An introduction to MobileUp

MobileUp

- MobileUp is a company involved in design and development of mobile applications for iOS and Android.

- We specialize in technologically complicated projects for the transportation sector, for medical devices, for wearable devices, for financial services, and for multifunction services with complicated business logic.

- We enable business to get ahead of competition using sought-after mobile products. Our projects were featured in app stores 630 times.

- We develop applications that sustain high loads and large volumes of data, work in multi-threaded mode, interact with multiple peripheral devices. We work with machine learning, computer vision, DSP, and blockchain.

- MobileUp is 10 years on the market, 40+ expert professionals, over 200 implemented projects, 10+ victories in local and international mobile application competitions.

- The company has a Google Developers certificate and a GDPR certificate.

What is E-will

ewill

- E-will is a decentralized platform for storing and transferring information on cryptocurrency accounts and any other digital assets. Users can provide for passing the information to their heirs when the time comes. It is created by the Mobile Up team, mobile and blockchain development professionals

- E-will provides multiple options for user verification, and more options are set to become available as the platform develops

- E-will offers various options for inheritors to access the information

- E-will enables delaying access to assets until a specified date

- E-will shall partner with largest exchanges, multi-currency and local wallets, as well as blockchain platforms providing insurance

- E-will plans to create a marketplace for lawyers practicing in inheritance of digital assets

- E-will guarantees protection of digital asset information by using a double encryption mechanism and independent validators

Our clients

UBISOFT   mastercard   SBERBANK   Tinkoff   MTS

Road Map

January 2018
Beginning of platform development

May 2018
Release of MVP

September 2018
Release of alpha version

October 2018
Private sale

February 2019
Batch offer (several services confirm activity) for large holders

1Q 2019
Product enters to the European market

January 2019
Platform release

November 2018
Релиз Beta version

1 March 2019
Tokensale

2Q 2019
Product enters to the Asian and Arab markets

April 2019
Integration with insurance companies

June 2019
Open source service

2020
Quantum cryptography

3Q 2019
Product enters to the US market

July 2019
Mobile application

How this works

Registration and provider selection

The choice of an inheritor

File upload and payment
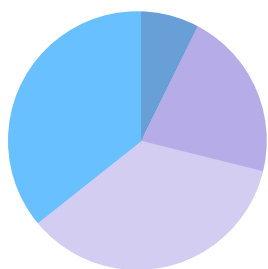
Checking activity

- User registers using an Ethereum wallet

- Chooses a service to confirm presence: social networks (Facebook, Instagram, Twitter, VK, LinkedIn); e-mail; messengers (What'sApp, Telegram WeChat, Viber)

- Enters contact information into a provider web form

- Returns to our service and enters the inheritor's contact information

- Chooses how the inheritor will get access to the information

- Enters the data that should be transferred (as text or as file attachments in any format)

- Completes payment

- Once in a selected period of time, confirms presence in the way that was previously selected

- If the presence was not confirmed, data transfer to the inheritor is activated

Features

1. A block created by the user is encrypted with the inheritor key and also the provider key. If the provider opens access, only the encrypted data is visible

2. E-will uses a combination of asymmetric and symmetric encryption

3. E-will supports all data formats

4. E-will provides deposit escrow for providers. All services must pass validation and sign a Data Protection Agreement for GDPR compliance

5. E-will plans to add support for quantum-resistant cryptography

6. E-will plans to expand the abilities of the platform by including a life assurance service

7. In the future, a Decentralized Autonomous Organization (DAO) will be created to manage the platform
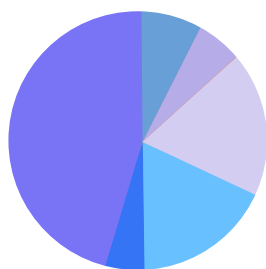
Description of the token

Utility tokens

The E-will platform will use internal tokens for

○ User payment for services

○ Payment to service providers

○ Depositing for escrow

○ Payment of platform commission

○ Payment of referral bonuses

Foundation Plan

Softcap

● Marketing	35.7%
● Legal	7.1%
● Contingency	21.4%
● Development	35.7%

Hardcap

● Marketing	18.3%
● Legal	7.3%
● Contingency	6%
● Development	18.3%
● Biz Dev	48.7%
● Team bonus	1.5%

ICO details

Total Token issue: 10,000,000

Token Type: ERC20

Ticker: EWILL

Base price: $2.00

Hard Cap: $8,210,000

Soft Cap: $1,800,000

Private sale start date: 01/10/2018

Private sale end date: 01/12/2018

Token sale start date: 01/03/2019

Token sale end date: 15/04/2019

No token will be issue after ICO

The team

Sergey Denisyuk

A professional with 9 years of experience in mobile software product development. CEO of MobileUp, a company that is one of Russia's top 10 mobile developers. Brought together a team of highly skilled professionals in order to create complicated mobile and blockchain products. Its key clients are Sberbank and MasterCard as well as international innovation startup companies.

Evgeny Valeyev

Evgeny has over 10 year of experience in IT. For over 8 years he is the CTO of MobileUp. He has considerable experience in mobile development, cryptography, blockchain development, high-load application development and so on.

Olga Tyagunova

A professional with 8 years of experience in development of marketing policy, creation and promotion of brand names. In IT since 2015. Developed a successful startup company in the virtual reality market. Passionate about blockchain technology and its application to various spheres. Successfully worked with 3 ICOs. Was involved in bringing 4 IT products to the European, Asian, and Australian markets.

Philip Philchenko

A web design professional since 2010, involved in mobile applications since 2013. Opened a design studio with a partner, assembled a team of talented designers. For three years, taught Web design in the Epic Skills school of Internet technology. Over five years, worked with several top design studios in St. Petersburg and also with major clients like Mail.Ru and Kaspersky. Since 2015, heads the design department of MobileUp.