

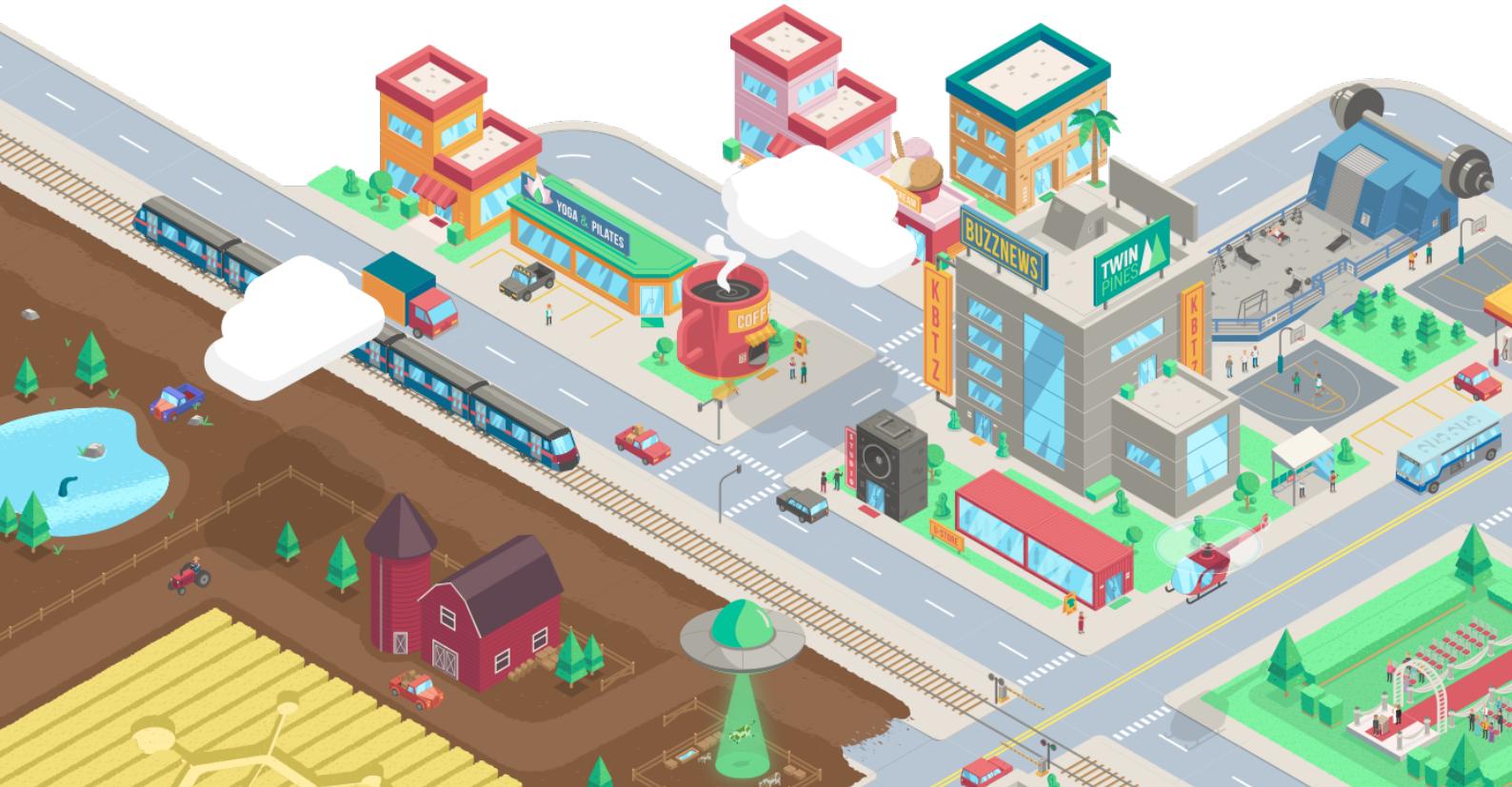


spacenow token

Decentralized short term space activation.

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Preamble

This Whitepaper is a technical Whitepaper setting out the current and future developments of the Spacenow platform and the Spacenow Token, for information purposes only.

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Abstract

Spacenow is redefining the sharing economy by activating any underutilized space, from offices and studios, to gardens, wall space, event venues, and, of course, desks.

The way we currently use space is wasteful and inefficient. In early 2017, 11.9%¹ of offices around the world sat empty. At the same time, an increasing number of freelancers, creatives, and remote workers are in need of workspace. Reports show that up to half the US workforce will be logging on remotely by 2020², and there isn't enough co-working space available to host them. But anyone looking to flexibly rent out unused space is met with significant barriers, rules, and costs, making it hard to easily monetize.

Spacenow brings these two groups together - Hosts: those with space to lease or sublease; and Guests: those seeking flexible working space - without a third party or the need to manage the legal and financial side of things.

Unlike competitors, Spacenow's platform isn't limited to renting out rooms, desks, or offices. It's highly customisable and offers a real-time end to end digital solution for both hosts and guests - allowing them to instantly list and book any space they can imagine without needing to communicate outside of the platform.

The goal is to enable and inspire entirely new business models for digital nomads, freelancers, entrepreneurs, and creatives. Since the platform's soft launch in January 2018, Spacenow has attracted a competitive team and developed an aggressive rollout plan, starting with Dubai and the Middle East, North Africa region (MENA) in Q3 2018. Importantly, Spacenow is set to become the first short-term leasing option for commercial space in Dubai.

In the coming months, Spacenow will decentralize with migration onto the blockchain using Ethereum ERC20 technology and smart contracts, and the launch of the decentralized DApp. We will also launch the Spacenow token, NOW.

This whitepaper highlights the unique economy that Spacenow facilitates and the benefits over existing co-working and sharing models, and outlines a transparent roadmap for future expansion and development. We also show how NOW token will be used to make our platform fee-free for users, and will provide utility to a range of other goods and services.

The strategy in place by Spacenow is both calculated and built with the highest attention to detail. Based on this, Spacenow will achieve its vision to become the most dominant player within the workspace market.

We also show how NOW token will be used to make our platform fee-free for users, and will provide utility to a range of other goods and services.

The Motivation Behind Spacenow

Spacenow is a world first. It was born out of necessity from the fast-moving, disruptive world of the sharing economy - a \$100 billion market that is estimated to more than triple to reach \$330 billion by 2025³.

Thanks to companies such as Uber and Airbnb, people have already realized the value of space within their own homes and offices. It's estimated that within 8 years, the peer-to-peer economy will generate more than half of the total global revenue⁴.

At the same time, the remote workforce is exploding. Rapid technological advances mean it's no longer required for workers to commute to an office every day. Already, 1 million people⁵ use co-working spaces. Between 2014-2016 the shared workspace industry leased more than 8 million square feet⁶, and by 2020 it's predicted that 40%⁶ of the workforce will be freelancers, entrepreneurs, or independent contractors.

But while the share economy is already mature, Spacenow introduces a new concept: activated space.

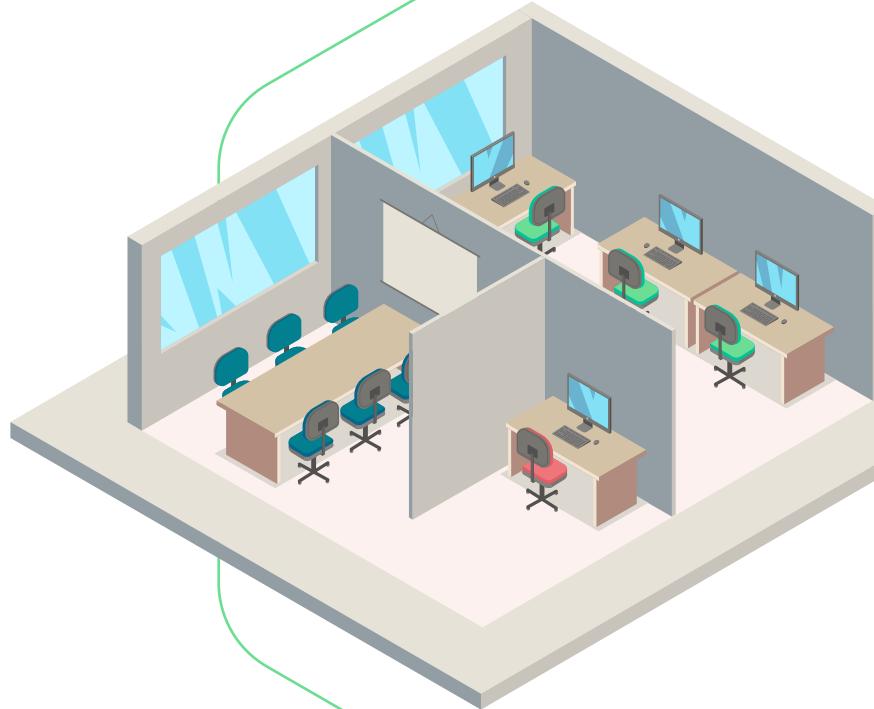
The goal of the platform is to open people's minds to the idea of sharing and monetizing any physical space asset they can think of, and expand their view of how they do business and how they collaborate - from one colleague to another, one city to another, one nation to another.

The platform goes beyond simply sharing. We offer the ability to monetize that which you don't use and provide the exchange to acquire that which you don't have - imagine renting out the walls of your retail store to an artist, and using the funds to book a nearby rooftop for a dinner party. Or hiring a boat to host your next client meeting instead of just another office.

Our decentralized model allows ideas and solutions to world problems to flow in ways the traditional economy simply cannot support. It's time to welcome a new era of activated-spaces, the Spacenow economy.

The Problem

Within two years it's predicted there will be 3.8 million members of the global co-working community, and not enough co-working offices to house all of them⁷.



In 2016, there were more than 11,000 co-working spaces available worldwide⁷. This is predicted to grow at a rate of 23.8%⁶. But the number of co-working members is set to explode even more rapidly, at a rate of 41%⁶ compounded annually.

At the same time, commercial spaces around the world sit empty. During the first quarter of 2017, the global office vacancy rate was measured at 11.9%¹ and climbing.

Not to mention empty desks, function spaces, photo studios, hotel lobbies, and more that are underutilized and wasting precious resources.

There's more than enough workspace to meet the growing demands of remote workers, but there is no single, trustworthy platform that brings together remote workers and those with space all over the world.

We don't have a real estate problem, we have a technology problem.

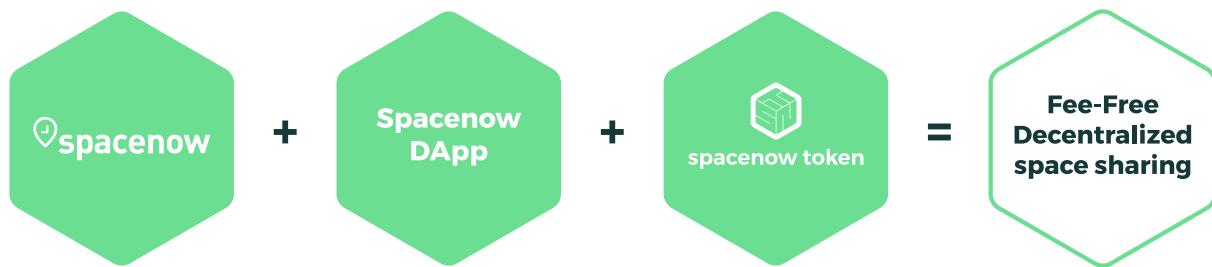


The Solution

The solution is Spacenow, a world-first decentralized platform for short-term leasing that activates any space in the world which is underutilized.

It's a world-first platform that instantly connects and empowers our two target audiences worldwide: hosts with spaces to lease or sublease; and guests or businesses looking for flexible working space. All hosts are able to monetize and manage their own space. And guests have control over how long they want to stay and the type of space they're looking for.

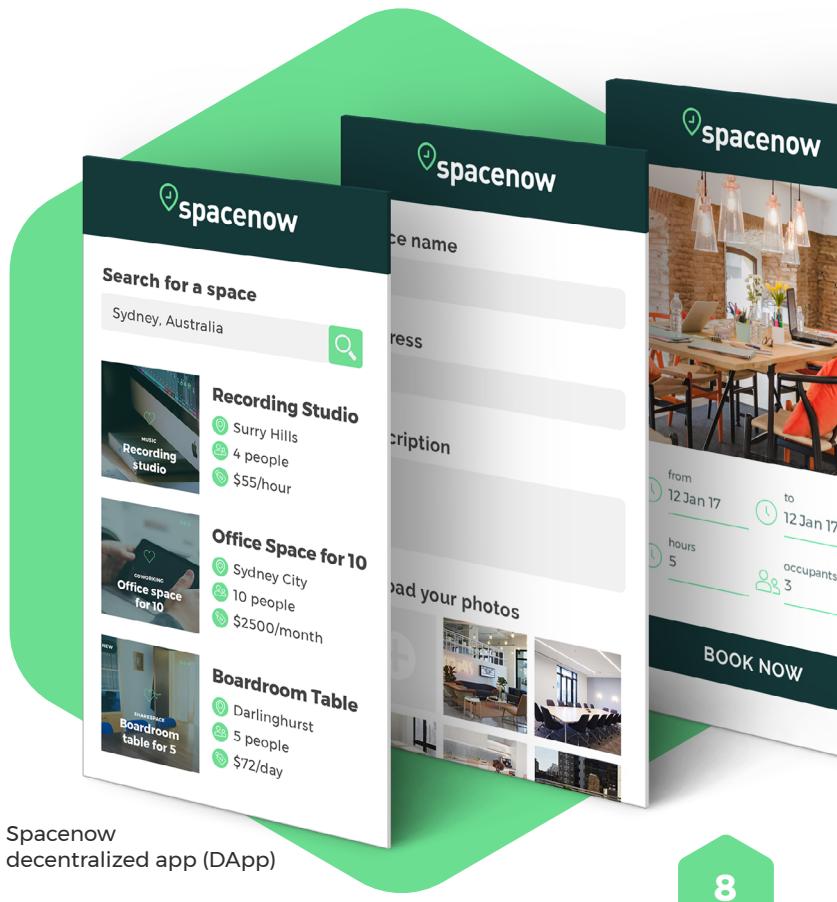
The open-ended opportunities facilitated by the platform drive innovation and new opportunities and revenue streams globally. If someone has a space, no matter how small or large, they will be able to activate it.



Importantly, once Spacenow is migrated to the blockchain, the platform will take care of all the legal paperwork involved through smart contracts, so no middle man is required - and therefore no commission fees will be taken when users pay with the Spacenow NOW token.

Smart contracts written into the Ethereum network will allow Spacenow to build an entire booking platform using a decentralized system. This offers automated and inbuilt payments, fraud protection and trustless operations, as well as simple dispute resolution.

So all a host has to do is login and upload their space details to begin making money.



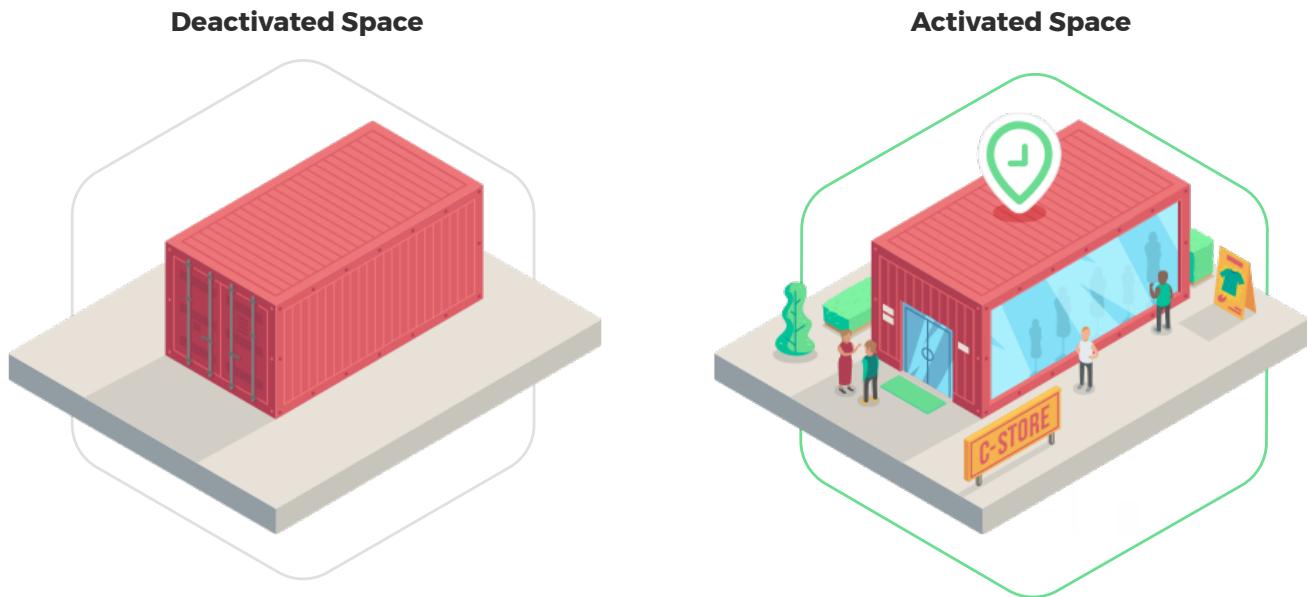
Space Activation

Spacenow is pioneering the activated-space economy. We don't just think about sharable space in the sense of a desk and chair inside four walls - our goal is to make it simple to monetize any space.

For example, imagine touching down in Sydney and finding out you need to entertain clients. With Spacenow you can log in and instantly book a boat moored in Sydney harbour for the meeting - one that would otherwise be sitting empty.

Or a photographer looking for a space to exhibit their artwork, and a furniture retailer looking for ways to increase their profit margin. With Spacenow, the photographer can rent wallspace from the retailer with the click of a button, with all the contracts taken care of.

An empty building rooftop could be turned into a rentable community garden. Or a front fence on a main road could become prime advertising space.



The Spacenow platform is set up to support all of these activations and many we can't imagine as yet. By decentralizing the hardest parts of the sharing economy - the booking, legalities, payments, and security - **the applications are only limited by the minds of our users.**

Technical Plan

Since Bitcoin's launch in 2009, many additional blockchain protocols have surfaced - each facilitating blockchain adoption within certain industries. For example, Ethereum, Ripple, Hyperledger, Corda, Neo, etc. Although Bitcoin is the dominate blockchain in terms of popularity and valuation, its smart contract protocol is most suitable for simple value exchange agreements. Ethereum is currently the most widely used blockchain protocol for platforms whose business logic requires a more sophisticated smart contract implementation.

As previously described, Spacenow operates in the space sharing economy, which requires additional complexity and can contain several different elements including (but not limited to):

- ◆ Local and national rental agreement requirements
- ◆ Rent fluctuations due to micro and macroeconomic conditions
- ◆ Smaller or larger time intervals for space rentals
- ◆ Geo-location
- ◆ Number of rooms or square footage
- ◆ Escrow and refund agreements
- ◆ The flexibility to incorporate additional add-ons (*furnished, unfurnished, daily/weekly/monthly cleaning services, private parking, etc.*)

Spacenow facilitates true peer-to-peer sharing, collaboration, and monetization by putting the power in the hands of individuals via the Spacenow DApp (decentralized application).

The benefits of decentralizing with the Ethereum blockchain go beyond cost efficiency and open up the potential for:

- ◆ Fee-free bookings
- ◆ Identity management and privacy
- ◆ Data stored on the IPFS (*InterPlanetary File System*)
- ◆ All reviews are transparent and immutable
- ◆ Most disputes are automatically resolvable through smart contract logic - if not, peers can assist in the arbitration in return for NOW tokens.

After extensive research, we've concluded that Ethereum's blockchain system is the **best fit for migrating Spacenow to a decentralized platform.**



Launched in 2015, Ethereum is a robust blockchain that has an active community of developers and users who support its continued success. The Spacenow team is aware of proposed changes to Ethereum, such as Casper and sharding⁸, and are prepared to update in accordance with the upgrades when they occur.

More specifically, the Spacenow team has chosen Origin, a new Ethereum-based blockchain designed for the sharing economy. After testing their proof of concept on Ethereum's testnet, Origin is now in the process of deploying at full scale on Ethereum's mainnet.

Smart Contracts

The Ethereum network enables the use of smart contracts on the blockchain.

This technology removes the need to pay and wait for expensive lawyers and accountants to manage funds and documents - instead the transaction is controlled by code built into the ledger, so there is no way for a space to be accessed without payment, and vice versa.

The system works on the If-Then premise and is witnessed by hundreds of people, so it's incredibly reliable. If the guest submits their payment NOW tokens, then the keyless access code will be released on check in day.

The fact that the contract is stored on the decentralized ledger also provides an extra level of security and immutability - the document is automatically canceled after the transaction has ended, and the code cannot be interfered with without either party being simultaneously alerted.

Smart contracts can resolve most simple disputes and discrepancies without a middle man, by running the code and automatically determining whether funds should be partially or fully refunded, say in the event of a cancellation.

Smart contracts are constructed using the Solidity programming language. Each smart contract includes listing data and listing logic which is routed to a registry layer that connects to a logic module. Prior contracts are recorded via a "version control mapper" so users have access to all contracts they've completed in the past. These legacy contracts can be reused.

Smart contract protocols on the Spacenow platform will be used for:

- ◆ Listing activation
- ◆ KYC (Know Your Customer) protocols
- ◆ Releasing the keyless access code after guests release tokens for payment
- ◆ Executing the host and guest cancellation agreement
- ◆ Booking requests
- ◆ Value transfer between hosts and guests
- ◆ Initial contractual disputes (*embedded in the smart contract logic*) that don't require arbitration.

Origin Platform Features and Spacenow Integration

The Origin protocol operates from the Ethereum collection of components consisting of the Ethereum Blockchain, smart contracts, ERC20 tokens, and DApps. But to reduce the cost associated with data storage, Origin uses the InterPlanetary File System (IPFS) for storing certain types of hashed metadata (e.g. descriptions, images, reputation, and reviews) which is “cryptographically linked to [Ethereum’s smart contract]” layer.⁸

In contrast, transactional data such as availability and pricing will be stored on the Ethereum blockchain directly.⁸ That means that essential transaction data, as well as the IPFS content hash, are both written to Ethereum’s blockchain layer.

Shared Data Layer: IPFS and Ethereum Blockchain

Initially created by Juan Benet of Protocol Labs in 2014, IPFS is a peer-to-peer distributed file system that was initially intended to be used in conjunction with the Bitcoin blockchain.⁹

As of 2016, Protocol Labs began to focus their collaborative development on integrating IPFS with Ethereum which, to date, has been successful. Essentially, IPFS connects “all computing devices with the same system of files.”¹² The IPFS design is hash oriented rather than object-oriented and includes the following:

- ◆ Distributed hash tables
- ◆ Merkle DAG
- ◆ A version control system
- ◆ Block exchanges
- ◆ Self certifying-file system.¹⁰

IPFS has many benefits mostly to do with increasing speed and accessibility of data within the hashed file’s content, while reducing computational and storage costs. For example, the IPFS protocol eliminates file duplication, tracks each file’s version history, allows each network node to choose the files being stored along with indexing information that indicates the file’s originator, and files are easily searchable by “human-readable names.”¹¹

As discussed briefly in this section's introduction, Origin's IPFS metadata are stored off chain but link to the smart contract protocol via cryptographic hashing.

But, as per Origin's Product Brief, anyone can access Origin's shared data layer – which includes both the IPFS and Ethereum network – and search through “currently available listings” as well as “a history of previous transactions,” and the buyer's or seller's reputation score.

The Spacenow platform will utilize both the Ethereum blockchain layer and the IPFS for:

- ◆ Storing host and guest reviews/recommendations (*Ethereum blockchain*)
- ◆ Identity management (IPFS)
- ◆ Storing host and guest transaction data (*Ethereum blockchain*)
- ◆ Storing the listing metadata, such as pictures of the property, physical addresses, GPS coordinates, etc. (IPFS)

The Origin DApp

The Origin DApp consists of open-source HTML and JavaScript applications that provide a gateway to the Ethereum and IPFS networks along with a listing index server for retrieving content hash lists from the aforementioned smart contract registry.

Origin's DApp data sharing is facilitated through Mozilla's JSON Schema and provides a uniform infrastructure which Origin then uses to establish a specific set of essential elements for each JSON object. For example, Origin's data sharing can make sure prices are listed in the preferred fiat currency, the geographical locations of the buyer and the seller, etc.

The space being listed can also be expanded to include other data such as purchasing rules, number of available units, escrow and refund requirements, and identity verification of the host (among other things).¹³

Since Origin allows third-party DApps to plug into its shared data layer, Spacenow will implement a third-party DApp to access Origin's predesigned system. The Spacenow DApp will utilize the same programming language and JSON Schema that Origin currently has in place. Because of this, the Spacenow team will be able to swiftly transition our platform to connect to Origin, providing immediate benefits for our current users as well as quickly tapping into Origin's collection of buyer and seller listings.

Fractional Usage and Interval Capabilities

For listings that require “fractional usage” of just a few hours, Origin uses jCal and iCalendar as their underlying scheduling protocol.¹³ Given the temporary nature of the sharing economy,

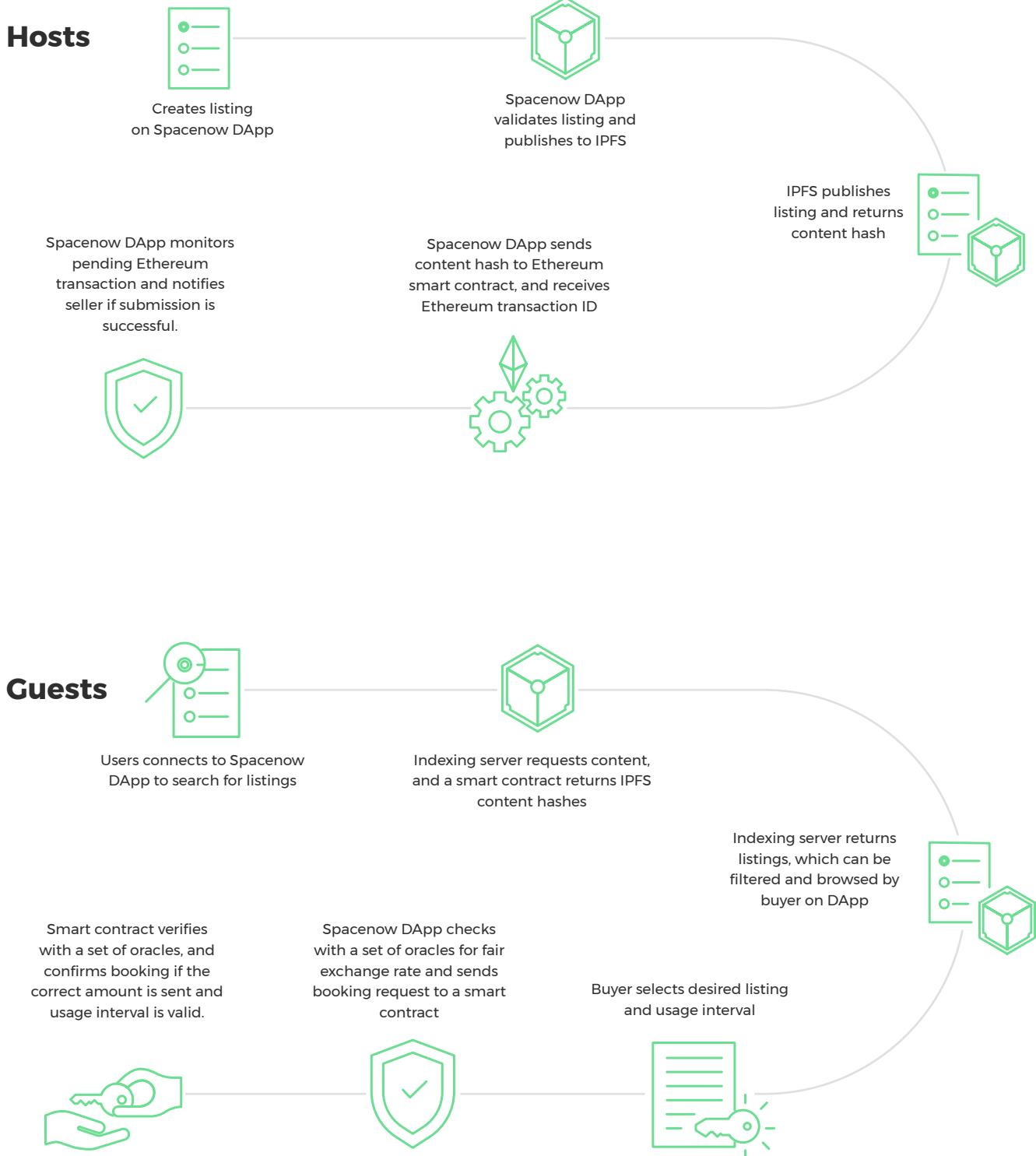
Origin has incorporated recurring rules (RRULEs) which are sequential and override prior rules when a listing is updated. Once the RRULEs (including intervals and price) are set, they will be auto-executed and enforced by smart contract logic.

For example, if a host’s office space availability changes from Monday through Friday between 8am and 5pm to Monday, Wednesday, and Friday beginning at 8am and ending at 12pm, then the RRULEs will update the listing and supersede the parameters of the earlier listing.

The host can set varying price points for different days as well, so for example weekend rates may be higher, and the availability limited to only Saturdays.

Protocol Mechanics

The following steps briefly outline how hosts and guests will interact with Spacenow.



The Utility of the NOW Token

The Spacenow token, NOW, will be used across the Spacenow platform to rent space without commission or bank fees, participate in dispute resolution, set up listings, increase your reputation score, purchase supporting share economy services without a commission fee and also be eligible for incubator grants. The blockchain transactions will also be significantly faster than FIAT transactions.



Fee-free payments

Pay and be paid in NOW for booking services



Dispute resolution

Help support platform users and earn NOW tokens



Reputation score

Increase your NOW rating



Supporting services

Book, cleaners, accountants and more



Incubator grants

NOW grants for startups and entrepreneurs



Compulsory booking stake

A bond will be taken to protect hosts

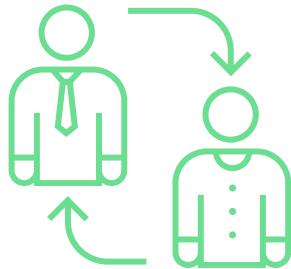
Spacenow are also looking to secure key partnerships with leaders in hospitality and travel, and this will enable the NOW token to be used across their properties.

Transaction Fees

Our decentralized platform charges guests and hosts using NOW tokens 0% commissions, thanks to smart contracts automating transactions and bypassing banks and financial institutions.

We take a one-off, small admin fee from the activator to cover running costs for NOW users.

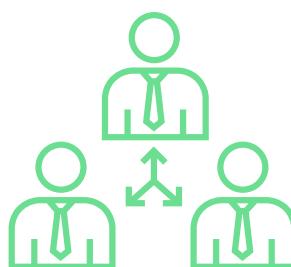
But even for FIAT users, the model greatly reduces transaction fees.



FIAT - 10% commission + bank fees

NOW tokens - 0% commission + no bank fees. A small admin fee will be taken in tokens to cover running costs.

In comparison, centralized space sharing platforms have several layers of fees which hosts and guests end up paying up to 22% commission for. To break them down:



Platform fees (3-15%) - Centralized platforms charge a commission simply to use their platform

Financial institutions fee (3%) - The financial institutions such as Visa or Mastercard then charge fees for facilitating the transaction

Foreign transaction fee (3%) - Most transactions will require different currencies and you're therefore charged a foreign transaction fee

Currency conversion fee (1%) - On top of that, you'll be subject to a currency conversion fee.

Security and Trust

Spacenow provides a transparent and secure user experience through the use of blockchain technology.

Trust is fundamental when it comes to sharing assets, and the confidence that comes from transacting via blockchain technology sets Spacenow apart from other sharing models. Using the NOW token, guests and hosts will have full privacy, security, and fraud protection, so they can feel confident browsing and booking without their data being compromised.

Using smart contract technology, we will implement know your customer (KYC) protocols, and all hosts and guests will be independently verified and authenticated when they sign up. Third party authentication platforms will then link weighted reputation scores to the user's identity.

These reputation scores are shown during the booking process and are pulled whenever a user is needed to help resolve a dispute or conflict.

They're weighted based on the amount of identification provided to verify their identity and how much they've used the platform. For disputes involving new members, a registered Spacenow representative will help to moderate the dispute. Your reputation score can also be increased by staking NOW tokens in dispute arbitration.

Increasing your reputation score on the Spacenow platform allows the following benefits;

- ◆ Your activated space appearing higher in search results
- ◆ You'll be able to earn NOW if you refer people to Spacenow
- ◆ Access to Spacenow incubator grants

Transparent Reviews

Transparent reviews are an integral part of the Spacenow platform, as these reviews will influence whether or not guests will book a space, and whether hosts will accept a guest.

This transparent model is important, because the authenticity and credibility of reviews on centralized platforms has been called into question in recent years.

In 2013, a US court set a precedent in a class action lawsuit against Yelp!¹⁴ by ruling that Yelp! had the legal right to manipulate their data - in this case, user reviews.

There have also been complaints of deleted and modified reviews on Airbnb¹⁵ and TripAdvisor²⁰, which has led to widespread distrust in the reviews on centralized platforms. However, Spacenow does encourage all hosts and guests to review each other, as authentic reviews are still the best way for users to get unbiased information on a property or guest.



But once the platform is decentralized, all our reviews will be stored on the blockchain where they cannot be modified or deleted. After passing through a filter to detect and flag and profanities or racist comments, the reviews are posted at the same time, so a host or guest can't change their review in response to the other person's.

To ensure privacy and keep administrative costs at a minimum, reviews are encrypted and stored off-chain with only a hash of the review being posted on the blockchain. This system is also transparent if any investigations into the review process need to be made.

Payment Between Hosts and Guests

The Spacenow payment system is a key feature of the platform, and is seamless, easy, and instant for users, without involving financial institutions.

The payments rely on smart contracts to ensure money changes hands at the right time. On the secure platform, a guest pays for a booking by sending NOW tokens to the smart contract. The host also sends their keyless access code to the smart contract. Assuming both of those assets have arrived, the guest is sent the access code on checkin.

And upon checkout, if there are no disputes, the contract dispatches the tokens to the host's wallet. Hosts who cancel after the cancelation cutoff will have their reputation score decreased. If this happens often, they will be banned from the platform.

In the case of a simple conflict - a cancelation or stay cut short - the smart contract will distribute the appropriate refund, while sending the cancelation fee to the host. If there's a more complex dispute, the tokens are held and the arbitration will begin. Once resolved, the smart contract will release the tokens.

Thanks to the blockchain, there's no risk of a payment getting lost or any lag that would cause a guest to accidentally be charged twice.

When using NOW tokens there are also no currency charges, wait times, or transaction fees.

Dispute and Listing Resolution

Initially, dispute resolution will be subject to moderation by the Spacenow team, however this restriction will be removed in the future to aid decentralization and reward hosts and guests. Disputes that can't be solved by the smart contracts will be arbitrated by a selective community of Spacenow users.

The criteria through which the arbitration community will be selected is yet to be established, but it will include roughly 1% of our most engaged users, who will be eligible to stake and earn tokens from dispute resolution - and also risk losing tokens if dispute resolution and arbitration isn't handled professionally.

There will be bonus tokens on offer for settling the dispute and ensuring both parties are satisfied within a timely manner, so that the process doesn't become unnecessarily slow. However this bonus only applies if the dispute resolution is deemed fair, so that arbiters take their time to consider each case fully instead of rushing to a verdict.

The users arbitrating the disputes will also be able to ask more questions and get more information, while at the same time the parties involved in the dispute will remain anonymous.

In the case of escalated disputes, the Spacenow team will step in and work on finding a suitable solution. If this happens and arbiters are seen as having done an unfit job, they will lose NOW tokens. If this happens several times, they will be banned from the arbitration community and potentially the platform.

This selective community of arbiters will also be able to approve space listings in future. This will allow them to stake NOW tokens and be involved in the process of checking spaces, taking on some responsibility for making sure the spaces are legitimate and match the description provided.

Users will be able to earn tokens for successfully approving listings. However, if a space doesn't match the description advertised then they will also risk losing NOW tokens.

Once the platform is fully decentralized, the goal is to have each space listing verified only by independent users within the selective community. The users will be able to ask questions, demand further images or information, and also provide helpful feedback about listings and the way a space is photographed or branded. They will also assist in categorizing and setting the limitations and rules for each space. For example, when inspecting images and descriptions they will categorize a space on the site as having desks, open plan structure, good lighting, and being close to good cafes - as well as any other searchable criteria.

For a listing to be accepted, there will be a minimum number of user approvals that need to be met. To avoid the process becoming slow, the quicker a user approves a space satisfactorily, the more tokens they are eligible to earn - although this bonus will be negated if there are any issues with the property.

Anonymously, the details of the verifying users will be stored privately and encrypted on the blockchain so that smart contracts can ensure the same group isn't involved in arbitration. This will remove conflicts of interest, as arbiters may deem the original verifying users at fault.

There are several benefits to this arbitration and approval process. Firstly, it will minimize the risk of fraudulent space listings or listings that don't live up to their description, seeing as several people with a vested interest - the ability to earn NOW tokens as well as lose them if listings doesn't match its description - will be independently vetting each listing.

It also keeps users engaged in the platform and offers a way for regular users to build up tokens without having to convert FIAT - it's a useful way for entrepreneurs and start-ups to rent space even if they don't have the financing to begin with.

Another benefit is that it will eventually remove the Spacenow team from the space approval process in future so that the process becomes more streamlined. It will also save on time and money having staff categorise each listing, seeing as these features are something the community will need to check anyway as part of the verification process.

Importantly, this takes us closer to our goal of developing Spacenow into a truly user-generated community.

Through this dispute and listing resolution process, it is the users that will benefit from the platform growing and gaining more quality listings in the form of earning more NOW tokens - it's not the company and executives benefiting, which is crucial for a decentralized platform.

Additional services

Spacenow is facilitating the creation of new business models and income streams by providing the public with the ability to easily activate any space.

To support this emerging economy, the platform will also offer additional peer-to-peer services, such as:



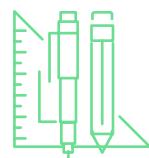
Cleaners



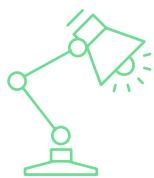
Photographers



insurance



Styling



Furnishing



**Event
Planners**



Caterers



**Property
Managers**

These services would be paid for with the NOW token, with the arrangements written into smart contracts to allow the same seamless process.

Marketing and Business Plan

Rollout

After an independent analysis of the global market, Spacenow will focus on rolling out in four specific regions over the next 12 months: Dubai, Sydney & Melbourne, Singapore, and Amsterdam. These cities have been targeted as they have strong growth economies and possess minimal competitors or barriers of entry.

Thanks to a local partnership, Spacenow will become the first short-term commercial rental platform operating in Dubai when it launches in Q3 2018.

Target Audience

Spacenow has identified that the space market can be segmented into two distinct target market categories:

Hosts

The hosts category consists of either: those who have available space to rent out or sub-lease; those who are the owners of space; or those who are currently committed to a lease agreement. Spacenow targets and facilitates the leasing out of all types of space, including but not limited to: office space, coworking space, meeting rooms, event space, studio space, recreational space, wall space, parking space, or any space that can be used by a business or individual. Spacenow's portal will allow hosts to manage their space in an easy-to-use manner that is also profitable. Spacenow will focus on targeting top-level decision makers within organisations, that possess the authority to make decisions on space leasing, as well as entrepreneurs and creatives with unique spaces to share.

Guests

The primary target guests are entrepreneurs, professionals, creatives, organisations requiring temporary and/or cost-efficient space.

Guests can be segmented into three groups: Millennials and Gen Z; Corporates; One-Offs

Millennials and Gen Z

Aged 18 to early 30's

Freelancers / Digital Nomads / Artists / Creatives / Entrepreneurs / Startups

This segment seeks a work environment that provides up-to-date technologies and amenities. They prefer the flexibility of coming and going as they please, and being locked into long-term contracts is therefore not an appealing option. Millennials and Gen Z thrive off being surrounded by like-minded individuals and having a system of strong networks around them. A sense of community and connection is important to them, and feeling welcomed and accepted helps them to build trust and feel comfortable in the workplace.

Spaces they are most likely to book: Office / Co-working / Desk Only / Shared Office / Studio / Meeting Room / Event / Function Centre / Car Park / Storage / Conference Rooms

Corporates

Aged 20s to 35/40+

This segment requires more than just a desk, and usually for longer periods of time. The space they seek must be able to allow them to conduct their business, and provide the resources for them to do so. Stress-free and trustworthy relationships are important to this user, in order for them to focus on projects and business they operate. Corporates will either own their own business, or are top-level decision makers who decide on the space they require.

Spaces they are most likely to book: Office / Meeting Rooms / Shared Office / Conference Room / Home Office / Warehouse / Industrial / Storage / Car Park / Retail / Pop-up Retail

One-Offs

Individuals / Family Members / Partners or Spouses

These users do not book space often, however they are just as important as the aforementioned target segments. This segment usually books space on one-off occasions, such as booking an event or function space for a celebration.

Specific and detailed information about a space is an important aspect for these users, as finding the right space for their occasion is a big priority. One-offs differs from the aforementioned users, in that they seek space unique to their need or profession, rather than just corporate or office space. They may book with Spacenow only once, or if the space is right, it could turn into a regular occurrence.

Spaces they are most likely to book: Event / Function Space / Wedding Venue / Pop-Up Retail / Retail / Unique Space / Market & Stalls / Warehouse / Industrial / Remedial & Sports Injury / Medical & Consulting / Music Studio / Yoga & Pilates / Hospitality / Kitchen / Fitness

What Makes Spacenow Different?

It's no secret that the sharing economy has well and truly bloomed and matured in recent years, with pioneers of the economy such as Uber and Airbnb are now household names.

But with the rise of decentralization and the blockchain, these traditional sharing economy models have received some criticism. Many argue that once a third party facilitates a transaction between two parties then it is no longer "sharing" – it really is more accurately defined as "access". As in, a company granting one party access to another, for profit.

This leaves a gap in the market for a truly decentralized sharing platform. It is in this niche that Spacenow have the opportunity to be global pioneers.

Spacenow's combination of near limitless categories, the use of blockchain technology to build trust, the decentralized DApp, and the brand purpose to activate any and all underutilized space are all underpinned by the goal to empower people and their ideas in a disruptive new way.

After extensively analyzing the market and our competitors, Spacenow will highlight this unique point of difference in all marketing activities - the fact the platform is built not just to rent out offices or desks while the executive team profits, but to truly activate any and all spaces for the benefit of users.

**Its use is limited only by the imagination and ingenuity of the public.
Our marketing tagline ties in with this unique selling point: open up to Spacenow.com**

Spacenow is also set apart by the use of the most advanced technologies that provide the most efficient and user-friendly platform available. The migration to ERC20 smart contracts will only make the booking process more secure, seamless and instant.

The rollout and marketing strategy in place by Spacenow is both calculated and ambitious - and we also have the team to pull it off. Spacenow has attracted a highly skilled and expert team in the first half of 2018, which together have many years of local experience in real estate, marketing, technology development, finance, and policy in the four initial target regions.

NOW incubator

Spacenow users will have the opportunity to be involved in these early stage innovation and development programs, and receive valuable guidance, mentoring, and networking.

To help differentiate itself from competitors, Spacenow will also facilitate an incubator program for startups and remote working communities, partnering with online freelance marketplaces such as Upwork and Fiverr to provide cross promotional services.

Marketing Strategy

To gain immediate market share and achieve a large scale of high-quality listings, Spacenow will execute a calculated and aggressive marketing strategy.

The objective of the marketing strategy is to generate:



**Brand Awareness,
Brand Comprehension
and Brand Trust**



Leads

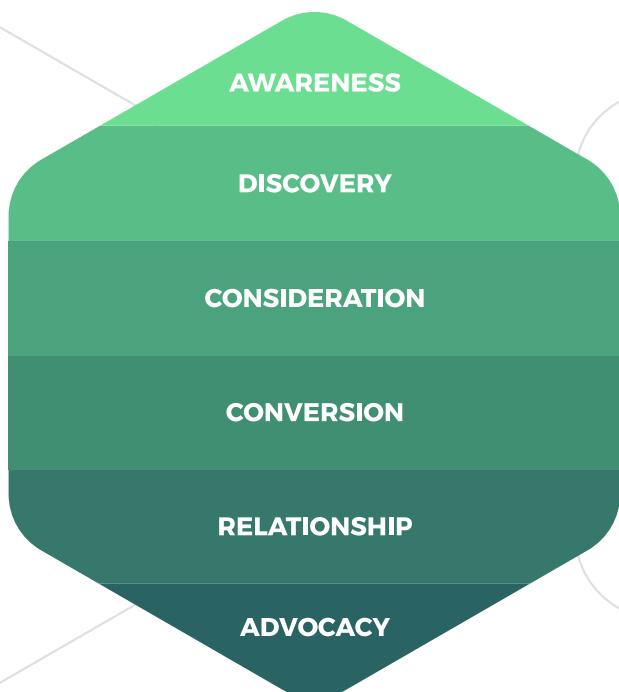


Listing



Transactions

Our marketing program will address all stages of customer acquisition and transactions leading to satisfied users, repeat purchase and advocacy.



Brand awareness will be maximized through the execution of an integrated campaign.

Brand messaging will address Brand Comprehension and Brand Trust, serving to educate prospective users on the benefits of Spacenow and motivate them to transact.

After successful transactions, we will nurture and grow the customer base, keep customers engaged and build their loyalty.

Ultimately, Hosts and Guests will become advocates of the Spacenow platform.

Spacenow's marketing strategy will include:



Product Development



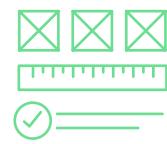
Content Creation



Insights



Activation



Performance Metrics

Marketing Budget Allocation

1	Creative Concept Development and Production	15.0%
2	Digital	27.0%
3	PR & Communications (Earned Media)	10.0%
4	Paid Media	35.0%
5	Events	2.0%
6	Partnerships	1.0%
7	Sponsorships	3.5%
8	Public Affairs and Lobbying	1.5%
9	Marketing Analytics	1.5%
10	Research	2.0%
11	Thought Leadership via CEO Profile Program	1.5%

We anticipate the allocation of paid media will reduce over time as the brand awareness grows.

Digital Marketing Strategy

Digital marketing will dominate our activation and cover these areas:

- ◆ Website maintenance and updates
- ◆ App development and maintenance
- ◆ Social media strategy
- ◆ Social media marketing
- ◆ Social media operations and community management
- ◆ Customer relationship management
- ◆ Electronic direct mail (EDM) & Email Marketing
- ◆ Search engine marketing (SEM)
- ◆ Search engine optimization (SEO)
- ◆ Mobile marketing
- ◆ Analytics
- ◆ Marketing automation
(to feed content to social media channels and CRM)

All digital media activation will be optimized to ensure that traffic is driven to the Spacenow website or DApp download page and that organic search is maximized.

Social media content will be curated to grow and nurture brand awareness, brand comprehension and brand trust in a compelling and credible fashion.

Brand Activation (will include but is not limited to):

Thought leadership

Promote Spacenow as a ‘thought leader’ or pioneer in the activated space economy. It will build trust and credibility for marketing messages and establish Spacenow as dominant with a competitive edge. The initial activation will be via profiling Spacenow’s C-Suite Founders.

Publicity

The uniqueness of our brand and innovation lends itself to storytelling and media attention in mainstream as well as niche media.

Sponsorship/Competitions

Through the NOW incubator we will donate to startups as a “pay it forward” enabler, and offer awards/competitions to help build brand awareness and emotional engagement.

Establish Experiential Media offering

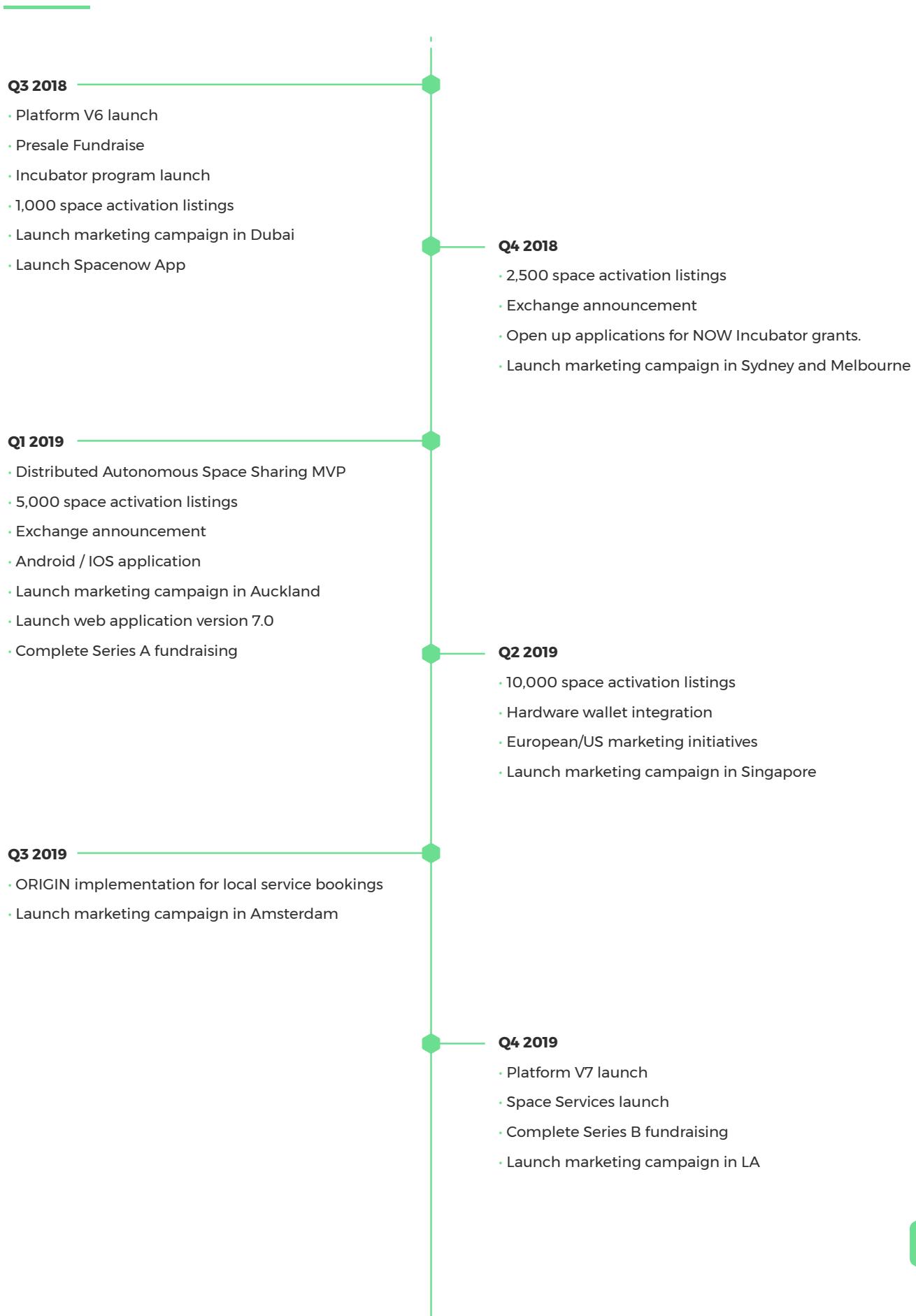
One of the great aspects to the redefinition of ‘space’ is the quick, easy monetizing ability of space of which one interpretation is media for advertising, marketing and promotional usage. Experiential and out-of-home media is one of the most engaging and interactive media forms. We will use our own spaces as our own media and marketing channel – this reinforces brand positioning and recall due to actively using our own spaces to promote.

Milestone Viral Enablers

Spacenow has viral potential via social media and other digital channels. We propose incentivizing referrals with a milestone loyalty widget where users can earn NOW or merch at milestone intervals (5, 10, 15 referrals) – to help startups by incentivizing innovation.



Roadmap



Token Sale info

Dates

Presale Start Date: Q3 2018
Public Sale End Date: 30th Nov 2018

Token Info

Token: NOW
Platform: Ethereum
Type: ERC20

Token Price

Presale Price: NOW = 0.006

Token Supply

NOW Supply 4,000,000,000
Tokens for sale: 2,600,000,000

Investment info

Min. investment:

Pre-ITO: 50 ETH
ITO: 0.2 ETH
Accepting: ETH

Soft Cap/Hard Cap

Soft cap: 2,100,000 USD
Hard cap: 22,360,000 USD

Who can participate in the Whitelisting process: This Whitepaper is not directed to, or intended for distribution to or used by, any person or entity who is a citizen or resident of or located in any state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation. In particular, this Whitepaper is not an offer to any residents or domiciles of the United States of America, the People's Republic of China. Citizens, persons domiciled in, or residents of the above mentioned countries, and of any other countries the laws of which prohibit or otherwise conflict with the sale of Spacenow Tokens and initial coin offerings, token sales, token generation events or token distributions events generally, are expressly excluded from participating in the purchase of Spacenow NOW tokens in any capacity.

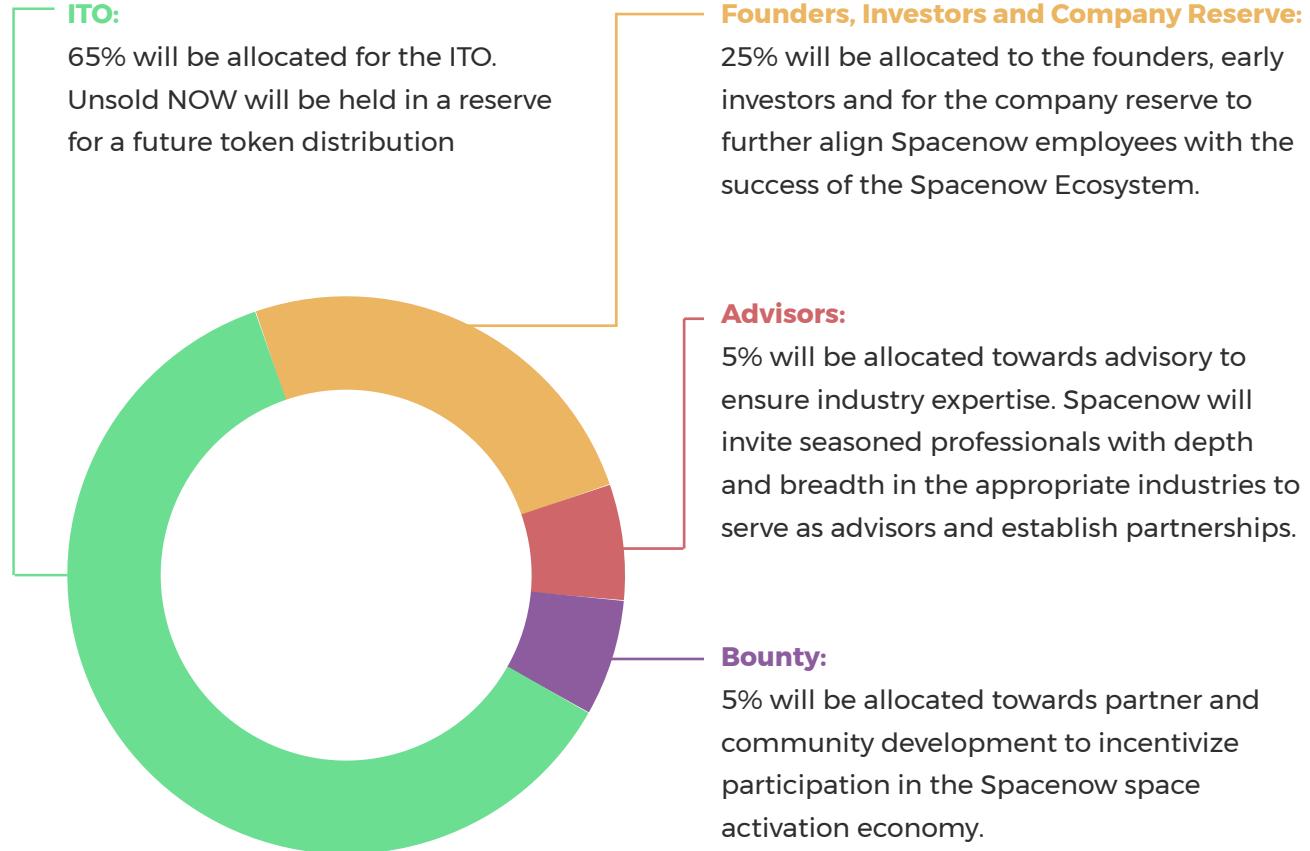
Only participants who pass KYC/AML checks will be eligible to purchase NOW tokens.

Unsold NOW: Unsold NOW will be held in a reserve for future distribution.

Token Allocation

Token Split	% Allocation	Amount
ITO	65%	2,600,000,000.00
Founders, Investors & Company Reserve	25%	1,000,000,000.00
Advisors	5%	200,000,000.00
Bounty Program	5%	200,000,000.00

The 4,000,000,000 NOW tokens will be distributed as follows:



Funding Allocation

The Initial Token Offering (ITO) will have a hard cap of \$22,360,000. If the ITO raises over \$2,100,000 USD (SoftCap) the funds will be unlocked and available to begin business and marketing operations for the crowdsale and platform development.

Details of the allocation are as follows:

Marketing & Business

Marketing manager	\$15 - 20K per month
Advertising spend	\$200 - 300K per month
Digital Advertising	\$100 - 200K per month
PR	\$25K per month
Events & Conferences	\$20 - 50K per month

Operating Expenses

Salaries	\$120 - 200K per month
Rent	\$5K per month
Amenities	\$4K per month

Legal

We'll engage lawyers and policy experts in each location to stay up-to-date with local or state legislation enforcement regulations.

Product Development

C++ programmers
Solidity Developers

Overheads

Rent
Travel costs

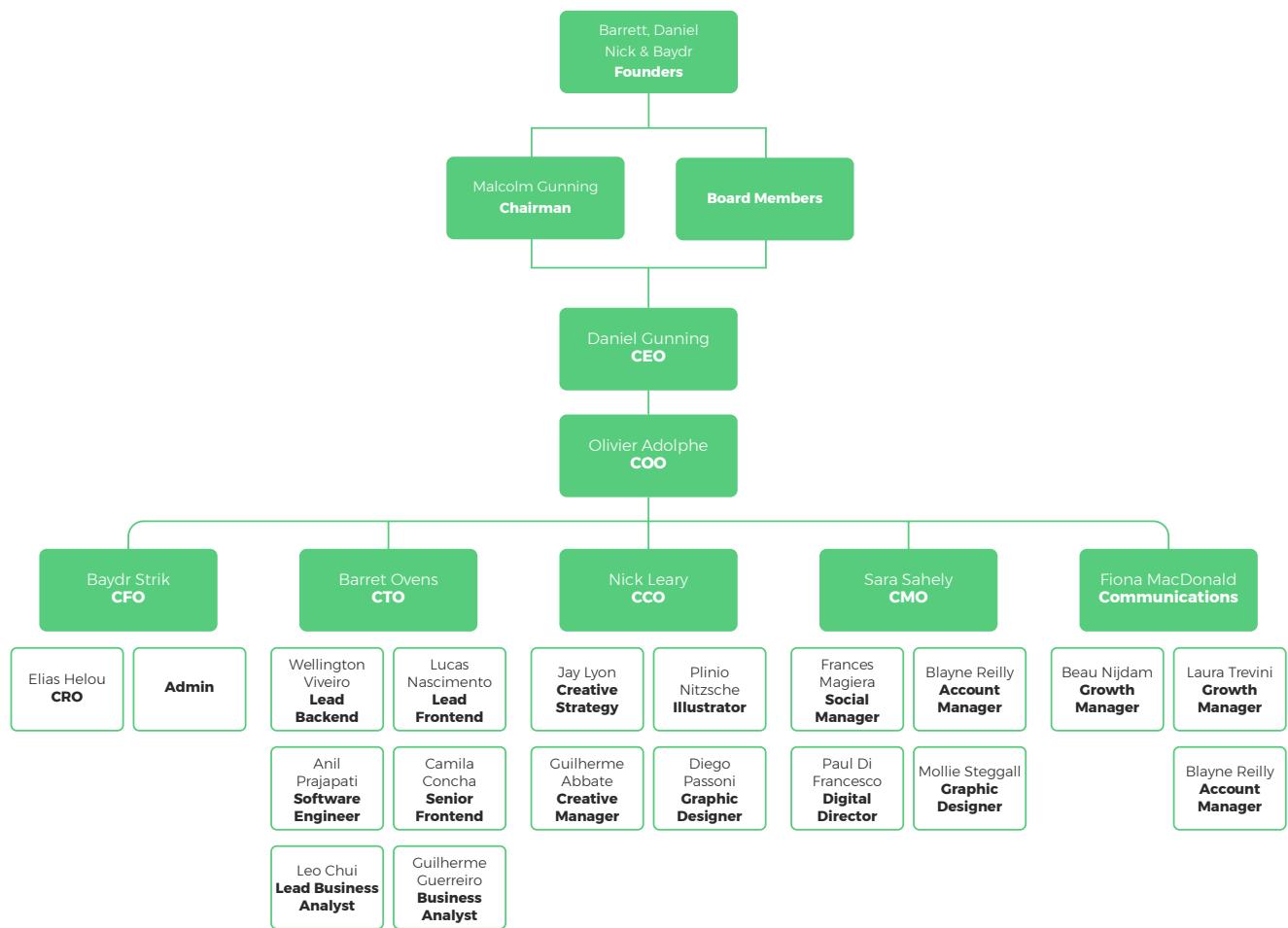
Proceeds allocation	% Allocation	Amount	Per Year (5)
Legal	8.0%	\$ 1,788,800	\$ 357,760
Operating Expenses	17.0%	\$ 3,801,200	\$ 760,240
Marketing & Business	40.0%	\$ 8,944,000	\$ 1,788,800
Product Development	15.0%	\$ 3,354,000	\$ 670,800
Salary Plans	15.0%	\$ 3,354,000	\$ 670,800
Overheads	5.0%	\$ 1,118,000	\$ 223,600



The Team

Spacenow was founded by leaders in the technology, finance, and real estate space, and the team is made up of former PayPal and eBay staffers.

Established in Sydney, Australia, Spacenow is working with top engineers and digital designers, as well as experienced blockchain advisors to assist in the decentralization of the platform. We're currently seeking blockchain engineers to join the team.



Founders



Daniel Gunning, Co-Founder & Chief Executive Officer

Daniel is one of the most prominent figures in Australia's real estate industries and is managing director of commercial real estate group, Gunning Commercial. He brings decades of commercial real estate experience to the Spacenow team, including an understanding of legal and policy requirements around the world. He has worked with both commercial tenants and property owners and is in a unique position to understand the pain points in the space sharing process.



Barrett Ovens, Co-Founder & Chief Technology Officer

Barrett is an entrepreneur, UX designer and digital marketing expert. He's founded and run several successful digital marketing agencies in Australia and built more than 1,000 websites for clients worldwide. Barrett has more than 10 years' experience in SEO optimization and marketing campaigns. He recently spearheaded the campaign for the sold-out F45 clothing line.



Baydr Strik, Co-Founder & Chief Financial Officer

Baydr is a skilled and experienced business accountant and director of Entertaining Taxes, Strik & Co, and financial planning service Bayswater Financial. He's set up more than 500 businesses and given financial advice to over 1,000 clients in his 18 years of business. He's also an expert in helping clients buy, rent, and monetize commercial and residential property.



Nick Leary, Co-Founder & Chief Creative Officer

Nick is one of Australia's best known photographers and a talented creative strategist, who has created imagery for titles including Vogue, GQ, and Harper's Bazaar, and countless others. He's also the founder of brand strategy agency Aesthetic, which brings together some of the world's top creatives to create campaigns and content for international brands and companies, including Wanda, the world's biggest private property developer, and Visionary Investment Group. Nick is responsible for creating all of the imagery and visual content for Spacenow.

Executives



Sara Sahely, Chief Marketing Officer

Sara is a corporate marketing specialist who has previously worked in Dubai and Beirut, two of Spacenow's main target cities. She was previously Executive Director of major Dubai business, TECOM Group. She's also worked with Emirates Airline, Mars, ANZ Bank, and McDonalds. Sara has a unique understanding of businesses operating at the forefront of travel, business, technology, and finance, and brings crucial knowledge of both Australian and Middle Eastern media and marketing practices.



Olivier Adolphe, Chief Operating Officer

Olivier is a corporate advisor and director. He's worked in strategy and sales for eBay, PayPal and ASX, and is now leading the operations of Spacenow.



Elias Helou, Chief Recruitment Officer

Elias has more than a decade of experience in recruitment and talent management, and is leading Spacenow's team growth. He's most recently worked with candidates in the fintech and coworking space and has a network of talented developers and creatives ready to fuel the expansion of the company.



Fiona MacDonald, Communications Advisor

Fiona is an award-winning science and technology journalist who's written for Popular Science, GQ, Cosmos and Australian Geographic. She's the CEO of ScienceAlert, a popular science site with more than 15 million readers each month. After covering blockchain developments over the past five years she's now leading the communications for Spacenow and the NOW token.



Rich Long, Head of Product & strategy

Having lead large-scale business optimization projects across large matrixed enterprises in the finance industry, most recently at AMP, Rich consults senior leadership on ways to achieve business objectives while maintaining a strong focus on customer centricity. By applying a corporate strategy lens to UX and UI, Rich specialises in taking web based projects from launch to full adoption. Rich is now leading the product management and go-to market strategy for Spacenow.

The rest of the team



Lucas Nascimento
Lead Frontend



Wellington Viveiro
Lead Backend



Anil Prajapati
Software Engineer



Paul Di Francesco
Digital Director



Camila Concha
Senior Backend



Leo Chui
Lead Business Analyst



Chris Adolphe
Product Manager



Guilherme Guerreiro
Business Analyst



Jay Lyon
Creative Strategy



Gui Abbate
Creative Manager



Plinio Nitzsche
Illustrator



Diego Passoni
Graphic Designer



Blayne Reilly
Account Director



Frances Magiera
Social Manager



Mollie Steggall
Graphic Designer

Advisors

Our blockchain advisor, Andrew Grunstein, has already been involved in a successful ICO launch, raising a total of \$28 million and our real estate advisor Malcolm Gunning holds the most senior position in the Australian Real Estate industry.

Andrew Grunstein, Head of Research at DAV Network

Malcolm Gunning, President of Real Estate Australia

Joe Purves, Founder & Digital Creative Director at Digital Media Group

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