

White Paper

GALACTIKKA

September 6, 2017

Social network for creative people Galactikka

Galactikka is powerfull social network
with decentralized Ad platform
and Reputational system where anyone get paid for the content.

ICO.GALACTIKKA.COM

September 2017

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1. Product

Galactikka.com - is a new social network, helping content-makers promote their works for free and easily monetize their passions; helping readers getting high-quality original content and communication with like-minded people.

The main goal - to provide an opportunity for users, especially the novice authors, to show their creativity to as many interested people as possible; and let the creators concentrate on making stunning things and start making money on it.

Also, the community of professionals and amateurs of various directions of creative activity is gradually forming, a comfortable environment is created for communication and finding new connections. Galactikka helps many people who start in any field, to socialize, believe in oneself and to start their way up.

Try Galactikka: <https://galactikka.com>

And read reviews here (in Russian):
<https://galactikka.com/news-593a5815bd04702c048b4567>

2. Manifest

Why is it worth helping to create Galactikka?

For more than 4 years our team has a dream, now you can see its part in form of this project, which was filled with our spirit, time, efforts and money. We are not going to stop despite any obstacles and with your help we'll bring to ideal very quickly.

While developing Galactikka we've been closely watching our users, saw how many of them have been unfold, overcame their fears of communication, found new friends and even love. We saw how a lot of stiff authors found their grateful audience and literally changed, became confident in themselves.

In spite of the fact that the project is not yet ready, there are bugs and it need some work on it, it has already helped a lot of people. With your support, we will be able to show the world something really good, useful and in demand, we will be able to help a huge number of people to fulfil themselves, people who don't know about Galactikka yet, but already feel that goodness is somewhere nearby.

3. Market

The amount spent worldwide on advertising in social networks will grow by 72% between 2016 and 2019, to \$ 50 billion from \$ 29 billion, and will catch up with the cost of advertising in newspapers by 2020, as Zenith Optimedia network predicts in its report.

In 2016, Facebook received \$ 10.217 billion in net profit and \$ 27.638 billion revenue. Net profit growth on 177% compared to the results of 2015 and 54% revenue growth.

In 2016 VKontakte, Odnoklassniki and Moy Mir revenue was 14.24 billion rubles (\$243M).

Galactikka exists in parallel with the current top social networks, as it focuses primarily on creative people and the creation of new social connections.

Galactikka can cover up to 10% of the audience of the social networks market til 2021.

4. Problems

- * Promoting cost a lot of money and time, especially initial promoting.
- * You have to have big auditory to monetize your content.
- * Content monetizing take a lot of money and time.
- * A lot of info-mess, bots, haters, trolls and scammers in social networking.
- * Existing social connections in top social networks aren't based on common interests and block the possibility of expressing users on topics that are opposite to the audience in friendlist.
- * Feeling of wasted time after hours of scrolling funny pics.

5. Solution and features

- ✓ Game-based mechanichs of promotion and building of new social relationships that take into account the interests of the user.
- ✓ A lot of free opportunities for initial promotion.
- ✓ Automatic, gamified smart monetization, linked with popularity of the author's content on the network and his activity.
- ✓ Ability to start earning with zero number of subscribers from the first post.
- ✓ Any active galactikka user who is even not related with creating content, can be financially rewarded for his time spent.
- ✓ Encouraging authors content.
- ✓ Constant monitoring and blocking of "inadequate" users, preventing the preservation of the atmosphere of the site

6. Disadvantages

- ✗ The lack of mobile applications is the biggest problem of Galactikka. This moment affects all the indicators of the project in the most negative way.
- ✗ Mean mobile version of the site doesn't help to increase metric indicators also.
- ✗ Development team is small.



7. Project history

For the first time the project team gathered together in the office on October 28, 2013. 3 months later the MVP was launched, after which its polishing and A/B testing on the first hundreds of users began.

Then the product was constantly improving, changing and developing over the course of 4 years based on users feedback:

<http://feedback.galactikka.com>

Since that time the team have been released 95 major updates of the project.

Events which have been occurred, added or changed are on list below:

2014

- Starting MVP
- Running cash pranks
- Added Music section
- Added Notifications
- Added Questions (which is one of the most popular sections)
- Added Direct messages
- Added User Rating system
- Setting up and searching for personal interests
- Blog design customization
- Added Referral system
- Added post text formatting
- Premium accounts (launch of project monetization)

7. Project history

2015

- Added group section
- Launch of a full system of viewing media content
- Added Recommendation bar
- Premium accounts now can be granted to each other (monetization)
- Newsfeed filtering
- Spam protection
- Added Flow section, the most popular section on the site
- Advertising system (monetization)
- Switching to https://
- Site search
- Emoji for the buttons "I like"
- Group administration
- Recommendation system of users and groups to follow when signing up

2016

- Media content personal page system
- Added weekly stats chart
- Added new invite system
- Added Post drafts
- Added Post queue
- Added Post schedule
- Adaptive (mobile-friendly) site version
- YouTube integration
- Redesign
- Name changed from Surfory to Galactikka
- Complex code refactoring
- Background image animation
- Achievements
- “Online” section
- Additional tips for newbies
- News rating system
- Anonymous news
- User interest comparison system

7. Project history

2017

- Creatives as new main target audience
- Fast post indexing for Yandex search engine
- Redesigned and updated entry for beginners
- Hint system for new users
- Added ability to sing up through other social networks
- Added ability to repost to other social networks
- Invitation sending system
- New premium account features
- Gamification system changed
- Launch of the Store of artifacts (monetization)
- Knowledge base update
- Added Bonus system
- Internal stats extended
- Added Promotional Code system
- Push-notifications (23.08.2017)

Full changelog (in Russian):

<https://galaktikka.com/history>

8. Project features

Blog platform

Write your awesome articles

Creators support

We pay for your content

Smart promotion

You have extra thousands of readers.
Free

Communities

Create the Space and control it

Surf through the Galactikka

Find your mates in 1 click

Photo and video

Pin and share your favourite content

It's the game

Achievements, artifacts store and stimulation your activity

News feed

Read the news from thousands of people

Design tuning

Choose your layout. Add fancy animation

Bonus campaign

Every few minutes random Galactikka mate recieve free bonuses

Q&A

Answer the interesting question from your fans. Or ask it anybody

Privacy

You stay anonymously if you want so. SSL encryption,

Private support

Support your hero favourite contributors anonymously

Smart Search

Advanced smart search — find works and people

Double your fan-base

Transfer your fans from other networks

Find your like-minded mates

In 1 click with our smart search by interests

Blockchain-based rating system

In progress

Make Galactikka more even great

We are listening to our people

8. Project features

Publishing platform

Ability to create full-fledged articles with text formatting as in your usual blog-platforms such as Medium, LiveJournal, Tumblr and others (text editing processor will be improved in 4Q 2017).

Layout of publications meets the requirements of search engines such as Google, Bing, Yandex by default. Your publications are automatically sent to search engines for early indexing. So you don't need to worry about it.

You get free traffic from search engines, increasing your audience and influence.

The number of publications in Galaktikka has already exceeded 1 million! Traffic is growing organically due to the publications of users.

8. Project features

Authors incentive

Other users can support you through donations to your posts.

Thousands of users have already tried this system on themselves.

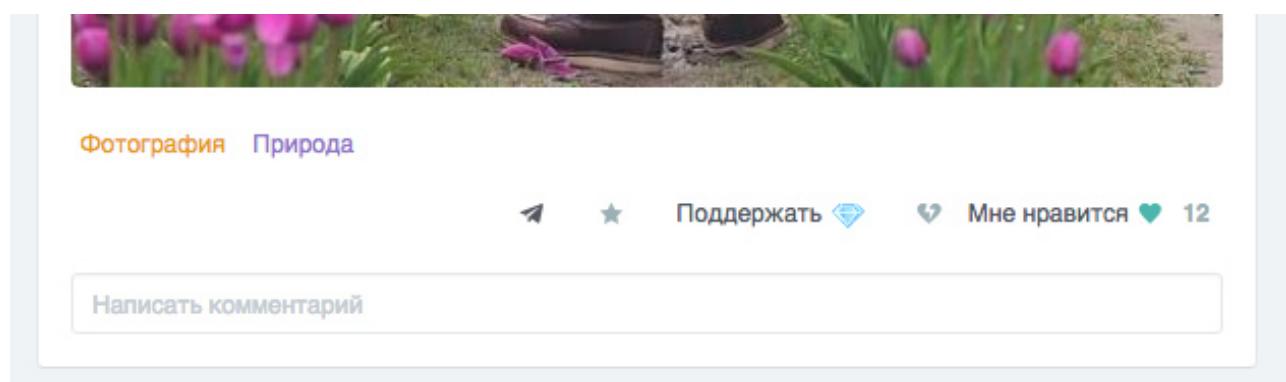
How is it working now?

Users who activate Premium account have opportunity to support other people's publications. Each day, their special balance is credited in the form of domestic currency. Each uploaded publication has a "Support" button. By pressing it, users transfer money to the author of the publication. Each press divides the daily amount by the number of clicks.

That is, if user choose 10 publications to support in one day, 10 authors will be granted for 1/10 of user's daily balance.

Now in order to support publications of other authors, you need to purchase a Premium account. Later we will add more opportunities for such action.

Next to "I like" you will see the "Donate" button:



8. Project features

To encourage the author, click on "Donate":

✉ ★ Поддержать 💎 50 ❤ Мне нравится ❤ 12

Every day you receive 50 diamonds to support the authors. Point cursor to the diamond icon to see how much time is left before the next batch of diamonds will be credited. The figure in parentheses denotes the amount of news that you have already supported for the current 50 diamonds:

До новых алмазов 23 ч. 59 м. (1)

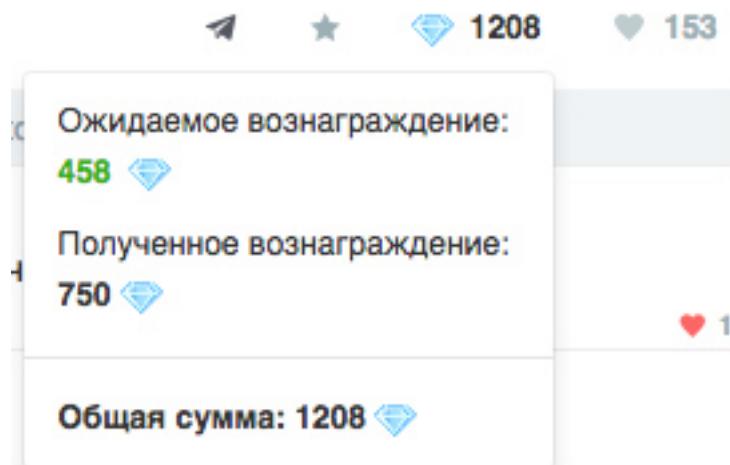
✉ ★ Поддержать 💎 50 ❤ Мне нравится ❤ 12

When you receive the next batch of diamonds for promotion, all the authors whose posts you have encouraged receive at their own expense the resulting amount of diamonds.

8. Project features

Your publication was supported

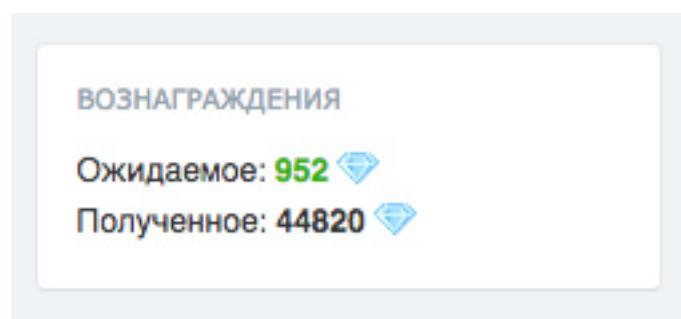
The post has two scores. In order to see them you need to click on the amount of diamonds in the news:



Expected reward: 458 diamonds is amount that posts can earn today.

Received reward: 750 diamonds is amount that has already been transferred to publisher account.

To see amount of expected reward for all your posts, you should go to the Flow and check info at the right-hand side of bottom:



We've designed our GALA tokens to be the core of new contributing system.

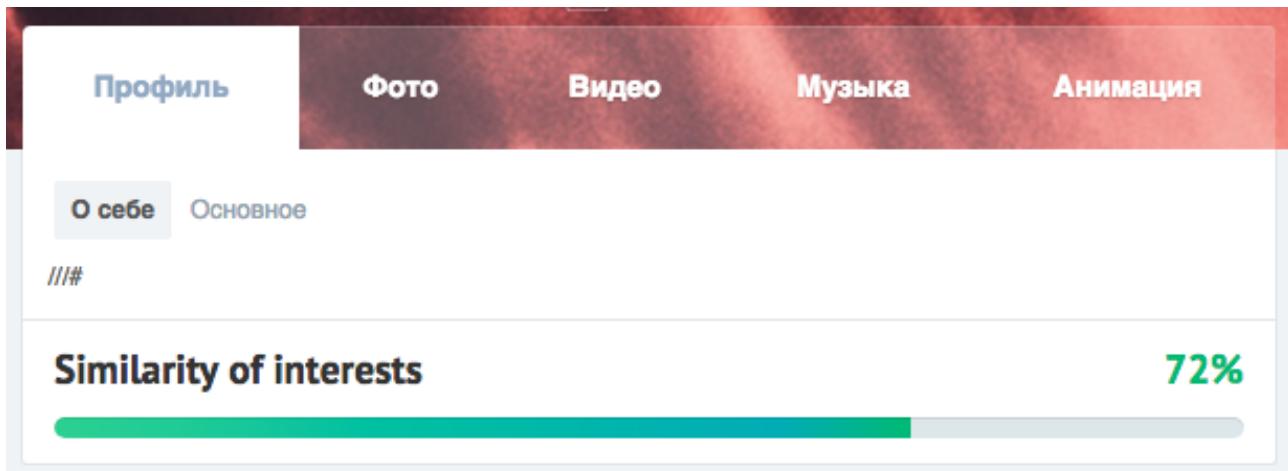
8. Project features

Surfing

The site has implemented a special Surfing system, tested by hundreds of thousands of people. By clicking just one button users get to random pages of people and communities.

This is the most popular project feature.

You can define gender, age and even interests so it will be easier for random page to match yours.

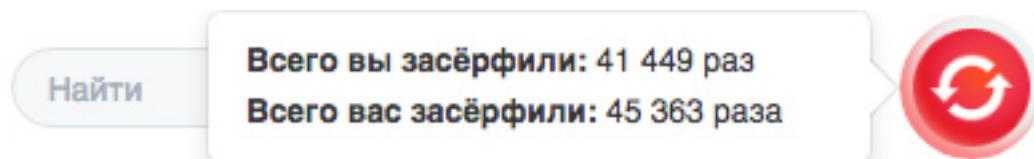


In other words, you can find like-minded people or those with whom your views diverge. And of course, you can make friends and may be find true love.

Only people who visited Galactikka in past 48 hours can be viewed by Surfing.

In case your Surfing isn't properly set up it acts in an absolutely random way.

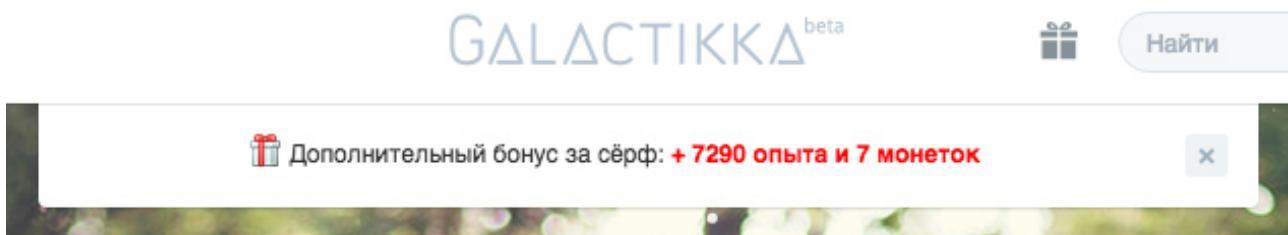
Here you can find how button looks like:



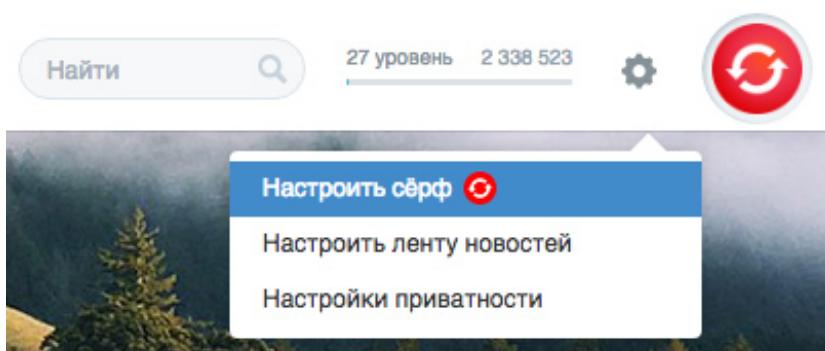
8. Project features

Every 50 transitions per day via Surfing give you reward in coins and experience.

For every 5th, 10th and 15th Surfing activity per day an additional bonus will be given, depending on your current level:



To adjust Surfing, hover the settings icon next to Surfing button and select Configure:



8. Project features

Then you'll see settings:

Настройка сёрфа



Кого показывать в сёрфе?

Всех

Только Пространства

Любой пол

Мужчин

Женщин

Любой возраст

18-24

25-34

35-44

45 и старше

Сёрф по интересам

Чтобы находить людей и пространства по интересам, [настройте](#) их для сёрфа.

- С похожими на мои – чтобы найти единомышленников
- С отличающимися от моих – поможет расширить кругозор
- С любыми интересами – рекомендуется, чтобы не пропустить что-нибудь интересное
- С заданными интересами – чтобы найти что-то конкретное

Сохранить

Отменить и закрыть окно

To find people with similar interests, you'll need first to configure them:

Сёрф по интересам

Чтобы находить людей и пространства по интересам, [настройте](#) их для сёрфа.

-  С похожими на мои – чтобы найти единомышленников [настроить](#)
- С отличающимися от моих – поможет расширить кругозор [настроить](#)
- С любыми интересами – рекомендуется, чтобы не пропустить что-нибудь интересное
- С заданными интересами – чтобы найти что-то конкретное

8. Project features

Autopromotion

Thousands of people are visiting your blog for free!

And that's it. Hail to Surfing your page now attracts different people. And if you're using Flow while posting, you won't have to wait until new subscribers follow you up.

The coolest thing is that like-minded people with similar interests can easily find you.

Your blog won't be left in dust waiting for attention.

Your publications won't be left without likes and comments.

You will never be alone with your new friends.

Our users love this feature most of all.

8. Project features

Communities

You can create Space and manage it.

Galactikka's groups are called Spaces. You can adjust subject theme of community and specify up to 7 topics to which it is devoted.

Your team will receive diamonds automatically based on posting in Spaces.

Our users have created almost 6000 communities by this time.

The screenshot shows the 'Настройки пространства' (Space settings) page. At the top, there are tabs for 'Лучшие фотографы In...' (Best photographers In...), 'Пространство' (Space), 'Новости' (News), 'Фото' (Photo), 'Видео' (Video), 'Музыка' (Music), and 'Анимация' (Animation). Below the tabs, the page title is 'Настройки пространства'. Underneath the title are four summary boxes: '0 ⚙️ За сегодня', '0 ⚙️ За месяц', '10 ⚙️ Текущий баланс ?' (Current balance 10 diamonds), and '1340 ⚙️ Получено за всё время' (Received over time 1340 diamonds). A section titled 'Ваша команда' (Your team) lists two members: 'Андрей Владелец' (Andrey Owner) and 'anton_k Администратор' (anton_k Administrator). Each team member has a profile picture, their name, role, and a progress bar indicating their contribution level (90% for Andrey). There are also buttons to 'Добавить' (Add) and 'Изменить роль' (Change role).

8. Project features

Management

You can manage a team, selecting privileges for each member which are:

- Administrator,
- Manager,
- Editor,
- Moderator.

Как Пространства смогут получать доход?

Каждая новость сможет приносить её автору доход.

Старая система поощрения пространств скорее всего будет отключена. Полученные средства поступят на баланс.

Роли членов команды

Владелец — может всё.

Руководитель — может всё: обновлять аватар и информацию о Пространстве, включая темы, менять оформление, управлять командой, писать от имени пространства, добавлять, удалять и редактировать материалы. Руководитель не может назначать других руководителей и менять им зарплату.

Администратор — может всё, кроме управления командой.

Автор и Модератор — может удалять добавленные пользователями материалы, управлять чёрным списком + добавлять новости от имени Пространства и загружать материалы. То есть имеет права и Автора и Модератора

Модератор — может удалять комментарии, управлять чёрным списком.

Автор — может добавлять новости от имени Пространства и загружать материалы.

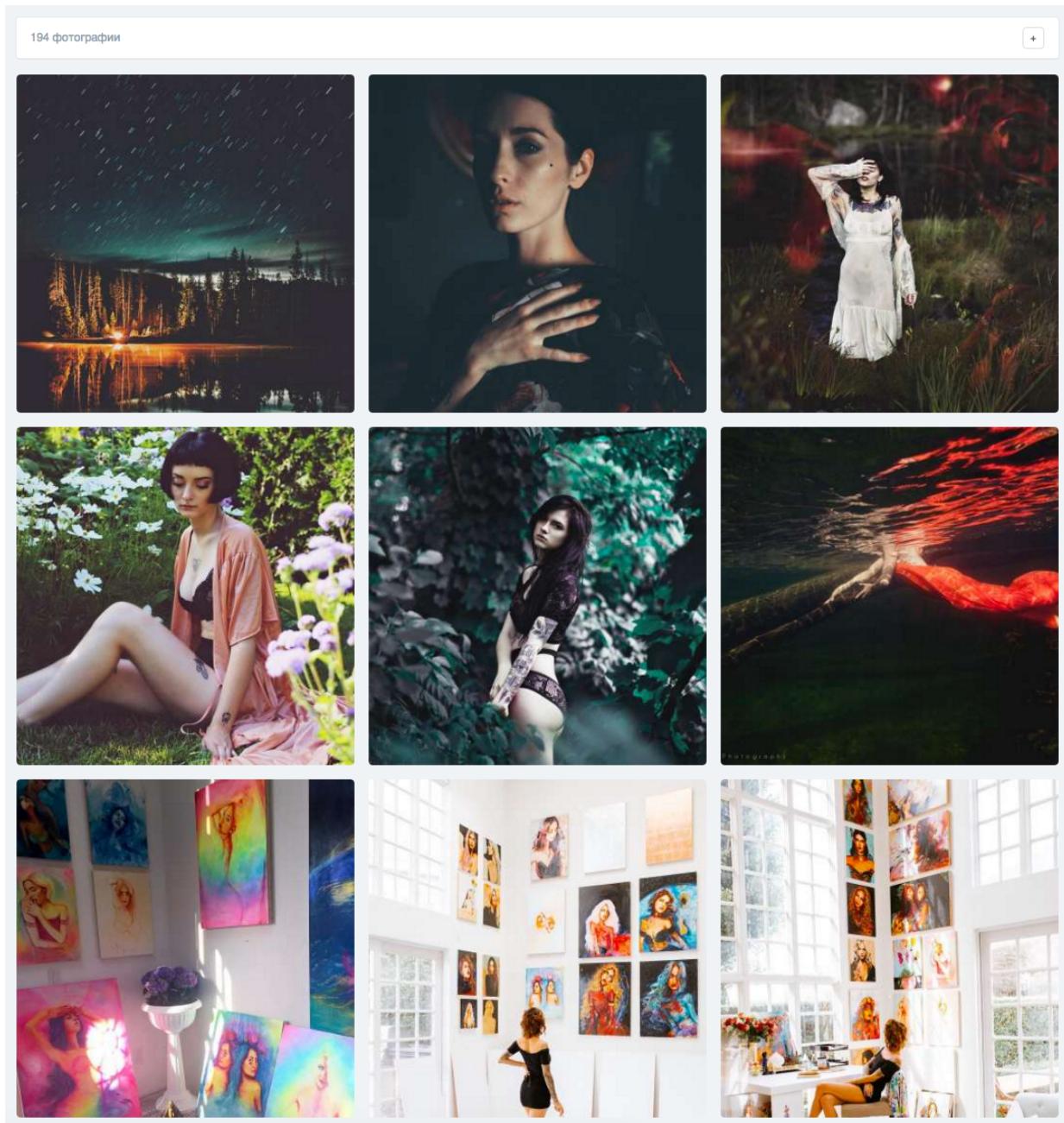
8. Project features

Photo/Video

Store photos and share videos. It's very simple thanks to the Albums.

Our users have uploaded more than 2 000 000 photos and counting.

They are easy to view and edit.

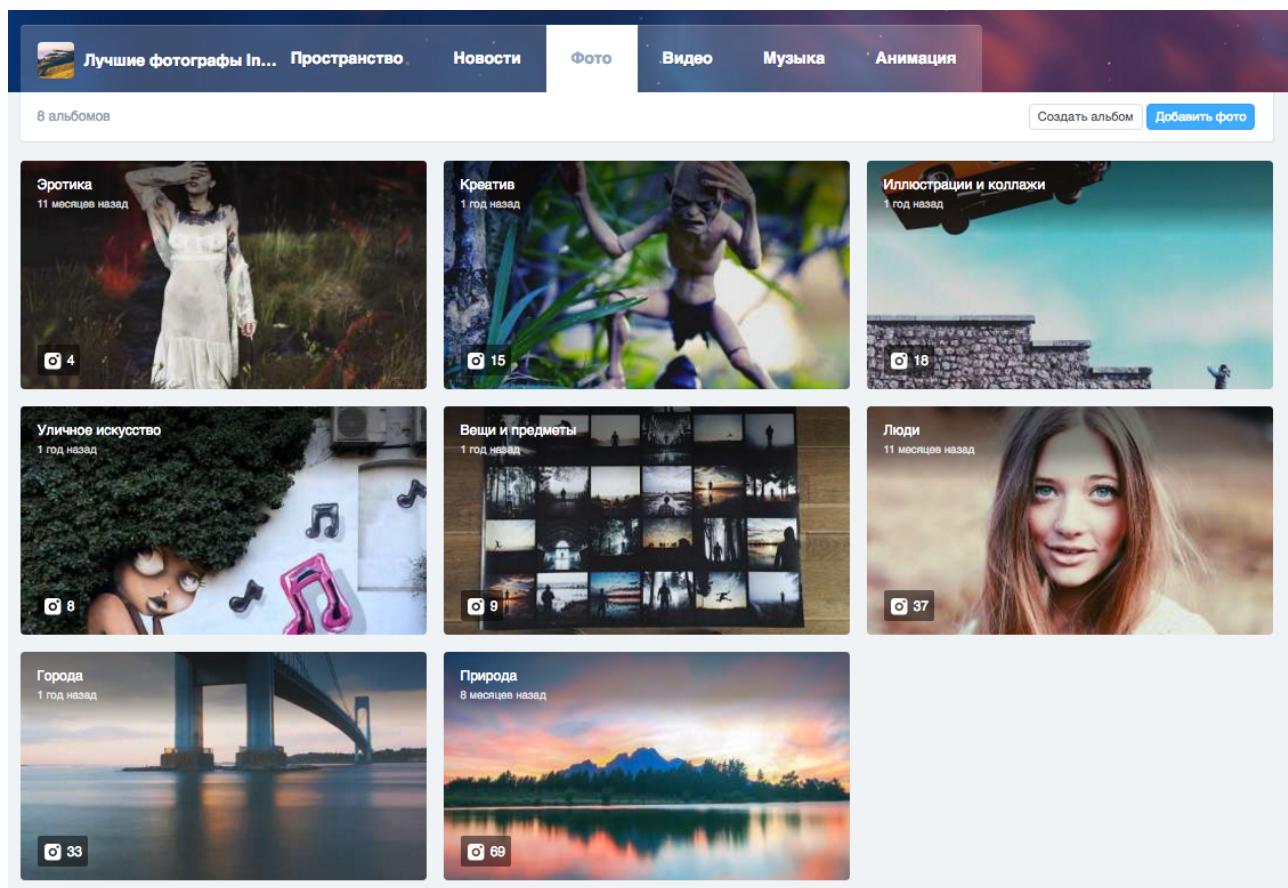


8. Project features

Albums

You can create thematic albums for storing photos, videos, music and GIF animations.

Albums can be public and private.
Public albums are available to everyone.
Private are only accessible to you.

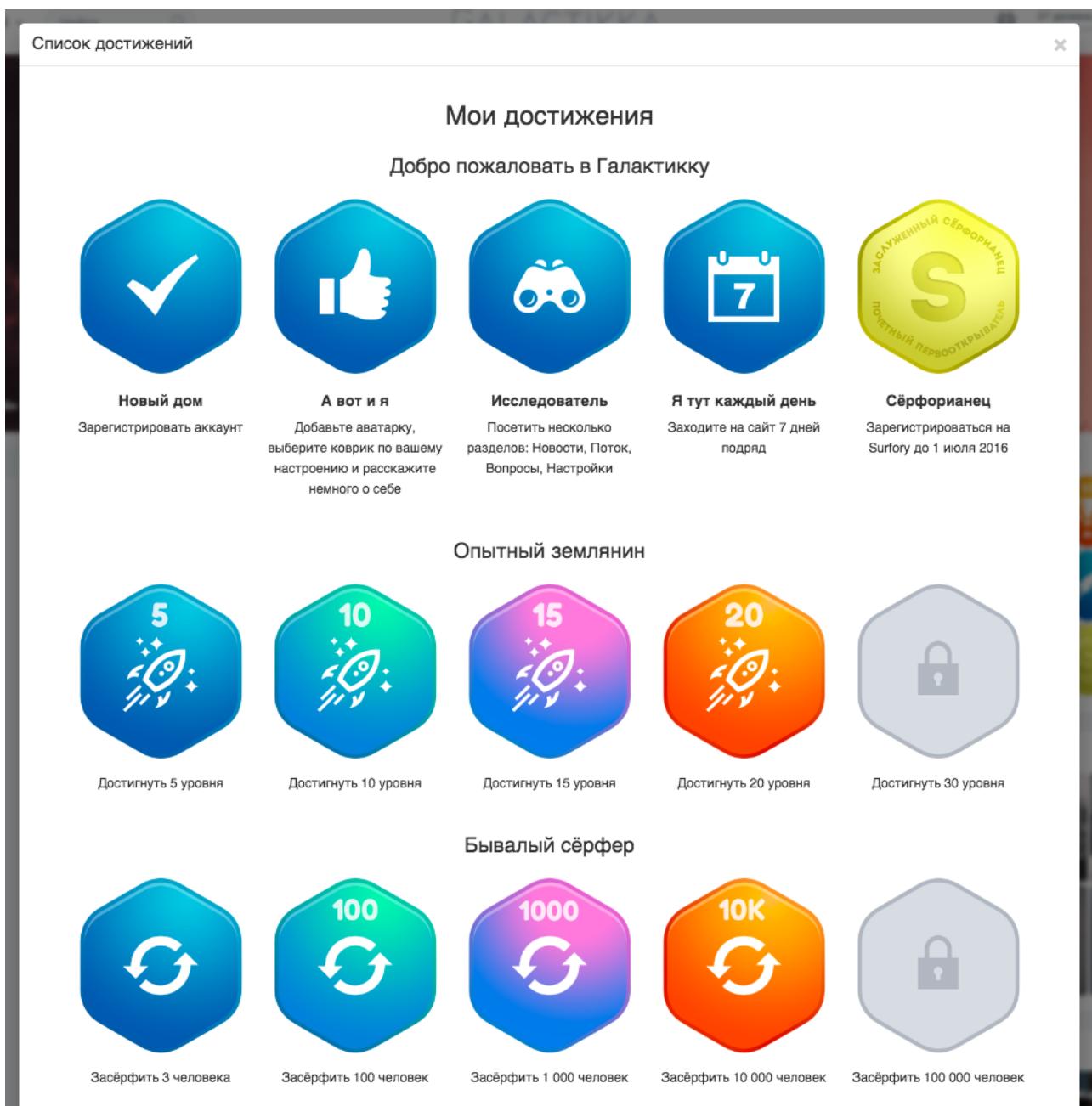


8. Project features

Gamification

Galactikka has its own unique game system.

That system helps identify the most active users on the site and support them financially.



8. Project features

Gamification

Every few minutes our system holds a draw where the winner is determined by chance. Any active user can influence on his chances to get more diamonds. Diamonds are the internal currency of Galactikka, they can be exchanged to cash equivalent and then be withdrawn.

GALA tokens will replace Diamonds after ICO.

Almost all activity on the site is encouraged by coins and experience:

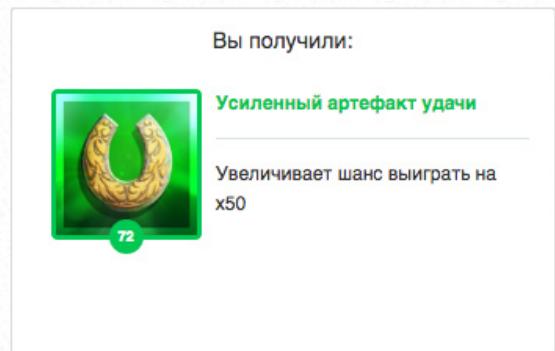


The higher the account level, the greater base chance of winning:



Coins can be spent on purchases of artifacts in the Artifact Store. Artifacts give various bonuses for promotion and for the chance of winning.

When the author has gathered enough of active subscribers, some of their winnings flow to his account, thus the main source of income gradually changes and ceases to depend on chance.



8. Project features

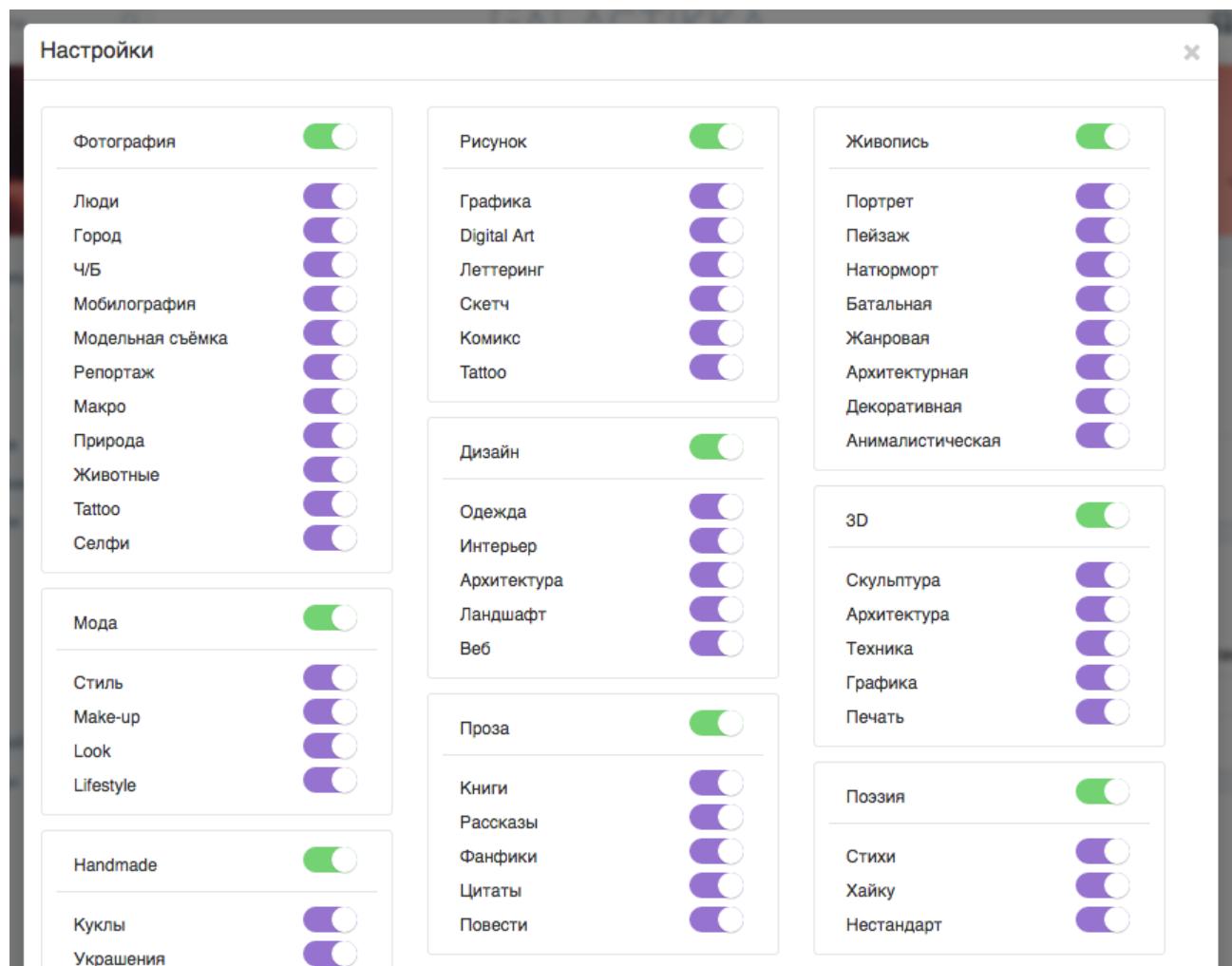
News Flow

Flow is a general newsfeed on the site.

Here you can discover new interesting authors and find content on an interesting subject.

By adding your posts to the Flow, you significantly expand its coverage and give other users opportunity to support you with diamonds.

Flow consists of themes and sub-themes:



8. Project features

Design customization

Each blog in Galactikka is unique.

You can customize yours to your liking.

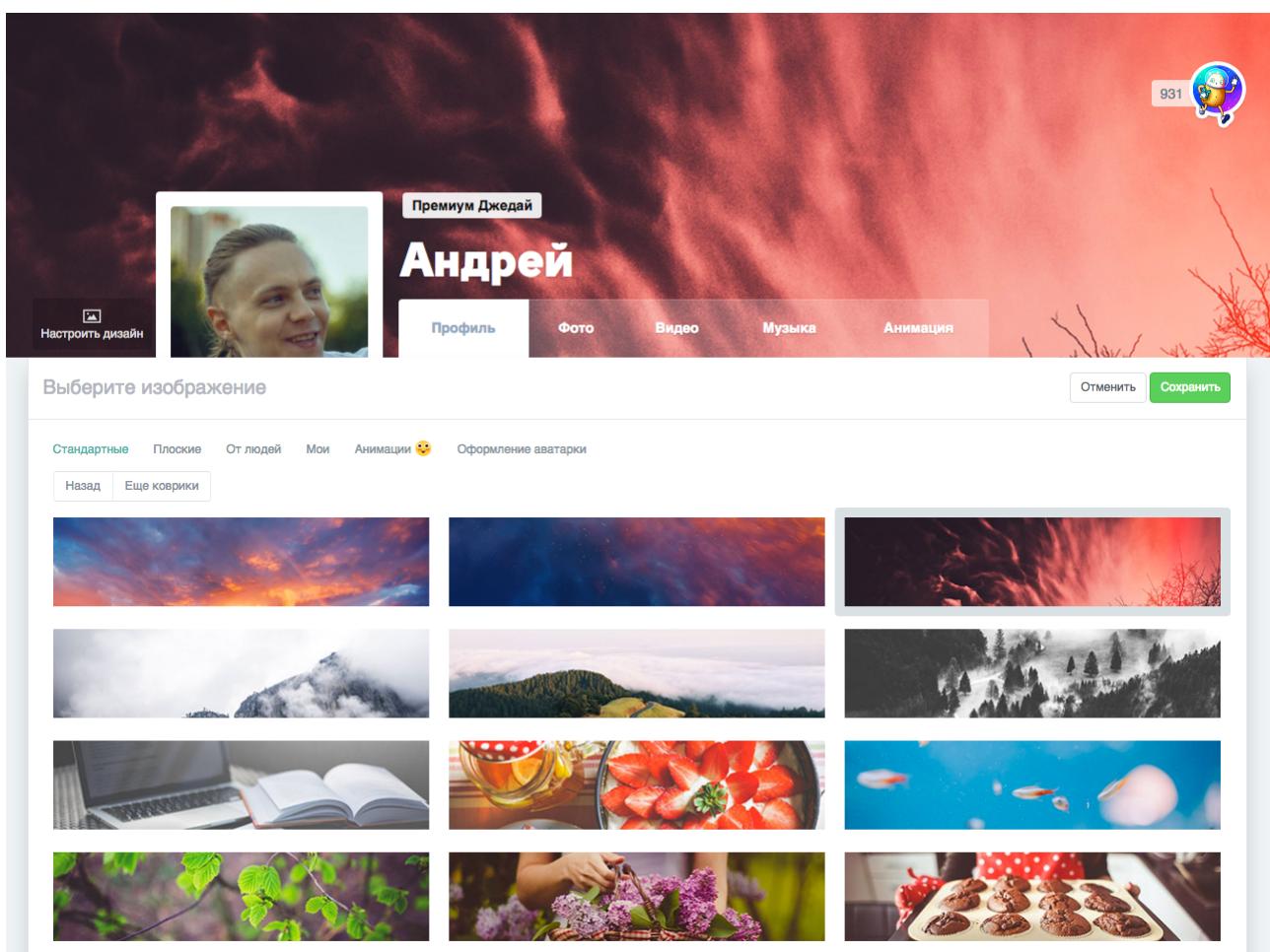
Just choose a background image or select a fill color.

There are 45 images carefully selected by designers and more than 100 best images from users are available.

And of course, you can upload your own image.

You can also add animation that will be displayed over the image.

Also for Premium accounts it's possible to customize a special icon for avatar.



8. Project features

Bonus draws

Draws are held every few minutes among all active users. Participation is free of charge.

Draws are one of the main ways to distribute a portion of the project's revenues to the most active users. In order to receive cash rewards it is not necessary to win in the draws, it is enough that subscribers of your blog or space have won, and some of these diamonds will be sent to you (the option is available only to popular, confirmed pages).

To participate in the drawings it is not necessary to be constantly online, it is enough to appear a couple of times a week.

The chance of winning is tied to user activity on the site. The more active you are, the more you can win.

What you can win:

Experience

Coins

Diamonds – these can be exchanged for real money and withdrawn.

Winning amount heavily depends on your level and active Artifacts.



8. Project features

Questions

Questions section is one of the most popular on the site.

Here you can post questions or ask other users to get answers. (Quora-like)

You can upvote favorite answers.



Посоветуйте хорошую малоизвестную группу из русского рока.

[Показать все 8 комментариев](#)



там сверху прям очень малоизвестные группы, ага
Мне Михаил Елизаров зашел, не группа, но сойдет



Cricket Captains. Это ребята из Москвы (думаю, соответственно рок может считаться русским), правда они... ещё и инди рок. Xax. Cell-Truck in z Spoke Cinema, Glintshake, Cruel Tea - они все русские, поющие на английском.



1. ФОРСАЖ - Отражение (легче искать по конкретным песням, поэтому вот вам начало для поиска)
2. Корсика
3. Операция пластилин

[Ответить на вопрос](#)

Anonymity

In the Galactikka you are not attached to your old contacts, relatives or classmates.

Here you can start new life and build relations based on your interests.

However, you may not disclose your personal information.

8. Project features

P2P advertising platform

According to statistics, the most efficient advertising sources from bloggers and social media. Their readers are initially more loyal to the appearance of advertising posts. In turn, owners of these pages are more interested in high-quality advertising in order to maintain their reputation.

Each Galactikka user can order advertising post from another for GALA tokens. When pre-moderation is confirmed by Author, post will be published on profile or community page.

Premium-account users receive discount price on advertising and ability to add interactive content or video. Ordinary users can only add images and links.

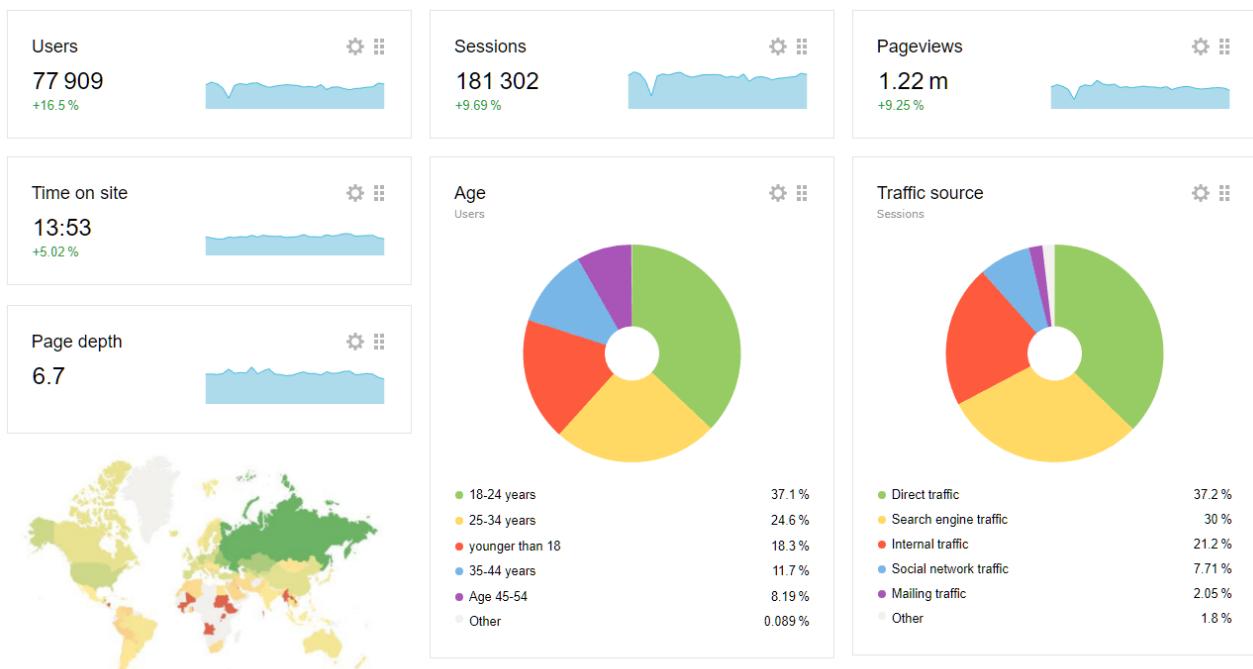
Advertising post price is automatically calculated using algorithm based on reputation, rating and activity.

Reputation system

Traditional reputation systems are vulnerable to fraud, they are easy to manipulate. Tokens avoid scams and secure the system from such attempts. A special algorithm will measure a combination of parameters and, based on them, calculate the user's confidence factor.

Since the monetization model implies tokenized premium accounts and paid groups, these parameters will have bonus on calculating the total reputation ratio. Thus, the usual cheating of reviews will become unprofitable or excessively expensive for a third person.

9. Statistics for last month



Data provided by Yandex.Metrics

There is a growth, despite of summer season and lack of promotion.

10. Economy

Monetization

10 parts of Galactikka monetization model:

-  External ad on website – main source of income and promotion method. Adding this type of monetization makes sense only on a significant number of users. During the growth part it can affect the stats.
-  Internal ads – additional ability to promote your page. As for now its disabled. There were over 400 orders of this ad. Now system automatically promote the most valuable users, using our Smart-Rating system.
-  Premium accounts – buying extra promoting features, various advantages over the other users. Up to 3% of active users purchase premium account. Current price: \$4,9 per month.
-  Opening chests with artifacts – buying elements of gamification. As for 18.08.2017 already 1355 chests were opened for money.
-  Sticker packs and gifts.
-  Donation – collected over 80 000 rubles.
-  Marketplace for service and products. Creative people could use it for additional monetization of their content. As a product and as a service.
-  Fee for transactions on marketplace.
-  Fee from subscription on paid user groups and public pages.
-  Service “Custom domain”.

10. Economy

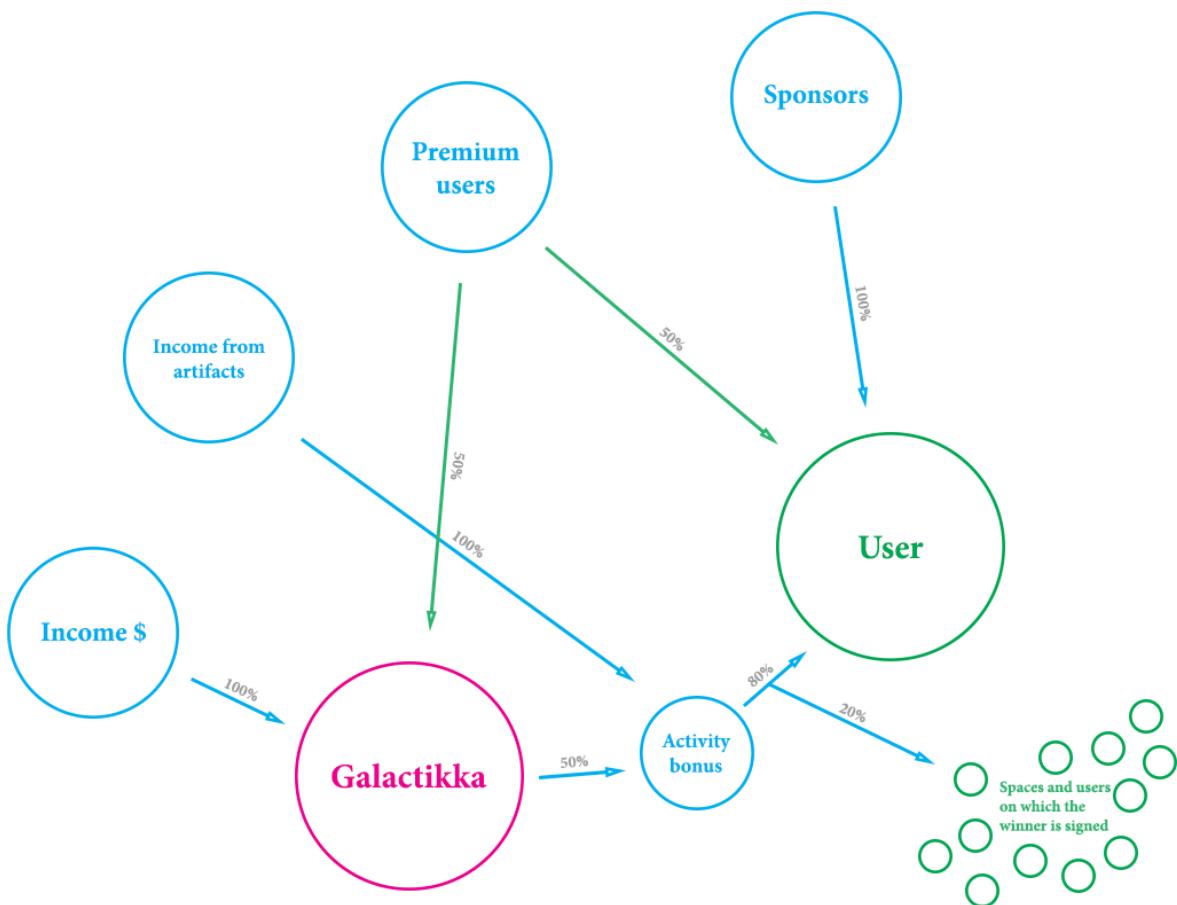
In 2016 top-2 russian social networks made from \$1,53(vk.com) to \$2,72(ok.ru) per each active user annually.

With current model of monetization and no investing funds and lack of marketing Galactikka make \$1,02 per user annually.

Example

From 200 000 active Galactikka users earnings could be up to \$204 000 annually.

Galactikka cashflow diagram:



11. Technologies

Galactikka completely originally developed by our team.

The project does not use ready-to-use engines of social networks - the whole architecture is designed from the ground up.

Technology

Only hand-crafted social-network engine



Mongo, Redis, Mysql, Solr



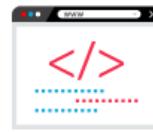
Solidity



Big Data



SSL-encrypting



PHP, NodeJs, Express



Angular, Vue js



Postfix



Zabbix



Nginx

12. ICO

Token

GALACTIKKA [GALA]

Our Ethereum-based token contract complies with the ERC20 standard.

1 GALA ~\$0,1. Saling will be available for ETH with inner exchange from fiat currency and BTC.

Mincap: 6100 ETH

Hardcap: 40000 ETH

If mincap during the ICO won't be reached - the whole ICO investments will be refunded to the participants.

Total supply

\$13 111 600,00 = 179 660 000,00 GALA = 179,66 MGALA

Amount available for crowdsale and pre-sale 153 760 000,00 = 153,76 MGALA

Token distribution

Total supply: 179 660 000,00 GALA

Round	Token count	Percentage
Pre-ICO	3 500 000,00 GALA	2%
PRE-SALE	31 360 000,00 GALA	14%
ICO	122 400 000,00 GALA	70%
Referral program	3 200 000,00 GALA	2%
Bounty program	3 200 000,00 GALA	2%
Dev team	16 000 000,00 GALA	10%

13. Roadmap ICO

ICO funds distribution

Receiver	Percentage
Investors	10%
Dev-team	80%
Marketing	10%

Roadmap ICO

Pre-ICO date

September 4 - September 24

2% tokens = 3,5 MGALA

40% discount

Hardcap 630ETH

Pre-sale

October 9 - October 15

14% tokens = 31,36 MGALA

40% discount and min.lot (200 000 GALA).

Public crowdsale

October 16 - November 12

4 weekly rounds for sale, total = 122,4 MGALA

1 week: 48 000 000 GALA

2 week: 17 600 000 GALA

3 week: 16 800 000 GALA

4 week: 40 000 000 GALA

13. Roadmap ICO

Round	% from bank	Base token count	Discount	Total token count (discount included)	Token price USD	Funds in USD
Pre-ICO	2%	2 500 000,00	40%	3 500 000,00	\$ 0,06	\$ 210 000,00
Pre-sale	14%	22 400 000,00	40%	31 360 000,00	\$ 0,06	\$ 1 881 600,00
1st round	25%	40 000 000,00	20%	48 000 000,00	\$ 0,08	\$ 3 840 000,00
2nd round	10%	16 000 000,00	10%	17 600 000,00	\$ 0,09	\$ 1 584 000,00
3rd round	10%	16 000 000,00	5%	16 800 000,00	\$ 0,095	\$ 1 596 000,00
4th round	25%	45 000 000,00	0%	45 000 000,00	\$ 0,1	\$ 4 000 000,00
Total		136 900 000,00		157 260 000,00		\$ 13 111 600,00

Soon enough token will be available on mainstream exchanges.

Security

Ethereum-based multisig wallet will allow dev-team transaction only with 3 signatures (CEO and dev)

We are currently seeking for an escrow agent;

Cloudflare from DDOS attacks;

Open source code of wallet and all smart-contracts on github;

Tokens will be received right after the transaction

14. Smart Contract

GALA token - is a ERC20 ethereum-based token.

Token design

For identifying in Galactikka network and exchanges.



15. After-ICO Roadmap

All funds will be need for these purposes:

- * Promoting Galactikka
- * Scaling in features.
- * API and mobile apps.
- * Improving existing features, updating current techs to the newest versions.
- * Developing planned features.
- * Translating to english, chinese and others languages.

Technologically Galactikka is at the stage of the release version. Therefore, our main priority is to seize the market and increase the audience. The success of a social platform directly depends on the size of the audience.

About 70% of the budget will be spent on scaling the audience of the project.

15. After-ICO Roadmap

Allocation of funds 1Q - 4Q 2018

Monthly Expenses, 1Q:

Promoting - \$17 000
Devops - \$3 400
Dev.team - \$17 000 (expanding the team)

Monthly Expenses, 2Q:

Promoting - \$42 500
Devops - \$8 500
Dev.team - \$25 500 (More expanding the team)

Monthly Expenses, 3Q:

Promoting - \$85 000
Devops - \$17 000
Dev.team - \$34 000 (Expanding the team)

Monthly Expenses, 4Q:

Promoting - \$170 000
DevOps - \$34 000
Dev.team - \$34 000

Funds allocation on 2019 will be highly depended on stats of 2018.

15. After-ICO Roadmap

Roadmap for 2017-2019

4Q 2017

- GALA exchange listing
- System core optimization
- Ad platform launching
- New post editor
- Smiles and sticker packs

1Q 2018

- Horizontal servers scaling
- Stress testing
- Initial work on API
- Improving instant notifications
- Improving dashboard
- Additional features in Spaces
- Token payments for ADsystem

2Q 2018

- Code optimization
- Updating tech.stack to the last version
- AJAX
- Work on API
- Blockchain-based platform for private donations
- Token-based subscription platform
- Marketplace launching

3Q 2018

- Android and iOS apps
- Full billing system migration to blockchain
- Worldwide launch

4Q 2018

- Worldwide promoting
- Launching extra methods of monetization
- Changing IM protocol
- Overall improvements

2019

- Games marketplace
- Music platform
- Storage system (possible collaborations)
- End-to-end encryption

15. After-ICO Roadmap

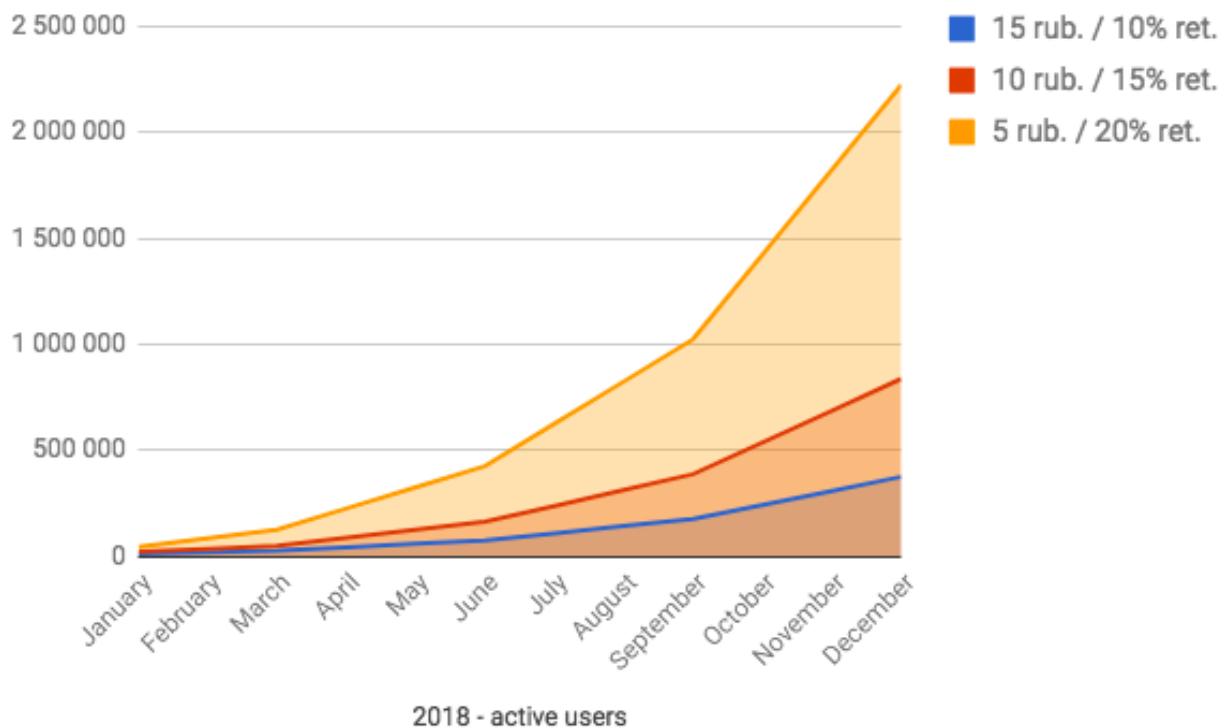
Growth

Below are several possible growth charts with different estimates of the costs of attracting and retaining the audience:

* Growth, viral mechanics excluded, based on \$0,26 per registration and 10% retention:

* Growth, viral mechanics excluded, based on \$0,17 per registration and 15% retention:

* Growth, viral mechanics excluded, based on \$0,09 per registration and 20% retention, optimistic model:



15. After-ICO Roadmap

Growth

For all the time, about \$6800 were spent on marketing for different versions of the product and testing the attraction channels. The Galactikka gained more than 140,000 registrations. Dynamic growth of the product was observed on every marketing campaign.

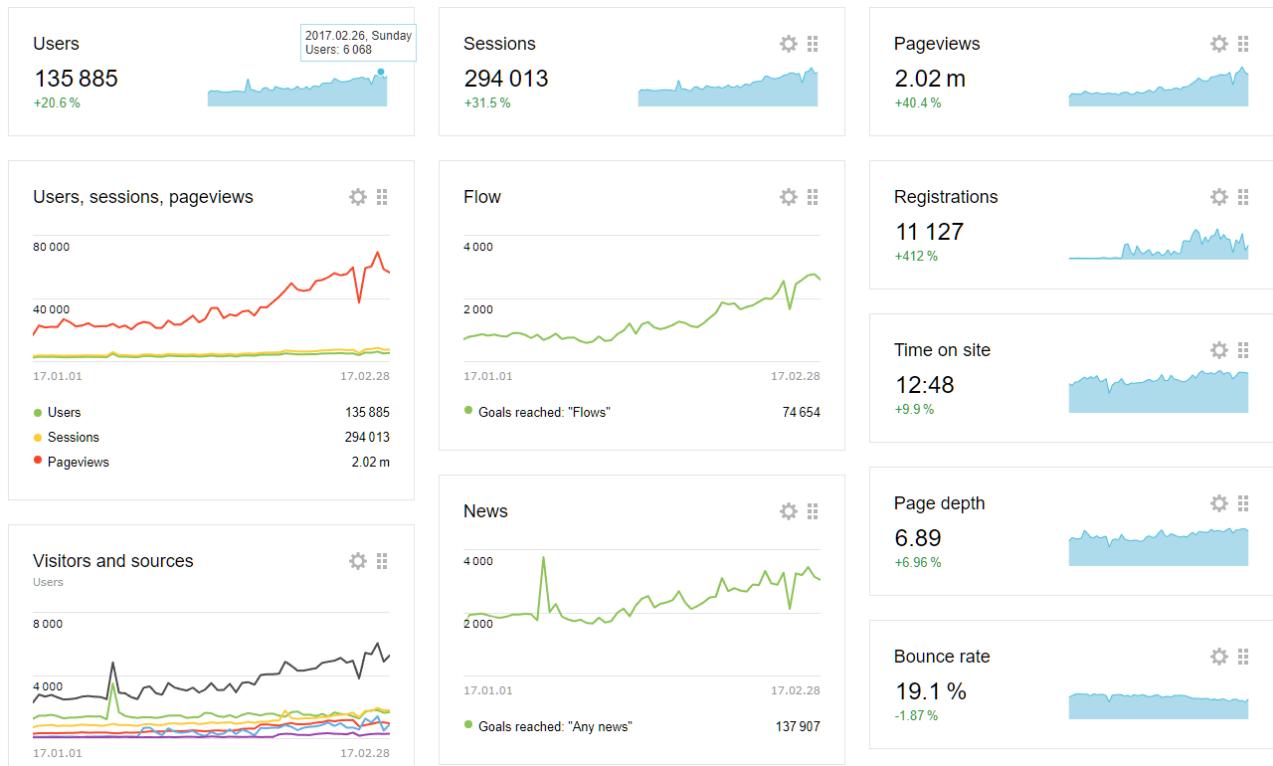
During the experiments, indicators with a viral component of \$0,05 for registration and retention of more than 14% were achieved. As soon as the site's promotion stopped, the activity on it gradually decreased as:

- * The critical mass of the audience was not achieved.
- * Lack of the viral mechanics.
- * There was no mobile application capable of multiple increasing the retention rate with instant notifications.
- * The product version could contain bugs.
- * Users felt a decline in the arrival of new network members.

15. After-ICO Roadmap

Example

During the january and february 2017 another marketing campaign was conducted. Cost about \$850. As a result: continuous growth of the audience and all indexes



Conclusion

To continuously develop and quickly overcome the critical mass threshold, continuous advertising of the project is necessary for a long time.

16. Legal

SERFERA LLC

Registration date	16.10.2013
The registration authority	Interdistrict Inspectorate of the Federal Tax Service of Russia No. 15 for St. Petersburg
Address of registration authority	191124, Russian Federation, St. Petersburg, Krasnogo Textil'schika, 10-12 lit.O.
The registration authority in which the registration file is located	Interdistrict Inspectorate of the Federal Tax Service of Russia No. 15 for St. Petersburg
CEO	Kotelnikov Anton <u>Anatol'evich</u>

INN (Taxpayer Identification Number)	7806511807
KPP (Classifier of Industrial Enterprises)	780608001
OKPO (All-Russian Classifier of Enterprises and Organizations)	57917066
OGRN (Principal State Registration Number)	1137847391582
OKATO (Russian Classification on Objects of Administrative Division)	40278564000
OKTMO (Russian Classification of Territories of Municipal Formations)	40351000
OKOGU (All-Russian classification of government and management bodies)	4210014
OKFS (All-Russian classification of form of ownership)	16
OKOPF (All-Russian classification of legislative-organizational forms)	12165

Legal / post address :

195426, Russian Federation, Saint-Petersburg, Industrial'niy pr., st. 14, apt. 2

Actual address:

195112, Russian Federation, Saint-Petersburg, Shaumyana pr., st. 18, office # 420

17. Team

Key project developers and advisors



SERGEY KOROL

CORE ARCHITECT

Development of the project architecture



VALENTIN FEDOROV

CHIEF TECHNOLOGY OFFICER

Lead for all IT development projects



DMITRY ANZYLOV

TECHNOLOGY LEADER

Lead for Backend development



ANTON KOTELNIKOV

FOUNDER & CEO

Lead for all operations and key strategic decisions for the company



ANDREW VLASOV

CO-FOUNDER

Lead for Product & Design



GEORGE MASELY

COMMUNITY MANAGER

Lead for events & feedback

Advisers



KONSTANTIN VALEEV

BANKING ADVISER

Cards & Processing Center Expert, Dubai



NIK SHILOV

BLOCKCHAIN ADVISER

ICO provider, Saint Petersburg



NEIL PERRY

CRYPTOCURRENCY ADVISER

Investment expert, Moscow

18. FAQ

Where I can buy GALA tokens during the ICO?

You can buy it strongly on our website: **ico.galaktikka.com**

Attention please, website address ico.galaktikka.com can't be changed! If anybody (even dev.team member or official account with the same photo and shortlink) are telling you another address – then this is a scam.

Please, be careful! Scammers may be represented as members of our team. Often scammers indicate names and photos of team members. Do not believe these people. To prevent this - add the site ico.galaktikka.com to the bookmark. Before investing, make sure the address is correct.

What happens if ICO do not reach mincap?

All investors funds, invested in the Pre-Sale and ICO rounds will be returned to the wallet of investors automatically. This mechanism is regulated by a smart contract.

How can I help you with ICO?

You can participate in our bounty program [link will be attached soon], referral program, spread the news about Galaktikka ICO, join our telegram chat and channel, post comments in ann-thread. You also can text us in telegram and propose your skills. We need you!

Can I mine GALA token?

No, GALA – is a ERC20 standart ethereum-based token. You can purchase GALA tokens with discount during the pre-ICO and ICO period (pre-sale and 1-4 rounds), later GALA token will be listed on exchanges so you can buy it there.

On which exchanges can I get a token?

We can't name you specific exchanges before ICO ends. Each exchange has its own rules for listing. So we will discuss it with each mainstream exchanges individually. We will do our best to list GALA token to all your well-known exchanges.

When the GALA token will be listed on exchanges?

We will work on it only after ICO. Until this point this issue is unreasonable.

18. FAQ

Why there is only russian version of Galactikka?

The project is developed according to the methodology of Lean Startup. We develop it in stages. In the early stages, we needed to test ideas and gather feedback from users. Since we know the Russian segment of the Internet the best, we have focused on the Russian-speaking audience. This is extremely important, so as not to scatter forces on a too huge global audience. Otherwise this would reduce the speed of development of the project.

But Galactikka will definitely be translated to several languages besides English.

When Galactikka will be translated to English?

English translation – is our the highest priority. We will work on it soon after ICO ends.

How can we try the Galactikka without knowing the Russian language?

For now there are 2 ways:

- You can register on galactikka using google-translate. This is not the most suitable way, but it works.
- We will prepare a video guide of registration process and project capabilities in English.

Why haven't we heard of Galactikka before?

Our team spent 4 years only on development because social networks – are highly complicated projects to make. So far we have not spent time and money for promotion. The audience of the site grew naturally - our users told about the site to their friends.

19. Conclusion

Galactikka is a promising and valuable product for the society, and has all chances to take its position on the list of top social networks in the world.

To achieve the goals set, attracting more than 5% of the Russian market, moving to foreign markets and yield on profit, we need an investment of at least \$2 551 000. Larger investments will help the project to develop faster and capture a larger percentage of the market.

A critical aspect in product development is the lack of mobile applications and the possibility of launching them only in Q3 2018.

The project team showed its stability and positive opportunities.

We look forward to your participation in the Galactikka ICO!

20. Contacts

ICO website [ru/en/cn]: ico.galactikka.com
Project website [ru]: galactikka.com

Support: help@galactikka.com
Press: press@galactikka.com
Partners: partner@galactikka.com

Dev blog: galactikka.com/space/100150
Telegram chat: t.me/ico_galactikka_chat

Telegram channel: t.me/ico_galactikka
VK.com community: vk.com/galactikka
ANN thread on bitcointalk.org: <https://bitcointalk.org/index.php?topic=2127367>

CEO: Kotelnikov Anton Anatol'evich
<https://galactikka.com/1>

21. Disclaimer

The Galactikka token does not have the legal qualification of a security, since it does not give any rights to dividends or interests. Galactikka tokens are not shares and do not give any right to participate to the general meeting of Serfera LLC. Anyone purchasing Galactikka tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of Galactikka.

The purchaser of Galactikka tokens undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage). Galactikka shall not be responsible for any loss of Galactikka tokens or situations making it impossible to access Galactikka tokens, which may result from any actions or omissions of the user or any person undertaking to acquire Galactikka tokens, as well as in case of hacker attacks.

Acquiring Galactikka tokens and storing them involves various risks, in particular the risk that Serfera LLC may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring Galactikka tokens, any user should carefully consider the risks, costs and benefits of acquiring Galactikka tokens in the context of the crowdsale and, if necessary, obtain any independent advice in this regard.

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. This white paper does not include or contain any information or indication that might be considered as a recommendation or that might be used as a basis for any investment decision. Galactikka tokens are just utility tokens which can be used only on the Galactikka platform and are not intended to be used as an investment.

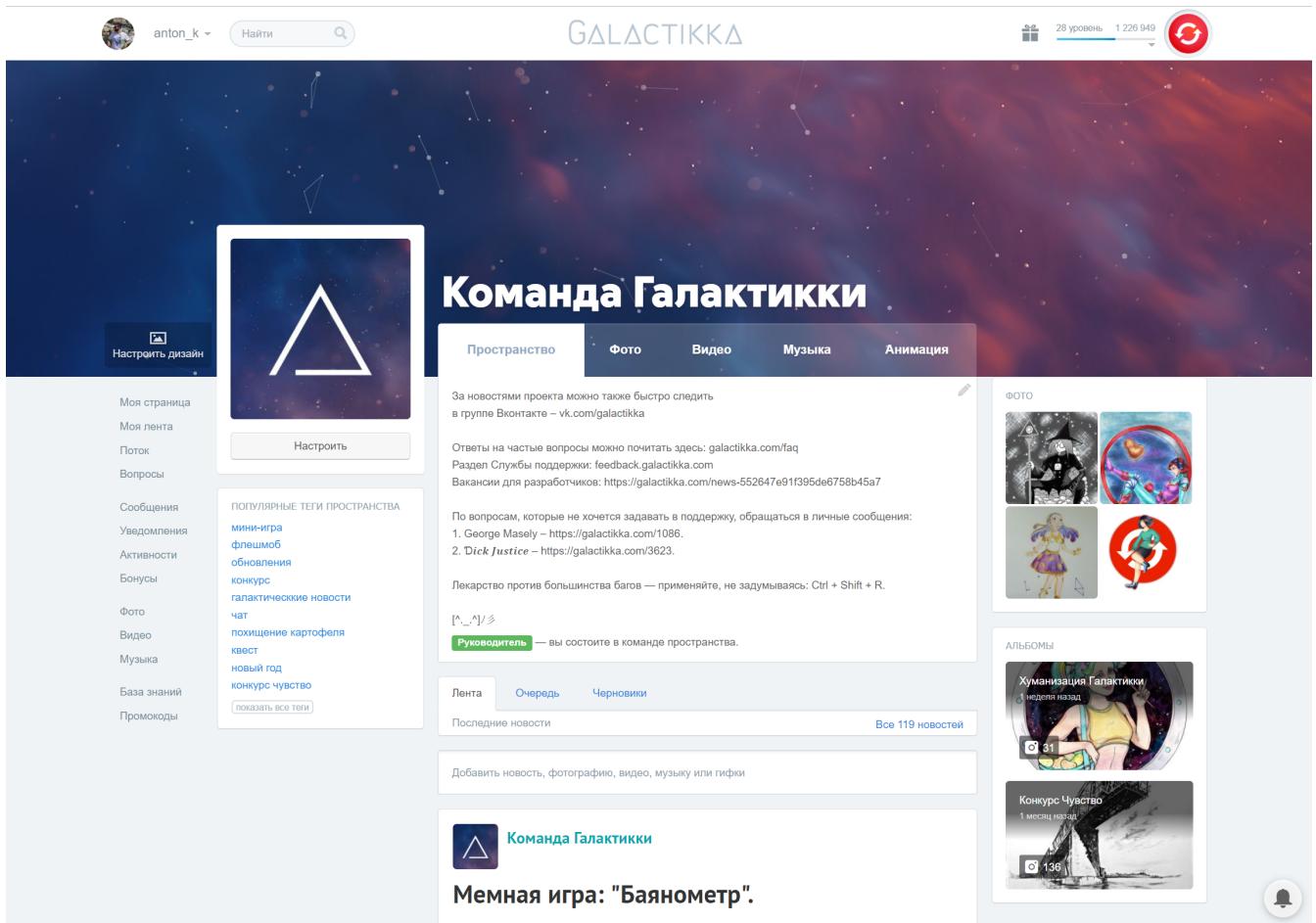
21. Disclaimer

Regulatory authorities are carefully scrutinizing businesses and operations associated to cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact Serfera LLC's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire Galactikka tokens must be aware of the Serfera LLC business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire Galactikka tokens acknowledge and understand that neither Serfera LLC nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

Serfera LLC will do its utmost to launch its operations and develop the Galactikka platform. Anyone undertaking to acquire Galactikka tokens acknowledges and understands that Serfera LLC does not provide any guarantee that it will manage to achieve it. They acknowledge and understand therefore that Serfera LLC (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use Galactikka tokens, except in case of intentional misconduct or gross negligence.

22. Attachments

How Galactikka blog looks like:



22. Attachments

Дополнительная статистика

News 1 090 000	Page views 49 100 000
Questions 85 000	Visitors 1 930 000
Photos 2 185 000	Visits 6 210 000
Photos 162 000	Countries 74
Animations 75 000	
Contests 50	Communities 5 900
Flashmobs and games conducted 100	Average time on website, minutes 13
Abusers banned 6 500	MAU 30 000

Let's make the Internet a bit better place!

Galactikka Team

JOIN CROWDSALE
ico.galactikka.com