

# *the* **MEMES-** **-SENGER**

## The Memessenger

F\$ck words. Use memes.



The Memessenger ICO  
WHITE PAPER

# The Memessenger

F\$ck words. Use memes.

Join the unprecedented and provocative  
Messenger-Without- Words project

2017

# **The White Paper Plan**

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# **Introduction**

World's first messenger with memes instead of words  
While messenger market is overflowed with similar applications (with similar functions), and market leaders rapidly turn into social-network- alike project, the Memessenger moves forward to minimization trend and count on users entertainment.  
The Memessenger gives users ability to communicate with each other with the help of audio-visual stickers only. Stickers are based on classic and trendy memes.  
**Boldly? Yes. Provocative? No doubt. Has viral potential? Absolutely!**

# Analytics and Market Trends

The Memessenger project, at the same time, corresponds to two different fields, each one with its own, independent projects of B2C market.

**MESSENGERS AS THE FIRST FIELD.** The Memessenger is an original and provocative project, but, at the end of it all, it's still an application for communications between users. Although the most of successful messengers on the market has no adequate monetization options, they are still desirable investments actives. Moreover, large corporations and entrepreneurs invest in messengers, and even buy them! What is the reason of their interest? Obviously, the reason is - the most important resource in current digital market - amount of active users. The more users an application has - the more it costs on the market.

Let's take a look into famous messenger applications and great indicators of their businesses.



**FACT:**

In 2014, **WhatsApp** was bought by Mark Zuckerberg for **\$ 21.8 billion**.

Source:

<https://www.forbes.com/sites/parmyolson/2014/10/06/facebook-loses-19-billion-whatsapp-deal/#70e108855c66>

**FACT:**

Spring 2015. Google corporation roughly estimated **Telegram at \$ 1 billion**, considering the possibility of buying the messenger.

Source:

[http://www.rbc.ru/technology\\_and\\_media/28/04/2016/5721ead9a794703d1ca047d](http://www.rbc.ru/technology_and_media/28/04/2016/5721ead9a794703d1ca047d)

## Western Messengers Market

Famous deal on WhatsApp, happened in 2014, didn't finish messengers market competition. Even if not take into account some famous asian messenger projects with its own regional individuality, western markets witnessed born of the new competitor - Telegram messenger (with its CEO - Pavel Durov, founder of the largest russian-speaking social network VK).

With its strong positioning as the most secure messenger, Durov's Telegram took its place at the top of that very competitive field of IT-applications for text (and not only text) communications. Long ago its great success, Google corporation wanted to buy Telegram for \$ 1 billion. Quite impressive for ambitious start-up, isn't it?

At the beginning of 2017, Durov himself estimated his own project at \$ 3-4 billion. Due to ongoing Telegram improvements, Durov can count on increasing of potential market capitalization.

# Eastern Messengers Market

So, let's take a look at the asian market. Chinese messenger WeChat estimated at \$ 83,6 billions - and it's just a little bit lower than current market capitalization of Tencent (chinese telecommunication company, largest internet provider), according to the HSBC report, published by Bloomberg.

Although it is quite rough estimation, it shows, that there is still huge potential in market growing of message-sending applications. MAU (monthly active users) of WeChat is 600 millions.

WeChat is very important for Tencent: not only as messenger, but also as a tool for e-commerce, mobile payments, mass communications, games, and all other fields, where Tencent can get profit.

Another chinese market representative -messenger Weibo. Weibo capitalization is currently more than capitalization of Twitter, according to Bloomberg reports. Weibo market capitalization is, currently, around \$ 11,3 billion, and it is on \$ 200 million more than Twitter capitalization. And, according to analytics information, Weibo continues to grow confidently on the market of China.

What about another powerful asian economy - Japan? Here, we have one more interesting example of messenger market success. After IPO, japanese messenger Line was estimated at \$ 9 billion.

## FACT:

KJapan messenger **Line** capitalization, rising up to \$ 9 billion during IPO, strengthed at **\$ 7,7 billion** at the end of December, 2016.

Source:  
<https://secretmag.ru/trends/players/skolko-stoit-telegram-2016.htm>





# Snap: The New Threat

Far more impressive capitalization shows project, that born as a messenger, but rapidly turned into something like new generation social network. Yes, it is Snap. Snap is, by the way, the reason of "Stories" (self-destroying images and videos) appearance in Instagram, Facebook and WhatsApp. Snap got an exclusive proposal (in fact, buy offer) from Mark Zuckerberg himself; and founders decline the proposal. Analysts predict the fate of "Facebook killer" to Snap; investors support Snap, and the project keep on growing.

After the first look at DAU and financial indicators of Facebook and Snap, it appears obvious, that Facebook is far more successful social network. But, such analysis is weak and do not take into account very important factors of internet audience evolution: in next decade, new users (young users) will be persons who decide, what projects, services or social networks will be at the top.

## Audience and key financial indicators

	<b>Facebook</b>	<b>Snapchat</b>
Users per day	<b>1,23 billion</b>	158 million
Proceeds	<b>\$27,638 billion</b>	\$0,4 billion
Net profit	<b>\$10,217 billion</b>	- \$0,5 billion
Company valuation	<b>\$377 billion</b>	\$25 billion

Let's take short look at alternative projects performance indicators and it's dynamics. And that indicators shows us the ture reason of Zackerberg's will to buy Snap. Speed of growing of snap users is impressive; and the core audience of the project - are young users, and that's why Snap is very dangerous for Facebook.

## Audience and revenue

	<b>Facebook</b>	<b>Snapchat</b>
Users per day	<b>1,23 billion</b>	158 million
Revenue growth rate in 2016	177%	<b>590%</b>
Time on site per day	<b>50 minutes</b>	20-30 minutes
Growth rates of users	18%	<b>48%</b>

Snap experience is very important for The Memessenger project. It demonstrates, that even on highly competitive markets, with very strong leaders, some magic still happens.

## FACT:

**Snap** market capitalization equals **\$ 25 billion**.

Source:

<http://www.forbes.ru/tehnologii/338643-cociajnaya-set-na-25-mld-pochemu-snap-mozhet-potesnit-facebook>



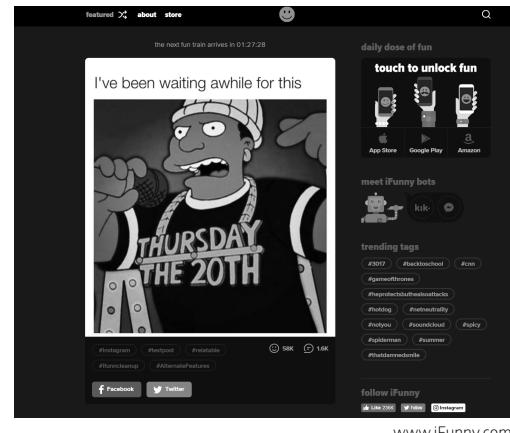
**The Memesenger** does what no other project has done before - removes all unnecessary, leaving only the most interesting and understandable way of communication for the new generation (“generation z”) - short, audio-visual stickers, that illustrate popular memes.

# **Entertaining Content - The New Klondike**

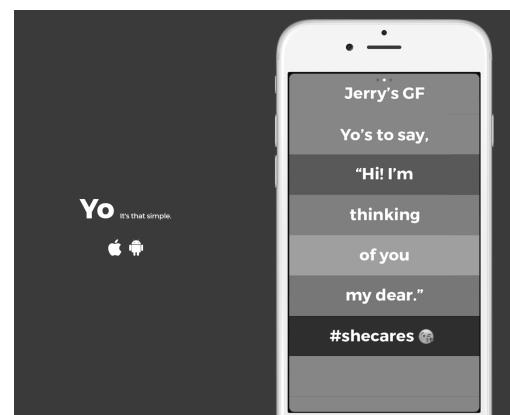
Second field, important for understanding of potential success, are projects, based on entertaining content.

It seems, that such projects has no strong reasons for long expstance - a lot of entertaining content (funny videos, pics, photos - memes in general) can be found anywhere in almost every social network. Nevertheless, some existing digital services demonstrate an alternative reality. One of the most successful new projects, with entertaining content in a core of it, is **iFunny**. iFunny is an endless funny content feed, with smart ranking system (ranking happens automatically each several hours in accordance with iFunny users preferences).

iFunny already got some international success, and the most of project audience is USA residents. In general, iFunny has now about 4 millions users. Also, project team founded an accelerator for entertainment it-projects, and a fund with overall capitalization equals \$ 10 million.



Field of entertaining content-projects with limited functions (and, you must heard, that in hyper-informative society, what we live in, the less - the better) is still at it's beginning; but, current market and social trends give reason to believe in rapid growth. After all, IT-society already faced similar example in 2014. The messenger YO (with one and only function of sending YO to user's friends) got rapid and bright take-off. YO reached AppStore TOP in a very short of time, got 3 millions of installations, and was estimated at several million of USD. After that YO got investments (\$ 1,5 million). Quite powerful story for lifetime-fated start-up, isn't it?





In summary, The Memessenger refers to both fields: field of apps-messengers, and field of content-entertaining projects. The Memessenger has all necessary features for getting into million people around the world everyday-life usage patterns, and getting strong financial success.

# Project Description



The Memessenger is, actually, an application, that allows people to communicate with each other according to few principles:



There are no words in the Memessenger, only memes. You can send memes to your friends, who also has installed app.



Each meme in Memessenger realized as an audio-visual sticker. tAudio presents the sound of meme, visual - the picture of meme author.



If the person, who receive The Memessenger message, has it's phone not in the silent mode, sound of message will play automatically, even if The Memessenger works in background mode.

Sounds complicated? Just try it!  
Download The Memessenger Beta on AppStore and PlayMarket.

\*CurrentThe Memessenger Beta name is:  
“Эпический Мессенджер Дичь”

# Epic Messenger

## Дичь (Ditch)

Epic Messenger Дичь (Ditch) in the current interpretation has already received a large amount of positive feedback. It is noteworthy that the provocative nature of the project does not leave any potential user indifferent: the most part feels genuine delight and the notorious "wow-effect" when acquainting with the concept of the application; A small part is experiencing sincere indignation, due to socio-cultural characteristics ("Here's what they've come down to-an instant messenger without words! Oh, no...").

The high viral potential is what is embedded in the original creative concept of the project and into the existing brand (Ditch - the reflection of the well-known Internet meme, "Втиратъ какую-то дичь" - to send stickers to each other on the inner slang of the application - corresponds to the content of the original meme).



Project logo «ДИЧЬ»



### ВТИРАТЬ ДИЧЬ ТАКЖЕ ОЧЕНЬ ЛЕГКО!

Выбираешь мемасик (по нажатию можно предварительно прослушать звук), нажимаешь ВТЕРЕТЬ - и он отправляется к собеседнику!

### ВНИМАНИЕ!

Если у собеседника не включен беззвучный режим, звук мемасика проигрывается автоматически :)



The mechanics of the application, in which the sound of the sticker will automatically be played on the user's phone, if the phone is not in silent mode, gives users a whole range of options for using the Ditch. Drawings of friends, comic situations, finally - just emotional relaxation in the middle of the working day - this is only a small part of the reasons for the positive emotions from using the game by the audience of the project.

The current set of audio-visual stickers in the application reflects both "classic" and "trend" memes. Easily adding new stickers to the application by the administrators and the project content-team ensures the persistent relevance of the messenger. Moreover, we do not rule out that in the case of the international success of the project, The Memessenger (Ditch after rebranding) is quite capable of becoming something of a news bulletin in the world of memes.



# Project History

Project was born as an creative "spin-off" of some other IT Start-Up.  
Originally, messenger was named as "Epic Messenger Ditch".  
Ditch - rus. "Дичь" - slang word, usually used as a description of some person's useless, crazy speech; originally in Russian Internet "Дичь" is a well-known meme.

## Project History Time-Line

**February '16:** idea was born

**March '16 - June '16:** development of application alpha-version. First users.

**July '16 - November '16:** improving content, interface, back-end of The Memessenger.

\*More than \$200 000 of private capital was invested during the first year of project existence

**October '16:** The Memessenger was presented on Saint-Petersburg Start-Up Day. Project got huge interest from venture funds.

\*The Memessenger was estimated at \$500 000 (Estimation provided by IIDF)

**March '17:** The Memessenger got investment from IIDF (iidf.ru) - one of the world's largest venture fund with acceleration program.

\*IIDF invested in project \$50 000 on the first round.

**March '17 - June '17:** project acceleration in the IIDF accelerator. Hard-work under user experience, analytics, content, growth hypothesis.

**July '17:** Project team and IIDF decided to give project a chance on ICO. Current objective: get additional resources for improving The Memessenger and turning it into world-wide project.



# ICO Justification

**Currently, the main growth hypotheses are:**

**1. Project re-branding and content refreshing (audio-visual sticker-packs) for english-speaking auditory.**

This hypothesis is, currently, in process of realization. "Ditch Epic Messenger" turned to "The Memessendger"; new, world-wide well-known memes-stickers - with politics and Hollywood stars - are on the way.  
**Investments:** not needed. That aspect is already in process of implementation.r

**2. Improvements of back-end, usability, interface and other aspects of application.**

Existing version of application is available on AppStore and PlayMarket. However, it is only beta-version: a lot of improvements is needed.

**Investments:** approx. \$500 000

**3. Increasing project popularity through mass social media communications.**

Number of application users - one of the most clear and important project success criteria. According to market experience, The Memessenger audience growth potential is about 10 - 100 million users. Mass project promotion requires relevant resources.

For users involvement increasing, there is a row of hypotheses and instruments, developed by our team. But, if we talk about number of application installs, there is no other way except mass promotion - for dramatically increasing of that indicator.

A lot of financial resources is needed, in details, for: promotion with the help of popular bloggers, social networks targeting ADs, PR-communications, and so on.

**Investments:** approx. \$3 000 000 - \$5 000 000 / monthly.

**4. Integration of different content features.**

We conceptually developed the list of different memes-content features for improvement of user experience. Things, that will result in increasing of another important mobile applications metrics: retention rates / WAU / MAU / User lifetime.

All that metrics shows, how much time users will be spending in our application daily/monthly/weekly. And that metrics will determine the success of The Memessenger in long-term perspective.

Meme-ratings, meme-news-feed, users memes or, even, user instantaneous and self-destructed stickers with audio messages - why not? We have a lot of content features, only resources needed for their implementation. Result of such features implementation - non-stop interest growth from our users.

**Investments:** approx. \$3000000

**5. Integration of project monetization features.**

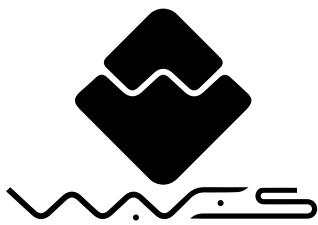
Monetization may be implemented in project through different pathways: memes-merchandise store, commercial (sponsored) memes sticker-packs, and other pathways. Such mechanics can improve project positions and increase another metrics, such as lifetime value, ARPU, ARPPU.

**Investments:** approx. \$5 000 000

**Common required investments:** approx. \$50 000 000

**Important:** described investment budget is an "minimum" for international success of The Memessenger, for it's users number increasing and improving of interface and additional features. If more investments will be raised - The Memessenger team will use it for additional application improvements, and additional promo activities - for further project positions strengthening.

# ICO Mechanics and Scenario



Waves Platform - platform for The Memessenger ICO.



MemeToken (MET) - project token.

**10 millions**

Overall number of MET  
Of the 10 000 000 generated tokens,  
4 900 000 tokens will be offered for exchange to other tokens.

Unfortunately, a lot of projects after successful ICO got "lost" - and members can't understand, what's happening with a project, and - actually - with their investments.

## We decided to use different pathway.

According to members interest and greater transparency, overall offering will be made through 10 rounds during 10 months.

Exchange rate of one MET on each round will be depends on real project success. We will give clear, transparent application tracking information for current and potential members before each round of ICO. As we plan, if we will get success with The Memessenger, exchange rate for one MET will be raising dramatically through each ICO round.

# Structure of MET Tokens

## Target Use



**10 000 000 MET**

Overall ICO MET quantity

**4 900 000 MET**

MET token quantity, that will be available for participants (tokens, that will be available for exchanging during ICO rounds): 4 900 000 MET  
And it equals 49% of overall MET quantity.

**4 750 000 MET**

MET token quantity, owned by current The Memessenger owners: 4 750 000 MET  
And it equals 47,5% of overall MET quantity. They will be turned according to current owners structure of the project:

Team of project founders - 40% (4 000 000 MET)

IIDF (project partner) - 7,5% (750 000 MET)

**350 000 MET**

Number of MET tokens for motivation programs.  
And it equals 3,5% of overall quantity. They will be used according to the following principle:  
Bounty-program - 1,5% (150 000 MET)  
Referral campaign - 2% (200 000 MET; planned round of launching - 2nd ICO round)

## Technical and organization ICO conditions

After registering a legal entity in an ICO-friendly jurisdiction and transferring this rights to the generation of MET tokens, the MET token itself will represent the right to a share of the company that in turn owns The Memessenger. At the moment, the MET token is offered for exchange to other digital signs without this right.

**Initial MET exchange ratio will be equal, approximately: \$1.**



First ICO round (pre-ICO) and second ICO round will have fixed MET token exchange ratios. Moreover, our team will provide several additional bonuses for early project members (including 80% profit). Terms, conditions and all other information about additional bonuses will be posted during corresponding ICO round.

### **Requests for token reservation will be accepted on the official project site since 25 July, 2017.**

When registering, user specifies his name and e-mail. After completing the procedure of e-mail confirming, user will be asked to enter the address of the Waves WALLET, to which the MET tokens will be moved.

To get MET tokens, user must select the preferred coin or token for the exchange and by pressing the button get the wallet number in this system.

After the transaction enters the blockchain, MET tokens move to the user's personal cabinet.

The withdrawal from the personal cabinet on the Waves wallet becomes possible according to the plan of the ICO stages.

## **ICO Stages**

ICO will be completed during 10 stages. The beginning of each stage - in accordance with the overall philosophy of the ICO- is marked by publications of up-to-date data on current project results (including data from the track-indicators - project KPIs).

### **First ICO round**

In fact, the first round is Pre-ICO.

The duration of the round will be 1 month maximum, or until the moment of complete exchange of 1 000 000 MET tokens.

During the first round, the minimum resources will be collected to start a full-scale ICO project

The planned distribution of the MET first round quantity tokens:

**day 1:** the exchange rate of the token for other, equivalent to \$ 0.20.

The maximum amount of MET for the exchange is 500,000 tokens;

**2-7 day:** the exchange rate of the token for other, equivalent to 0.50 \$.

The maximum amount of MET for the exchange is 500,000 tokens;

**2 week:** the exchange rate of the token for other, equivalent to \$ 0.70;

**3 week:** the exchange rate of the token to other, equivalent to 0.80 \$;

**4 week:** the exchange rate of the token for other, equivalent to \$ 1.

The first round of ICO ends either after the expiration of a month from the time it commences or after the exchange of all 1 000 000 MET tokens. The round can be considered successful in the event of the exchange of tokens to other ones equivalent to \$ 150,000, otherwise all tokens will be returned to participants after deduction of commissions for the reverse transfer.



## Second ICO Round

In fact, the second round is the beginning of a large-scale ICO. The preliminary start date for the second round is August 25, 2017.

The duration of the round will be 1 month, or until the moment of complete exchange of 900,000 tokens. According to preliminary estimates, MET exchange for this round will be carried out at an exchange rate equivalent to \$ 2.5.

The planned distribution of the MET quantity for the round:

**day 1:** exchange rate of the MET token for others, equivalent to \$ 1.

The maximum amount of MET for the exchange is 500,000 tokens;

**2-7 day:** the exchange rate of the token to the other, equivalent to \$ 1.50.

The maximum number of MET for the exchange on this and subsequent periods of this round is 400,000 tokens;

**2 week:** the exchange rate of the token to other, equivalent to \$ 1.8;

**3 week:** exchange rate of the token for other, equivalent to \$ 2;

**4 week:** the exchange rate of the token to other, equivalent to \$ 2.5.

The round can be considered successful in the event of the exchange of tokens to another equivalent of \$ 800,000; Otherwise, the project team will take action to adjust the development strategy.

## Project traction on ICO round 3 - 10

MET exchange rate during rounds 3 - 10 ICO will be determined on the basis of the company's capital ratios and internal metrics of project.

The project team includes the following metrics in a number of important for an objective market evaluation of the project and transparency of prospects:

- DAU / WAU / MAU
- Retention
- Virality
- Net Promoter Score (NPS)
- Loyalty index
- LTV (Life Time Value)
- CMGR (Compounded Monthly Growth Rate)
- Churn - Outflow of customers

Thus, the complex project growth index will be based on the multivariate analysis, and will contribute to the elimination of possible speculative risks. Internal project metrics are intended for public presentation. One of the goals of the ICO The Memessenger is to provide participants with the opportunity to monitor growth, in fact, on-line.

This approach is the know-how of the ICO project, which will allow to predict the scenario of the project development. Participants will be able to see any development strategy has been chosen by the project team, how effective it is as a team to cope with the tasks - and more.

The project team obviously guarantees the targeted use of the resources involved within the ICO, and ICO participants will be able to real-time assess how effectively the resources are being used by the team and what new prospects are opening up for the project (or are not being opened).



## Third ICO round

The start of the third round is scheduled for September 25, 2017. To exchange for this round, 800,000 MET tokens are reserved.

The duration of the round will be 1 month, or until the total exchange of 800,000 MET tokens.

Forecasted exchange rate of the token at the beginning of Round 3: the equivalent of \$ 12 (which, if executed, will demonstrate a fivefold increase in the exchange rate and the project as a whole).

The success will be the exchange of tokens, equivalent to \$ 5,000,000; Otherwise, the project team will take action to adjust the development strategy.

## Fourth ICO round

The start of the fourth round is scheduled for October 25, 2017. To exchange this round, 700,000 MET tokens are reserved.

The duration of the round will be 1 month, or until the total exchange of 700,000 MET tokens.

The predicted exchange rate of the token at the beginning of the 4th round is the equivalent of \$ 48 (which, if executed, will demonstrate a fourfold increase in the exchange rate and the project as a whole)

The success of the round will be the exchange of tokens, equivalent to \$ 20,000,000; Otherwise, the project team will take action to adjust the development strategy.

## Fifth ICO round

The start of the fifth round is scheduled for November 25, 2017. To exchange for this round, 600,000 MET tokens are reserved.

The duration of the round will be 1 month, or until the total exchange of 600,000 MET tokens.

The predicted exchange rate of the token at the beginning of the 4th round is the equivalent of \$ 144 (which, if executed, will show a threefold increase in the exchange rate and the project as a whole)

The success of the round will be considered the exchange of tokens, equivalent to \$ 50,000,000; Otherwise, the project team will take action to adjust the development strategy.

## 6, 7, 8, 9, 10 ICO rounds

For the exchange on these rounds ICO is planned to exchange 900,000 MET tokens. The distribution of tokens for the exchange at each round will be carried out depending on the development of the project before the specific ICO round.

Forecasts for these rounds will be possible based on the project's track, the growth of project metrics, the attractiveness at these stages and the current state of affairs in the project.



At the end of the 5th round - the equator of the project - it is planned to output the MET token on the exchange. Prior to the release of the MET token on the exchange, speculative trade in the token is possible, however, HOLD for these actions will last a +1 round from the moment the token is exchanged. Thus, if an ICO participant exchanged a token for the 1st round of the ICO, then it will not be possible to exchange it before the second round of ICO is completed and the full implementation of the tokens reserved for this round. Thus, the interests of members are maximally protected from speculative attacks, and forecasting the development of the project is possible to implement with a much higher degree of accuracy.

The ICO The Memessenger website will implement the ICO participant calculator, which will be able to simulate the period of possession of the token based on the current project metrics and the growth forecast for the 3 rounds (ICO round) forward. Such a service improvement will strengthen the key differences between the Memessenger ICO project and similar projects.

**Either way, The Memessenger ICO is a precedent of the most convenient, transparent and real ICO in the history of the industry.**



## **ICO Key Advantages**

### **First advantage: Transparency**

The Memessenger project is understandable even for person, who's not deep into IT industry, including blockchain technologies (unlike the most of actual ICO projects). 10-round ICO system; understandable target costs, budgets and ICO objectives; transparent and almost on-line project KPI demonstration - that's what differentiate The Memessenger ICO from other ICOs.

### **Second advantage: Predictability**

Growth of MET token can be predicted with high exactness due to open project KPI, that will be presented at least before every The Memessenger ICO round. We believe, that our ICO scenario (gradual, phased investments accumulation) will show to public, that project team is able to increase the main key performance indicator of the project - number of active users (MAU/WAU). And - remembering the market realities - the more users application has - the more success it gets.

### **Third advantage: Realness**

The Memessenger is already realized in working prototype. Everyone can download the app, install it and try; furthermore, project entertaining function is clear and has transparent mechanics behind it, with a row of hypotheses for user experience более того, развлекающая функция проекта понятна и имеет под собой механику с серией гипотез для поддержания ценности проекта в глазах пользователей.

### **Transparency - know-how of The Memessenger ICO**

We consider it important to emphasize the first and main difference between the ICO project - its transparency. We emphasize: this is a unique and unprecedented practice for the ICO industry.

All key project metrics will be available to the member community. Almost on-line traction key metrics will make the process of attracting investment in the project as transparent as possible, and risks - minimal.

The project team will regularly provide such metrics for the success of the application, as:

- the total number of users / settings of the application;
- the number of active users of the application;
- DAU / WAU / MAU - as activity metrics. Number of unique users using the application daily / weekly / monthly;
- Retention Rate as an alternative metric to keep the audience of the application;
- ARPU / ARPPU / Lifetime Value - as indicators of monetization, when implementing the monetization mechanisms in the late ICO rounds.



# ICO Road Map

25

July

2017

First ICO Round

25

August

2017

26

August

2017

Second ICO Round

25

September

2017

26

September

2017

Third ICO roundt

25

October

2017

End of  
October

2017

Fourth-tenth ICO rounds

April

2018

## Round project tasks:

- finishing of project re-branding;
- application improvements;
- first promotional steps;
- number of application users increasing.

**Expected investments:** \$ 150 000

**MET offering quantity:** 1 000 000

**one MET expecting exchange rate:** \$0.2- \$1

## Round project tasks:

- application and usability improvements;
- content improvements;
- start of mass, world-wide application promotion;
- number of application users increasing;
- WAU / MAU metrics increasing.

**Expected investments:** \$ 1 250 000

**MET offering quantity:** 900 000

**one MET expecting exchange rate:** \$1- \$2.5

## Round project tasks:

- mass, world-wide application promotion;
- start of integration of first additional content features.
- number of application users increasing;
- DAU / WAU / MAU metrics increasing

**Expected investments:** \$ 5 000 000

**MET offering quantity:** 800 000

**one MET expecting exchange rate:** \$12

## Round project tasks:

- mass, world-wide application promotion;
- integration of additional content features;
- integration of monetization features;
- number of application users increasing;
- DAU / WAU / MAU metrics increasing;
- Lifetime Value / ARPU / ARPPU increasing.

**Expected investments:** TBA

**Common MET offering quantity:** 2 200 000

**one MET expecting exchange rate:** TBA



# Members Perspectives

The Memessenger ICO is, indeed, an unique experience for the whole ICO industry. We used the team's competencies, the resources of the project's advisors and project partners (in particular, the expertise of the IIDF, one of the world's largest venture capital funds) to create ICO mechanics that is fantastic in terms of potential benefits and risks management.

What are the benefits for members, why it's good to become the Memessenger member on early stages, and what can we expect from the project in general?

## Unique 10-Round ICO System

Unlike the existing experience of ICO, which has already shown its high-risk, we offer a truly understandable, progressive logic for placement and raising funds.

10 rounds, each of the rounds is described in detail in terms of the expectation of collecting investment, anticipated items of expenditure, specific metrics and goals to increase them. Practically on-line unloading of data on the most important metrics - the number of users and installations, DAU, WAU, MAU, Retention Rate, Lifetime and Lifetime Value after the introduction of the monetization mechanic. This is what

With each next ICO round, the growth in the cost of the MET token will, according to preliminary forecasts, increase steadily, which will allow members who have entered the early stages of ICO The Memessenger how to quickly return the investment, and leave them in the portfolio for a longer period to extract greater benefits .

## Project Viral Potential

The concept of The Memessenger - undoubtedly - has a viral potential. Moreover, the beta version of the project - the Russian-speaking messenger Ditch - has already demonstrated local viral growth. Any public presentation of the project, any mention in the media immediately led to a jump in attitudes and a certain surge of public opinion. Even in the existing version, far from the final design, usability and content, the project got a number of evangelists - "fans" of the project.

Moreover, the IIDF - being a partner of the project - highly appreciated the concept of the project, seeing in it what the IT market of start-ups lacks: the entertainment potential, the understandability for the mass user and the potential for recruiting a large number of active audiences.



## MET Token as an Inner-Currency Prototype

Project Token in the process of development of The Memessenger was designed to become a means of internal payment within the application. Monetization tools, conceptually designed and intended for implementation in the later rounds of the ICO, are highly likely to receive the basis for calculating MET tokens. This approach will further increase the cost of tokens by linking them inextricably with the functionality of the application..

## Additional Bonuses for Early-Stages Members

Forming the content of The Memessenger - branded audio-visual stickers - requires constant attention and the work of a separate unit of the team. However, The Memessenger is not meant to be a huge library of Internet memes: it's enough samples of the best, popular and relevant.

The choice of content at the moment is carried out by us, however - we assume the possibility of participation of early members in the improvised "MEM-PARLIAMENT". In other words: we are ready to enable early members to take part in deciding which memes should live in the messenger.

## Join the Unique Project among the Firste

The transparent traction of the project results will minimize the risks, and the non-trivial design concept and viral potential make The Memessenger an excellent solution for portfolio investment.



# Terms and Conditions

This document is intended for information purposes only and is not Offer or call to sell shares or securities of Memessenger or any other associated or associated company with Memessenger.

The possession of the Memessenger (MET) tokens does not confer ownership or ownership rights on it to Memessenger, nor any other right, except as specified in this text. While opinion and feedback from the community can be taken into account, Memessenger tokens do not give any right to participate in decision making or any direction of business development related to Memessenger.

All examples of the calculation of income and profits used in this paper were Are for demonstration purposes only or for demonstrating average indicators Industry and do not represent a guarantee that these results will be achieved, According to the marketing plan.

Because the tokens and the network are based on the Waves Platform protocol, any failure, failure or failure of the Waves Platform protocol can have a significant adverse effect on the network or tokens. Moreover, advances in cryptography or technological advances, such as the development of quantum computing, can pose risks for tokens and the Web.

You are responsible for implementing reasonable measures to ensure the security of the wallet, store or other storage mechanism that you use to receive and store the Tokens that you receive from us, including any necessary private keys or other credentials required to access such storage mechanisms . If your private keys or other access credentials are lost, you may lose access to your tokens. We are not responsible for such losses.

We may, at our sole discretion, determine the need to obtain certain information about you in order to comply with applicable laws or regulations in connection with the receipt of MET tokens. You agree to provide us with such information immediately upon request, and you acknowledge that we may refuse to exchange tokens with you until you provide the requested information.

Technologies related to blockage are subject to supervision and Parties of various regulatory bodies around the world. MET tags can fall under one or more requests or actions on their part, including but not limited to imposing restrictions on the use or possession of digital tokens, such as MET, that may slow or limit functionality, or repurchase MET tokens in the future.

Tokens of MET are not some kind of official or compulsory Legal force of investment. Due to unforeseen circumstances or without them, the objectives, The information contained in this document is subject to change. Despite the fact that we intend to To achieve all the points described in this document, all persons and parties participating in the The exchange of MET tokens does so at your own risk.

Although the MET tokens should not be considered an investment, they Can get value over time. Their value can also fall if the Memessenger is not sufficiently active.

You are responsible for determining which taxes, if any, apply to the receipt of your tokens. You are also responsible for retaining, collecting, reporting and transferring the correct taxes to the appropriate tax authorities. We are not responsible and liable for the retention, collection, reporting or transfer of taxes, value added or similar tax resulting from the exchange of tokens.



It is possible that for various reasons, including without limitation, the insolvency of business arrangements or marketing strategies, Memessenger may not succeed.

Crypto-tokens, such as MET, are a fairly new and relatively untested technology. In addition to the risks mentioned in this document, there are additional risks that the Memessenger team can not foresee. These risks can materialize in other forms of risk than those indicated here. There are no warranties, representations, conditions or agreements, express or implied, between the parties, except as expressly provided in this text.

## **Representations and warranties**

By receiving tokens, you represent and warrant that:

- (A) You have read and understood these Terms and Conditions;
- (B) You have a sufficient understanding of the mechanisms for the functionality, use, storage, transfer, and other material characteristics of cryptographic tokens, storage mechanisms for tokens (such as wallets), blocking technology and software systems based on blockages to understand these Terms and Assess Risks and Implications Exchange of tokens;
- (C) You have received sufficient information about MET tokens in order to make an informed decision to exchange tokens;
- (D) You understand that the tokens provide only the rights specifically described in these Terms and do not grant any other rights of any form to the Network or Memessenger or its corporate affiliates and / or service providers, including but not limited to any vote, Distribution, redemption, liquidation, patenting (including all forms of intellectual property) or other financial or legal rights;
- (E) Your receipt of the tokens complies with applicable laws and regulations of your jurisdiction, including but not limited to: (i) the legal capacity and any other threshold requirements in your jurisdiction for the purchase of tokens using tokens on the Web, and Contracts with us, (ii) Any currency laws, and anti-money laundering and terrorist financing laws or regulatory restrictions applicable to such acquisition (iii) any governmental or other consent that may be required;
- (F) You will comply with any applicable tax liability in your jurisdiction associated with the receipt of MET tokens.

## **Indemnification of losses**

- (A) To the fullest extent permitted by applicable law, you will reimburse, defend and hold Memessenger and our past, present and future employees, officers, directors, contractors, consultants, attorneys, accountants, financial advisers, shareholders, suppliers, parent companies , Subsidiaries, affiliates, agents, representatives, predecessors, assigns from all claims, actions, losses, costs and expenses (including attorneys) that arise or are related to the receipt of silt using tokens MET, your responsibilities or obligations under these Terms, your breach of these Terms, or your violation of any rights of any other person.
- (B) Memessenger reserves the right to compensate for your account any claim to be refunded pursuant to this clause. This compensation will be additional, not instead of any other compensation.

## **Denial of responsibility**

You agree that your use or inability to use, tokens MET, is carried out solely at your own risk, and you shoot all Responsibility with Memessenger. MET tags will be delivered to you without warranty of any kind, either express or implied, including the failure of any warranty of all implied warranties of merchantability for a particular purpose, without infringing any intellectual property rights, as some jurisdictions do not allow the exclusion of implied warranties, the foregoing Exceptions to implied warranties may not apply to you.



TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW AND EXCEPT FOR ANY OTHER, TOKENS MET SHARE AN "AS IS" WITHOUT WARRANTY OF ANY KIND, AND WE EXPRESSLY DISCLAIM ALL IMPLIED WARRANTIES REGARDING THE TOKEN MET, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, , FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT.

WE DO NOT PROVIDE OR GUARANTEE THAT MET TOKENS RELIABLE, WILL MEET YOUR REQUIREMENTS, OR THAT DEFECTS WILL BE CORRECTED TOKEN; AND WE CAN NOT AND DO NOT PROVIDE OR GUARANTEE THAT SECURITY TOKENS AND STAY SAFE FROM VIRUSES AND OTHER HARMFUL COMPONENTS.

## **Limitation of liability**

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW: IN NO EVENT SHALL MEMESSENGER OR ANY COMPANY BE LIABLE FOR ANY INDIRECT, SPECIAL, INCIDENTAL, INDIRECT OR DIRECT DAMAGES OF ANY KIND (INCLUDING, BUT NOT LIMITED TO, LOSS OF REVENUE, LOSS OF PROFITS OR PROFITS ) ARISING OUT OF OR RELATED TO THE SALE OR USE OF TOKENS OR OTHERWISE RELATED TO THESE TERMS, REGARDLESS OF THE FORM OF ACTION.

Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages. Accordingly, some of the limitations of this section may not apply to you.

## **Release**

To the fullest extent permitted by applicable law, you release Memessenger from liability, claims and / or damages (actual and indirect) of any kind and nature, known and unknown, arising or related to disputes between users, as well as acts or omissions of third parties. You categorically reject any principles of the statute or common law.

## **Divisibility**

If any term or provision of these Terms is illegal, invalid or unenforceable, that term, provision or provision will be separated from these Terms and will not affect the validity or enforceability of any remaining part of this term, rule or provision.

## **Miscellaneous**

These Terms constitute the entire agreement between you and us regarding the exchange of MET tokens. We may from time to time amend these Terms that are reasonably necessary to comply with applicable laws or regulations. If we make changes, we will post the changed conditions in [http://themem.io/TheMemessenger\\_wp.pdf](http://themem.io/TheMemessenger_wp.pdf) and update the date "Last update". The Amended Terms will be effective immediately. We may transfer our rights and obligations under these Terms to any third parties without your consent. Our inability to implement or enforce any right or provision of these Terms will not be regarded as a waiver of such right or provision. We are not responsible for any delay or failure to comply with any obligations under these Terms when delay or failure occurs for any reason beyond our reasonable control. The exchange of tokens does not create any form of partnership, joint venture or any other similar relationship between you and us. Except as provided herein, these Terms and Conditions are solely for you and us. You agree and acknowledge that all agreements, notices, disclosures and other communications that we provide to you, including these Terms, will be provided electronically. All operations for the exchange of MET tokens are carried out within the jurisdiction of the Russian Federation.

# Project Personalities



## Jury Karl

**CEO**

Has wide managing experience in different fields of business and administrative sectors. First of all, Jury is the excellent specialist in operative and strategic management, and has the feeling of upcoming trends.

Experience:

- Altai Krai (Russian Federation Subject) Governor Advisor;
- Successful experience in real sector mining business;
- IT management experience.



## Egor Zudin

**CTO**

Highly qualified specialist in the field of IT. Egor was involved in a lot of IT-projects as a developer, and as a team-lead. He's crypto-evangelist, and was one of the early bitcoin followers; prognosed crypto-currencies success in 2014.

Experience:

- back-end development;
- SCRUM and AGILE expertise;
- Successful experience in development teams management.



## Andrey Antipov

**Head of legal service**

Andrey got high competences and experience in different fields of corporate law; now, Andrey seriously got into crypto-currencies law problems, and is very important team member for The Memessenger ICO.

Experience:

- external advisor of NT-Mediagroup (Novosibirsk Oblast Goverment);
- founder of lawyer agency "Antipov, Kim and Partners";
- huge experience in foreign economics, international law, banks and corporate finances.



## Andrey Khrapov

**CMO**

Has great skills in strategic marketing, branding, sales and management. Got success in the field of service business (marketing consulting, branding) and in the field of real sector (food and supplementa business).

Experience:

- powerful expertise in the field of branding;
- co-founder of successful branding agency;
- co-founder of successful supplement industry company.



## Alexey Bochkarev

### **Head of front-end development**

Alexey passed the path from junior graphic designer to art-director and branding agency co-founder. Has huge experience in fields of graphic design and management of designers teams of graphic design and front-end development.

Experience:

- skilled in graphic design, graphic interfaces development, design in digital.
- co-founder of successful branding agency.



## Anton Zhukov

### **Lead back-end developer**

Worked as the developer in several famous russian IT-projects; Anton joined The Memessenger team for efficient back-end problems solving.

Experience:

- Angular, Java, SQL, Agile;
- was involved in several successful IT-projects



## Dmitriy Zavarzin

### **Head of B2B sales**

Great skills in B2B sales. Founder of the agency, specialized on real sector economy businesses sell deals. Joined The Memessenger team for improving monetization solutions through sponsorship and activities for corporate partners.

Experience:

- building of effective sales systems;
- highly skilled in B2B sales.



## Daniil Barsukov

### **Head of promotion**

Daniil - young entrepreneur, owner of local SMM agency and several successful e-commerce businesses.

Experience:

- deep understanding in social media marketing mechanics and trends;
- great e-commerce expertise.



## Project Partner

ФРИ  
АКСЕЛЕРАТОР

### Internet Initiatives Development Fund

The Russian Venture Investment Fund, established by the Agency for Strategic Initiatives at the suggestion of Vladimir Putin.

The Fund provides investment to technology companies in the early stages of development, conducts accelerating programs and participates in the development of methods for the legal regulation of the venture industry. Since 2013 the FRI remains the most active investment fund in Russia.

[www.iidf.ru](http://www.iidf.ru)



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