

WHITEPAPER



A WORLD WITHOUT BORDERS





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1. An Introduction to Our Vision

Imagine a world where there are no borders and no barriers.

Imagine that you could play a role in making it a reality.

Imagine being paid for it.

It's 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 and I 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 us that pay for mobile data, pay for WiFi access at their homes or at their place of work. We will pay our Hotspot Hosts every day for making part of their data available to our global network. We aim to put that money back in their pockets.

In order to become a Hotspot Host simply 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, subject to availability. There is no fee to join our network - we pay our contributors!

There are 3 ways to earn tokens:

- as a Hotspot Host
- spreading the word and encouraging more hosts to join us
- by viewing messages from our advertisers

We make payments using our OPP Open WiFi token. At ITO/ICO one OPP token = \$0.40.

There are incredible bonuses available during the Founders sale and Token sale.

Blockchain technology will be used to facilitate billing and payments.

Community members will receive tokens every day!

The token can be traded on crypto platforms, exchanged via our dashboard into FIAT and used to make purchases via the dashboard with all major online retailers. Using OPP tokens for online shopping means community members never need to enter their card details online again!

All or part of those expensive mobile phone bills, home phone bills or work internet bills can be covered every month simply by joining us. We aim to give that money back!

There are a limited number of tokens available and with millions of hosts using them, we are confident that the demand and value of the tokens will remain strong.

2. Market research and why OnPolePosition is providing a solution

After running a survey of one hundred thousand consumers we have some interesting and very exciting feedback. We asked a number of questions about how people access the internet, the costs of doing so and the restrictions and obstacles they can face.

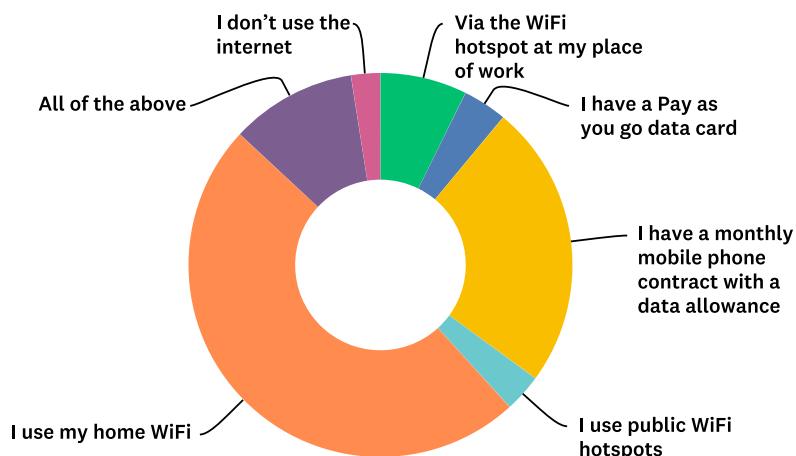
The market research taught us that there is a real need to provide free and open WiFi. A very high number of our respondents told us that they have been in a position where they were unable to access the internet; they also told us that they resent paying to access WiFi in public places.

The vast majority of users do not use all of the data allocated to them by their mobile operators or fixed ISP's and would be very happy to receive payment in exchange for making that data available for others to use.

Clearly, there is a need for an open global network.

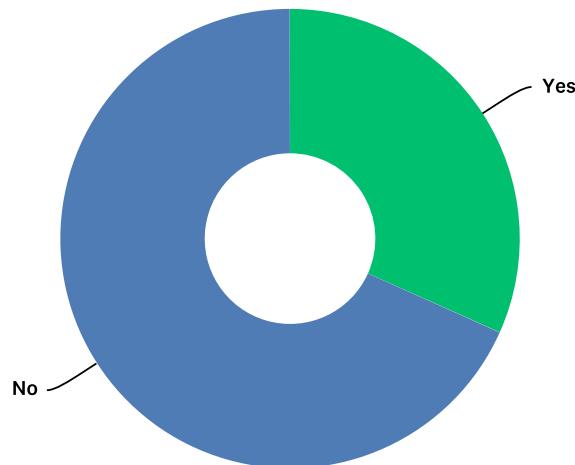
Results of our survey:

Q1 How do you most frequently access the internet?



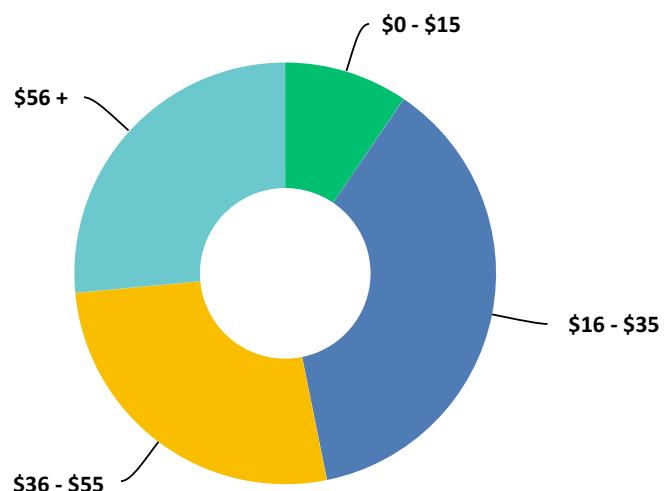
ANSWER CHOICES	RESPONSES
Via the WiFi hotspot at my place of work	7.35%
I have a Pay as you go data card	3.76%
I have a monthly mobile phone contract with a data allowance	24.14%
I use public WiFi hotspots	3.22%
I use my home WiFi	48.93%
All of the above	10.68%
I don't use the internet	2.47%
TOTAL	186,405

Q2 Do you use all of your data allowance each month ?



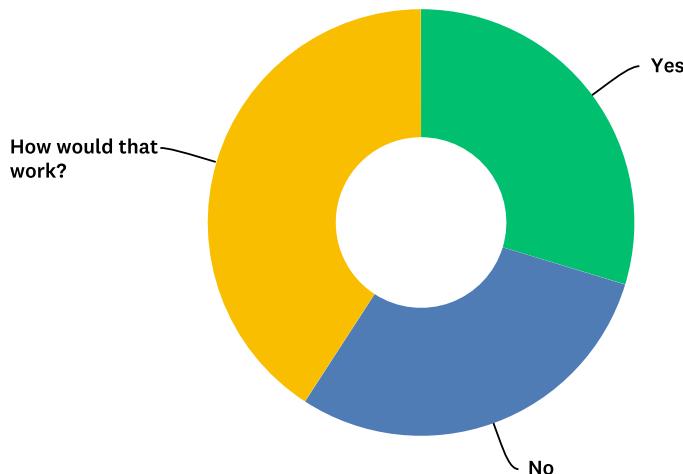
ANSWER CHOICES	RESPONSES
Yes	31.71%
No	68.29%
TOTAL	45,146

Q3 How much does your mobile phone contract or data cost each month?



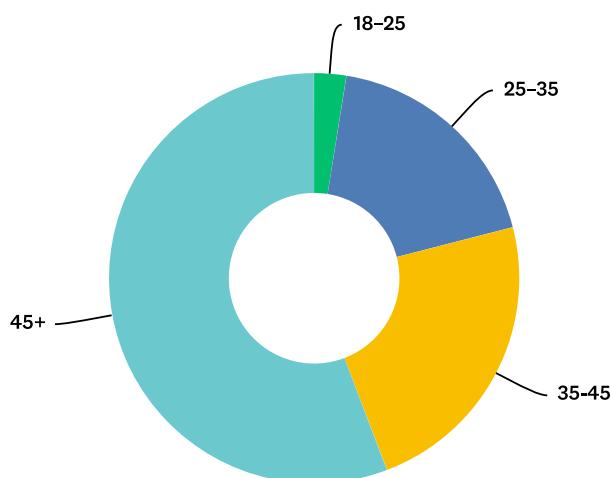
ANSWER CHOICES	RESPONSES
\$0 -\$15	9.50%
\$16 -\$35	37.33%
\$36 -\$55	26.70%
\$56 plus	26.47%
TOTAL	44,288

Q4 Would you consider donating some of your data in exchange for payment?



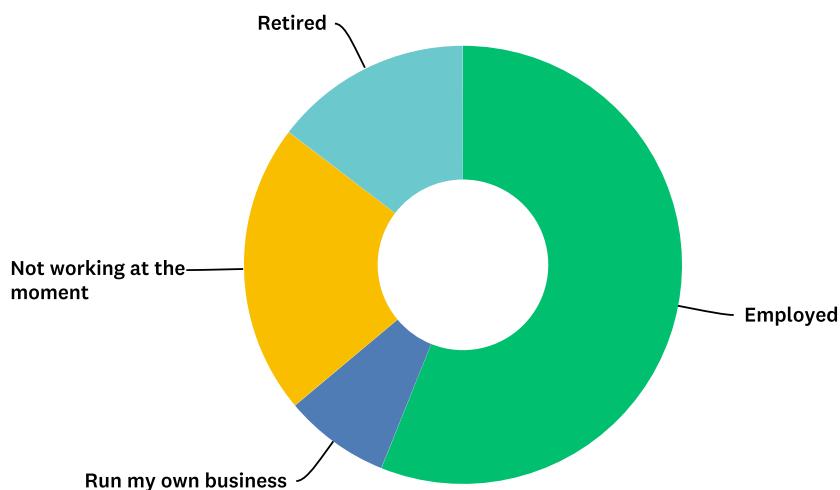
ANSWER CHOICES	RESPONSES
Yes	29.70%
No	29.47%
How would that work?	40.84%
TOTAL	43,174

Q5 What age group are you?



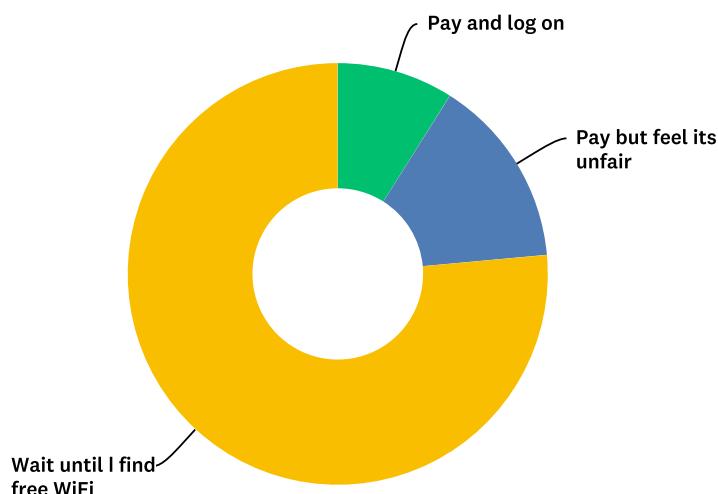
ANSWER CHOICES	RESPONSES
18-25	2.53%
25-35	18.48%
35-45	23.21%
45+	55.78%
TOTAL	118,522

Q6 Are you:



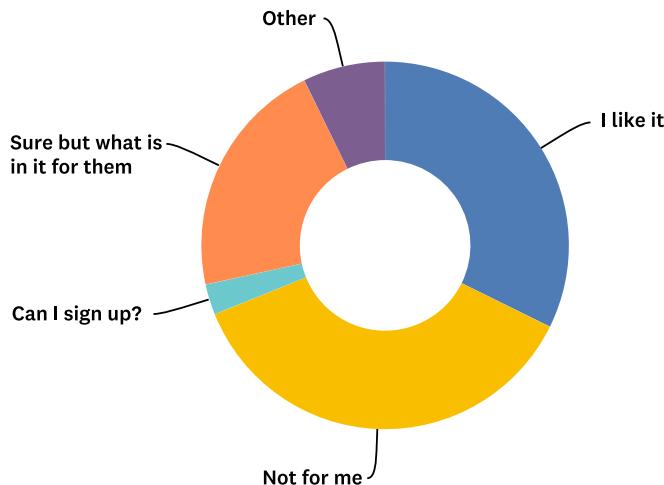
ANSWER CHOICES	RESPONSES
Employed	56.09%
Run my own business	7.83%
Not working at the moment	21.45%
Retired	14.64%
TOTAL	117,540

Q7 When you are forced to pay for WiFi access such as in a hotel or residential area do you



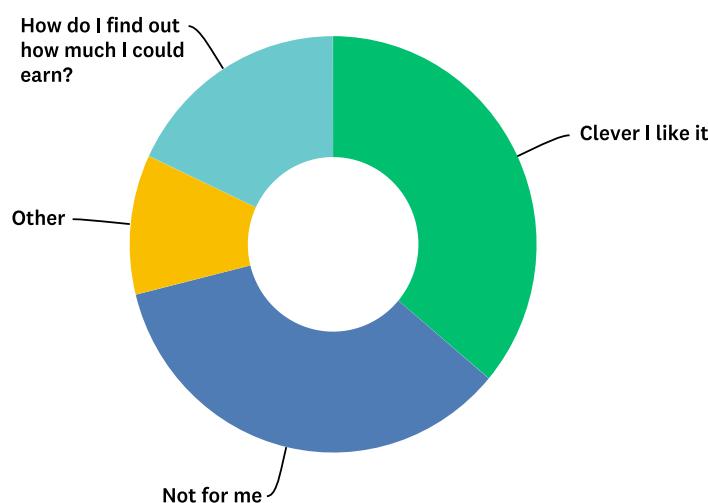
ANSWER CHOICES	RESPONSES
Pay and log on	8.98%
Pay but feel its unfair	14.59%
Wait until I find free WiFi	76.42%
TOTAL	115,583

Q8 OPP are paying WiFi Hosts a fee equivalent to between £5 and £40 per month for being a part of the program, What do you think of that idea?



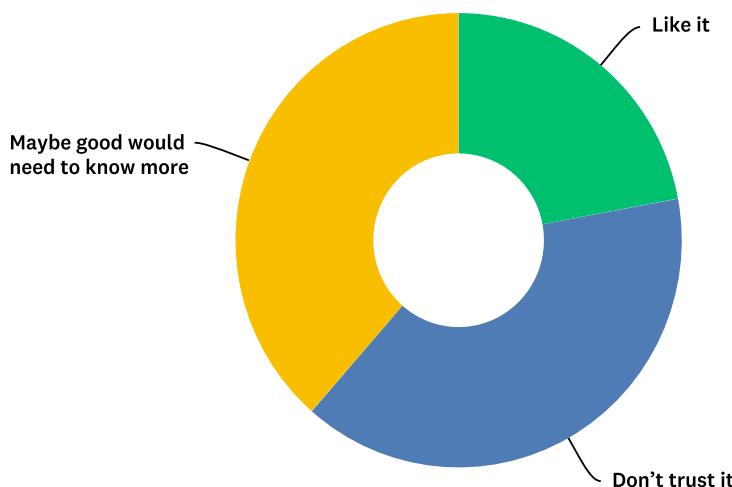
ANSWER CHOICES	RESPONSES
I like it	32.31%
Not for me	36.58%
Can I sign up?	2.69%
Sure but what is in it for them?	21.17%
Other	7.24%
TOTAL	107,748

Q9 OPP are paid through advertisement and by their affiliate marketing partners. This is how they pay their WiFi Hotspot Hosts. What do you think?



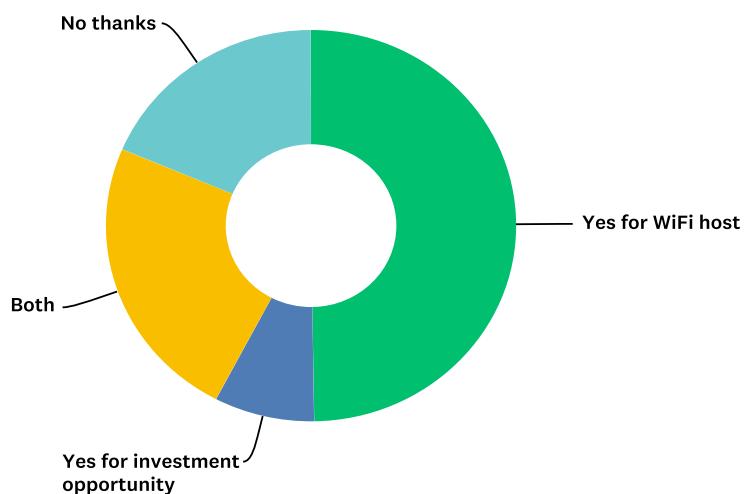
ANSWER CHOICES	RESPONSES
Clever I like it	36.14%
Not for me	34.98%
Other	10.85%
How do I find out how much I could earn?	18.02%
TOTAL	103,228

Q10 OPP have created a cryptocurrency token with which they will pay their WiFi Hotspot Hosts, This token can be used to make purchases on Amazon or be converted into Pounds, Euros or USD. Is that something that you would take advantage of?



ANSWER CHOICES	RESPONSES
Like it	22.08%
Don't trust it	39.37%
Maybe good would need to know more	38.56%
TOTAL	98,311

Q11 OPP will launch this project within the next 14 days, would you like to receive an invite?



ANSWER CHOICES	RESPONSES
Yes for WiFi host	49.77%
Yes for investment opportunity	7.91%
Both	23.72%
No thanks	18.60%
TOTAL	21,522

2.1 Market research: What we have learned

- **76%** of the respondents are happy to be paid for, or curious to learn how they can get paid for donating their unused data.
- **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
- When asked if they think it is a good idea to be paid for joining the Hotspot Host program **69%** responded positively!
- **70%** of the respondents would take advantage of being paid with our crypto token and like the idea.
- **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.

3. The technologies behind OnPolePosition

We have developed new technologies, blockchain and smart contracts, to deliver impeccable WiFi network services and reward providers through a peer-to-peer system. Smart contracts allow OPP to pay our contributors for contributing to our network.

3.1 Blockchain – decentralised WiFi Sharing

From healthcare to social media, to agriculture to the government, blockchain technology is predicted to revolutionise almost every sector. This is due to its ability to solve an age-old problem – trust. Blockchain creates trustless systems that allow individuals and companies, as well as governments, to engage in peer-to-peer networks without central authorities and without the need to trust a third party. This will lead to decentralised organisations that champion the cause of every employee and not just owners; distributed financial systems that allow for P2P transaction processing across the globe; as well as the creation of self-executable contracts (smart contracts) that serve as check and balances on the contracts that are entered by individuals or organizations.

OnPolePosition leverages these unique features of blockchain technology to build a decentralised WiFi sharing platform that allows anybody to share their WiFi data and get paid for their contribution to a global network pool. This peer-to-peer WiFi sharing will allow anybody to access a nearby blockchain-based internet that is completely secure. It will also decentralise the internet and put the power in the hands of individuals and not just traditional Internet Service Providers and WiFi based companies.

In adopting blockchain technology and its decentralised features, we are geared towards ensuring the following:

- ② Shared WiFi hotspot that can be accessed anytime, anywhere
- ② Secured internet connection for the user

3.2 Smart Contract Integration – achieving consensus on OnPolePosition

All business is, or should be, run on a consensus basis. That is where all parties involved in a transaction agree to that transaction and the terms that govern it. Blockchain technology brings us a better consensus system through smart contracts. Smart contracts help us exchange property, money, information and shares, as well as many other things in a transparent manner which current systems cannot rival, and which helps to eliminate third parties. Apart from spelling out rules and regulations of the game and any contract that is being entered into by two parties, smart contracts have the unique capability of automatically enforcing those responsibilities - they are known in this respect as Self-Executing Contracts.

OnPolePosition shares WiFi among two different parties. Whilst users get access to the required data, providers of this hotspot also earn tokens for providing the data creating a system where these two parties would trust each other without putting their trust in a third-party WiFi provider, we are using the revolutionary smart contracts to achieve this. As well as building a trustless system, they will also help us make the system more secure. Aspects of our security features are:

- ② Access to data (bandwidth) of WiFi providers and users are encrypted on a shared ledger
- ② Builds trust among data and internet users
- ② Helps both parties save money as a result of the elimination of a third party
- ② Smart contracts would help us avoid errors and network issues that come with traditional WiFi connections.



4. How it works

Simple, download our app for mobile devices or order a preconfigured router (first 100,000 are completely free, subject to availability)

Our app will activate the mobile hotspot function on your smart device and “OPP OPEN WIFI” will be made available to people in your vicinity. You decide how much data you wish to donate. The system is totally secure for both the Hotspot Host and the guest user.

If you are using your home or work WiFi, then simply plug our device into your existing router, this will create a second hotspot called “OPP OPEN WIFI”. Again, you decide how much data you wish to donate.

You only need to make the data available for one hour each day. We pay you in OPP Tokens on a daily basis. We will pay you for each device that you use to contribute to the global network.

5. Login and security features.

When logging in guests will see “OPP OPEN WIFI”

The users log in via a “splash” page. This is a welcome screen with logging in options.

As the users log in we consensually collect:

- Name
- Email Address
- Social Media Following
- Gender
- Marketing “opt-in”

The system is secure and will not allow users to access illegal or inappropriate sites. Blacklisted sites are continually updated by the Internet Watch Foundation (IWF).



6. What we do for our business hotspot hosts

As venue guests select “OPP OPEN WIFI”, they will be taken to a splash page where they log in. The splash page can be branded for the venue and used for advertising by the venue. OPP will also use the splash page to invite guests to join our campaign.

The venue will also benefit from having access to the collected data for marketing purposes and from a vastly accelerated social media reach, which again can be used for marketing. Each venue will be trained by our support staff (where needed) to use the collected data to draw more customers to their business and to also encourage more repeat visitors. Many of our small-business based Hotspot Hosts report a considerable increase in new customer inquiries as a result of using our Hotspot Service.

We do not charge the venue for using our technology to grow their business. In fact, we aim to pay each venue for participating in our global hotspot vision.

7. What we do for domestic/mobile app users

We will pay our Hotspot Hosts for downloading and using our app and for using our domestic routers to create secure WiFi hotspots for the general public. Domestic and mobile users only need to make the public WiFi hotspot active for 1 hour each day in order to qualify for payment. We will pay our Hotspot Hosts for the number of active devices they have. It is our intention to pay each Hotspot Host an amount of OPP tokens with an equivalent value to cover all or part of the monthly bills that they are required to pay to their ISP and mobile phone operators. The comparative value of the OPP Token will fluctuate with the market.

Hotspot Hosts will also be paid for introducing further Hotspot Hosts to the program and for participating in our social media communities. We aim to harness the power of “word of mouth” to accelerate our growth to reach our target of 25 million Hotspot Hosts within 4 years.

Further tokens can be earned for simply viewing messages from our sponsors (push notifications). Hotspot Hosts can select how many messages they are prepared to view each month in the settings menu of our OPP Hosts Dashboard.

Billing will be calculated and stored using blockchain technology and smart contracts.

Payments will be sent directly to their online wallets.

Payments will be made using the OPP token.



8. What we do for our Hotspot Users

Our network of WiFi hotspots provides secure and safe internet access for everyone who needs it. No password, no contract, no cost. Access to the hotspots is not anonymous, it encourages only responsible use. In fact, illegal or immoral use is denied at the source.

In exchange for providing this high-quality secure facility, Hotspot Users will benefit from relevant and focused advertising designed to enhance their lifestyle and online experience.

The advertising is not intrusive. In the case of business hotspots, the advertising will be aiming at promoting that venue. For domestic hotspots, the advertising will be to promote further growth of our network, or perhaps a local food delivery enterprise. Simple and practical.

Every Hotspot User will be given the opportunity to join our program and therefore the opportunity to receive payment for viewing notifications from our affiliate partners.

Based on our market research we can see that incentivizing the Hotspot Users is an effective technique for encouraging Hotspot Users to join our campaign and in turn become a Hotspot Host.

9. How we pay our hotspot Hosts and Users

Our Hotspot Hosts and Users will have their earnings calculated daily and credited to their OPP wallets. Billing will be calculated and stored using blockchain technology.

The OPP token can be easily switched to mainstream currencies via our exchange mechanism on our Partner Dashboard.

From the Partner Dashboard Hotspot Hosts and Users will be able to transfer their balance to their bank account, to their OPP Credit card or spend the balance on our online mall with our affiliate partners. We have applied for affiliate partnerships with Amazon, Skyscanner, and many other retailers, with more to follow. Any token holder can, of course, trade OPP tokens on Crypto platforms.

Every Hotspot User will be given the opportunity of joining our program and therefore will be paid for each of the sponsor's adverts that they read.



10. How else can I make money from becoming a Hotspot Host?

Easy! Referrals and word of mouth!

When participants log on to the OPP Dashboard they will be invited to join our referral/bounty program.

We will invite them to share our media updates via their social channels. For every post shared, we will pay.

Each time a new Hotspot Host joins our program as a result of a post shared, we will reward the sharer with tokens.

If a shared post results in an investor joining our token sale then we will reward the sharer with a commission.

All activity is tracked using a unique partner code and governed using blockchain and smart contracts.



11. What are the costs to domestic and mobile Hotspot Hosts?

There are no costs. Simply download our app to your mobile device or request a router from our website. Plug it in and earn money.

If you don't use the router then we will ask you to return it. If you have become attached to it and want to use it for something else, no problem, you can keep it by simply paying us the cost price.

12. The OnPolePosition Token

ERC20: Standardizing OnPolePosition's Tokens

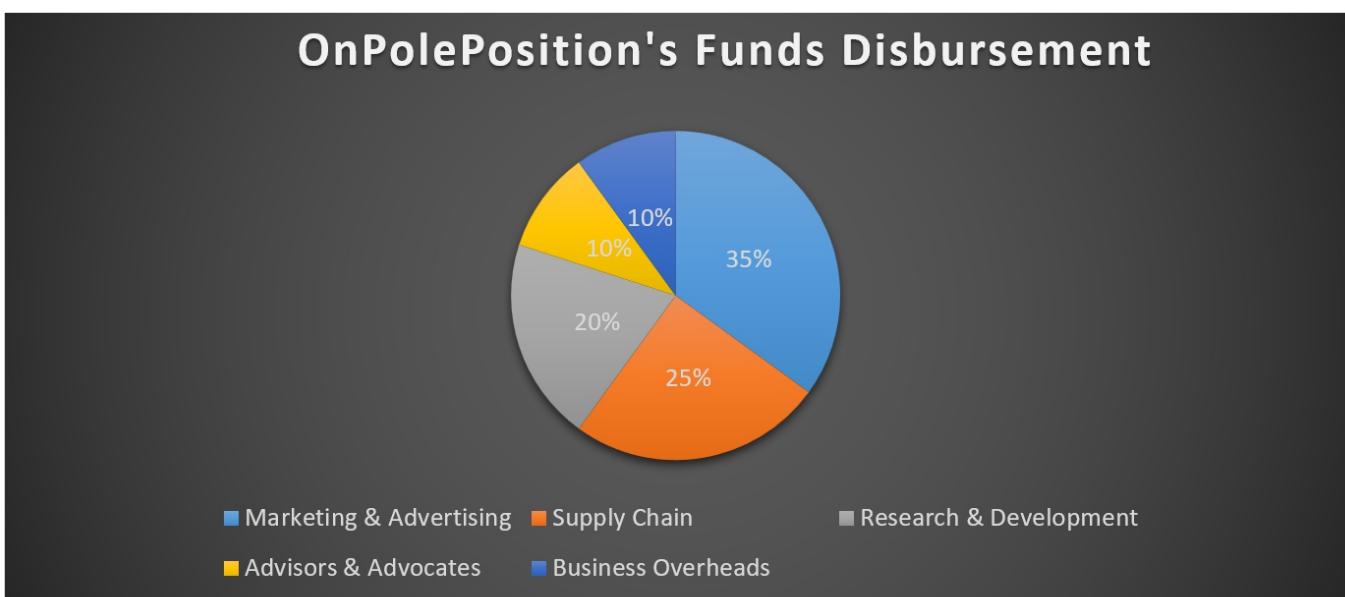
In order to ensure a seamless distribution of our tokens, we use the ERC20 token standard to build a compatible, developer-friendly token environment for our activities. With this standard, our tokens are generated on the Ethereum blockchain, creating a cohesive environment for our developers, Hotspot Hosts, and consumers of data from our hotspot providers. This also ensures that we have a blockchain-compatible and flawless system.

13. Token sale – How funds will be raised and disbursed

We intend to fund the growth of our global hotspot network with a cryptocurrency token (OPP OpenWiFi Token). Our aim will be to raise 40 million USD from token sale and ITO/ICO (initial/coin token offering). These funds will be used to buy the hardware, develop the technology, support our stakeholders, fund our day to day operations, marketing and staffing so that we can build a network of 1 million Hosted WiFi Hotspots within 12 months of going live and 25 million within 4 years.

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

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



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

14. How funds would be disbursed among 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 Referral/Bounty program	0.71 million	50,000	0.6 million	0.6 million	1.96 million	Total tokens in circulation for Bounty / Referral 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.

Token disbursement in 2018

Target 100,000 business, domestic and mobile Hotspot Hosts. The first 100,000 routers will be supplied absolutely free of charge, subject to availability. Payment to Hotspot Hosts in 2018 will amount to 1,250,000 tokens. We have allocated a further 960,000 to reward participants for joining our marketing team and for those who help our advertisers by agreeing to read certain sponsored messages.

Founders and investors have 142 million tokens set aside making the total tokens in circulation just over 144 million.

2019

As a result of our marketing, we aim to have recruited our 1 millionth Hotspot Host. More than 90% of which will be downloads of our app. At this stage, our Referral/Bounty program will be developing significant momentum and we will have begun to see good penetration with our target market.

365 Million tokens introduced to reward hotspots.

10 Million to reward recipients of sponsored messages.

50,000 To reward activity by our participants in our Referral/Bounty program.

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.

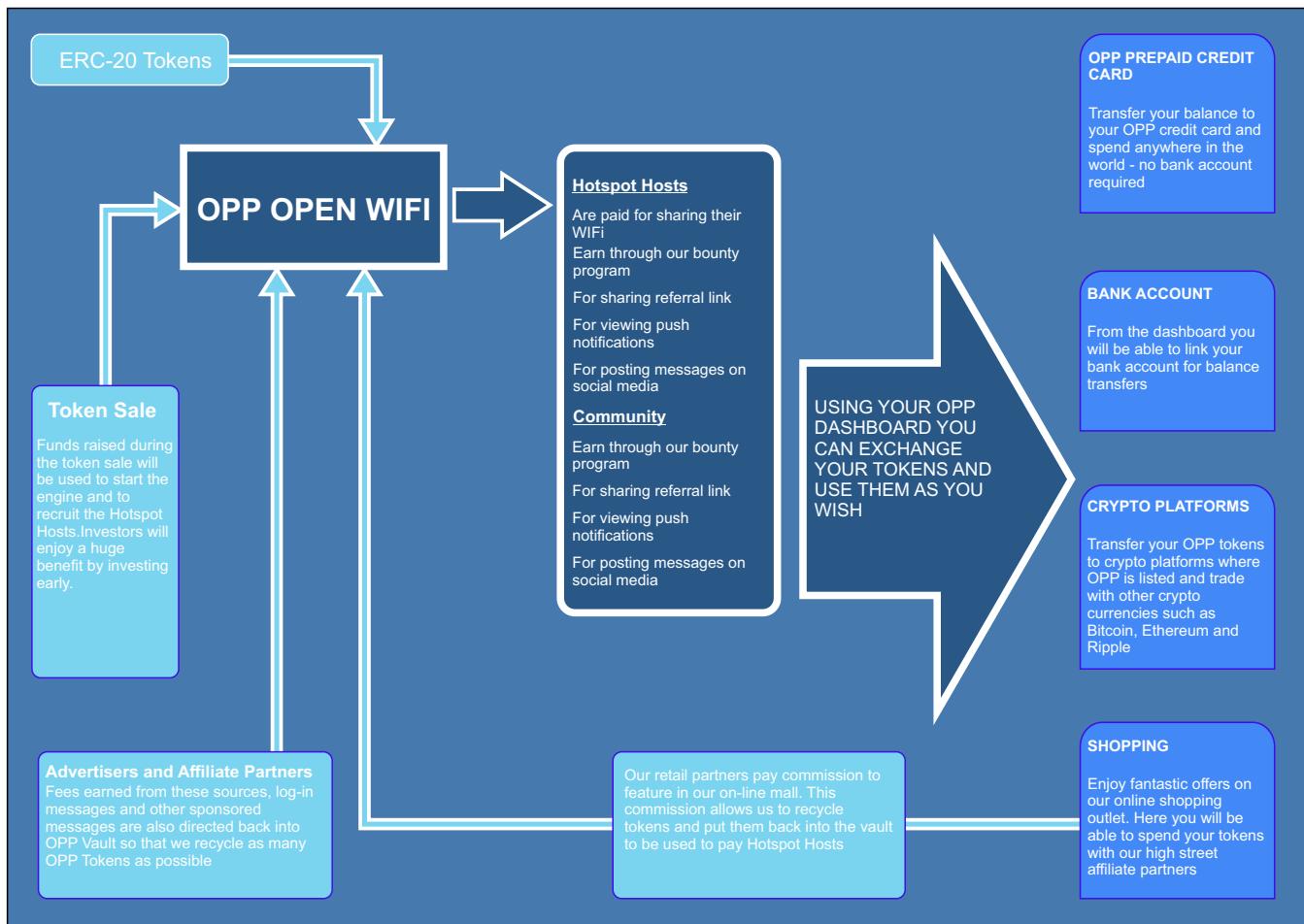
100 Million tokens will be allocated to reward recipients of sponsored messages.

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.





2021

By the end of 2021, we expect to have 25 million app downloads in total. A final top up of 1.2 billion tokens will be released to service the community. This is the last time that further tokens will be introduced into the system.

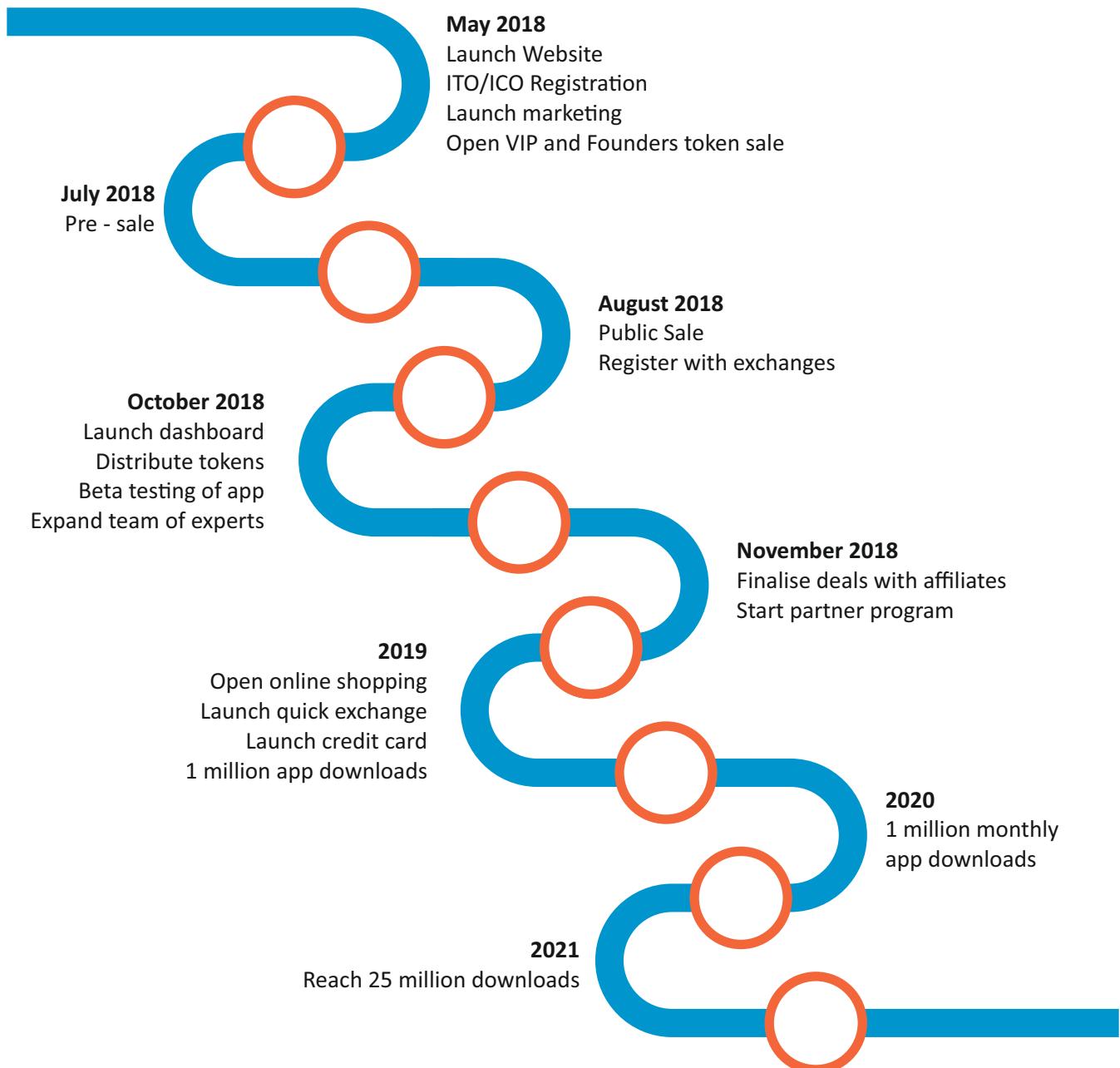
There will be a total of (approx.) 4.2 billion tokens in circulation.

Via the OPP dashboard token holders will be able to use their tokens to shop online with some of the world's biggest brands, to change their tokens into FIAT currency, credit their bank accounts and their prepaid OPP credit cards.

As an ongoing business OPP will generate revenue from advertisers, affiliate marketing commissions, and transactional commissions.

We expect 10% of the total number of tokens (equivalent) to re-circulate. It is these tokens that will cover the on-going operational costs of OPP and also continue to fund Hotspot Hosts, marketing partners and all of our token earners for years to come.

16. Roadmap



16. 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

17. 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. It 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