



## **FREQUENTLY ASKED QUESTIONS**

<b>GENERAL QUESTIONS</b>	<b>4</b>
What is INS Ecosystem?	4
What kind of team is behind INS Ecosystem? Do you have enough experience for a project of this scale?	4
Is INS Ecosystem supported by any of major manufacturers ?	5
What actual problems does INS Ecosystem solve?	6
What is the difference between INS and others?	6
What is the practical use of INS Ecosystem?	6
Is INS better than Amazon or eBay?	7
<b>BUYING TOKENS</b>	<b>8</b>
How can I pay for INS tokens? How long does it take for the payment to arrive? What are the fees?	8
Where to buy cryptocurrency (Bitcoins or Ethers)?	8
Why do you not accept credit/debit card payment option?	9
How to make a wire transfer in USD?	9
How to create an ETH wallet?	9
Minimum purchase? Maximum purchase?	10
I deposited funds into my account but have not yet bought tokens. How can I get my money back?	10
I already bought tokens but now I changed my mind. Can I get my money back?	10
I'm going to make a deposit but I see that you are saying, "only after a transaction gets 6 confirmations" what does it mean?	11
<b>ABOUT ICO &amp; TOKEN</b>	<b>12</b>
How to participate in INS Ecosystem ICO?	12
When does the ICO start and end?	12
How many INS tokens will be sold during the ICO?	12
How many INS tokens will I get for 1 ETH?	12
Which wallet should I use to purchase INS?	13
Can I participate in INS ICO without creating an Ethereum address?	13
Are INS tokens considered securities ?	13
Can I be sure that I will receive INS tokens after sending funds during the ICO?	13
Will INS tokens be available on exchanges after the ICO?	14
How will the funds collected during the ICO be used?	14
Will there be a Bounty program? How are the rewards distributed?	14
Are you planning a Referral program?	14
What is the point of your token? How will it be used?	14
When will I get my INS tokens?	15
	1

Where and how should I store my tokens?	15
Why do you need an ICO?	15
What is the speculative value of your token? Why would its price go up?	15
Will you have an escrow? What company will be providing this service?	15
What currency will be used to store the funds raised? And where exactly?	15
Where can I track the INS sale progress and see how much has been collected?	16
Do you have a cap for the funds you want to collect?	16
Do you have a minimum amount of funds you have to collect? What will happen if you fail to collect it?	16
When will INS tokens start trading at exchanges? And at which exchanges?	16
How much will I earn in all this time?	16
Can I take my tokens out of your service?	16
How do you ensure the safekeeping of the tokens?	17
What will happen to my contribution if tokens are outlawed or tightly regulated?	17
Comment on the latest SEC decision concerning ICOs	17
How secure is your system? Is it protected from hacking attempts?	17
How is the security of INS token holders ensured?	17
Who distributes INS tokens and how soon will I get them after the end of the token launch?	18
Do INS tokens comply with ERC-20/EIP-20 standard? Can they be transferred to an external ETH wallet?	18
How to buy INS tokens after the ICO?	18
How to sell INS tokens?	18
Where will you store INS tokens?	19
ICO market will collapse soon. This a pyramid scheme. All ICOs are fraudsters!	19
<b>ABOUT INS Ecosystem</b>	<b>20</b>
How does INS Ecosystem incorporate the blockchain technology ?	20
How will the INS token be used?	20
Which are the first cities INS Ecosystem to be implemented?	21
Do you plan to use AI/Machine Learning technologies?	21
How will you attract consumers to use INS Ecosystem?	21
How will you attract manufacturers to join INS Ecosystem?	22
How will you attract fulfillment center workers and couriers to join INS Ecosystem?	22
Where is INS team based?	22
<b>LITERACY</b>	<b>23</b>
What are cryptocurrencies?	23
What are tokens?	23
What is blockchain?	23
What are smart contracts?	23

What is ERC-20 / EIP-20?	23
What is ICO?	24
What are the risks of contributing to an ICO?	24

# GENERAL QUESTIONS

## What is INS Ecosystem?

INS is the first global decentralized ecosystem that will enable consumers to buy groceries directly from manufacturers conveniently and at lower prices.

INS will facilitate the direct interaction between consumers and manufacturers. Bypassing retailers and wholesalers means a more personalized and transparent grocery shopping experience at lower prices. Consumers will be able to decide which brands they want and goods they need.

INS will enable manufacturers to create bespoke marketing programs to promote their goods directly to the consumers. These programs run on smart contracts and powered by the INS token as a means of reward. It is similar to miles-based reward programs of many airlines, but more advanced, cheaper to run and personalized thanks to smart contracts behind them.

A more detailed description of the project is available on our website, in the whitepaper [www.ins.world](http://www.ins.world)

## What kind of team is behind INS Ecosystem? Do you have enough experience for a project of this scale?

INS is built by veterans of the online grocery industry, using the knowledge and experience acquired since 2013. INS founders has a long-standing experience and built one of the leading grocery delivery services in Russia - Instamart ([www.instamart.ru](http://www.instamart.ru)). Instamart received more than \$10 million funding from the best investors - Mail.ru Group (the leading Internet company in Europe, 7th largest worldwide by page views), Sergey Solonin (Founder and CEO of Qiwi Group (NASDAQ: QIWI), the leading provider of next generation payment services in Europe with \$10+ billion turnover), and Ilya Yakubson (Ex-CEO of Dixy (MCX: DIXY), #4 grocery retail chain in Russia).

Peter Fedchenkov, our co-founder and CEO, is a Harvard Business School MBA Alumni and a well-known expert in the grocery industry.

Dmitry Khovratovich, the chief blockchain and smart contract developer at INS, led the crypto security and smart contracts team that previously developed smart contracts for several companies who successfully completed their ICOs.

The list of advisors of our project includes (but isn't limited by) the following names :

Eyal Hertzog (Co-founder - Bankor);

Michael Terpin (Founder - Transform PR, Chairman - BitAngels);

Moe Levin (CEO - Keynote);

David Wachsman (CEO - Wachsman PR);

Jan Jelle van der Meer (Partner, PA Consulting Group);

Rawi Abdelal (Professor - Harvard Business School).

You can see the up-to-date list of our advisors and partners on our website at [www.ins.world](http://www.ins.world)

## Is INS Ecosystem supported by any of major manufacturers ?

INS received strong interest from some of the largest grocery manufacturers in the world. Select companies who have signed memoranda of understanding with INS include:

- UNILEVER, a Dutch-British transnational consumer goods company with \$54 billion in annual sales in 2015 co-headquartered in London, UK. Its products include food, beverages, cleaning agents and personal care products. It is the world's largest consumer goods company. Unilever is one of the oldest multinational companies; its products are available in around 190 countries.
- MARS, an American global manufacturer of confectionery, pet food, and other food products with \$33 billion in annual sales in 2015, and is ranked as the 6th largest privately held company in the United States by Forbes.
- FRIESLANDCAMPINA, a Dutch dairy cooperative whose main brands include Friesche Vlag, Chocomel, Fristi, Dutch Lady, Appelsientje, Milner, Campina, Landliebe, Optimel, Mona and "Mix'it". It is one of the top 5 dairy companies in the world with annual revenue of €11 billion in 2016. FrieslandCampina has branch offices in 33 countries, employs a total of 22,000 people, and sells products in more than 100 countries.
- VALIO, a Finnish manufacturer of dairy products and one of the largest companies in Finland with more than €2 billion turnover. Valio's products include cheese, powdered ingredients, butter, yogurt and milk. It is Finland's largest milk processor, producing 85% of the country's milk. Valio's product range currently consists of about 1,000 products. Valio is Finland's biggest food exporter and sells products to nearly 60 countries.

- RECKITT BENCKISER, a British multinational consumer goods company with \$12 billion in annual sales in 2015 headquartered in Slough, UK. It is a producer of health, hygiene and home products. Its brands include Dettol, Strepsils, Veet, Airborne, Air Wick, Calgon, Clearasil, Cillit Bang, Durex, Lysol, Mycil and Vanish. Listed on the London Stock Exchange and is a constituent of the FTSE 100 Index.

## What actual problems does INS Ecosystem solve?

INS Ecosystem is designed to solve multiple problems and make e-commerce easier, better, more efficient and less expensive for both manufacturers and consumers by :

- Eliminating the retailer's power abuse factor by completely bypassing wholesalers and retailers, which will result in lower prices for the consumers and lower expenses for manufacturers;
- Reducing supply chain and logistics inefficiencies, allowing more local manufacturers to be more accessible to the consumers;
- Reducing waste in various areas of the supply chain;
- Replacing conventional trade promotions by more personalized , direct and efficient marketing, designed by the manufacturer for their consumers.

Please feel free to study our whitepaper and presentation at [www.ins.world](http://www.ins.world), where we describe in more detail all the challenges of the modern grocery market and offer our vision on how to solve them for the benefit of everyone.

## What is the difference between INS and others?

INS Ecosystem has no direct analogues and competitors as of now. INS Ecosystem is the first and only decentralized platform that will directly connect grocery manufacturers and consumers. It will eliminate the costly intermediaries - wholesalers and retailers - and pass the saved value to consumers.

## What is the practical use of INS Ecosystem?

We're working hard to develop all the software and business guidelines to make it possible to rollout INS Ecosystem in virtually any city around the world.

When INS Ecosystem is up and running in a city, it works pretty simple. Consumer makes an order via the website or mobile app. The order is processed automatically on the INS platform

and supply requests are sent to manufacturers. Manufacturers deliver goods to a smart fulfillment center closest to the consumer's delivery address. Distribution center staff packs the order and passes it to a crowdsourced courier who delivers the order to a customer's doorstep. Customer enjoys fresh groceries at lower prices!

## Is INS better than Amazon or eBay?

We are no better or worse, we are different.

The most successful marketplaces such as Amazon or eBay came to life because they managed to remove middleman entities, that were mostly brick and mortar operations, and replaced them with an automated piece of software accessible over the Internet.

There's one important aspect to highlight though. The model is often explained as "removing the middleman" without emphasizing that what actually happens is not a complete removal of the broker in the middle, but rather a replacement of the old broker with a new kind of broker. A much better type of broker, built around a software platform, but still a middleman entity between the supply and demand sides. That centralized software architecture is how online marketplaces are able to capture value and is the critical building block of their business model. For almost two decades, nothing seemed to disturb that position. There wasn't any other technology that could be more efficient than an automated central software to handle the relationship between the supply and demand sides.

However, in the past few years, something interesting started to happen, in a totally different domain. The blockchain architecture allows peer-to-peer transactions to take place in a secure way without the need for any central entities. Blockchain and smart contracts provide the tools and framework to create a new generation of marketplaces where supply and demand sides can engage in trusted trading transactions, according to various business rules, without the need of a central brokerage entity.

Consequently, the same way online marketplaces disrupted many traditional brick and mortar businesses, blockchain and smart contracts will give birth to a new kind of peer-to-peer marketplaces that will unsettle the current ones. It's not a matter of "if" but rather "when" the new decentralized structure will take over as the technology keeps maturing and improving. The peer-to-peer structure is the perfect fit for the decentralized nature of the Internet and has the benefit of handing over the power back to the people participating in the ecosystem.



# BUYING TOKENS

## How can I pay for INS tokens? How long does it take for the payment to arrive? What are the fees?

You can make a payment by transferring funds from any BTC, ETH, LTC, or DASH wallet, or in USD by wire transfer (wire transfer option available only for payments starting at \$10,000). The funds are credited to your personal account in the system, from where you can pay for the amount of INS tokens you wish to buy.

We do not charge any fees on payments. However, third party payment processors may charge fees.

When paying in USD, the wire transfer fee and its speed depends on your bank. All fees charged by financial institutions in connection with wire transfers are paid by the prospective INS token holders.

When paying in BTC, ETH, LTC, or DASH, transaction fee is charged by the relevant blockchain infrastructure. You set the transaction fee amount, and the transaction speed is determined by the network availability and the fee amount you set. Please read more about the transactions in the currency you're going to use in order to avoid confusion and complications, before participating in the ICO.

## Where to buy cryptocurrency (Bitcoins or Ethers)?

You can also buy Bitcoins as follows:

- cash and bank transfer at <https://localbitcoins.net/>
- bank transfer at any popular exchange, such as <https://www.coinbase.com/>. The full list is published at <https://www.cryptocoincharts.info/markets/info>
- card payments at <https://www.coinmama.com/ether>
- card payments at <https://cex.io/buy-ethereum>

You can also buy Ethers as follows:

- bank transfer at any popular exchange, such as <https://www.coinbase.com/>. The full list is published at <https://www.cryptocoincharts.info/markets/info>
- card payments at <https://www.coinmama.com/ether>
- card payments at <https://cex.io/buy-ethereum>

## Why do you not accept credit/debit card payment option?

We decided to forego this payment option out of security considerations. We accept wire transfers over \$10,000.

You can buy Bitcoins as follows:

- cash and bank transfer at <https://localbitcoins.net/>
- bank transfer at any popular exchange, such as <https://www.coinbase.com/>. The full list is published at <https://www.cryptocoincharts.info/markets/info>
- card payments at <https://www.coinmama.com/ether>
- card payments at <https://cex.io/buy-ethereum>

You can buy Ethers as follows:

- bank transfer at any popular exchange, such as <https://www.coinbase.com/>. The full list is published at <https://www.cryptocoincharts.info/markets/info>
- card payments at <https://www.coinmama.com/ether>
- card payments at <https://cex.io/buy-ethereum>

## How to make a wire transfer in USD?

1. Generate the invoice for the sum you want to deposit (minimum allowed amount for wire transfer is \$10,000).
2. Find the invoice sent to your email address, download and pay it.
3. The funds will appear in your account as soon as the payment is confirmed. You will receive an email about the successful deposit. It depends on your bank and may take up to 5 days.
4. Please note that if your balance is sufficient for the minimum purchase, the purchase of INS tokens with the deposited funds is completed automatically.
5. USD/ETH exchange rate is calculated at the time of purchase according to <https://www.coinpayments.net/>

## How to create an ETH wallet?

If you are not familiar with Ethereum or cryptocurrencies in general, these are the basic instructions on how to set up a working Eth wallet

1. Go to [www.myetherwallet.com](http://www.myetherwallet.com), set the password and click Create New Wallet.  
IMPORTANT: think up a password that you will not forget - it will be impossible to restore it! Write it down and keep it in a safe place. If it is a question of large sums, instructions on access can be stored in a banking cell.

2. In the next step, you will need to keep your secret key encrypted. This is the same as the key to the safe, but in electronic form. Its presence + password is one of the ways to gain access to your wallet and funds, which are on blockchain. Click "Download Keystore File" and save it on your device. Keep this file in a safe place, preferably on an offline medium, and make a backup copy;
3. Click "I Understand. Continue";
4. At this stage you will be given your private key in an unencrypted form. This means that having it, any attacker can get access to your wallet. Therefore, it is recommended to print this key and store it in a safe place (for example, a banking cell). Then click "Save Your Address";
5. The final step is to find out your wallet address. For this you can:
  - a. Select the option "Keystore File (UTC / JSON)", specify the path to the encrypted file (from step 2) and enter the password invented in step 1. If everything is correct, you will be on the screen of your wallet, you will see its address and balance.
  - b. Select Private Key. Here you will have to enter your unencrypted private address and password will not be required. This is a dangerous and unprotected way, the use of which we do not recommend! This key must be stored in a secure offline store and used only as a last resort.

After you have a wallet, to buy ether on exchanges and markets you just need to specify its number and make a purchase (on each site its own way). The ether will be transferred there.

## Minimum purchase? Maximum purchase?

Minimum purchase is equivalent to 0.1 ETH. There is no maximum cap on purchases.

## I deposited funds into my account but have not yet bought tokens. How can I get my money back?

Please send a request to [support@ins.world](mailto:support@ins.world) with a subject "Money back". Specify the email you used to sign up to Tokensale Platform, currency name and the amount you want to refund. We will refund your money minus transaction cost within 3 business days.

I already bought tokens but now I changed my mind. Can I get my money back?

A refund can only be issued before you buy tokens. As stated in our offer, all sales are final.

I'm going to make a deposit but I see that you are saying, "only after a transaction gets 6 confirmations" what does it mean?

6 confirmations are considered secure in Ethereum and prove transfer of crypto from one account to another. It might take from 5 minutes to up to 1.5 hours.

# ABOUT ICO & TOKEN

## How to participate in INS Ecosystem ICO?

Follow the link <https://tokensale.ins.world/>, create an account and follow the instructions in your personal account. Read the detailed instruction here <https://blog.ins.world/how-to-purchase-ins-tokens-80ffbc3bfe1>

## When does the ICO start and end?

ICO campaign will start on December 4 11:00 AM (GMT) and end on December 25 11:00 AM (GMT) or immediately upon reaching the hard cap (60,000 ETH).

## How many INS tokens will be sold during the ICO?

The maximum total token supply is 50,000,000. The exact number of tokens generated depends on the amount of funds contributed. No token creation, minting or mining after the end of the ICO period.

Tokens sold on ICO will comprise 60% of the total tokens supply. The remaining 40% will be splitted as follows:

- 15% Team (locked for 2 years)
- 5% Advisors, Early Supporters, Bounty (locked for 6 months, except bounty)
- 20% Reserve Fund (will start distribution in 2019)

## How many INS tokens will I get for 1 ETH?

The price for the ICO period is set at 1 ETH = 300 INS. Bonuses apply for early participants. See the White Paper (<https://ins.world/INS-ICO-Whitepaper.pdf>) for details.

## Which wallet should I use to purchase INS?

INS token is an Ethereum-based ERC-20 token. Token holders can easily store and manage their INS tokens using existing Ethereum clients, including the official Ethereum wallet, Mist, or

MyEtherWallet. You can send funds from exchanges, but later if you decide to withdraw tokens from the platform, you would need to indicate your private ETH address.

## Can I participate in INS ICO without creating an Ethereum address?

Yes. You can make a wire transfer in USD. Create a personal account here <https://tokensale.ins.world/>, choose USD as the deposit currency, generate an invoice and pay it. Once we receive funds, you will be able to spend them on purchasing INS tokens in your personal account.

## Are INS tokens considered securities ?

Based on the legal advice and opinions we gathered during the preparation process, INS tokens do not fall under the notion of securities as per most legislations. The INS token is not designed to offer earnings and does not provide token holders with any ownership or other interest in INS. Token holders are not entitled to any guaranteed form of dividends, revenue distributions, and voting rights.

## Can I be sure that I will receive INS tokens after sending funds during the ICO?

The collected funds are controlled by an independent escrow who holds it until the INS tokens are distributed properly. You can be 100% sure that you will receive your INS tokens.

## Will INS tokens be available on exchanges after the ICO?

We have already contacted the main crypto exchanges to include INS token in the trades. Tokens will be released on the Ethereum (ERC20) blockchain, and will be available for transfers and trading very soon (up to 2 weeks) after the ICO.

## How will the funds collected during the ICO be used?

The funds received during the ICO will completely be used for further development and expansion of the project.

Planned fund allocation	%	Amount
Research & Development	50.0%	\$9,000,000
Marketing & Sales	27.8%	\$5,000,000
Admin & Operations	14.4%	\$2,600,000
Legal	2.8%	\$500,000
Contingency	5.0%	\$900,000

## Will there be a Bounty program? How are the rewards distributed?

Yes. You can see the detailed description of the bounty program here

[ins.world/#bounty\\_campaign](https://ins.world/#bounty_campaign)

We also introduced a referral program. A referral link can be obtained in your account at [tokensale.ins.world](https://tokensale.ins.world). Your referral results can also be tracked through your account.

## Are you planning a Referral program?

Our referral program is already in operation. A referral link can be obtained in your account at [tokensale.ins.world](https://tokensale.ins.world). Your referral results can also be tracked through your account.

## What is the point of your token? How will it be used?

The INS token is planned to be the only means of exchange for handling all types of rewards and one of the means of payment within INS Ecosystem. With INS tokens consumers will be able to buy groceries with up to 30% discount to retail prices.

## When will I get my INS tokens?

INS tokens will be issued 7 days after the end of ICO.

## Where and how should I store my tokens?

You can store them in your personal account on the INS Platform or transfer them from your personal account to any Ethereum wallet.

## Why do you need an ICO?

INS Ecosystem is designed as a community service company with the primary goal to facilitate a new service - online grocery delivery - for the benefit of the community. Classic venture capital firms are not likely to invest in non-profit or nearly non-profit organisations such as ours.

The funds collected will be spent on developing the software needed to manage the INS Platform, roll out the infrastructure and spearhead the adoption of INS Ecosystem by manufacturers and consumers.

## What is the speculative value of your token? Why would its price go up?

The INS token is a core component of INS Ecosystem and is designed to facilitate all kinds of operations that make the token an integral part of the ecosystem and the driver for its economy.

## Will you have an escrow? What company will be providing this service?

Our escrow services are provided by NSP (<http://www.nsplaw.com/en/>). All funds are kept in escrow in ETH and USD.

## What currency will be used to store the funds raised? And where exactly?

All funds are kept in ETH in a cold storage in safety deposit boxes and in USD at reputable banks.



## Where can I track the INS sale progress and see how much has been collected?

Up-to-date information on INS token sales and collected amounts will be published in real time on our website <https://ins.world>

## Do you have a cap for the funds you want to collect?

The hard cap is set at 60,000 ETH. The soft cap is 20,000 ETH.

## Do you have a minimum amount of funds you have to collect? What will happen if you fail to collect it?

The minimum is set at 20,000 ETH. If the minimum target is not reached, all collected funds will be returned to contributors.

## When will INS tokens start trading at exchanges? And at which exchanges?

We are planning to list our tokens at 3-5 exchanges in up to 2 weeks after token distribution. We are in talks with many exchanges but can't specify which ones will be the first.

## How much will I earn in all this time?

The INS token is not designed to offer earnings and does not provide token holders with any ownership or other interest in INS. Token holders are not entitled to any guaranteed form of dividends, revenue distributions, and voting rights.

## Can I take my tokens out of your service?

Yes, you can deposit your tokens in any Ethereum wallet, such as MyEtherWallet.

## How do you ensure the safekeeping of the tokens?

The vast majority of the system's tokens is kept in cold storage, and we ensure the strict safety procedures. Account access is secured with two-factor verification which prevents unauthorized access.

## What will happen to my contribution if tokens are outlawed or tightly regulated?

Tokens are based on blockchain technology. Blockchain is a decentralized system in which token issues and cryptocurrency are not regulated by any one country. In a very unlikely scenario that your country of residence outlaws tokens, you can sell them well in advance of the ban.

## Comment on the latest SEC decision concerning ICOs

SEC's press release is not a new law. It stemmed from the investigation of a specific company, The DAO, which issued its tokens. In fact, The DAO's tokens were securities, but the company was selling them in violation of the laws regulating securities market. However, not all tokens are securities by default. In addition to laws which define what is and is not a security, there exists a large volume of court decisions on the issue. Court decisions also define the criteria which help determine if a particular transaction is a security. Depending on the situation the term "token" may mean both securities and other financial tools, and this fact was adequately reflected in SEC's press release. Our tokens are not securities. They are a product which has its purpose and functions. Because INS token is not a security, its sale does not require registration.

## How secure is your system? Is it protected from hacking attempts?

Our security system was designed and developed by the team of the internationally acclaimed cryptographer Dmitry Khovratovich, who is a security expert at the University of Luxembourg. We employ a wide range of measures and take all the necessary precautions in addition to the inherent security of the blockchain technology itself.

## How is the security of INS token holders ensured?

We take our token holders' security very seriously, which is why their accounts are protected on many levels.

### Payment security

We use the most secure payment processing methods. Payments in cryptocurrencies are secured by the blockchain technology. Payments in fiat currency are accepted only via wire transfer, where the international banking system ensures their security.

### Deposit Security

All funds received during the INS ICO in fiat currencies are converted to ETH and deposited in escrow. Funds received in cryptocurrencies are converted to ETH and also deposited in escrow by NSP (<http://www.nsplaw.com/en/>) Funds in escrow are safely kept in cold wallets in bank safe deposit boxes.

### Smart contract security

Our smart contract was designed and developed by the team of the internationally acclaimed cryptographer Dmitry Khovratovich, who is a security expert at the University of Luxembourg and the founder of ABDK – an agency specializing in the development and promotion of Ethereum-based initial coin offerings.

## Who distributes INS tokens and how soon will I get them after the end of the token launch?

Tokens are distributed by the INS platform. You will receive your tokens 7 days after the end of the ICO.

## Do INS tokens comply with ERC-20 standard? Can they be transferred to an external ETH wallet?

Yes, the INS tokens are ERC-20 compliant and can be transferred to an external Ether wallet.

## How to buy INS tokens after the ICO?

After the ICO, you will be able to buy INS tokens on exchanges, when INS is listed.

## How to sell INS tokens?

Like any other tokens, INS tokens can be sold on exchanges.

## Where will you store INS tokens?

INS tokens are generated and controlled by a smart contract. INS tokens will be stored by founders in a cold storage and secured by multisig.

## ICO market will collapse soon. This a pyramid scheme. All ICOs are fraudsters!

It is hard to agree with such a categorical statement. We cannot assess every project out there but there are numerous independent resources available which conduct such assessment, such as <http://icorating.com/>. Several fraudulent attempts have indeed been made, but the vast majority of ICO projects are developing well after the completion of their initial coin offering.

# ABOUT INS Ecosystem

## How does INS Ecosystem incorporate the blockchain technology ?

The blockchain technology is an integral part of our project and it will mainly be used for following purposes :

### SUPPLY CHAIN MANAGEMENT

INS will be managing a complex supply chain of manufacturers, third-party vendors, carriers and logistics providers. A blockchain of the transaction, containing order details and negotiated fees and commissions (in the form of smart contracts) will be used to capture documents, delivery and possible return events, and drive financial settlement with fewer opportunities for dispute.

The public-private nature of blockchain records means that each party can make data visible to the others. All parties have visibility into the transaction and no custom interface has to be negotiated between partners (only to/from the blockchain). This will reduce time delays, added costs and human errors, automate inventory control, and streamline fulfillment processes.

### MARKETING

Building marketing programs on the blockchain is massively disruptive. Manufacturers will be able to directly reward loyal customers with INS tokens that can be spent immediately. The network effects from this will be massive as customers will be highly motivated to spend their INS tokens. Additionally, there is almost no way how suppliers could interact directly with consumers and offer them loyalty programs now.

### PAYMENTS

Payment processing through blockchain in INS Ecosystem is important to provide transaction high speeds and low prices. The payment process in ecommerce currently entails more than 10 different steps to settle a transaction and up to 15 separate fees to pay for payment gateways, thus making transaction fees range from 2% to 6%, a long route that could be cut short with blockchain use.

INS will provide a number of smart contract templates that will be used to facilitate the sale mechanism needed for supply and demand sides to engage in trusted trading transactions, according to various business rules, without the need of a central brokerage entity.

## How will the INS token be used?

The INS token is meant to be the only means of exchange for handling all types of rewards and one of the means of payment within INS Ecosystem. The manufacturers are required to hold a certain minimum balance of the tokens, while using them for loyalty and promotion programs. The consumers will be able to pay for orders with their INS tokens.

## Which are the first cities INS Ecosystem to be implemented?

We plan to choose cities for expansion based on the population size, income level and grocery market concentration ratio. The preliminary list of target cities includes New York, Los Angeles, London, Paris, Hong Kong, Seoul, Singapore and Tokyo. We plan to actively engage independent fulfillment center owners to join the ecosystem accelerate expansion and enhance its decentralized nature.

## Do you plan to use AI/Machine Learning technologies?

AI algorithms will be applied to gather detailed data on the whole customer experience: what consumers look at, in what order, for how long, on which day, which questions they might have, what they eventually buy. This data can then be used to improve this experience to make it easier, more efficient, more engaging, and more adapted to personal needs. In order to protect user privacy, differential privacy techniques will be used whenever possible.

We will use the 1-to-1 personalization right from the homepage where consumers should feel that the experience has been tailored specifically to them. Consumers will see their previous orders, have access to their most frequently purchased items, and be shown products and specials that are relevant based on their shopping history. The 1-to-1 personalization will extend to search results, the products displayed at the top of each department, product recommendations in the cart, and daily/weekly offers.

## How will you attract consumers to use INS Ecosystem?

Channels for increasing the consumer base include marketing and promotion of the INS apps and website to broader audiences and promotion of the online grocery delivery in general. Attracting more consumers is not the only avenue of growth; improving engagement of existing

customers is equally important. Customer retention in the network can be increased by ongoing improvement to the core product.

## How will you attract manufacturers to join INS Ecosystem?

INS Ecosystem will benefit from as many high-quality manufacturers joining the ecosystem as possible. Manufacturers are the publishers and providers of products in the ecosystem and serve as engines for driving traffic. Manufacturers consume INS tokens to provide all types of reward programs. Channels for attracting manufacturers include manufacturers who already supported the INS idea, direct contacts with manufacturers, participation in relevant meetings and conferences, forming partnerships with manufacturer associations, and providing guidance and support to new manufacturers interested in joining the ecosystem in order to make the process as seamless as possible.

## How will you attract fulfillment center workers and couriers to join INS Ecosystem?

During the initial stages of development of INS Ecosystem we're planning to negotiate with fulfillment center workers and couriers, logistics companies on our own behalf to demonstrate the viability of our working system. Later we will pass these roles to independent contractors following the instructions from our app (just like Uber taxi drivers work independently for a system that distributes the orders).

## Where is INS team based?

INS team is international, our team members and advisers are located all over the world (USA, Luxembourg, Russia). The head office is currently located in Moscow. INS Ecosystem Ltd., incorporated as a BVI company, is the official entity that creates the INS tokens, platform and technology.

# LITERACY

## What are cryptocurrencies?

A cryptocurrency is a digital or virtual currency that uses cryptography for security. A cryptocurrency is difficult to counterfeit because of this security feature. A defining feature of a cryptocurrency, and arguably its most endearing allure, is its organic nature; it is not issued by any central authority, rendering it theoretically immune to government interference or manipulation.

## What are tokens?

A token is a digital asset that is sold to the public during an ICO campaign, usually for other popular cryptocurrencies, namely BTC or ETH, or sometimes directly for fiat currency. Unlike a cryptocurrency, tokens usually do not have their own blockchain, but rather are hosted on another blockchain, such as Ethereum.

## What is blockchain?

Blockchain is a distributed database, in which storage devices are not connected to a common server. This database stores an ever-growing list of ordered records, called blocks. Each block contains a timestamp and a link to the previous block.

## What are smart contracts?

Smart contracts are self-executing contracts with the terms of the agreement between buyer and seller being directly written into lines of code. The code and the agreements contained therein exist across a distributed, decentralized blockchain network. Smart contracts permit trusted transactions and agreements to be carried out among disparate, anonymous parties without the need for a central authority, legal system, or external enforcement mechanism. They render transactions traceable, transparent, and irreversible.



## What is ERC-20 / EIP-20?

The ERC-20 defines a common list of rules for all Ethereum tokens to follow, meaning that this particular token empowers developers of all types to accurately predict how new tokens will function within the larger Ethereum system. Ethereum's ERC-20 token standard has been recently formalized as an EIP.

## What is ICO?

An initial coin offering (ICO), also known as a digital token sale or crowdsale, is a way of raising funds from the public for the development of a product outside of the traditional VC world. Usually products are blockchain-based technologies, but the crowdsale model is increasingly being used for other kinds of projects as well.

## What are the risks of contributing to an ICO?

When contributing to an ICO, there is never a guarantee that the product whose tokens are being offered will succeed, either with their ICO or in their future development. Like any crowdfunding campaign, people should think of contributing as a donation to a project in support of its potential development, and the tokens as a kind of reward for your support. However, in the case of an ICO campaign, the reward (tokens) has the potential to increase in value once the tokens are released and available on exchanges. The price will fluctuate depending on the state of the project and the market it operates in, which is the case for every business.