



**Initial Coin Offering  
White Paper**  
**August 2018**

Vesion 9.6

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# Introduction

**Are you ready for a revenue revolution? Well, you should be because Quizando is about to turn the gaming and influencer markets on their heads.**

Over the past few months we have been building, refining and adapting our state-of-the-art quiz technology. Thousands of people have been test driving our prototype platform, giving us feedback, suggestions and helping us polish our games and formats.

Now we are ready to unleash our platform on the world. And that's why we are going to ICO – to generate the funds we need to make our fantastic prototype a global reality.

Our product already exists – people are busy playing games on Quizando while you are reading this. And hundreds more are signing up every week. But we know it needs to be even bigger, even better and even more scalable. During testing our research has been relentless. We know what quiz games people like to play, we know the type of questions they want to answer and we know the formats they want their quizzes delivered in.

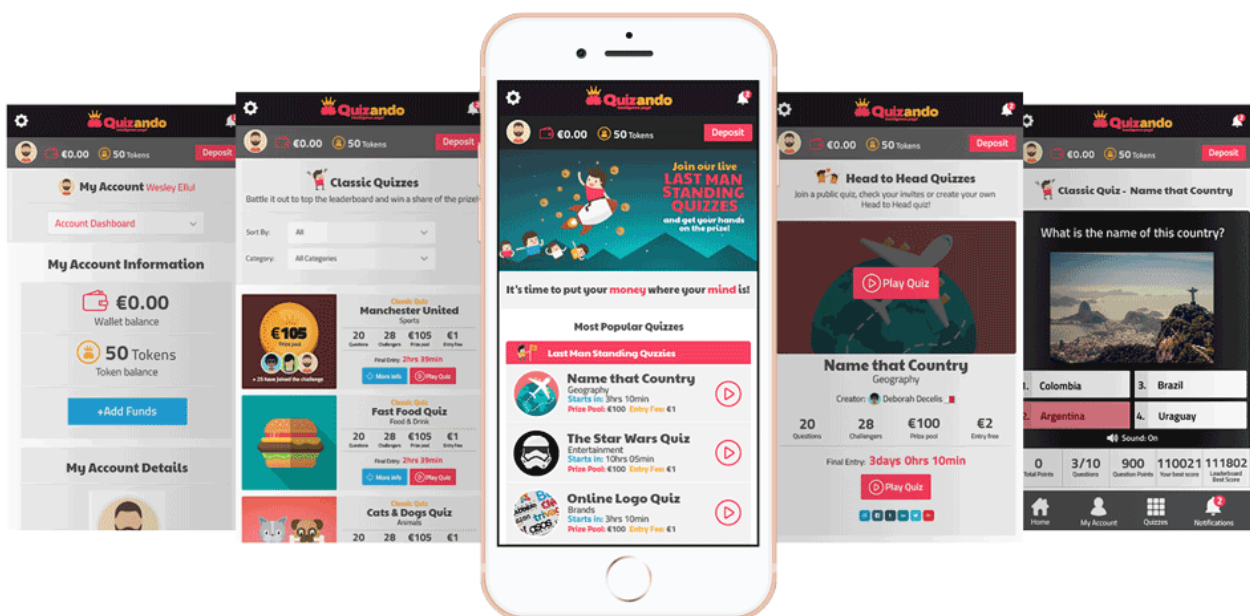
## We are ready for the revenue revolution.

What's more, over the course of our short operational history we have created an industry disrupting concept – Quizando Live – which will not only bring millions of new players to our existing games but which will also become a leading platform in itself.

This side of our platform is unique, entirely original and it will change the lives of influencers in every country on the planet by giving them a whole new way to monetise their followings.

The funds raised by the ICO will be used to redevelop and upgrade our platform and its system architecture so it can comfortably cope with the millions of players heading our way.

QUIZ utility tokens will allow us to push forward with a gaming and revenue-generating platform that will prompt Silicon Valley to collectively kick itself in the butt.



# What is Quizando?

Quizando is a state-of-the-art quiz delivery system that gives players the chance to win real cash for taking part in a variety of different trivia games.

When it soft launched in 2017, it was the first of its kind in the world and it remains entirely unique to this day. Although only operating in beta test mode, Quizando has built up an active following with thousands of new players signing up to the platform every month.

We currently offer three types of games but have several more game styles and variations ready to deploy once the platform has been upgraded and made scalable.

The fact that our platform has been revenue positive and monetised from day one makes us a unique operator in the potentially vast but almost totally untapped quiz game market.

## Our portfolio of games includes:



### Last Man Standing

An exciting quiz which can see hundreds of thousands of people competing at the same time, answering exactly the same questions. Players are eliminated until we are down to the last man standing.



### Head-to-Head

This is our most social game where players build their own quizzes and challenge friends, family, other users or even complete strangers to a quiz on a specific topic with a specific duration. And the pot goes up as more people join! The more participants that are recruited to play, the more money the participants are eligible to win.



### Classic

These are our bread-and-butter, simple leaderboard-based games which run for a two-week period and are playable at any time of day or night.

Several other games types, styles and formats will be implemented in the post-ICO redevelopment of Quizando. These will bring new and exciting ways to play and win, including fabulous prizes from sponsored quizzes and real time, one-on-one challenges.

# Quizando Live – Industry Disruptor

Quizando is a great product that will get even better when we upgrade our tech. It will generate massive revenue and huge turnover based on the beautiful simplicity and playability of its games.

**But Quizando Live will take the platform into the stratosphere.**

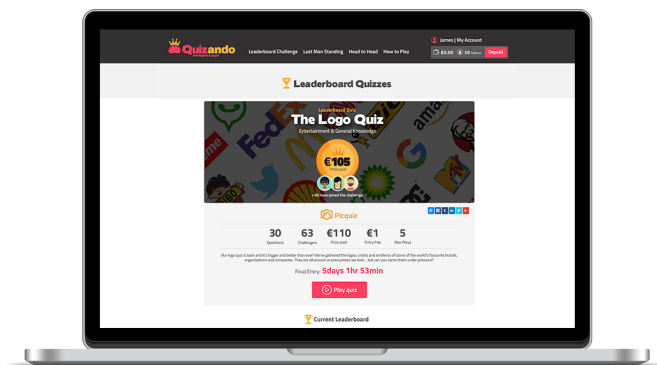
Quizando Live is where influencers, large and small, get to host their own Last Man Standing quizzes in real time via video link. All of a sudden, people with small, medium or even large social media followings have a quick, simple and easy way to make money from their followers.

They will no longer have to spend hours making videos and hoping the world decides to watch them. They set up a quiz, promote it to their followers and earn instant money. Quizando Live solves their biggest problem in one fell swoop: how to turn their subscribers into cold, hard cash.

Quizando by itself has proven to be a viable and financially rewarding business model, but the addition of Quizando Live will not only take it to a whole new revenue level, it will change the lives of influencers around the globe.

And, as we change the lives of influencers, so they will boost and enhance Quizando. As we attract more influencers, they will attract more players and so on until the entire platform reaches a critical mass of hosts, players and profitability.

Why Influencers will  
**LOVE**



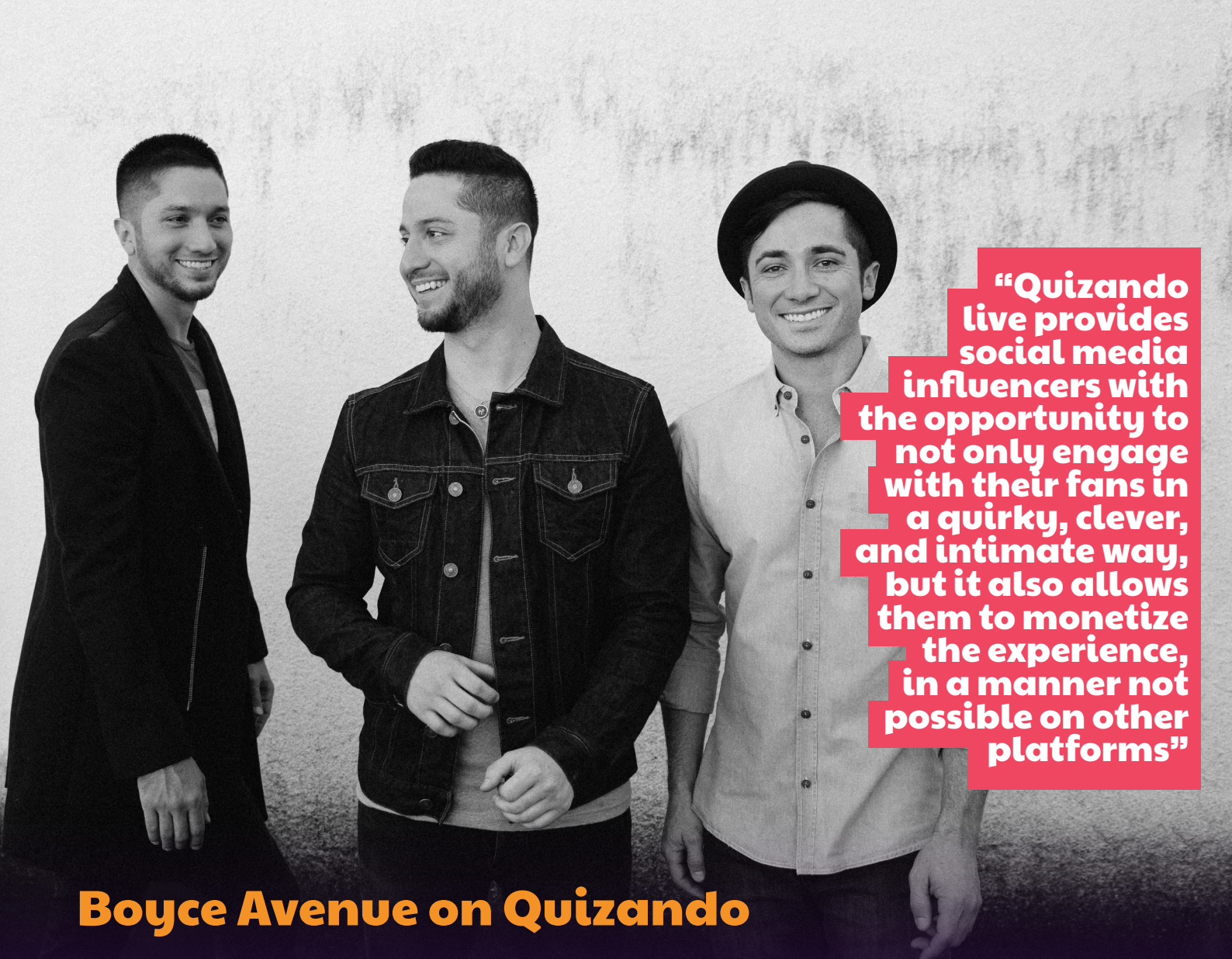
Let's take Joe X as an example, with his 100,000 followers. He currently spends several hours planning, scripting, filming and editing a video that he uploads to his YouTube channel. His revenue for that video depends on views and even then, is unlikely to earn very much unless it goes viral. Let's say Joe X's video is viewed 100,000 times. He earns an estimated \$280 in ad revenue from YouTube.

However, if Joe hosts a quiz on Quizando, and manages to get just 1 per cent of his subscribers to take part, he is going to be earning \$350 for just a few minutes work. And there is no limit to how many quizzes he can host – one a day, one an hour if he thinks it is worthwhile.

Revenue for these live quizzes is split as follows: 35 per cent to the host, 35 per cent to the quiz winners and 30 per cent to Quizando. All of a sudden, Joe X has found a way to make money from his followers that simply wasn't open to him before. He can interact with them and ensure they come back for more. He has a proper business on his hands and maybe even a future as a real world celebrity.

Even more positively, 35 per cent of the generated revenue goes back to Joe X's subscribers, keeping them keen and interested.





**“Quizando live provides social media influencers with the opportunity to not only engage with their fans in a quirky, clever, and intimate way, but it also allows them to monetize the experience, in a manner not possible on other platforms”**

## Boyce Avenue on Quizando

**“** We are excited to announce that we will be joining Quizando as shareholders with a seat on the Board of Directors. We believe that the potential for Quizando is vast. People love trivia, quizzes, and challenges, and Quizando has found a way to game-ify knowledge in a way that is fun, challenging, and potentially lucrative for the participants. Moreover, Quizando Live brings a uniquely personal touch to the platform that we believe will truly resonate with social media influencers and their fan bases.

- **Social Media Influencer**
- **Most viewed independent band in the world**
- **11 Million YouTube Subscribers**
- **4 Billion YouTube Views**

Celebrities—whether from traditional platforms such as TV and film, or from social media platforms like YouTube and Instagram—are often searching for new ways to connect with their fans in a personal way. Quizando live provides social media influencers with the opportunity to not only engage with their fans in a quirky, clever, and intimate way, but it also allows them to monetize the experience, in a manner not possible on other platforms.

We believe that an ICO will create the capital and buzz that Quizando needs to scale the platform, and will properly position the company to bring into the fold many social media influencers, and to reach a wider audience. We are happy to be involved with the company and we are eager to watch it flourish in the months to come! **”**

# Quizando the Problem Solver



Global potential market

**500-600  
million  
players**

Quizando solves two very distinct, but closely related problems.

Firstly, the vast world of quiz-loving people has never had a one-stop platform where they can fulfill their desire to play quizzes and win money. Thanks to our state-of-the-art tech, fun games, varied formats and vast database of trivia, that problem is already solved.

Secondly our platform solves an even more pressing problem that has been plaguing the social media world for years – I have a following but how do I make money from it? Our revolutionary Quizando Live games will take this problem and make it a thing of the past.

By hosting their own quizzes via our platform, influencers across the globe suddenly have access to real income which will reward their hard work.

**Quizando is much more than just a gaming website - it's a whole new ball game.**

## The Industry Size



YouTube's figures show

**465,000  
People with  
10,000+  
subscribers**

The potential market for Quizando and Quizando Live runs into billions of dollars. Many billions.

On Facebook alone, there are 200 million English-speaking users who have listed Quizzes, Trivia or Game Shows as one of their interests. But our test phase has shown that Quizando crosses language barriers as we have players from all over the world, many of them non-native English speakers.

And just to make sure language isn't a barrier, we have French and Spanish versions of the platform in the pipeline.

With that in mind we estimate the total global potential market for Quizando is closer to 500-600 million players. But, thanks to Quizando Live, it is even bigger than that.

According to YouTube's figures, there are more than 465,000 people with 10,000 subscribers or more. That means the potential reach of Quizando Live is more than 46 billion people. And each one of those is a potential player.

Quizando's beta testing has shown that, on average, a typical player spends approx \$100 a year on Quizando. That means the global market for our platform could easily reach \$60 billion.

In short, the market we are aiming for is truly vast. And our platform is not only perfectly suited to tap into it, but the only one ready to make its move.

# The Competition



A typical player plays approx

**\$100 a year**  
**global market**  
**could reach**  
**\$60 Billion**

Competition in the quiz sector is very limited at this stage, largely because this market is mostly virgin territory.

Currently HQ Trivia is the only serious player in the sector and they regularly attract up to 2 million players for their games. However, they have limitations in that they only have pre-scheduled quizzes and don't offer 'anytime' playability. They are, in fact, more of a digital game show than a quiz platform.

Equally, their game is limited to their App and, while mobile is a huge slice of the gaming market, it is not the full slice. In fact, our own experience shows there is roughly a 50/50 split between desktop and other devices.

HQ Trivia games are currently free to play and the App, as a result, has not monetized in the strictest sense of the word. Quizando, on the other hand, has had a steady (if obviously limited) flow of revenue from the day the platform launched in beta form.

In terms of competition for Quizando Live, there isn't any. This is purely and simply because nobody else has thought of a system similar to ours. They haven't connected the dots. It is, without sounding too pompous, an idea of such simplistic brilliance that the only question is how big can it grow?

**And we believe it can be truly massive.**

# Strategic Partnerships



**Over 50**  
**countries**  
**already playing**  
**Quizando**

To ensure the long-term success, growth and profitability of Quizando, we have established a number of cleverly targeted strategic partnerships which will drive our platform forward.

This includes partnerships with media outlets, large corporate entities and educational institutions. All of these will help attract more and more users to the site.

Affiliate partnerships have also been identified by our marketing experts ensuring that our growth will be rapid, progressive and sustainable.

We have also spent months building a network of influencers who are now excitedly waiting for us to launch the platform so they can start running their own quizzes and earning money.

It is these influencers, and the hundreds of thousands of others like them, who will push and promote the Quizando platform to their combined audiences of billions.

**It's a win-win situation with extra win on top.**



# Community

At Quizando's heart will be its vast community.

By their very nature, Quizando and Quizando Live are all about the people – those who host quizzes and those who play them. Few other platforms can offer the levels of interactivity that Quizando brings to the table – both in terms of competition, rivalry and direct contact.

Our aim is to build a Quizando universe, a tightly woven but widespread grouping of people who love quizzes, game shows, trivia, winning money, competing and generally enjoying themselves.

We will bring this community together to play on our platform by using a multi-tiered approach including:

- Using select influential ambassadors from the world of social media, who will collect their segmented audiences on the Quizando platform
- Riding on the popularity of our competitors and placing token airdrops in fan groups, encouraging these fans to join and play on our platform
- Creating a rewards affiliate system for players who encourage others to join
- Implementing a rewards scheme for people dependent on the number of games they play on the site
- Creating some of the largest quiz games with prize pools which will very quickly reach life-changing amounts
- Introducing games with tangible, real-world prizes which are attractive to those who aren't financially motivated

More than that, however, is the playability of our games which experience has shown that those who join our site keep coming back for more time and time again.

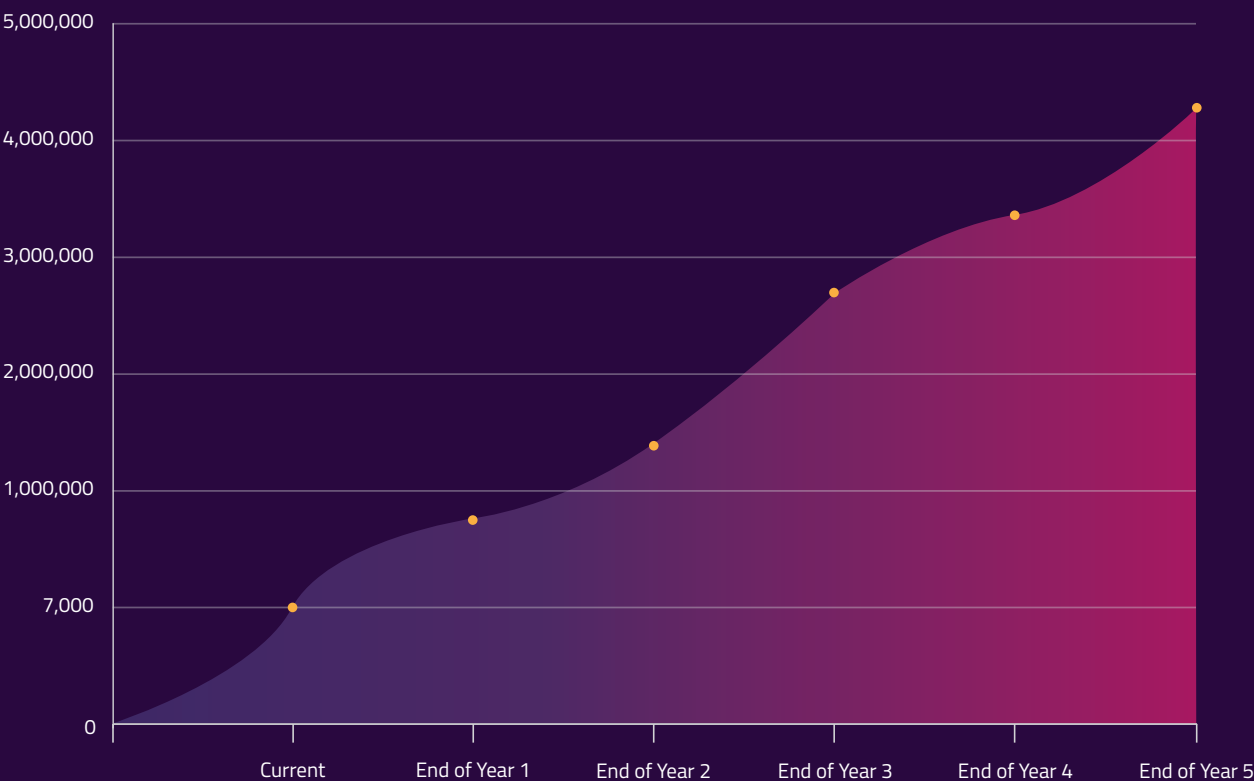
**QUIZ is a vital ingredient  
in the creation of this community.**



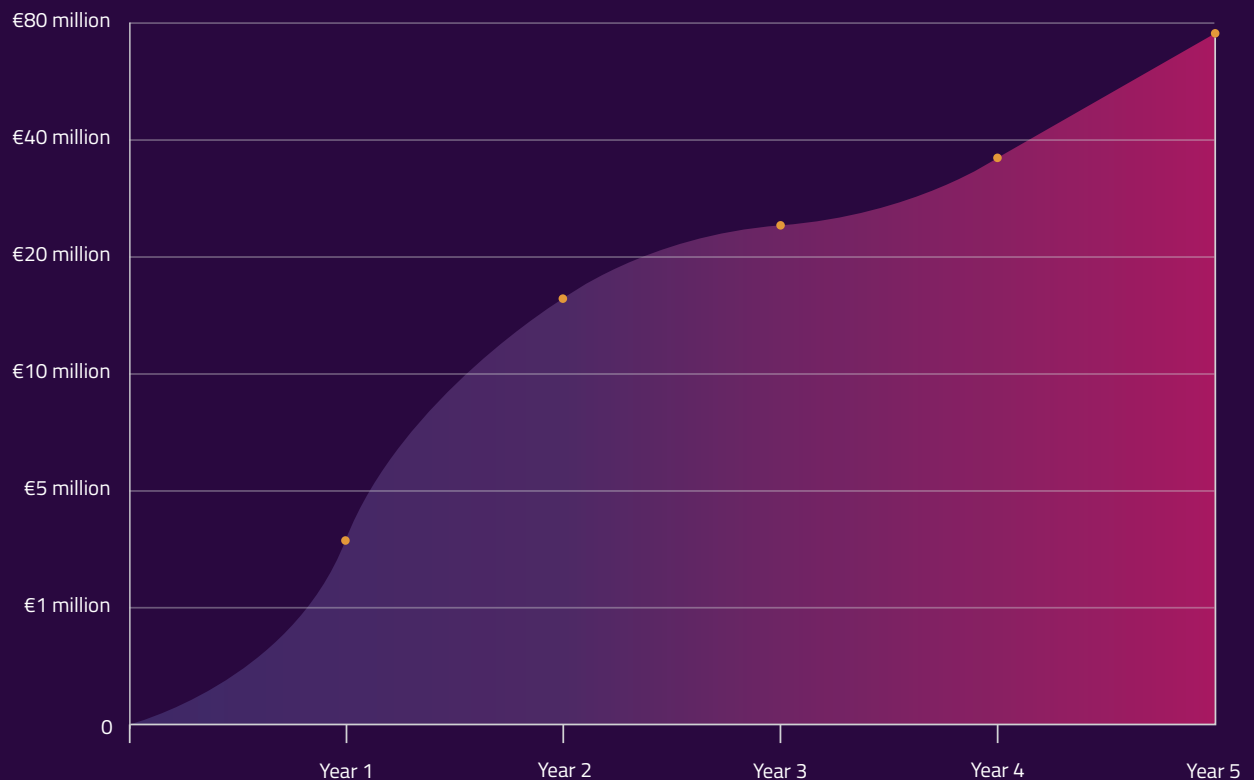
**Stella Cini**  
- YouTube influencer

**“ I’m looking forward to Quizando live as I believe it’ll be fun but also interactive with regards the live aspect of it. I’m also happy that it will help out people like me with regards earning money from a completely new platform. ”**

# Projected Players



# Projected Turnover



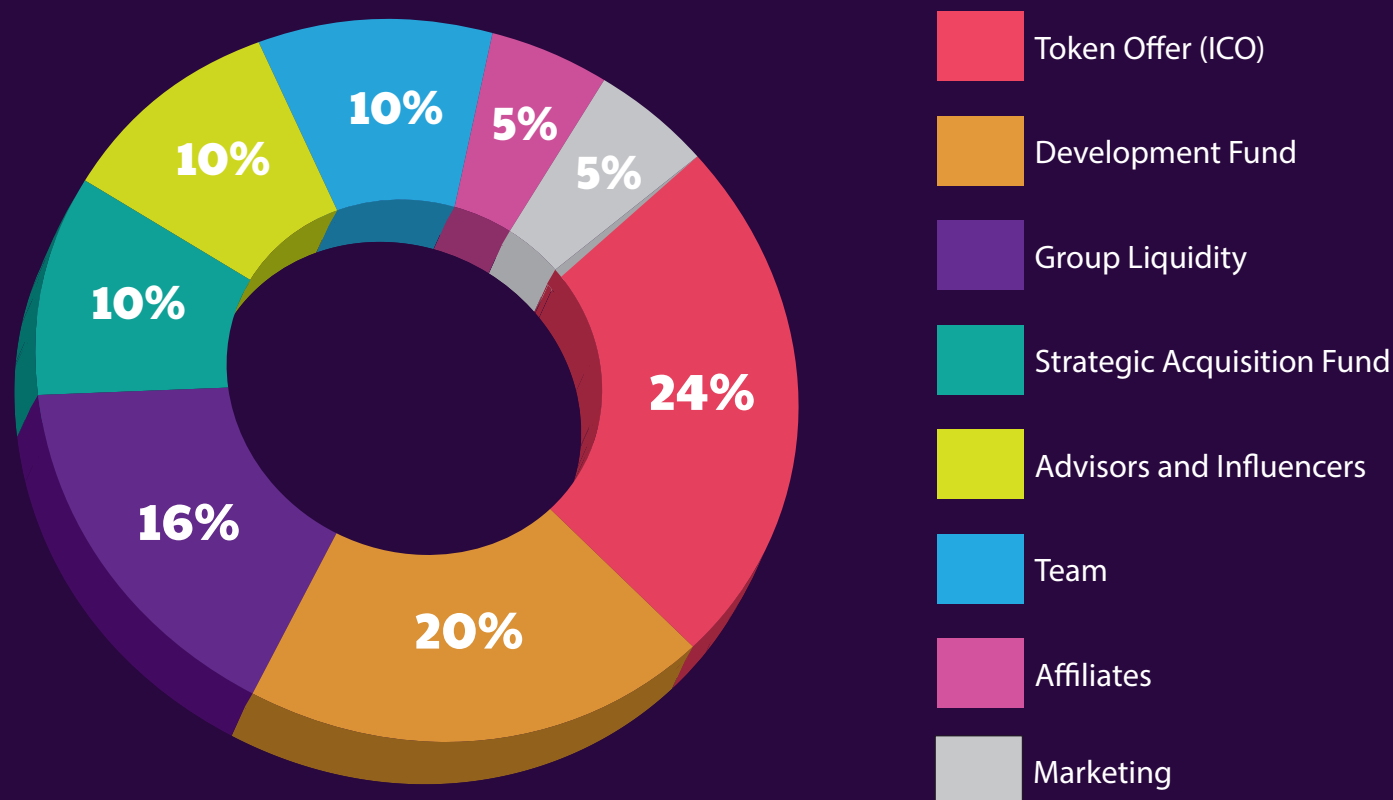
# Token Distribution

Name: *QUIZ*

Symbol: *QUIZ*

Type: ERC 20 (Ethereum Token)

Total Supply\*: 950,000,000 *QUIZ*

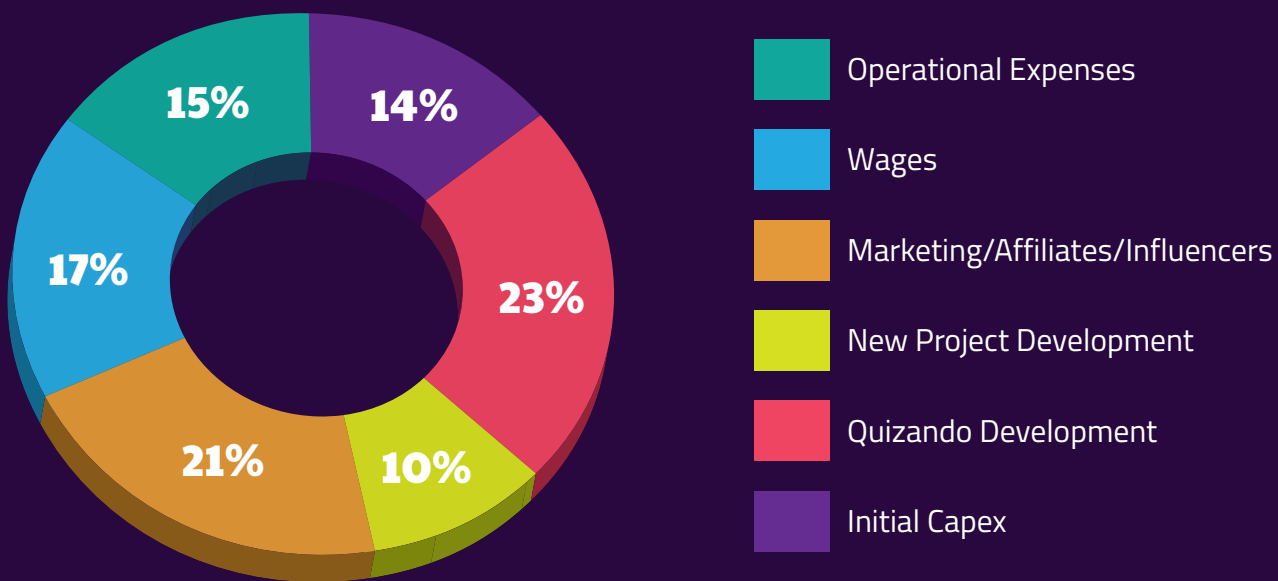


- 24%: Token Offer (ICO)
- 20%: Reserved for Development Fund
- 16%: Reserved for Group Liquidity
- 10%: Reserved for Advisors and Influencers
- 10%: Reserved for Strategic Acquisition Fund
- 10%: Reserved for the Team
- 5%: Reserved for Affiliates
- 5% Reserved for Marketing

***QUIZ* assigned to the team will be locked for 15 Months.**

\* Supply might increase by a maximum of 1% should the Hard Cap not be reached. No more tokens will be minted other than enough required to hit the hard cap. Quizando commits not to give better % bonuses than those mentioned above.

# Allocation of Funds



- 23%: Quizando Development
- 21%: Marketing/ Affiliates/ Influencers
- 17%: Wages
- 15%: Operational Expenses
- 14%: Initial Capex
- 10%: New Project Development

## How *QUIZ* will be used

When it comes to the creation of the *QUIZ* token we have one overwhelming aim – to make sure our token not only has value but that it is extensively used on the Quizando platform. For this reason, the relaunched version of Quizando will have an ecosystem designed to give *QUIZ* owners a wide range of benefits. Players will be able to deposit and withdraw funds into their game wallet both in traditional currencies and in *QUIZ*. But to encourage increased usage of the token, those people who deposit *QUIZ* will receive Reward Points which they can use on exclusive content. This will include special prize games, celebrity quizzes, major prize quizzes and free turns on selected in-house quizzes. Throughout the relaunched platform we will be encouraging players to buy *QUIZ* and use it to make their deposits in order to avail themselves of these brilliant bonus features. We want *QUIZ* to be used, valued and appreciated by our community from day one.

- 🏆 Access to exclusive Last Man Standing Quizzes
- 🏆 Free Plays on Classic Quizzes
- 🏆 The chance to enter special celebrity quizzes
- 🏆 Access to quizzes with physical prizes
- 🏆 The chance to win *QUIZ* in closed-group games

# Quizando Crowdfunding

## **Tokens available For Private Placement / ICO:**

231,600,000 QUIZ

## **Hard Cap:**

USD \$1,795,000 or equivalent in any ratio of USD/EUR, BTC and/or ETH, (subject to Exchange rate)

## **Price:**

USD \$0.01 or equivalent in any ratio of USD/EUR, BTC and/or ETH, (subject to Exchange rate)

## **Private Placement Bonus:**

75% For the first \$ 386,000 contributions. 40% for subsequent \$ 579,000 in contributions.

**Launch of Private Placement:** 1st August 2018

**End of Private Placement:** 14th September 2018

**Launch of Pre ICO :** 15th September 2018

**End of Pre ICO:** 30th September 2018

**Launch of Crowd Funding Event:** 1st October 2018

**End of Crowd Funding Event:** 30th November 2018

## **Minimum Contribution per Contributor:**

USD \$6,000 or equivalent in any ratio of USD/EUR, BTC and/or ETH, (subject to Exchange rate)

*Quizando will make 231,600,000\* QUIZ available aiming to raise USD \$1,795,000 from the Private Placement and ICO. Throughout the Period of Private Placement and ICO, EURO/USD, the exchange rate will be pegged at €1.00/\$1.20; (ii) with respect to Ethereum (ETH), Bitcoin (BTC) or any other cryptocurrency Quizando agrees to accept, the exchange price in US Dollars as calculated by Coinbase [www.coinbase.com/charts](http://www.coinbase.com/charts) at 18:00 on the first working day following receipt. Quizando Retain the right to terminate its offering prior to the closing date or to the achievement of the Hard Cap. All unsold QUIZ, that were made available for private placement / ICO, will be burned.*





# Meet The Team



## **James Calvert - Chief Executive Officer**

One of the early innovators in Malta's digital sector, James was a founder of Findit.com.mt, the first online business directory in Malta, and Untangled Media, a digital services company. He currently holds executive positions with Findit Limited and Untangled Media Limited, and has overseen first stage development and the beta operations of Quizando. James has more than a decade of experience in launching online business enterprises and seeing them through to maturity. He is also a founder of Malta Pass, an online tourism product unique to the country.



## **Wesley Ellul Chief - Community Officer**

Wesley brings a wealth of digital experience to the table. He has overseen the development and creation of a huge number of websites including the original Findit plus portals for Gozo Channel, Malta Football Association, UEFA, Farsons, Malta International Airport and Avis. He is also one of the founders of Ticketline.com.mt, Malta's leading ticketing services provider and Big Ticket Events, one of Malta's top large scale events organisers and promoters. Wesley will be focusaing his attention on community building and management.



## **Chris Mifsud - Chief Marketing Officer**

Chris is an Executive Director at MPS Ltd, Malta's leading full-service marketing agency. With 17 years' experience in guiding and developing client business through brand identity, marketing strategy, campaign execution and public relations both locally and abroad, Chris advises a range of clients including Procter & Gamble, Vodafone, Ford of Europe, Kellogg's and Visa. He has been highly involved in numerous IPOs and Bond Issues. Chris sits on various boards and management teams for select clients and has been a founding investor and strategic advisor in ANCHOVY plc, a global digital and data agency and iCity Malta, Malta's first digital out of home company. Chris will be dedicating all his efforts to marketing strategy to Web Matters.



## **Robert Grech - Chief Operations Officer**

Robert has been involved in the senior management of various leading companies in Malta, mainly focusing on operations, business development and long-term strategic planning. He is currently an executive director of Findit Limited, Malta's leading online business portal. He holds an MBA from the University of Leicester, with a specialization in Information Systems.

## Meet The Team (continued)



### **Stefan Z Camilleri - Technical Consultant**

Stefan is a skilled IT professional with more than 20 years of experience in a variety of industries. He has carried out tech roles ranging from developer to architect to manager to CTO in sectors as varied as financial services, banking gambling, transportation and retail. Stefan is designing all the system architecture for the upscaling of Quizando and overseeing the workflows of the redevelopment process.



### **Boyce Avenue - Company Shareholders**

Boyce Avenue are an American pop/rock band formed in Sarasota, Florida. The band, which tours all over the world, is made up of the Manzano brothers – Alejandro, Daniel and Fabian. Boyce Avenue have a huge online following including more than 11 million subscribers on YouTube which makes theirs one of the most followed channels in the music world. Alejandro, Daniel and Fabian are all shareholders in Quizando and will be using their knowledge of the digital and influencer markets to drive the platform forwards.



### **Alec Sultana - Core Application Developer**

A tinkerer by nature, Alec enjoys taking things apart in order to find out what makes them tick - and in some cases, not. He brings this approach to his work, by not only aiming to create a functioning product, but one that has solid foundations to stand on. Apart from this he also has interests in Web Security, improving Application Efficiencies and following competitive gaming.



### **Kevin Sammut - UX/UI Guru**

Kevin uses his 7 years of previous experience as a graphic designer to make web pages come to life, adding depth, motion and his own artistic flair to every project. He believes that providing a great user experience should be an integral part of web development. Combining both his areas of expertise, he is able to provide functional, user-friendly and engaging websites that keep users coming back. This, together with his in-depth knowledge of 'on-page' and 'off-page' SEO makes him our Front-end and SEO guru.

# Partners & Advisors



## **Eman Pulis - Advisor**

### **CEO and Founder of SiGMA & Malta Blockchain Summit.**

Eman is the founder and CEO of SiGMA, the Summit of iGaming in Malta, and also the Malta Blockchain Summit. SiGMA has become a world-renowned must-attend calendar event, attracting 500 exhibitors and sponsors, 12,000 delegates and 150 speakers, culminating in a Malta Gaming Week throughout November. Eman graduated with first class honours in 2001 with a Bachelor of Education degree. He holds a Masters Degree in Creativity and Innovation as well as a Masters Degree in Diplomatic Studies.



## **Jean Paul Barthet - Operations Advisor**

Jean Paul is a former executive director of Virgin Games Malta where he was responsible for overseeing the remote gaming operations and corporate compliance. He has more than 20 years experience in technology, strategy, sales, operations & people management in tech, iGaming, payment solutions, and start-up investing. Jean Paul is currently a partner and member of the management team at Go Beyond Investing where he heads up the operations and technology areas.



## **E&S Group - Legal Advisor**

E&S is a boutique multi-disciplinary firm, based in Malta, with a strong focus on the provision of Blockchain, Crypto and Initial Coin Offerings (ICOs) Legal and Tokenomics Advisory. '



## **Sandro Psaila - Blockchain Advisor**

Sandro has a wide range of experience in Blockchain, IT Systems Audit, Design & Implementation of Computer Assisted Auditing Techniques CAAT, Revenue Assurance and Fraud management. He has over 15 years' of practical experience in IT controls and assurance in which he formed and lead the IT Audit function in a Maltese listed company. He is currently employed as an IT Audit Manager with one of the Big Four. He has published articles on the Blockchain in Audit and Cryptocurrencies Security Standard.

## Partners & Advisors (continued)



### **Damien Xuereb** - Compliance Advisor

Damien Xuereb has widespread experience in projects and C-level appointments traversing 22 years in IT, Consulting, Government, Telecommunications, Hospitality, Automotive, Manufacturing and Gaming industries. Throughout his career he led major programmes, reforms, financial turnarounds and large-scale IT and engineering projects. Damien designed and led the e-Government Programme effectively turning the Government of Malta online. He served as the Chairman of the Community Empowerment Organisation, a Board Member of European Network and Information Security Agency (ENISA) and High-Level Representative of Malta to the EU on ICT (i2010 & i2020) and eCommunications. Later as Chief Strategy Officer for the Lotteries and Gaming Authority, designed new regulatory frameworks including the highly coveted Digital Game Regulations, operational systems including the Online Seal of Authorisation and network monitoring of all Malta-licensed gaming companies and headed the concession for the National Lottery with a commercial value of Euro 1.5B. Damien is currently Head of Strategy at PTL, setting up new business areas in PTL, whilst supporting other start-ups in the group.



### **Leon Siegmund** - Crypto Advisor

Leon Siegmund is an entrepreneur and host of Malta's monthly Bitcoin Meetup. He founded the Bitcoin Club Malta, is one of the cofounders of the Blockchain Malta Association as well as Moon Zebra, a startup that operates Bitcoin ATMs. He co-produced a documentary movie about innovative schools all around the world and started his first company, Juice Brand at age of 20. Cryptocurrency got his attention first in 2015 when he was privately researching monetary history and the Austrian School of Economics.



### **Stella Cini** - Influencer Advisor

Stella Cini is one of Malta's best known YouTube influencers, gaining popularity for her variety of hair styling and colouring tutorials, as well as DIY fashion advice. Since uploading her first video in January of 2013, she has built a subscriber base of over 157,000 subscribers and has had over 13.5 million video views to date. SocialBlade.com predicts that by as early as January of 2019 she will have increased her following to 200,000 subscribers and have over 21 Million video views - which is not bad for a 20 year old who started out doing this all for fun!



## **Initial Coin Offering - White Paper**

### **August 2018 - Version 9.6**

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#### **Contact us**

If you have questions regarding the Private Token Offer, Tokens and the Project, you may contact the Company via email [info@quizando.io](mailto:info@quizando.io)