

# Simple Token

**THE TOKEN TO POWER YOUR BUSINESS**

<https://simpletoken.org>

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

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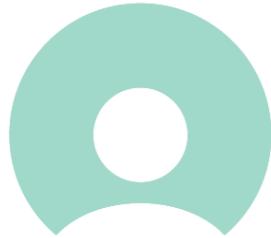
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2. Market & Customer Needs
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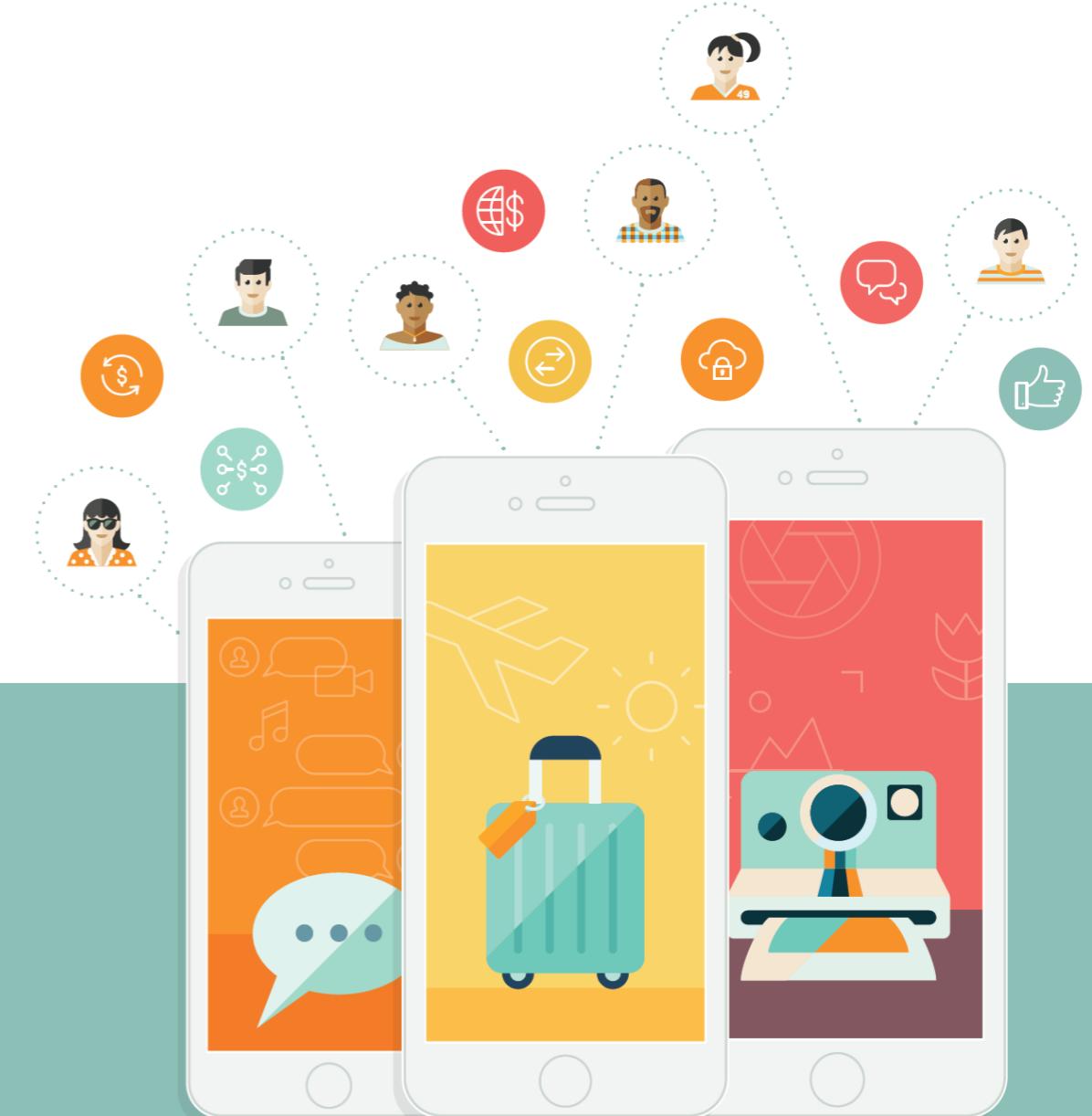


# Simple Token

THE TOKEN TO POWER YOUR BUSINESS

Simple token is the bridge between crypto-currencies and mainstream consumer apps.

On 14 November we are launching Simple Token to empower an ecosystem and to finance further development.



Any app can launch branded tokens on open scalable side-chains, powered by Simple Token, a protocol for consumer-app tokenization and an ERC-20 utility token.

# Executive Summary

A protocol for consumer-app tokenization powered by a blockchain and a utility token.

- **What.** Technologies that companies can use to design, launch, and manage their own branded tokens powered by Simple Token, a protocol and an ERC-20 utility token.
- **Why.** Blockchain technologies hold tremendous promise for a new generation of consumer Internet services, but blockchain is currently too complex for most consumer apps, too daunting for consumer-facing developers, and not currently scalable to millions of end-user micro-transactions without public-private chain innovations.
- **How.** The OpenST protocol, available today <https://github.com/openstfoundation>, enables companies to stake Simple Tokens against their own Branded Tokens, minted on open scaleable side blockchains, in a cryptographically auditable manner. Developers are building applications on top of OpenST. The Simple Token SaaS platform, under development, gives companies the tools to manage, customize, monitor, and analyze their ST-powered token economy.
- **Developers.** We aim to foster an ecosystem that will take the lead and develop Simple Token protocols on behalf of the community. Developers will be encouraged to contribute to the Simple Token project and can earn Simple Tokens for their contributions.
- **Team.** From the consumer-Internet technology team behind Pepo, Hem, Fab, and Social Median; the lead developer of Hyperledger Burrow (Monax); and the Blockchain technology team Enuma (prior work on EOS & OpenANX).
- **Token Sale #1:** Public sale on 14, November 2017. Total token supply: 800,000,000. 30% of token supply will be offered for \$20M (hard cap). 27.2% of tokens reserved for a Network Accelerator Program to seed promising projects built on Simple Token. 10% advisors, 10% founders, 5.6% early backers (all on longterm vesting schedules). 12.6% reserved for future token sales. Pre-sale underway as of 5 September, 2017, \$200K minimum for pre-sale.

# An Experienced Founding Team of Consumer Internet & Blockchain Leaders

## Founding Team



**Jason Goldberg**

Director & CEO, Simple Token  
CEO, Pepo  
Prior: Hem, Fab, Social Median



**Nishith Shah**

Director & CTO, Simple Token  
Prior: Hem, Fab, Social Median



**Ben Bollen**

Chief Technology Strategist, Simple Token  
Prior: Monax, Hyperledger Burrow, Maidsafe



**Paul J du Plessis**

Director Market Development, Simple Token  
Prior: Monax, SilverBridge



**Jason Banks**

Lead Engineer, Simple Token  
Prior: Monax, Shearman & Sterling



**Sunil Khedar**

Founder & CTO, Pepo  
Prior: Hem, Fab, Social Median



**Lionello Lunesu**

Engineering Lead, Simple Token  
Enuma



**Antoine Cote**

Engineering Lead, Simple Token  
Enuma

**Meet >20 more of our team members  
and our Dream Team of advisors:  
<https://simpletoken.org/team>**

# Backed by Industry Leaders

## Extended Team



PERKINSCOIE



KING&WOOD  
MALLESONS

Pepo

## Early Backers

Tencent 腾讯



500startups



Blockchain Partners Korea



Mick  
Hagen

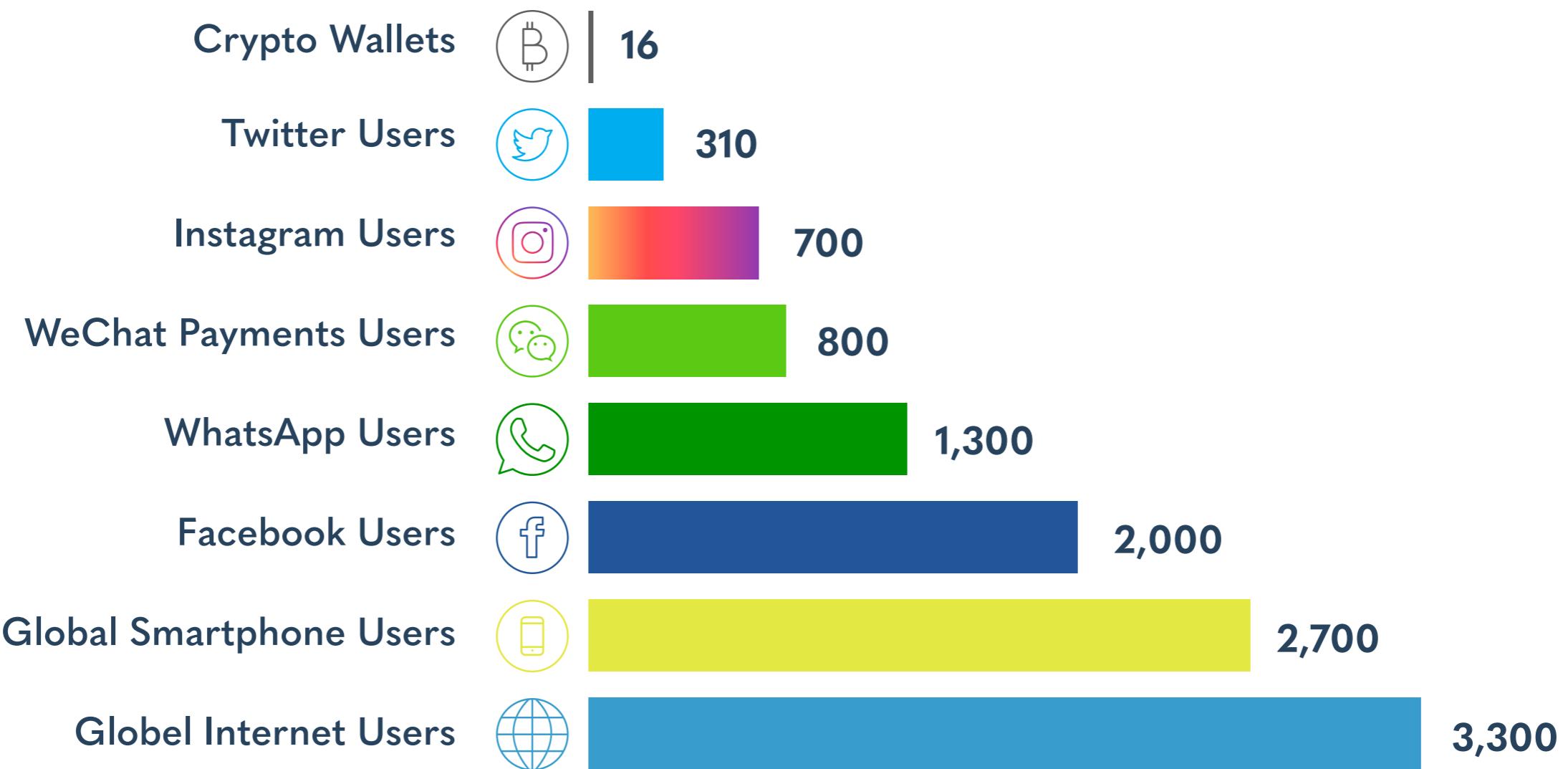
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# Cryptocurrency Landscape

But in Reality, It's Still Early Days: Less Than 0.5% of Internet Users Have A Crypto Wallet

Estimated Number of Active Users August 2017, in Millions



- 100% y/y growth of crypto wallets 2016 to 2017 to 16M wallets in August 2017.
- But 16M active crypto wallets still pales in comparison to mass consumer services.
- Still very early for crypto, reaching only the very early adopters.

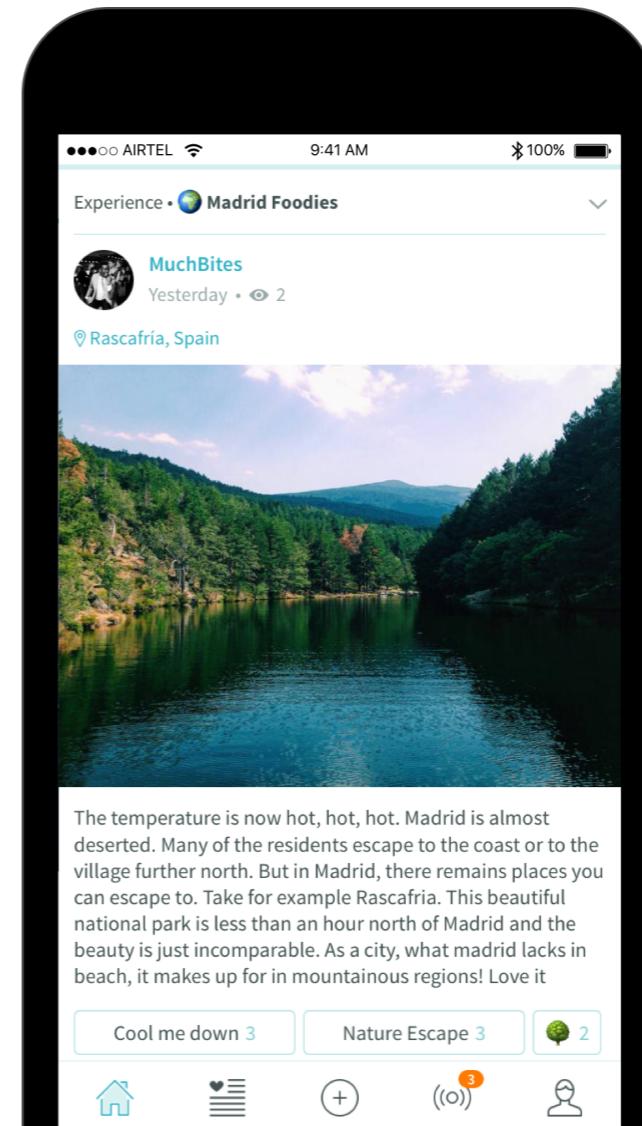
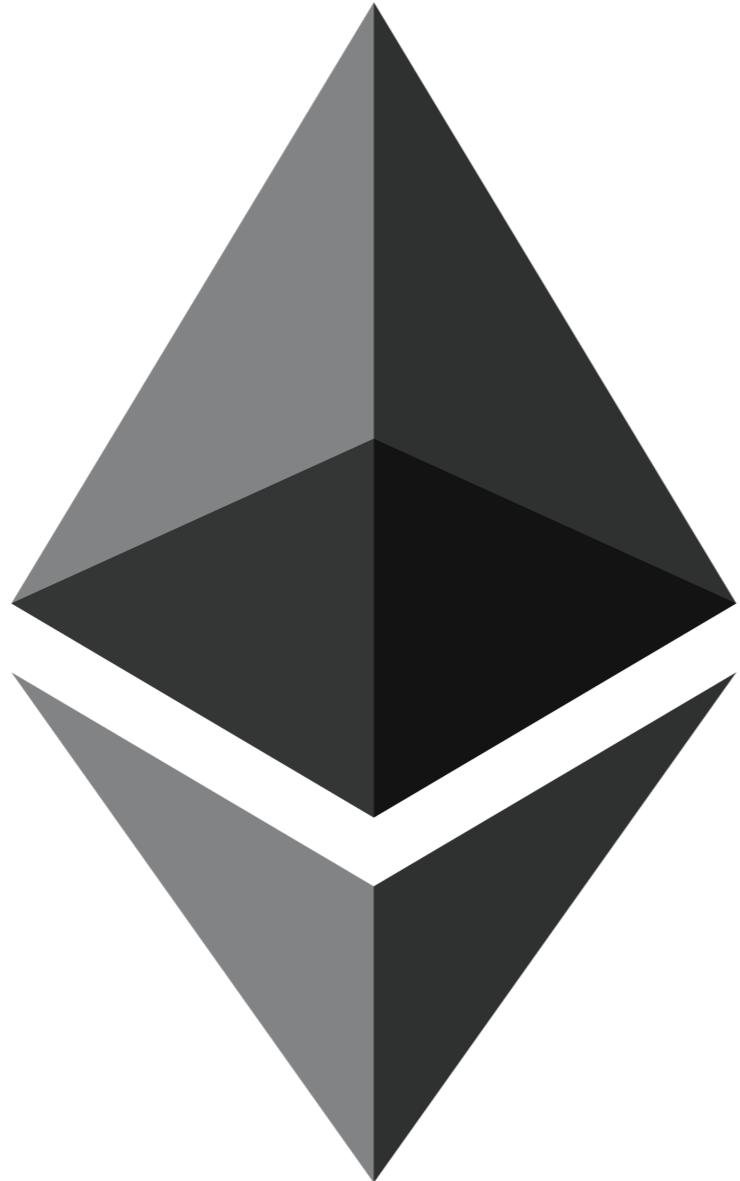
# Cryptocurrency Landscape

No Wonder. How Many of Your Friends Are Going to Use This?



# Cryptocurrency Landscape

Public Ethereum Is Not Yet Capable of Supporting Consumer Micro-Transactions



- A new app like Pepo would account for nearly 1% of the maximum number of daily Ethereum transactions.
- One medium-sized app like Unsplash (330M monthly API calls) would overwhelm Ethereum entirely.
- The median Ethereum transaction cost is \$0.12 per transaction — not viable for consumer micro-transactions.

# Cryptocurrency Landscape

There Are Enormous Potential Uses for Blockchains. We Are Just Beginning to Scratch The Surface.



# Cryptocurrency Landscape

## Some Real-Life Consumer Use Cases for Tokenization & Blockchain Technology



### Content App

- Reward and incentivize content contributions, empower users, spread-the-wealth
- Create economics behind up-votes, likes, thanks and “warm-up” transactions
- Peer-to-peer micro-transactions
- Bounties for answering questions or authoring in-demand content
- Person-to-person messaging
- Sidestep Facebook & Google for distribution by empowering users to monetize their social connections and contributions

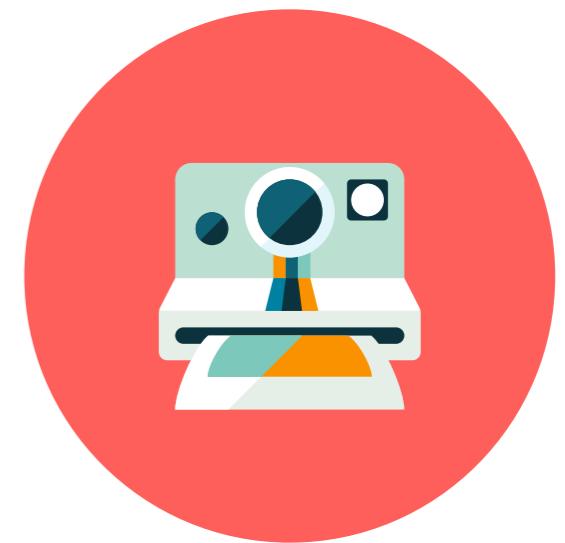


### DJ Mixes Music Sharing App

- Digital rights management
- Bounties for creating in-demand mixes and DJ sets
- Peer-to-peer payments, purchasing music, up-votes, pay-per-play
- Crowdsourcing and voting for best original mixes
- In-app purchases
- Removing advertisements within DJ sets
- Creating a public record of all uses of a DJ set
- Creating a decentralized user-to-artist network

### Travel App

- Transparency on hotel and airline seat inventory
- Transparency on reward seat availability
- Removing intermediaries for booking local tours
- Identify management, traveller profiles
- Instant settlement
- Interoperability of loyalty programs
- Booking on behalf of someone else
- Commissions payout according to smart contracts



# Consumer Apps Need A Bridge To Crypto

## Consumer Business

### NEEDS

- Engagement
- Growth
- Monetization

### WANTS

- Disrupt incumbents
- Reduce value leakage to Facebook, Google, Apple

AHA!



An **Ethereum Token** could help solve this!

- Incentivize users
- Reward value creation
- Monetize micro-transactions
- Decentralize
- Link value realization to value creation
- Interoperability to other services



**BUT**  
**CAUTION!**

**Tokenization is Hard,**  
and **not Consumer App**  
**Plug-n-Play**

- **High costs:** >\$500K to ICO (legal, tax, advisory)
- **High effort & complexity:** not core competency
- **High risk:** legal, regulatory, tax, security, fraud
- **High technology constraints:** No existing consumer protocols, Ethereum is not ready for high volume, high transaction costs, challenging user experiences

# Simple Token Will Help Fuel The App Phase of Blockchain



**20-25,000**

developers involved in Ethereum community



**c. 13,000**

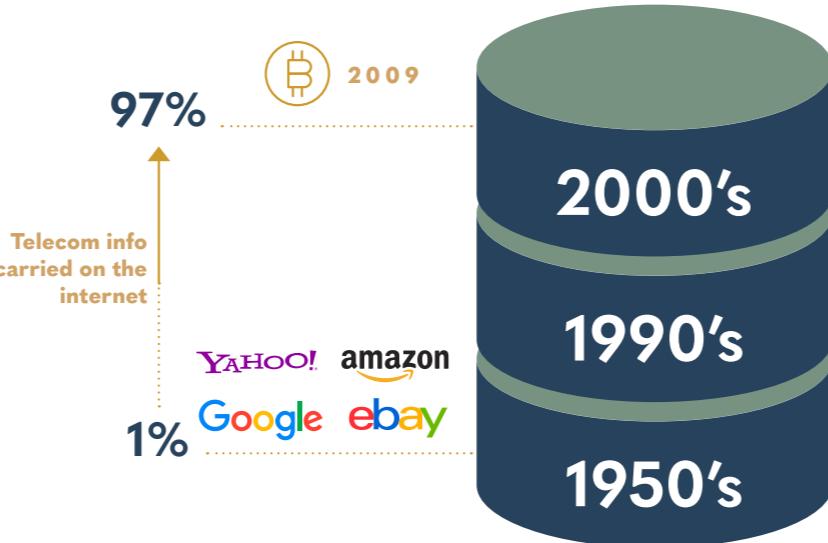
people involved in Hyperledger community



**c. 1,000**

headcounts only for blockchain powered-IoT

## Technology Development

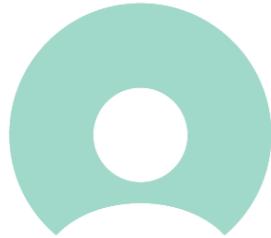


**Simple Token**  
Towards Web 3.0

We envision a path to Web 3.0 consisting of both partially decentralized and fully decentralized apps.

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# Simple Token

An ERC-20 Token, a Protocol, and a Robust Software Stack  
to Create, Launch, and Manage Your Branded Token Economy



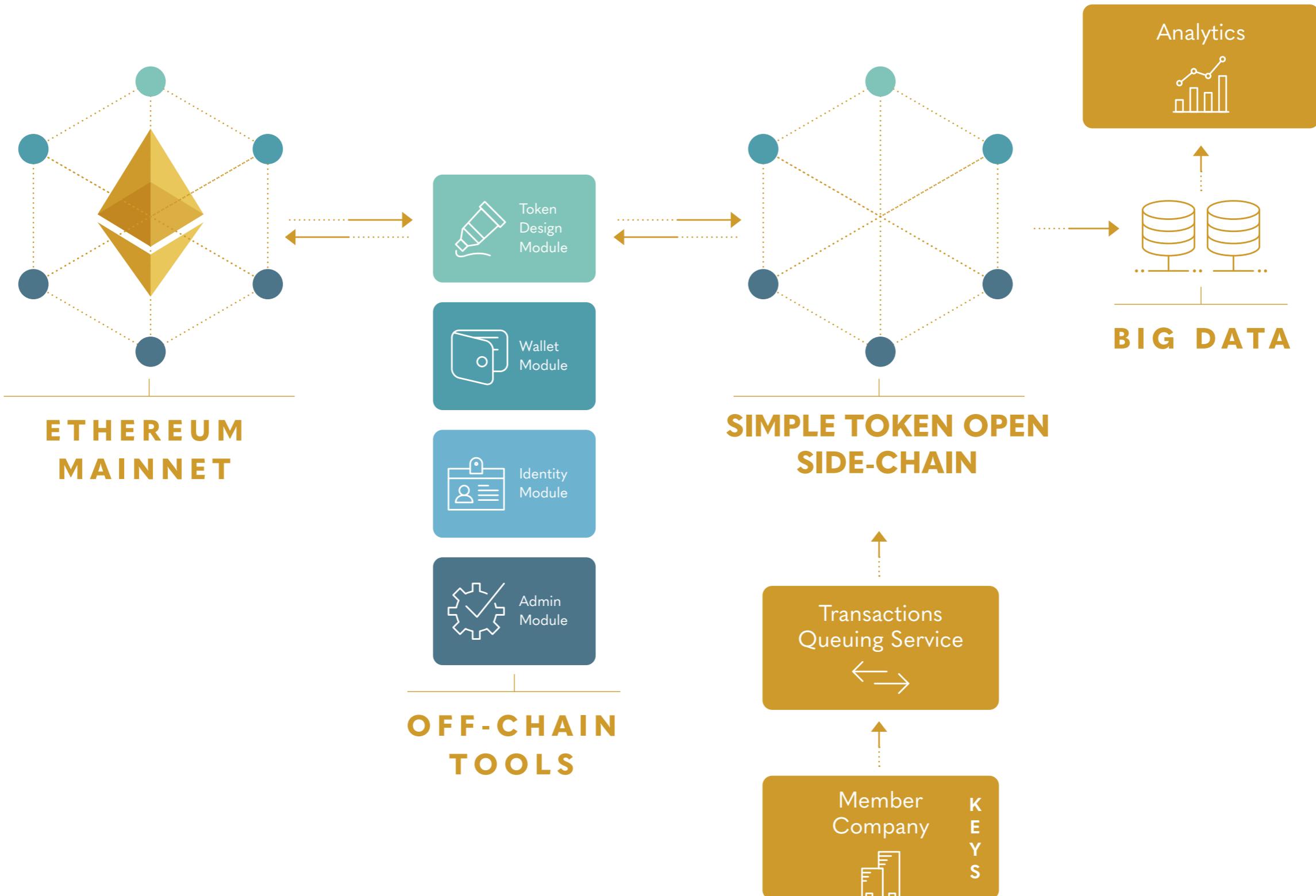
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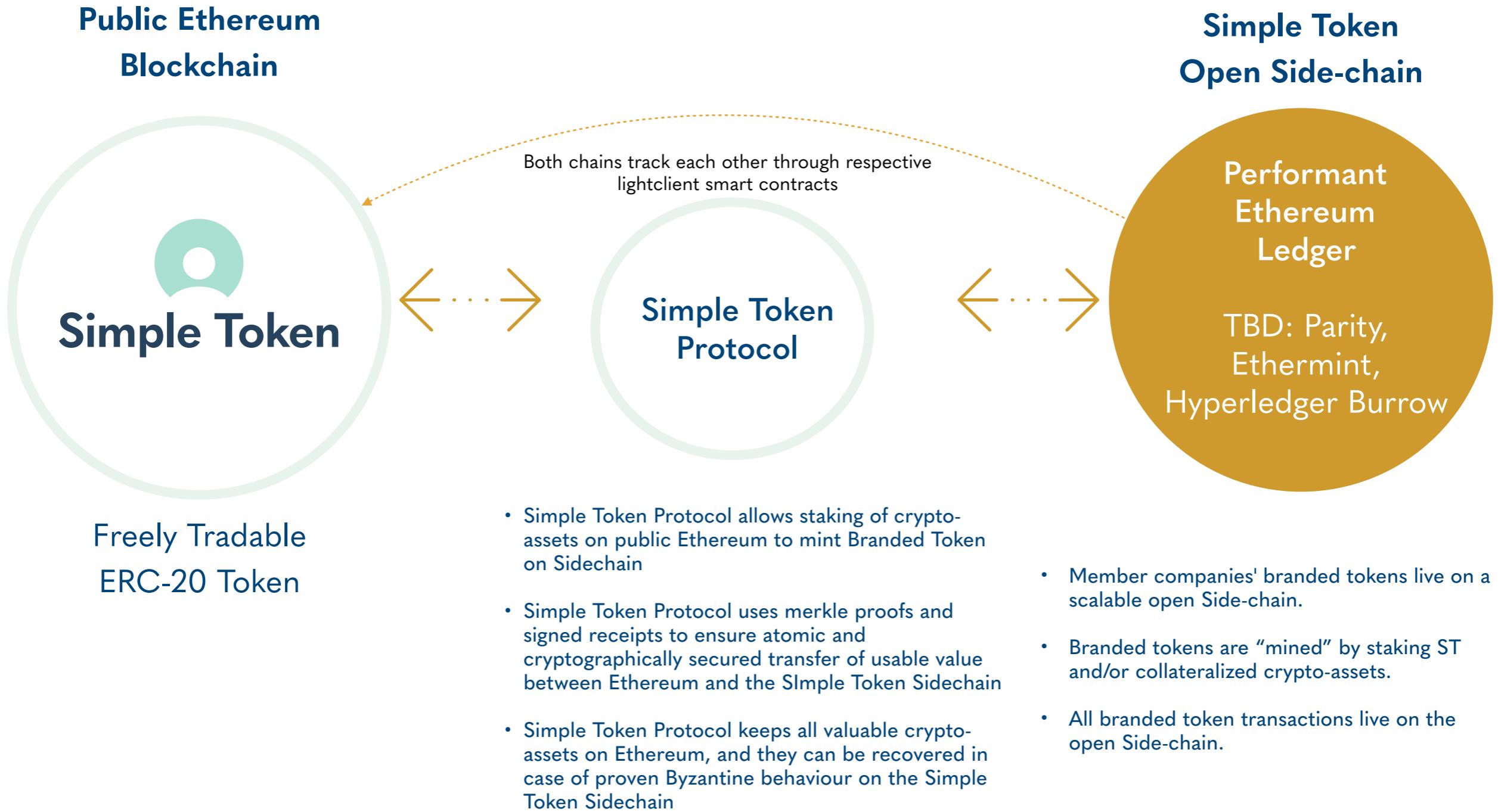
## Availability of Solution Components

- The **OpenST Protocol** for minting Branded Tokens on open scaleable side-chains backed by staked Simple Tokens is available for immediate use by developers and companies to build B2B applications for tokenization. Under open source licenses from the OpenST Foundation <https://github/openstfoundation>
- The **Simple Token Software Stack**, designed to support OpenST deployments to end-consumers is under development by the Simple Token Company. It is conceptual and subject to changes and revision.
- All other concepts in this pitch deck are entirely conceptual and subject to changes and revisions.

# The Simple Token Platform



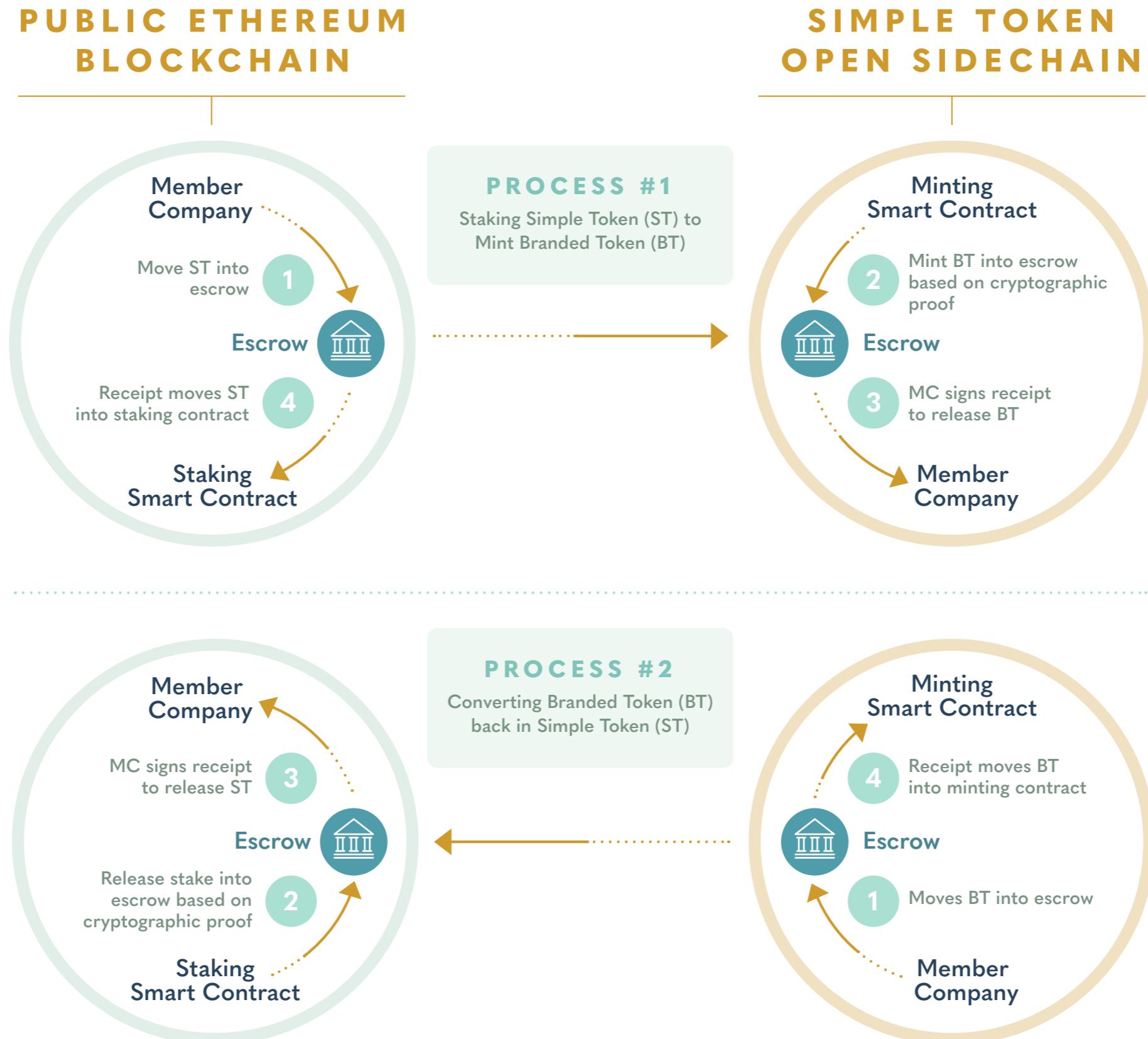
# The Simple Token Protocol



The Simple Token Open Side-chain is validated by Simple Token Foundation, Simple Token Company, and member companies. Anyone can send transactions to the Side-chain, and anyone can verify it. To ensure immutability of the Side-chain, the state root is regularly anchored in a Simple Token smart contract on public Ethereum.

# The Simple Token Protocol

Transferring crypto-assets from one chain to another in a cryptographically auditable manner



# The Simple Token Platform

## Open Side-chain Technology Considerations

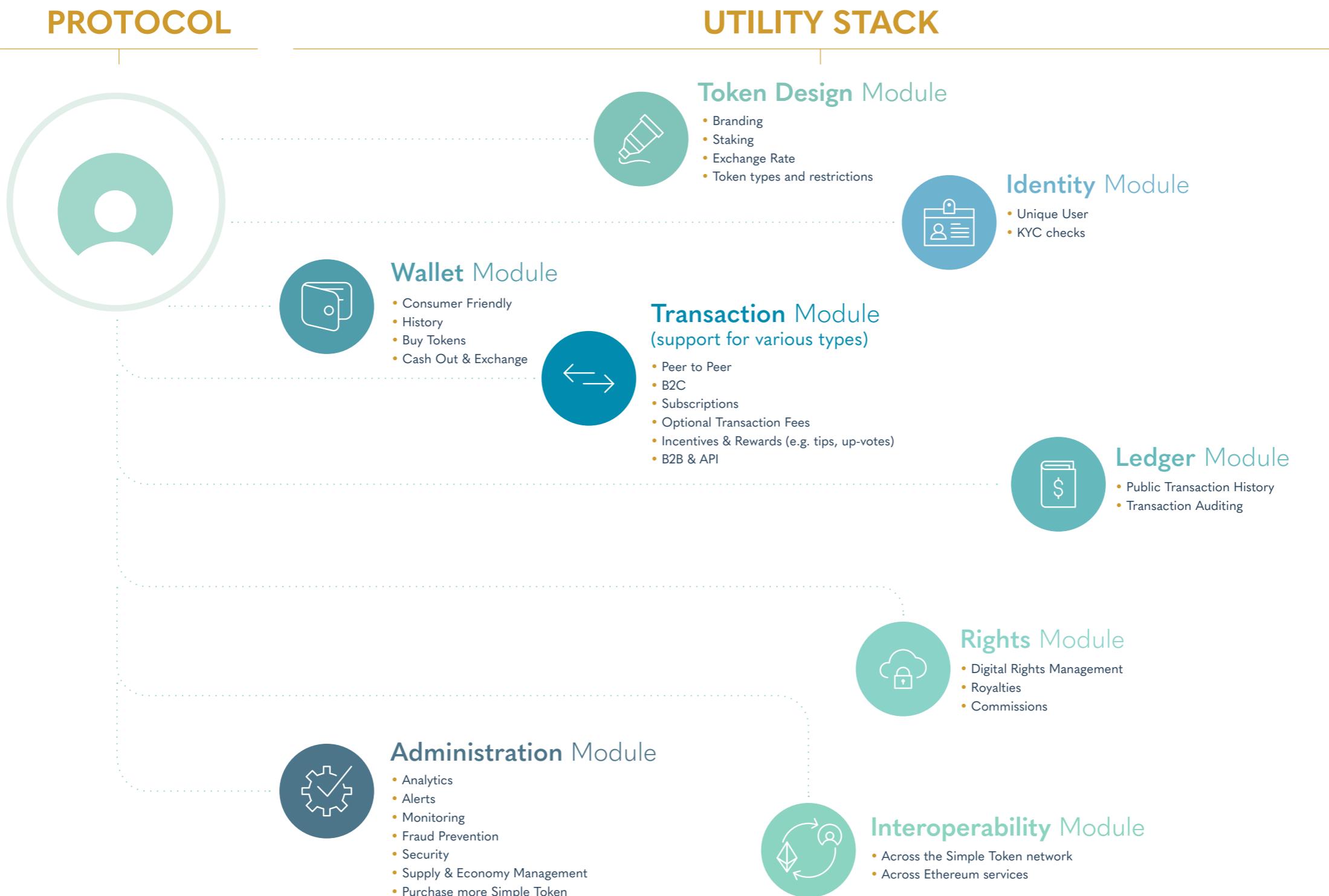
- We define Simple Token Side-chain to be open because anyone can formulate a transaction and a transaction is valid or invalid in its own right. The Side-chain is validated not just by the Foundation and the Simple Token Company, but also by the member companies.
- To ensure that no-one can attempt to rewrite the block history of the Simple Token Side-chain, the Foundation will submit the hash of the latest block height to a contract on public Ethereum.
- Smart contracts for the member companies' branded tokens and all their transactions will be executed on the open Side-chain. This makes privacy of the users, security, scalability, and performance important considerations when evaluating the right blockchain technology for Simple Token's needs.
- To protect the privacy of the users of the services of the member companies on inherently public networks, we will work closely with member companies to ensure that no personally identifiable information is stored on the Side-chain. We do this out of respect for our users, conviction for what is right, and to comply with data protection regulations.
- For the initial test phase, we will also test on a private version of native Ethereum (Proof-of-Authority) to separate the core competency of Simple Token from the evaluation of and contributions to the most suited platform to execute Simple Token on.

For further details please consult the Simple Token Technology White Paper.

# The Simple Token Platform

## Software Stack Overview

A robust technology stack that consumer marketplaces can utilize to power their own branded tokens.



# Simple Token SaaS

We couple the OpenST protocol with Simple A robust technology platform that consumer marketplaces can utilize to launch manage their branded token economies

Pepo Coin

Home

Analytics

Transactions

Users

Fraud Detection

KYC

API's

Settings

Search

Overview

SIMPLE TOKEN STAKED  
100000

EXCHANGE RATE  
1ST = 100P

PEPO COIN RATE (\$)  
1P≈\$0.0050

Pepo Coin Supply

Total Pepo Coins Supply

Coins in Reserve 500000

Coins Earned 2500000

Free Coins distributed 2500000

Total Pepo Coins 10000000

Allocate Pepo Coins View

Free Pepo Coins Distributed & Expiring

Total Free co 2500000

Expiring in 11 1250000

Expiring in 11 625000

Graphs

Topped Up Vs Cashed Out

\$ P 1H 1D 1W 1M 1Y ALL

Topped Up Cashed Out

Transactions

Total Transactions

Amount Volume

Graphs

Topped Up Vs Cashed Out

\$ P 1H 1D 1W 1M 1Y ALL

Topped Up Cashed Out

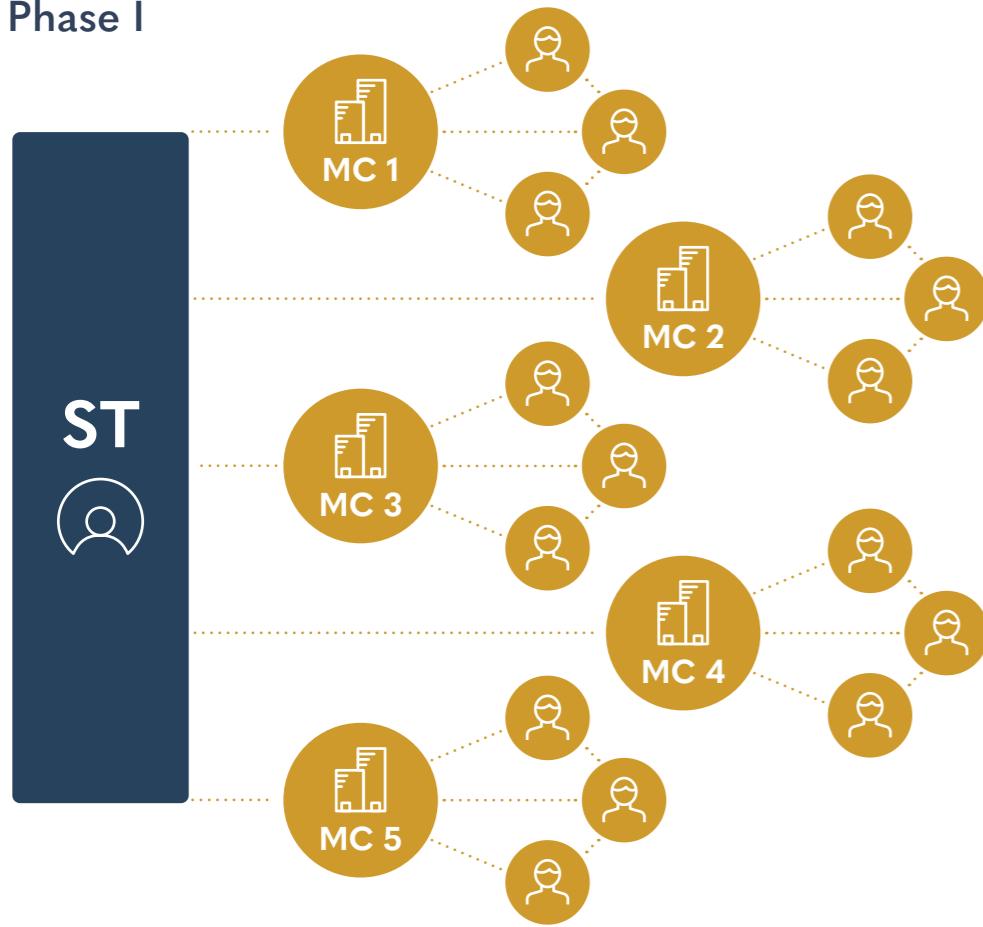
Aug 19 Aug 20 Aug 21 Aug 22 Aug 23 Aug 24 Aug 25

Directional Design Mock Only. Note: No fiat currency is stored in the platform or in Simple Token or Member Company wallets.  
"Buy more" and "cash out" transactions involve the transfer of Simple Token for fiat currency through a 3rd party exchange.

# The Simple Token Platform

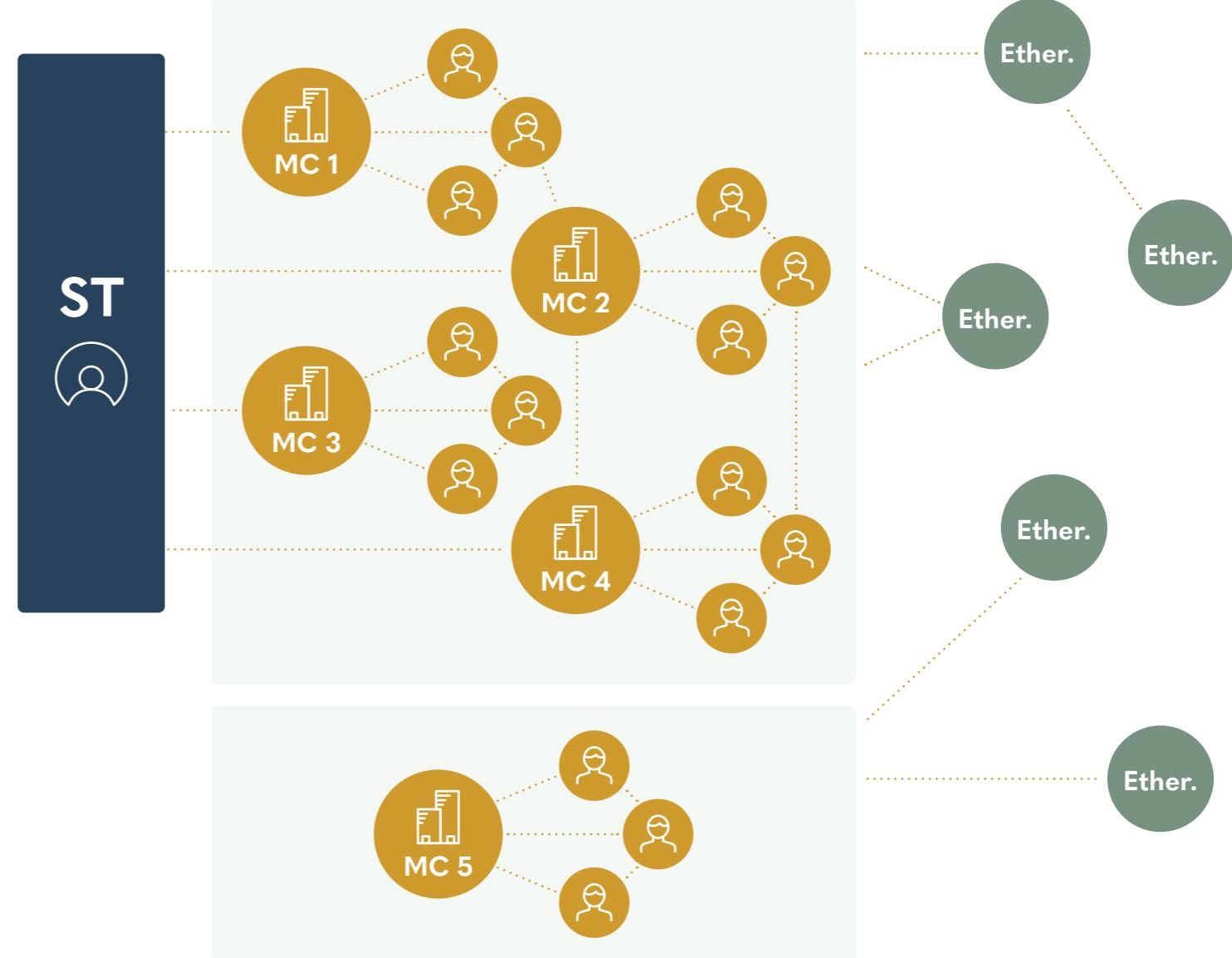
## Platform Evolution

### Phase I



- Simple Token is on the public Ethereum blockchain while the Member Companies are all within a highly scalable open Side-chain.
- ST is a freely floated ERC-20 token, while the Member Companies' branded tokens are not floated.
- In Phase 1 all Member Company in-app transactions happen within their own communities.
- Notably, the Simple Token solution enables companies to obtain Blockchain benefits without requiring their entire business to be on a blockchain.

### Future Evolution



- As Simple Token evolves and as Ethereum evolves and improves:
  - Interoperability across the Simple Token network with a common Simple Token wallet and interoperable services.
  - Interoperability with the broader Ethereum universe.
- Successful Member Companies with proven market liquidity could spin out of the Simple Token Side-chain and float their own token in ICO events.

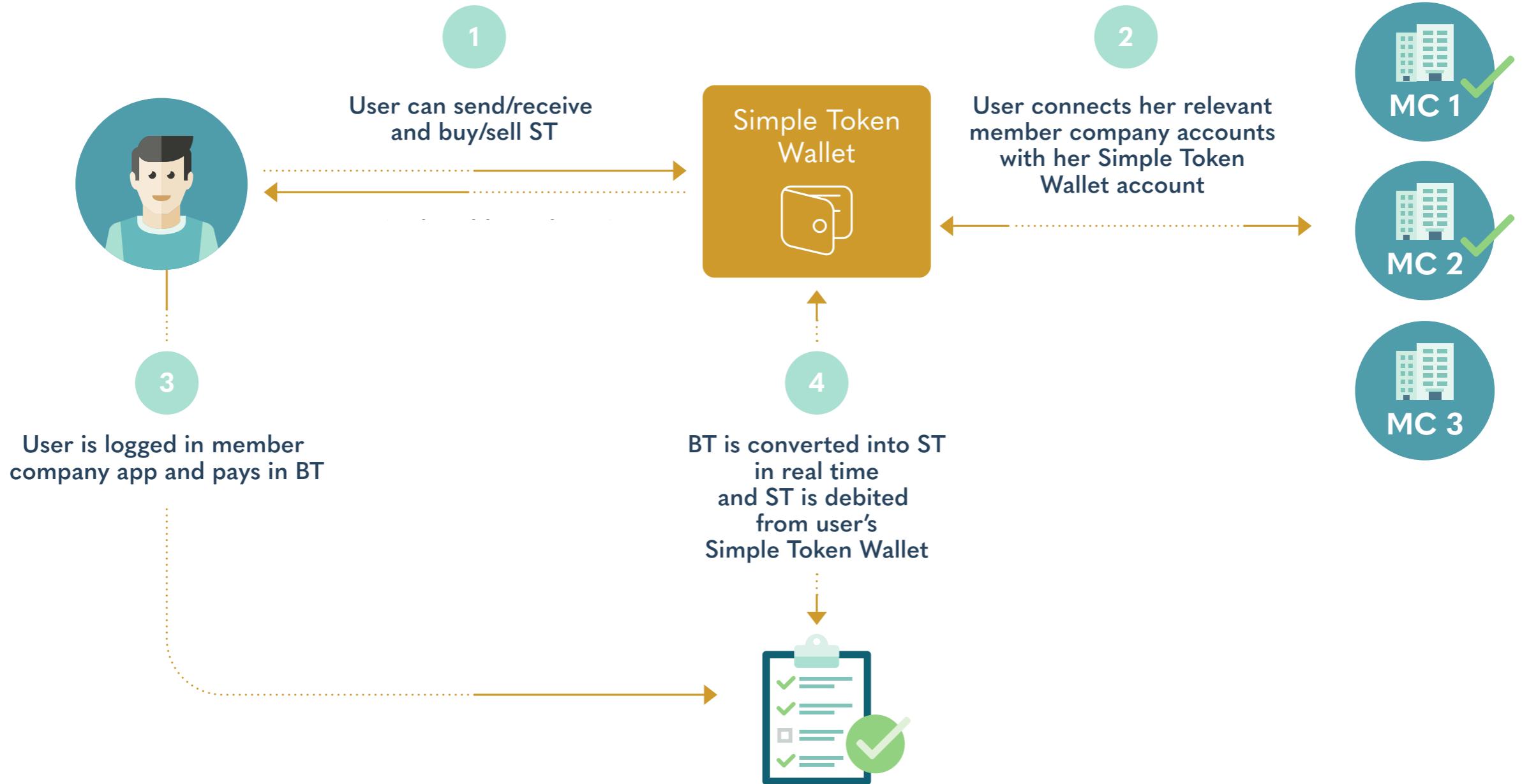
# The Simple Token Platform

## How It Works



# The Simple Token Platform

How It Works: Use Case of Consumers Holding Simple Token (purchased on their own)



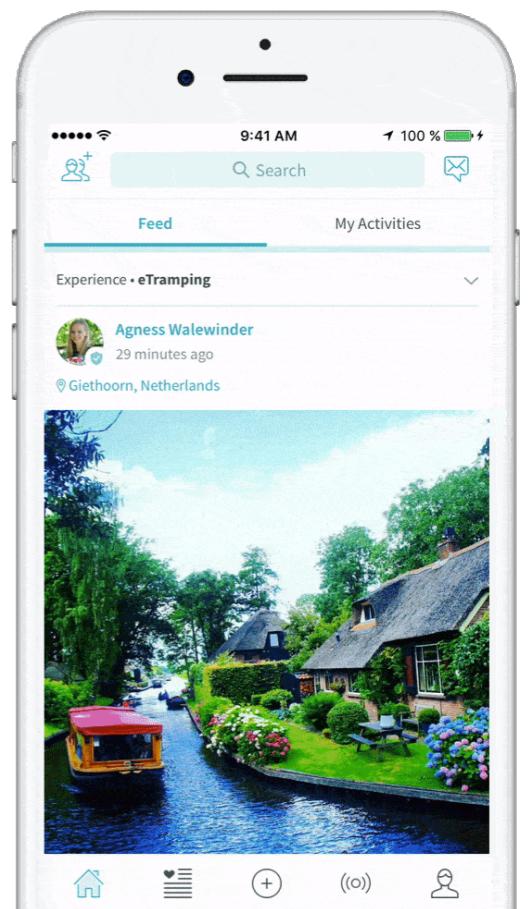
## Smart Contract on Ethereum

Consumers who acquire Simple Token via a public Simple Token token sale or on a public exchange, would be able to use their Simple Tokens seamlessly across all Simple Token Member Companies' platforms.

# The Simple Token Platform

## Simple Token Use Case #1: Pepo

- The first confirmed Member Company for Simple Token is Pepo.
- Pepo aims to democratize the market for local and travel expertise.
- There are currently 200,000 Pepo app users. Pepo desires to deploy a token, Pepo Coin, to grow to 5M+ high-engaged users.
- Pepo desires to utilize Simple Token to power its Pepo Coin, and incentivize and reward valued content creation, enable peer-to-peer transactions, and to build a user-first alternative to large advertising-supported businesses like TripAdvisor & Yelp.
- Working with Pepo enables Simple Token to develop its protocols in response to real-life customer needs rather than developing in a vacuum.
- *The following slides present mock-ups of how Simple Token could be used by Pepo.*

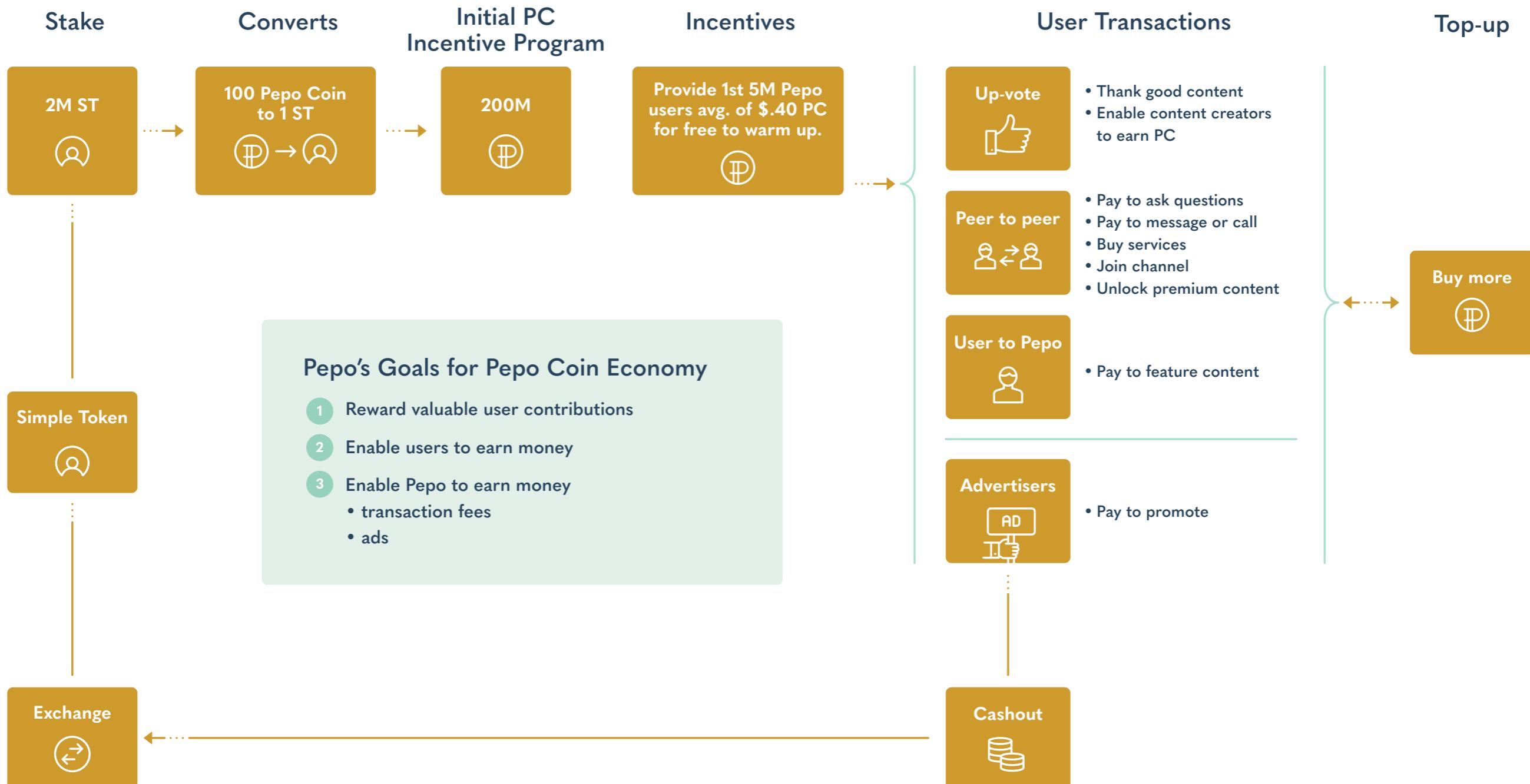


## TARGET SIMPLE TOKEN EARLY-ADOPTER COMPANY PROFILE

- Consumer-facing marketplace business.
- Desires to utilize a token to decentralize and/or democratize vs. powerful incumbents.
- Desires to utilize a token not just as means to transfer value but more-so to empower users as stakeholders, associate value realization to value creation.
- Able to contribute to the ongoing development of the Simple Token protocols and participate in evolution of the Foundation.

# The Simple Token Platform

## Simple Token Use Case #1: Pepo Coin Token Design

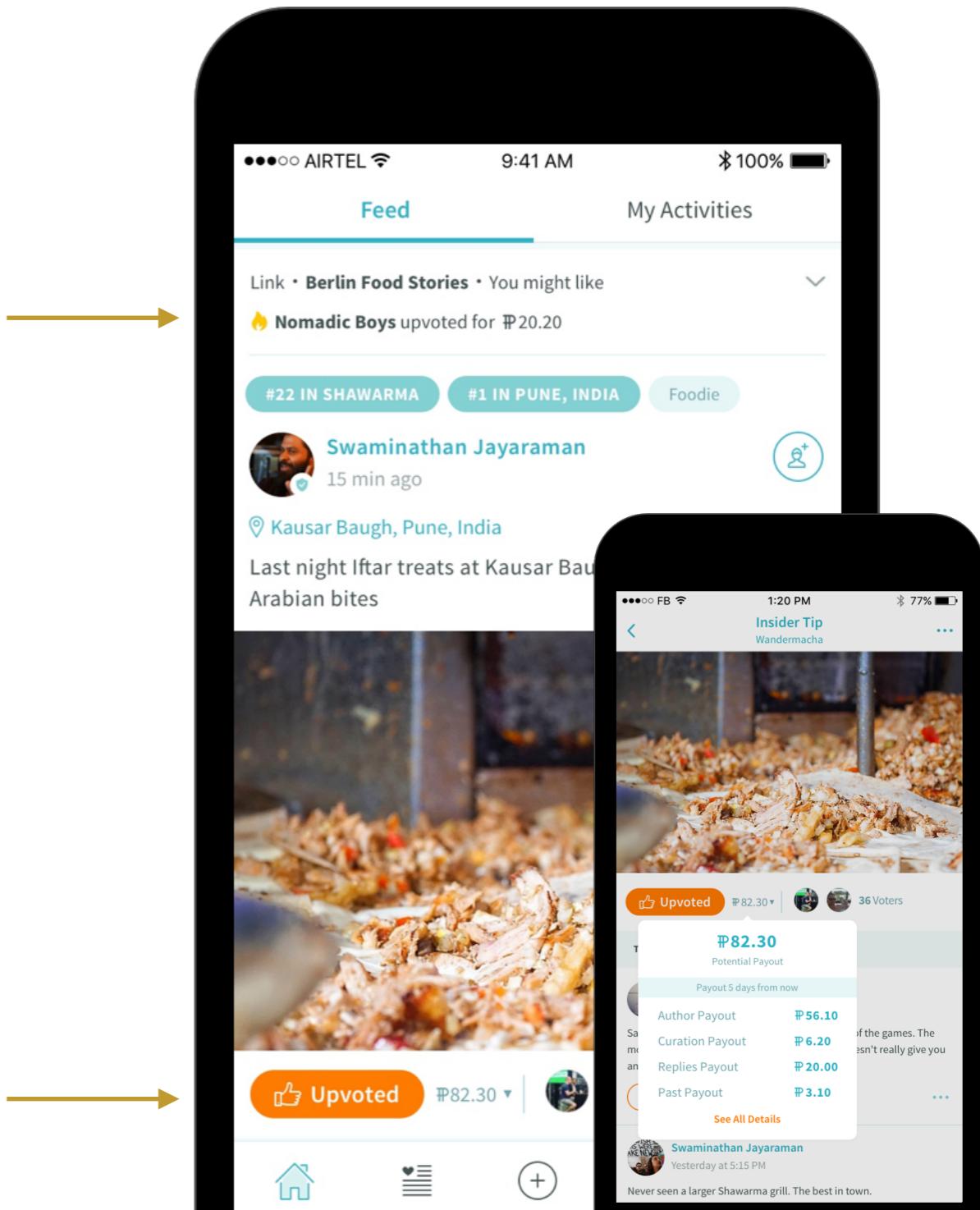


Directional Diagram Only. Note: No fiat currency is stored in the platform or in Simple Token or Member Company wallets.  
 "Buy more" and "cash out" transactions involve the transfer of Simple Token for fiat currency through a 3rd party exchange.

# The Simple Token Platform

## Customer Use Case: Pepo Transaction Modules

- Simple Token plans to develop easy-to-use modules to support a number of consumer marketplace use cases.
- Here we show Pepo's planned implementation of "Up-Votes."
- Pepo Users will be encouraged to spend their Pepo Coin to up-vote valuable content.
- Users could up-vote with any amount of Pepo Coin.
- The amount of Pepo Coin spent to up-vote drives the virality and visibility of a post.
- Payouts from up votes are splits transparently amongst users.

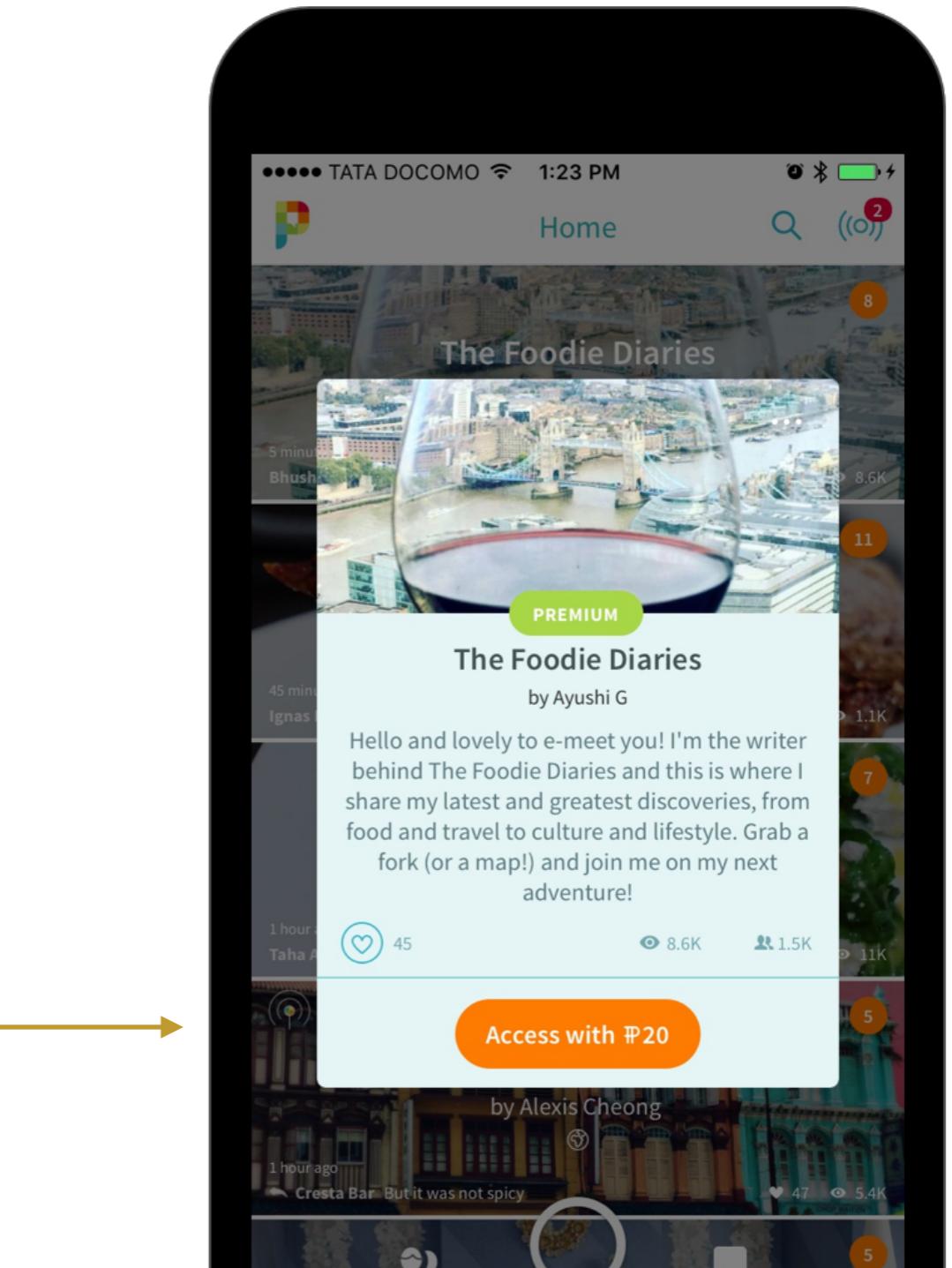


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# The Simple Token Platform

## Customer Use Case: Pepo Transaction Modules

- Another use case for Pepo Coin is for channel members to charge a specified amount of Pepo Coin to join their private channel.

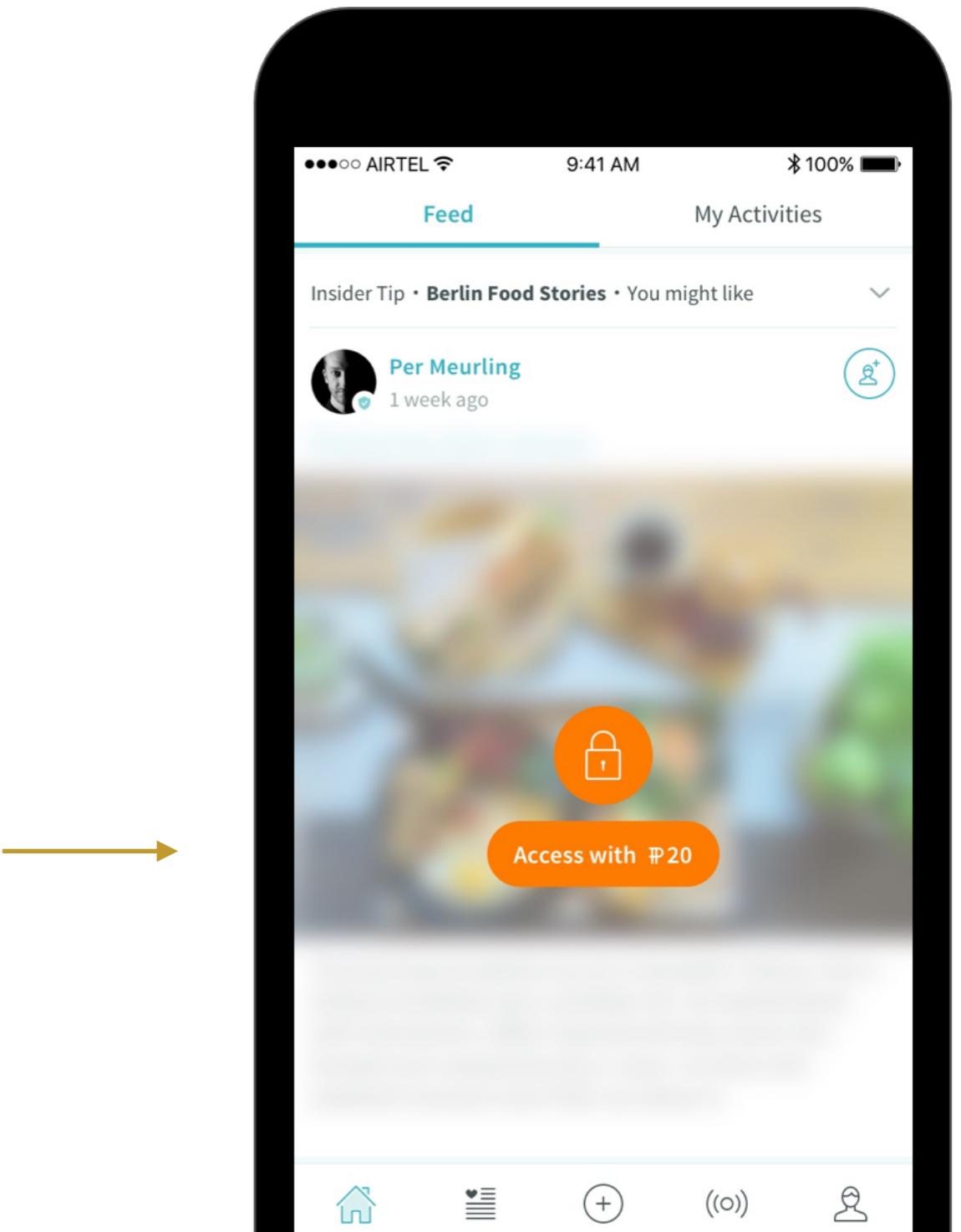


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# The Simple Token Platform

## Customer Use Case: Pepo Transaction Modules

- Pepo members could also create content (e.g. insider tips) that is hidden behind a Pepo Coin pay wall.
- Pepo users shall be able to establish any price on a per post basis or for a collection of posts in a subscription model.

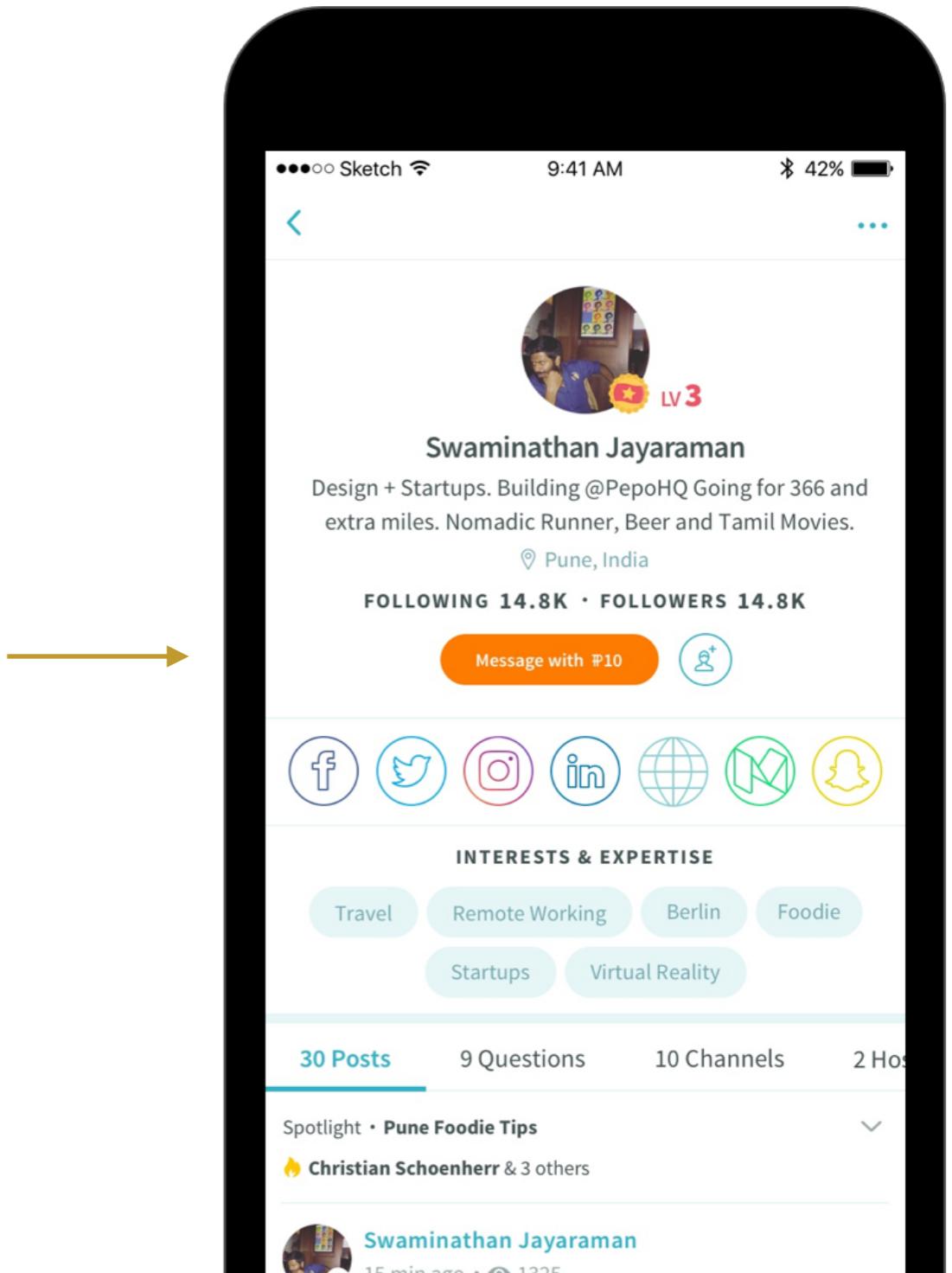


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# The Simple Token Platform

## Customer Use Case: Pepo Transaction Modules

- Another use case Pepo has developed is for Pepo members to establish a price in Pepo Coin for other members to message them.

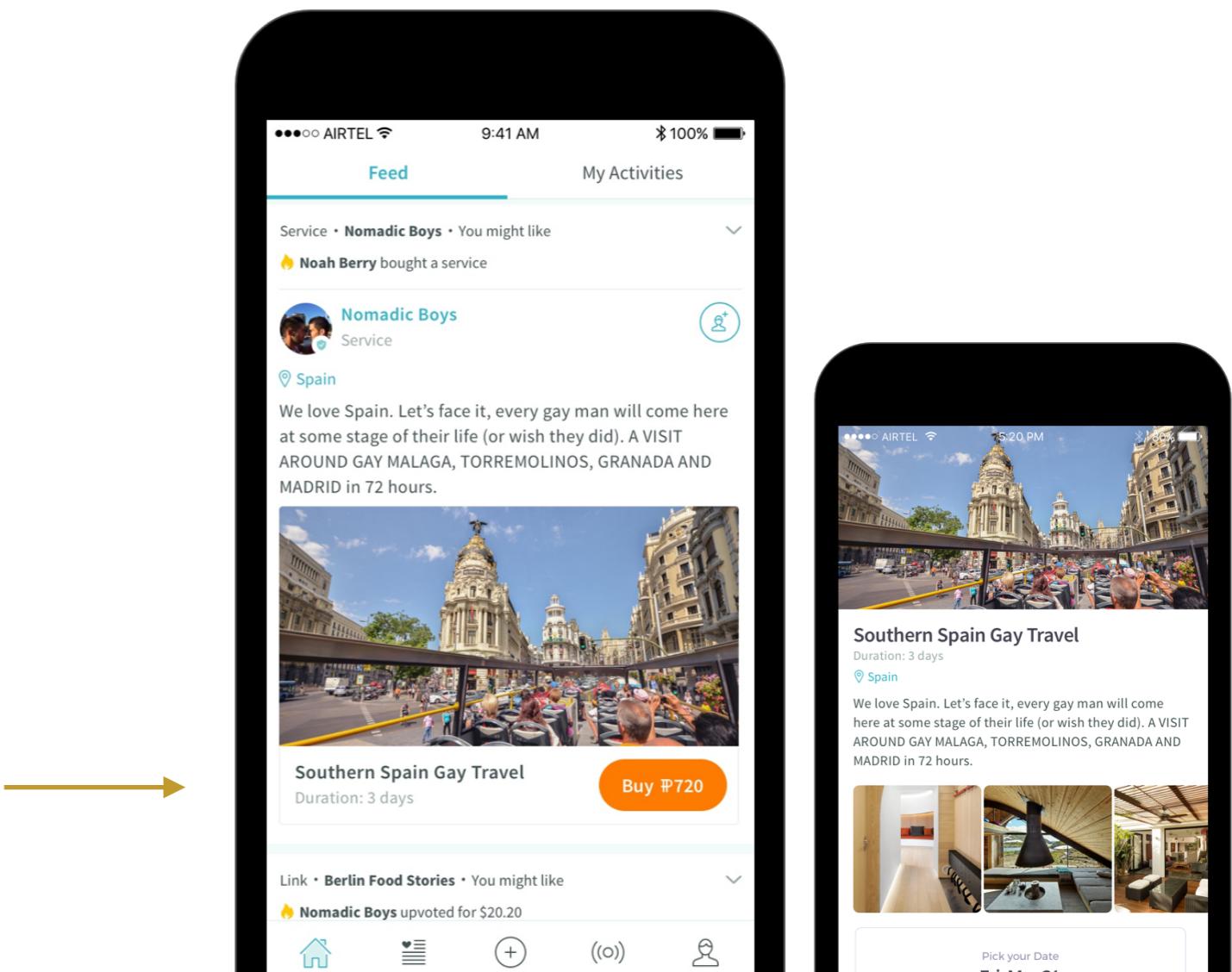


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# The Simple Token Platform

## Customer Use Case: Pepo Transaction Modules

- This example shows a Pepo user charging a set amount of Pepo Coin to create a 3-day itinerary for gay travelers to Southern Spain.



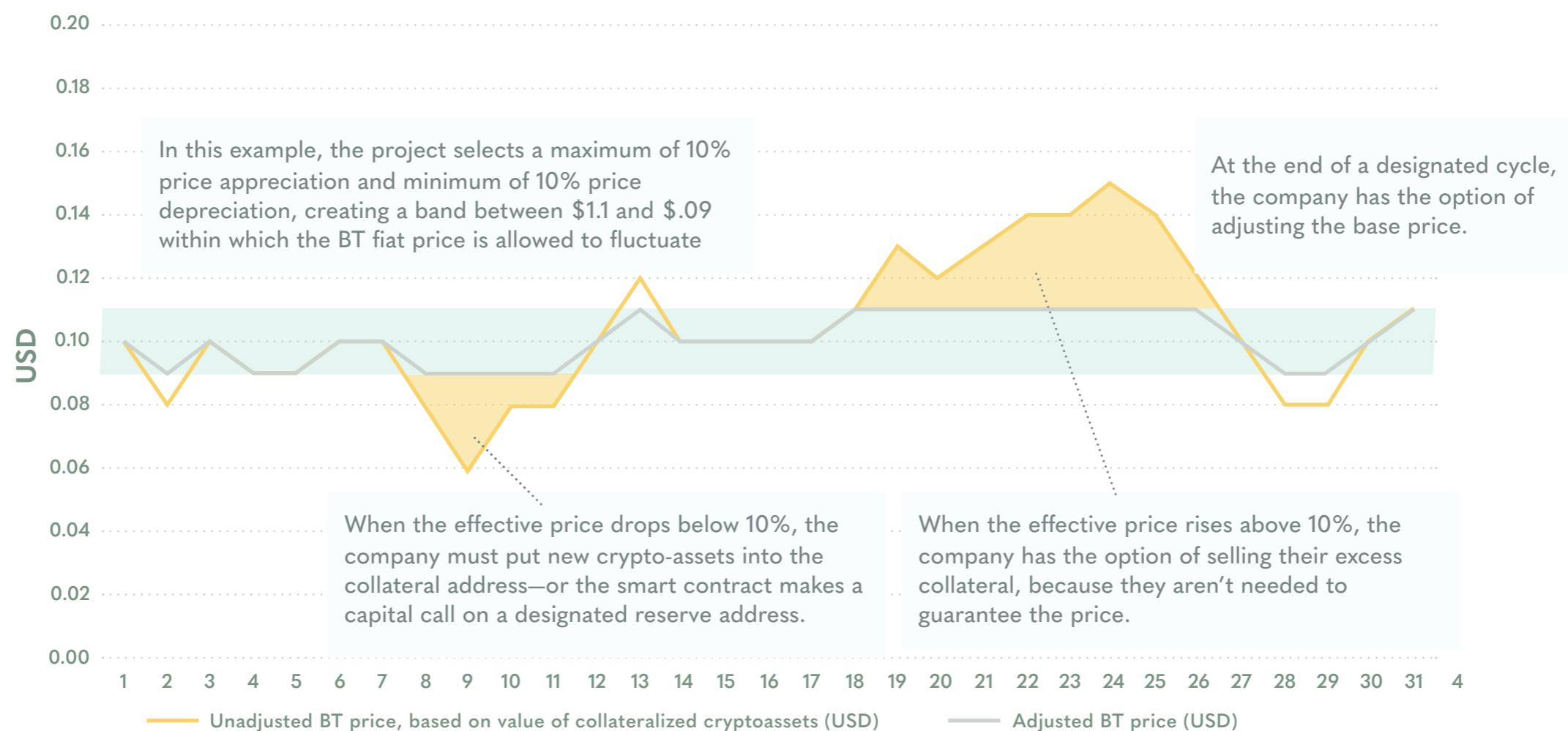
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# The Simple Token Platform

## Price Stabilization (Conceptual Concepts, Could be Provided by 3rd Parties)

- One concern of consumer-facing companies considering tokenization is exposing their users to wild price fluctuations as currently experienced with crypto currencies.
  - Negative fluctuations could hamper users' faith in the economy and create challenging user experiences (i.e. if a user earns \$100 worth of a token for selling a real-world service only to have that drop to \$20).
  - Positive appreciation could drive consumers to cash out and / or hoard the currency.
- To mitigate this, 3rd party companies are exploring providing price stabilization-as-a-service of Branded Tokens to Member Companies. To achieve this, rather than staking Simple Tokens against Branded Tokens, a basket of non-correlated and less volatile assets could be staked against the Member Company's Branded Tokens. The potential roadmap conceptualizes that this service could also be provided in a decentralized fashion by other holders of Simple Token
- Any appreciation in the basket of crypto-assets could be captured as profit (sell off excess crypto-assets), while depreciation would need to be addressed by loading more crypto-assets into the collateral address.

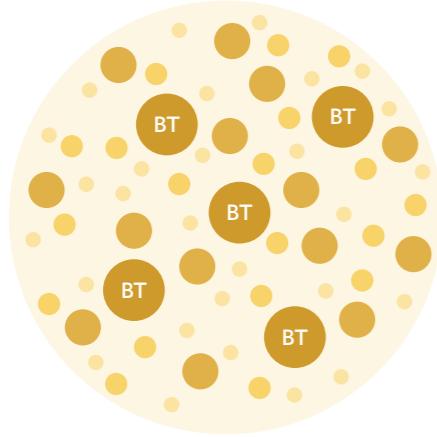
### STABILIZING THE PRICE OF BRANDED TOKEN



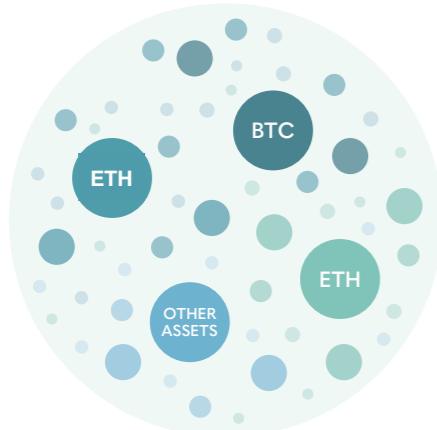
# The Simple Token Platform

Price Stabilization Collateral Mechanics (Conceptual Concepts, Could be Provided by 3rd Parties)

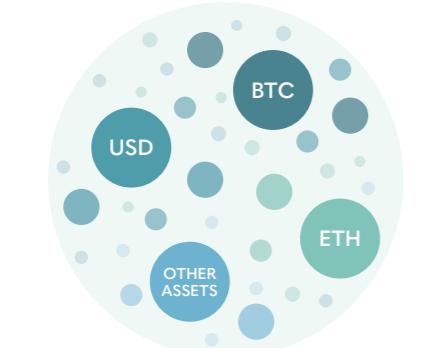
BRANDED TOKEN



COLLATERAL ADDRESS



RESERVE ADDRESS

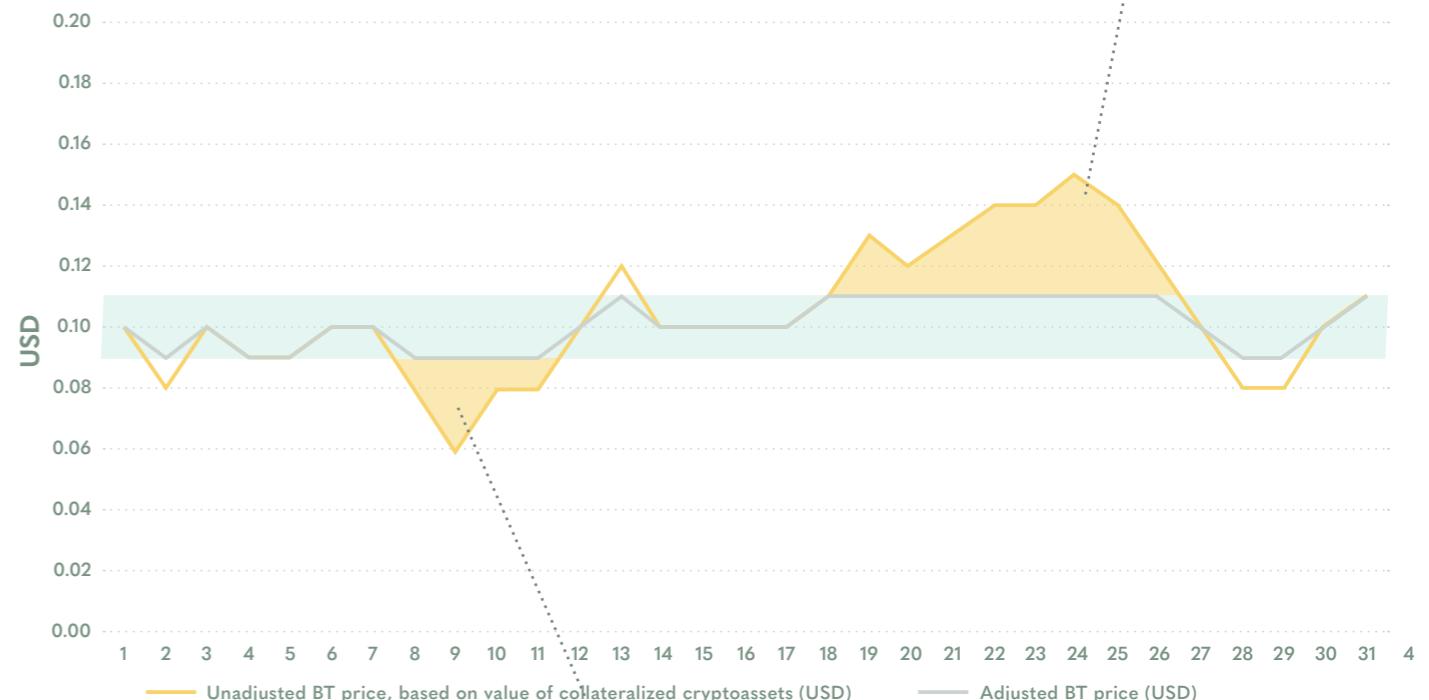


The collateral address backs the flat value of Branded Tokens

The reserve address provides provable reserves for price protection

Funds can be withdrawn from the collateral address when it goes above allowable ranges

## STABILIZING THE PRICE OF BRANDED TOKEN



The collateral address makes a capital call on the reserve address if it fall below allowable ranges.

# The Simple Token Platform

Scaling to 10,000+ Companies

- Early on, companies will be able to attain Simple Tokens by:
  - Buying them outright from the issuers or others.
  - Earning them through valued contributions to the Simple Token mission. Bounties will be established for desired projects and offers and submissions will be evaluated by the Foundation.
  - Receiving grants for specific projects.
- Scaling to hundreds and thousands of Member Companies via Pay-Go Programs .
  - We are exploring various methods for enabling Simple Token Participating Companies to pay monthly subscriptions for the amount of tokens being utilized in their networks rather than incurring large upfront fees, similar to the popular AWS pay-for-use programs.
  - Such programs could be combined with price stability services and other value added services.
  - In the future other 3rd party companies could also offer such products to Simple Token Participating Companies.

# Simple Token Benefits



## Simple Development

Focus on your users and your marketplace rather than on learning and developing blockchain infrastructure. Leverage the Simple Token protocols to easily tokenize your app.



**Simple Token**

# Simple Token Benefits

## Customize the Experience

Simple Token lets you design a unique experience. Brand your token, set desired exchange rates and allowable fluctuations, setup various transaction types and user incentives. You own the experience from end to end.



**Simple Token**

# Simple Token Benefits



## Analyze & Optimize

It's your economy, we give you the tools to manage it. Simple Token includes world class monitoring, analytics, macro and micro economy trends, fraud detection and prevention, and security.



**Simple Token**

THE TOKEN TO POWER YOUR BUSINESS

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# The OpenST Foundation

## Governance

- The Foundation's purpose is to promote the real world application of the OpenST protocols and its implementations, collectively referred to as "the OpenST Platform" or "the Platform." It will have its own robust governance model.
- The Foundation also aims to initially develop the OpenST Platform and advocate governance and transparency for the Platform.
- ST Token holders, Developers, and Member Companies will be empowered to determine the direction of functionality and improvement to the Platform and associated ecosystem.
- The Foundation shall be separate from any for-profit ventures, including the separate for profit Simple Token Company. The Foundation shall have an independent Board of Directors of 5 members, with oversight over token supply, token distribution, and allocation of Foundation resources.
- The Foundation shall own the IP for the Platform which enables Simple Tokens to be staked against deploying Branded Tokens on side-chains and associated API's which enable Simple Token-based applications and services.
- The Foundation shall provide the Platform on an "open source" basis for anyone with a license to study, change, distribute, to anyone, for any purpose. However, the Foundation reserves the right to approve Memberships to the Platform which are required in order to stake ST against Branded Tokens on the Platform.
- It is initially conceived that The Foundation shall conduct the following activities:
  - Manage the ST token supply.
  - Manage the Platform development and intellectual property.
  - Allocate Foundation resources.
  - Evaluate and approve memberships.
  - Evaluate and approve ST token grants under the ST Network Accelerator Program.
  - Approve the deployment of branded tokens based on Simple Tokens.
- The Foundation may take on other activities in the future.

# Network Accelerator Program

- After the Token Sale 27.2% of Simple Tokens shall be reserved in the Network Accelerator Program.
- Early on, one of the primary uses of the Network Accelerator Program shall be to provide Simple Tokens as grants to Early Adopter Companies to help them kickstart their Simple Token implementations and growth of their networks. Early Adopter Companies will help define requirements for the protocol, software, and related services, and shall help contribute to the Simple Token open-source protocol.
- Up to 30% of each Network Accelerator grant may be provided to the project team of the Early Adopter Company, under a long-term vesting schedule, to further incentivize the team to create value utilizing Simple Token.
- The Foundation shall review and approve Network Accelerator grant requests and determine the terms and conditions of grants.
- In addition to Pepo who is helping define and develop the Simple Token platform, we are currently evaluating several interested Network Accelerator Companies.

# The OpenST Foundation

## An Open Platform for Development

- OpenST Platform, is the open-source implementation of the OpenST protocol. Any developer can utilize the OpenST Platform to build a software suite of modules, dashboards and applications that enables Member Companies to easily integrate with the sidechain and allow their end-consumers to carry out different types of transactions using branded tokens on the sidechain.
- For example, while OpenST publishes the specifications and implements the REST APIs for value transfers between two addresses, developers can provide admin dashboards with transaction modules where Member Companies can easily configure the types of value transfer transactions that Pepo's users can perform, like Up Votes etc.
- Developers can then further offer value added services build on top of the OpenST Platform, for example, end-consumer's transaction history, analytics, pay-per-go, price stabilization mechanisms, price oracles etc.
- In future, we envision the protocol to develop in a way that allows the end-consumers to use Simple Tokens for transactions across various Member Companies in a seamless manner. Developers can build wallet services for end-consumers using such protocol methods.
- OpenST will also work towards advancing the requirements beneficial to the OpenST Platform, particularly related to scalability and privacy. This includes work that contributes to (application-specific) sidechain and payment channel technology.

# Uses of Simple Tokens

ST Tokens can be used to input on the Simple Token protocols, purchase types of memberships, and to deploy Branded Tokens powered by Simple Tokens.

Any Token Holder	<p>Input on features and development of the Simple Token protocols. Utilize Simple Tokens within any Simple Token-powered app. Purchase a Membership Level in the Simple Token Platform.</p>
Members of the Platform	<p>All the rights as Token Holders, plus can apply for and be granted the rights to create Branded Tokens based on staked Simple Tokens and deploy Branded Tokens within their apps. Members will pay regular membership fees based on the size and/or transaction volumes of their networks. Member Companies will also be required to maintain a small staked balance in order to guarantee good behavior within their economy.</p>
Contributing Member	<p>All the rights as normal Members plus can also suggest topics for discussion and vote regarding the future direction of the platform.</p>
Network Accelerator Companies (Early Adopter program)	<p>All the rights as Contributing Members, plus Network Accelerator Companies may receive seed token grants.</p>

# The Simple Token Company

- The relationship between The Simple Token Company and the Foundation is on a as-mutually-beneficial basis only and non-exclusive. The two companies are distinct and all services that may be provided would be on an at arms-length basis.
- The Foundation may contract with the Company to develop technology on behalf of the Foundation. Any and all technology developed by the company for The Platform shall be provided as open-sourced technology with IP owned and managed by the Foundation.
- Any value-added-services or unique user experiences or presentation layers developed by The Company, at its own expense, that extend the value of the Platform may be retained as proprietary IP by the Company. The Company shall be entitled to earn profits from such activities.
- The Company may provide deployment services and technology to help onboard Member Companies onto the Platform and to help Member Companies manage their usage of the Platform. The Company shall be entitled to earn profits from such activities.
- The Company may provide additional value added services to Member Companies beyond those contemplated herein. The Company shall be entitled to earn profits from such activities.
- The Company, (and specifically not the Foundation), may engage in risk-taking activities such as KYC checks (for cash-in and cash-out by end-consumers), price stabilization, insurance policies, and financing programs to enable further adoption of Simple Token by Member Companies. The Company shall be entitled to earn profits from such activities.
- The Foundation may provide financial resources to the Company (as it may to other companies and organizations) to compensate for its efforts in marketing, sales, business development, technology, and other areas that further the mission of the Foundation, development of the Platform, and growth of the ecosystem.

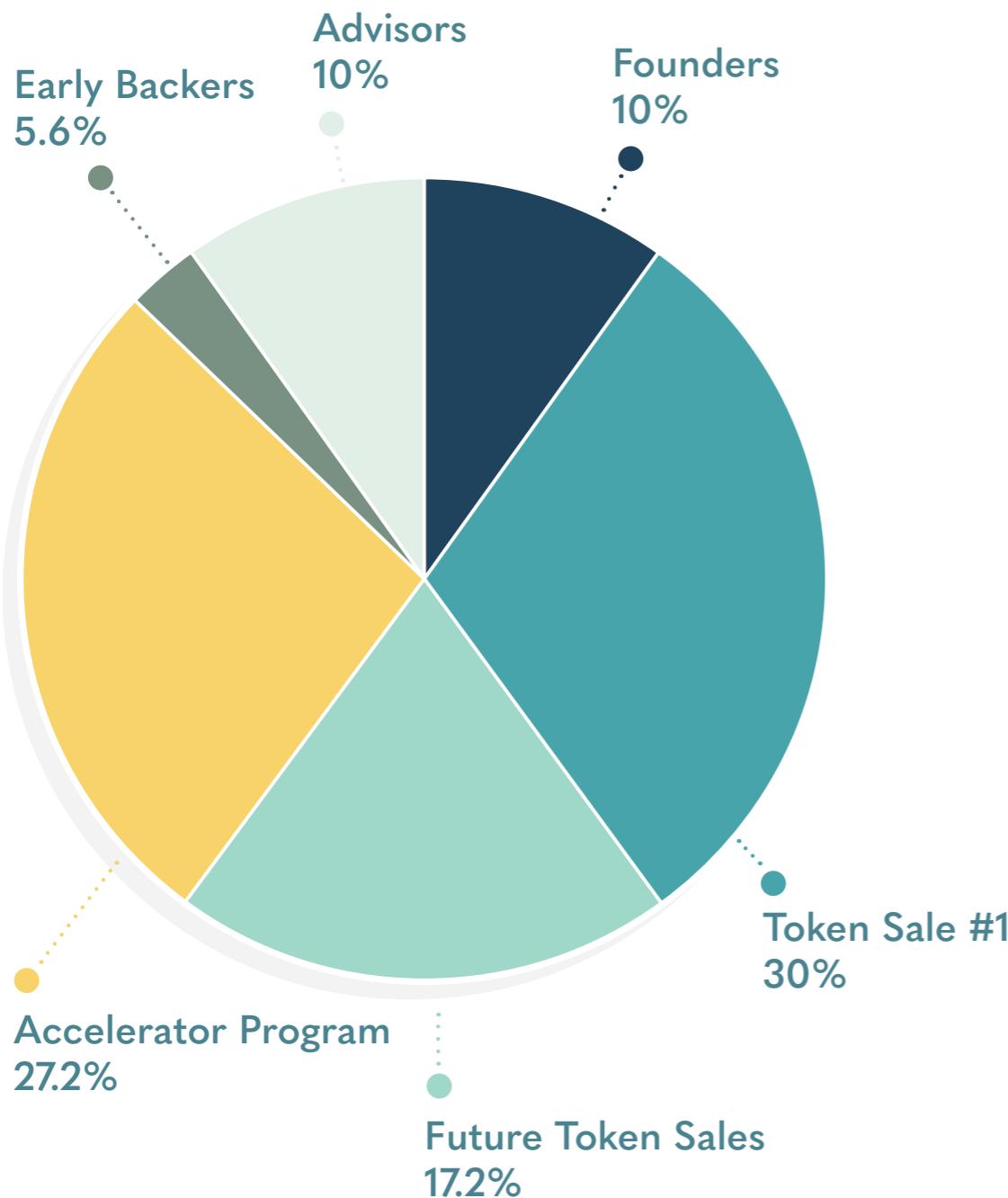
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# Token Sale #1

14 November, 2017

800,000,000 ST Tokens generated for development of the Simple Token project.



- A finite amount of Simple Tokens created (no inflation).
- Token Sale #1 conducted to fund the development of the protocol, prototypes and proof-of-concepts, marketing, strategic partnership developments, operations, legal, security and administrative expenses. \$20M absolute hard cap. 30% represents the hard cap.
- Future Token Sales envisioned once milestones achieved, to fund ongoing development of the protocol.
- Network Accelerator Program to be used for seeding promising projects built on Simple Token, and supporting overall ecosystem development.
- Early Backers purchased equity in the project from 2016-2017.
- Core Team, Early Backers & Advisors' tokens subject to long term vesting schedules.

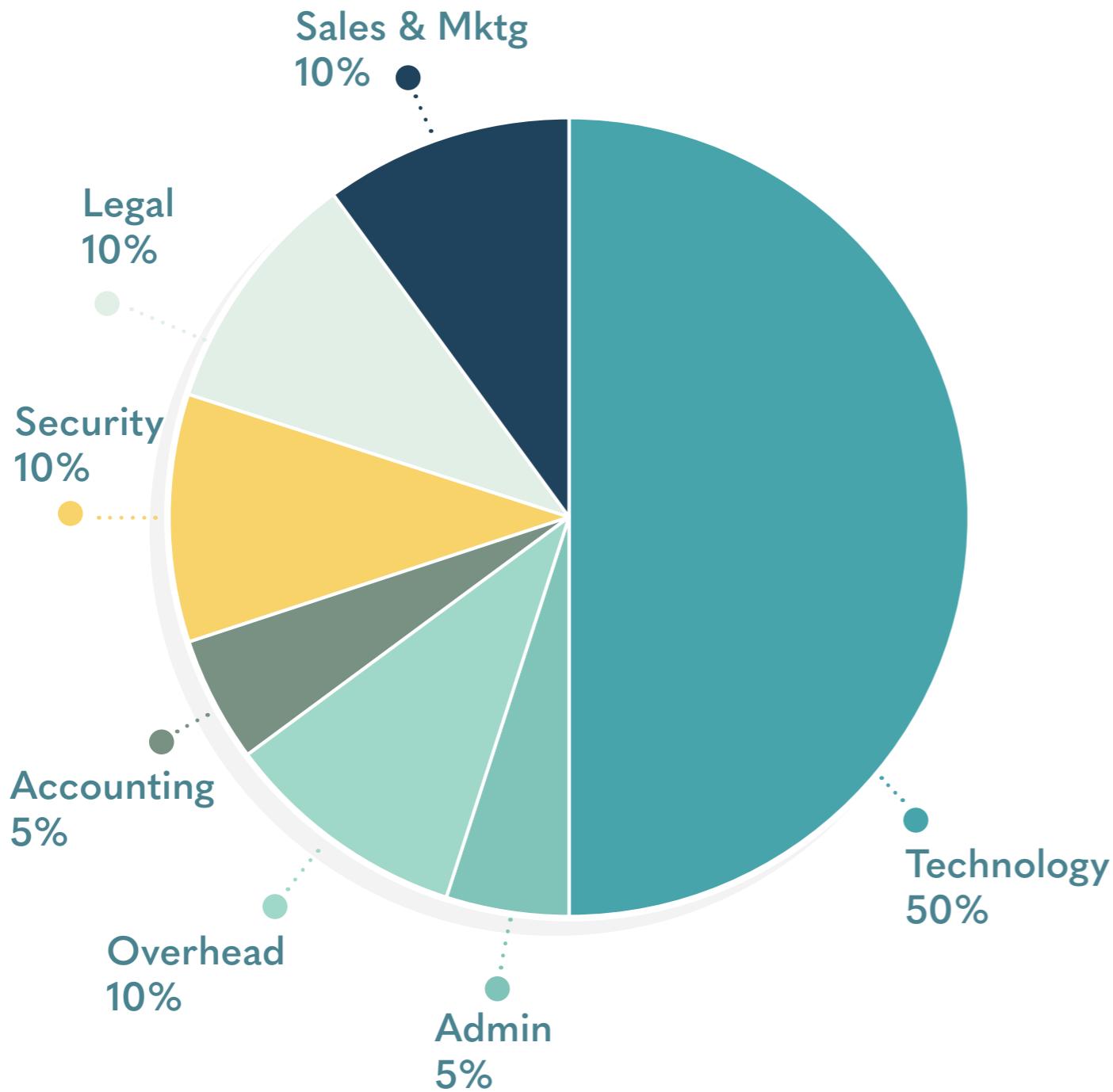
# Token Sale #1

## Mechanics

- Token Sale #1 planned for 1 November, 2017.
- All purchasers in the token sale will be able to reserve their unique Branded Token name during purchase on the Simple Token website. This is included in the purchase price. Launching of tokens requires additional approvals, initially by the Foundation and then could be by the community over time.
- A maximum of 30% of token supply available for sale in Token Sale #1, \$20M hard cap.
- 50% of Token Sale #1 may take place via private pre-sales beginning 5 September, 2017. Minimum buy-in for the pre-sale shall be \$200,000 USD. Participants in the pre-sale shall receive 20% bonus tokens, which shall be dilutive against the Foundation's reserves for the future token sales.
- Future token sales will be considered on an as-needs basis in due course.

# Token Sale #1

## Use of Proceeds

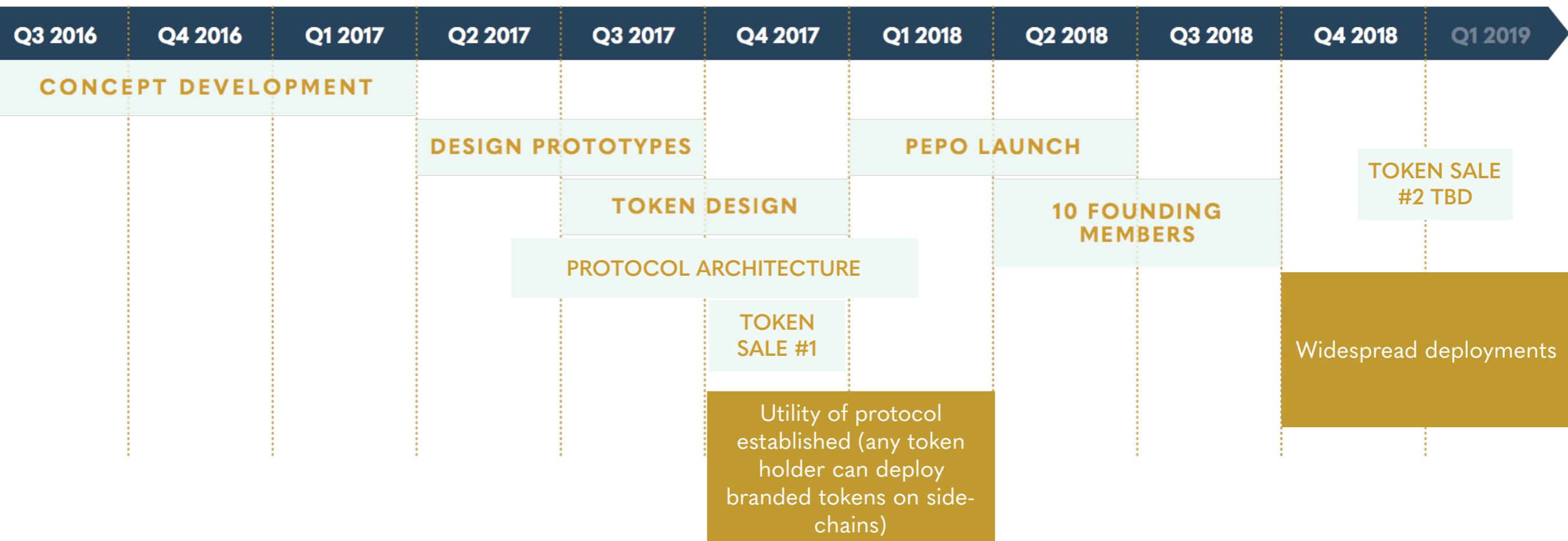


- The purpose of the first Simple Token sale is to empower an ecosystem and to help finance further development of the Simple Token protocol.
- The majority of proceeds from token sale #1 shall go towards protocol and associated software development and ecosystem development.
- Other expenses shall include security, legal, and regulatory matters to maintain the integrity of the Simple Token network.

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# Project Roadmap



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# Early Backers



**Jason Goldberg**  
Director & CEO Simple Token.  
CEO Pepo



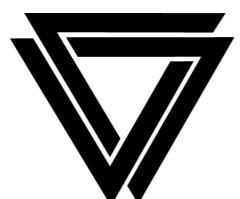
**Nishith Shah**  
Director & COO Simple Token

**Tencent** 腾讯

 **BlackPine**

**GREYCROFT**

**500 startups**

 | VECTR



**CORRELATION  
VENTURES**

# Project Background



**Jason Goldberg**  
Director, Simple Token

“We began exploring tokenizing the consumer marketplace Pepo in 2016. Beyond the enormous costs and regulatory cautions involved with launching a blockchain-based token, we quickly discovered a huge gap between the promise of blockchain technologies and the ability to currently deploy tokens within consumer apps. An entire set of B2C-friendly protocols needs to be developed in order to bridge the gap between crypto and consumer. Rather than wait for others to develop it, Simple Token is building that bridge.

Our team has worked on many high profile and high scaling projects. Simple Token is far and away the most technologically challenging and greatest impact project we've ever taken on.”



**Simple Token**

# Project Background



Nishith Shah  
Director, Simple Token

“We've been building large scale Internet technologies for more than a decade, reaching tens of millions of consumers. When it comes to blockchain, there's so much potential for a new wave of disruptive applications that enable consumers to realize economic value. Much as Stripe has built enabling technology for any internet company to easily accept payments, Simple Token is developing enabling technology for any internet company to simply and safely tokenize.”



**Simple Token**

# Project Background



Ben Bollen  
Chief Technology Strategist,  
Simple Token

“As the lead developer for Hyperledger Burrow, I last worked at Monax to enable enterprise-grade applications on a permissioned blockchain node following the Ethereum smart contract code specification. I am delighted to work with the team at Simple Token as it presents a unique opportunity to work on a protocol that has the potential to propel Ethereum and Blockchain technologies to mainstream apps and mass-consumer adoption.”



**Simple Token**

# Project Background



Sunil Khedar  
Founder & CTO, Pepo

“Our team prides itself on consumerizing technology. A great recent example is our work with AWS SES. We were the first company to create a robust and highly scalable way for any company to harness the power of AWS SES without writing any code of their own.

Simple Token presents a similar and exciting challenge: To enable any Internet company to easily and safely deploy blockchain technology and tokens to their end-users.

Pepo is excited to be the first customer of Simple Token and to contribute to its development.”



**Simple Token**

# Project Background



**Lionello Lunesu**  
Engineering Lead, Simple Token  
Founder, Enuma

“We've been implementing Blockchain technologies for some of the most exciting projects in the industry, including programming the smart contracts for two of the largest ICO's, and working on KYC solutions, payment platforms, security auditing, and wallets.



**Antoine Cote**  
Engineering Lead, Simple Token  
Founder, Enuma

Rarely have we seen a project with as big of a vision and possible impact on the Blockchain community as Simple Token. We're thrilled to be part of the Simple Token founding team.”



**Simple Token**

# Project Background



Jehan Chu  
Advisor, Simple Token  
Managing Director, Kenetic

“The first wave of blockchain has unleashed tremendous value, largely driven by organizations creating protocols for deep crypto technology. The next wave of exponential growth will be driven by organizations like Simple Token that enable real-world use cases that put tokens into the hands of tens of millions of consumers.”



**Simple Token**