BLITZ OVERVIEW

OPP OPEN WiFi

A WORLD WITHOUT BORDERS

Introduction to our mission

It is predicted that there will be 2.5 billion smartphone users globally by 2019. Further statistics show that there are today more than 2 billion of those smartphone users active on social media.

Each one of us needs WiFi access as a part of our daily life. All too often we find ourselves in a position where access is not available.

From those 2.5 billion people we aim to recruit 25 million people like you over the next 4 years to join our community of "Hotspot Hosts". Together we can build a free to access, open and secure global decentralised WiFi hotspot which will have a positive effect on the daily lives of hundreds of millions of people.

Our Hotspot Hosts are people like you that pay for mobile data, pay for WiFi access at their homes or at their place of work. We will pay you every day for making part of that data available to our global network.

In order to become a Hotspot Host you need to download our mobile app or request a home / business router from our website. The first 100,000 routers will be provided completely free of charge. There is no fee to join our network - we pay our Hotspot Hosts for sharing their WiFi!

How it works

Connect our device to your home router, business router or download our app.

When activated our app will create a public WiFi hotspot using your spare data from your phone or fixed internet connection. You decide how much data you donate. The public WiFi hotspot is totally secure for both the Hotspot Host and the user.

As a Hotspot Host you are paid every day that you activate your Hotspot. One hour a day is enough to qualify for payment.

As a guest user there is no password. Login is done by clicking on a social media icon or a simple registration form. Users will be invited to view messages from our advertisers. We will pay the User every time a message is viewed.

Both Hotspot Hosts and Users are getting paid for participation.

OPP TOKEN

Payments and billing for both Hotspot Hosts and Hotspot Users will be managed using blockchain technology.

Payments will be made on a daily basis.

There are a limited number of our tokens available for circulation. This is intended to keep the demand for the tokens high.

The tokens can be exchanged in our online Partner Dashboard. There token holders will be able to shop online with the world's favourite online retailers, transfer the balance to their bank account or directly on to the OPP Open WiFi credit card.

The OPP token is based on Ethereum ERC 20 token using the Ethereum blockchain.

The OPP token can be successfully traded on platforms or converted in to FIAT currency via our Partner Dashboard.
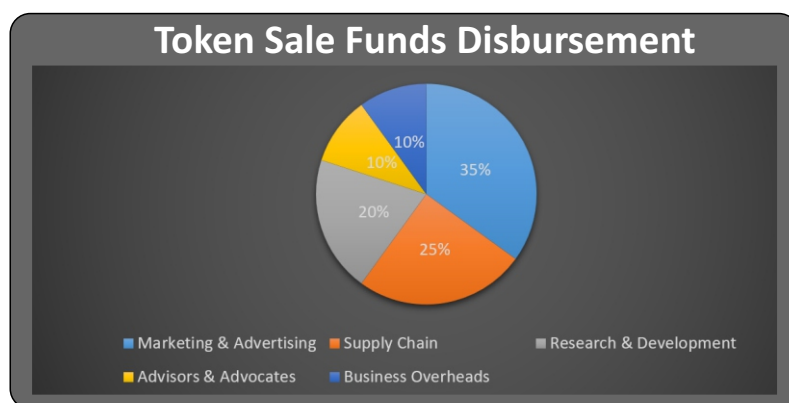
Why are we having a token sale?

Between now and 2021 we will recruit 25 million Hotspot Hosts. We will use the funds raised at token sale to make this happen. Our market research has shown us exactly what we need to do. Quite simply we need to invite 500 million people to become a Hotspot Host. If we invite 500 million smartphone users to take part, then we will achieve 25 million downloads of our OPP Open WiFi app and in turn we will find the early investors that make it all happen.

How tokens are distributed

During token sale we aim to raise $40 million. The illustration below and the accompanying table show how we will raise those funds, how many tokens will be available to early investors and how we will use those funds to find our Hotspot Hosts.

The monies raised from the token sale will be used to recruit the network Hotspot Hosts. It can be further broken down as follows:

How tokens are shared with stakeholders

	2018	2019	2020	2021	Total	
New hosts	100,000	1,000,000	12,000,000	12,000,000	25,100,000	Total hosts
Tokens allocated to hosts	1.25million	365 million	2.22 billion	1.2 billion	3.78 billion	Total tokens in circulation to pay hosts
Tokens allocated to pay push notification readers	0.25 million	10 million	100 million	100 million	210 million	Total tokens in circulation for Reading push notifications
Tokens allocated to Bounty program	0.71 million	50,000	0.6 million	0.6 million	1.96 million	Total tokens in circulation for bounty program
Tokens allocated to Founders and Investors	142 Million	0	0	0	142 Million	Total tokens for investors and founders
Total allocated	**144 Million**	**376 Million**	**2.33 Billion**	**1.31 Billion**	**4.165 Billion**	**Total tokens in circulation**

The table above shows how tokens will be introduced to the system.

Tokens introduced to the system in step with the number of active Hotspot Hosts.

At the token sale, there will be 142 million tokens for Founders and Investors available at discounts ranging from 50% to 10% depending on how early the token purchase is made.

1 OPP token = $0.40

Sale Structure	Bonus / Discount	Cost per Token
Founder's Sale	50%	$0.20
Pre-Sale	40%	$0.24
Public Sale	35% - 10% staggered	$0.26 to $0.36
Public Sale (no discount)	0%	$0.40

Total raised $40,000,000 (Hard cap)

Total tokens issued in fundraising phase 142 million

2020

We are aiming for 1 million downloads per month, giving us 12 million Hotspot Hosts by the end of the year.

A further 2.2 billion tokens will be introduced to the system to pay our Hotspot Hosts. The number of tokens introduced per capita is significantly reduced from the previous levels. This is done with the intention of restricting supply and therefore creating demand.
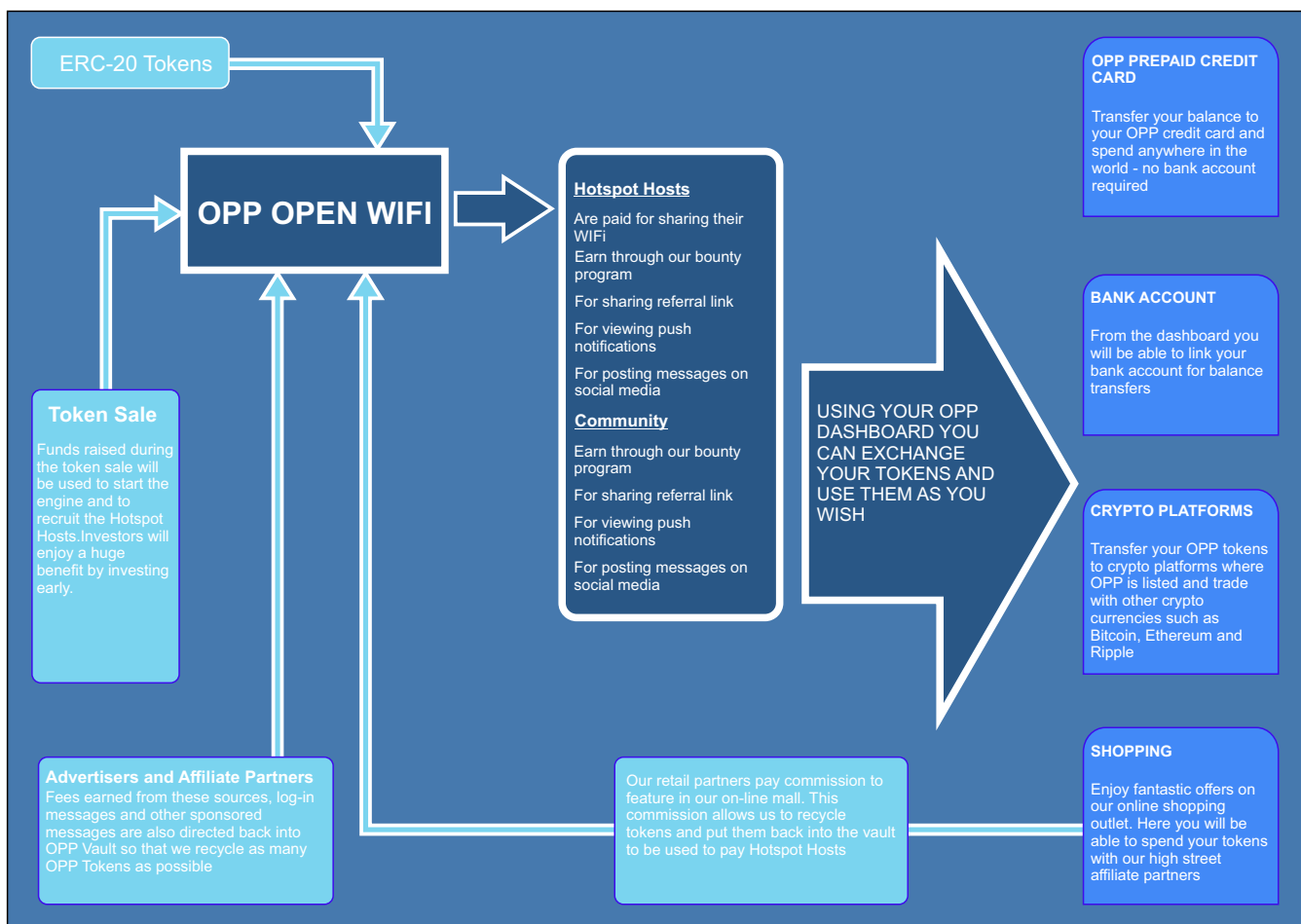
100 Million tokens will be allocated to reward recipients of sponsored messages.

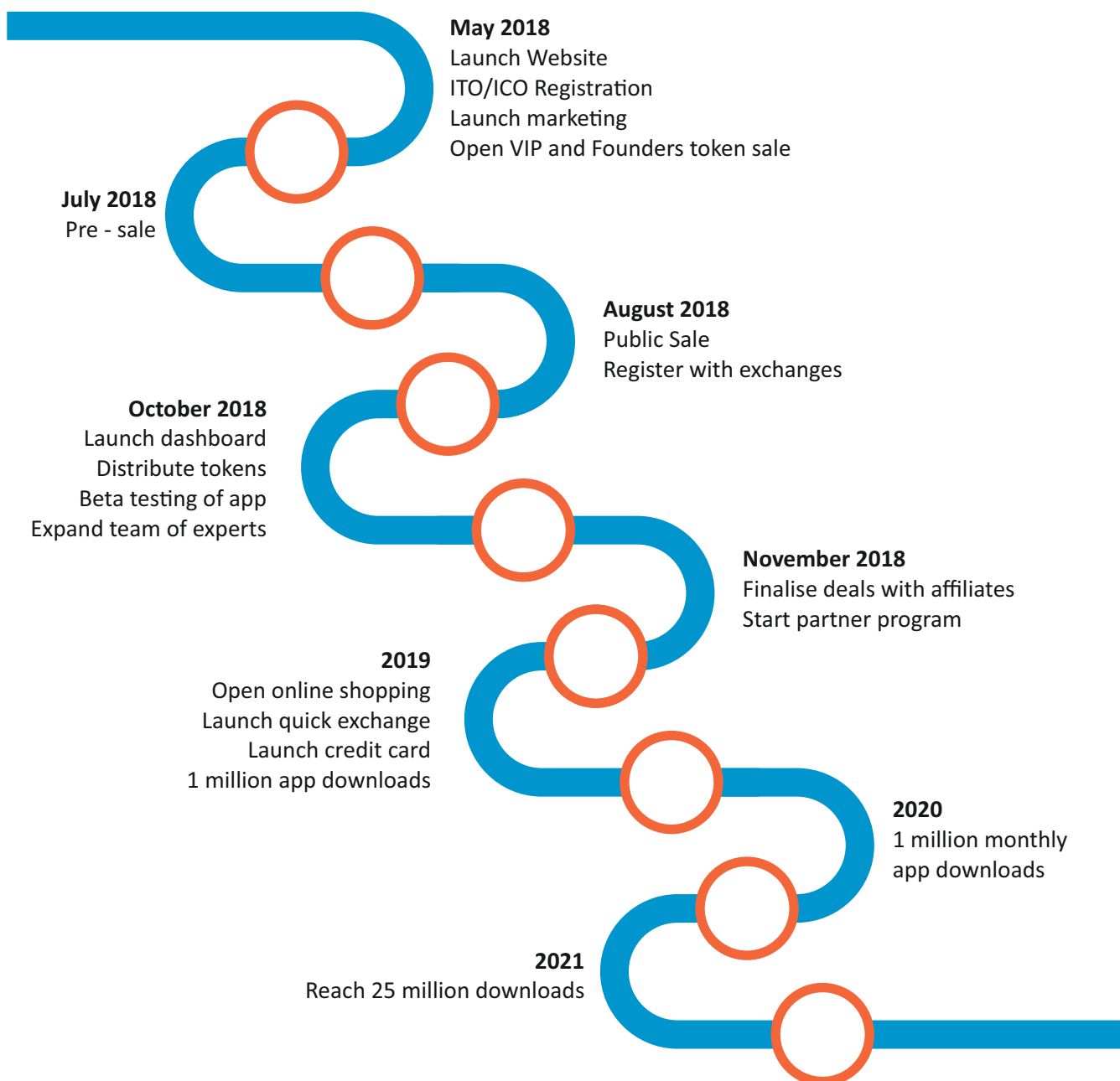600,000 Allocated to participants in our referral and bounty programs.

We expect to recycle 10% to 15% of the total circulated tokens annually. This will come from payments received by OPP from advertisers, affiliate retail commission and other transactional commissions.

This revenue (circa 500,000,000 OPP tokens equivalent) will be used to cover OPP running costs and to pay Hotspot Hosts and token earners.

This ensures that our tokens are always in circulation and are providing good utility.

ERC-20 Tokens

OPP OPEN WIFI

Token Sale

Funds raised during the token sale will be used to start the engine and to recruit the Hotspot Hosts. Investors will enjoy a huge benefit by investing early.

Hotspot Hosts

Are paid for sharing their WIFi

Earn through our bounty program

For sharing referral link

For viewing push notifications

For posting messages on social media

Community

Earn through our bounty program

For sharing referral link

For viewing push notifications

For posting messages on social media

USING YOUR OPP DASHBOARD YOU CAN EXCHANGE YOUR TOKENS AND USE THEM AS YOU WISH

Advertisers and Affiliate Partners
Fees earned from these sources, log-in messages and other sponsored messages are also directed back into OPP Vault so that we recycle as many OPP Tokens as possible

Our retail partners pay commission to feature in our on-line mall. This commission allows us to recycle tokens and put them back into the vault to be used to pay Hotspot Hosts

OPP PREPAID CREDIT CARD

Transfer your balance to your OPP credit card and spend anywhere in the world - no bank account required

BANK ACCOUNT

From the dashboard you will be able to link your bank account for balance transfers

CRYPTO PLATFORMS

Transfer your OPP tokens to crypto platforms where OPP is listed and trade with other crypto currencies such as Bitcoin, Ethereum and Ripple

SHOPPING

Enjoy fantastic offers on our online shopping outlet. Here you will be able to spend your tokens with our high street affiliate partners

Roadmap

May 2018
Launch Website
ITO/ICO Registration
Launch marketing
Open VIP and Founders token sale

July 2018
Pre - sale

August 2018
Public Sale
Register with exchanges

October 2018
Launch dashboard
Distribute tokens
Beta testing of app
Expand team of experts

November 2018
Finalise deals with affiliates
Start partner program

2019
Open online shopping
Launch quick exchange
Launch credit card
1 million app downloads

2020
1 million monthly
app downloads

2021
Reach 25 million downloads

Market research in brief

76% of the respondents are happy to be paid for, or curious to learn how they can get paid for donating their unused data.

^a **10%** of our respondents run their own business and would be happy to use their business WiFi as a hotspot host and get paid for it

^a When asked if they think it is a good idea to be paid for joining the Hotspot Host program **69%** responded positively!

^a **70%** of the respondents would take advantage of being paid with our crypto token and like the idea.

^a **35%** of respondents have asked for more information about investing in the project.

The results of this survey have helped us to identify and refine our marketing strategy in order to reach our target market.

We know what we need to do.

We have built a strategy to put our message in front of 500 million smartphone users globally. From which we will find 25 million WiFi hosts and investors needed to raise the funds to make it happen.

Projects and experience

A common belief we share is in the power of data. Over the years we have developed different techniques for collating databases of potential customers, first for ourselves and then for our clients. We understand the need for marketing data and how important it is to build a relevant audience for our clients. Data is king!

In 2011, we developed a WiFi Hotspot device which gave our clients the ability to provide branded and secure public WiFi to their customers. As guests crossed the threshold, the system allows WiFi access whilst simultaneously and consensually collecting key data about each customer. The system would then send marketing messages according to the wishes of our client, such as welcoming first time visitors, sending birthday wishes, promoting offers, generating reviews and more.

In 2012, we added social media marketing to our services, particularly Facebook, Twitter and Instagram. Each client is different and requires this service to be tailored to fit. Again, every activity is designed to capture data, grow brand awareness and nurture customer engagement.

In 2014 we committed to specialising in working with Google driven products. To those ends, we recruited our own website optimisation team. Our motivation for this was the growing understanding that we need to be able to offer a complete service and continually develop our collective skills set. Quality and delivery are cornerstones of our ethos.

We have won contracts building systems for thousands of customers small and large, including:
- The British Army
- Samsung
- WH Smith
- PLB Group

The Team

Our core expertise is in building tech and marketing systems to serve our clients. Whilst we work with many big names, our most important work over the years has been done supporting small enterprises. Small businesses are the heart of any economy and community. This is where the vast majority of the workforce are employed and pay cheques are generated.

We have built a team of gifted technicians and communicators that understand how to get things done!

Martin Regan
Entrepreneur & CEO

Phillip Legg
Head of Technology & Security

Leo Antipov
B2B Sales Director

Joanna Nemes
Marketing Co-ordinator

Violeta Raducanu
Community Manager

Alex Kemp
Community Manager

Alexandra Pascariu
Community Manager

Chloe de Preter
Community Manager

Iulian Gheorghe
Senior SEO, Web Developer

The Team

Michael Peach
Head Community Manager

Daniel Piricu
SEO Marketing

Andreea Catunianu
Digital Marketing Assistant

Susan Lawry
Head of Accounts

Claire Loe
Accounts

Carina Regan
Email Marketing Manager

ADVISORS

Jared Polites
Blockchain Marketing Specialist

Mihai
Blockchain Expert

Donald
Iberian Digital Marketing

Sean
Digital Currency Regulation