



BITNORM WHITEPAPER

v1.0.0

SUMMARY

Your gateway to the cryptocurrency ecosystem.

WEBSITE

www.bitnorm.com



Let us tell you more about the amazing things we have.



THE ULTIMATE CRYPTO- INTELLIGENCE SUITE

Harness the power of Bitnorm's price data analysis algorithms, which allow early detection of emerging cryptocurrencies' price trends giving you the opportunity to cash in on favorable market movements.



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THE MESSAGE FROM THE CEO

I have been invested in cryptocurrencies and blockchains since the early days when Bitcoin was the only cryptocurrency in existence and I have observed the ecosystem grow into a multi-trillion dollar market. I have borne witness to and have had a stake in the bear and bull periods in this growth journey that has seen many projects come and go.

I am a **self-taught IT expert** and like many of the early adopters in this space, I am also a **self-taught blockchain and related technologies expert**. I have had hands-on experience with setting up and configuring mining rigs as well as scripting, configuring and optimizing automated trading bots.

Nowadays, there are around 50.000 announcements of “alternative coins” on bitcointalk and almost 400.000 ERC20 tokens on the Ethereum network. This still excludes the other programmable blockchains that allow for token creation.

The ever-increasing number of projects and information in the space has made deducing what information to act upon to make successful investments as well as identifying which projects are worthwhile and which ones are just dubious bitcoin clones a non-trivial task.

With more people looking to turn a profit, I have witnessed an increase in the number of scams and ill-crafted projects in the cryptocurrencies space. These changes continue to heighten the need for vigilance when choosing your investments with an emphasis on analyzing a project’s value proposition and its fundamentals to ensure that you make the right investments.

Being an investor, visionary and a born problem-solver, anticipating and experiencing these changes and challenges first hand, stirred within me the desire to come up with a solution that could help eliminate most, if not all, of these challenges. It was in pursuit of this solution that I conceived BitNorm, an all in one platform combining several aspects that we call engines that collectively work together to realize natural and seamless access to the information within the cryptocurrencies ecosystem. This information is presented in multiple formats to cater for both the varying goals of our users and the diversity of our audience.



THE MESSAGE FROM THE CEO

A sample of the information availed by these engines includes; a regularly updated index of all cryptocurrencies, tokens and cryptocurrency- and blockchain-related projects, insight into the source codes of the various cryptocurrencies, tokens and cryptocurrency- and blockchain-related projects, the various blockchains' network data, market data and news (sentiment) data.

I am passionate about inclusivity and I have steered the development of this great product with a mind for newbies, developers, investors, traders and quantitative researchers alike. At the end of the day, we are all looking to turn a buck from the cryptocurrencies ecosystem. I welcome your support and company as we move forward into the future with BitNorm.

Thank You,

Alexander Van Der Drift

Alexander Van Der Drift



INTRODUCTION

With every passing day, it becomes more apparent that information sharing is key to the survival of humanity. Time from a human perspective is a limited commodity. We only get to live a single life but by information sharing, we can, through imagination, live the life of many. This is the allure of BitNorm. BitNorm is a social site that aims to reward information sharing.

The BitNorm team aims **to create an ecosystem that is fueled by information sharing**. While we do not limit what information can be shared on the BitNorm platform, as long as it is legal and not misleading, we aim to encourage our users to share more information about their knowledge and experiences with cryptocurrencies and cryptocurrency-related services.

Sometimes, sharing information may be as simple as recommending an awesome restaurant, product, or service. We also recognize that some information may have been expensive to create or come across.

This might result in the provider of such information willing to share it but for a price. We aim to support the latter scenarios by providing built-in tools that will make sharing and access to such information as seamless as possible. The built-in support will take the form of a marketplace that supports seller and product reviews.

As a BitNorm user, you will gain access to a set of tools that will make your quest to understand and take advantage of the product and services in the cryptocurrency space a seamless experience. By taking advantage of these tools and the BitNorm culture of sharing and consulting, you will have at your fingertips a wealth of information and access to individuals who will make your journey into cryptocurrencies a pleasant experience.

This document describes our plan towards building a sustainable BitNorm ecosystem, our BN token economy, BN monetary and interaction policies, as well as providing

THE CHALLENGE

Miss Jane, a middle-aged woman with a flourishing career, is looking to invest some of her earnings into cryptocurrencies. She has been paying attention to the cryptocurrencies' scene in the past few years and is convinced that there are profits to be made if only one would figure out how. She has taken to studying cryptocurrencies in her free time but with limited free time, she is facing a couple of problems. She finds that while she can easily find cryptocurrency listings, she can hardly get quick access to more information about a particular cryptocurrency that piques her interest. She has resulted in a research pattern that takes the form of; find a cryptocurrency that she is interested in in a cryptocurrency listing, visit that cryptocurrency's homepage, locate the cryptocurrency's whitepaper and try to figure out what the cryptocurrency is all about.

At times, she has wished that she could just consult someone to verify her understanding of the gist of a particular cryptocurrency. She has tried doing so but has found difficulty in doing so as the process has on occasion involved creating accounts with different social media and messaging platforms. Also, finding individuals who share their interest in a particular aspect of a cryptocurrency has often been a daunting task. These challenges have caused her to believe that taking advantage of the profits to be leveraged by investing in cryptocurrencies might involve an entirely different career.



Information about the existing cryptocurrencies is scattered across the internet. There often have been efforts to aggregate such data and present it to the public, but such attempts consider very few aspects of the type of data an individual, based on their knowledge of the target cryptocurrency and cryptocurrencies in general, may require. In addition, while more mature cryptocurrencies have detailed manuals and large communities, budding cryptocurrencies may not have a large enough staff, community, or website traffic which puts them at a disadvantage.

A key requirement for the success of a product or service is visibility. People have to know that a certain product or service exists before they acquire it. Another requirement is detailed information about a product or service. This information may take the form of testimonials from other users on their experience with the product or service, or documentation listing and explaining the product's features or service packages.

THE SOLUTION

BitNorm combines the four elements necessary to empower users venturing into cryptocurrencies and budding cryptocurrency-related projects and businesses: Blockchain technology, **BNConnect**, **BNMarket**, and, last but not least, **BitNorm's knowledge center**.

BNConnect - is a BitNorm's social media tool that allows users from all over the world to connect and share ideas about cryptocurrencies. BNConnect allows users to build and manage profiles with an emphasis on their activity and interests in cryptocurrencies.

This allows AI-assisted profile connections allowing users to find other users with whom they share interests in a large number of similar cryptocurrencies. In doing so, BNConnect streamlines our users' process of getting to interact with other users who may have insights useful to them. It also allows for natural forming communities with people gravitating towards communities that uphold their interests

BNMarket - is BitNorm's open marketplace. Products and services listed on BNMarket can be purchased using BN tokens. BNMarket provided sellers with a suite of tools that allows them to effectively manage their business.

BNMarket also features product and seller rating tools that allow for information generation on the quality of products and services in the marketplace. Coupled with our BNConnect platform, BNMarket affords business visibility and access to potential buyers.

BN knowledge center - is at the heart of the BN product. It is the driving force of both BNConnect and BNMarket.

BN knowledge center is a platform focused on educating BitNorm users on how they can leverage and profit from the cryptocurrencies economy. We will try to keep the BN knowledge center (and will encourage our users to do the same) as an unbiased platform that aims to highlight the merits and demerits of the existing cryptocurrencies and cryptocurrency-related services.



The outlined elements have a symbiotic relationship with the success of each element feeding into the success of the other. Quality content within the BN knowledge center resulting from in-depth research by BitNorm's research team will peak users' interest and, as a direct result, will lead to the growth of members and discussions in the BNConnect platform. The resulting large audience will peak the interest of both established and budding companies within the cryptocurrency space.

This will result in the growth of the **BNMarket platform as more sellers look to take advantage of the pool of potential buyers within the BNConnect platform.** Profits made from sales made on the BNMarket platform will in turn spark an interest in research and development as sellers look to improve and diversify their products and services in pursuit of an edge over their competitors or in response to their community requests. The resulting need for further research and development will fuel the activity in the BN knowledge center.

It is our goal to deliver on this promise. We aim to construct seamless integrations between these elements that will allow you, our user, to unceremoniously wear the hats of a learner, seller, investor, and master as you use our platform.



Why This Solution Will Work for you



*You would have to walk a thousand miles
in my shoes just to see what it's
like to be me! -*

Eminem

The BitNorm team is composed of individuals who have had to walk the journey to understanding the cryptocurrencies ecosystem. Having borne the load of reading through hundreds of whitepapers, guides, and websites, maintaining multiple social media and messaging accounts, and countless late-night cryptocurrency-related discussions, we understand that getting up to speed on the cryptocurrencies bandwagon is a non-trivial task.

By leveraging BitNorm, you will have click-away access to guides, tools, goods, and services all of which feed into your understanding of the cryptocurrencies ecosystem and friends, mentors, and consultants to hold your hand when you need it. What more could you ask for?

The BitNorm team has you covered and soon so will the BitNorm community. Sometimes, we need the same message delivered to us in multiple formats before we fully comprehend it. It might be due to the technical language with which the information is represented or due to the sheer complexity of the message underlying the information. The BitNorm team, and soon the BitNorm community, shoulders the burden of representing complex concepts in multiple formats meant to appeal and communicate to a wide audience. Could you say it better? The BitNorm «Educate your neighbor» program gives you the opportunity to do so.

The BitNorm «Educate your neighbor» program gives you the opportunity to earn BN tokens by sharing what you know about community-selected topics in a novel manner that makes the topic comprehensible to a larger audience.

*Most of the fundamental ideas of
science are essentially simple, and may,
as a rule, be expressed in a language
comprehensible to everyone*

Albert Einstein

TAKEAWAYS

Benefits of Token

- Value/exchange rate
- Access to premium features on BN
- Feature and Topic requests voting rights
- Sale of goods and services
- Discounted buying prices
- Transaction Speed
- Decentralization

Benefits of BNConnect

- Real-time access to trends within the cryptocurrency ecosystem
- Profile creation and reputation growth
- Rewards from appreciative users
- Friends, mentors, and community

Benefits of BNMarket

- Company, product, and service visibility
- Business tools
- Integrated advertising



Benefits of BN knowledge center

- Craft and track your own learning path
- Collaborative learning
- Self-paced learning
- Rewards from competitions
- Earn from sharing

Benefits of early access

- Get a headstart on building your reputation
- Higher rewards for participation
- Discounted prices on paid services

Source of Income

- Token sales
- Paid services
- Commissions on withdrawals
- Commissions on on-platform sales

HOW WE WILL MAKE

BitNorm's philosophy is empowerment. We aim to empower the beginner transition from novice to master in the simplest of ways and the master to expand his knowledge, specialty, and career. We empower both learners and businesses. We believe in community and humanity.

We believe that the action of making the lives of those around us better has the consequence of making our lives better whether directly or indirectly. We need not defend this assessment as nature, the mother of all creations provides evidence to support this.

*You can have everything in life you want if you will just help enough
other people get what they want.*

Zig Ziglar

The BitNorm team is made of highly passionate and business-minded professionals who believe in the BitNorm philosophy and bear it at heart. We have invested a lot in both time and effort aimed towards the realization of the BitNorm platform.

We are in need of community support hence the reason why we have decided to conduct an Initial Coin Offering to further support the development of the BitNorm platform. We'll use your initial funding to grow a thriving community, then give it back to you, the people.

WHO WILL BITNORM ULTIMATELY SERVE?



Underlying all activities on the BitNorm application are 3 key ideologies: learn, share, and profit. Our goal, therefore, is to unite learners, professionals, and businesses all under one roof with each one of the benefits from the other.

The symbiotic relationship between these parties will be maintained by BitNorm core elements which are; BNconnect, BNMarket, and the BN knowledge center. Users will have access to learning resources, other users and goods and services, and business reviews. Businesses on the other hand will have access to a large audience to whom they can approach for product and service reviews and research as well as a pool of potential buyers.

Target Audience

1. BNConnect User

Producer

A Producer is a community member who actively posts content on the BNConnect platform. A producer generates value to the BitNorm community by generating content that may benefit other BNConnect users.

In return, other users may choose to reward the producer by tipping them. The producer may also be rewarded by other community members who may choose to upvote or comment on the producer's content which results in an increase in the producer's reputation points.

Consumer

A consumer is a community member who chooses to use the BNConnect platform without generating content. A consumer generates value to the BitNorm community by

In so doing, consumers increase the appeal of the BitNorm platform to businesses and individuals looking to advertise. A consumer is rewarded by unfettered access to content generated on the BNConnect platform.

2. BNMarket User

Seller

A seller is a community member or business that has set up their BNMarket profile with the intent to sell their goods and services on the BNMarket platform. A seller generates value to the Bitnorm community by generating revenue, which is key to sustaining the development and maintenance of the BitNorm platform, via commissions made on sales.

A seller is rewarded with access to business management tools on the BNMarket platform as well as increased visibility of their products and services via the BNConnect platform.

Advertiser

An advertiser is a community member or business that chooses to advertise its product on the BitNorm platform. An advertiser generates value to the community by generating revenue, which is key to sustaining the development and maintenance of the BitNorm platform, via advertising fees.

A serial advertiser is awarded via advertisement uptime extensions and advertisement fee discounts.

3. BN knowledge center user

Course creator

A course creator is a community member who chooses to share their knowledge in the form of a paid or free course hosted on the BN platform. A paid course creator generates value to the Bitnorm community by generating revenue, which is key to sustaining the development and maintenance of the BitNorm platform, via commissions made on course fees paid by learners.

A free course creator generates value to the BitNorm community by generating content that may benefit other users. Both types of course creators are rewarded with access to tools and resources that support them in creating courses. Other users may choose to reward the free course creators by tipping them.

Researcher

A researcher is a community member who participates in improving the quality and coverage of the content within the BN knowledge center. A researcher generates value to the BitNorm community by improving the quality of service received by consumers of the information contained in the BN knowledge center.

A researcher may be rewarded by other users via tips or upvotes researcher's contribution which results in an increase in the researcher's reputation points. A researcher, based on their contribution also gets to share in the revenue collected by BitNorm set aside to foster application growth.

BITNORM PLATFORM LAYERS

The BN project is divided into 3 layers :

1. BNConnect
2. BNMarket
3. BN Knowledge center

BNConnect

Creating BN connect is the first layer of the entire project. BN connect is a platform that allows our users from all over the world to connect and share ideas about cryptocurrencies. Under the BN connect umbrella we have come up with a fundamental product which will help us reach the goal of connecting all our users: These products are; **Scrolls, Forums, Blogs and Chat system.**

1. Scrolls

Scrolls is a social news aggregator, i.e. a mixture of discussion platform and link distributor. Users (the editors) are content creators as well as consumers and curators. Using a points system of upvotes and downvotes, the community determines which content and discussions are important and subsequently displayed at the top of the feed. The platform is largely self-managed, with moderators acting as guardians of the general sentiments of users.

2. Forum

Forum plays an important role in enabling BitNorm to deliver its promise to its users. This is because it is the platform on which valuable insight can be obtained into the users' sentiments towards a particular cryptocurrency, service and technology thread. By the weighted combination of various sentiment analysis results performed on the discussions associated with a particular cryptocurrency, services or technology, it is possible to determine the general sentiments of users.

3. Blogs

One of the most effective ways to build brand awareness, while providing relevant and useful content to your audience is through consistent blogging. Thus Bitnorm bloggers will be privileged to be using Bitnorm as a platform for their blogging content.

4. Chat

Peer-to-peer communication is an undeniable requirement of most modern web applications that involve community collaboration. BitNorm realizes this and we will strive to provide a feature-rich chat application that can be used for on-site direct messaging.

BNMarketplace

We are building an open marketplace to make it easier for people to buy and sell in their community using BN Tokens. As more people started using it, we invited businesses to use the Marketplace as a new way to engage with consumers and sell products.

As the community continues to grow as more business owners, marketers and salespeople use Marketplace to capture leads, communicate with interested buyers and drive sales.

Marketplace makes it easy for buyers to quickly find the products they're looking for and get helpful answers from sellers in real-time using BN connect products . With Marketplace, businesses can effectively manage relationships throughout the entire sales funnel and buyer journey—from first interactions and inquiries to the final sale.

BN Knowledge Center

As said above it is at the heart of the BN product. It is the driving force of both BNConnect and BNMarket. BitNorm will help you trade much better than you ever could before, and if you wish to have access to this ultimate analytical platform, please take your time to study this white paper.



BN INITIAL COIN OFFERING

We believe in taking the first step and we have. In place, is version 0.92 of the BitNorm platform (serving as a beta version of the BitNorm platform) which has been in development since February 2019. With our objectives in place, we have iterated over 4 different implementations each time refining and extending the capabilities of the BitNorm platform in a bid to best find out how to best deliver on our promise.

We are now looking to embark on combining all that we have learnt into version 1.0 which we are certain will deliver on our promise of a functional and friendly platform. So far, we have funded the development of BitNorm from funds from our CEO and time from our research and development team.

We have refined the quirks of our ideas and we plan on scaling the development of BitNorm to fast track the realization of our first release version, BitNorm V1.0. We need additional funds to do so. Our choice to raise funds via an initial coin offering stems from our belief in community and sharing. Our chances at success become even better with more stakeholders and contributors. Early adopters will be rewarded through various programs that will run over the course of development to ensure that we realize a robust, functional and useful platform.

We feel inclined to invite participation in using the BitNorm platform starting from the earliest stages of development of version 1.0. Unlike preceding versions which were meant as proof of concept versions and to refine our ideologies, BitNorm V1.0 will be built from the ground up with a focus on usability, usefulness and the best possible user experience.

It is meant to be a community tool and the community is invited to air their opinions on refinements to implemented features. As mentioned, we will run various bounty programs and competitions on the BitNorm platform geared towards securing and enhancing the BitNorm platform over the course of its development.

We appreciate community contributions and understand that not all of you can participate in our initial coin offering. In that regard, BitNorm version 1.0 will reward early adopters with opportunities to join stakeholders by earning BN tokens through usage of the BN platform.



BN TOKEN

BN token is a utility, **Ethereum ERC20- token**, specially designed for the BitNorm ecosystem. ERC20 tokens enable a uniform, standard set of rules governing how tokens behave and function on the Ethereum network. This is crucial for heightened stability and network cohesiveness. Ethereum has a first-mover advantage and continues to have the largest market cap.

Furthermore, ERC20 allows for seamless interaction with other smart contracts and decentralized applications on the Ethereum blockchain.



BN TOKEN USAGE

BNMarket: The BN token will be used to purchase goods and services sold on the BNMarket platform. It will also be accepted as a payment token for the purchase of advertising packages.

BNConnect: The BN token will be used to allow for tipping on the BNConnect platform.

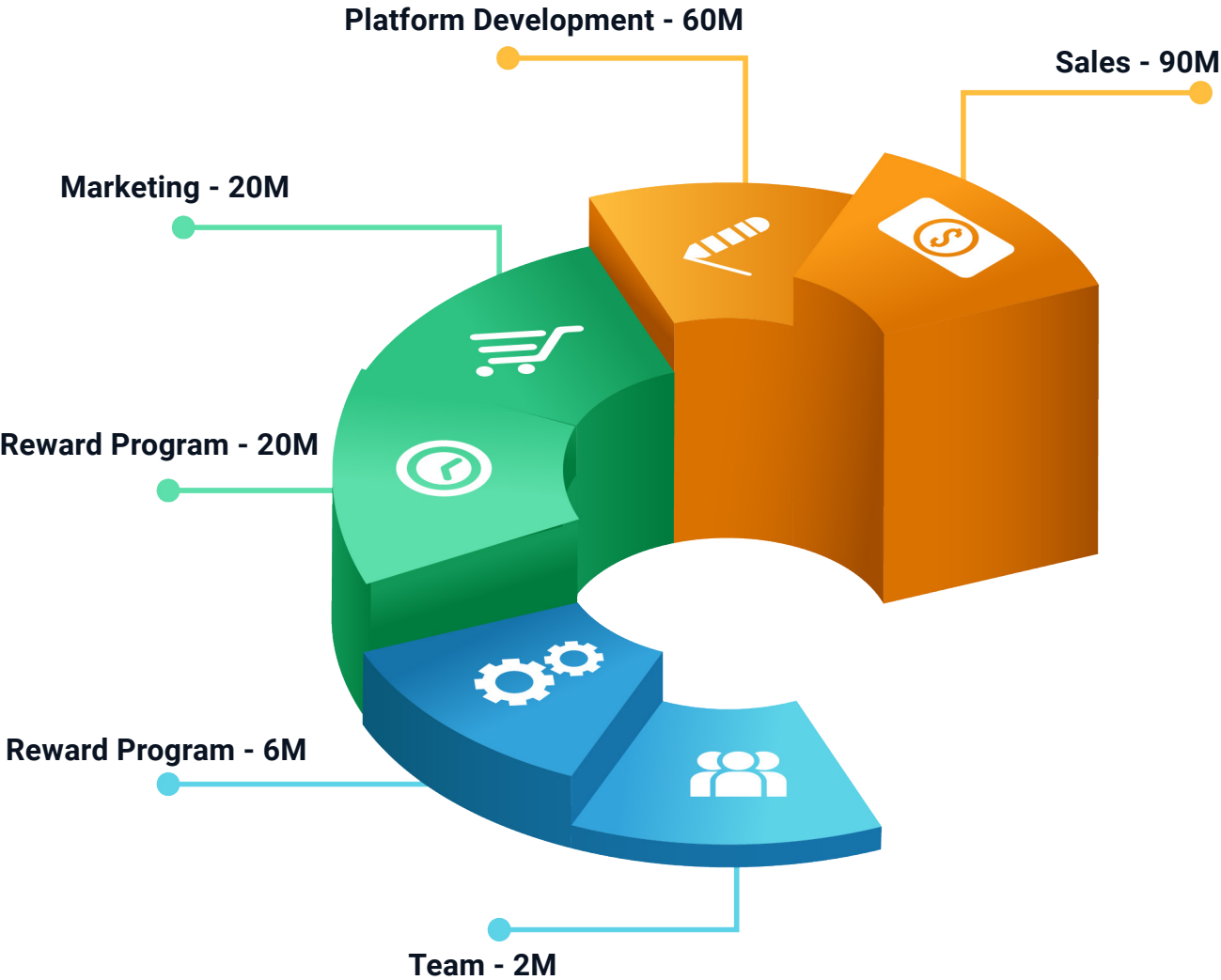
BN knowledge center: The BN token will be used to purchase courses sold on the BN knowledge center. It will also be used as a means of tipping course creators.

Paid features: The BN token will be used for the purchase of access to paid services and features on the BitNorm platform developed and maintained by the BitNorm team.

Premium features: While accessible without cost, access to BitNorm premium features will be to users who maintain a predetermined minimum amount of BN tokens in the wallets associated with the BN platform.

TOKENOMICS

Max Supply: 200M



Distribution:

Platform development - 60M

Marketing - 20M

Team - 4M

Reward programs - 20M

Operation - 6M

Sale - 90M

Private Sale

5M BN price: 1 = 0.2\$M

IEO:

25M BN price: 10 = 0.4\$M

IDO:

40M BN price: 16 = 0.4\$M

NB: %10 of the total token supply left for IDO if it exceeds the desired amount.

Minimum / maximum investment in IDEA Tokens

1. Private Token Sale Round: Minimum Investment \$ 2,000 and no maximization
2. IEO Token Sale Round: As per the limits mentioned on the respective IEO Exchange
3. IDO Token Sale Round: As per the limits mentioned on the respective IDO Exchange

NETWORK EFFECT

BitNorm version 1.0 is architected with value creation in mind. We understand that value is user specific and what may be valuable to one individual may not be so for another.

By identifying a problem and determining the set of individuals who are affected by it, we managed to narrow down on our target audience (as defined in the «Target Audience» section).

These audience groups guided us in refining our possible solutions to the problem at hand to realize a single formidable solution. Our solution, that includes the BitNorm elements: BNConnect, BNMarket and BN knowledge center, takes into account the different goals our users may have, how each user generates value to the BitNorm ecosystem and what value BitNorm as an organization affords our users.

In order to make BitNorm a self sustaining ecosystem in the long term, **we have payed close attention to value creation on our BitNorm platform, the distribution of our BN token centered around its use within and outside the BN platform, and the incentivization of our users to keep them** psyched about participation in growing the community and ecosystem.

By fostering collaboration and communication and by providing business and personal life management and research tools, we ensure that the BitNorm platform continuously generates value to our community by being a resource to have.

Let there be no mistake that the key objective of a DAO is value creation or production, and to make that happen, there needs to be a specific linkage between user actions and the resulting effects of those actions on the overall value to the organization, as symbolized by the value of the cryptocurrency that is underlying it.

Zig Ziglar

Through tipping, competitions, paid contributions, on-platform sales and paid and premium features we ensure that the BN token remains relevant as a token for value exchange on the BitNorm platform. These features also ensure that the BN token remains in circulation fueled by the shifting demand amongst our community members.

To keep our members incentivised, we have allowed for on-platform appreciation of value creators through tipping and increased sales resulting from higher reputation points and good reviews.

We also incentivise our members by giving them opportunities to earn BN tokens by participating in on-platform competitions and also by taking part in BitNorm's «Educate your neighbour» program.

MARKETING PLAN

We have a large Telegram following of over 55K members (https://t.me/BitNorm_Official). Our initial marketing strategy involves creating awareness on BitNorm by educating our current user base on the platform's features and benefits. We are also aiming at increasing awareness on BitNorm by using other social media platforms with time.

We project on a growth rate of 15,000 to 20,000 users per month.

Our marketing budget, which is %10 of the total BN supply, will be used **to finance the purchase of advertising opportunities in messaging platform groups and channels** which have large and active communities, promoting our educational and advertising posts of social media platforms, commissioning blogs, news articles and press-releases and the development of educational and teaser videos to be promoted on YouTube and other vlogging platforms.

We are also working on extending our partnerships with companies existing in the cryptocurrency space. These partnerships will result in the rapid development of the BitNorm platform as we leverage some of the in-place APIs that may benefit the BitNorm community while providing our partners with access to paid BitNorm features at a subsidized cost.

We are keen to involve our community members in steering the development of the BitNorm products and its success as well. We have reserved %10 of the total BN supply to go towards reward programs. These programs will reward community members for their participation in programs spearheaded by us and aimed at enhancing the BitNorm application's content and service quality.



BitNorm is a community centered application.

HOW THE RAISED FUNDS WILL BE USED

Research and Development - 45

Marketing and Sales - 22

Legal (including entity setup) - 5

Office and remote work enablement - 5

Infrastructure as a service to support the BitNorm platform - 18

Other unforeseen overheads - 5

NB: All figures are in percentage %

Research and Development

We have been working on the beta versions of BitNorm and bear testament to the importance of research and development in shaping a product into an indispensable and functional product. The knowledge and insights that we have acquired up until this point have helped us design our first release version of the BitNorm platform, BitNorm v1.0.

BitNorm v1.0 is backed by a scalable architecture and efficient implementations that will amount to minimized operational costs. The cryptocurrency space is still young and continues to have new developments every day, to keep BitNorm relevant even during its development, we may have to consider adding and prioritizing new feature and service requests from our community members.

Marketing and Sales

Marketing is hands-down one of the most important aspects to creating a successful business. This kitty will be used to fund the continued efforts to keep BitNorm relevant by engaging the current BitNorm community and the public. This may take the form of paid advertisements, educational blogs and videos and BitNorm sponsored competitions.

Legal

BitNorm is a global product and operates across multiple jurisdictions. It is important to us that we remain compliant to the federal and state laws of the regions within which BitNorm operates.



These will safeguard our stakeholders and our interests by helping us detect and prevent violation of rules which may result in loss of money through fines and lawsuits.

Office and Remote Work Enablement

The funds in this kitty will go towards financing the purchase of the required tools to enhance collaboration across our teams. We expect the BitNorm team to grow with the product and community and are preparing to ensure that we maintain successful and effective development practices as that happens.

IAAS to support the BitNorm platform

These funds will go towards funding the setup of our servers worldwide to enable us realize a low latency deployment. Our goal is to ensure that BitNorm users, wherever they are in the world, have a pleasant experience when accessing services on the platform.

Unforeseen overheads

To expect the unexpected shows a thoroughly modern intellect -

Oscar Wilde

ROADMAP

- Concept creation and documentation.
- Feasibility study.

2017 Q1

- Private fundraising.

2017 Q3

- POC development

2018 Q1

- Feasibility study.
- Market research.

2019 Q2

Q4 2016

- Proposed solution study.
- Market research.

Q2 2017

- Team formulation.
- POC development.

Q4 2017

- Development halt due to shortage of funds.
- Development team dissolution.

Q1 2019

- Team formulation.
- POC development.

- POC completion.
- Solution refinement.

2019 **Q4**

- Indexation engine development
- Cryptocurrencies
- Exchanges
- Related news

2020 **Q2**

- Team expansion
- Data collection & entry commenced
- Community engine development
- Scrolls - Forums - Blogs

2020 **Q4**

- Version 1.0 whitepaper
- Community engagement
- Reward programs development
- Fundraising (Private sale, IEO, ICO & IDO)

2021 **Q2**

Q3 2019

- MVP definition
- Product documentation
- MVP development commenced

Q1 2020

- Services engine development
- BitNorm chat application

Q3 2020

- MVP beta release
- User feedback collection
- Solution refinement
- Release Version v1.0 definition

Q1 2021

- Listing of BN on major exchanges
- BNConnect platform development
- Launch of BNConnect platform

- BNConnect feature release marketing
- Feature usage assessment
- Feature refinement

2021 **Q4**

- BN knowledge center feature release marketing
- Feature usage assessment
- Feature refinement

2022 **Q2**

- BNMarket platform development

2022 **Q4**

Q3 2021

- BN knowledge center development
- Finalize design on platform-driven BN token circulation system.
- Implement platform-driven BN token circulation system.

Q1 2022

- BNMarket platform development

Q3 2022

- BNMarket feature release marketing
- Feature usage assessment
- Feature refinement

DISCLAIMER

All Unsold Tokens will be locked along with the %30 of total supply for a minimum of 1 year to ensure token stability. All Team Tokens, as well as advisor tokens, will also be locked for a period of a minimum of 1 year to ensure stability.

1. Platform Sales

2. Short Lock Token Period

Token Availability - Locked till the end of Crowdsale: Tokens will be instantly sent to the investor's Trx wallet through the smart contract. The tokens allotted to the investors in their Tron Wallet will be locked in the Smart Contract until the end of the Crowdsale. As soon as the crowd sale ends, the tokens will be released from the Smart Contract immediately.

3. Marketing and Reward Programs

The results of a successful marketing strategy will show a surge increase in the number of users on our project, which in turn will attract additional capital for its further development. The Marketing strategy will follow ICO stages, including Pre-ICO Marketing, Marketing & Sales, and Post-Marketing Activities. To do so, we've allocated %5 of the total token allocation for marketing activities. Moreover, to boost the community engagement and gain more trust within members and users, we've allocated %6 of the total token allocation for the reward programs. Part of the allocation will be invested in the partnership with local communities and bounty groups, which will help us to further develop and grow our community. Moreover, during the initial development stage of the project, there are multiple token reward programs to incentivize the community to contribute to the growth of the overall product. These reward programs are sub-categorized as follows: BOUNTY PROGRAM with the allocation of %1 out of the total tokens. The Program will have a few stages, rewarding all members who help us spread the word about how beneficial Ideaology product is. The Bounty program is an early-reward system for the cryptocurrency enthusiasts to participate in the promotion of the ICO. Bounty distribution will take a place after the ICO listing.

TELEGRAM COMMUNITY ENGAGEMENT - Quiz and AMA Reward - with the allocation of %0.5 of the total marketing token supply. Participants will get stakes at the end of the activity, carefully planned to maintain the community growth and token value. Activities will be organized during the pre-sale and after the sale period.

4. Token Circulation & Stagnation

After the end of the initial sale, token owners will have several options as to what to do with their tokens and that, in most cases, depends on the community type, activity, and interest. Dividend Funds A %20 Service Fee will be introduced for all developers who raise funds through Ideaology. That %20 will be utilized among other things for community dividends meaning that the community members can choose to hold rather than spend their tokens, and as such earn a small % of the platform income

5. Exchange

A certain number of tokens will be allocated to the exchanges and will be traded daily to ensure that the volume is high enough to prevent pump/dump actions performed by 3rd parties.

6. Investing

Token owners will be able to invest in Ideaology Projects further or into self-started developer projects. Upon completion of a raise campaign, developers will be able to claim \$ Value – %20 of the raised amount, according to the current market value of IDEA token on the exchange.

7. Raise of Value: Burn/Buyback Diagra

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Your gateway to the cryptocurrency ecosystem.

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