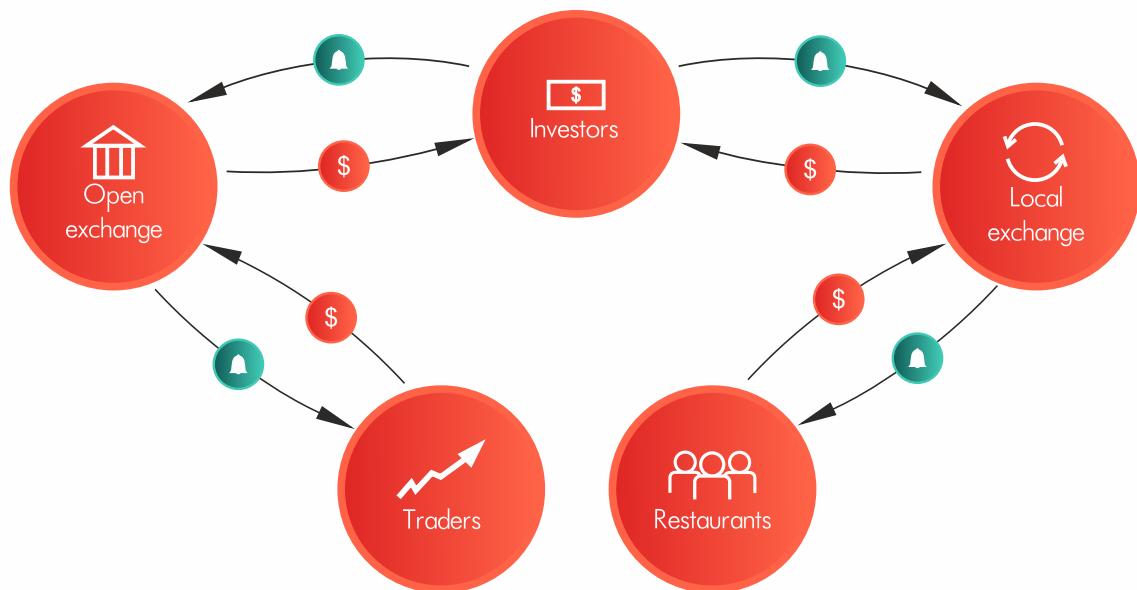
	pre-SALE	SALE
Period	Commencement: 26 Dec 2017 End: 1 March 2017	Commencement: 1 May 2018 End: 1 July 2018
Supply	8 000 000 WTR	90 000 000 WTR
Discount	50%	20% - 0%
Price	1 WTR = 0.05 USD	1 WTR = 0.08 - 0.1 USD
Supported currencies	ETH, BTC, BCH	ETH, BTC, BCH
Minimum contribution	10 USD	1 USD

3.2. Bounty

eWaiter team has launched a diverse bounty campaign to disseminate information on, and enhance understanding of, the eWaiter project. We offer tokens for social media campaigns, translation of our blog posts, videos, whitepaper. For more information on our bounties, see our official blog on Medium.

3.3. eWaiter Tokens

WTR coins will be used to pay for services. If a customer has enough tokens in his wallet, he/she can pay for services in full. If he/she does not have enough tokens, they can be supplemented with fiat money. In the second case, the money will be exchanged for token on the internal exchange.



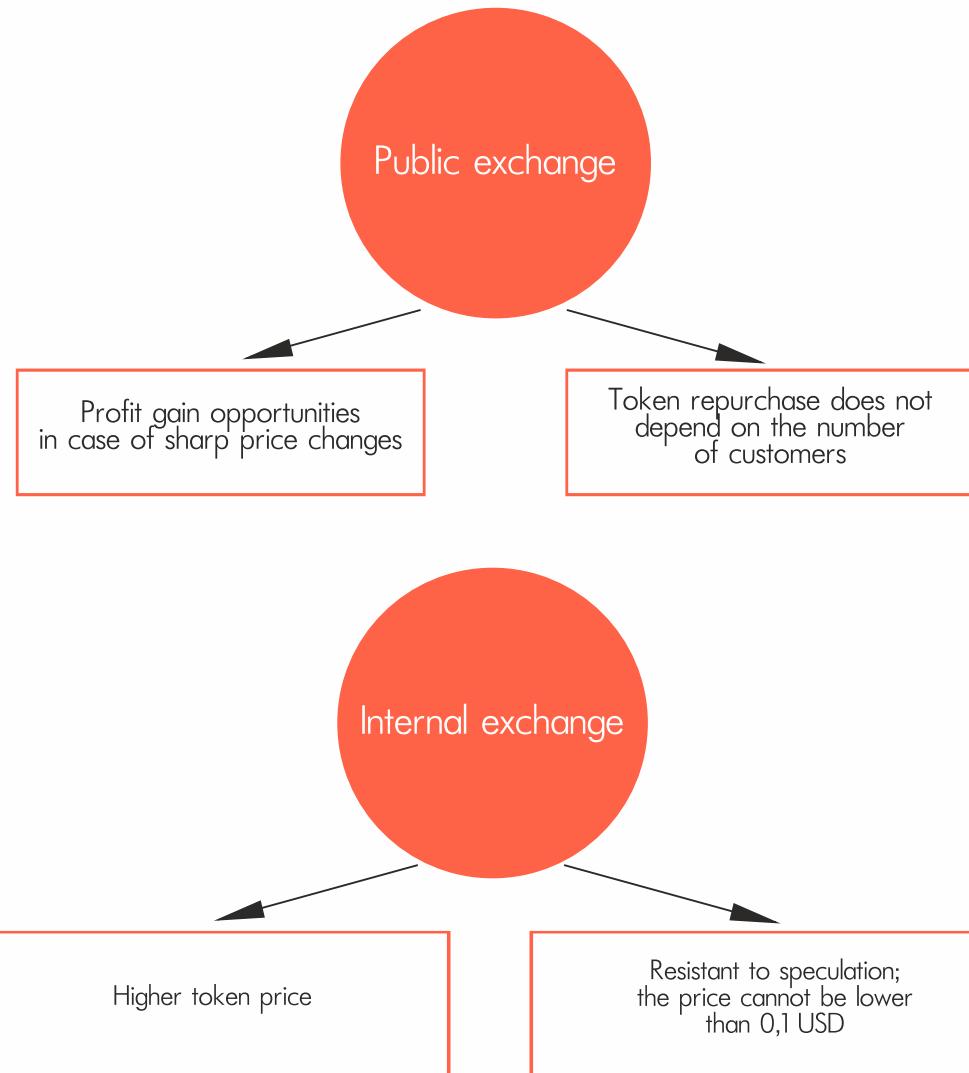
Currently, our team is in discussions with a number of platforms for deployment of our tokens as a means of payment to increase liquidity of WTRcoins. To see the list of our partners, go to ewaiter.io/#partners.

3.4. Token Purchase

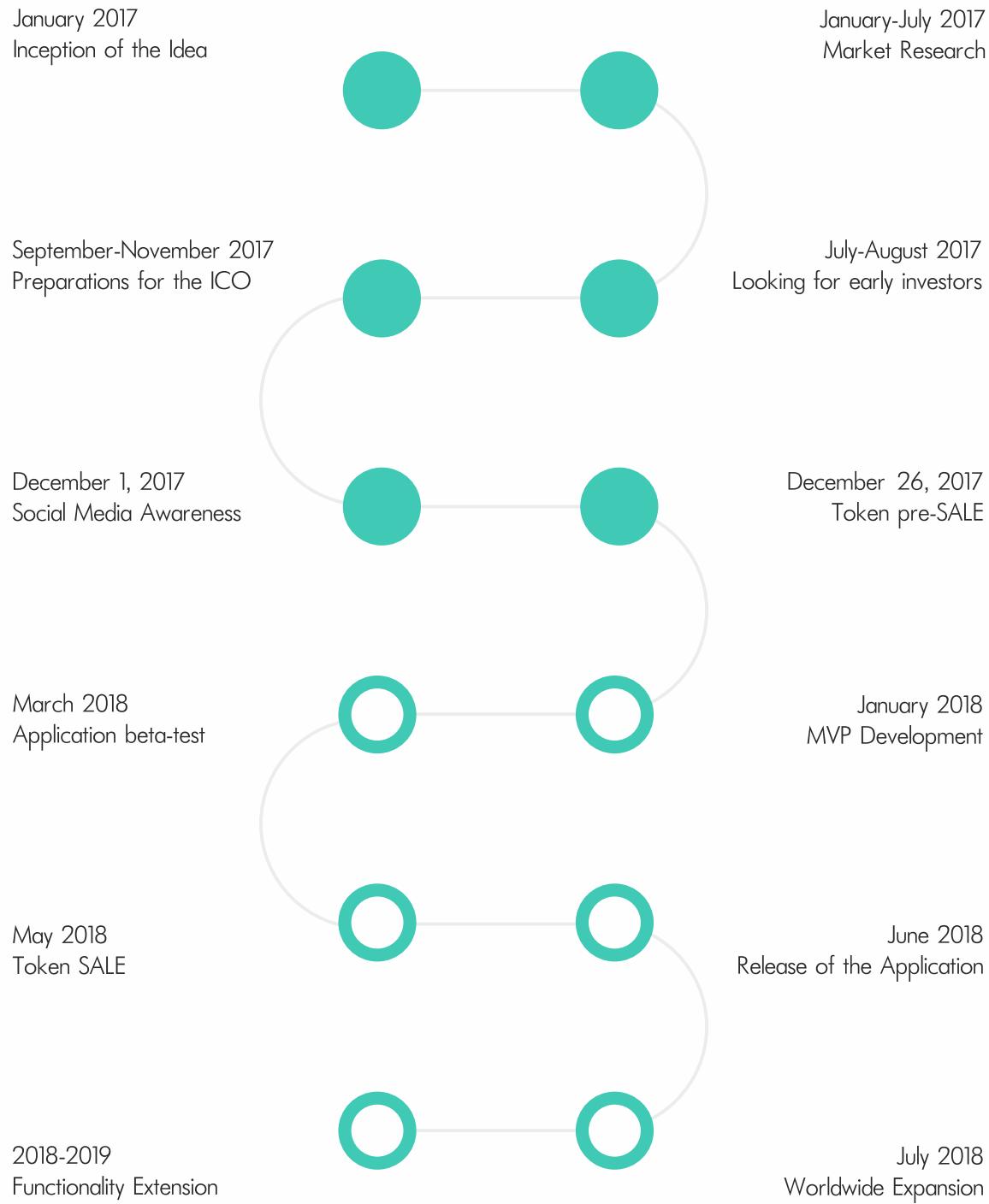
eWaiter team will work with major cryptocurrency exchanges to list WTR coin and enable token holders transfer WTR coins once they become transferable.

Besides, after the application launch, WTR coin owners will be able to sell their tokens to our customers. We guarantee that every other subscription fee will be used to redeem tokens from investors.

It means that up to 50% of the proceeds will be transferred to the crowdsale participants. Only crowdsale participants will be able to transfer WTR coins this way. Investors will make their own choices regarding the number of tokens to be sold via the app. It can be done in their personal account on our website. The access will be provided after the contribution during the pre-sale and the sale periods.



4. ROAD-MAP



5. OUR TEAM



Koroshchenko Mikhail
CEO / CO-founder



Pankratov Ilia
CTO / CO-founder



Plotnikov Igor
CWO / CO-founder



Matafonov Denis
CCO / CO-founder



Vasilyeva Olga
UX / UI designer



Vishnyakov Nikita
Team lead & PHP developer



Chizhkov Vadim
Back-end developer



Gorbachevsky Nikita
React developer



Chichilanov Dmitrii
Head of SMM



Krishtopa Pavel
SMM Manager



Kadakh Aleksei
SMM manager



Chetouane Mohamed
Copywriter

6. DISCLAIMER

This whitepaper is for informational purposes only and does not constitute any offer or solicitation to sell shares or securities on the eWaiter platform or any other associated or affiliated company. The contents of this document may be subject to change. The final version of the document will be released before the ICO date.

7. DEFINITIONS

QR code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional barcode). A barcode is a machine-readable optical label that contains information about the item to which it is attached.

A blockchain - originally block chain - is a continuously growing list of records, called blocks, which are linked and secured using cryptography. Each block typically contains a hash pointer as a link to a previous block, a timestamp and transaction data.

In computing, a web application or web app is a client-server computer program in which the client (including the user interface and client-side logic) runs in a web browser.

A cryptocurrency (or crypto currency) is a digital asset designed to work as a medium of exchange using cryptography to secure the transactions, to control the creation of additional units, and to verify the transfer of assets. Cryptocurrencies are classified as a subset of digital currencies and are also classified as a subset of alternative currencies and virtual currencies.

Initial coin offering (ICO) is an unregulated and controversial means of crowdfunding via use of cryptocurrency, which can be a source of capital for startup companies. In an ICO a percentage of the newly issued cryptocurrency is sold to investors in exchange for legal tender or other cryptocurrencies such as Bitcoin.

Crowdsale - An online event where participants can purchase tokens in a cryptocurrency.

Presale - investment process before the ICO itself. During the presale, the cost of the tokens is traditionally lower than during Sale.

Sale - the main stage of crowdsale.

Bounty (reward), an amount of money or other reward offered by an organization for a specific task done with a person or thing.

Coin - domestic mean of payment of every public blockchain.

Bitcoin is a cryptocurrency and worldwide payment system. It is the first decentralized digital currency - the system works without a central repository or single administrator.

Fiat money is a currency without intrinsic value established as money by government regulation.

Geolocation is the identification or estimation of the real-world geographic location of an object, such as a radar source, mobile phone, or Internet-connected computer terminal.

Gamification commonly employs game design elements which are used in non-game contexts to improve user engagement, organizational productivity, flow, learning, crowdsourcing, employee recruitment and evaluation, ease of use, usefulness of systems, physical exercise, traffic violations, voter apathy, and more.

Disruptive innovation is a term in the field of business administration which refers to an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market leading firms, products, and alliances.

CONTACTS

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FOLLOW US ON NETWORKS

Telegram: <https://t.me/ewaiter>

Telegram Chat: <https://t.me/ewaiterchat>

Telegram Chanel: <https://t.me/ewaiteric>

Instagram: <https://instagram.com/ewaiteric>

Group on Facebook: <https://facebook.com/ewaiteric>

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