

EQUI



DECENTRALIZE EVERYTHING

WHITEPAPER

01.

Foreword

Numerous people around the world struggle to follow their passion while they try to make a living in any possible ways, which usually have nothing to do with what they'd love to do. Many of them cannot even understand how they can monetize their passion in real world.

Millions of people capable and willing to do some certain work are stuck in finding jobs that meet their possibilities, though they feel their possibilities are in demand but they don't know where to begin.

People all over the planet make products they are willing to introduce to the world, but very few succeed to get through all the PR, marketing and sales labyrinths. The lower is the economy of their country – the more complicated is the labyrinth. Many of them lose any hope in the middle of the road.

What makes it so complicated?

- Unequal competition
- No sales/marketing knowledge
- Lack of necessary funds
- Trashy local internet platforms
- Bureaucracy
- No knowledge of local or world market and how it works
- No free time to get into all this

Unfortunately this list goes on...

How many businesses start and disappear in short periods of time just because the business model was wrong?

How many families have put everything at stake and worked hard for better future, but lost everything they had?

We can go further with this as all those issues are different from country to country, from culture to culture. And we are not even talking about local rules and reasons in different regions, which are not so commonly discussed aloud; but most of us know, there are numerous factors in every place of the world, that just block development possibilities for millions of people.

And that's sad...

All of above was just the perspective of a potential provider. It's just one side of the river.

What about the other side?

What about people who seek a product or a service or just need an advice?

Good old word of mouth is here to help, though its possibilities are limited to direct physical contact.

Internet search engine is the next best option, but are search engine tailored and paid results always what you are looking for?

Results you get from search engines absolutely depend on internet environment in a certain country. In many cases there is practically no useful information, in other cases you get too much, but you will never have the feeling that you have searched everywhere and there are no other options available. At the same time there definitely is a person or a company somewhere, who is ready to get you what you need, but is unable to reach out to you.

How much time & energy do you usually burn when you need to find some product or service that suits your needs?

Have you ever thought what impact it does on environment? Fuel Burned? Calories Burned? Resources burned?

Do we need to continue?

Isn't that enough?

02.

Solution

EQUI is a **two way search** engine that is using world's largest network of supercomputers as its database and processing center.

EQUI is a truly decentralized network based on **Natural Intelligence** with several billions of already existing **nodes** around the globe.

EQUI nodes are capable of providing unique feedback on whatever issues arise within the network, which makes the network very interesting and diverse.

Two-way search engine?

What is the difference between EQUI and a standard search engine in terms of product/service search capability?

In ordinary search engine, you submit request and **search** engine gives you the results that correspond your request. Results are filtered according to certain algorithms that are different from engine to engine, and we all know, large share of the results is useless and is not there to help us.

In **EQUI**, You submit a ticket and **millions of people** subscribed to the category of your request process the **information** and generate feedback. And these are two sides of the search engine. You can be both. You can be the one who is searching and you can be the one who generates results, this is where **two-way** kicks in.

Interaction is the key! You can communicate and interact with the results!

You can be the result that interacts with somebody!

We focus on supply and demand of different products and services around the globe, though **EQUI** can be used literally for everything.

We just change the way things work.

We go upside down.

“Yin becomes Yang, Yang becomes Yin...”

Natural Intelligence?

It's just the combination of words to remind you, that we are the most intelligent species known to this day, and no datacenters, codes, algorithms or bots can replace our unique processing capabilities.

We don't think it is necessary to go deeper explaining this.

Nodes?

Nodes are already there, there's no need to create them. We, the people are the nodes. We are capable of processing information in a very unique way which differs from person to person, from culture to culture. Every node is unique.

We are processing unbelievable amount of information every moment of our existence and EQUI is a real possibility to make this processing power useful for each other.

Just imagine, how many people around the world would benefit from the information you possess? How many people would be interested in products you make? How many people can get interested in services you provide?

The only thing needed is a simple, accessible and affordable communication network between these nodes, and that's what EQUI is.

We give you a platform to introduce your passion and productivity to the world, a platform to make you so efficient, you just won't believe. It may sound odd, but we offer you a platform to really make your life a better one.

03.

How **EQUI** works?

EQUI is an iOS mobile app with simple user-friendly interface and all the necessary features preloaded.

EQUI app is in final stage of development and is being tested. It will be launched soon after ICO.

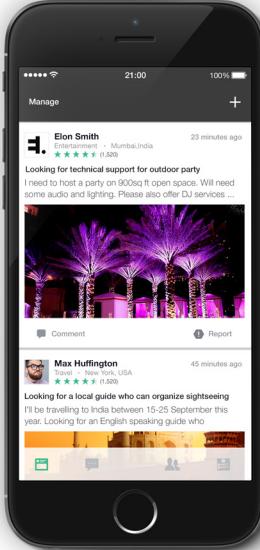
Basically with **EQUI** we let you search for whatever you need and at the same time you can start your own business in minutes. Keep reading we will explain all this.

For easier understanding we will split the crowd in two. One type of the user is **Seeker**, the one who is looking for a product or service, another type of the user is **Provider**, that's the one who is ready to provide a product or service. Clear? Ok let's go on.

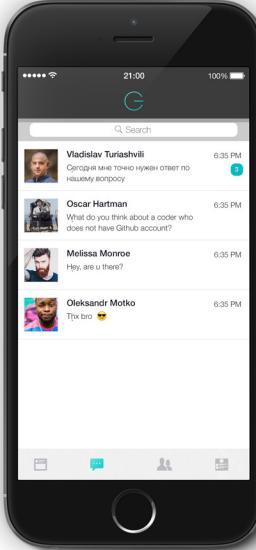
What does app look like?

Simple user interface consists of **four spaces**

Feed



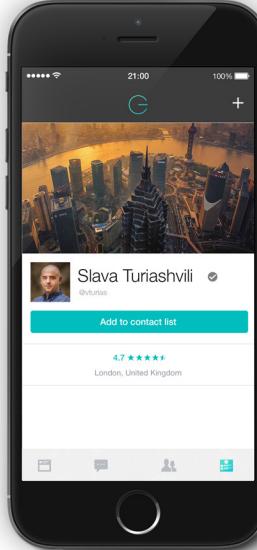
Conversations



Contacts



Profile



Four spaces give you full control of app's functionality. User interface is so simple, you don't even have to know how it works to understand it. You can just go on experimenting and investigating ways this app can work for you. Even while you sleep. Read further, you'll get the idea of the **workflow**.

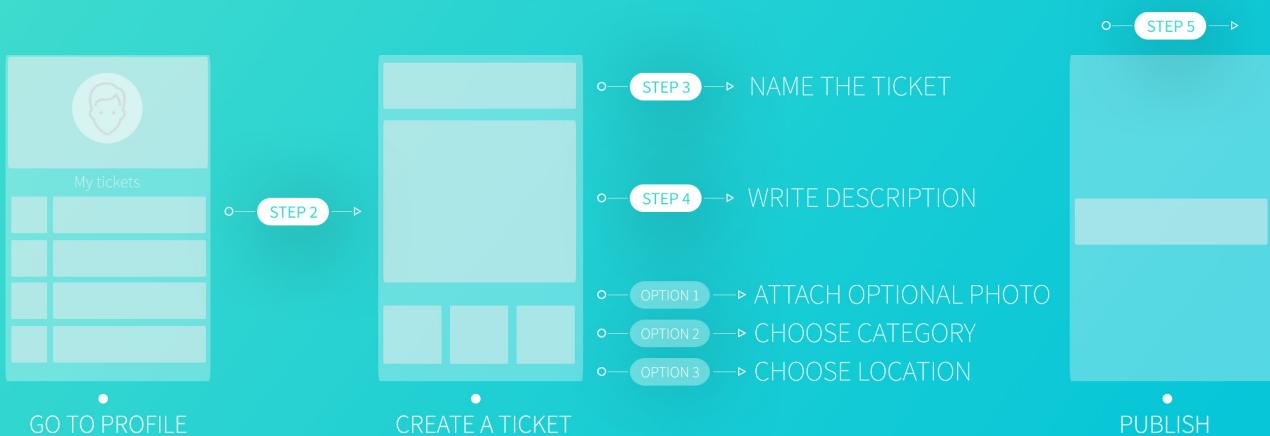
four spaces?

1. **Feed** is a receiver where tickets with certain category and location specified which correspond to **Provider**'s subscriptions arrive. **Provider** is able to change subscriptions from the feed which is then automatically updated.
2. **Conversations** is where all the conversations with other users are listed.
3. **Contacts** functions as a contact list like in any **IM**, the only difference is that users need to get approval from each other to add them to the contact list. It's more like adding friends in social networks.
4. **Profile** contains all the personal information about the owner of the account and all his tickets.

What is the workflow?

We have split this section in two different views. One is from the side of **seeker** (person who is looking for a product or service) another is from the side of **provider** (person who is willing to provide a product or service). Throughout this white paper we will call these two parties “**seeker**” and “**provider**” as mentioned above.

Seekers start by creating a ticket using a simple procedure



What is the ticket?

In ordinary search engines, you usually type some text, which is related to whatever you are looking for. Technically **ticket** acts the same, but you provide much more information than just typing some text and keywords thus making your search much more efficient than ever. You can create as many **tickets** as you want, there is **no limit**.

...it would look like that



Seeker lives in “India” and has some troubles with his air conditioner at home, needs some professional help to deal with this problem.

So now we have some understanding on what the **ticket** is, and let's assume, that **seeker** has a ticket already created and published to the network

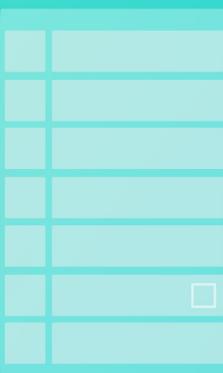
What's next? Where do these tickets go?

Providers subscribe to certain categories and locations according to their field of interest to get related tickets



GO TO FEED

STEP 2



SUBSCRIPTIONS



STEP 2

MARK CATEGORIES

USA
RUSSIA
UKRAINE
INDIA
CHINA
ENGLAND
PORTUGAL
BRAZIL

MARK LOCATION
FOR EACH CATEGORY

Let's say if **provider** is Lives in **India** and is a good **AC service person**, and is ready to provide the **service** within his **country**.

In this case he would **subscribe** to “**HVAC Systems**” and choose “**India**” as the **country**.

Let's see what happens next for both parties

Seeker has already initiated a request and is waiting for **provider(s)** to come with necessary results, while **provider** has subscribed to categories and locations he is interested to supply and is waiting for **seekers** who will initiate requests. It's like you place an ad but vice versa.

Match occurs, whenever **seeker's** and **provider's** category/country match.

In our case **seeker** has submitted a ticket to a category which has a subscribed **provider** who is ready to provide service.

What happens for Provider, when a match occurs?



Notification of a new Ticket arrives in Feed



Go to Feed



Leave a comment on a Ticket



Wait for feedback from Seeker



Communication initiated by Seeker only

1. Provider receives a **notification**, that there is a new **ticket** in the category/location **provider** is subscribed to.

2. Provider goes to feed to see the **ticket**.

3. If **ticket** is of any interest for the **provider**, he can start interaction by leaving a comment on the **ticket**.

4. If **seeker** is interested with **provider's** comment he can initiate communication with **provider** via chat and continue discussion. This is where our job ends.



At the same time, if there is more than one **provider** who commented on the **ticket**, all **providers** are able to see each other's comments, while **seeker** is able to compare results between **providers** and choose most interesting ones to continue with. We let **providers** see each other's comments, as this will make **competition** much more **transparent** and **providers** will understand their **market** better.

Seeker can also interact with **providers** in comments before he goes further with private communication with any of **providers**. Assume, that comments section is a chat room, and direct chat is a **PM**, that will simplify things for you.

What happens for The Seeker when Providers start to interact?



New Comment
Notification arrives
in Profile



Go to Profile



Browse through
comments



Leave a comment or
initiate chat with any
Provider

1. **Seeker** receives a notification, that there is a new **comment** on their **ticket**.
2. **Seeker** goes to his profile, to check the **ticket**
3. **Seeker** can see all **comments** to the **ticket** which arrived from one or more **providers**.
4. Whenever **seeker** decides, he can initiate direct chat with any of the **providers** to discuss details. Or can just add a **comment** to the **ticket**, which will be visible for all **providers**. As mentioned above both **seeker** and **providers** can use comment section as a public place to negotiate.

Private communication between **seeker** and **provider** happens in chat like in any IM app. Both **seeker** and **provider** can agree to keep contacts of each other within **EQUI** app's contacts by mutual agreement only. But as mentioned above, only **seeker** can initiate chat with **provider**. In case **seeker** finds **provider**'s comment interesting, **seeker** will be interested to initiate chat. Otherwise most **providers** would try to reach **seekers** through chat making a lot of confusion and discomfort. This way **providers** will **learn** how to write comments that can be of an interest for **seeker**. Basically comment is an offer, which should be interesting for **seeker** to go on with deeper communication; otherwise it would make no sense.

After **seeker** initiates chat with **provider** and chat window opens, it has an option to add other party of the chat to contacts. Contact will be added to both parties contact list only if **both parties agree** to keep each other in the contact list. This again guarantees that **seekers** will not receive any spam via chat, as only people in their contact list can communicate with them. The same happens for **providers**.

If **both parties** agree to have each other in contacts, they will both be able to initiate chats with each other anytime. If any of the parties at some point no longer wants existing contact to be able to start a chat, user can just delete the chat and remove the contact thus block any mutual communication until both users meet again. And the only way they can meet, is if someday their subscription and ticket match again.

These limitations are implemented to dramatically lower risks of spam and concentrate on productive communication between users of our network as our chat function was not designed for general messaging. Allowing unlimited communication would **drastically** boost spam advertising and scams, which we believe is not what **our users** need.

So in our case, **provider** would comment to **seeker's ticket** like that:

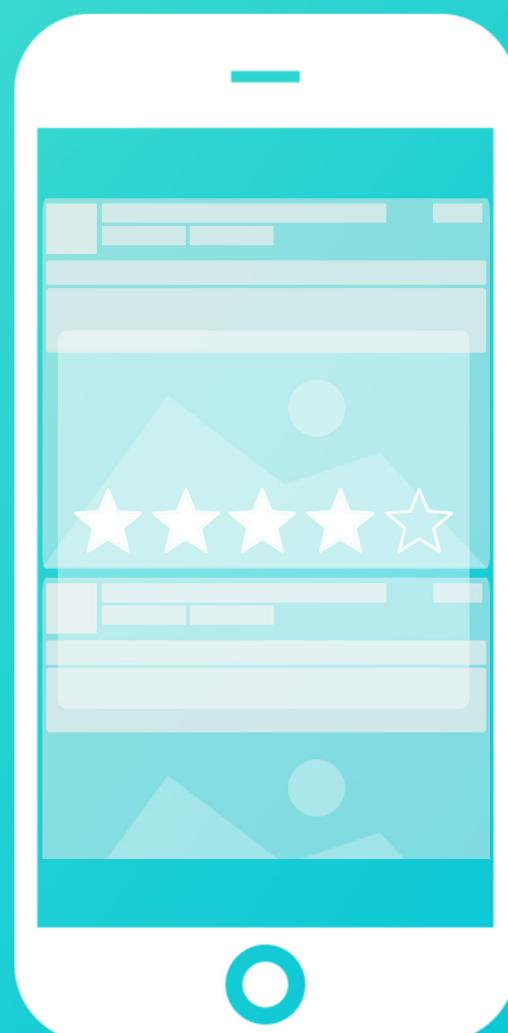
"I'm in your area, ready to help, what is the AC model? I Charge 30\$ per hour, you don't pay if I don't fix"

Preliminary communication starts, where some **discussions** can be already publicly be done. **Seeker** can check **ratings** of **providers** and choose whichever is more acceptable and interesting.

Rating is a very important part of **EQUI**

Users will stick to better rated **providers** for **security** and better **guarantees**, though **newcomers** will be able to pave their way up making better or cheaper offers **investing** in their **reputation**. It's not new, many platforms like eBay use that for decades and it's proven to be **reliable**.

Check case studies on the next page to get even more understanding on how EQUI can work for you.



Here are several good virtual case studies to show practical usage for **EQUI** in everyday life. These examples will give you even **better understanding** of processes mentioned above.

1. Seeker Lives in New Zealand and is looking for some agency which can offer audio/visual support for a party.

Ticket would be structured like following:

- Category : Entertainment
- Country: New Zealand
- Ticket Name: Party technical service needed
- Ticket Text: Organizing a party for 50 people on a 900sq.ft open space. Will need some speakers and fancy lighting, DJ service may also be needed. See photo of the venue in attachment. thanx.

At the same time, several rental companies and individuals are already subscribed to this category in New Zealand, which means that they will receive that inquiry instantly. So organizing technical part of that party may be faster than it would ever be possible, just think of it.

2. Seeker lives in UK and is looking for a new table for his kitchen, but all he has, is a picture of the table he likes, which he shot somewhere and has no idea of a brand or anything.

Ticket would be structured like following:

- Category: Home & Garden
- Country: UK
- Ticket Name: Need to buy a table
- Ticket Text: Looking to buy a table for my kitchen, approximate picture of what i'm looking for is attached. Please offer exactly the pictured product or anything similar. Please attach pictures for reference.

Isn't that classic? Is there any other way to do that instantly? Who else, except a human being can process that kind of request? All providers subscribed to that category in UK would instantly get this inquiry and generate adequate feedback. Somebody can even just suggest where to buy it if he/she has seen that table anywhere. Options are unlimited.

3. Provider is a painter living in Russia, would not mind to have some extra income doing what he loves and is also just interested in what people in Arts & Crafts category usually need.

He would just be subscribed to Arts & Crafts category in Russia, and whoever posts any ticket with requirement in this category, these tickets would automatically land on his feed. Maybe somebody wants to order a picture drawn? Maybe somebody wants to have a nice painting on their garage door? He may never know what people need sometimes? In some cases he could just read some weird ticket and think "hmm, why not? I can do this" and go on and earn some money not leaving his passion behind.

Well, now as you know how EQUI works, you can think of million ways how to make your everyday life easier with EQUI.

We will constantly share our ideas and user experience about ways in which EQUI can be used, stay tuned, it will be quite exciting.

04.

Blockchain and Monetization

Generally speaking **EQUI** is a network of communication between individuals around the world, where we make **supply** and **demand** meet on a very **sensitive** level. Users decide and choose ways of cooperation by means of direct negotiations with each other. Our job at the moment is to help them **find each other**.



During first year of project deployment EQUI will gain user base and every user will be able to supply or demand any product or service around the world, and they are free to decide and negotiate how their deals will be conducted.

We believe a lot of EQUI users will use the platform in their everyday life, as even if you don't need to buy or sell anything, and just need help or advice, you will be able to do that.

EQUI is so universal and unlimited, we will never be able to explain the whole functionality and ways of using it in your everyday life.

We believe that during first year of launch we will learn millions of new ways how to use EQUI with help of our community.

“EQUI is a live organism with unlimited sources of creativity, which can develop in unbelievable ways...”

“But that’s just one part of the story...”

The next and the main phase of the project is...



...and that's a completely different story

EQUI Business is a paid subscription based platform which works with existing **EQUI** network.
(Web, Mac & PC software is yet to be developed)

All payments within **EQUI Business** system including subscription fees are done with **EQUI Tokens** (based on Waves platform).

The key idea of **EQUI Business** is to let existing **providers** to move their **business** to a completely different level.

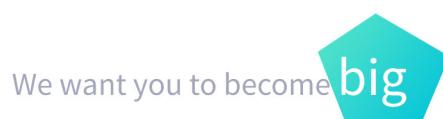
Well imagine you've been selling your products or providing your services on **EQUI** for some time, and you've built some **audience** and **reputation**, and you're ready to **go big**.

EQUI Business is intended to be the **CORE** of your business which can expand together with your business. You will never need to move to any other platform, **EQUI** grows with your business. Always remember, that **EQUI business** is not just a great set of tools.

It's a complete solutions which includes unlimited customer base and best B2C experience you could ever imagine. You have everything in one package:

Your business, Our Tools and **EQUI Community**

It's all inclusive.



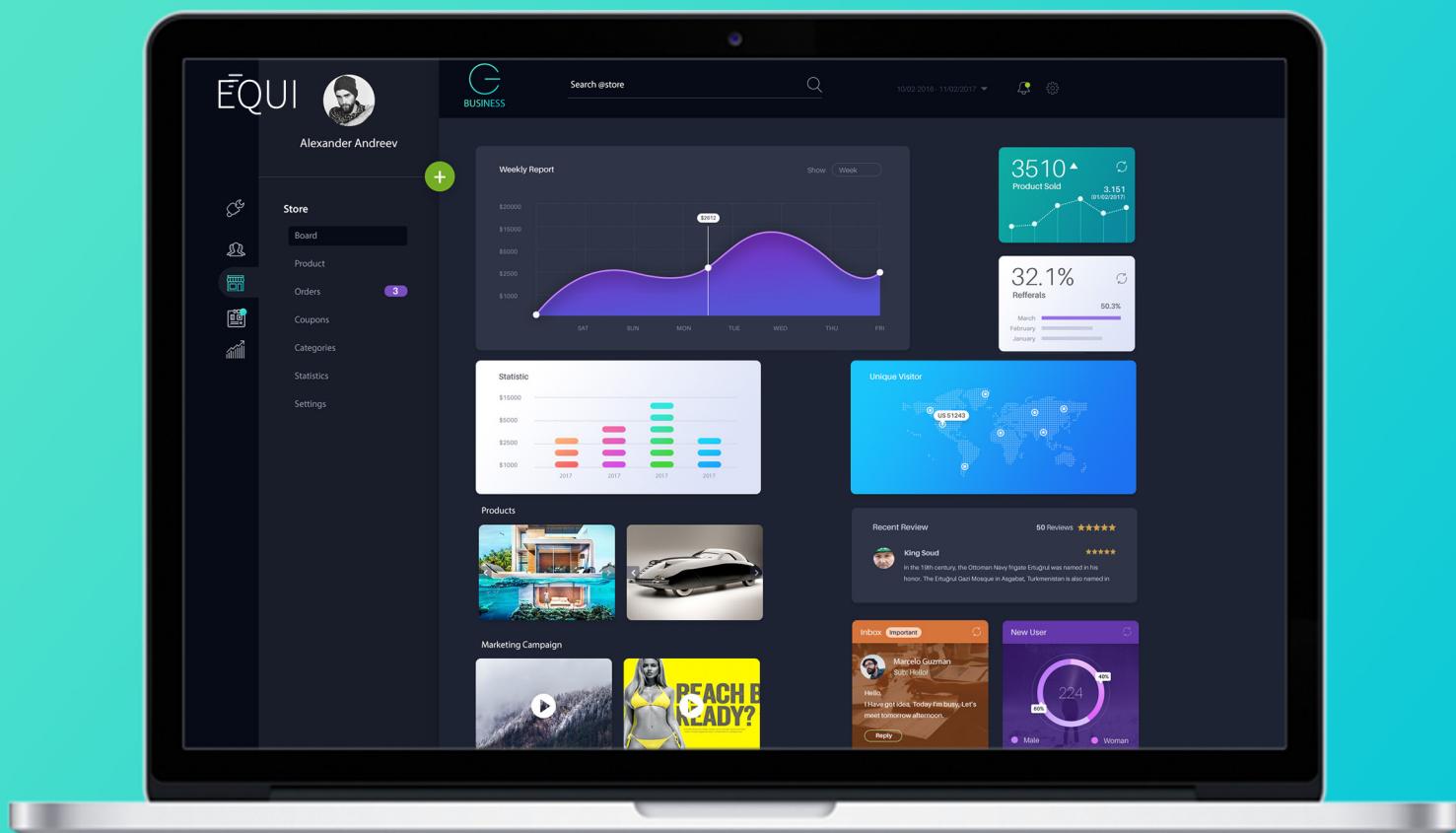
Your success is our success.

We are one. .13

You need Functionality!

Tools to simplify and boost your workflow!

EQUI store



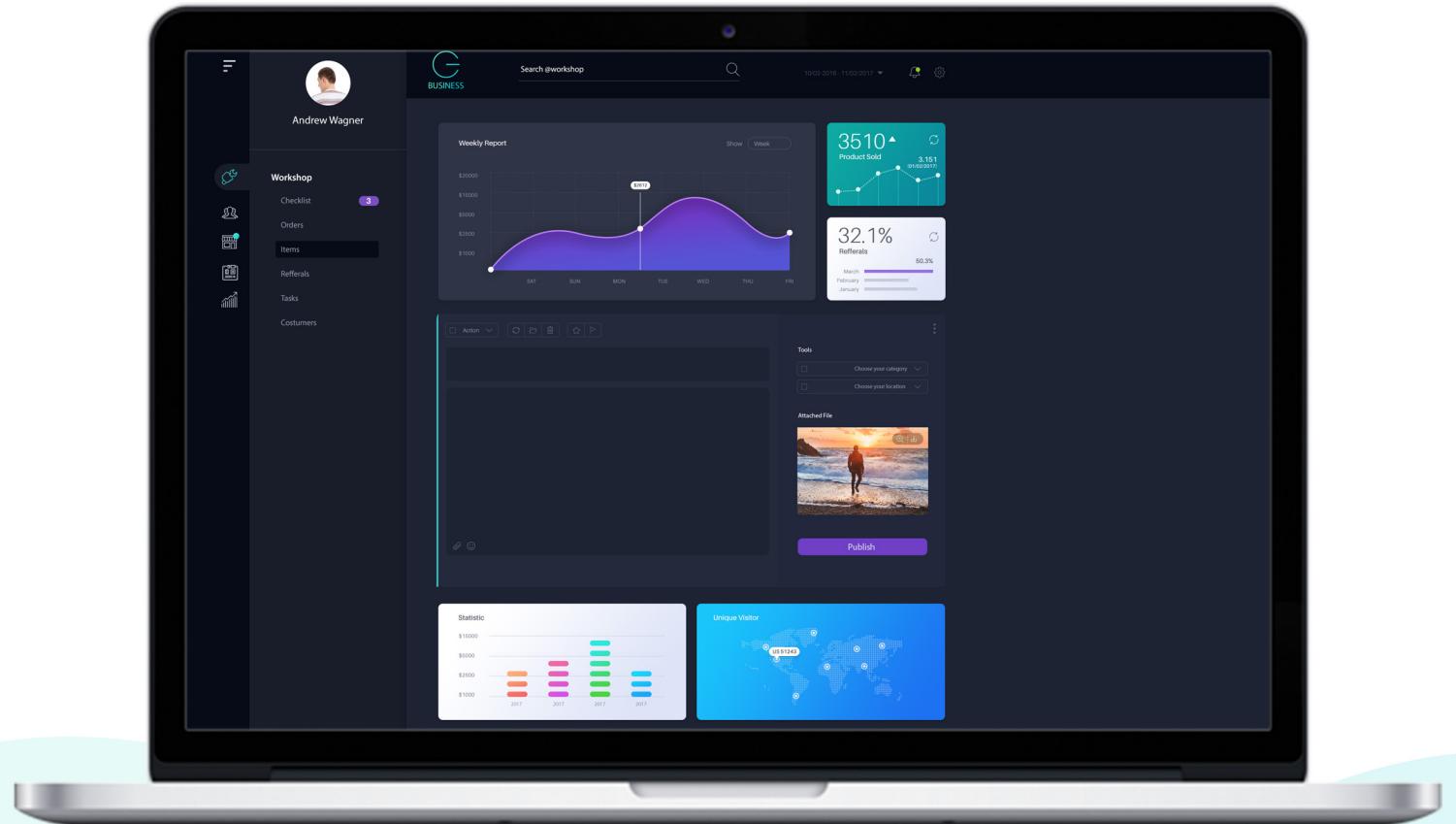
Basically it's an **online store**, that lets **provider** directly offer **products** to **seekers**, but there are some key differences between **EQUI Store** and an online shop that you are used to.

Every **EQUI Business** user is able to create a personal store.

If an ordinary **EQUI provider** can comment on **seeker's ticket** and proceed with communication, **EQUI Business** user will be able to post a **smart link** in the comment which will guide **seeker** to a product page within **provider's store** without leaving the app, where **seeker** can see the offered products, see all the additional options like delivery or any other optional features. **Seeker** can choose necessary options and add product to the cart and check out.

You will be able to do more efficient comments in much less time, which will let you serve even more customers in shorter periods of time. And there are much more features than that.

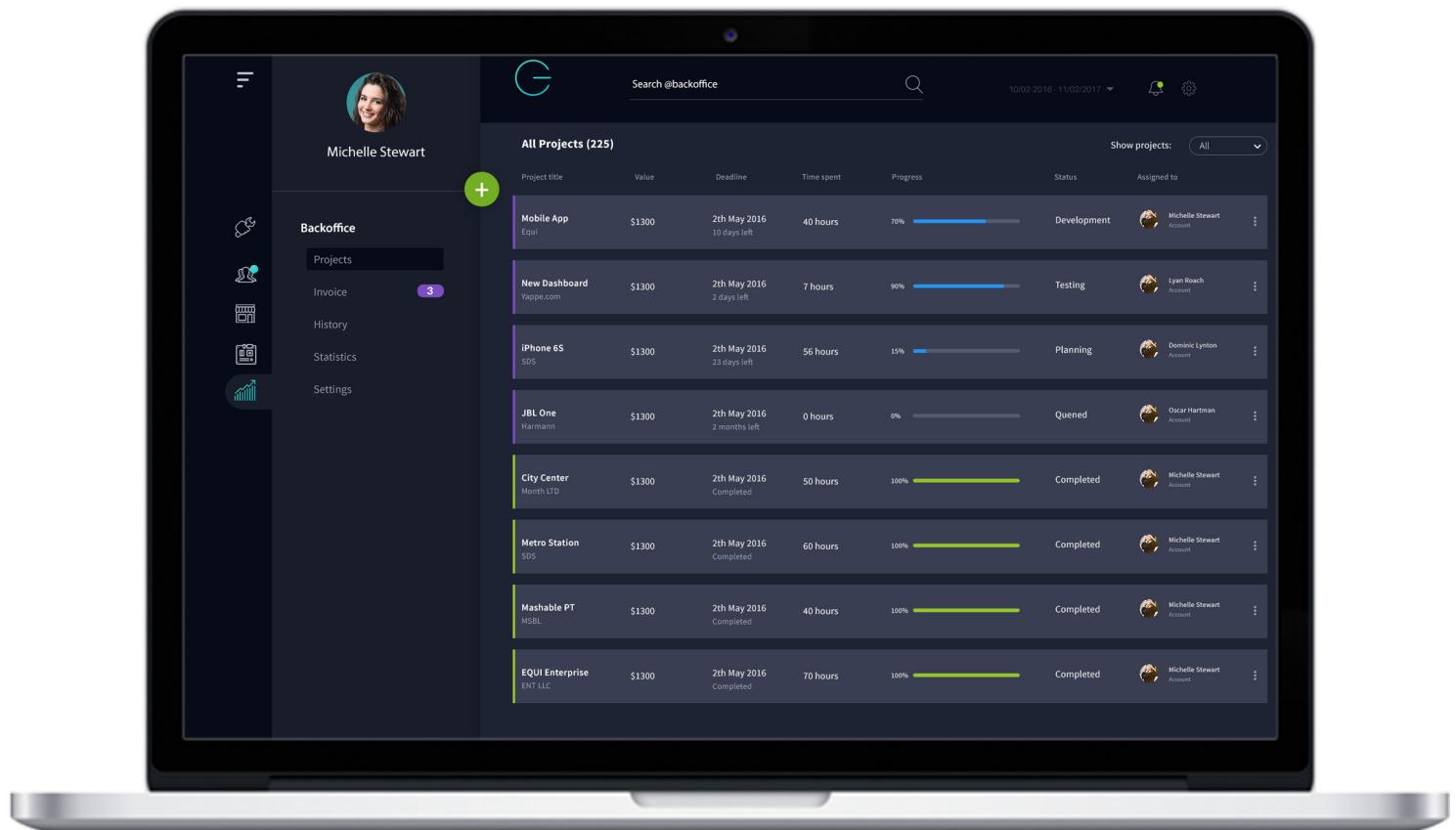
EQUI Tokens will be used for all transactions within **EQUI** network.



Workshop is the place where **EQUI business** user can offer different **services**. Procedures are basically the same as in the **store**, but it's distinguished to fulfill all the necessary options for different **services**. Users that use both **store** and **workshop**, thus providing both products and services will have possibility to interlink these two for better presentation. We have split products and services in two different spaces as we believe these two are very different from each other and need independent approach.

Certain amount of templates will exist within **EQUI workshop** for different kinds of service businesses. You will also be able to create your own templates as well as subscribe to templates created by developers. Actually after you create your own unique template, which you will think can be useful for other business owners, you will be able to list it for paid subscription using **EQUI developer account** (see below).

With these templates, your customers will be able to easily make calculations and order services from you. You will no longer need to waste time on explanations. Your templates will reflect your services and fees thus making it much easier for your customers to communicate with you. Both you and your customers are going to save a lot of time and focus on business development.



Small business owners usually struggle to organize workflow of their business. As integral part of **EQUI Business**, users will be able to organize their business using standard set of **tools** plus many different custom tools to automate processes. Bear in mind, that thousands of small businesses still use good old **pen and paper** for all the bookkeeping, stock control, invoicing etc...

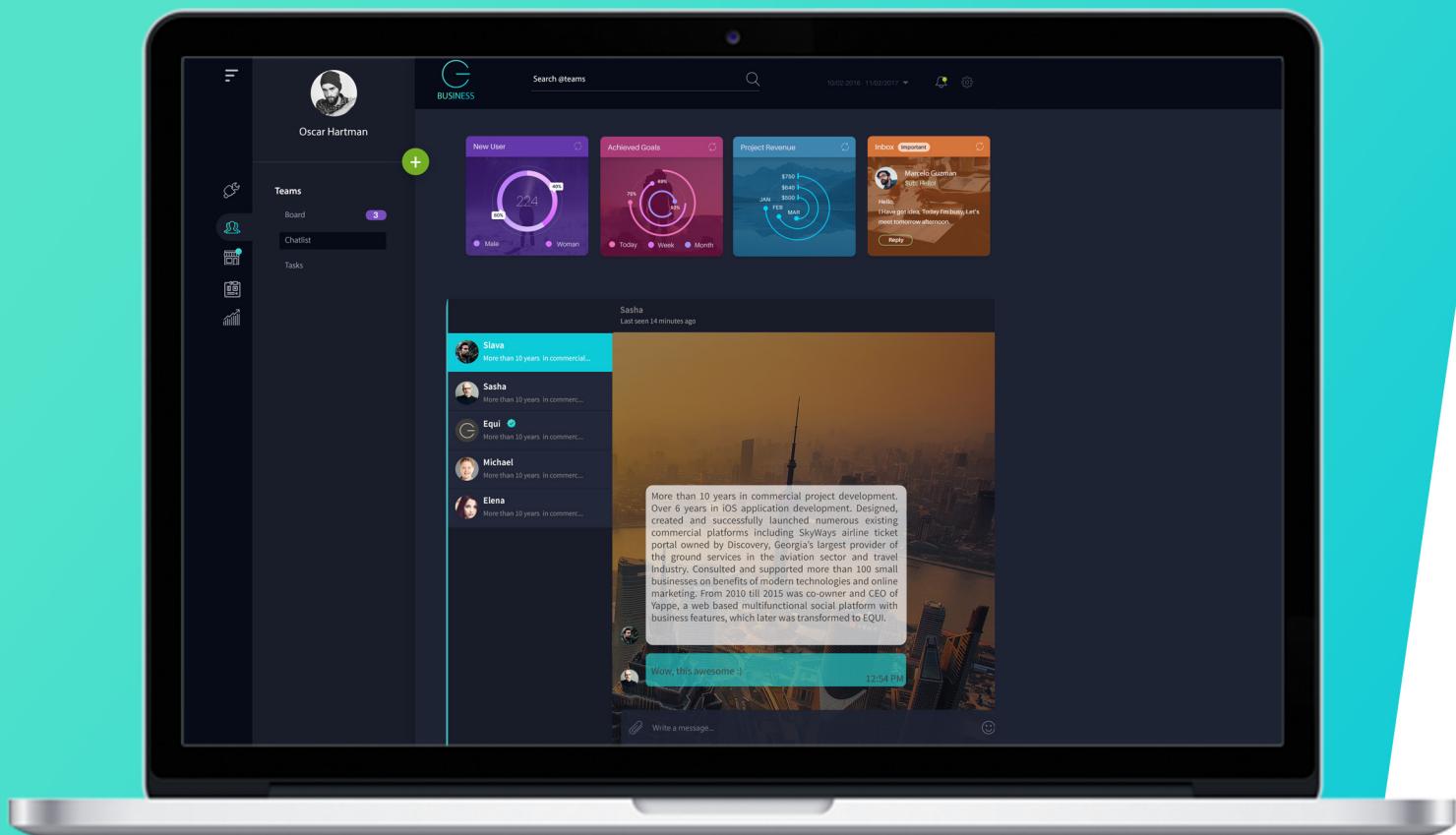
We are moving this to the next level. There are numerous one person businesses around the world and they need a good back office to deal with all the everyday issues. Our business model lets us offer this initial functionality dirt cheap. You get everything you need to run your business from scratch:

EQUI Backoffice comes with standard set of tools included in the EQUI Business subscription.

- Stock control
- Bookkeeping integration
- Custom invoicing tools
- Automated payment system
- Reports and analytics
- Complete integration with all EQUI business elements
- User developed custom applications
- Lots of other useful tools...

Plus there will be numerous options to integrate EQUI Backoffice with your existing retail locations, all the equipment you already have (barcode scanners, label printers, etc...)

All the reporting you may need, It's all customizable, It's all easy, It's all comfortable.



Collaboration is key to successful business. EQUI Teams opens possibilities for efficient collaboration between employees of a business no matter how small or big it is. Your employees will be able to communicate with your customers more efficiently making huge savings on wasted resources and time.

You, as an owner can copy your business structure to EQUI Teams and boost your efficiency and market presence, by making direct communication with your customer thus get your hands on your audience as close as you have never been able to.

EQUI Teams lets you team up with your partners, moving your B2B communications to a completely different level.

Your type of business may need a lot of different suppliers from different countries and you can use EQUI Teams to centralize all this hassle into a single portal.

Your whole sales force can be subscribed to different categories and different countries and you can assign roles, locations and fields of interest. You are in full control. You can assign managers, supervisors etc... You will be able to use management templates, that will reflect approved standard models of business structure.

“The sky is the limit...”

And there is one more experimental feature for EQUI...

Experimental Trading platform



Trading platform is a really **experimental** future platform which we plan to implement. It will let users **trade goods** and **workshop microcontracts**. Again, this is an **experimental** feature, but we believe this has some **future** and is a next point of contact between **EQUI** and **Blockchain**.

You could possibly buy a **contract** from a woodworker individual for cutting 100 pieces of some lumber and **trade** it on the **exchange**.

You could possibly **trade metals** or other **commodities**.

You could **trade** practically anything on a very **small scale**.

Why not?

We just believe that **trading platform** could perfectly fit **EQUI** and sooner or later become a very important part of the network.

Trading platform will be accessible for every EQUI user without any limits.

05.

For Developers

EQUI Business will have an API

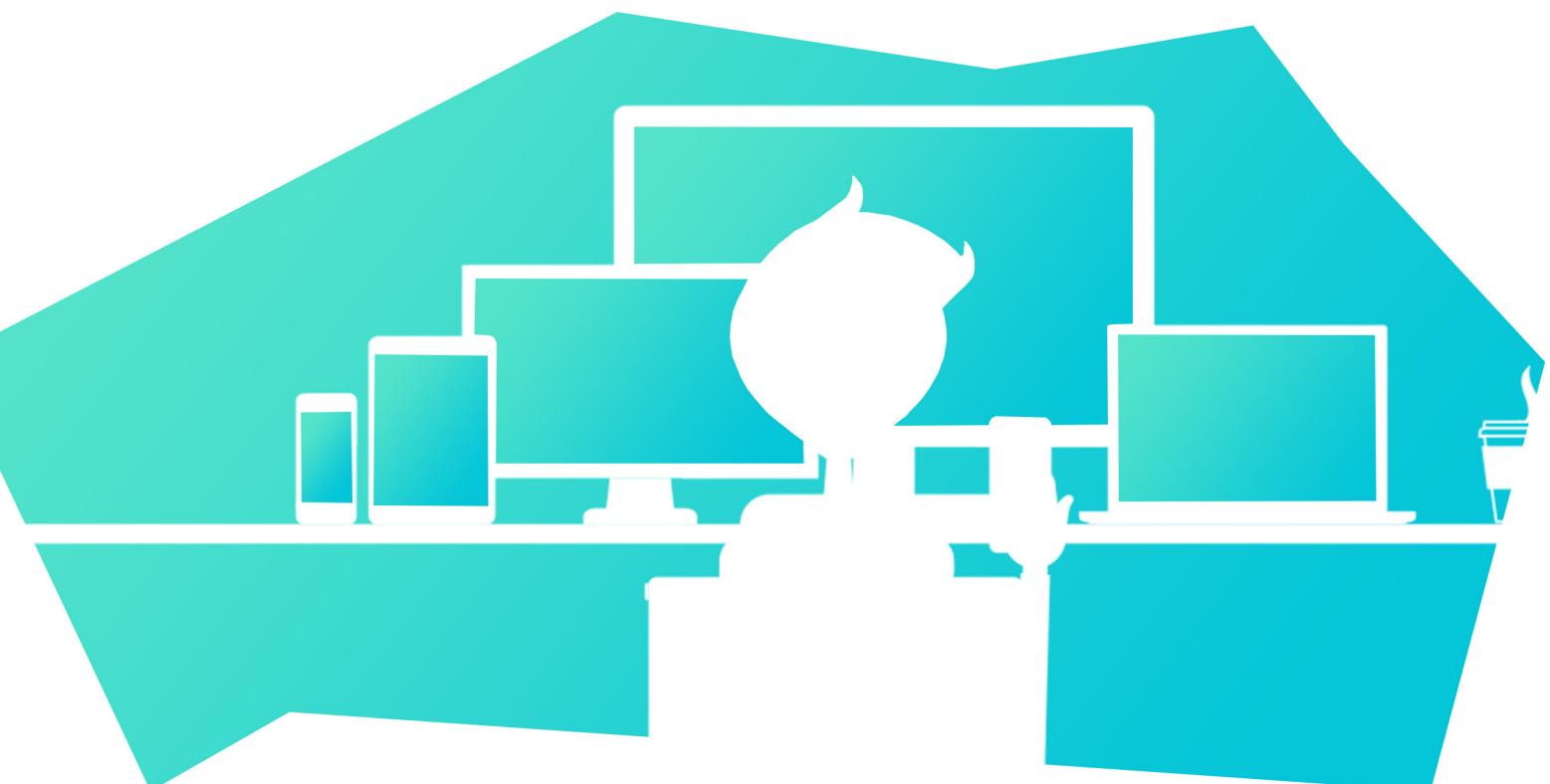
As mentioned above, **EQUI Business** will have an **API**, so **developers** can create **custom tools** for **EQUI Business**.

We decided to do nothing for **free** in **EQUI Business**. Well that's what the word "**Business**" says for itself.

Even **developer** account will be a **paid subscription**.

On the other hand, **tools** will also be **subscription** based. So if you, as a **developer**, made a nice tool that is interesting for users, you will **start earning** from the very beginning.

We have a vision on all pricings for **EQUI Business**, and there is a special section in the whitepaper, where you can see what we think, with proper explanations for each position.



06.

Prices

EQUI app for iOS and Android

- Application is free to download.
- First year of user account is also free.
- Every upcoming year of user account usage costs 10 EQUI Tokens per user or account access is terminated, though we will keep terminated accounts safe for one year in case user decides to renew it. After one year, account will be deleted permanently and no backup plan will be available.

We expect about 30-40% of our users to be paid accounts, which care about their built up reputation, contacts, rating and are aimed on development and not just one time usage of the application. We promised to give possibility to everyone, so we're keeping our word. With our global approach we aim to hit over 10,000,000 users till the end of 2018 and up to 50,000,000 users globally for 2019.

EQUI Business

- EQUI Business subscription starts at 100 EQUI Tokens/month or 1000 EQUI Tokens/year
- EQUI Business will come with preloaded set of features included in this price.

We disclose EQUI Business minimum subscription prices at the moment. Several different schemes are already designed and much more are yet to be developed. Depending on functionality and size of team and business, EQUI Business subscription will hit 10000EQ+ for medium businesses and 50000+ for larger ones with even bigger teams. There are a lot of options and plans to be introduced to fit everyone's need and budget after EQUI Business release as our platform is diverse and includes ton of features and options.

EQUI Business Developer Account

- EQUI Business Developer Account is 100 EQUI Tokens/year

Why charge developers? We give you that possibility with all the support we can offer so we expect you to invest a little so you can do your work and earn money. And there is a surprise for you right here coming in the next point of this list.

We charge developers for account only. We do not keep any percentage from the tools they design and develop. Only transaction fees will apply.

EQUI Business Tools

- EQUI Business Tools are additional tools designed by either us or developers participating in EQUI Developer program and they are all based on paid subscriptions.

There are no free tools on EQUI Business. Some certain amount of tools included that will be in the EQUI Business subscription are not free as well, their price is just included in the EQUI Business subscription. It means that all tools developed via Developer Account are paid subscriptions thus Developers will start earning money the moment their tools is released to public.

07.

Masterplan



Team



Alexander Siria

- More than 10 years in commercial project development.
- Over 6 years in iOS application development.
- Designed, created and successfully launched numerous existing commercial platforms including SkyWays airline ticket portal owned by Discovery, Georgia's largest provider of the ground services in the aviation sector and travel Industry.
- Consulted and supported more than 100 small businesses on benefits of modern technologies and online marketing.
- 5 years in high-tech retail market.
- 2010-2015, co-owner and CEO of **Yappe**, a web-based multifunctional social platform with business features, which later was transformed to **EQUI**.
- Owns several concept street food businesses.



Vladislav Turiashvili

- More than 13 years in business ownership and management.
- Co-owner of several companies in entertainment industry including country's leading professional A/V distribution and Integration Company.
- Over 10 years of technical project management experience in real estate development market.
- Extensive experience in small business process management and efficiency improvement.
- Technical advisor for numerous projects. Supported and consulted different local small businesses in integrating modern technological tools for boosting business efficiency and reach significant cost savings.
- Over 5 years in building efficient supply chains for different kinds of businesses.
- Author of several government educational programs in field of TV/Entertainment industry.
- Investor in **Yappe**.

09. Crowdsale

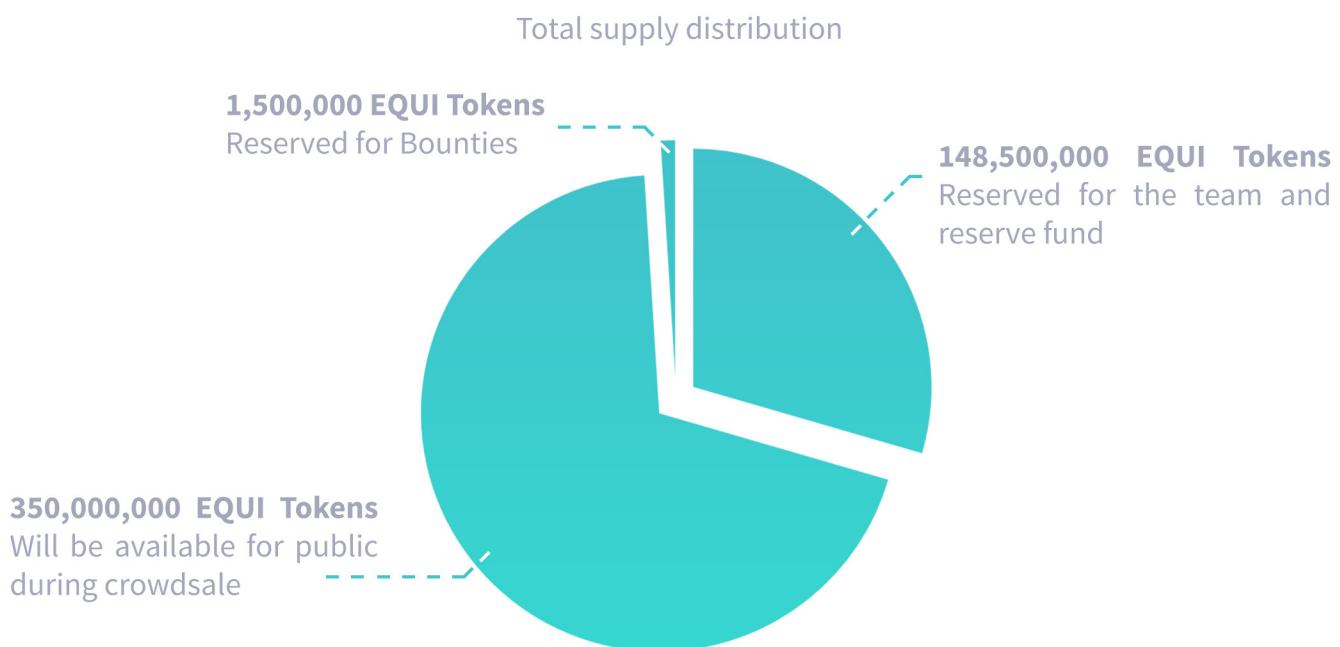
EQUI Token is the way to pay for EQUI and EQUI Business yearly subscriptions. EQUI standard user account is free for 1 year, later you can register a new one or pay subscription to continue using it, we don't limit you. EQUI Business is strictly paid subscription based products, there are no free versions. EQUI Token will be implemented in the whole platform as an asset for trading any product or service within EQUI network. Again, whitepaper for more details.

So actually EQUI Token is not just backed by us, it is going to be backed by the whole community.

EQUI Crowdsale will start on **15th August 2017** and will last till **15 September 2017**. A total of **500,000,000 EQUI Tokens** will be issued on **Waves** platform.

EQUI Token is non-reissuable.

Crowdsale price of 1 EQUI Token is around \$0,10



How to participate in Crowdsale?

1. You will need to have Waves Wallet ready. You can download it here: <https://wavesplatform.com/downloads.html>
2. You will need to fund your wallet with Bitcoin or Waves
3. Look for Waves/EQUI Token or Bitcoin/EQUI Token pairs

4. IMPORTANT!!! Make sure that EQUI Token has this ID:

DoL6wC5a72Fuxg7FtfUMWbJB9kjRuvQ3BQKrgjym3gh6

5. Create a BUY order for desired EQUI Token quantity in Waves/EQUI or Bitcoin/EQUI (Whichever you plan to spend on EQUI Tokens)

6. Your EQUI Tokens will be available in your Waves Wallet moments later (usually takes 0.5-2 minutes)

EQUI Token price will be equal to around \$0.10 for 1 EQUI Token

We decided to conduct this ICO in the easiest way possible to make your tokens available for you instantly. That would really be a nice precedent to encourage other fair players to introduce their projects to the world!

Selling leads will be placed in Waves DEX at 12:00 CET on 15th August 2017

How will the budget be used?

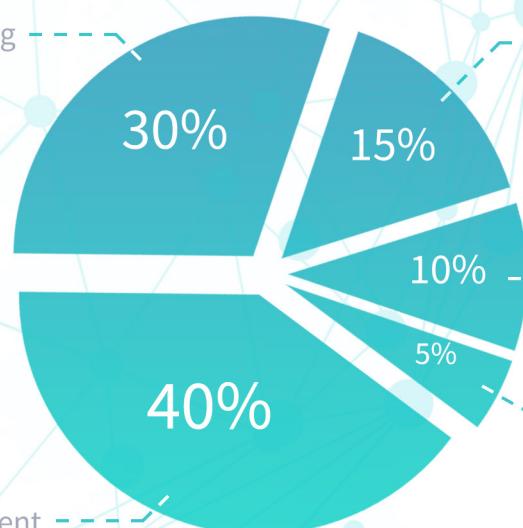
Acquired budget distribution

Marketing

Technical Infrastructure

Reserve

Legal



We plan to use the budget as follows:

40% For product development to deliver maximum possible quality and comfort

30% For marketing purposes. We plan to reach every spot on this planet

15% For technical infrastructure to support the network

10% Will be reserved for future

5% Are estimated to be spent on legal purposes

10.

Q&A

1. No subcategories? I may have to browse through thousands of tickets in “Home & Garden” category to find the interesting ones for me. It’s going to be a mess!

- All the categories are monitored in terms of ticket quantity and quality; we will be introducing subcategories to any category that goes beyond number of tickets user can browse through without discomfort. This is a dynamic process. We have a pre-built list of subcategories (and even sub-subcategories) for each category and we will add subcategories (and even sub-subcategories) whenever need arises.

2. Just Countries? No Cities? I want to serve my hometown; I don’t want to receive tickets from all over the country!

- As mentioned above with categories, the same happens for Countries. We have a preloaded list of Cities for each Country of the world. Cities will be introduced dynamically as the network grows. We decided to keep Countries only for the start to bring you a better user experience and have time to better understand the system.

3. Why should I opt for EQUI Business if I can successfully conduct any business and make money with EQUI app and standard user account?

- We never said you should. It's absolutely up to you. Though we are sure, as your business on EQUI app grows, EQUI Business will become more and more attractive and you will sooner or later subscribe for it as we believe, it will boost your business and help you earn more money. We want you to become bigger and we're here to provide everything you need to go forward.

4. What if I use Ticket as means of advertising? Like can I submit a ticket with spam advertising so it can reach everybody subscribed to that certain category?

- EQUI is not an advertisement platform. Ads are not welcome here. As every ticket in our network is public, our team will constantly monitor the network and get rid of spam, as well as our community will report you as an abuser, which may lead you to a permanent ban. EQUI is a community, where personal reputation is at stake, so be sure, more community grows, more moderation practice will be implemented by the community.

5. Is there any option for paid Ads on EQUI? Can I boost my ticket or my subscription?

- NO, you cannot. There are no advertisement options on EQUI. Though at this point of the whitepaper that should have been obvious, let us still explain it again.

Let's look at what is advertising.

Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. (Wikipedia).

Basically advertisement is a tool to reach as many potential customers as possible to get some feedback from interested ones. So practically that's the situation where "supply" is trying to reach out to "demand".

What we do is completely different thing. We let "demand" look for the "supply". So in our case up to 99% of requests from "demand" reach exactly the "supply" force which can fulfill this "demand". Advertising is just not required in our network at all. It becomes useless, as we are building a completely different community for efficient cooperation.

6. Why should I buy EQs?

- Well, **EQ** will be the main payment option for all paid subscriptions we provide.
- **EQ** will be used to instantly make **B2C** payments between Seekers and Providers for products and services in **EQUI** network.
- **EQ** will be used to make **B2B** payments between **providers** and their partners.
- You can trade **EQs**. We think we already explained in many ways, that **EQ** has absolute potential to continually gain its value.
- Sooner or later **EQ** will be backed by every EQUI user.

7. Is there any limit for subscriptions?

- NO, there are no technical limits for your subscriptions. You are free to subscribe to as many categories and locations as you wish. It's limited by only how much information will you be able to process and how comfortable will it be for you.

8. Is there any limit for ticket submission?

- NO, as in case of subscription, you're not limited here as well.

9. What can i do if i no longer want my ticket to be in the system?

- There are two options in the app for your current tickets. You can **archive** a ticket, which means that ticket will fall on the bottom of your profile and will be marked as archived; Nobody will receive notifications about this ticket anymore but you will still able to access it if you need. Another option is to permanently delete the ticket, this will permanently delete the ticket from both your profile and our database, and there is no way back.
- Actually, every time your ticket is fulfilled and you no longer need to receive offers you will either archive it or delete it, otherwise you will continue to receive comments from anybody subscribed to the category/location of your ticket.

10. Where can i trade EQ?

- EQ is based on Waves blockchain, which means, that EQ will be available on Waves DEX from the first day of the crowdsale. You can instantly trade your EQs without any limits.

11. Why should i pay for EQUI standard account if i can use the app for free and just make a new account every year?

- Nobody said “you should” in the first place. You’re free to create as many EQUI accounts as you desire. If you’re new to business and are using EQUI to start your own business, start offering products or services to people, you will sooner or later understand, that your reputation and rating is probably the most important part. Your customers need to trust you, and you need to prove them you’re not going to fail on this. When you pay yearly subscription for your account, you’re building your profile, reputation, customer base and so on... It’s much more than you may think.
- Even if you don’t offer anything and use EQUI only for inquiries, well built profile with background will let providers know, that you’re a reliable customer and an interesting partner.
- Once again, it’s absolutely up to you will you be using EQUI for free or will you become a paid member of our community. Either way you’re part of EQUI !

11. What else can i use EQUI for apart from buying/selling products or services?

- Again, you are free to use EQUI in any way you think it can work for you. You can ask questions, you can ask for help, you can ask for advice or whatever. Every time we brainstorm this question, we usually come up with several extra ways of using EQUI. Our platform is so diverse and limitless, that it’s hard to even list all of its possibilities that make lives better and easier. We expect you to be a part of this community and contribute as much as you can to other people, give advices, help with questions, be supportive, this approach always pays back and we all know it.

Q&A will be also hosted on our website. We will constantly update website hosted Q&A section, as we are sure our public channels on Telegram, Slack and Twitter will bring a lot of questions, which we will answer and we want this Q&A to be available for everyone. It’s our knowledge base initiated by us and constantly updated by the community.

Terms and Conditions

EQUI Crowdsale: Terms & Conditions

The following Terms and Conditions (“Terms”) govern the sale of EQUI’s cryptographic tokens (“EQUI Tokens”) to crowdsale participants (“Purchasers” collectively, and “Purchaser” individually).

This document describes the initial sale in which the EQUI Token is sold. It is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction. Individuals, businesses, and other organizations should carefully weigh the risks, costs, and benefits of acquiring EQUI Tokens early in the initial sale versus waiting to purchase EQUI Tokens on open, third-party exchanges.

IMPORTANT

Ownership of EQUI Tokens carries no rights express or implied. Purchases of EQUI Tokens are non-refundable. Purchasers should have no expectation of influence over governance of the EQUI Platform.

By participating in the sale of EQUI Tokens, you expressly acknowledge and represent that you have carefully reviewed the Terms and fully understand the risks, costs, and benefits of purchasing EQUI Tokens and agree to be bound by these Terms. As set forth below, you further represent and warrant that, to the extent permitted by law, you are authorized to purchase EQUI Tokens in your relevant jurisdiction, are of a legal age to be bound by these Terms, and will not hold liable for any losses or any special, incidental, or consequential damages arising out of, or in any way connected to the sale of EQUI Tokens, now or in the future, EQUI and its affiliates, and the officers, directors, agents, joint ventures, employees and suppliers of EQUI or its affiliates.

WARNING: DO NOT PURCHASE EQUI Tokens IF YOU ARE NOT AN EXPERT IN DEALING WITH CRYPTOGRAPHIC TOKENS AND BLOCKCHAIN-BASED SOFTWARE SYSTEMS

Purchases of EQUI Tokens should be undertaken only by individuals, entities, or companies that have significant experience with, and understanding of, the usage and intricacies of cryptographic tokens, like bitcoin (“BTC”), and blockchain based software systems. Purchasers should have functional understanding of storage and transmission mechanisms associated with other cryptographic tokens. While the EQUI will be available to assist Purchasers of EQUI Tokens during and after the sale, EQUI will not be responsible for lost BTC, Waves or EQUI Tokens resulting from actions taken by, or omitted by Purchasers. Note, in particular, that EQUI Token Purchasers should take great care to write down their wallet password and not lose it so as to be sure that they will be able to access their EQUI Tokens when it becomes available after the initial sale. If you do not have such experience or expertise, then you should not purchase EQUI Tokens or participate in the crowdsale of EQUI Tokens.

WARNING: CRYPTOGRAPHIC TOKENS MAY EXPERIENCE EXTREME PRICE VOLATILITY.

EQUI Tokens do not represent any formal or legally binding investment. Cryptographic tokens that possess value in public markets, such as BTC, have demonstrated extreme fluctuations in price over short periods of time on a regular basis. A Purchaser of EQUI Tokens should be prepared to expect similar fluctuations, both down and up, in the price of EQUI Tokens denominated in BTC or United States dollars (“USD”) or currencies of other jurisdictions. Such fluctuations are due to market forces and represent changes in the balance of supply and demand. EQUI cannot and does not guarantee market liquidity for EQUI Tokens and therefore there may be periods of time in which EQUI Tokens are difficult to buy.

Additionally, due to different regulatory dictates in different jurisdictions and the inability of citizens of certain countries to open accounts at exchanges located anywhere in the world, the liquidity of EQUI Tokens may be markedly different in different countries and this would likely be reflected in significant price discrepancies. By purchasing EQUI Tokens, you expressly acknowledge and represent that you fully understand that EQUI Tokens may experience volatility in pricing and will not seek to hold any of the EQUI Parties liable for any losses or any special, incidental, or consequential damages arising from, or in any way connected to, the sale of EQUI Tokens.

WARNING: THE PURCHASE OF EQUI TOKENS ENTAILS A NUMBER OF RISKS.

The purchase of EQUI Tokens carries with it a number of risks. Prior to purchasing EQUI Tokens, you should carefully consider the risks listed in this document and, to the extent necessary, consult an appropriate lawyer, accountant, or tax professional. If any of the following risks are unacceptable to you, you should not purchase EQUI Tokens. By purchasing EQUI Tokens, and to the extent permitted by law, you are agreeing not to hold any of the EQUI Parties liable for any losses or any special, incidental, or consequential damages arising from, or in any way connected, to the sale of EQUI Tokens.



www.equiplatform.io