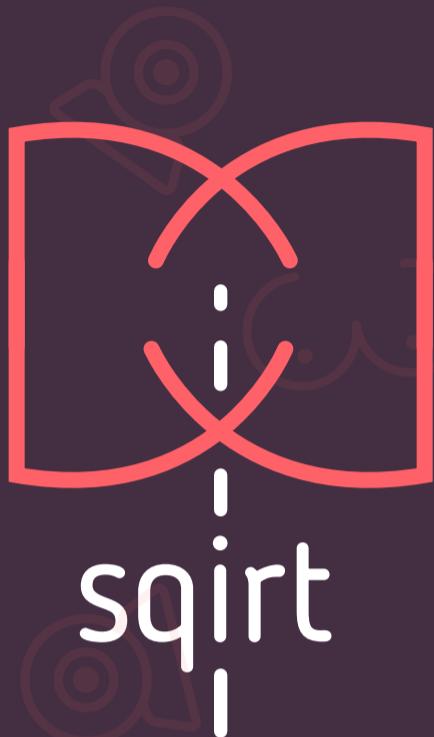


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FIRST DECENTRALIZED  
WEB-CAM PORTAL  
FOR ADULTS

White paper

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# LETTER TO INTERESTED PARTIES

Dear reader,

It is a pleasure and honor for our team to introduce our revolutionary project Sqirt to you. Sqirt is a brand-new decentralized webcam platform. The niche of webcams is a prominent and lucrative segment that has appeared in porn industry. Conducted surveys and studies show huge public interest with more than 50 million viewers a month on top sources as well as investment potential with more than a billion dollars in total annual revenue.

Based on a blockchain technology, it is intended to eliminate currents inconveniences and threats represented by operating platforms. Among them are sky-high fees damaging both users and models, transaction limits and delays, often complicated and time-consuming registration and what is of most importance possible confidential information leakages. Through data and money transactions decentralization Sqirt is aimed to improve current unfair money allocation, secure privacy and set ultimate technological and environmental conditions.

Emission of SQR tokens on pre-and main ICO will provide the project with necessary financial resources to build the platform, maintain and constantly develop it throughout testing period and upgrade it after release based on peer voting, that SQR tokens' holders may participate in.

The benefits of SQR coins purchase. First privileged participants of our ICO will receive discounts to buy stakes in bulk. The initial price of SQR tokens is set at such level, that would provide the project with initial capital and all the accommodating spendings. However, after the project begins to work and grow driven by the industry boom, attracting more and more viewers, models, advertising companies willing to be placed on the platform, revenue flows start to accumulate and are spent on further improvements and promotion, customer value and consequently price of each coin is to increase rapidly.

Sqirt ICO is also beneficial for those who are interested in the very concept as they save money and achieve cheaper access to portal features such as private shows, tips and additional bonuses, which will have 0% fee for SQR transactions.

Our team would be extremely thankful if you could help to spread the awareness about the project in seek of enhancing and benefitting the community and common welfare.

Faithfully yours,  
Sqirt team.

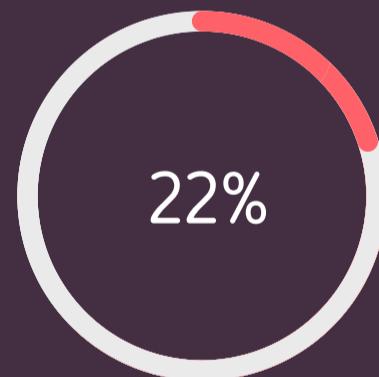
## INTRODUCTON

Porn has always been and still remains one of the greatest engines for the Internet and a lucrative market. The business revenue worldwide is estimated to be above \$5 billion. Porn accounts for quarter of all Internet requests in modern society. The number of adult videos watched in 2015 is estimated to be 136 billion will have reached 193 billion by 2020. Such popularity results in more than eleven thousand dollars spent on porn content every second. Not surprisingly, the percentage of adult websites occupies twelve percent of all the Internet resources.

Regardless current prominent results, the market is predicted to develop further opening bright possibilities for new players especially in appearing niches like webcams - a digital-era peep show. Nowadays the niche of webcams is skyrocketing and according to industry analysts and executives, the money generated by cam sites is hundreds of millions of dollars at least, and very likely a billion or more soon.



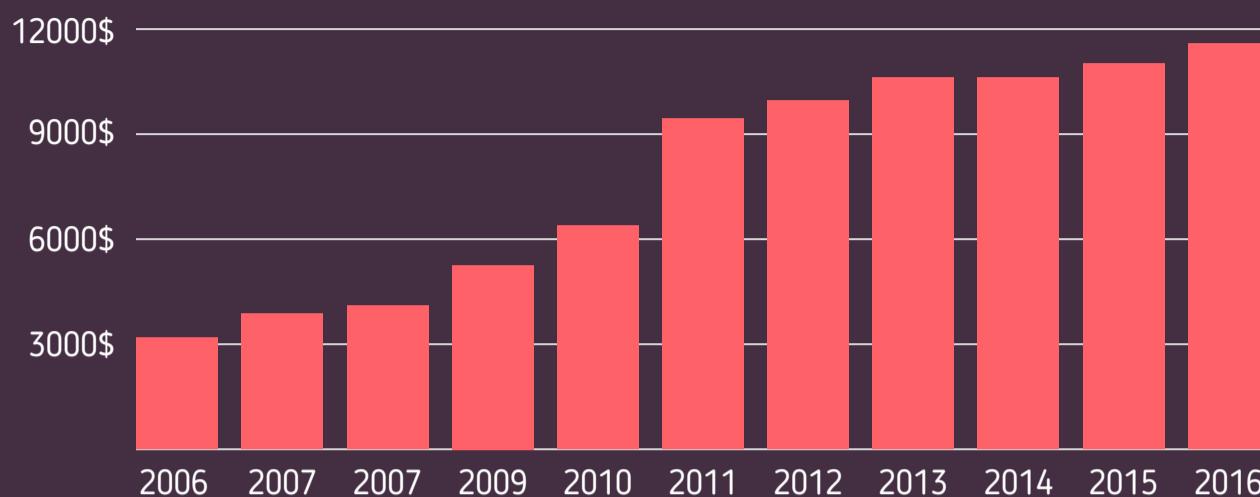
*Daily porn search queries in  
the World*



*Daily social networks search  
queries in the World*



*Internet porn in the UK is more popular among users than the traffic associated with social networking, shopping, games, Finance or travel.*



*The amount of money spent every second on porn content*

However, centralization imposes certain threats on involved parties, which we believe can be eliminated by introduction of blockchain and crypto-tokens in this sphere, both benefiting and enhancing this market: it was this notion that inspired the creation of this project.

## Webcam business

The cam business has been on the market for a few years, but as the technology has become better and cheaper, the concept of camming is proving well more than passing: it has created a money-making opportunity in a pornography business eroded by the distribution of free sexual content on the Internet.

At any given time, hundreds of models are online, some being watched by 1,000 or more people, others giving private shows.

Unlike in porn websites, the profit is generated not from subscriptions or pay-per-view but rather from credits or “tips,” - electronic tokens viewers give that allow them to interact with the models. The Web sites maintain the source, and then collect and distribute the tips to the models.

In accordance with recent studies, camming provides more comfort and autonomy than other sex work. Women work out of their homes, it is safe, they have more control over working conditions as freedom in general.

It is so far revealed, that men are more open, vulnerable and emotional in cam rooms comparing to, for example, strip clubs. They become invested in a relationship that happens between man and a model on a screen.



## Current market volume and expectations

Unlike prerecorded pornography, cam shows, which happen in real time, are hard to pirate. This results in constantly high number of webcam viewers.

According to Alexa, a site owned by Amazon that measures Internet traffic, LiveJasmin, one of the most visited cam sites ranks as the 33rd most popular site in the United States. It is estimated, that LiveJasmin has approximately 25 million unique visitors from the United States per month. Another popular source of adult pleasures MyFreeCams stands at four million unique visitors per month, that makes it the 31st most popular site in the United States. In contrast, Pornhub ranks only 56th in the United States.

### Alexa Top Sites in the United States:

(1)	Google.com	(37)	Microsoft.com
(18)	Instagram.com	(38)	Pornhub.com
(33)	Livejasmin.com	(47)	Apple.com

Douglas Richter, an executive-level consultant with LiveJasmin estimates industrywide annual revenue from camming at more than \$1 billion. Steven Hirsch, the co-chairman of Vivid Entertainment, a prominent pornographic movie studio, said that while there remained a market for prerecorded movies and clips — available for download and through cable subscription — interactive entertainment, including camming, accounted for half of the sales in the industry.

"Live cam has become the most prominent part of the industry," says Alec Helmy, the publisher of Xbiz, a sex-trade industry journal, eclipsing previous forms of pornography in popularity if not yet in total revenue. "Camming is driving the adult industry."

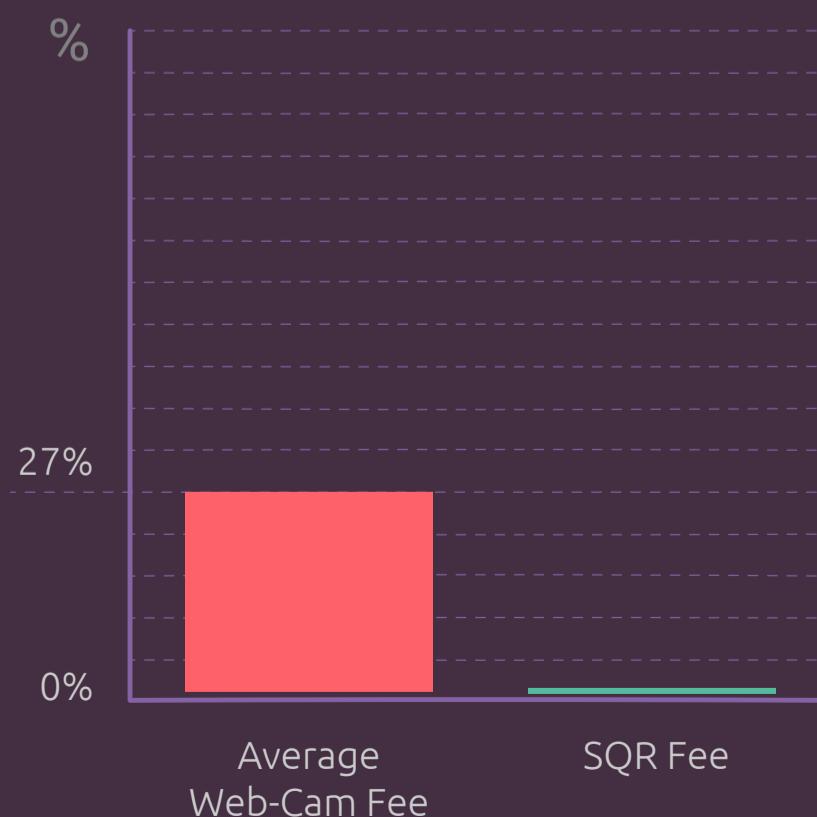
## WHAT WE ARE FIGHTING AGAINST

Present webcam sources have proved their profitability and popularity among customers. However, all of them have certain significant disadvantages that may limit or even endanger each side of the process. Sqirt is a conventional webcam site, which technological structure and released SQR tokens allow to eliminate the most harmful drawbacks of its competitors and conquer the market. Among them are:

### 1. Sky-high fees

The main source of income for webcam sites are fees which may reach up to 60% of all model's profit. Such system damages both models and customers that are forced to pay more as tips or private room payments. This abusage is unbearable for most of models who come to this type of work seeking for money and soaks money from customers. We find such approach inappropriate and stifling for the entire community and for transactions conducted in SQR we set the initial fee at 0%. For transfers in other cryptocurrencies commission fee will fluctuate around 15%. This will become a powerful competitive advantage over current players represented on the market as well as fair policy regarding with resource allocation and people's desire to communicate.

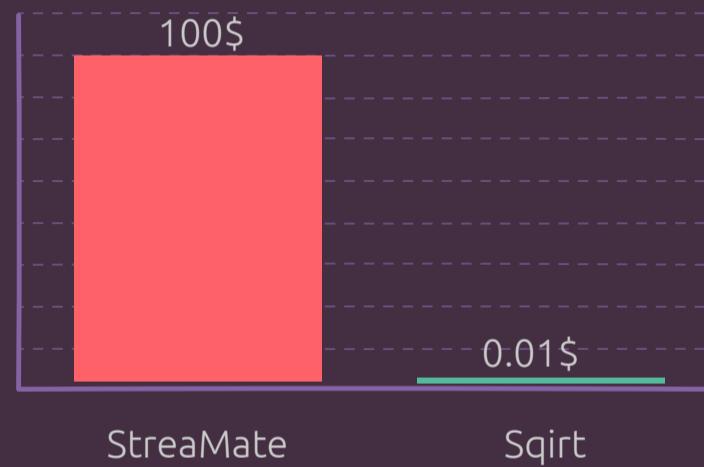
Charged comission



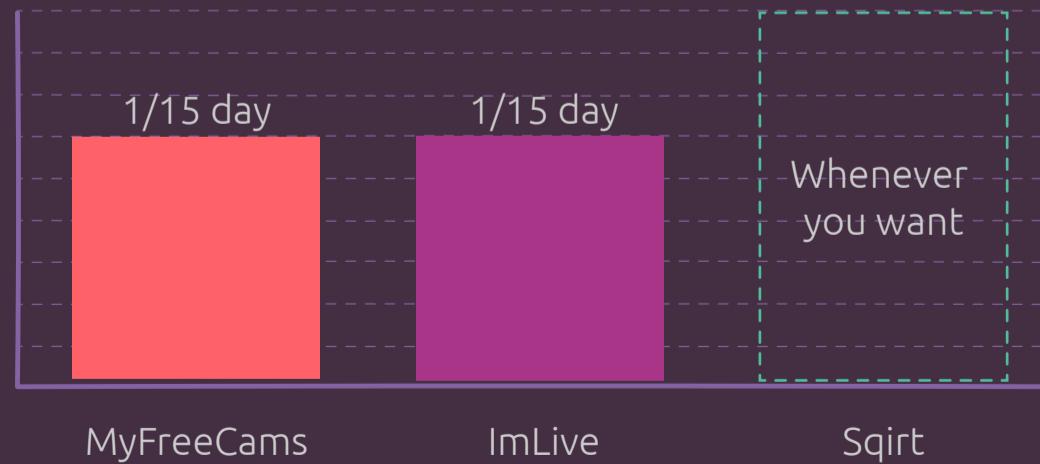
## 2. Transfer limits and delays

In most of the webcams you are allowed to withdraw money from your account once in two weeks starting from approximately 100\$. For most new-coming models it is almost impossible to make this sum even within two weeks that means they get no money in their disposal for an unknown period of time. Moreover, even when the necessary sum is gained and the transfer window is open, due to centralized system and extreme service loads, models are to obtain their wages only in few days. Decentralization as a result of blockchain technology along with SQR coins will eliminate these constraints. No minimal withdrawal sum, no delays in payment. Sqirt provides all users with personal accounts such as Bittrex or YoBit, where they will be able to create BTC, ETH, LTC and SQR addresses. There is to be a fair and intuitive system of transactions in one klick.

Minimal withdrawal balance

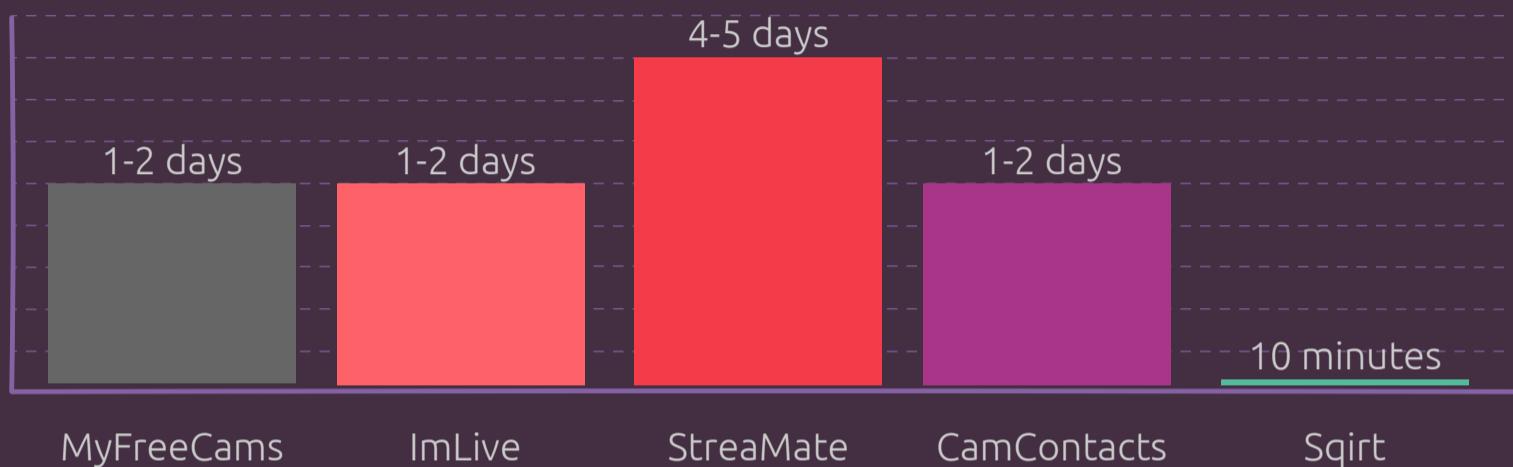


Withdrawal regularity



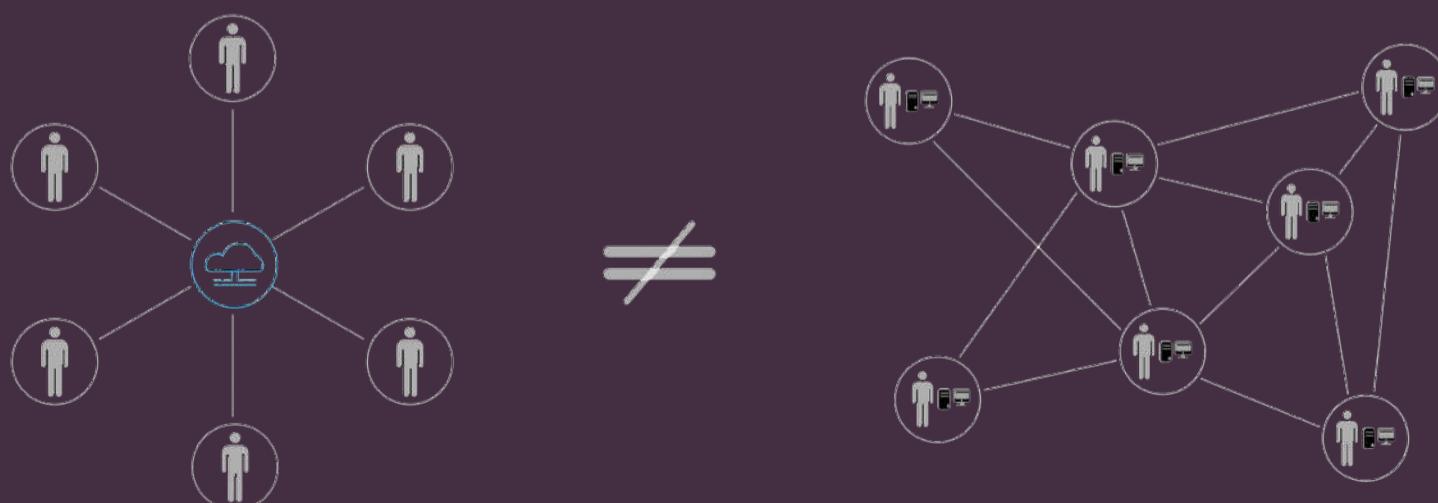
### 3. Registration continuance

In most cases enrolling models spend several days waiting for the website's approval and preparation for enlisting them. This period is often crucial for models that are in need of money here and now as well as they lose hope and devotion to do the job. Sqirt platform allows them to get immediate response without any unnecessary prolongings that make the source more convenient, userfriendly and full of content.



### 4. Endangered privacy

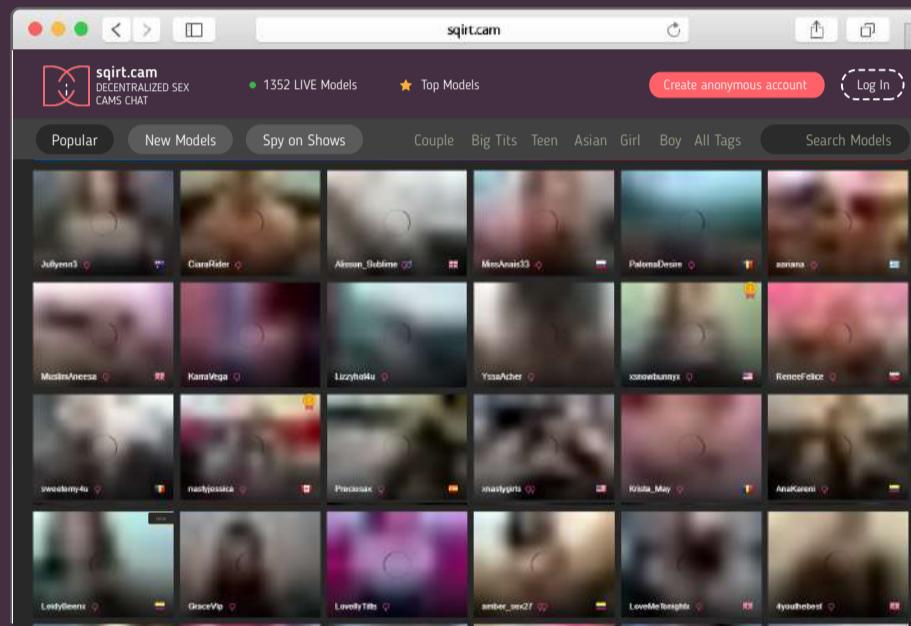
The last but at the same time one of the most important and questionable aspect of webcam networks is privacy during sessions and transfers. Decentralized Sqirt platform allows you to pay and receive tips in SQR and other coins using special wallets, that would prevent third parties from tracing or revealing the transactions you are unwilling to become viral. No more threats of being exposed, safe transactions only.



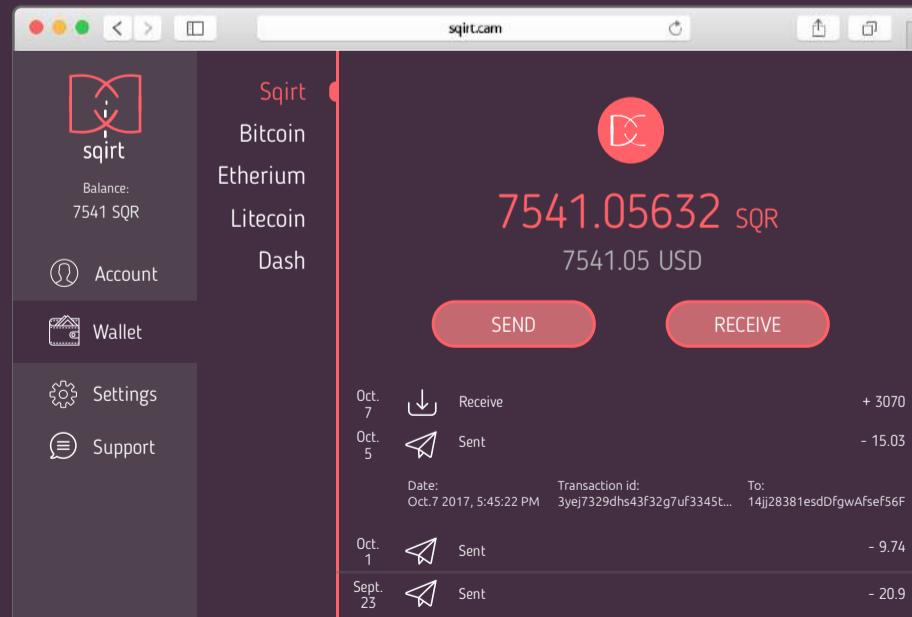
## SQIRT FEATURES

Sqirt platform contains "rooms". Room is a model's account with the video chat window and additional information.

Furthermore, visitors can select models by the necessary characteristics such as age, body type, hair and eye color, sexual orientation etc.



Each user has his personal account on the platform. In this account, our clients are proposed to create cryptocurrency wallets (BTC, ETH, SQR).



Date	Type	Description	Amount
Oct. 7	↓	Receive	+ 3070
Oct. 5	↗	Sent	- 15.03
Oct. 1	↗	Sent	- 9.74
Sept. 23	↗	Sent	- 20.9

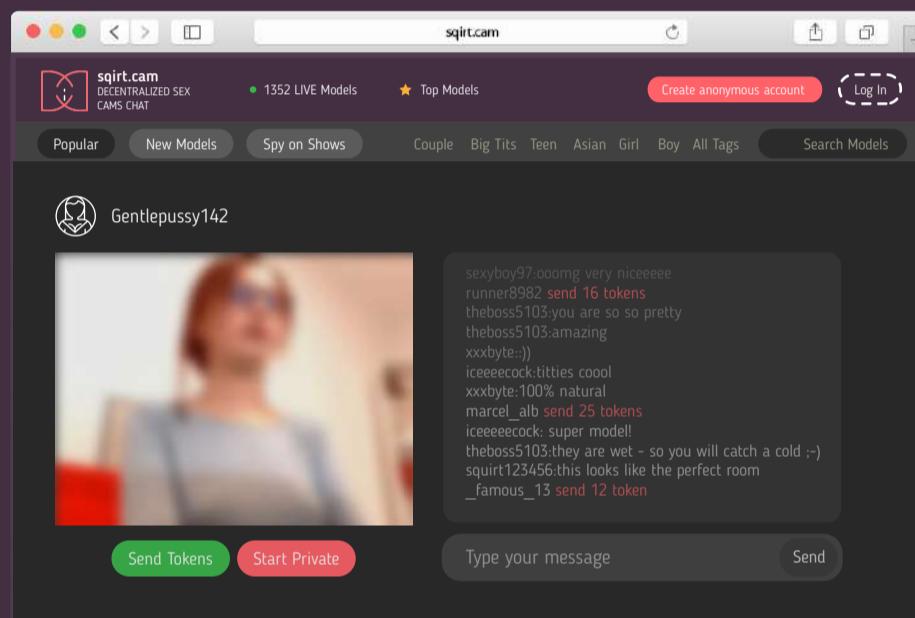
**IMPORTANT:** There will be 0% commission charge for transactions in SQR tokens.

# Sqirt will support 2 types of video chats:

## Free video chat

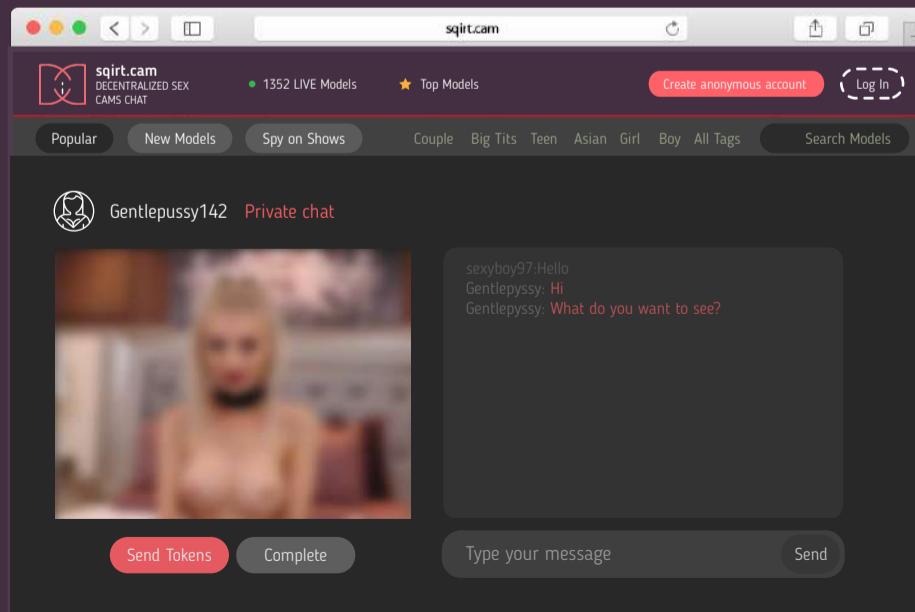
In free chat watching is free. In this mode models usually do not get undressed, and try to kindle viewers' interest to go in private chat mode, where erotic starts.

Models usually change their behavior in free chats, especially because the audience of free chat can "support" model and send small amounts of tokens all together to ask model to be more erotic. If member wants to watch erotic show alone, he can ask model to do something only for him the best choice is Private show.



## Private chat

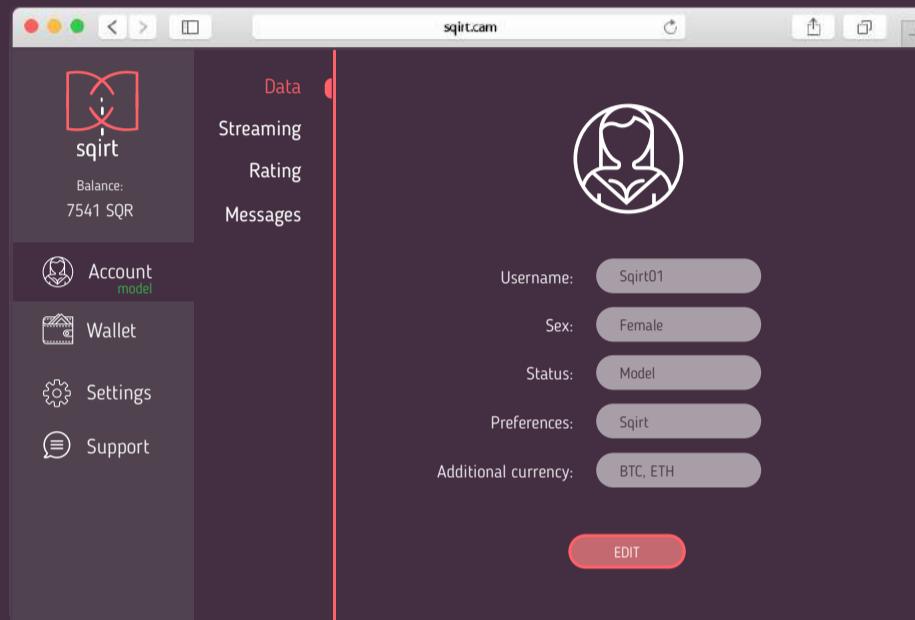
In this mode one model communicates with sole spectator of her erotic performance. This chat room is more expensive, but the most candid and engaging shows for the audience take place exactly here.



Sqirt offers the best platform for web Cam models. Join Sqirt and start earning immediately.

0% fee for SQR transactions will result in greater profits for models for the same service and working hours.

Sqirt – earn more, faster and in complete privacy.



Privacy | Mutual benefit | Decentralization

## ICO

To start up and build a stable work of Sqirt platform, it is necessary to obtain funds to cover viable and fixed costs such as the construction of brand new technologically complex webcam source along with spendings and bounties for dedicated community and marketing in general. In order to achieve set goals the process of ICO is required. Raised funds will allow to build and maintain the infrastructure of Sqirt until breakeven and finally to retain profit, that would later be reinvested in platform modernization and development.

Operational income is expected to grow as far as it will be backed by providing mentioned services to increasing number of clients and selling advertisement capacities instead of circulation and resell of SQR tokens. This financial flow will make it possible to reinvest in marketing expansion, technological upgrades and establishing stronger and reliable partnerships, resulting in wider public awareness, number of involved models and eager customers. All these factors would stimulate the demand and consequently the price of SQR coins providing investment prospects.

Every holder of SQR coins has a right to participate in blockchain peer voting during further development of the project, deciding, for instance, what services are most desired to be implemented first.

There will be 50M total tokens in the supply, broken down as follows:

- 25M tokens to be distributed in our token sale (including our presale for accredited investors)
- 12.5M tokens to be distributed as community incentives (trading competitions, data licensing, etc.)
- 12.5M tokens to be retained by the Sqirt team.

No new SQR tokens will be created after the crowdsale—the total supply will be fixed. SQR are now being sold by 0.3\$. This corresponds to a new crowdsale hard cap of approximately \$5.5M. This includes our pre-sale cap. Thus all new SQR tokens we are creating in changing this model are being distributed to our broader community, not our presale participants. This change means a broader, fairer distribution.

Sqirt token crowdsale will be divided in two parts:

- Pre-ICO
- ICO

1. Pre-ICO will be conducted as followed:

On due date a white list subscription will be available to sign oneself up. Enrolled participants will further be filtered and selected by Sqirt team. These appliers will receive a privilege to purchase SQR tokens in bulk with significant discount up to 70%.

2. During the main ICO no new SQR tokens will be created after the crowdsale —the total supply will be fixed. SQR is now being sold by 0.3\$. This corresponds to a new crowdsale hard cap of approximately \$5.5M. This includes our pre-sale cap. Thus all new SQR tokens we are creating in changing this model are being distributed to our broader community, not our presale participants. This change means a broader, fairer distribution.

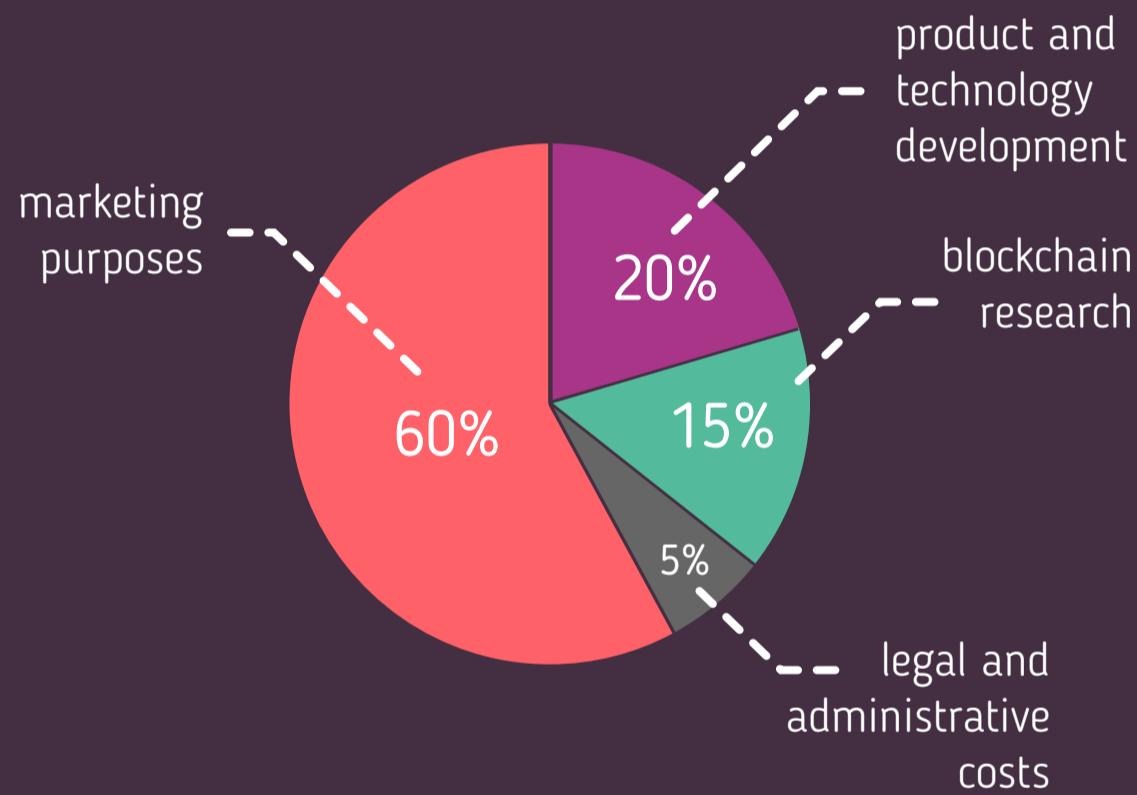
	Dates and time	Price	Min purchase	Goal	Cap
PRE-ICO	Lasts 1 month launch date TBD	0.10\$	15 000 SQR	500\$ k	1\$ MM
ICO	Lasts 1 month launch date TBD	0.30\$	100 SQR	3\$ MM	4.5\$ MM

The ICO campaign will take place until the purchase of all 25M tokens, but for no longer than 1 month. If we do not sell them all in our crowdsale, the unsold tokens will be burned. We will also burn proportional tokens from the remaining supply. This ensures the crowd owns 50% of all created tokens.

Example: Sqirt only sells 20M tokens in the crowdsale for \$0.3 each. The overall token distribution is now as follows:

- 10M distributed in the crowdsale
- 5M for community incentives
- 5M to be retained by Sqirt

The breakdown of Sqirt's use of funds raised in our token



### Characteristics:

- *Symbol: SQR*
- *Total amount: 50 M*
- *Type: ERC20*
- *Sales total: \$5,5 M*
- *Token price: 0.3\$*

*SQR will be tradable on exchanges. We are currently in discussion with Bittrex, Coinone, Yobit.*

## ROADMAP



# TEAM

In order to make this ambitious project come true and conquer the market, we gathered an awesome team of diverse experts, specialized in marketing, project management, finance, crypto markets, IT and business. Combining and sharing experience, Sqirt team will leverage own forces to release our revolutionary platform.



**CEO - Grigash Nikita**

RANEPA NWUM  
Founder of Incharp  
Crypto evangelist



**COO - Oleg Lyashko**

RANEPA FESS Graduated with honors  
Experience in enterprise and strategic planning  
Sound project management skills



**CTO - Artem Antonchenko**

NRNU MIPhi  
Specialized in IT and Computer Engineering  
Blockchain developer  
Full-stack development experience



**Marketing Director - Oleg Sheryakov**

RANEPA FESS Graduated with honors  
Experience in business planning and development  
of marketing policy for startups



**Community manager - Vladislav Rabin**

MSURE (MIIT) MCU PhD in Social Psychology sciences  
7+ years in Marketing, SEO, SMM and Social Engineering strategy  
Focusing on ICO marketing campaigns and community management

## DISCLAIMER

The information set forth in this White Paper may not be exhaustive and does not imply any elements of a contractual relationship. This White Paper does not constitute an investment, legal, tax, regulatory, financial, accounting or other advice, and this White Paper is not intended to provide the sole basis for any evaluation of a transaction on acquiring of the SQR tokens. It is provided for purely informational purposes. The data or figures contained therein are purely indicative and provisional and be at variance with the facts. The information contained therein may under no circumstances be deemed to be contractual stipulations relating to the operating methods of the future ICO. Prior to acquiring the SQR tokens, a prospective purchaser should consult with his/her own legal, investment, tax, accounting, and other advisors to determine the potential benefits, burdens, and other consequences of such transaction.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction which prohibit or in any manner restrict transactions in respect of, or with use of, digital tokens.

Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements or information.

SQR tokens are not being offered or distributed to, as well as cannot be resold or otherwise alienated by their holders to, citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation in the United States of America (including its states and the District of Columbia), Puerto Rico, Virgin Islands of the United States, any other possessions of the United States of America, or in the country or territory where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations. If such restricted person purchases SQR tokens, such restricted person has done so on an unlawful, unauthorized and fraudulent basis and in this regard shall bear negative consequences.

Company neither offer or distribute the SQR tokens nor carry on a business in any regulated activity in Singapore or in other countries and territories where transactions in respect of, or with use of, digital tokens fall under the restrictive regulations or require from Company to be registered or licensed with any applicable governmental authorities.

Each purchaser of the SQR tokens is reminded that this White Paper has been presented to him/her on the basis that he/she is a person into whose attention the document may be lawfully presented in accordance with the laws of the purchaser's jurisdiction. It is the responsibility of each potential purchaser of the SQR tokens to determine if the purchaser can legally purchase the SQR tokens in the purchaser's jurisdiction and whether the purchaser can then resell the SQR tokens to another purchaser in any given jurisdiction.

This English language White Paper is the primary official source of information about the SQR project. The information contained herein may from time to time be translated into other

languages. In the course of such translation some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations, this official English language White Paper, the provisions of this English language original document shall prevail.

This presentation is strictly confidential and exclusively for its intended users. It may not be communicated to a third party without the prior and written agreement of Sqirt team.

# RISKS

## No Rights, Functionality or Features

The Tokens do not have any rights, uses, purpose, attributes, functionalities or features, express or implied, including, without limitation, any uses, purpose, attributes, functionalities or features on the Sqirt platform. Company Parties do not guarantee and are not representing in any way to Buyer that the Tokens have any rights, uses, purpose, attributes, functionalities or features.

## Lack of Development of Market for Sqirt tokens

The Token sale may not result in an active or liquid market for the Tokens, and their price may be highly volatile. There may not be enough active buyers and sellers or the bid-ask spreads may be too wide. The Token holders may not be able to exit their token investments easily. In the worst-case scenario where no secondary market develops, a Token holder may not be able to liquidate his/her token holdings at all. The exchanges or platforms that facilitate secondary trading of the Tokens may not be regulated by the applicable laws.

## Risks Relating to Highly Speculative Traded Price

The valuation of digital tokens in a secondary market is usually not transparent, and highly speculative. The Tokens do not hold any ownership rights to Company's assets and, therefore, are not backed by any tangible asset. Traded price of the Tokens can fluctuate greatly within a short period of time. There is a high risk that a Token holder could lose his/her entire contribution amount. In the worst-case scenario, the Tokens could be rendered worthless.

## SQR Tokens May Have No Value

The SQR tokens may have no value and there is no guarantee or representation of liquidity for the SQR tokens. Company is not and shall not be responsible for or liable for the market value of the SQR tokens, the transferability and/or liquidity of the SQR tokens and/or the availability of any market for the SQR tokens through third parties or otherwise.

## Tokens are Non-Refundable

Company is not obliged to provide the Token holders with a refund related to the Tokens for any reason, and the Token holders will not receive money or other compensation in lieu of the refund. No promises of future performance or value are or will be made in respect to the Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that the Tokens will hold any particular value. Therefore, the recovery of invested assets may be impossible or may be subject to foreign laws or regulations, which may not be the same as the private law of the Token holder.

## BLOCKCHAIN AND SOFTWARE RISKS

### Blockchain Delay Risk

On the Bitcoin and Ethereum blockchains, timing of block production is determined by proof of work so block production can occur at random times. Buyer acknowledges and understands that the Bitcoin or Ethereum blockchain may not include the Buyer's transaction at the time Buyer expects and Buyer may not receive the Tokens in this regard.

## RISKS RELATING TO SQIRT PLATFORM DEVELOPMENT

### Risk Related to Reliance on Third Parties

Even if completed, the Platform will rely, in whole or partly, on third parties to adopt and implement it and to continue to develop, supply, and otherwise support it. There is no assurance or guarantee that those third parties will complete their work, properly carry out their obligations, or otherwise meet anyone's needs, all of which might have a material adverse effect on the Platform.

### Dependence of Sqirt Platform on Senior Management Team

The ability of the Sqirt project team which is responsible for maintaining competitive position of the Platform is dependent to a large degree on the services of a respective senior management team. The loss or diminution in the services of members of respective senior management team or an inability to attract, retain and maintain additional senior management personnel could have a material adverse effect on the Platform.

### Dependence of Sqirt Platform on Various Factors

The development of the Platform may be abandoned for a number of reasons, including lack of interest from the public, lack of funding, lack of commercial success or prospects, or departure of key personnel.

## Changes to the Sqirt Platform

The Platform is still under development and may undergo significant changes over time. Although Company Parties intend for the Platform to have the features and specifications set forth in this White Paper, changes to such features and specifications can be made for any number of reasons, any of which may mean that the Platform does not meet expectations of buyer of the Tokens.

### Risk of an Unfavorable Fluctuation of Cryptocurrency Value

The proceeds of the sale of the Tokens will be denominated in cryptocurrency, and may be converted into other cryptographic and fiat currencies. If the value of cryptocurrencies fluctuates unfavorably during or after the Token Presale or the Token Sale, Company Parties may not be able to fund development, or may not be able to develop or maintain the Platform in the manner that it intended.

## GOVERNMENTAL RISKS

### Uncertain Regulatory Framework

The regulatory status of cryptographic tokens, digital assets, and blockchain technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether governmental authorities will regulate such technologies. Company Parties may cease the distribution of the tokens, the development of the Platform or cease operations in a jurisdiction in the event that governmental actions make it unlawful or commercially undesirable to continue to do so.

### Risk of Government Action

The industry in which Company Parties operate is new, and may be subject to heightened oversight and scrutiny, including investigations or enforcement actions. Any Company Party's failure to comply with existing laws and regulations or the findings of government inspections may result in the imposition of fines or penalties or more severe sanctions or in requirements that respective Company Party cease certain of its business activities, or in criminal and administrative penalties applicable to respective officers. Any such decisions, requirements or sanctions, or any increase in governmental regulation of our operations, could increase Company Parties costs and materially adversely affect Company Parties business and the Platform.