

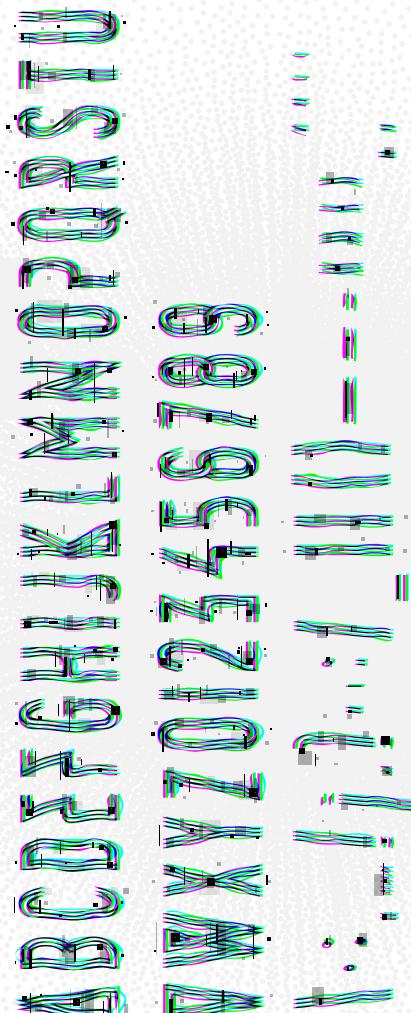
Ping
Pong

Ping Pong

PLATFORM FOR START-UP'S OF TOKENOMICA AGE



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All the PingPong documentation published now is at its preliminary stage, as the legal matters regulation progresses all the paperwork will be corresponded.

Introduction

Mobility and speed create an essential part of a modern lifestyle. Consumers want to have the fastest Internet access in any part of the world. Post-PC era proved that all the collaboration builds around smartphones replacing desktops. Everything you need to manage can be easily done by the touch of your finger. Even running your company. Most information, whether it is business or personal, is being processed through applications in smartphones.

Widely spreading FOSS projects (free and open) and loads of start-ups are mostly managed on-line by instant messengers which came to replace email. While messengers allow chatting, they don't allow to structure communication and they don't translate chatter into actionable tasks. Moreover, they cannot appear as a real evidence of someone's input into the common project.

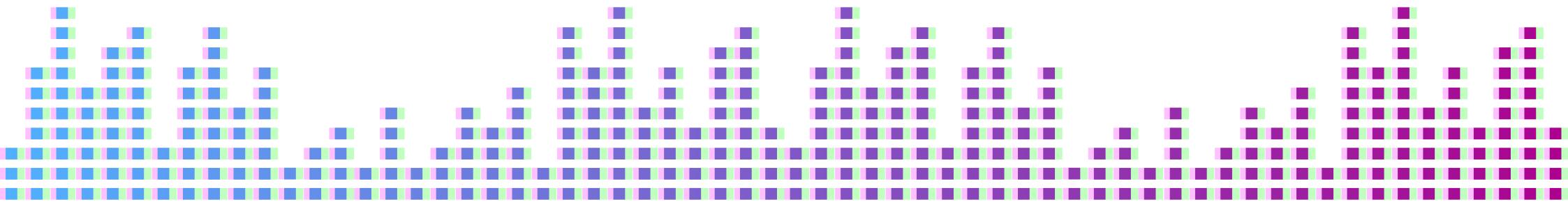
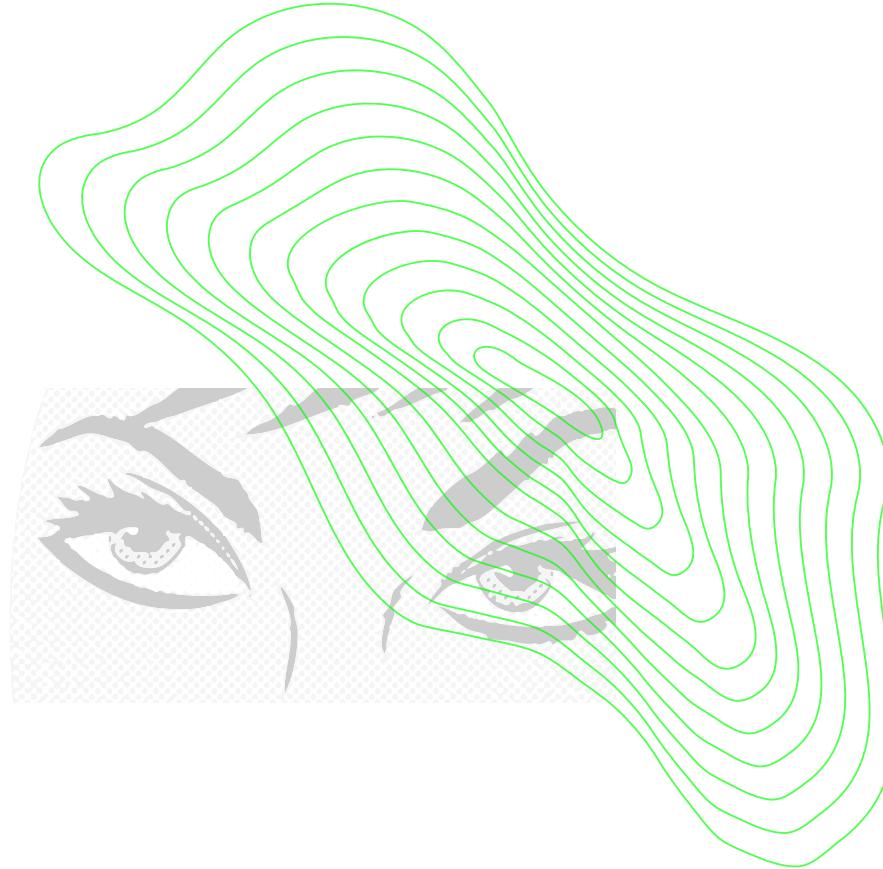
Team members often mix up their duties and work results, making it impossible to reward the doers on merit and to manage them effectively. So, FOSS project realization is complicated in terms of administrative procedures. Ping Pong can solve this problem.

One of the best ways out is to sign a manifest (smart-contract) that shows the token distribution between the team members according to the tasks they have executed. The results assessed by the whole team are paid for with tokens giving different profit to their holders due to the contract terms. Having given tokens to the executors or subcontractors the head can manage the project via DAO (through rules encoded as computer programs) that makes the whole process much easier.



We have discovered that there is no messaging platform which could be as simple as our basic messengers and as helpful as corporate applications with ability to send payments and advanced enough to manage complicated managing processes such as DAO.

So, we've created PingPong.





What Is PingPong? CANCEL

PingPong is a flexible collaboration platform, which allows new way of initiating and managing the growth of any start-up or a team. It allows to communicate, collaborate and develop every aspect of your start-up and pay for completed work with crypto-currency. The base functionality to issue your own token gives startupers an ability to involve people into their start-up by either selling tokens or award tokens to freelancers or think-alikes for completing tasks.



token issuing and managing service for teams



user-friendly and secure communication solution, as simple as the messenger you're used to.



project and task management platform for tracking projects with ability to pay for tasks via cryptocurrencies

PingPong combines all essential characteristics for modern App: speed, clarity, adaptability, agility





Core Features

1 Token creation platform

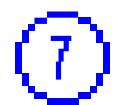
- Blockchain platform allows the customer to create tokens, which can be used as a payment tool in group chats and as an investment tool for anyone, not only to financially support start-ups, but also to increase assets. The process of creating a token using PingPong is both simple and elegant. Users don't need to have coding skills. They can list created tokens on an exchange, trade them within their circles or simply keep it for private use.

2 Communication platform

- Intuitive interface. Users don't need to spend a lot of time and effort in getting used to the chat features, which are texting, sharing media, files, locations, and contacts. Customised stickers are also created in a simple way with no boring procedures: users just need to choose the picture, edit it and add it to the sticker gallery.
- Fully secure. Users can stay anonymous in countries all over the world.

3 Project-management platform

- Card-based. Users can put tasks on cards (created separately or dragged-and dropped any part of the chat) that will show a progress. Cards can have status to show a progress, for instance mirroring the flow of a feature from idea to implementation. Team members can be assigned to cards and be grouped into organizations.
- Transaction-enabled. Users can connect tasks with token transactions. When the task is ready, the payment in tokens will be charged automatically. This feature not only guarantees payment to freelancers but also keeps costs transparent for a team leader.



Open API

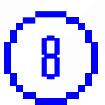
- PingPong is meant to simplify work with different apps. Open API allows future integration with Dropbox, Google Docs, and GitHub, which also helps users to track the project process and decrease overwork with information from different IMs, mails and project tools.



Storage

- Cloud storage. The user-friendly storage system can be used for keeping internal data, as well as any external data added by the user.
- Convenient search. The search can be conducted by users, metadata and smart image search.





Basic features:

 Payments in crypto currencies

 Token issuing service

 Chat 1-on-1 or group chats, with no limit on the number of participants

 Public chat links

 Teams (single sign in)

 Calls

 Pinned messages

 Attachments

 Transfer of photos without compression

 Cards - analogue of threads in emails

 Ability to add members by email

 File Storage (5GB)

 Library

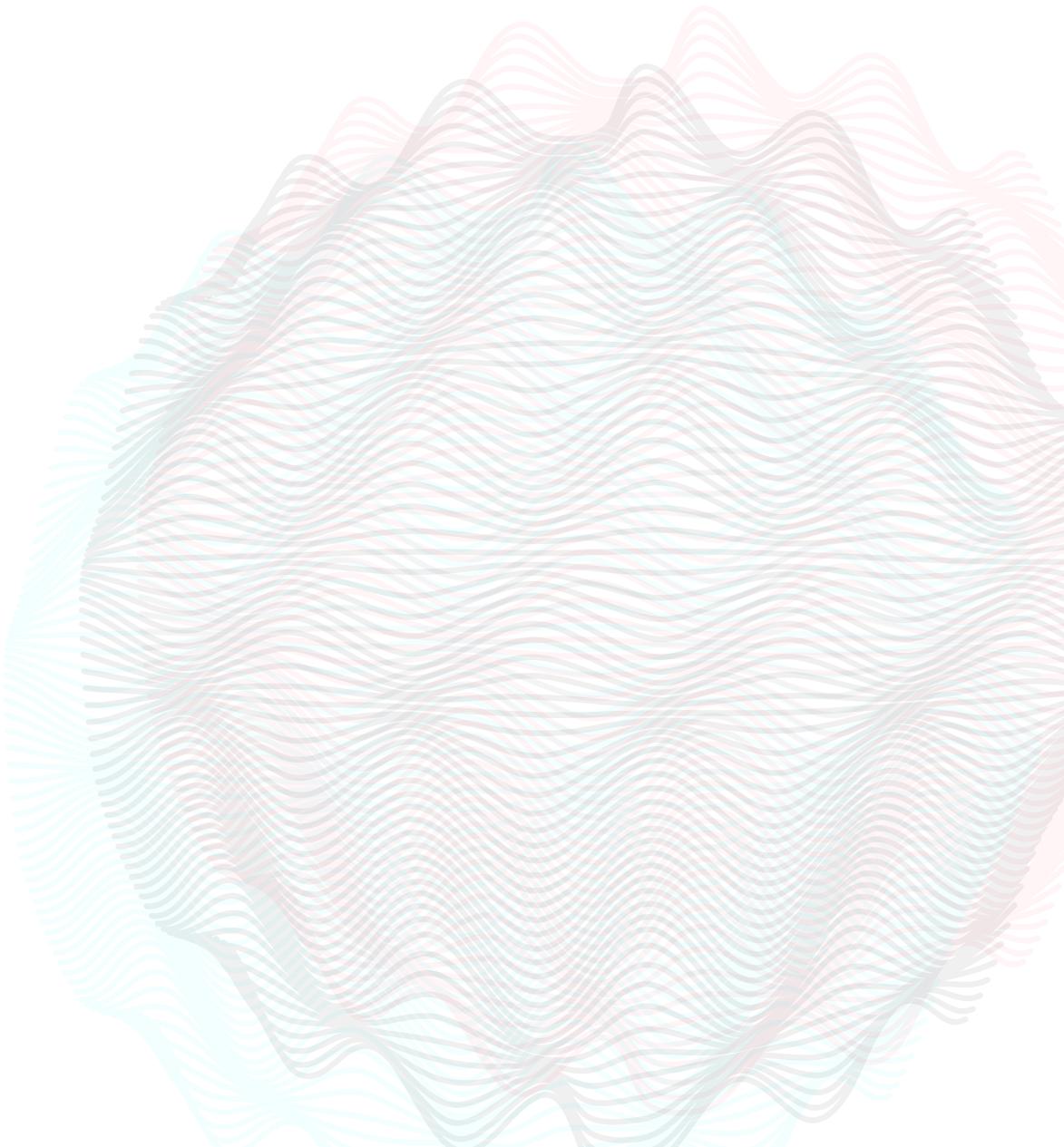
 API for bots compatible with Telegram





Premium features:

-  *Integration with third-party services*
-  *Additional storage space in Storage*
-  *Group calls*
-  *Audio messages transcription*
-  *Call recordings*
-  *Advanced permission*





PingPong Use Cases

Project management



Launching a project a team should find the best way to distribute tasks between the performers. In most cases tasks are given through the chat in IMs which is not productive communication without any structure. PP cards make the chatting structured and turned into real tasks. Performers receive a task in a chat, convert it into the certain card and add further coming tasks to the list. All project's activities are presented in the cards. So,

DAO



A decentralized autonomous organization which is run with the help of smart-contracts (encoded pre-programmed rules that describe what can happen in the system). All transactions and rules are recorded on the blockchain making all these processes secure and transparent. Blockchain technology excludes abuse of authority, fraud and any other diversions.

Proof of stake voting

Start-up issues tokens and assigns its value. They consider tokens as start-up shares. Each task given in the card can be estimated with different amount of tokens. Developers or freelancers earn tokens by completing tasks and help launch the company. If the company chooses Proof of stake voting system (as a DAO option) the decision is made according to the total amount of tokens their holders own. The more tokens a performer gained the more weighty his vote(role) is. Performers have the right to exchange/sell them after company release them to exchange.

Payment



The startpers, developers and designers assign tokens for each task and then pay accordingly to completed tasks tracked via PingPong's cards. Performers get tokens for their work and can keep them as shares (save and use for voting) or exchange for any fiat currency (use as a payment instrument).

Market Overview

PingPong will serve to teams, involved in open source projects, IT startups and small businesses or mid market businesses (MMB), which work with freelancers.

Small businesses are companies which serve to anyone from 3 person shop to a larger team that has the simple ***need for task management, collaboration, billing methods and communication.***

MMB are focused on project management and work management, they are interested in ***analytics of their workflow, automatic payments to freelancers with invoices and simple team communication manager.***

Pay attention, that we evaluated ***market capacity*** from published sources.

FOSS(1) market.

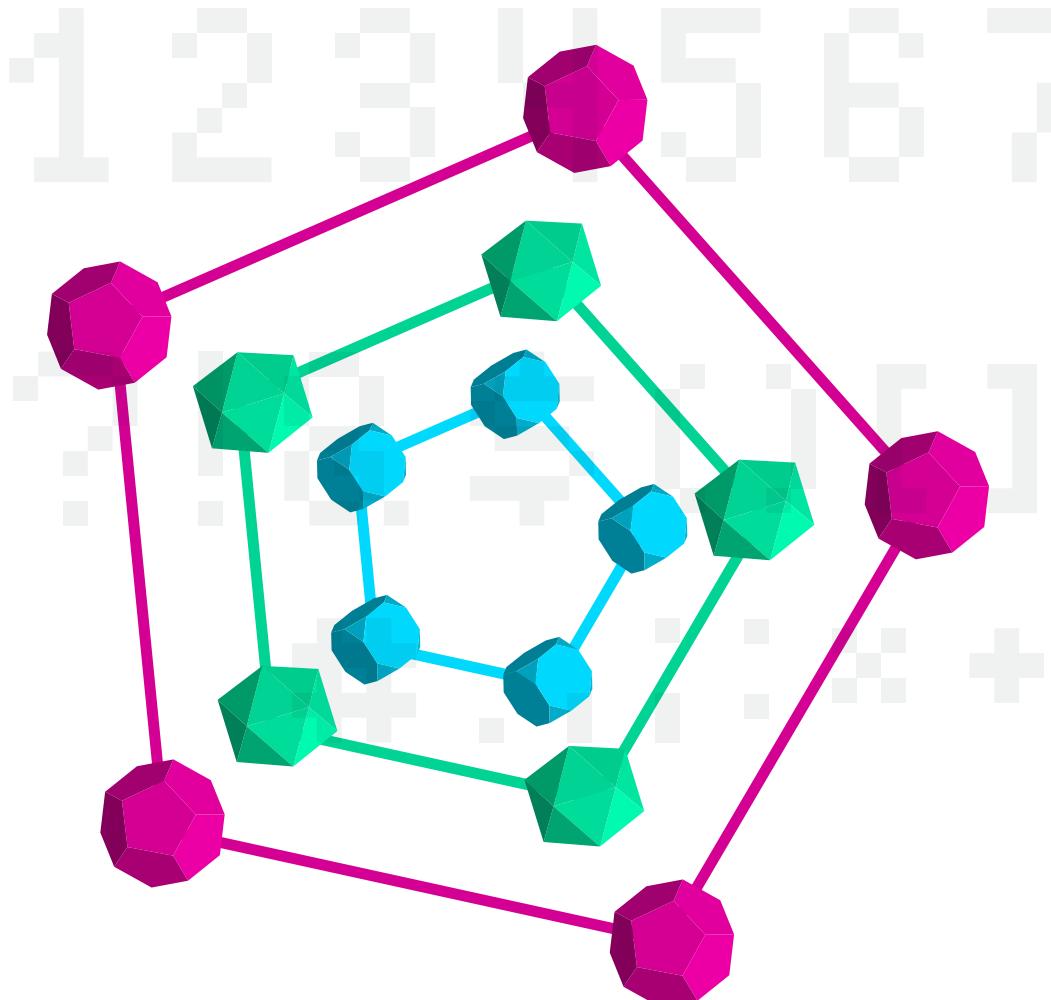
"It is not really possible to count the number of people actively participating in Open Source projects. One way, but inaccurate because of duplicates, is to count the number of committers on Open Source projects on Git, SourceForge and other repos."(2)

(1)Free and Open-Source Software - https://en.wikipedia.org/wiki/Free_and_open-source_software

(2)Venkat Mangudi, Open Source evangelist



How many FOSS projects are active on Github?



active users (5,8 m +)

active organizations (331 k +)

active repositories (19,4 m +)



IT startups market.

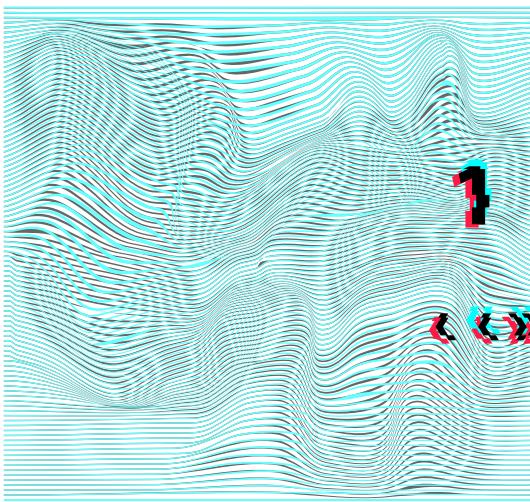
Total Early-Stage Entrepreneurial Activity (TEA) is on the rise showing a positive trend in the last 5 years, and an important growth from 14.8% to 19% in 2014. So, now we are at a stage where 1/5th of the population between 18-65 has some form of entrepreneurial activity.

Implying that we are talking about 20% of 60% of 73% of total world population. That it about 613M people.

Based on the previous stats, these 613M entrepreneurs should attempt to start about 396M companies. The success rate is one-third. So, that means we get about 133M startups annually.

Sources suggest that about 1.35% of these are tech startups. ***So, we get 1.78M tech startups each year.***

Each of these FOSS team and startups are potential users of PingPong.



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PingPong in comparison to other PM Softwares

	Simplicity	Open API	Structure the conversation	Management Tool	Token Facility
Asana	+	+	+	+	-
Smartsheet	+	+	-	-	-
Wrike	-	+	+	+	-
Trello	+	+	-	+	-
Podio	+	+	+	+	-
Whatsapp	+	-	-	-	-
Telegram	+	-	-	-	-
facebook messenger	+	+	-	-	-
Pingpong	+	+	+	+	+
Kakao Talk	+	+	-	-	-
Viber	+	+	-	-	-
Line	+	-	-	-	-
We Chat	+	+	-	-	-
Skype	-	+	-	-	-
Slack	-	+	-	-	-
Teamspeak	-	+	-	+	-
Hipchat	-	+	-	+	-



Business Model



Pavel Durov, in his interview for the Wired, claims that "... secure messaging should be free for everyone, and ads next to private conversation seem out of place, and even immoral." the same points can also be seen in **Jan Kum's** words, the founder of **WhatsApp**, as he says that "no one wants to see more ads; there isn't a single person who would be thinking about upcoming ads."

That is why our monetisation plan won't include:



ad sales



charged stickers



charged calls



social commerce



subscription fee

We decided to work with Freemium business model, which works by offering basic Web services, or a basic downloadable digital product, for free, while charging a premium for advanced or special features.



Our monetization plan will include a fee for:

 Cryptocurrency transactions

 Premium team features

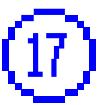
 Premium personal features

Our idea is to give service away for free, acquire a lot of customers very efficiently through various marketing channels, word of mouth, referral networks, organic search marketing, etc., then offer premium-priced value, added services, or an enhanced version of your service to your customer base.

Ways in which our product will be restricted in the free version include:

 Feature limited (e.g. a "lite" version of software, such as not including features like three-way video calling).

 Storage Space Limited (e.g. free initial Storage of a cloud storage provider, additional storage on a subscription model thereafter), according to Techcrunch, accessing archival material is one of the top-requested features from corporate clients.



Examples:

Personal premium features (5\$ / month)

- Unlimited search in personal chats
- Extended cloud storage
- Unlimited API calls
- Dropbox / Drive / Box integration in library
- Audio messages transcription
- BTC / ETH / LTC / VISA / MasterCard payouts

Premium team features (3\$ / member)

- Team profiles
- Shared storage
- Call recordings
- Call transcription
- Storage
- Unlimited search

Crypto

- 0.05% for every invoice or payment inside PingPong
- 5\$ one time commission for issuing or reissuing token

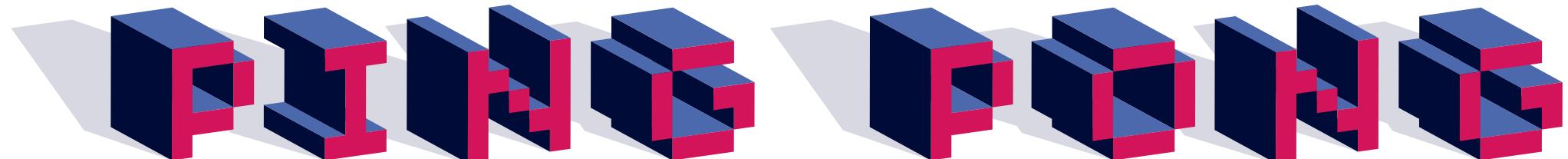




Product Management Model 🎾

PINGPONG SOFTWARE INC. shall follow these rules:

- คณะกรรม The Directors are responsible for the overall management and control of PINGPONG SOFTWARE INC.
- คณะกรรม The Directors will review the operations of Company at regular meetings and it is the current intention of the Directors to meet at least monthly. For this purpose, the Directors will receive periodic reports from the Asset Manager detailing the performance of Company and providing an analysis of its investment portfolio.
- 위원회 Each quarter the directors will consider matters, in which PingPonger's community (provided and supported by PINGPONG Marketing LLC) is engaged in voting: the product development, the company's marketing strategy, the product design. The PingPonger's voting results analysed will be approved by the directors of PINGPONG SOFTWARE INC. for future implementation in case of positive and effective product impact.





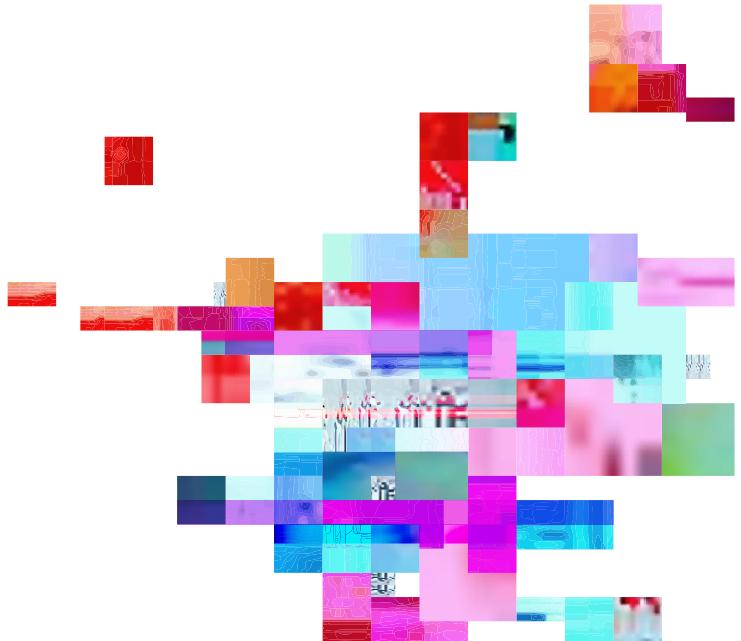
Marketing Strategy

Our marketing strategy consists of joining a partnership network, which is a technological platform connecting advertisers and partners, ensuring financial and informational interaction between them. Any kind of business organization gets an opportunity of holding advertising campaigns online. However, media partners get instruments for selection and deployment of advertising offers.

In addition, we intend to conduct various media advertising, PR-campaigns, off-line activities in different regions and non-standard advertising through the attraction of off-line partners.

Roadmap of marketing

- Hire experienced marketing and sales professionals
- Develop SaaS partner program
- Create digital marketing assets
- Continued interaction with the PingPong community
- Begin early marketing campaigns
- Begin writing byline articles in tech publications
- Target listing of PingPong tokens on the largest exchanges
- Maintenance of processes related to the formation of market relations within the framework of the platform
- Build strategic partnerships
- Positioning the company at a global level

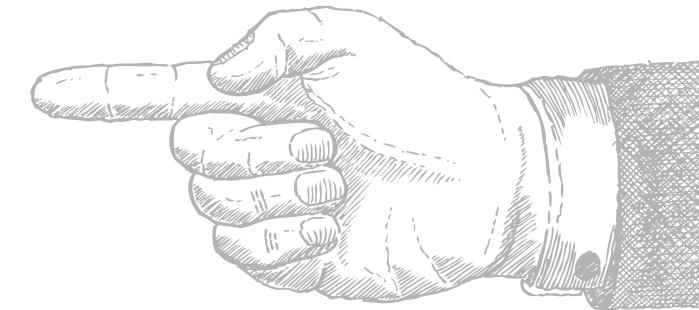




PingPong Game

LET'S PLAY PINGPONG!

**PINGPONG SOFTWARE INC. and PINGPONG MARKETING LLC offer token holders
one unique entertainment.**



Rules

Token holder becomes a member of the PingPonger's community. PingPongers receive different bounties; however, the main bounty is participation in PingPong-balls (P-balls) distribution. Those P-balls are distributed proportionally among PingPongers depending on token quantity and could be easily exchanged for BTC or other cryptocurrencies.





Token Sale

PPRT is built as an ERC20 token on the Ethereum blockchain.

The number of PingPong tokens issued during the ICO equals 1,035,000 (one million thirty-five thousand). 60 percent of the emission will be immediately acquired by the PingPong team; however, the other 40 percent (414,000 tokens) will be sold to the community.

All the unsold tokens will be destroyed.

Why we go for ICO?

We want to prove that the community will support our product — a universal platform which is able to cover needs of individuals, households and businesses alike.

We want to share our success. Our product is in MVP stage, and we have a solid plan to reach our goals. But we believe that with the help of the community we will move our product forward in development and marketing faster and more efficiently.

Moreover, users will have the opportunity to purchase 40 percent off all the tokens existing. Tokens ownership allows participating in the general voting. All the actions undertaken over the company's matters are totally transparent. ***The key point is that PingPong is a project with the community engaged in product developing.***

With the success of ICO, PingPong will not only be a ***collaboration platform*** but an effective communication platform that will simplify and make project payments more transparent with the help of blockchain technology.



ICO Details (OPEN)

What Is a PingPong Token?

PingPong Token represents a right to receive a part of PingPong balls, which could be exchanged for BTC. PingPonger's community will be obligated to vote over the following matters: the product development, the company's marketing strategy, the product design. In addition, the token purchase amount will be in direct ratio with paid features.

Payout Structure:

By the end of each month , the company exchanges 100 percent of its sales revenue for BTC which are used to purchase PingPong balls (P-balls).Those P-balls are distributed proportionally among PingPongers, depending on token quantity. PingPongers are able to exchange their P-balls for BTC as well.

Symbol:

PPRT

Total Supply:

1,035,000 (one million thirty-five thousand) tokens

Adjustable:

All unsold tokens will be burned

Rate:

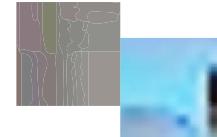
Price per token, locked. 1 token = 0,0028 BTC/ 0,036 ETH .



PreSale

Presale starting **September 21th**, and will last online for 14 days or until all the tokens are sold out.

- the number of tokens for the presale equal **84 BTC  1 080 ETH (60 000 PPRT)**
- PP token presale price is twice cheaper (**50% less**) than a regular one. The price of the PPRT is **0,0014 BTC  0,018 ETH** throughout pre-ICO, with a subsequent buy-out at **0,0028 BTC  0,036 ETH (ordinary price) **





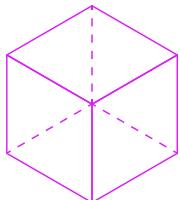
Offer to Future Pinpongers

Why do we need PingPongers?

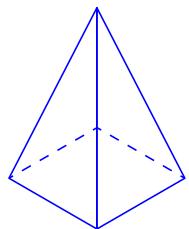
PingPongers is a quintessence of the product development. They will not only support the development process, but they will provide the team community feedback, which is tremendously important for a successful product foundation.

What can PingPongers do?

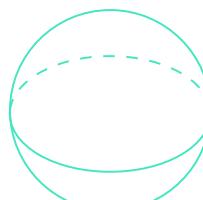
Users purchasing tokens automatically become PingPongers with all the privileges included:



By the end of each month, PINGPONG SOFTWARE INC. exchanges 100 percent of its sales revenue for BTC which are used to purchase PingPong balls (P-balls). Those ***P-balls are distributed proportionally among PingPongers***, depending on token quantity. PingPongers are able to exchange their P-balls for BTC as well.



The PingPongers community is obligated to vote over the following matters: the product development, the company's marketing strategy, and the product design. All the matters raised following the voting go straight to the board of directors PINGPONG SOFTWARE INC. The PingPongers voting results analyzed will be approved for future implementation, in case of a positive and effective product impact. Each vote equals one token.



Token purchase amount will be in direct ratio with products' paid features

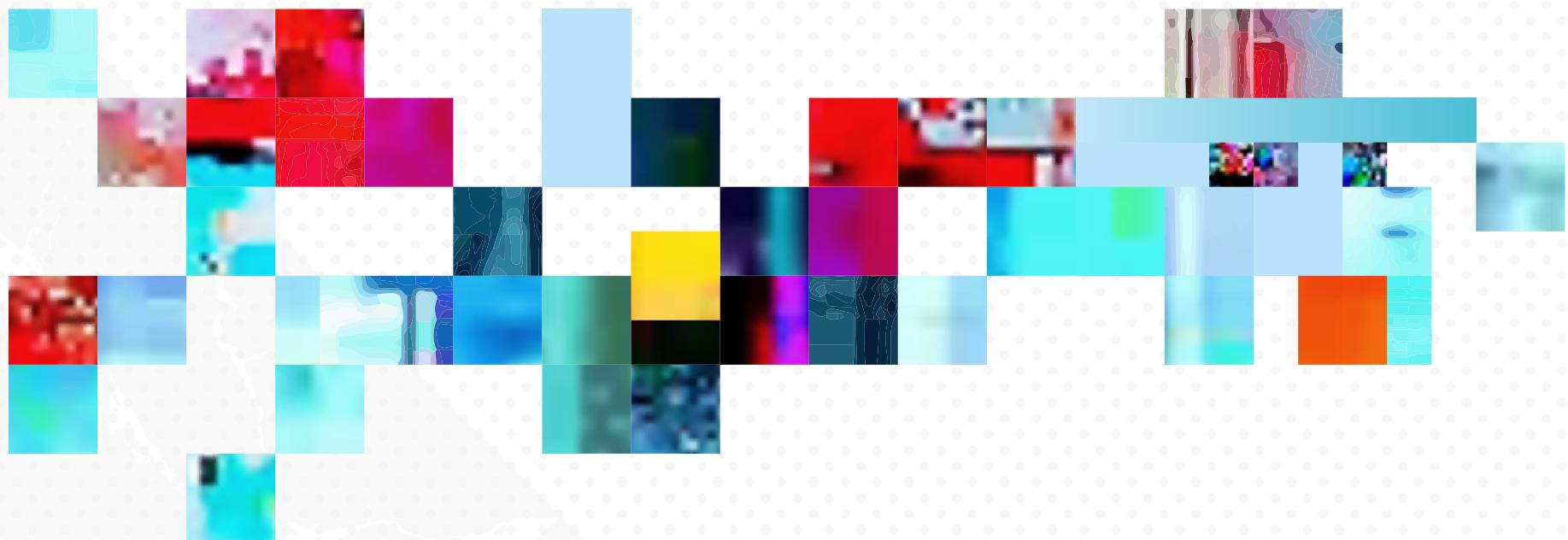
To fully secure PingPongers, we want to solve all legal matters, to be more transparent and legal in every state. Compliance is key to the long-term success of PingPong, and our budget allocated to legal costs ensures that we fit within regulatory parameters in any new market we enter.



Marketing and PR budgets are the main costs in any project. Most businesses include them in the customer price; however, since our policy is to keep prices low as long as possible, we will try to cover at least a year of those budgets with PingPonger's investments.

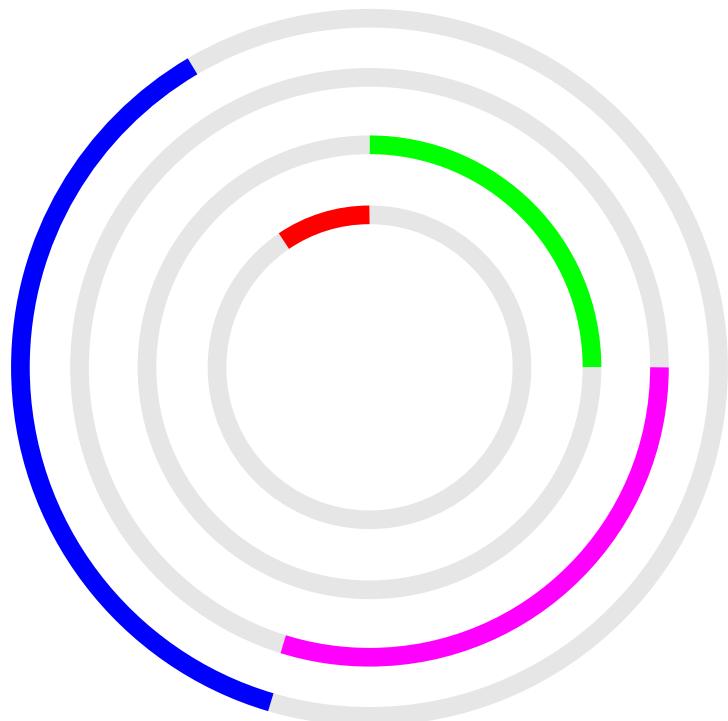
How will we keep it up?

To ensure that day-to-day operations continue running smoothly as the organization expands, a greater focus will be placed upon processes; and the hiring of additional operation managers and developers will be required.



Token Allocation

PRE-ICO allocation structure



→ R&D (including team expanding, advisers)	39%
← Indirect (legal, office)	33%
↓ Marketing (promotion, community & expansion)	26%
↑ ICO-Hypethon conditions	2%

ICO allocation structure



- | | | |
|--|---|------------|
| | Marketing (promotion, market growth, community and expansion) | 48% |
| | R&D (including team expanding, advisers) | 30% |
| | Technology infrastructure - 7% | 7% |
| | PingPong Team - 5% | 5% |



Advisory Board



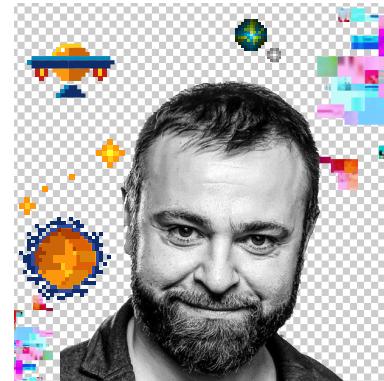
Bertrand Gachot

(CEO) Hype Energy Drinks
Former racing driver



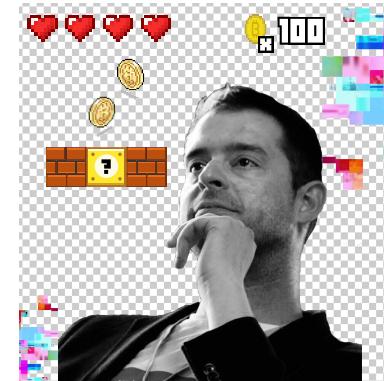
Gary Vinokur

Director, EM Financing
at ICBC Standard Bank Plc



Sven Hartmann

Troubleshooter
at hARTmann Service



Eric Benz

Managing Director
at Cryptopay



Yuri Polukeev

Adviser



Team 🎉



Rus Inozemtsev

Founder & CEO



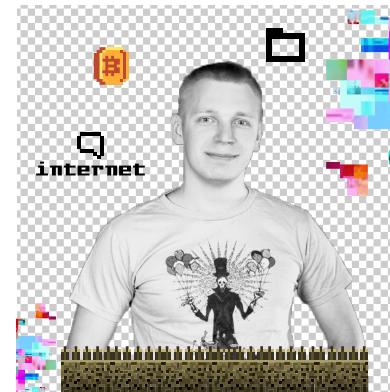
Tatyana Inozemtseva

Operations Manager



Ilia Esterov

PR Director



Mikhail Naletov

Marketing Director



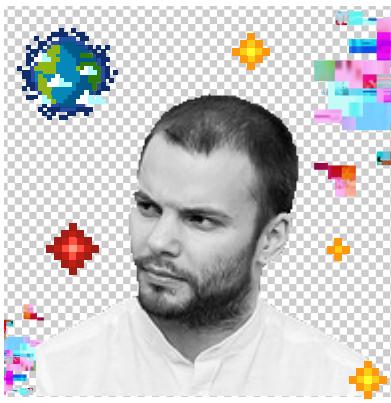
Oleg Safanov

Lead Front-end Developer



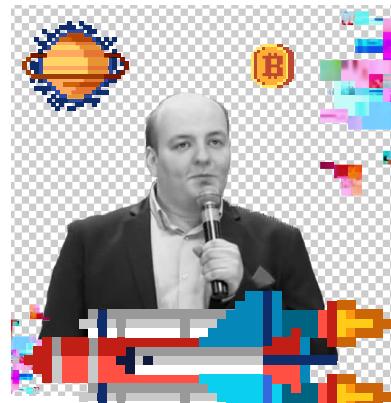
Vladimir Shushkov

Lead Back-end Developer



Alexander Evsyukov

Front-end Developer



Dmitry Bogolev

Smart Contract Guru



Yulia Drobnietsa

UX/UI Designer



Road map 🚗





Conclusion □

We see the hole in the market of consumers who tend to organize their start-up or a FOSS project in an easy way and manage it productively using all advantages of a DAO.

Market overview predicts the future increase and gives us confidence that now is a great time to launch this unique product.

Our business model is simple, efficient and fair. We believe in the possibility to stay away from ads, and at the same time remain a profitable project.

Our product management model is uncommon, and it fits the community by giving it a right to create and develop a product which would be able to satisfy not only consumers but also project enthusiasts

In conclusion, we leave you with the Co-founders' quotes about their project:

Ruslan, Founder and CEO of PingPong:

"This is a great one example of an innovative tool that can fit any type of users. It works perfectly for the business community though, keeps you and your team tuned and productive."

Tatiana, Operations Manager of PingPong:

PingPong just connects my personal and business life. We are talking about a new way of communication and planning. PingPong is the messenger that combines basic IM with a whole set of unusual features for the messenger."



All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by PINGPONG SOFTWARE INC. and PINGPONG MARKETING LLC and/or their respective directors, executive officers or employees acting on behalf of PINGPONG SOFTWARE INC. and PINGPONG MARKETING LLC, that are not statements of historical fact, constitute "forward-looking statements". Some of these statements can be identified by forward-looking terms such as "aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "probable", "project", "should", "would", "will" or other similar terms.

However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding PINGPONG SOFTWARE INC. and PINGPONG MARKETING LLC financial position, business strategies, plans and prospects and the future prospects of the industry which PINGPONG SOFTWARE INC. and PINGPONG MARKETING LLC is in are

forward-looking statements. These forward-looking statements, including but not limited to statements as to PINGPONG SOFTWARE INC. and PINGPONG MARKETING LLC revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding PINGPONG SOFTWARE INC. and PINGPONG MARKETING LLC or are matters that are not historic facts, but only predictions.



GAME OVER

PLAY AGAIN ?

YES NO

