



# WHITE PAPER

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# Company description

**Rate Date** - is a dating site, providing a unique opportunity to hold an online video date auction. This service makes it possible not only to find and communicate with interesting people, but create and take part in video date auctions as well.

The primary goal of Rate Date Company is to simplify the acquaintance and communication of people online and unite as many lonely hearts as possible in the high tech age.

We found the main disadvantages of old online dating system and turned them into the advantages of our resource, adding a new unique method – dating auction (online video dating auction)

Bidding for a date guarantees interest in communication and adds an element of excitement in the process of acquaintance.

Rate Date includes a wide range of opportunities:

- making the video dating;
- unlimited communication with any users by the private chat;
- a wide range of various games to fit every taste;
- opportunity to take part in the online video date auction as a Rater and a Dater;
- simplification the process of video dating by using the unique plugin "datenet", which will offer possible topics to the participants of the dating.

**Dater** - a registered user of Rate Date website, who places his or her profile on the online video date auction.

**Rater** - a registered user of Rate Date website, who participates in a tender on the online video date auction.

When establishing the resource, Rate Date plans to develop and implement new opportunities for users, thus creating advantages over the majority of competitors.

# Using the service to solve problems

In the modern world, offline makes it possible to satisfy only everyday requirements, the rest is happening online. And the only thing we can do – is to create as comfortable living conditions in the virtual space as possible. After carrying out a thorough analysis of popular dating sites and social networks, we have highlighted the key list of problems of online communication and found solution for them.

## **Problem № 1 - *Stereotypeness***

After analyzing people's behavior on dating sites and in social networks, we have arrived at a conclusion that limited functionality of a resource results in users' rapid fatigability, thus making them start using other services with different functions.

**Solution:** Rate Date plans continuing implementation of new functions, carrying out of competitions, as well as involvement of public figures in charity events in the format of online video date auction.

## **Problem № 2 – *Difficulties in communication***

Most of time, when communicating in the internet, it's extremely difficult to recognize real emotions of a talk partner (irony, sarcasm, fakeness, etc.), which results in misunderstanding and a number of conflicts.

**Solution:** A video date is a perfect option for tete-a-tete communication when first getting acquainted. First of all, because it is a communication with a person, perusing the same goals. Secondly, it's a great opportunity to avoid unpleasant consequences that are probable during offline dates.

## **Problem № 3 – *Fake personalities***

Most of dating sites face the problem of fake accounts. Anonymity of the internet often leaves people disappointed, to say nothing of fraudulence.

**Solution:** Rate Date respects the users' rights to protection and non-disclosure of personal information. At the same time, the resource requires complete identity authentication when registering. This solution will help to protect the audience of the site, as well as to settle issues in case of disputable situations.

#### **Problem № 4 - *Diffidence***

Talkers can't reveal themselves in conversation because they fear that topic is incorrect and irrelevant. It leads to long pauses, tensions and discomfort of interlocutors. In most cases, these fears are based on past mistakes and differences in interests, tastes, preferences in past relationships. And from year to year it is difficult for a person to adapt to another one that oppresses and deteriorates the overall level of psycho-emotional health.

**Solution:** One of the main advantages of the service is a unique plug-prompter "datenet", which allows to solve the communication problem at the early stage of acquaintance. It suggests questions and topics for continuation of the dialogue, if the interlocutors lose the line of communication for more than 5 seconds. Questions and topics are directly selected for a particular meeting. They are based on the personal users data and will appreciably improve the quality of communication, therefore increase the probability of a favorable outcome of communication.

# Target audience

As far back as 15 years ago, dating sites used to be experimental projects for both users and businesses. Today, more than 80% of internet audience considers the fact of existing internet dating to be absolutely normal occurrence and more than 60% of internet users apply dating sites to a greater or lesser extent.

It's worth taking into consideration that year by year the share of the latter keeps growing thanks to the global society internetization.

According to statistics, dating sites are used by internet users of any age, sex, race and gender background, which broadens the target audience of the resource.

Considering these data, Rate Date plans to attract at least 5,000,000 users upon the expiration of three accounting periods.

Statistical data is taken from reports of "Pew research center", "Marketdata Enterprises Inc", "Statista".

## Online Dating Statistics Data in US

Total number of single people in the U.S	54,350,000
Total number of people in the U.S. who have tried online dating	49,650,000
Total eHarmony members	17,500,000
Total Match.com members	24,575,000
Number of questions to fill out on eHarmony survey	400
Annual revenue from the online dating industry	\$ 1 935 000 000
Average spent by dating site customer per year	\$ 243
Percent of users who leave within the first 3 months	10 %
Percent of people who believe in love at first sight	71 %

Source: <http://www.statisticbrain.com/online-dating-statistics/>

# Economics and Strategy

<b>SWOT</b>	<b>Strong points:</b> <ul style="list-style-type: none"><li>• A conceptually new approach to online dating</li><li>• Unlimited free communication between users</li><li>• An extensive system of bonuses</li><li>• Charity auctions</li></ul>	<b>Weak points:</b> <ul style="list-style-type: none"><li>• Not tested in practice</li><li>• Limited target audience</li></ul>
<b>Opportunities:</b> <ul style="list-style-type: none"><li>• Breaking into new regions</li><li>• Attracting users from other dating sites thanks to implementation of unique functionality</li></ul>	<b>Strategy on correlating strong points and opportunities:</b> <ul style="list-style-type: none"><li>• To become the major service provider in the field of online dating</li><li>• Development and implementation of new entertaining functionality in order to retain key audience and attract new public</li><li>• Attraction of people, popular among wide audience, for carrying our charity events</li></ul>	<b>Strategy on correlating weak points and opportunities:</b> <ul style="list-style-type: none"><li>• Working tests and acquisition of positive conclusions</li><li>• Price reductions for the provided services due to increase in number of users</li><li>• Carrying out of marketing campaign under the conditions of narrow targeting</li></ul>
<b>Threats:</b> <ul style="list-style-type: none"><li>• Countermeasures on the part of competitors</li><li>• Increase in timeframes of breaking into new regions</li></ul>	<b>Strategy on correlating strong points and threats:</b> <ul style="list-style-type: none"><li>• Enhanced marketing activities, focused on the strong points</li><li>• Price reductions for the provided services due to increase in number of users</li></ul>	<b>Strategy on correlating weak points and threats:</b> <ul style="list-style-type: none"><li>• Alterations in the format of providing services, with the main idea of the project being kept as the basis</li><li>• Revision of service providing policy</li></ul>

# Business model

The key idea of the project is to hold online video date auctions. Any registered user can place his or her profile on an auction as a Dater and make bets at other auctions as a Rater.

When creating an auction, the Dater has an opportunity to select bet ticks and auction timeframes at his own discretion.

Dater will get access to the funds from the winning bet after the video date has taken place, in case of the absence of complaints from either of the parties.

Rate Date service charges commission for every successful deal amounting to 20% of the winning bet. All the funds received from the online auction can be used within the service, as well as withdrawn to your personal wallet.

Monetization Methods:

- internal services of the site;
- opportunity to purchase premium accounts with extended functionality;
- commission on the online video date auctions.

# **Charitable online video date auction**

The company Rate Date provides an opportunity to participate in a charity event on the RateDate.net resource. The special function of the site will be a section with the holding of charity online video date auction. All funds received from the auctions will be transferred to charitable foundations.

## **Security and Restrictions**

Service Rate Date against using any type of fraud.

To avoid using of the site for commercial purposes, the number of auctions for the Dater (Initiator) will be limited. It does not extend to the possibility Rater (tenderer) and charity auctions.

It is forbidden to use the resources to display any kind of erotic services.

# Technologies

The site will be developed on the basis of Ruby on Rails framework that makes it possible to create scalable applications within a short time. As a web server, nginx has been chosen, which impart the site additional resistance to substantial traffic. For an application server Phusion Passenger is used that demonstrates excellent results of productivity, consistency of operation and speed.

## The site functionality

- Free and simple registration, using e-mail or social networks.
- Creation and editing of a profile, attachment of an avatar and photo albums.
- Online video date auction. Carrying out of a time-fixed auction with a specified time period that is available for video connection and duration of the online date.
- Carrying out of online video dates, using inbuilt functionality of the site.
- Provision of the plugin - prompter "datenet" to simplify the dialogue during the video meeting.
- Search for people for communication and auctions by language of communication, city and country.
- Free message exchange, including a function of adding to the black list or complaining about your talk partner.
- System of premium accounts, which opens additional opportunities, including VIP level bonuses.
- System of VIP levels that are accrued for making purchases on the site. Every level provides small bonuses that are applicable only in case of an active premium account.
- Opportunity to make virtual gifts on the site, which can be seen in the profile.
- Mini games, realized within the frames of the site with in-game purchases.
- Opportunity to carry out charity auctions.
- A mobile application for convenient communication and participation in the auctions with alerting about major events.
- Round-the-clock online support on the site.
- Giving a consultation on improving the social image.

# Road Map

Prototyping of RateDate.net website

Q4 2017



Pre Sale

Q1 2018

ICO

Q1 2018



Beta version of RateDate.net website

Q1 2018

β

RDT allocation

Q2 2018



Launch of the online video date auction

Q2 2018



Launch of the mobile application

Q3 2018



Beta version of plugin “datenet”

Q3 2018



# ICO

Carrying out of ICO is a perfect option for Rate Date Company to attract investments.

This event provides us with an opportunity to reach several goals at the same time, namely:

- Creation of internal payment unit of the resource, based on blockchain system.
- Attraction of investments for developing and reaching the desired scale of the project.
- Announcement of the one and only resource.

Successful completion of ICO campaign will grant customers an opportunity to evaluate all the advantages of opportunities of online video date auctions in a short time.

Rate Date Company settled the beginning of fund raising from pre-sale that will take place on January 15, 2018 at 14:00, UTC.

The main part of ICO will start on February 12, 2018 and will last for 45 days. 37 000 000 RDT have been assigned for selling.

## Bonus system for purchasing RDT

Pre-Sale #1 (1000 ETH)	15.01.18 - 21.01.18	+50%	1ETH = 4500 RDT
Pre-Sale #2 (2000 ETH)	22.01.18 - 04.02.18	+40%	1ETH = 4200 RDT
Step 1	22.02.18 - 14.02.18	+20%	1ETH = 3600 RDT
Step 2	15.02.18 - 21.02.18	+15%	1ETH = 3450 RDT
Step 3	22.02.18 - 28.02.18	+10%	1ETH = 3300 RDT
Step 4	01.03.18 - 07.03.18	+5%	1ETH = 3150 RDT
Step 5	08.03.18 - 28.03.18		1ETH = 3000 RDT

The issued RDT are not shares or other types of securities within any jurisdiction. Are used within the frames of RateDate.net service as an internal payment unit. The USA citizens, as well as citizens and taxpayers of People's Republic of China and Singapore are not allowed to purchase RDT during the ICO period.

# Investments and allocation of tokens

To launch the investment program, Rate Date issues RDT for selling.

**RDT token (Rate Date Token)** - is an internal payment unit of the service, which grants the right to purchase additional services and participate in the online video date auctions.

All the RDT holders have an opportunity to make free use of token within Rate Date service, as well as for using them on the exchange.

Rate Date service includes a list of chargeable services for the token holders. One can use RDT to purchase:

- An opportunity to take part in online video date auction
- Various instruments for communicating within the network (gifts, emoji and etc.)
- A premium account for various time periods

The number of tokens is limited: 50 000 000 RDT, issued on Ethereum, ERC20.

**The token allocation** will be organized as follows: 74% of RDT have been issued for investors, 15% of RDT will be left in the team and advisors, and will be frozen for at least 1 year, 5% of RDT will be used for our bounty program, 6% will be kept as the project's reserve.

During the ICO period, Rate Date plans to attract the maximum 10 000 ETH of investments. On reaching the maximum attracted sum, investment opportunities will be brought to a halt.

After completion of ICO, all the unsold RDT will be destroyed.

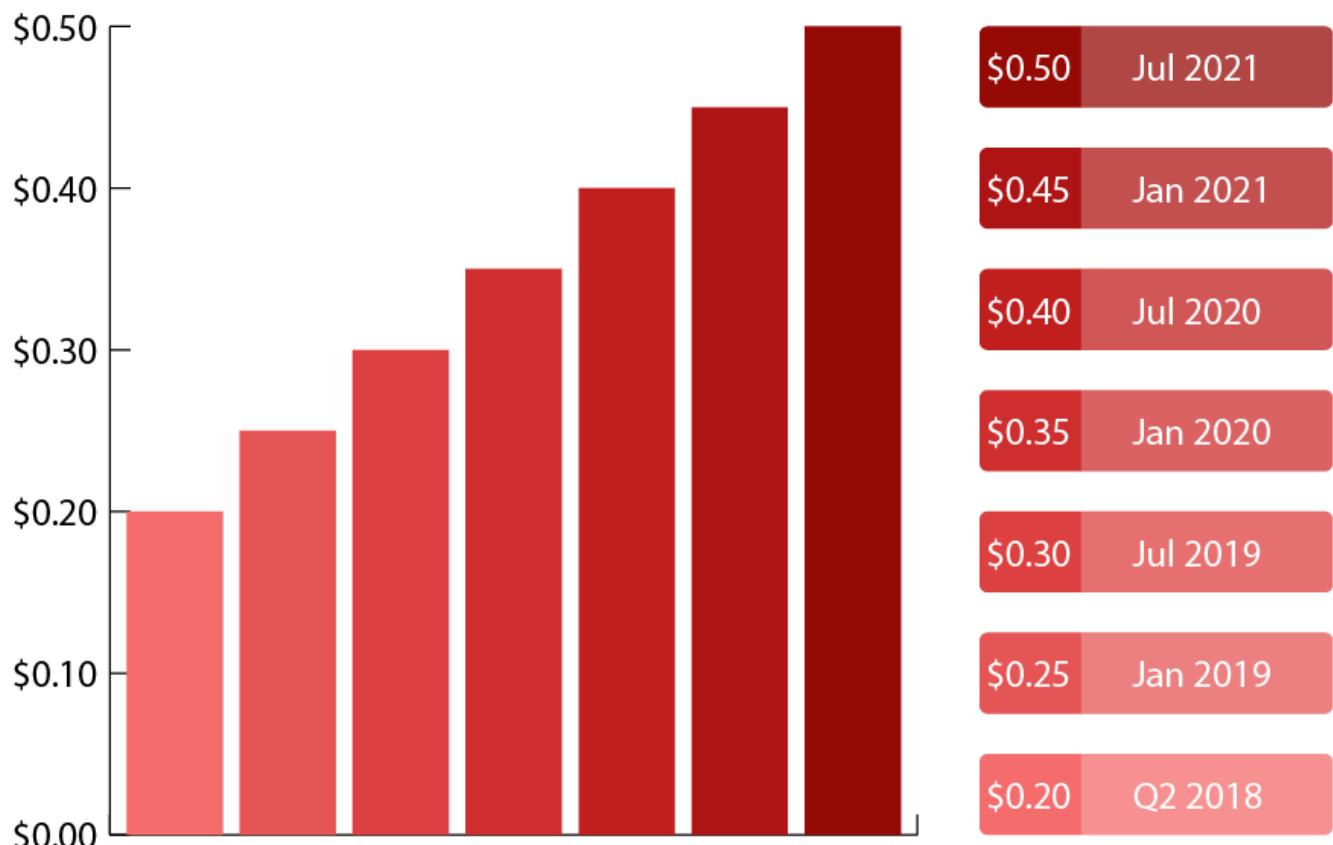
A minimum amount for the project implementation is 1000 ETH.

## Allocation of the attracted investments:

- 61% of all the attracted investments are assigned for project designing – development of the site functionality, implementation of video communication function, creation of a unique and simple design, as well as introduction of a mobile application.
- 34% will be used for carrying out a marketing campaign in conformity with the resource operating strategy.
- 5% - expenses for legal, financial and other services.

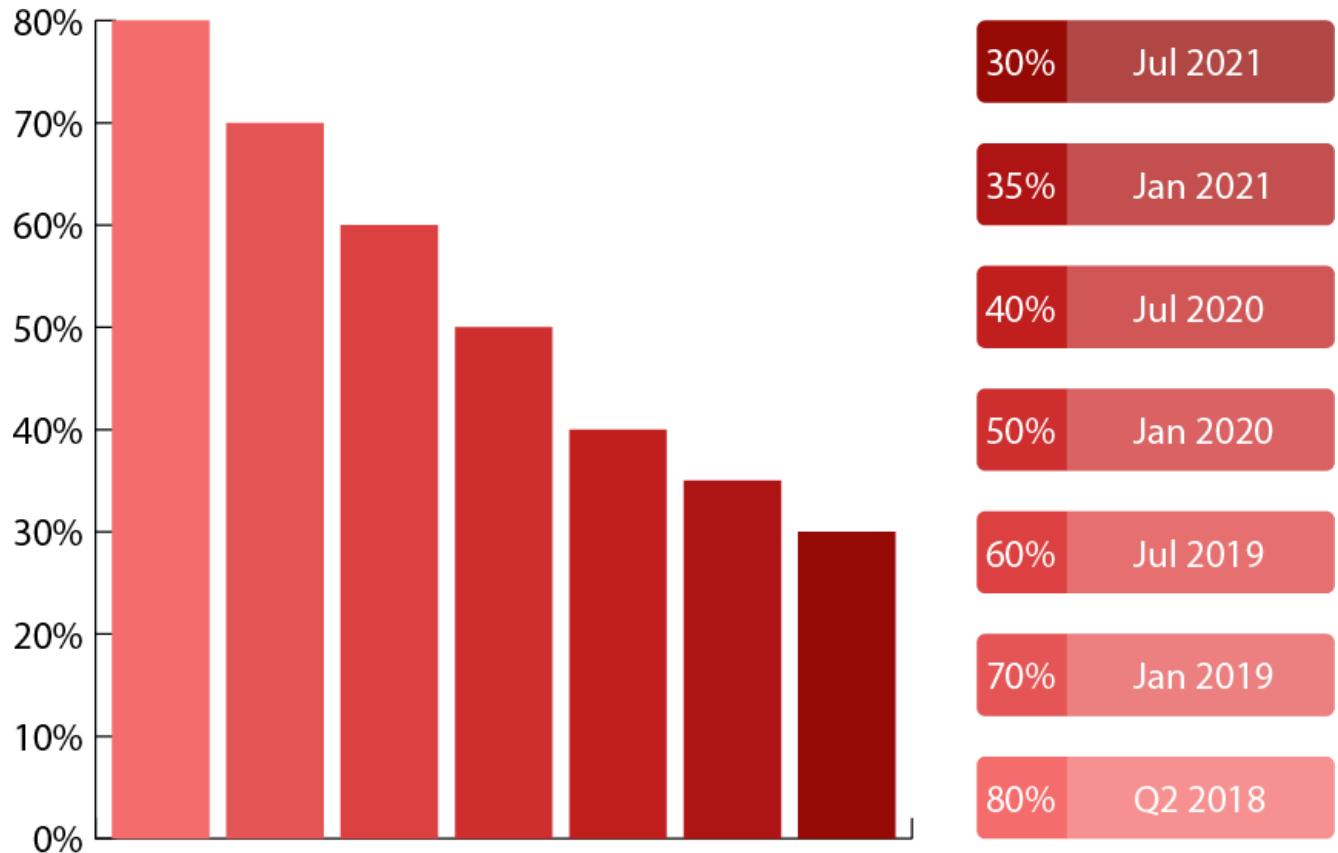
\*Depending on the amount of attracted investments, the structure of fund allocation is subject to variation.

After official starting the Rate Date service, fixed cost of RDT of 0.20 \$ will be set. And it will increase by \$0.05 every 6 months from January 2019



Change in the price of RDT for users inside the service

The RDT buyback will be fulfilled after the project starting and will be funded by attracted users through their purchases, auction commission etc., as a percentage of all received funds during these intervals. All buyback tokens remain inside the service.



The RDT buyback according to purchases inside the service.

## Bounty

For the bounty program will be allocated 2 500 00 RDT.

For attracting each registered potential investor 10 RDT will be credited for, within the bounty program, during the ICO and after the launch of the RateDate.net service.

For each involved user, who invested in the project will be credited with an additional 100 RDT to the account of the participant of the Bounty program.

Advantages of Bounty Rate Date:

1. Excludes the possibility of a sharp fall in the rate of RDT due to the defrosting of the Bounty pool.
2. Attraction of 250 000 new users to the RateDate.net resource.
3. Each registered user within the Service RateDate.net has the ability to attract users through the Bounty program and use tokens within the resource at their discretion (all earned RDT remain on the account of the participant of the program).

The program will remain in effect until the reserve of allocated tokens for Bounty is exhausted.

# Team



## KATERINA USATENKO

*Founder, CEO*

Expert on foreign economic activity. 5 years of experience in successful development of company's business processes, implementation in all the fields of commercial activity, experience in generating strategies of long-term business development and recurrent outlining of various marketing systems.

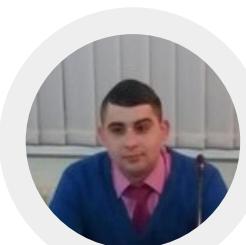


## DMITRIY ABEL

*Chief Technology Officer*

Work experience 5 years.

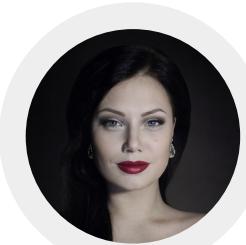
Project manager in companies giglob.ru and syndicad.com. Participated in creation of a progressive gaming exchange.



## MIKHAIL KRUGLICHENKO

*Strategic Planning Manager*

Ph.D. in Economics. 8 years of working experience in the field of economic development. Participant of international economic forums and seminars.



## KATERINA VORONKINA

*Designer, Illustrator*

Working experience 9 years. Cofounder of SMM agency "Umnaya reklama" ("Smart advertising") from 2009. Claimed a victory in Ukraine-wide photo project "Woman's image" from Oblik.media magazine in 2014, in which she participated as a retouch artist. Currently is working as a designer in developing SMM agency "Level up" in Saint Petersburg.



### DMITRY NADSADIN

*Project Manager, Developer*

Working experience 4 years.

Hit the podium in international Competition backed by AT Consulting and Oracle companies "Programming: SQL". Experience in team software development, using Git and Redmine. Experience in working with North-American market.



### DENIS GOROSHKO

*Web-Designer, Front-End Developer*

Working experience 8 years.

Experience in team working on various projects in Russia (Moscow, Saint Petersburg, Sevastopol).

Headed the list at an international competition World It Planet backed by Huawei Company in nomination of 3D modeling.

## Advisors



### ROMAN LIASHKO

*Investor and specialist in business development*

Experience in formation and developing companies from Startup to IPO with a capitalization of \$ 364m. Participated in the development one of the most successful in the EU Social Trading Network ([xsocial.eu](http://xsocial.eu)).