



PAQUARIUM

White Paper

PAquarium tokens

Because at the end of the day we're all fishes in the one big pond:
World!

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Summary

We are building the largest aquarim in the world!



Location

Vote for Aquarium location!

Our investors choose a place for Aquarium! We will open voting during 3rd week of ICO to find a place for the world's biggest Aquarium. Only You as an investor will have a chance to vote for any country of the world.



Facts

ICO is only 20% of all financing. Rest 80% are coming from PAquarium equity funds and other financial sources. This make PAquarium tokens strong!
For ICO PAquarium put on sale 1,2 b PAquarium tokens (PQT) for total value 120 m USD, where 1 USD = 10 tokens (or 1 token = 0,1 USD).



Targets and ICO Roadmap

Find place (global voting)
Aquarium architecture design (3D model + other)
Aquarium technical design (safety first)
Aquarium construction (will do it fast accordingly)
Filling aquarium (put fishes and animals inside)



Why

Symbol and proof!

PAquarium is a project series to build largest aquarium in the world



PAquarium token value proposition:

1. **Real Estate:** Your investment is covered buy real estate and physical amusement park project.
2. **Dividends:** 20% of aquarium operational profit will be split between token holders annually.
3. **Lifetime Ticket:** If You buy at least 1080 tokens, You get one lifetime entrance ticket as bonus for aquarium when its ready.
4. **Exchange:** You can sell and exchange PAquarium tokens any time.
5. **Goods:** PAquarium tokens will be used for exchanging goods in aquarium and other related businesses.
6. **Other big things:** More token usage options will be announced on comminng PAquarium project phases

Business model and project description

We seek to build the largest aquarium in the world.

There is no such other project in the world so far. We are unique. We are putting together 3 aspects: First, social interaction, second, crowdfunding for raising the capital and third, social media and modern marketing/sales activities.

Total Paquarium project budget 600 mUSD

ICO (20%) Paqua Equity and Other Funds (80%)

For ICO we are issuing PAquarium tokens (PQT) to raise only 20% funds for this project. Rest 80% are coming from PAquarium Equity funds and other financial sources.

In total for ICO we will put on sale 1,2 bPAquarium tokens for total value 120 mUSD, where 1 USD = 10 tokens (or 1 token = 0,1USD).

PAquarium token value proposition:

1. **Real Estate:** Your investment is covered buy real estate and physical amusement park project.
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General about PAquarium project idea

Yes, we are building the world's biggest aquarium, yet it will not simply be another giant building hoping to enter the Guinness Book of Records for its sheer size. We are creating something greater – a symbol and the state of the art for architecture, as well as a unique center of entertainment and recreation.

All genius is simple, and the ideas themselves find the right people. While working in the finance sector, the author of this project had an opportunity to find out how several financial programs make money out of nothing. Surely it works! Yet, the author understood that the biggest winners of such programs are corporations, not people. People are just instruments!

Then, once again, receiving an invitation to a new, perspective money program, the author felt sick and tired of all this mess. He decided to create a brand new program for people. Yet, rather than simply stashing the money in his pocket, he decided to invest the earnings into a grand social project that gives back something special to the people who are involved.

We had to make a product to sell, and that is how we arrived at the idea of selling tickets online. An entrance ticket to a place that has not yet been built, a ticket for a price that is affordable. The price of a cup of coffee or a sandwich. The next question is – what to build? An aquarium! Why? Everyone on the planet understands the nature of water and fish. To realize this idea, we need the participation of the whole world, which is why we had to find a uniting element. That familiar aspect, known to all, something that allows us to be one collective, regardless of

our sex, age, nationality, race, or culture. What else could it be, if not water!

Easily, seemingly on its own, the idea found willing minds, and the work on this project could begin. There is one author of the idea, yet in the team we are many – project managers, financiers, IT specialists, lawyers, marketing

specialists. Each with their own knowledge and area of expertise, united by our conviction in the logic of this idea. All of us have heard, and found something personal in this idea, a dear reminder to participate, and the motivation to give.

When we found the common element, gave it the form of an aquarium and the work on the project had begun, the architects expanded the idea with a vision of their own. A rift in the land – the words that best describe our vision. A rift for the current conflict of men and nature, a reminder of life, on the edge of the oblivion. Our jointly made aquarium will serve as a proclamation to the following generations, a statement on the division of our current society, and, yet – a reminder, a confirmation that we wish to change it, and our ability to work together to achieve it.

The concept of the aquarium building was also clear. From outside, the size of the aquarium will be only partially comprehensible. The viewers will only see the rift in the crust of the earth. Yet, inside this rift, wonders will happen. The rift will be entirely filled with water, and inhabited by creatures of rivers, lakes, and the ocean. To enter the building, the visitors must go underground, deeper, and deeper into the depths, until they reach the very bottom of the sea.

PAquarium visualization and concept



Why we are doing this

Symbol and Proof!

We believe that something great and visible is possible putting together cryptocracy and Blockchain idea! All for people!

Knowledge, transparency and people are our values. We will openly show every step of the project, every dollar made and spent. We will invest the earnings into a grand social project that gives back something special to the people.

It continues with the goal of transmitting the feeling that our capitalistic society of consumers, information, communication, and countless organizations is something more than just the life of bigger and smaller fish, joined together in the fragile bubble of our aquarium.

It's no secret that money has amazing power, that money is power. It possesses some charm, a magic that inspires and encourages us to do the impossible. Yet it also has the power to subjugate, ruin and destroy. We truly love and respect money for what it is, both for its light and dark sides. We believe that money is a wonderful instrument (and just an instrument), the true value of which it is possible to measure only by observing a true master of its use. If this instrument is given to us, we want to use it elegantly.

Invite others to join and earn some extra pocket money from our partner program. That is how simple it is.

Location for aquarium

The location for the aquarium is not decided yet but it is open for voting till Q4 2017! Vote!

For voting You must register in www.PAaquarium.com and vote for any country on the planet. The country that receives the most votes, in proportion to its population, will receive our offer for the aquarium construction in its administrative territory.

What is PAquarium lifetime ticket

A lifetime ticket is the entrance rights to the world's largest aquarium. This means that you will be able to visit the aquarium as often as you like. Yes, it will be valid forever.

If You buy at least 1080 tokens, You get one lifetime entrance ticket as bonus for aquarium when its ready. Ticket is bonus to Your contribution.

Yes, You will get real ticket. You will can enter the aquarium by showing a valid ID at the entrance. Your ID number will have to be identical: system and ticket. Information about exchange process will follow.

PAquarium project Roadmap

Total Paquarium project budget 600 mUSD



Management team

Down is visual illustration of the team involved and visual illustration of responsible divisions.

This team is gathered together for the creation and publication of idea. Team will be expanded when project will start hitting targets.

The board

Project management division

Ivars Rungis
Jekateina Cepjolkina

Ingus Staltmanis

Marketing division

Inga Lyzan
Daiga Bitena

Andars Ignacs

Customer support center

Daiga Idarto

Finance and Legal

Ingus Staltmanis
Rolands Klincis

Architect and construction division

Valts Gutmanis

IT division

Andars Ignacs
Oskars Pilags
Imars Birzleja

All divisions are subordinated to the Board.

Decision making team Ingus Staltmanis, Andars Igancs, Rolands Klincis, Inga Lyzan and Daiga Bitena.

Ingus Staltmanis



Ingus has more than 15 years practical experience leading different scale programs and projects. He has been acting as a associate in investment banking firm, being cross border project manager in international environment succeeding large transition project programs and top manager for different companies.

His strong capacity is to motivate and lead people in very high stress conditions. For the last years, he has been working for Latvian largest IT Company Lattelecom Technology, being responsible for top software development programs in Latvia as E-Health, E-customs data processing system, Identity document information system for Citizenship and Migration Affairs and other programs.

He has graduated different management programs in SSERiga, BA School of Business and Finance and Latvian University as Lawyer. His hobby is to share practical knowledge with field professionals as well as students at universities.

He is responsible for motivating people, financials and legal questions.

Andars Igancs



He is technical heart of the team. He is 20+ years experienced field IT specialist.

He has acquired "White hacker" knowledge and is responsible for PAquarium project technical development and safety.

Ivars Rungis



Acting also as Vice President at IPMA: International Project Management Association.

20+ Years experienced and certified professional. Project, Program and Portfolio Management in a IT software development and infrastructure construction areas. LEAN thinking implementation in organizations. Always interested in improving project management processes.

Specialties: Financing products; IT system development projects; Construction project management; Project Management Office implementation; Project Portfolio implementation; Governmental projects.

He is responsible and acting as head of PAquarium project management division.

Jekaterina Cepjolkina



10+ Years experienced project manager working for different scale projects and sectors (finance, IT and construction). She has 10+ Years field experience working for different scale projects and sectors (construction, finance and IT).

Jekaterina has worked for large Worldwide corporations as Barclays Plc, Lloyds TSB, Royal Bank of Scotland (RBS), Accenture and others. She is assisting Ivars for project management.

Rolands Klincis



30+ years experienced financial specialist. His focus is financial fund management. He has been acting as senior manager and vice president for various investment companies in different locations Worldwide.

He will be responsible for PAquarium fund management.

Inga Lyzan



She has been media and marketing specialist since 20th century. Extensive experience working in Marketing and Media sectors. She is communication advisors who specialize in coaching speakers, managers and working professionals on how to win hearts and minds of teams and clients. She has raised the performance of many individuals and have enabled companies to win significant business.

She will be responsible for PR, Marketing and Promotion of PAquarium project.

Daiga Idarto



8+ years experienced marketing and advertising manager. 5+ years she has been working for various retail companies and 3+ years job experience in book publishing companies including Janis Roze (2nd largest publishing and selling group in Latvia). She has skills in branding and creating lines of brands within an organization. She has been responsible for developing, implementing and executing strategic marketing plans for an organization or project. Her speciality is content writing and copywriting.

She is responsible for project (product) development and promotion.

Valts Gutmanis



10+ years of experience architect. New and ambitious professional with bright visions of future architecture.

He is an author of PAquarium visual depiction. He will be part of project construction team.

Business legal status

We are officially registered in Estonia register of enterprises.

Quantum Group OÜ

Registration No.: 14220024

Adress: Hansu street 38/2-20, Haabersti linnaosa, Tallinn, Harju maakond, 13523, ESTONIA

Bank: LHV

Account: EE647700771002503164

We are Crowdfunding organization and we work under the Financial Supervision Authority of Estonia. Considering Estonian law, our business model does not require any special licensing. This is approved by the Financial Supervision Authority of Estonia by official letter.

We are not a Broker, Financial Institution, Charitable Institution, Credit Institution, Creditor, Credit Intermediary, Insurance Company, Insurance Intermediary, Fund Management Company, Investment and Pension Fund, Investment Firm, Issue of Security, E-money Institution, Payment Service Provider, SME-s considered as qualified Investor.

ICO Roadmap

For ICO PAquarium put on sale 1,2 bPAquarium tokens (PQT) for total value 120 mUSD, where 1 USD = 10 tokens (or 1 token = 0,1 USD).

ICO Structure and bonuses

A progressive sales and bonus system is on place.

Bonuses will be available during pre-sale and the first four weeks of the Crowdfunding as follows:

pre-sale 25% bonus Tokens will be provided.

on week 1 of the Crowdfunding 20% bonus Tokens will be provided;

on week 2 of the Crowdfunding 15% bonus Tokens will be provided;

on week 3 of the Crowdfunding 10% bonus Tokens will be provided;

on week 4 of the Crowdfunding 5% bonus Tokens will be provided; and

on week 5 no bonuses.

PAquarium may determine in its absolute discretion that any other bonuses may apply during the Crowdfunding.

For every affiliate or new partner token holder will grant extra 10% of tokens (counting from new partner token count). Referral link is placed at partner dashboard (authorized part).

ICO Milestones

Funding milestones secure the development and construction of major project phases.

Phase 1 (1 mUSD)

Choose place for aquarium

- World level voting system
- Paqua application/game
- Promotion and sales

Phase 2 (6 mUSD)

Aquarium architecture design

- Visual concept
- 3D model
- Online advertising campaigns
- Legal and Compliance activities

Phase 3 (10 mUSD)

Aquarium technical design/architecture

- Chooses constructor/tender
- Permits and documentation for construction
- Preparation for construction
- Networking and sales events

Phase 5 (75 mUSD)

Aquarium construction

- Excavations and Foundation
- Utilities
- Framing and construction
- Certification and documentation

Phase 5 (25 mUSD)

Filling aquarium

- Buy fishes and animals for aquarium
- Sales and promotion activities

Phase 6 (3 mUSD)

Grand opening

- Sales and promotion activities



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ICO Financial management

ICO Spending Overview for Fund Raised

Funds raised from PAquarium token crowdsale is planned to go into the following 3 main categories:

1. Aquarium Construction & Development (65%)
2. Marketing and Promotion (20%)
3. Operations & Legal (15%)



Aquarium Construction & Development include:

1. Project technical design.
2. Construction.
3. Cost to hire and maintain a team of construction experts and advisors.
4. Other spending's related only to normal construction process and needs.



Marketing and Promotion can include but not limited to:

1. Running online advertising campaigns, such as Google adwords and Facebook advertisements
2. Running promotions to attract customers to use our platform and refer their friends to sign up
3. Cost to hire and maintain an in-house business development and marketing team, or engaging an outsourced vendor for business development/marketing purposes, whichever is more cost effective.
4. Cost of running speaker and networking events
5. Press Releases
6. Other



Operations & Legal can include but not limited to:

1. Cost of to maintain operations team. This includes customer service support, finance department and project review team who will engage with our platform users on a regular basis.
2. Rental, furniture, utilities and equipment hardware cost for locations in which we have an office set up.
3. Server and Hosting costs for platforms.

4. Redesign and improvements to UI/UX.
5. Legal and Compliance costs, to ensure our business is compliant with the laws which we operate in.
6. Coordinate with expert legal providers to support project creators for their ICO projects.
7. Having PAquarium Tokens listed on the various virtual currency exchanges.
8. Other

Marketing

Our product is straight forward and simple.

We sell Tokens to raise the funds for the World's largest aquarium and create new crypto currency for future development similar projects.

During ICO buying certain amount of Tokens You will get lifetime entrance ticket to the world's largest aquarium, see description above.

We have developed marketing strategy for social media and networks. We have two target groups: those who are open for new and analytical minds.

Market analyses

There are no analogue products or offers in the market. We will target population:

Year 1 (total 1 282 million people market):

USA 325 million

Europe 740 million

Russia 147 million

Australia 24 million

Canada 36 million

United Arab Emirates 10 million

Starting from Year 2:

China 1 400 million

Japan 130 million

Rest 4 500 millions

We believe that from total 2 800 million people we plan to target, our message will reach at least 5% (140 million) people. We believe that around 5% (7 million) of reached people will buy our offer.

We believe it will work and we do this because our project was created with the goal to openly demonstrate the illusory nature of our world. How simply the idea of making a profit causes us to join in all manner of money producing schemes.

How easily the competition for the highest, most prestigious position creates our desire for fame and power. And, how excellent marketing makes it all look so damn exciting.

People buy dreams, ideas, promises, status, prestige, and the desire for fulfillment. People feel the taste of victory whenever they sell their imaginary friends or ghosts in the garage on eBay. People celebrate the moments where we can create money out of thin air.

We will openly show every step of the project, every dollar made and spent.

We believe that money is a wonderful instrument (and just an instrument), the true value of which is possible to measure only by observing a true master of its use.

Competition

There are no direct competitors for this project. Nobody is building the World's largest aquarium and creating value for coins in this manner.

Strategy

We will work with buyers stimuli (7P +Social, Situational, Economical and Lifestyle). With our marketing campaigns, we will focus on transforming perception, values and believes.

We have product and brand.

Tell a friend

Hope you're in! Invite your friends to join! The more friends you involve, the more partner and affiliate money you make. There are no limitations.

By becoming a partner of the project, and finding likeminded people, you can easily and enjoyably earn some money and tokens.

For every affiliate or new partner token holder will grant extra 10% of tokens (counting from new partner token count). Referral link is placed at partner dashboard (authorized part).

PAquarium guarantee policy

Platform operates 24/7/365. Our online support centre works from 8:00 till 22:00 EET. Every received e-mails will be answered during 2 business days.

We guarantee that, in case of necessity, we are able to conduct a financial audit and disclose a valid and transparent account of our revenue and its use.

The main goal of the PAquarium project is to openly show that money making is just a show created by the post-industrial society. Rather than just stashing the profits in our pockets, we use this project to gather money for the good of the society, by creating a lasting legacy – the Aquarium. Therefore, we resolve to go beyond the collection of required funds and the construction of the Aquarium – we also aim to make the money-collection mechanism as transparent as possible, to make it more understandable to our Users.

We guarantee that every User is informed about the progress of the project, and the division of the collected money.

We guarantee that every user will receive monthly reports about the current developments in the Project. These monthly updates currently include an e-mail, regular mail and frequent postings on the Platform and social networks.

We are committed to include our Users in the decision-making process, to the best of our ability, and to inform them about the course of the decisions made within the project.

We guarantee that the Lifetime ticket, or the entrance to the Aquarium, will be available to every User within the working hours of the Aquarium, by presenting an ID at the entrance.

We guarantee, that the name and surname of this user will be displayed on the Wall of Honor in the Aquarium. This is optional for user, not mandatory.

The data protection of our Users is among our top priorities; therefore we guarantee, that the personal data of our users is supervised and protected from the possible risks of fraud and endangerment. In protecting data safety, we can predict the majority of scenarios, yet there are always unforeseen risks. We guarantee that, if there are cases of endangerment or attempts at fraud, we will aim to resolve the situations as efficiently and decisively as possible.

If, in three years from the start of the project, the aquarium construction has not begun, we guarantee, that all of the collected money will be donated to charity. The money shall be divided

between various countries, in accordance to the amount we have received from each particular country. The cause of the charity will be decided by the Users who have gained the most followers.

We resolve to promote the good name of this Project and guarantee that every User and participant can be proud of their part in this Project.

**Because at the end of the day we're all fishes in the one big pond:
World!**