



# Revolution for the e-commerce industry

The first global decentralized ecosystem directly connecting  
e-commerce merchants to offline sales and customers



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## WHITE PAPER

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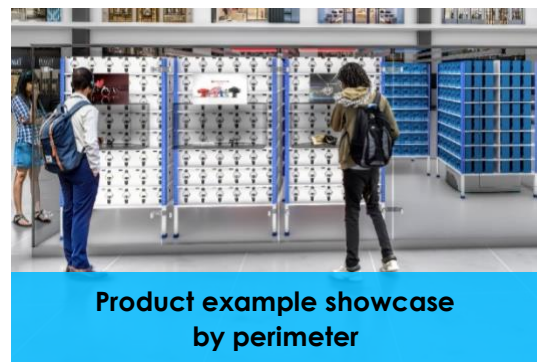
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# 1. Executive Summary

## About EiraCube

EiraCube is a European startup that is developing the world's first robotic pop-up chain of stores – a fully IoT, blockchain-based business model requiring no human personnel in store. Placed in high-end shopping malls across the globe, it employs robots instead of sales assistants and it sells exclusive items from online merchants.



## Challenges to solve in the global retail industry

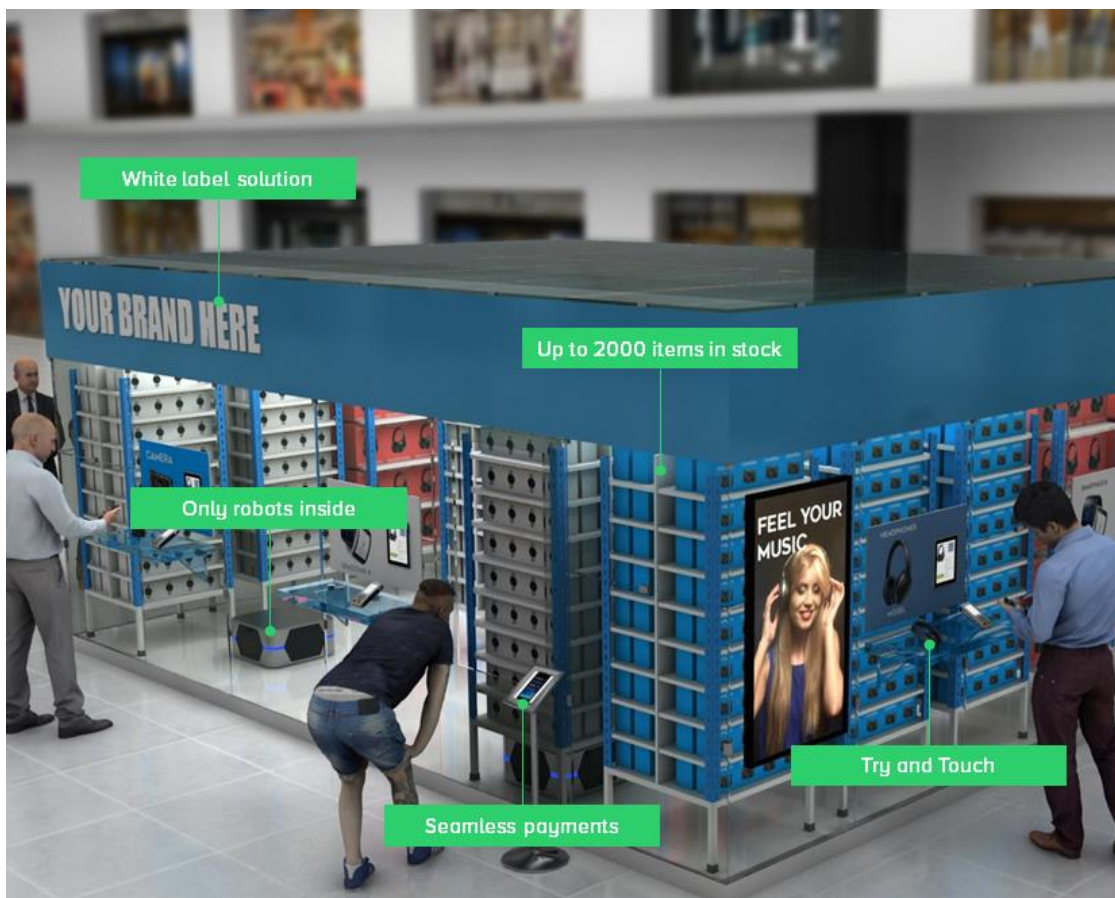
As the leaders of the \$2 trillion global ecommerce market move to brick and mortar stores, so do smaller merchants, facing along the way numerous pain points, such as:

1. Costly, inefficient and time-consuming route to shelf space in a department store
2. Lack of the digital tools merchants expect, such as big data customer analytics and engagement metrics
3. Only white label shelf space that blurs brand image and reduces engagement is being offered
4. Negotiation with numerous parties is required for a global launch (e.g. Westfield in London, Lafayette in Paris, Tokyo in Tokyo, etc.)

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## EiraCube solution

EiraCube is developing a breakthrough solution addressing these issues by putting blockchain-driven technologies at the core of the Retail 3.0 and the Internet of Things.



**15 real estate companies from the UK, Ireland, and Australia have already committed to host EiraCube at their properties:**

BRETT - way to get retail space or

## **Cool Goods almost for free**

Payment in BRETT tokens in EiraCube stores guarantees discount 50-90%, thus create a constant demand for BRETT.

BRETT - Monthly Activity Function

## **100%**

of EiraCube net income will be sent to smart contract for monthly buyback. Buyback tokens will be distributed between token holders and active users depending on their activity.

The product's key features are:

- **Full automation** through the use of robots cuts labour expenses, one of the major cost components in retail industry, to zero, one of the major cost components in retail industry. The use of robots makes ensures that the level of service will be of the same high quality across all the retail chain.
- **Lean access to offline clientele** with offerings starting from 1 shelf for an online merchant
- **Fast offline channel** access tool with 1 week go-to-market time for just \$30-60 per day for a shelf place in the leading shopping centres
- **Innovative data capturing solutions** such as heat sensors and cameras measuring customers' engagement and to support data-driven decision-making
- **Customized shelf space** branded with seller's visual identity
- **One-stop solution** to simultaneously launch the product in the best malls around the world



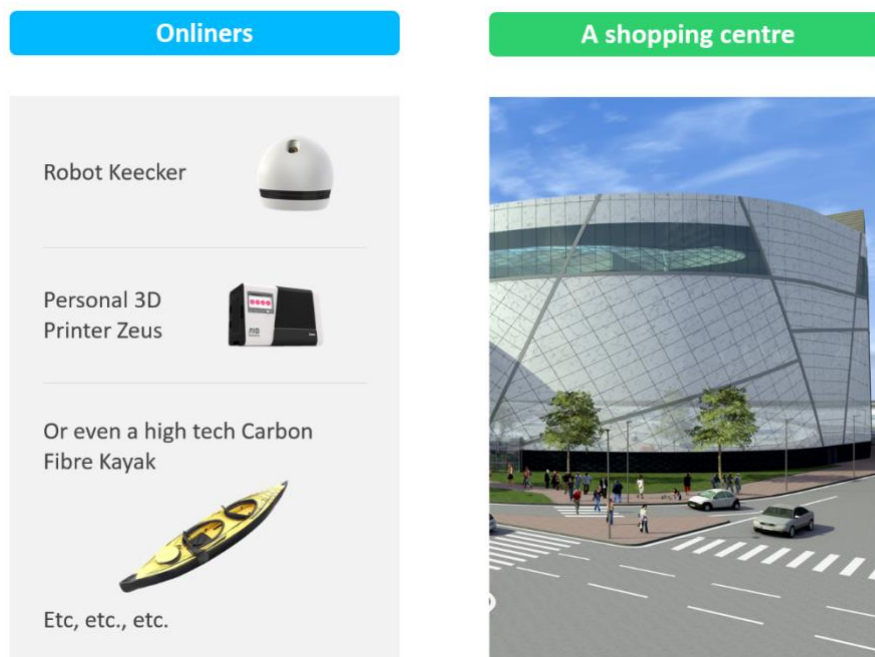
## 2. Challenges:

### Three key trends and challenges of the e-commerce

#### E-commerce goes moves to brick and mortar, focusing on the pop-up segment

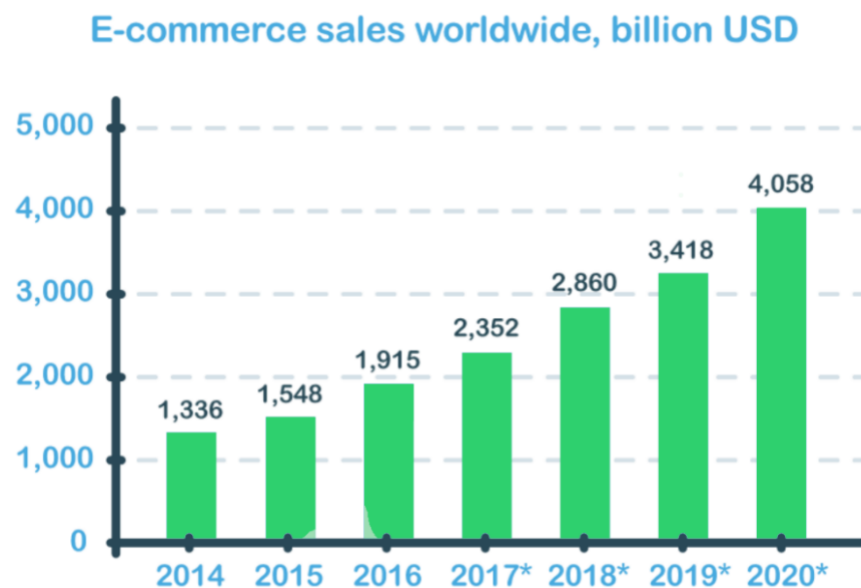
The need for online merchants to move offline was always in the offing especially for unique products as opposed to mundane products such as books or pet food. Ironically, the digital sales channel has become one of the biggest barriers to the digital ecommerce economy becoming comparable to the offline segment. Consumers like to touch and try gadgets, fit new garments or shoes, and explore new devices' functionalities.

As the Telegraph reported in 2016 people spend 51 pence of every £1 online. The gap between digital and traditional brick and mortar retail is huge. Online merchants struggle to get an offline presence where over 90% of total sales happen, and vice versa landlords struggle to bring in online merchants.



## E-commerce is booming, the number of small merchants is exploding

E-commerce has grown at an unprecedented rate and is projected to grow at an even higher rate over the upcoming years. According to "Statista", retail e-commerce sales worldwide in 2014 were USD 1.3 trillion and are set to increase to USD 4 trillion by 2020.



The growth is illustrated by the number of shops created by online merchants on the Shopify platform. They had 84,000 shops in 2013, 144,000 in 2014, 243,000 in 2015 and ended 2016 with almost 378,000 merchants on the platform - **a growth of 4,500% over 3 years**. In addition, according to Statista, the number of people buying goods or services online will increase from 1.46 billion in 2015 to over 2 billion by 2020.



The trend has become mainstream with Amazon, which was initially disrupting traditional bookstores, opening 15+ bookstores in the last two years and planning to open up to 100 new pop-up stores in the US in – to be checked and updated.

Another example is Casper, a \$1 bln - in revenue ecommerce website that built its reputation on the ease of buying a mattress online. The company opened 15 pop-up stores and, as the CEO said, "The pop-up retail environment allows us to seamlessly traverse online and offline, which we believe is paramount to an exceptional customer journey".

## Digital analytics solutions are a must-have for a merchant

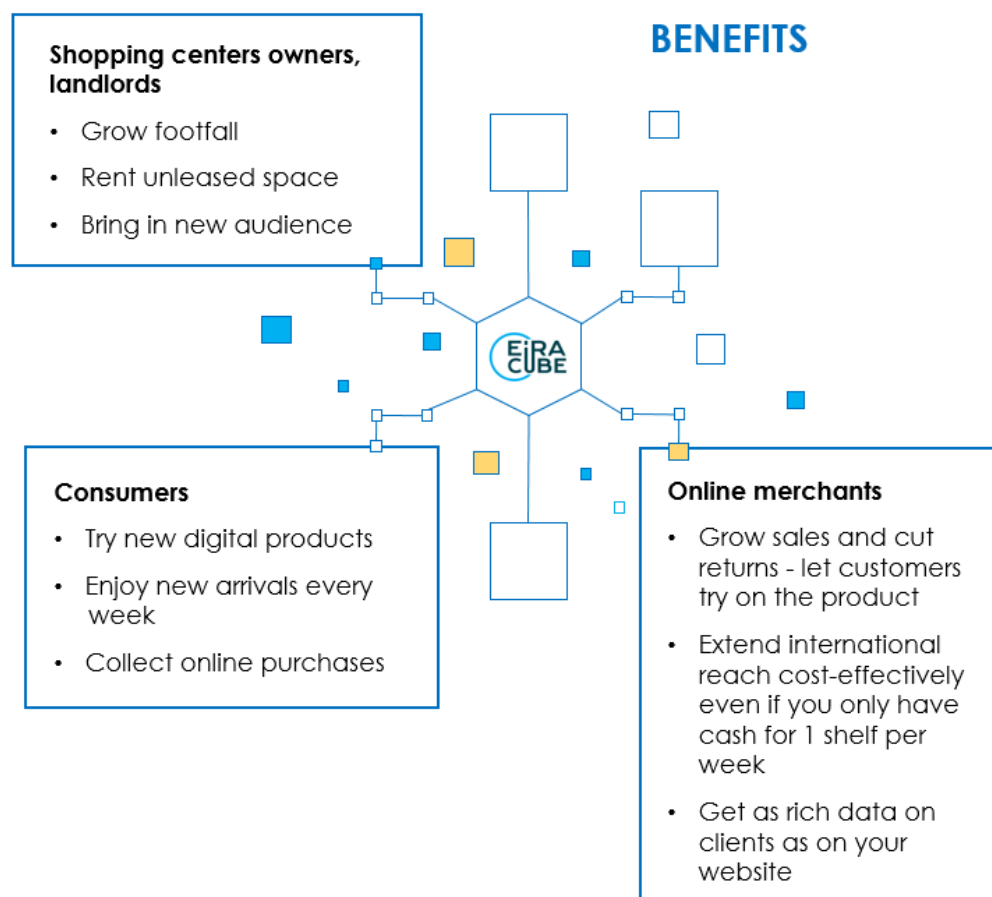
As Amazon showed that data is the new king, a whole generation of startups collecting data on retail customers has emerged. Retailers now want to know every-thing about their customers: their demographics, socio-economics, consumer habits and engagement metrics. Yet, the key challenge these startups are facing is integration. The retailers most interested in the data analysis are huge chains of tens of thousands of stores that have local managers who are resistant to the introduction of innovation and are willing to run the stores in the old-fashioned way.

The only feasible solution is to build a new retail chain that would have technology and data analysis in its DNA from day one.

### 3. EiraCube Triple Win Business Model

An experienced team of retail veterans and early adopters of robotics solutions de-signed the EiraCube business model in a way that will make life easier for online merchants, landlords, and for consumers. We had a clear picture of the industry pain points and a powerful toolbox of tech solutions to bring to the table to resolve them. Thus, our concept was from the very beginning crafted in a way to benefit the online merchants struggling from a lack of access to offline sales channels, the landlords tackling the footfall decrease, and the consumers getting bored at the shopping malls as they all provide the same experience that people have grown accustomed to.

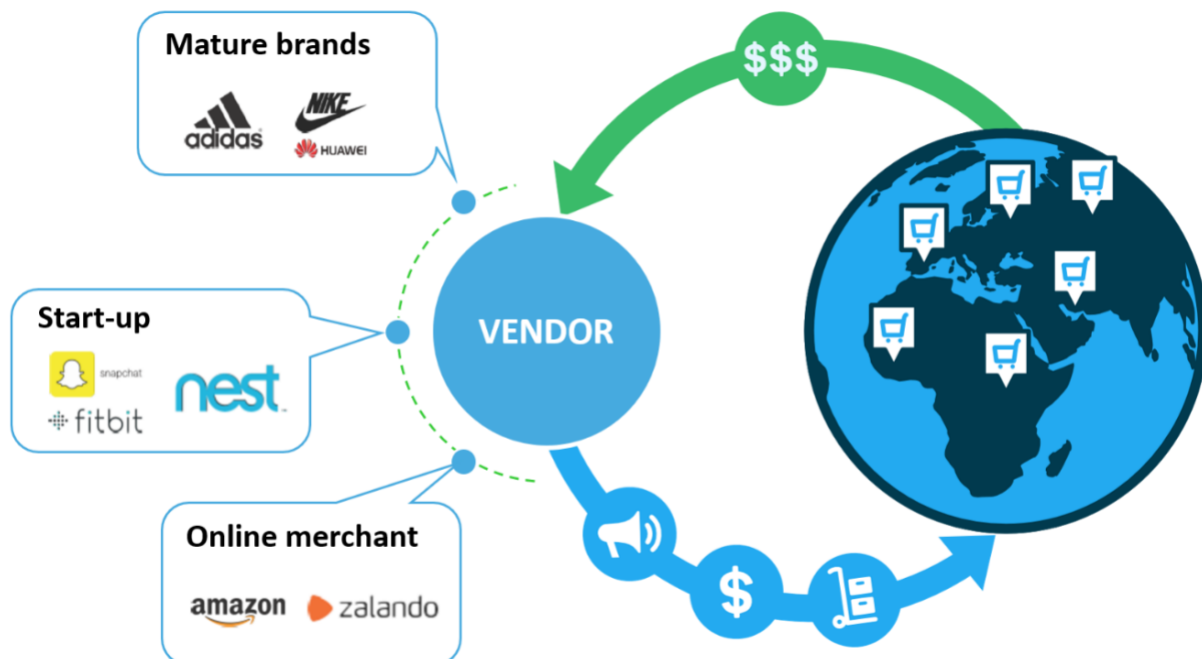
As a result, EiraCube's concept of a fully robotized pop-up store placed in the high-end shopping zone is poised to be widely adopted as it benefits all the parties in the process.



## Benefits for the online merchants

The key EiraCube advantage is that it was developed **by retailers, for retailers**. We know all the pain points of the industry and we designed our business model to properly address them.

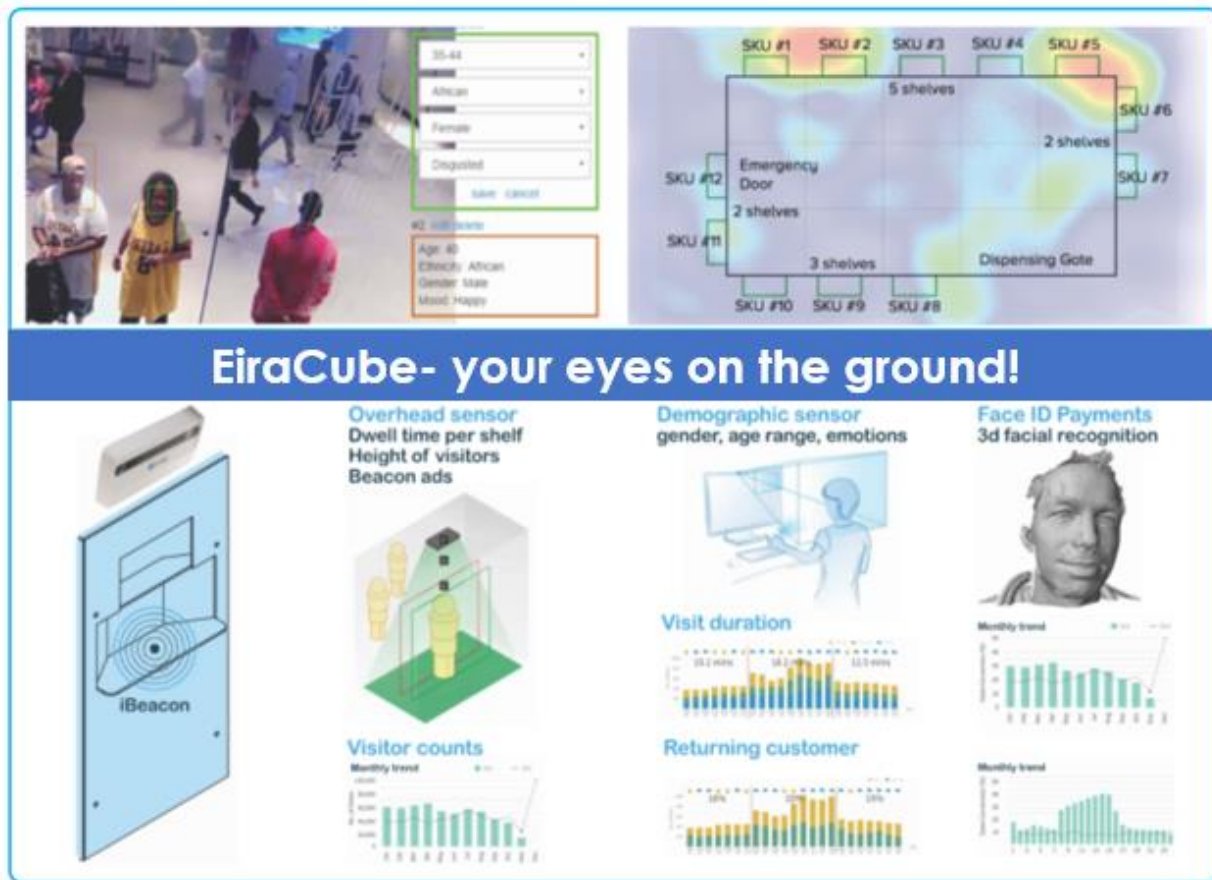
**Firstly**, EiraCube dramatically cuts the time needed to market new products. These days when everyone sticks to an agile framework and uses the develop-produce-test-repeat cycle, it is crucial to put a product in front of customers and get their feedback as fast as possible. It usually takes 2-6 months and many hours of negotiations to get a shelf space in just one department store or mall, as the reps evaluate your marketing plan, challenge sales goals and by the time your product arrives on the shelf, the competing bigger brands already have their version of it in their own retail chains. EiraCube is different. We do not waste your time on marketing exercises as our interests are in line with those of the merchants that we serve. Instead, we offer you a simple contract and perform a quick evaluation of the product with our AI-based algorithm. In just a week your product will arrive on our shelves and this will not cost you a fortune, as the flat rates are set in the USD 30-60 per day range.



**Secondly**, while regular retailers while provide you with no more than a white-label space, with white walls and a white shelf, there will be no chance that your brand will be remembered when customers interact with your device. That is why we designed the cubes to offer numerous ways to display the merchants' advertising content. The content is shown via interactive displays such as ads or consumer experience videos.



**Thirdly**, as opposed to brick and mortar stores we do not have to bring innovation or implement digital transformation as all big retailers do. Instead, we decided to put state of the art technology solutions at the core of our business model and to build all the entire business process around them. Thus, we ARE the innovation from the start. A cube is equipped with over 60 various sensors bringing the clients literally as much data as they can process. As one an example, a 3D computer vision-powered camera (please see screenshot below) accumulates data on the mall visitors that showed interest such as age, sex, and emotions regarding a product displayed.



Another example of the data that will be supplied is a heat map showing the density of the crowd that explores the products showcased in the cube. These solutions provide merchants with the most relevant data and metrics in real time so that they can gauge the customer interest and satisfaction. All cubes are online 24x7, so the data from various countries and stores can be retrieved and processed simultaneously.

**Fourthly**, EiraCube is the online purchases collecting point for merchants. Return handling is a big pain point for online sellers as they usually have to provide the return shipping free of charge for the buyer. When EiraCube is used as a collection point, a customer pays for it through the merchant's web-site and collects it from the nearest cube. If the customer wants to change his decision having tried and touched the product in the cube, he or she can cancel the order straightaway without collecting. This product feature allows merchants to avoid return shipping expenses, growing their income as a result.

**Finally**, EiraCube is a one-stop-solution. If you plan the launch of a new product globally on the same date, say goodbye to that idea if you are a small or niche producer. Each mall where you will exhibit the product, will have its own contract to negotiate, usually in a local language and referring to a local legal system. As such, chances that all this paperwork will be handled successfully by a certain date are low.



#### ROBOT KEECKER

The First Home Robot brings your house to the next level where any wall becomes a screen, any room a concert hall, where your family shares magic moments, where technology is no longer a burden...



#### PERSONAL 3D PRINTER ZEUS

The Smartest Personal All-in-One 3D Printer. You can Scan, Edit, Slice, Print your files with the touch of a button.



#### OR EVEN A HIGH TECH CARBON FIBRE KAYAK

Durable military-grade polyurethane. Can be packed or unpacked in 10 minutes to a rucksack.

ETC, ETC, ETC



EiraCube provides its clients with a simple and lean launch-pad. The only agreement the producer would need to sign is the one with EiraCube.

Client just needs to tick the cities and countries on the list and their product will appear there as fast as their shipping agent is able to get them there. We provide a single contract with a global entity that will allow you to start simultaneously in New York, London, Paris and many other power spots of shopping.



## Benefits for landlords

The key benefit the Cube brings to landlords, property management companies, and real estate companies is the strong increase in visitor traffic they bring to shopping malls. Traffic growth is driven by the changing inventory of the cube. New items every week draw customers' attention and motivate them to return repeatedly. The higher the traffic in the mall, the higher rents the landlords can charge their tenants, which will ultimately result in higher profits.



During the first stage of the EiraCube chain rollout the cubes will be built in premier shopping centers, like Westfield in London or Lafayette in Paris. The high-end shops are fiercely competitive for footfall and therefore would be keen to obtain a strong differentiator that would draw consumers from competing stores.

When the network is established, the second stage rollout would be focused on smaller cities' malls. The cubes would become a strong landmark for these malls and would bring not only footfall but also media and PR attention that would in turn boost traffic.

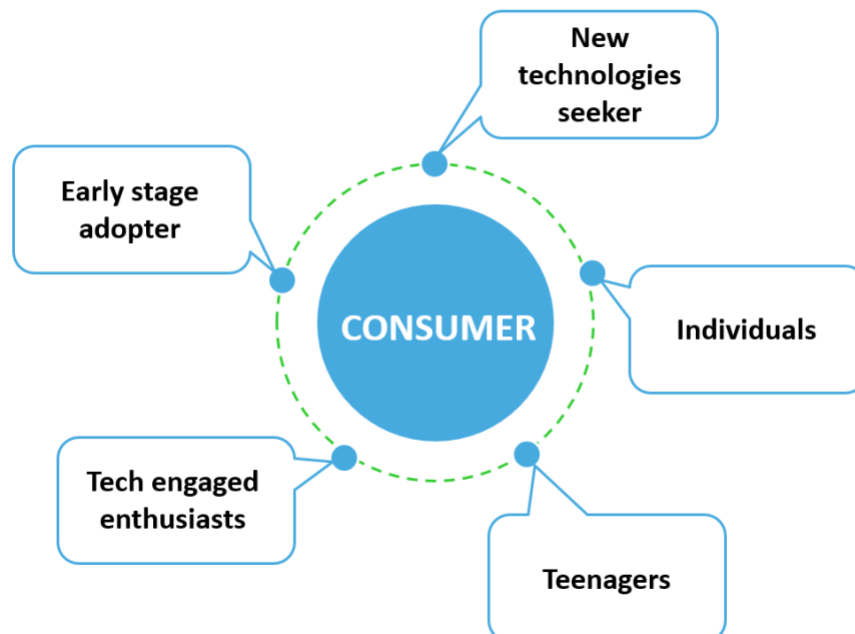
In addition, the cubes will bring consumers to the shopping malls that are used to buying online but would like to try and touch in advance the item that they want to order online. This young and curious audience would also aid overall traffic growth.

The cubes are located in the alleys of the malls, so they will allow a landlord to use unleased space which has not been rented before. That will increase the lease area and boost space utilization in the store.

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## Benefits for the consumers

The interactive and engaging way EiraCube shows and sells products appeals to the consumer habits of millennials. It is 100% digital, it does not annoy shop visitors by persuading them to spend their money, and it is state of the art tech that they probably have never seen before.



The **products** that we select are picked on a number of criteria with the help of an AI-based algorithm. Our goal is to maximize the number of successful product launches and to do that we select only the ones that have the strongest potential to be adored by consumers and demonstrate rapid growth as a result.

Many of the products we are targeting are truly exclusive and often are available only through online stores. For consumers, EiraCube is the only way to have the “touch and feel” experience before buying that many deem an important part of the shopping process.



### *A pop-up vending machine selling Spectacles, by Snap*

Importantly, the cube switches the items it sells on a regular basis, so the consumers won't get used to its offerings. Embracing the core principle of the pop-up concept, every two weeks there will be new gadgets to play with and new wearables to try on.

## 4. Revenue Streams

The streams of revenue in the EiraCube business model were designed to diversify income and to align our interests to those of our clients and share success with them.

The core source of revenue is the shelf space rental income. When an online merchant registers with us they just need to pick a location and pay us a fee for renting a shelf in the selected shop, launching a product showcase as easily as one pays for parking. We make money like a parking lot in the way that we rent the bigger whole-sale units of space in shopping centres and sell them to many online merchants taking our margin through the process. To put an item on a cube's shelf, a client has to pay a fee set by an AI-based algorithm, which takes into account a number of client and product metrics. We believe that small producers should have the opportunity to show their products through EiraCube, so the algorithm is not based on the client's ability to pay. Otherwise, the cubes would be fully occupied by the consumer goods giants and that is not what we support. Instead, we focus more on the product's features that would help generate real hype around it and draw a lot of consumers' attention.

Explosive growth in newcomers' sales is the ultimate goal for us as EiraCube's mission is to bring new merchants to a larger market. To align our interests, we participate in our clients' success (i.e. revenue growth), something that is made possible by the cube. As long as certain products' revenue targets are reached, a percentage of sales comes to EiraCube's account, thus, making revenue sharing the second revenue stream for EiraCube.

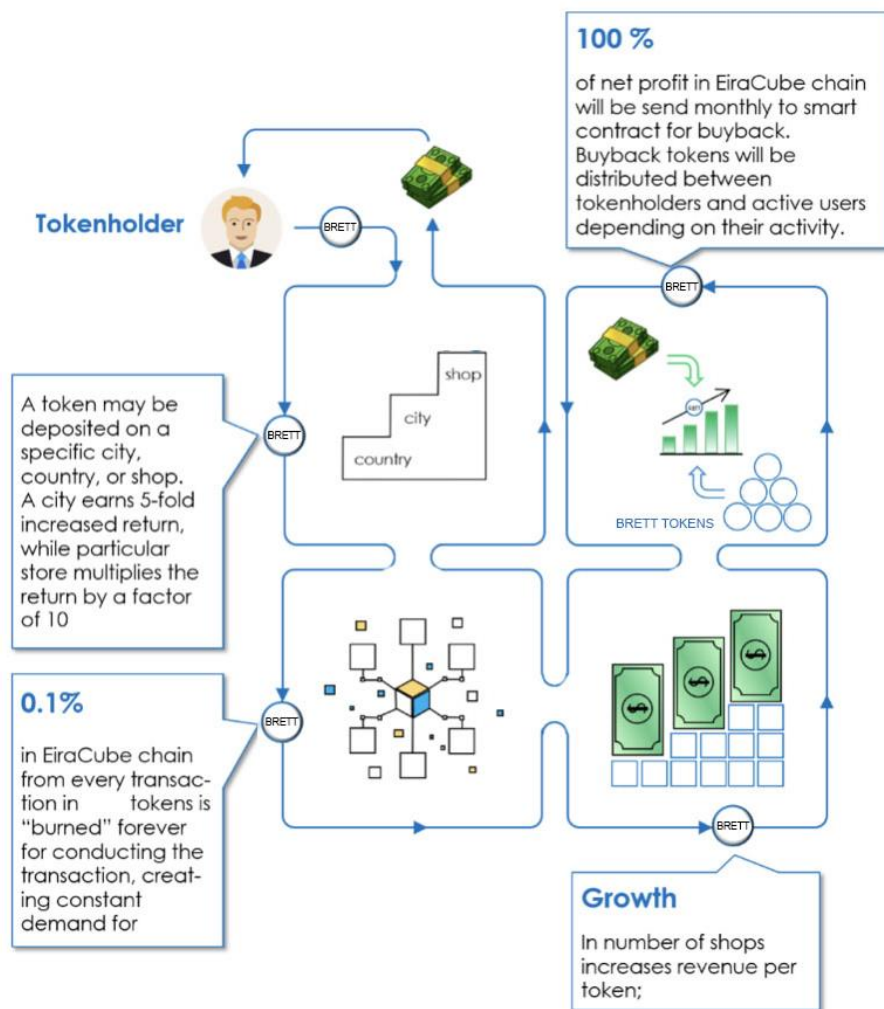
The third source of revenue for EiraCube is the fee for advertising content



## 5. Token Mechanics

**Monetization** of EiraCube tokens works as follows.

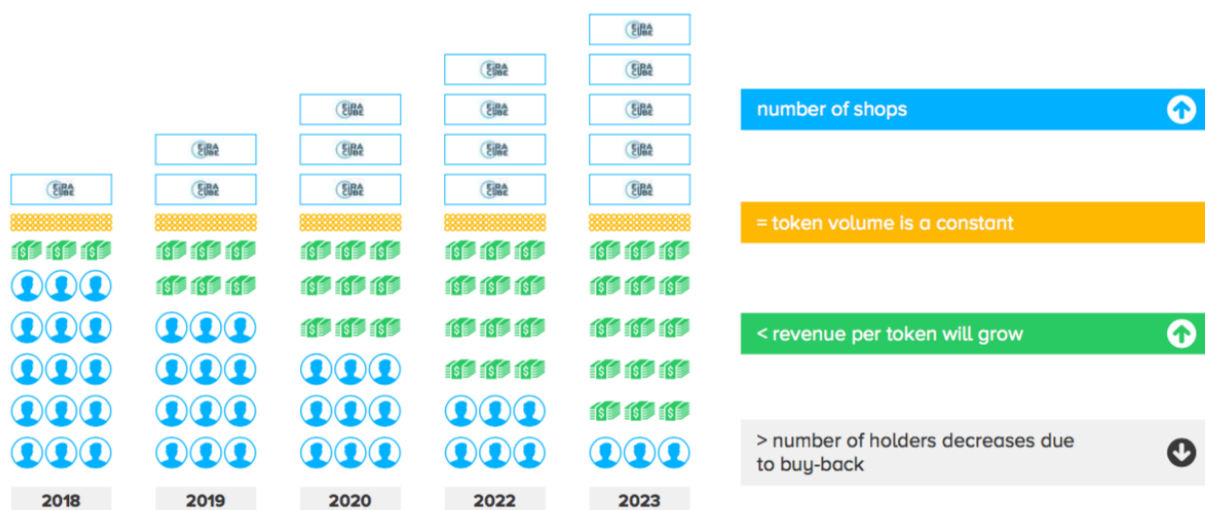
1. Clients pay cash or with BRETT tokens for shelf space rental. The cash then accumulates on the one end of our smart contract.
2. Token holders willing to sell their BRETTs deposit them on the other end of the smart contract.
3. The smart contract exchanges cash for tokens on a monthly basis.
4. The number of tokens goes down as we “burn” 0.1% of BRETTs from every transaction in the tokens. We also entitle our token holders with 100% of the chain net income in BRETT through the token buyback program.



## Growth.

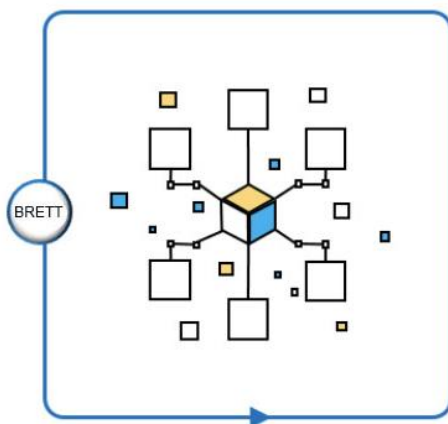
mechanics are illustrated in the image above. As the company's value grows and the number of tokens reduces as we burn them, inevitably the price will grow. The reason behind the company's growth is that 15% of our revenue will be reinvested in opening new cubes that will generate new fiat inflow into the system (base scenario assumes 500+ cubes by the end of 2020).

Importantly, the EiraCube leadership is compensated in tokens so our interests are fully in line with those of our token holders.



## Token Liquidity.

is of the same importance for EiraCube as for the token holders, as a portion of the tokens will be reserved for further stages of the company's development. These tokens will be offered to finance the company's expansion. The two key pillars we rely on are demand for the tokens from the merchants and the Bancor protocol mechanism. When a merchant pays, a smart contract converts that to BRETTs and 0.1% of every transaction is "burned" which generates demand for them. Thus, there is always a buyer for a token holder looking to sell the tokens.

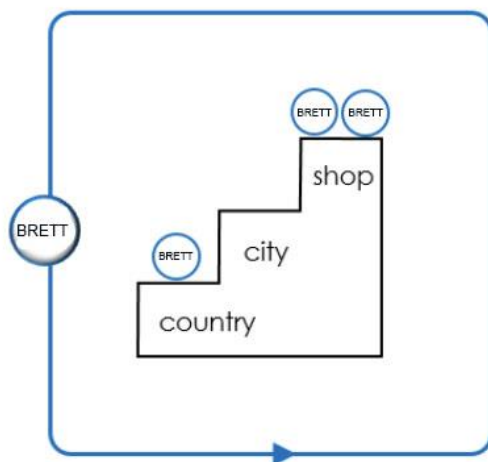




The Bancor protocol will be used to stabilise token stock quote fluctuations and to provide free market making. The protocol has quickly been adopted by many successful crowdsale campaigns as a means for stabilising token quotes upon the end of their crowdsale campaign and is now considered industry standard.

To provide our holders with the opportunity to monetize their expertise in retail, we created an additional layer of monetization. A token holder may deposit the token in a specific country, or even a shop instead of depositing on an entire chain. The token deposited in a country earns a 5-fold increased return from all EiraCubes set there, but only from the set chosen.

A token deposited in a particular store would multiply the returns from a store by a factor of 10, but only from the shop chosen. The simple but powerful mechanics support liquidity by creating different expectations of the company's value and therefore the price of tokens.

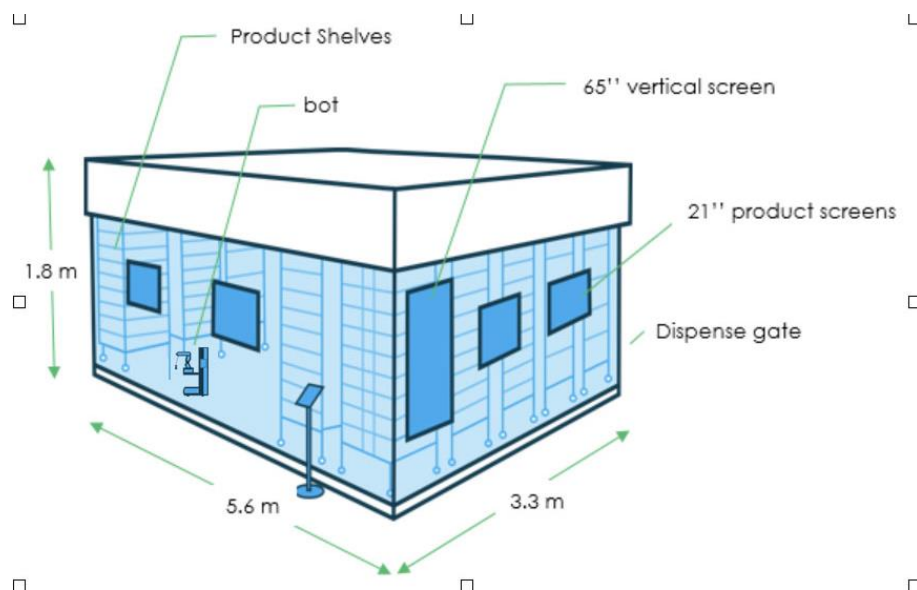


**BRETT Token Utilisation** addresses the question, how will token holders will be able to use BRETT tokens? They will be able to use it as a currency and this will also move our business on. Individual customers at our cubes will be able to make retail payments, half in BRETT tokens and half in fiat. Likewise, corporate clients who wish to lease shelf space in our cubes can make payment half in BRETT tokens and half in fiat. This will contribute to potentially limitless BRETT token liquidity growth with continuous token exchange between fiat and back again.

## 6. Technology Overview

### The Cube

EiraCube is a fully robotic store with a turnkey physical human-free storefront and has rapid onboarding. The cube dimensions are 6 meters by 3 meters (18m<sup>2</sup>) on average, although a tailor-made form can be built to comply with the requirements of a location.



The cube hosts twelve SKUs and may stock 200 to 2000 product items in its inventory. The number of items stocked depends on their size. The merchants' advertising content is communicated via twelve Full HD 22" screens located at each shelf and two 65" pure digital signage screens set at both ends of the shop.

Once the customer has chosen and paid for the purchase via a POS console, an IAM Robotics AGV (Automated Guided Vehicle) robotic assistant retrieves the item from stock and delivers it to a dispensing gate for collection.

Designed to offer an impactful shopping experience, each cube includes an integrated robot and store management system, dedicated Wi-Fi hotspot, point of sale touch screen, and payment system accepting fiat and crypto currencies.

## The IAM Robotics

IAM Robotics is intended to be one of the best performing, most efficient and safe auto-mated guided vehicle robots on the market. Its key functionality will be to bring selected units of inventory to the collection station to fulfill a customer's order. The robot and the server driving it are communicating via the cube's Wi-Fi network. The solution does not require any major infrastructure to operate as IAM Robotics navigates by reading labels placed in the Cube.

## The Software

A browser-based interface will be built around the dashboard that allows the merchants to monitor the most relevant customer analytics parameters and metrics in real time. The system will aggregate and analyse data from all the cubes selling the merchant's product which make EiraCube a lean sales tool ready-to-use for any merchant.

It will allow sales to continuously improve through measuring engagement towards the product, adjusting marketing campaigns that are shown via the cube's display, or updating the pricing policy, all done in real time. That is the toolbox that all online merchants are using, however, in brick and mortar retail, no one has a similar system.

Additionally, an AI-based assistant will advise merchants on the right pricing, positioning, and relevant geographies to better market the product. The screenshot below shows the system's features such as the statistics on visitor counts, visit duration and sales conversion.

## SALES CONVERSION

Monthly Trend



Week 47	This Year	Last Year	Changes
Monday	13%	10%	▲ 30%
Tuesday	13%	13%	▼ 15.4%
Wednesday	15%	14%	▼ 7.1%
Thursday	17%	13%	▲ 13.3%
Friday	22%	20%	▲ 10%
Saturday	23%	20%	▲ 5%
Sunday	20%	19%	▲ 5.3%
Total	23%	19%	▲ 21.1%

Weekly Trend



## RETURNING CUSTOMER



Total Visitors

218,357

▲ 1.23%

Turn In Rate

25%

▲ 1.0%

Visit Duration

15m

▼ 0.6%

Returning Rate

19%

▲ 0.3%

## VISIT DURATION



## VISITOR COUNTS



Week 47	This Year	Last Year	Changes
Monday	14,420	11,220	▲ 28.5%
Tuesday	14,600	11,200	▲ 30.2%
Wednesday	19,320	18,300	▲ 5.6%
Thursday	17,110	14,800	▲ 15.6%
Friday	16,340	12,640	▲ 29.3%
Saturday	27,490	16,290	▲ 68.8%
Sunday	24,630	19,110	▲ 28.9%
Total	452,110	252,500	▲ 79%

Screenshots of a merchant's personal account with customers' data

## 7. Competition



### WithMe.

The concept that is the most similar to EiraCube is developed by a company called WithMe. It operates a chain of 30+ omni-channel pop-up stores; however, it has no robotic automation nor global coverage as it focuses purely on the US domestic market. Still, it raised \$32 M from a venture capital firm VTF Capital.



### b8ta.

Another example of a similar concept is b8ta, a store that promotes a shelf-as-a-service model, earning money through renting out a shelf space to the producers of gadgets. It does not provide any automation nor specific branding solutions, and thus is not in direct competition with EiraCube. B8ta has raised \$20M that indicates investors' appetite for innovation in the retail space.



### AmazonGo.

Ecommerce giants such as Amazon and Alibaba are also opening offline with Amazon Go as the most vivid example of the digital features, crucial for an ecommerce company in the brick and mortar environment. The shop is fully automated, reducing labour costs, it has no cash desk nor waiting lines and it provides a seamless payment process. Finally, it has a plethora of data collection devices that add to the pricing efficiency and inventory management.

The Competitive environment supports EiraCube rollout as, on the one hand, there are no direct competitors to the company's business model while, on the other hand, the features that EiraCube is built around are supported by global investors and the giants of ecommerce.

## 8. Proof of Concept

**In the world of the 'bricks & mortar' retail business, it's do or die and having the competitive edge is essential to survive.**

According to McKinsey research, lack of knowledge about shoppers results in revenue loss of over

**15%**

The project team has made some significant advancements since the launch of the company.

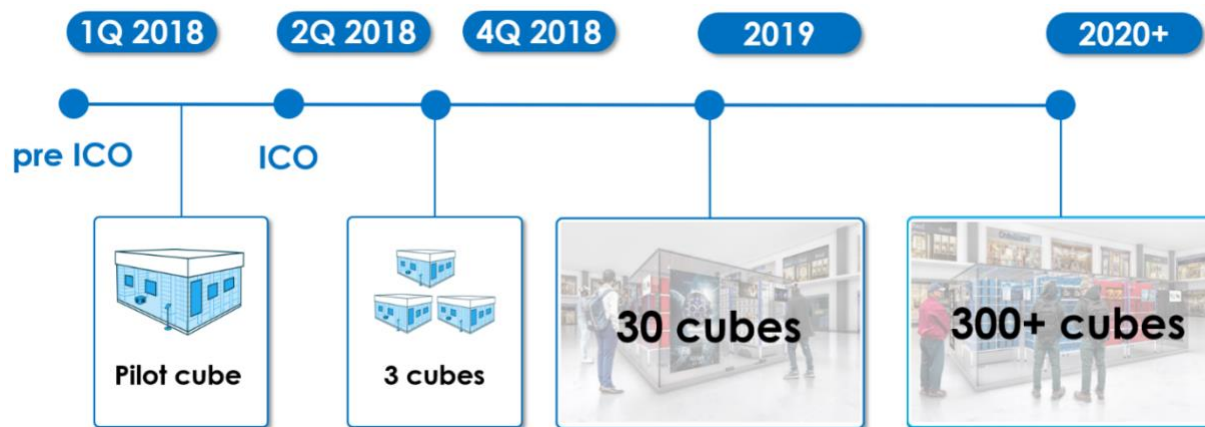
- Unilever Foundry, a corporate VC arm of the global FMCG leader has recently approached EiraCube with regards to potential minority investment;
- The EiraCube technology solution was selected by the Irish state-owned fund Enterprise Ireland. The company was named a High Potential Start Up and was provided with a grant;
- 15 companies from the UK, Ireland, and Australia are negotiating contracts with EiraCube, including global real estate leaders such as Cushman & Wakefield and Unibail-Rodamco and some high-end shopping malls;
- EiraCube is a winner of multiple startup competitions, such as Tobaccoland Startup Factory.;



## 9. Project Road Map

The leadership team has established the following timeline for EiraCube.

<https://www.enterprise-ireland.com/en/funding-supports/Company/HPSU-Funding/>



- The product MVP is currently being developed and the release is set for April, 2018;
- Based on the preliminary agreements signed, we will put the pilot cube in operation by March 2018 in one of Dublin's leading malls;
- In September, 2018 the first three cubes will be opened in the premier shopping centers in the UK, Ireland and Australia;
- Before 2020 another **30 stores** will be added to the chain;
- The goal for 2019 is to open another hundred cubes in the leading global malls;
- In 2020 we wish to have over **300 shops** launched across the globe.

# 10. Crowdsale Campaign Description

## Overview

EiraCube's crowd sale campaign will be split into two stages: pre-ICO and ICO. This split allows us to provide substantial discounts for the pre-ICO stage and to demonstrate a fully functional product during the main campaign.

Discounts can be found in the bonus graph.

The main ICO will start in Spring 2018 and will offer to the public an opportunity to invest from \$ USD 3 M to \$USD 25 M.

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## Token sale at a glance

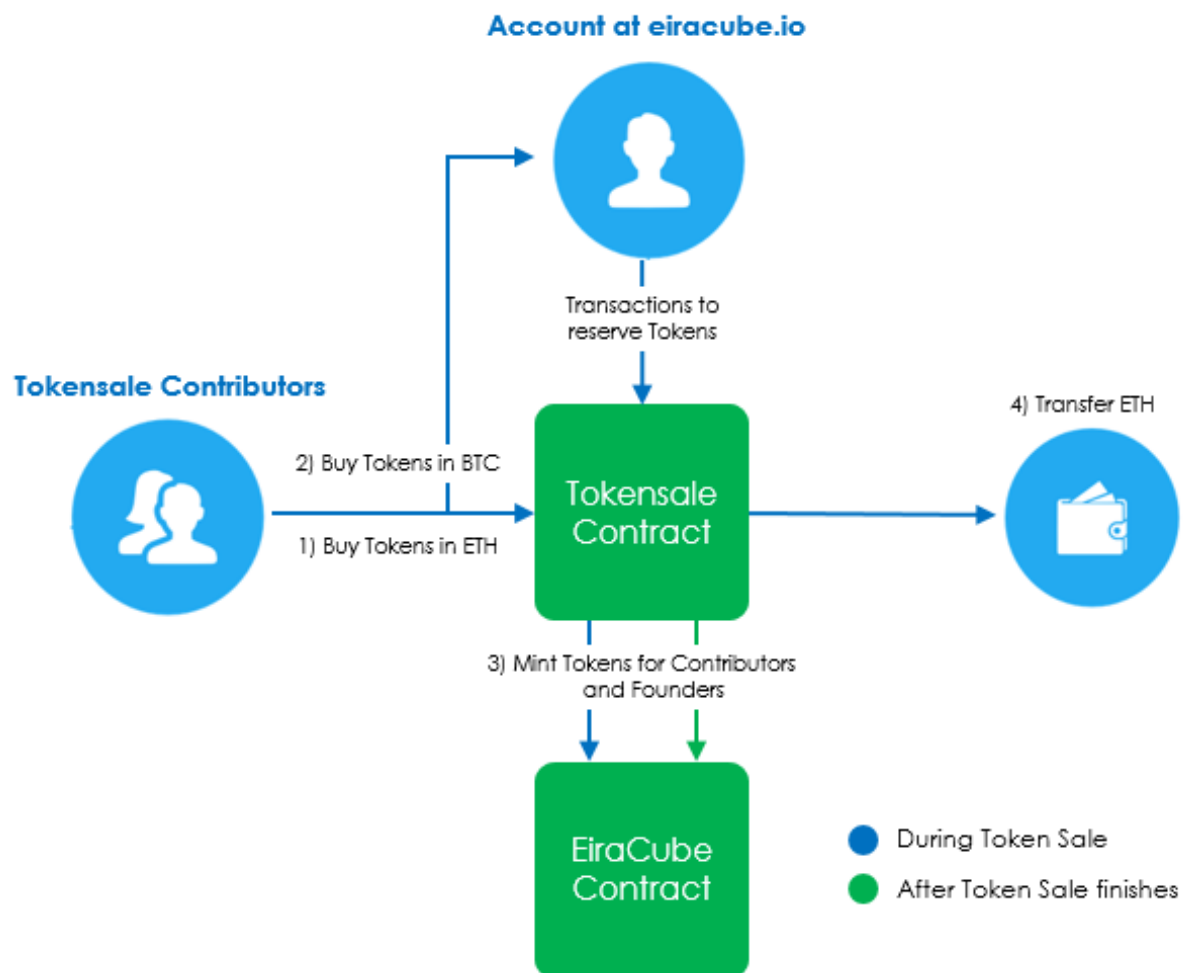
- Total token supply 1.5 billion
- Pre-ICO Hard Cap = US\$1M
- ICO Soft cap = US\$3M
- ICO Hard cap = US\$25
- Initial price: 1 Brett = 0.0000333 ETH, (USD 0.028 cents based on ETH \$850)
- Token type: ERC-20
- Currencies accepted: ETH, BTC
- Pre-sale dates: Feb 2018 - March 2018
- Public sale: May 2018
- Country restriction: everyone can participate
- Token lock up for partners & advisors 2 months vesting
- Token lock up for team & founders 2 years vesting with a 20% early withdrawal after 6 months subject to board approval
- All unsold tokens will be burnt

## Token sale technical aspects

EiraCube will use the Ethereum blockchain. The structure of the sale is presented in the image below. During the crowdsale there will be two ways to obtain BRETT tokens: the first one is to send Ether directly to the Token sale contract. If a person wants to participate in the token sale using other cryptocurrencies like Bitcoin he or she would need to send the money to the founders using the dashboard, and the EiraCube backend will create a transaction to issue new tokens.

Never make payments to anyone outside of the website.

BRETT tokens will be held on your dashboard until 20 March 2018 when they will be released to your ERC-20 compatible wallet by our smart contract that can be viewed here <https://etherscan.io/token/0xac7504c2378adc310749b4adb0e9716f100f90c7>



	PRICE WITHOUT BONUSES: 1 BRETT = 0.0000333 ETH (1 ETH = 30'000.00 BRETT)					
	Pre-ICO		30 - 40% bonus			
Start	January 25, 2018, 10AM (GMT)		Bonus depends on the contribution amount:			
End	March 25, 2018, 10AM (GMT)		Contribution	Bonus	Rate (per 1 ETH)	
			1 ETH and more	40%	42000	BRETT
			0.1 - 1 ETH	35%	40500	BRETT
			less than 0.1 ETH	30%	39000	BRETT
	ICO: Days 1-3		15 - 20% bonus			
Start	May 1, 2018, 10AM (GMT)		Bonus depends on the contribution amount:			
End	May 4, 2018, 10AM (GMT)		Contribution	Bonus	Rate (per 1 ETH)	
			100 ETH and more	20%	36000	BRETT
			10 - 100 ETH	17.5%	35250	BRETT
			less than 10 ETH	15%	34500	BRETT
	ICO: Days 4-10		6 - 10% bonus			
Start	May 4, 2018, 10AM (GMT)		Bonus depends on the contribution amount:			
End	May 11, 2018, 10AM (GMT)		Contribution	Bonus	Rate (per 1 ETH)	
			100 ETH and more	10%	33000	BRETT
			10 - 100 ETH	8%	32400	BRETT
			less than 10 ETH	6%	31800	BRETT
	ICO: Days 11-15		1 - 5% bonus			
Start	May 11, 2018, 10AM (GMT)		Bonus depends on the contribution amount:			
End	May 16, 2018, 10AM (GMT)		Contribution	Bonus	Rate (per 1 ETH)	
			100 ETH and more	5%	31500	BRETT
			10 - 100 ETH	3%	30900	BRETT
			less than 10 ETH	1%	30300	BRETT
	ICO: Days 16-30		0% bonus			
Start	May 16, 2018, 10AM (GMT)		No bonuses:			
End	May 30, 2018, 10AM (GMT)		Contribution	Bonus	Rate (per 1 ETH)	
			Any contribution	0%	30000	BRETT

## Bonus campaign

During the crowd sale campaign, all the participants will be allocated a number of BRETT tokens depending on their contribution. Once the campaign is over, EiraCube will distribute bonus - tokens via smart contract for all referrals of 5%.

You do not need to take part in the purchase of tokens to receive referral bonus tokens but you need to sign up for an account.

## 11. Use of Proceeds

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### 1 Pre-sale

During the pre-sale and pre-ICO campaign, an amount equal to USD 1 M will be raised from the qualified investor base. The funds raised in the pre-sale and pre-ICO campaign will be used to develop, build and deploy a pilot shop in a leading shopping mall in London. Of the USD 1 M raised, USD 100-200 k will be spent to acquire necessary material and components and USD 300-400 k to finance further R&D processes to create a scalable product. Another USD 500 k is needed to cover marketing and operational expenses. We estimate that USD 500 k would be spent on production of the IAM Robotics and the cube itself, while the other USD 500 k will finance Marketing and Operating expenses.

### 2 Crowd sale

The main campaign will raise funds for EiraCube's global rollout. The goal is to raise USD 3-25 M, sufficient to build 10-300 cubes in the leading shopping malls of the world and to create a management company for the EiraCube retail chain. For these cubes, the cost per cube decreases due to the scale effect as there will not be any major development expenses. The ongoing operating expenses will be financed by the operating activities of the business.

## 12. EiraCube Team & Advisors

The project's team is backed by a team of seasoned entrepreneurs and executives coming from retail and robotics with over 50 years of total experience both in blue-chip tech companies and in startups. The overall team of the company comprises more than 30 engineers with background in hardware and software development for the leading international companies. The team can be seen at our corporate page in LinkedIn.



**Kosta Dubinin**  
Project Leader

As his title suggests, Kosta Dubinin loves the challenges that come with launching new companies to success. For more than ten years, he has worked as entrepreneur building and leading teams into previously uncharted territory. He founded AK-Techno, a security system integrator and Global Satellites Technology, a satellite and internet connectivity venture. Dubinin also founded and raised substantial capital for CountBox, a retail analytics developer.

[LinkedIn](#)



**Matvey Levant**  
Legal advisor

A skilled legal professional with advanced knowledge of many areas of law, Matvey Levant serves as Managing Partner at Levant and Partners, a firm specializing in International M&A, Corporate matters, IP, Land Law, and Tax Law. Levant is also currently President at the International Legal Foundation where he volunteers his time providing pro-bono legal support for important causes and non-profit organizations.

[LinkedIn](#)





**Andrey Stryukov**  
Blockchain CTO

Andrey Stryukov is a leading technology strategist and innovator with a reputation for building cutting edge technology solutions that drive exponential growth. He boasts more than 16 years of experience in software development for international companies where he has been a key contributor, advising senior leadership on business-critical technology. Andrey's most recent work has been as co-founder and CTO of CountBOX, a multimillion US-based retail automation company.

[LinkedIn](#)



**Igor Karavaev**  
Business development Advisor

Ex-executive Director at the Skolkovo Foundation, the leading Russian business incubator of start-ups, also as a director of strategy and business development of the largest international corporations.

[LinkedIn](#)



### **Amit Dongerdive**

Advisor

As a passionate Strategic IT Leader and Solutions Architect, Amit has garnered over 16 years of hands-on experience in delivering mission-critical systems, solutions and IT architecture in alignment with corporate strategy and objectives. In attractions, retail, hospitality, entertainment and nonprofit organisations. Throughout his career, he has successfully managed technical projects and provided cost-effective recommendations while gaining C-suite level management and stakeholder buy-in. As a thought leader, Amit is adept at motivating teams while driving organisational and process efficiency.

[LinkedIn](#)



### **Dmitry Machikhin**

CEO Midex IT and Advisor at GMT Legal

Dmitry began his career as a lawyer and worked in large international companies in the financial and banking sectors. After working for some time in consulting in one of the leading law firm Clifford Chance in Paris and Luxembourg, Dmitry became a Partner of a law firm in Moscow. Since 2013, he has been a professional consultant for several startups around the world. In same time, Dmitry has launched several his own projects. Dmitry is in the crypto industry since 2014. He has advised over 30 blockchain projects and he is the author of numerous articles in different media. In 2017, he was appointed as CEO of Midex IT.

[LinkedIn](#)



**Sadia Farjana**  
**Communications Officer**

Sadia a Fantastic Communicator and highly skilled in Customer service, Telemarketing, Social Media Marketing, Lead Generation, Appointment Setting, Appointment Setter, Real Estate business! Over the last 5 years. She has also good skill for Amazon, eBay and Alibaba. She has had several real estate projects in the past outside Odesk that honed her skills in calling leads, property research and running comps. Sadia also expert of selling online product / Telemarketing / Lead generation and social marketing like Facebook, twitter, LinkedIn, Google+ and YouTube marketing.

[LinkedIn](#)



**Dean Karakitsos**  
**Advisor**

Visionary innovator in disruptive technology development and business management with more than 20 years of experience bringing an industry-changing approach to designing and launching dynamic new technology products. Proven history of integrating market analysis and consumer insight to capitalise on opportunities and create the products the market demands – enabling companies to corner key market niches and gain a position as pioneers in new technology. Demonstrated track record of entrepreneurial leadership, building concepts and businesses from the ground up to achieve award-winning success. Strong team leader and communicator engaging with stakeholders to drive achievement of core goals.

[LinkedIn](#)

**Md Hasibul Hossain****Software Developer**

This is Md Hasibul Hossain. I am driven, ambitious and intensely interested in what I do. I have several years of experience and strong knowledge in Information Technology and I hold been doing and became an in numerous programming languages. Over that last 7 years, I have been working as Software Developer, Web Application Development, and E-Commerce Expert. My expertise paved the way for me to start an agency company for developing software, Web Solution, E-commerce Development, and Consultancy firm named IT-Magma. I have had the pleasure of working with clients from around the world on numerous interesting and challenging project.

[LinkedIn](#)

**Pavel Sukhorukov****Advisor**

Pavel Sukhorukov is Founder and Chairman at Investment financial IT incubator (INFINITI), blockchain venture builder and investor that finances and manages the development of early-stage blockchain technology companies. INFINITI as a hub which deals in funds worldwide with in crypto assets, and maintains global investors and partners. An early believer in the impact of blockchain technologies, Pavel delivers keynote speeches around the world, advises corporates and financial institutions, and helps blockchain entrepreneurs to fund and grow their ventures.

[LinkedIn](#)



### **Douglas Lyons**

Adviser

My experience and my high performance track record provide the depth and experience necessary to raise the business of my clients and execute a successful launch of ICO / ITO. I provide customized solutions to clients to help them meet their strategic objectives. As an industry leader, I have helped raise over \$ 75 million in ICO funds for several blockchain start-ups. I am dedicated to providing the best advice to the founding, corporate and fund teams on how to optimize the execution of ICO while navigating in the increasingly complex legal and tax obstacles involved. I am also dedicated to providing potential investors with a comprehensive assessment and the opinion of a project's ability to have ROI, market share and mass adoption.

[LinkedIn](#)



### **Jason Hung**

Advisor

Jason is a serial entrepreneur and inventor in mobile business, blockchain ecosystem, digital marketing, AI and ERP related business. He is the co-founder of Treascovery, Chidopi and TimeBox, and the advisory board of Giza, BitRewards, BlockLancer, ICONIC, AIDA, EZPOS and Suchapp. He has more than 20 years proven track record on managing RD, IT, sales, consulting service with 9 technology related patents which using at more than 2000 Apps. He was also formal PeopleSoft and JDE solution head in Greater China. He is also a blockchain expert of ICOBench and International Blockchain Consulting Announcement Group.

[LinkedIn](#)

## 14. Our History

### **2004 first business took off**

The cradle of EiraCube was a company named 'Global Satellites Technologies' that was started with just 5 stores and 8 full-time employees. The business was selling high-speed one-way and dual-ways satellite internet and television access in the B-to-B and B-to-C space. Having secured a direct contract with Chinese manufacturers, it was fulfilling more than 1500 customer orders per year until 2008 when the global crisis made us sell the company.

### **2008 rise of tech security business**

The new reality focused on risk and security management after the crisis brought us to a new business model. The business opportunity now lay in improving the security side of our corporate clients. The venture called 'AK-Techno' was providing integrated security platforms that included security cameras, anti-theft systems and fire alarm solutions. The clients mostly came from the retail industry.

In just two years we had over 50 employees, several dozens of corporate clients, more than 1500 locations equipped with our solutions and revenues well above \$1M. In 2012 the company was successfully sold to a private investor as we found our next challenging journey – retail analytics.

## **2010 bricks and mortar customer analytics**

As the security systems venture had been growing steadily, the team faced strong demand from its clients to provide sensors to gather data on their customers. The first in line was Högl (Austrian shoes company), who asked for a simple solution to count their stores visitors. That was the start of our new venture, CountBOX. Since then the CountBOX solution has been implemented in more than 3500 locations across the globe, while CountBOX has launched two innovative cloud retail analytic platforms and secured over 200 premier brands as clients including names such as Harley Davidson, NASCAR, Pandora Jewelry, Mitsubishi, Yves Rocher, Levi's, Schlumberger, and Swarovski. The company has recently raised \$1M+ during a seed stage round and is now present in Sydney, Chicago, Moscow and Dublin.

## **2017 go-beyond opportunity**

Having secured strong relationships with hundreds of retailers and global market experts, we crafted a new business model that lay in the field of robotics, retail and analytics, a fully automated pop-up store driven by robots. We are already at MVP stage and are going to build our first store soon. We have received a wave of positive feedback from property owners willing to host it, from brands to hire it and from customers to try a new "feel and touch" experience.



## 15. Our Partners

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One of the largest UK real estate investment funds that has 23 prime shopping centres in the UK, Ireland and France, 17 retail parks in the UK and 20 premium outlets in Europe



A shopping centre company, operating 40 malls across the US and Europe with c.\$30M assets under management



The largest commercial real estate services firms with operations in 70+ countries, revenues of \$6bln, and 4.3 billion square feet commercial property under management



One of the largest property development and investment companies in the UK that has a portfolio valued at £13.4 billion including Meadowhall shopping center (one of the largest in the UK) and Regent's Place near Warren



A British Real Estate Investment Trust (REIT), largely focused on shopping centre management and development. The company owns 18 shopping centres in the UK



European company specialising in commercial property investments with EUR40 bln assets under management and 89 shopping centres in 12 European countries in portfolio.

## 16. Legal Section

All matters associated with this EiraCube project, including the terms of distribution of BRETT tokens (Terms and Conditions of Token Sale Agreement) are available at: <http://eiracube.io/>.

You acknowledge and agree that there are risks associated with purchasing, holding, using and disposing of BRETT tokens in connection with the services, stores and the EiraCube project itself, as disclosed and explained in this document and in the Terms and Conditions of Token Sale Agreement.

If you have any questions regarding any of the risks please contact us at [info@eiracube.io](mailto:info@eiracube.io).

Any person purchasing EiraCube products, services or BRETT tokens (the “**Purchaser**”) expressly acknowledges technical and market uncertainties which are inherent in any business development projects as presented in this document and that this project, therefore, may not come to a final realisation as planned or may have to be abandoned, or the rights or Purchasers who are BRETT token holders may vary significantly from those listed in this document or any documents available at <http://eiracube.io/>.

The Purchaser expressly acknowledges and accepts that he will not be entitled to and shall not sue or bring any direct or indirect legal action or lawsuit before any courts, regulators, arbitration bodies and/or any alternative dispute settlement bodies against Invention Bridge SLU, its affiliates, directors, shareholders, employees, advisors and/or subcontractors (the “**EiraCube Parties**”) in the event of the non-performance, non-deployment or non-implementation of the EiraCube project, even in cases where BRETT tokens have lost some or all of their value.

In addition, none of the EiraCube Parties may in any way be held liable, without limitation, for any of the following: (1) any delays with implementation of the EiraCube project at any stage for the reasons out of reasonable and fair control of the EiraCube Parties; (2) any changes to the business strategy of the EiraCube project to be made solely by the EiraCube Parties; (3) any limitations to the rights of BRETT token holders at any stage; (4) any non-compliance of the Purchasers with applicable laws and regulations; (5) any changes to this document, the Terms and Conditions of To-ken Sale Agreement and any other documents or materials available at <http://eiracube.io/> (6) any technical failures in smart contract(s) operations; (7) non-performance, failure or unavailability of the services due to a third party or the Purchaser breach of obligations; (8) indirect or direct damages and losses related to purchase from EiraCube by the Purchaser of any services, products or BRETT tokens; (9) suspension of access, temporary or permanent suspension of the EiraCube project (in particular, arising from a request issued by an appropriate administrative or judicial authority, or notification received from a third party); (10) loss, alteration or destruction of all or part of the content (information, data, applications, files or other items) hosted on the infrastructure and data backups in particular; (11) mismatch between the EiraCube services and the Purchaser's needs (in particular, with regard to the sensitivity of the relevant data); (12) security incidents relating to use of the Internet, concerning in particular the loss, alteration, destruction, disclosure or unauthorized access to the Purchaser's data or details on or via the Internet; and/or (13) damages to systems, applications and other items installed by the Purchaser on any infrastructure.

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BRETT tokens do not represent an investment in a security or a financial instrument within the meaning of EU law and EU Directive 2014/65/EU of the European Parliament and of the Council of 15 May 2014 relating to markets in financial instruments. BRETT tokens provide no direct or indirect rights to Invention Bridge SLU equity or in-come, nor any corporate governance rights in Invention Bridge SLU or over EiraCube project. BRETT token does not provide any title in any assets, shares, or any other assets of Invention Bridge SLU.

BRETT is not a regular currency or an electronic currency within the meaning of EU Directive 2009/110/EC of the European Parliament and of the Council of 16 September 2009 relating to access to and pursuit of the business of electronic currency institutions. BRETT tokens are not accepted outside the EiraCube project system and BRETT does not have a fixed exchange value equal to the amount delivered at the time of its issue. BRETT is not a payment service within the meaning of EU Directive 2007/64/EC of 13 November 2007 relating to payment services in the internal market, nor within the meaning of EU Directive N° 2015/2366 of the European Parliament and of the Council of 25 November 2015. ICO does not involve sale of BRETT tokens for regular currencies. BRETT token is not a means of payment. BRETT is a cryptographic token used in the EiraCube project, an unregulated, digital asset, issued and controlled by its developers, and used and accepted by the members of the EiraCube community.

Warnings on the risks inherent to the ICO Participation in the ICO is reserved for natural or legal persons acting within the scope of their professional activities. Any private individual acting on a non-professional basis as a simple consumer within the meaning of EU Directive 2011/83/EU relating to consumer rights is excluded from the ICO.

## **PURCHASE LIMITATIONS**

THE COMPANY SHALL RESERVE THE RIGHT TO REFUSE SELLING BRETT TOKENS TO ANYONE WHO DOES NOT MEET CRITERIA NECESSARY FOR THEIR BUYING BY THE APPLICABLE LAW.

## **REGULATORY RISK**

The ICO, BRETT tokens sale and operation of the EiraCube project may be impacted by the passing of restrictive laws, the publication of restrictive or negative opinions, the issuing of injunctions by national regulators, the initiation of regulatory actions or investigations, including but not limited to restrictions on the use or ownership of digital tokens such as BRETT, which may prevent or significantly limit use of BRETT and development of the EiraCube project. In the absence of crypto-currency laws and regulations in most countries, each Purchaser is strongly advised to carry out its own legal and tax analysis concerning the purchase and ownership of BRETT tokens according to the Purchaser's nationality and place of residence in the domicile country.

### **RISK OF ICO RESULTS**

The results of the EiraCube ICO may significantly differ depending on a number of factors which fall out of reasonable and fair control of the EiraCube Parties. Each Purchaser shall familiarize himself with the Terms of Tokens Sale available at <http://eiracube.io/> and shall accept the risk of unsuccessful or incomplete ICO of the EiraCube project.

### **RISK OF THEFT AND HACKERS ATTACKS**

Hackers or other malicious, criminal groups and organizations may attempt to interfere with the EiraCube project software or influence the availability of BRETT tokens in several ways including, but not limited to, computer attacks. EiraCube will take all reasonable precautions and implement steps to maintain technical and organizational means of protection of the EiraCube project software and BRETT tokens but cannot fully exclude the risks of technical interruptions by third parties which may result in loss by the Purchasers of BRETT tokens or another digital or crypto assets, such as Bitcoin and Ethereum by the Purchasers.

### **RISK OF A MARKET VOLATILITY**

The EiraCube project is a startup and the Purchasers may suffer from significant market value fluctuations of BRETT tokens depending on a number of factors out of reasonable and fair control of the EiraCube Parties. In the absence of online or real-world exchanges or trading platforms on which BRETT tokens can be officially traded the BRETT tokens value on the secondary markets may be unclear, misleading or deceptive.

### **RISK OF AN UNINSURED LOSS**

Unlike banks or another regulated financial institution, which funds are subject to mandatory insurance, digital assets or cryptocurrencies are uninsured and unsecured. The Purchasers acknowledge the risk of a loss of BRETT tokens value.

### **RISK OF WINDING-UP OR DISSOLUTION**

For a number of reasons including, but not limited to, an unfavorable fluctuation in Bitcoin, Ethereum or other crypto currency or other value, an unpredictable fluctuation in BRETT tokens value, the failure of business relationships or significant changes in market conditions or regulatory regime, the EiraCube project may no longer be a viable activity and may be dissolved or simply not launched.

### **KYC/AML COMPLIANCE**

As part of the Know Your Customer procedure (KYC) and Anti-Money Laundering compliance (AML), the Purchasers will have to provide EiraCube with the documents and/or information requested as a part of KYC/AML compliance check.