

DISCLAIMER

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White Paper
Version 1.0
February 2018



One-stop-shopping for all services.

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Disclaimer

The purpose of this White Paper is to present Whats2doo and W2D Tokens to potential contributors in connection with the proposed token generation event. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential contributors in order for them to determine whether to undertake a thorough analysis of the company with the intent of getting W2D Tokens. Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which are designed to protect investors.

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Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. This paper describes the current vision for Whats2doo. While we intend to attempt to realize this vision, please recognize that it is dependent on quite a number of factors and subject to quite a number of risks. It is entirely possible that Whats2doo will never be implemented or adopted. There are several references throughout this paper to features being '... integrated', 'under development' or '... planned'. These references are for informational purposes as to the Whats2doo vision only and are not representations or warranties to the effect that those features are currently integrated or will be integrated in the future. Additionally, several mentioned features and plans may be subject to regulations of any kind. Whats2doo will only implement such features once such licenses or approvals have been obtained. However, Whats2doo does not represent, warrant or guarantee that such licenses or approvals will be obtained and that any features described in this paper will be implemented.

The White Paper can be modified to provide more detailed information at any time. This English language White Paper is the primary official source of information about the W2D Token. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail.

Foreword

The greatest projects start with enlightening moments.

It was in summer 2016 on a rainy day after one of those busy weeks when I came home late from work into my new apartment. I just moved in and none of my new furniture was built or none of the walls was painted yet. What a surprise, on the other side of the road were a few people building up new furniture and painting walls. They obviously have just moved in, too. So, I was standing there, thinking *'I need a helping hand. But who can help me?'*. The idea for Whats2doo was born.

My Co-Founder Hannes and I gathered a team of developers and invested all our time and money to build the first MVP in 2017. Our journey took us through seed funding rounds and a successful launch of the platform in Germany to today. Whats2doo has proven its concept and we are ready for the next stage.

The center of everything we do are our users, the Whats2doo community. While many companies use that claim, we at Whats2doo want to go a step further.

With the rise of blockchain technology over the past years, we want to improve the Whats2doo experience for our users. Having convenient transactions, trustworthy reviews and a strong community is what we aim for and with the help of the blockchain we will get there. By introducing our very own W2D Tokens, we want to fuel the growth of Whats2doo and become the global leader in merging supply and demand in the market for jobs and services. We want to allow people to do what they love and give them the opportunity to afford a living on that.

We invite you to read our White Paper and join the Whats2doo community. Take part in our growth.

Yours sincerely,



Ilja Leithold

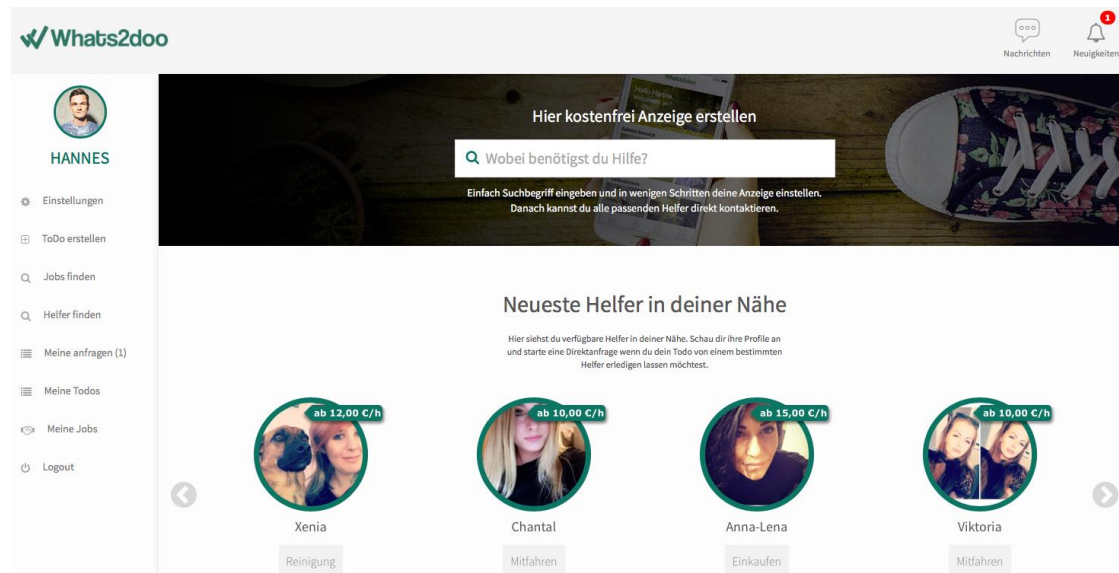


1. Summary

This section provides you with an overview of Whats2doo, the ICO, and W2D Token. The information contained in the Summary can be found explained in more depth in respective section of the White Paper.

1.1 This is Whats2doo

Whats2doo is a fully automated peer-to-peer service marketplace. We bring people together: those who offer services – our so-called Helpers – and those who need them – we call them Requestors. The platform is online since June 2017 and has currently more than 5,000 registered users in already three German cities: Berlin, Hamburg and Munich. Our ambition is to grow globally and become the #1 marketplace for services and small jobs with a unique and easy to use customer experience for Helpers and Requestors.



Whats2doo matches Helpers and Requestors across more than 300 categories and job types. Our smart algorithm that was developed based on the founders' headhunting experiences and the data extracted from the testing phase uses multi-level data to ensure a smooth and convenient user experience for private people, sole entrepreneurs and companies. Our user interface allows for Todos to be posted within a minute and suitable helpers to be contacted straight away.

Virtually anybody with an internet device can join the community and offer or buy any kinds of services from people and companies around them. There is no need to subscribe to many different platforms for different services – **there is just one application for all services: Whats2doo.**

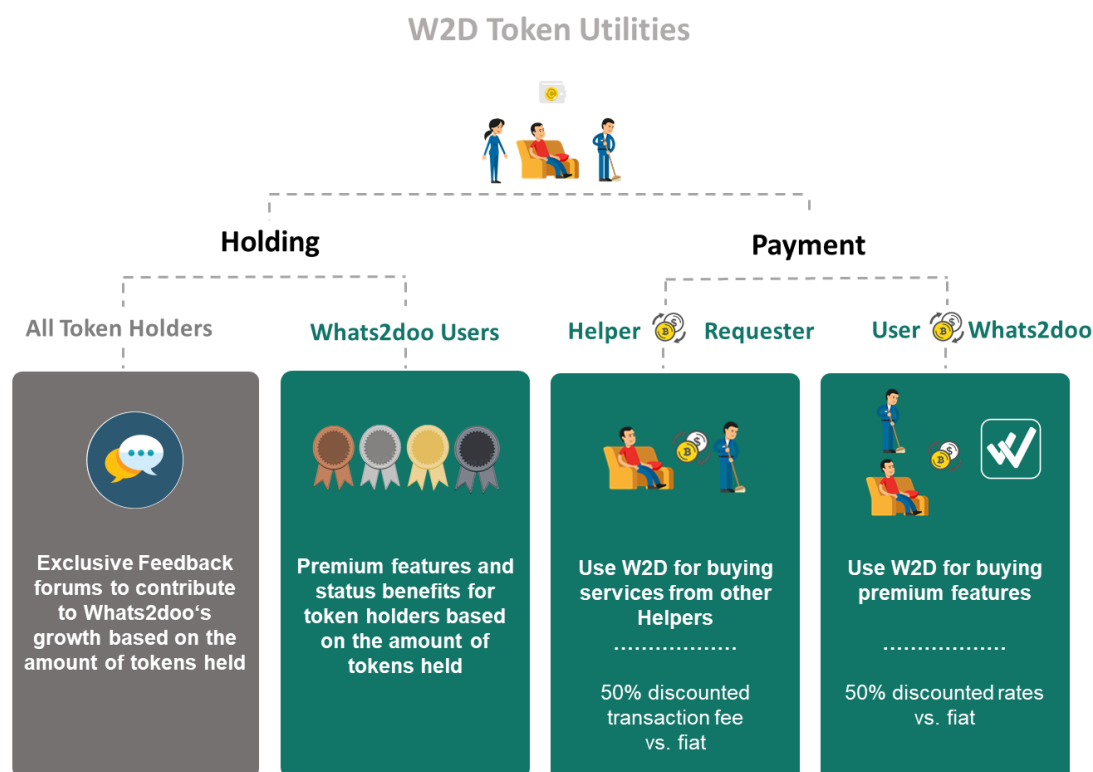
1.2 Whats2doo is planning to use Blockchain Technology

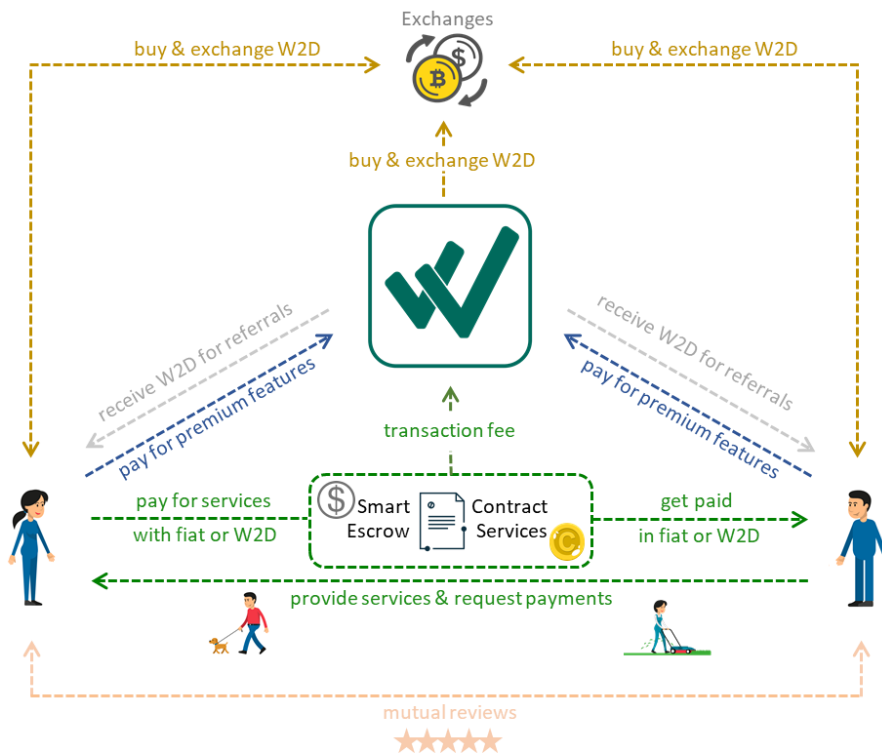
While we are on a successful growth path already, blockchain technology offers great potential and solid advantages to Whats2doo and our community. In a dual approach we plan the following:

- Integrating blockchain technology into the platform functionality to build transparency and trust
- Introduce W2D utility tokens for fast and secure transactions to complement the blockchain eco-system

1.2.1 W2D Token

W2D Tokens are ERC20 based utility tokens that have certain payment- and holding utilities associated with Whats2doo.





The Whats2doo eco-system will be fueled by using W2D. In the long run, as cryptocurrencies in general will have an increased adoption, we aim to further promote W2D as the payment of choice for our community.

The amount of W2D Coins is limited to 300,000,000 W2D, and the demand is expected to increase steadily while the platform grows and attracts more users. During the ICO, W2D Coins will be distributed at a rate of 9,000 W2D = 1 ETH to participants in the contribution period that is expected to begin May 1st, 2018. Bonuses will be granted for early contributors (outlined on page LINK). After the ICO the coin will be listed on exchanges as soon as possible, making it easy for you to trade W2D Coins.

Maximum number of tokens generated (Hard Cap)	300,000,000 W2D (no further W2D will ever be generated)
Soft-Cap	2,500 ETH ~ 15,000,000 W2D
Tokens available in the crowd sale	150,000,000 W2D (50% of token supply)
Pre-ICO rate	1ETH = 9,000 W2D (50% Bonus)
ICO rates	1ETH = 7,500-6,000 W2D (up to 25% Bonus) (depending on time of contribution)
Token Freeze	Team tokens are frozen for 12 months Company tokens are frozen for 24 months
Exchanges	W2D will be listed on major Exchanges as soon as possible

1.2.2 On-Platform Blockchain Technology

By integrating blockchain technology in connection with and beyond W2D Tokens on the platform, the community will benefit directly from a range of planned functionalities to improve the user experience while ensuring privacy and security.



Pay with W2D for Services and Premium Features

W2D Tokens will be offered as an alternative to fiat payment for payments among users and for purchasing premium features on the platform. Our community will directly benefit from the ability to offer lower transaction fees, secured payments and to earn crypto assets with their own hands work. W2D holders will be able to actively contribute to the way forward of Whats2doo through feedback groups.



Transparent Transactions

All transactions will be stored on the blockchain and therefore these cannot be changed or tampered with. This will give Requesters and Helpers confidence, instills trust and prevents fraud.



Data Protection

In the digital era, protection of personal data is key. In a self-sovereign identity concept, users store their own identity data on their own devices, and control access. Thus, for the future we intend to get rid of a central repository of identity data and decentralize of user data, too. We want to make sure that our users' personal data is protected and will work with external identity management partners to integrate them into our platform.



Public Profiles

While we want to protect identity data of our users, we want to make sure that each user will have a public user profile, that shows what ToDos they requested or helped with, to instill trust and improve the user experience.



Proven Reviews

Part of the public profile shall be reviews, that are to be stored on the blockchain. Fake reviews become more challenging and therefore we aim for a secure proof of the actual work done by a Helper. If users want, we want to offer them to export reviews to other platforms through an open API. We will in return allow for other blockchain reviews to connect to Whats2doo.



Feedback Groups

In feedback groups our contributors and token holders can actively participate vote on the expansion and development of features. Based on the amount of token held, we want to use blockchain technology for secure feedback voting's.

1.3 A passionate Team supported by world-class advisors

The core team has worked together for the last 1,5 years developing the idea of Whats2doo, trying out several details and sharpening the business model up to now through the launch phase beginning in June 2017. After this intense period of working together we have deepened our relationship, know our strengths and weaknesses. We have also grown to a profound team using external moderation in difficult phases. Our advisors joint us because they believe in our several-layer business model and see in us a team to make a vision come to life.

Leadership Team



Ilja Leithold
CEO



Yanis Hamdali
CMO



Lucas Löffel
CTO



Hannes Rothwell
COO

Lead Advisors



Chritian Vogel
Private Equity &
Tech Venture Investor



Sascha Grumbach
Managing Partner at
Argopreneurs,

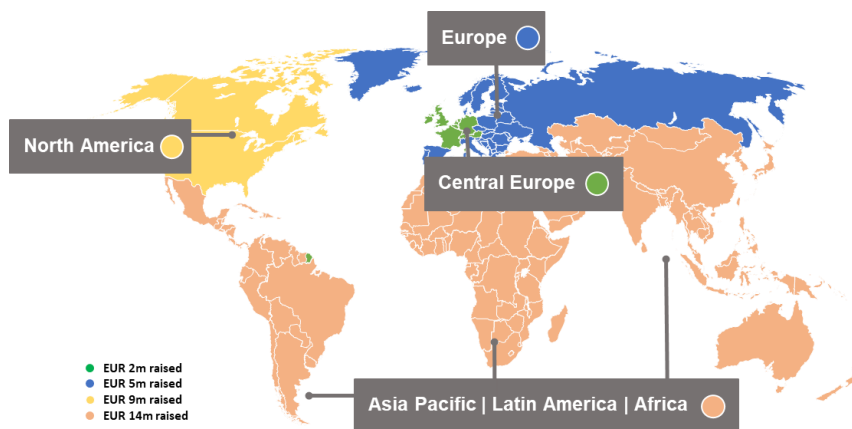


Edgar Kampers
Marketplaces and
Community-Currency Expert



Scott Morris
Blockchain Expert
and previous Bancor
Advisor

1.4 Way Forward and Business Model



Our key goal will be to grow the platform and our community. We will focus the growth on metropolitan areas and cities above 1M inhabitants. However, instead of targeting the world at once, we will focus on a sustainable growth strategy in country clusters to make use

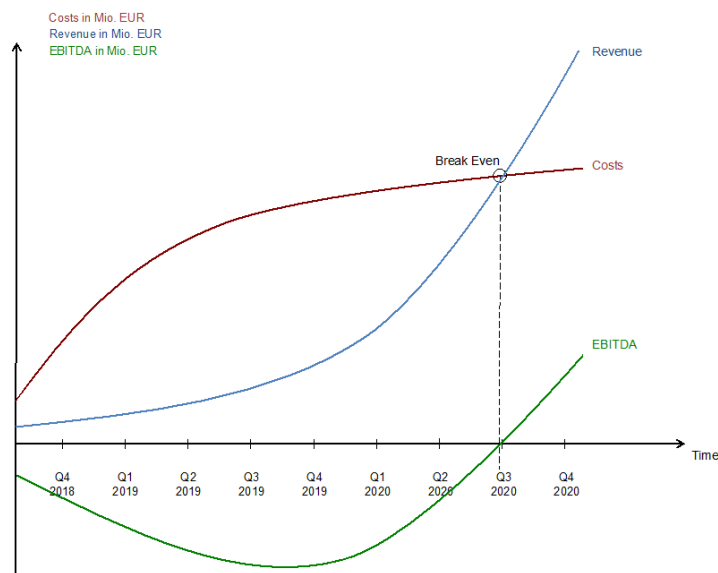
of self-accelerating network effects focus areas.

Depending on the funding that we raise in the crowd sale, our growth will be staged in regions as shown in the graphic below. For our minimum goal of EUR 2m, we will focus on Central Europe (German, France, UK, Switzerland, Austria). At a stage of EUR 5m, we will target entire Europe. When raising EUR 9m, we will also include North America. And at an EUR 14m EUR stage we will aim to leave a global footprint.

For our commercial growth, we estimate decreasing marginal costs over time and over proportional revenue growth over time due to growing network effects in our target regions.

The platform offers a highly scalable revenue model depending on the user base, that is comprised of Transaction Fee Revenues, Premium User Account Revenues, One-Time-Fee Revenues and

Advertising Revenues. Costs are divided into fixed costs for Core Development and Overhead, as well as variable costs for Marketing and Local Growth.



These estimations are based on the launch phase of Whats2doo. The team has tested and proven the concept with 5,000 users in Germany and is now ready for a global rollout.



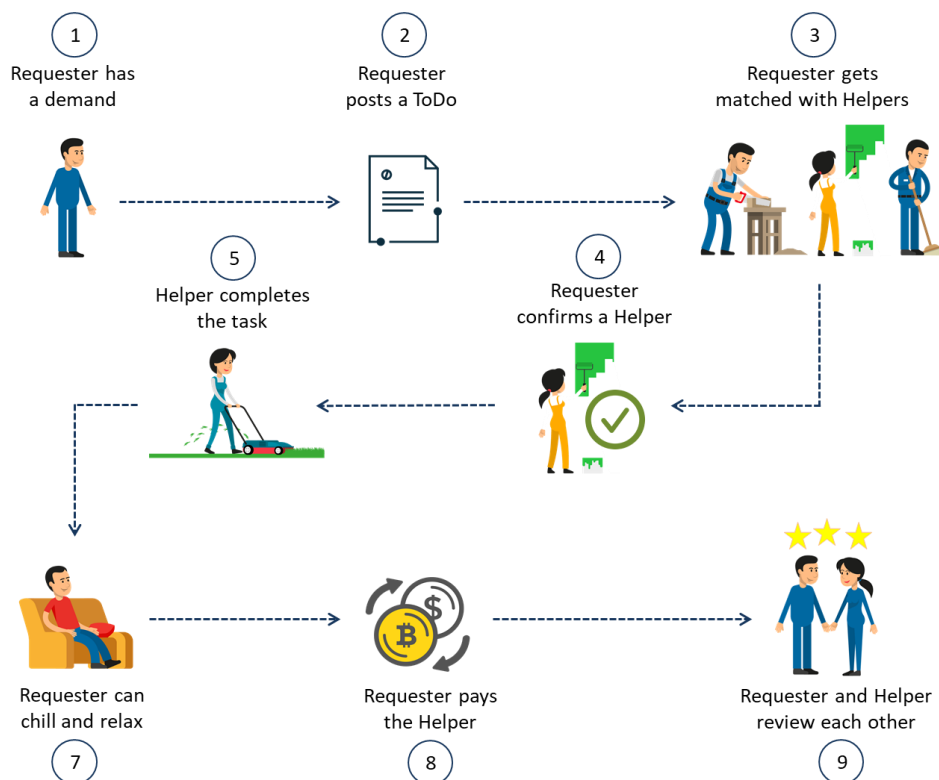
2. Whats2doo Background

In this part of the White Paper, you will be given an overview on Whats2doo, the platform behind W2D Tokens. The section will outline Whats2doo's key success factors and provide insights into the business model and the market environment.

2.1 What is Whats2doo

Whats2doo is a fully automated peer-to-peer marketplace for services and small to medium jobs. We bring people together: those who offer services – our so-called Helpers – and those who need them – we call them Requestors. Be it cleaning, dog sitting or translation services. We have it all and connect customers, sole entrepreneurs and companies in more than 300 categories.

The way our platform works is easy. Requesters can post Todos on the platform, and our algorithm matches them with suitable Helpers. Requesters can then chat with potential Helpers to clarify details, choose a Helper and sit back to relax. Helpers can also contact a Requester proactively via the chat. Helpers do the jobs, get paid and both Helper and Requester can provide mutual reviews at the end.



Whats2doo is online since June 2017 and has currently more than 5,000 registered users in already three German launch cities: Berlin, Hamburg, and Munich. The user interface allows for Todos to be posted within a minute and suitable helpers to be contacted straight away. Our ambition is to grow globally and become the major marketplace for services and small jobs with a unique and easy to use customer experience for helpers and requestors.

2.2 Whats2doo's Development History



Q2 2016

An idea was born

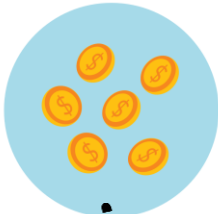
Hannes' and Ilja's vision to create the world's #1 leading marketplace for services. They analyzed the market and set up the plan for founding the company.



Q3 2016

Getting started

The founders used their headhunting skills to acquire talented programmers and started to develop the first MVP. The Whats2doo team took part in Microsoft's BizSpark Start-Up Program.



Q4 2016

Pre-Seed-Funding by Business Angels

The first Business Angels contacted Whats2doo after a row of events and wanted to take part in the potential growth. In total Whats2doo raised app. EUR 100,000 for the launch phase.



Q1 2017

Launching the Beta

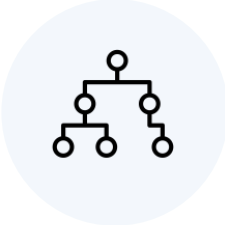
The team was able to launch the Beta to a selected group of early adopters. The first feedback was fantastic, so the team was confirmed in their project and vision.



Q2 2017

First Features - Chat

After the Beta was launched, the team analyzed the user behavior and started to develop next features, beginning with an native developed chat solution.



Q2 2017

More Features - Matching Algorithm

We deployed and improved our matching algorithm by adding specific geo-location data and the availability of specific calendar schedules.



Q2 2017

Integrating a Payment Service Provider

We acquired more users who provided feedback on the platform. Based on that feedback, the team improved the application and integrated PayPal as a preferred payment service provider.



Q2 2017

Cooperating with ERGO insurance

To insure all transactions that are paid over the platform we closed a deal with the leading insurance company ERGO to make sure that we can take care of potential damages or other liabilities.



Q3 2017

Testing the Platform

We launched first user acquisition campaigns and got very promising results: Based on our tests we grew the user base to >5.000 users in three German launch cities to back test our predictions and smooth the process.



Q3 2017

Integrating other Payment Service Provider

To improve the user experience, we implemented a second payment service provider: Adyen. Another step to foster our revenue streams.



Q3 2017

Acquiring Corporate Customers

We started to target commercial customers as Helpers or Requesters.



Q3 2017

Diversification of Revenue Streams

We piloted and analyzed different revenue streams, which are explained in more detail below. In total we generated an estimated Gross Merchandise Value (GMV) of >100,000 € in the first months after launch.



Q4 2017

An ICO for Whats2doo

It became more and more obvious that the community would benefit from a blockchain-based concept. The team decided to pursue the ICO road.



Q1 2018

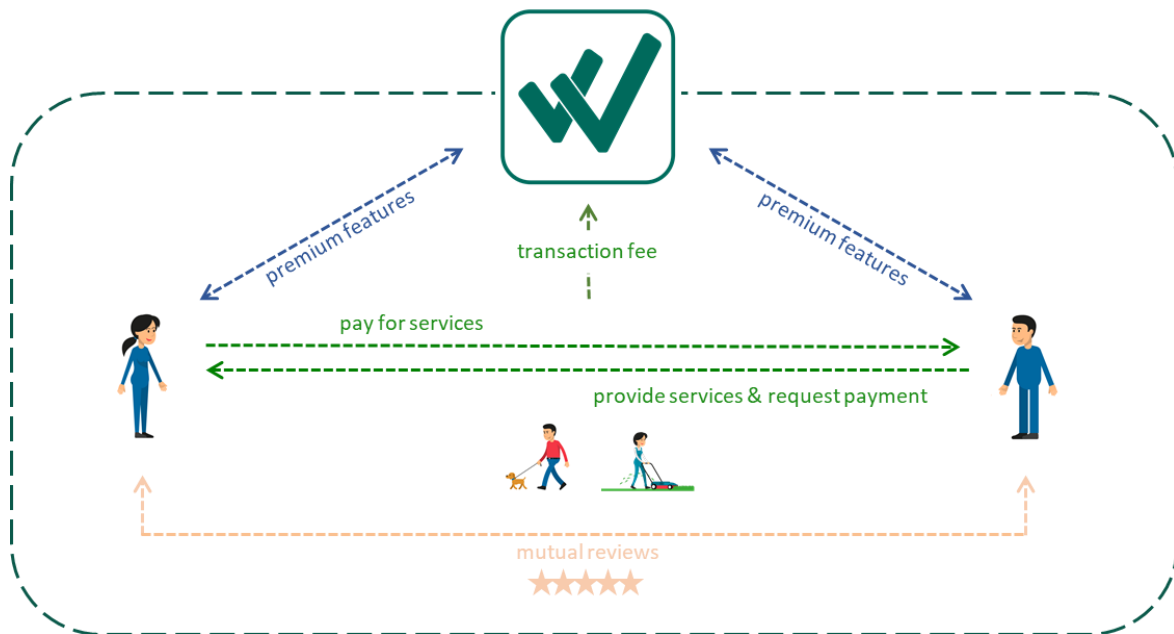
Set the date for the ICO

The founders were able to attract a global network of advisors and presented the idea to the crowd. Contributors from all over the world started to join the movement.

2.3 The Whats2doo Community

Whats2doo Helpers (those who offer services) can register on the platform with detailed user profiles to show their skills, experiences and network. We aim for an ID- and ability check will be executed for compliance reasons for all Helpers. All reviews that Helpers have received over time will be linked to their profile. Helpers are notified when matching Todos are posted and can apply. However, they might also be contacted by Requesters proactively based on their reputation or as suggested by the smart algorithm. There are private and corporate helpers. Corporate helpers will have to get a premium account, which allows them to bring their teams on the platform and Whats2doo takes over handles certain processes such as invoicing.

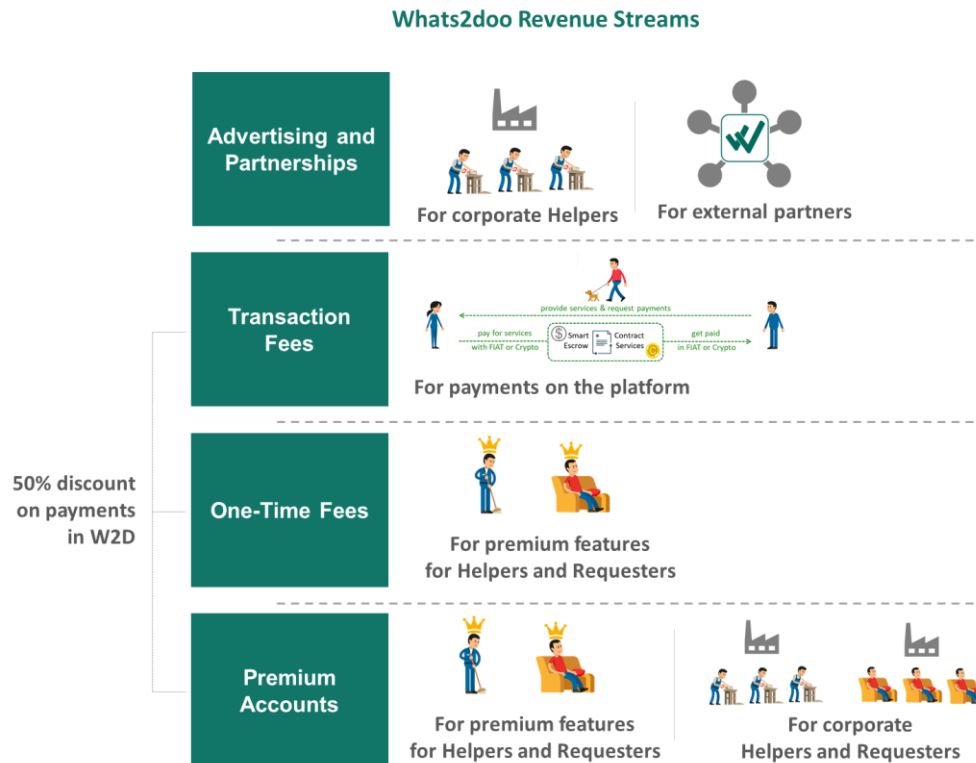
Whats2doo Requesters (those who need services) can post short-term or long-term jobs (we call them Todos) and find Helpers through the platform. Once a Requester posts their ToDo, matched Helpers are notified and can apply for the job. However, Requesters may also proactively reach out to Helpers they prefer. By using the chat function on the platform, Requesters can clarify details and choose the Helper they prefer for a job. Requesters can be both private people or corporations.



We believe in our community and so we want to build trust. Reviews will be transparently stored on the blockchain, while we will be respecting users' privacy through storing personal data out of the blockchain. With leading IT security experts on our advisory board, and a strong legal partner on our side, we will make sure that data privacy regulations will be met, and users will be protected while ensuring the best possible user experience. Our experienced customer care team will assist both Helpers and Requesters at all times. As feedback is a gift to us, not only the customer care team but also our token holder feedback will be used to constantly improve our service process.

2.4 Business Model

For providing the infrastructure and services to our users, Whats2doo has four revenue streams.



Transaction-based Charges

For every transaction on the platform, be it in fiat or in W2D, a certain percentage of the payments is taken as a fee. These fees will be paid by Requesters and discounts will be offered to premium account customers and those who pay in W2D. This model is easily scalable, and revenue grows proportionally to the external turnover on the platform.

One-time Charges

For certain premium functions of the platform such as chatting with more than five potential Helpers as a Requester or being displayed more prominently to Requesters as a Helper, fixed fees will apply. Premium account users and those users who pay fees in W2D will receive discounts.

Premium Account Fees

To reduce on platform fees, Requesters might want to go for a premium account. Helpers will have different premium accounts for companies or sole Helpers. Companies will get multiple team members on board and get access to premium functions such as automatic invoicing or team management. Sole Helpers will get premium accounts with more analytics and prominent positioning to Requesters. Premium accounts will be bookable on a monthly, quarterly or yearly base. A 50% discount applies for payments in W2D.

Partnerships & Advertising

Partnerships can be various. Two already tested and proven ways are advertising partnerships and employee incentive programs.

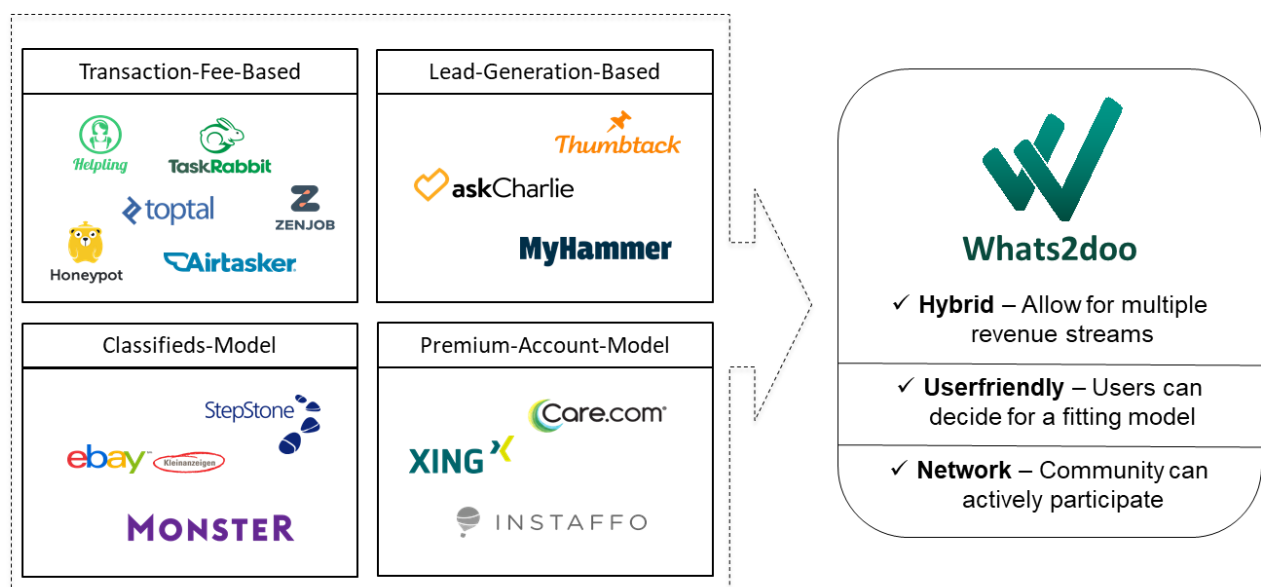
For advertising, both external and on-platform partners can engage in strategic partnerships or classical online advertising partnerships. Strategic partnerships give brands access to the Whats2doo community for brand collaborations. Classical online advertising partnerships include selling ad space on the platform and several known models such as pay-per-click or pay-per-reach. Discounts will apply on payments in W2D.

For employee assistance programs, our sales team will work with corporate clients that want to offer services such as cleaning or babysitting as incentives to their employees. A market that we have made great experiences within our launch phase in 2017.

2.5 Competitive Analysis – The Market

2.5.1 Revenue Models

The market for services is clustered into four different revenue models. Transaction-based models charge a fee from the transaction between the service provider and the requester. Lead-generation models charge helpers a fee for getting leads to potential customers. Classifieds models charge users fees for posting on the marketplace. Premium-account models charge fees over a period of time for users to access the platform or certain features.









Whats2doo, however, has tested all the revenue streams in the proof of concept phase in 2017 and decided to go for a hybrid model to make use of all the revenue streams and to offer Helpers and Requesters a choice to either go for premium accounts or charge one-time fees for lead generation or classifieds.

2.5.2 Competitive Advantage

In terms of features and strategy, we are aware that the overall business model of marketplaces for services is not unique, though Whats2doo has three critical competitive advantages to conquer the \$1,2tn market for peer-to-peer services and beyond:

1. Whats2doo has the most sophisticated internationalization strategy, focusing on becoming a regional champion in target regions
2. Whats2doo is technologically advanced and focuses on tangible blockchain integration based on a proven business model
3. Whats2doo offers 300+ service categories with cross-selling potential already and has the best development potential due to expansion plans into the market for full- and part-time jobs

	Blockchain Companies			"Old Economy" Companies		
						
Technology	●	◐	◐	◐	◐	◐
Pricing	●	●	●	◐	◐	◐
Variety of services in scope	●	◐	◐	◐	◐	◐
Internationalization	●	◐	◐	◐	◐	◐
Decentralization	●	◐	◐	○	○	○
Full & part-time-jobs	◐	○	○	○	○	○

We see the competition being divided into traditional players (old economy) and competitors that plan to make use of the blockchain technology (Blockchain Companies). While traditional players operate from a strong bargaining position due to their market share, Whats2doo aims to revolutionize the market with competitive pricing models, decentralized features for improved security and user experience and a broad scope of service verticals offered. We see this broad scope across more than 300 vertical service categories as a key competitive advantage with cross-selling potential. Happy Requesters stay on the platform and book services in different categories.

In terms of technology, Whats2doo has tangible blockchain goals and an experienced team working on it. The platform exists already and is working, ready for scaling.

In terms of pricing, blockchain competitors can afford lower fees due to efficient transaction technologies and low overhead cost, due to the small company sizes. When it comes to full- and part-time jobs, none of the direct competitors is already targeting this market. For Whats2doo, however, this is a key strategic objective and our founders' background in the headhunting business is fueling that strategic objective. As mentioned above, the headhunting business offers great market potential of \$200bn. In that sphere, key competition included LinkedIn (or local LinkedIn alternatives), Monster, or Experteer while none of the global competitors is targeting job placements with low-medium incomes. These incomes are typical for service-related jobs and for Whats2doo, it's just a minor step to enter that market.

2.6 Development of the Market for Services and Jobs

The market for services is broad and grows fast. The gig-economy gives people access to extra income or allows them to make a living by fulfilling micro-jobs or doing freelance work. The freelance market alone is worth \$1.5 trillion worldwide. For home services, market sizes and -growth are considerable with \$400 - 800 million market size and annual growth rates of 6-8% depending on the branch alone in the US.¹

Whats2doo's target market reaches across freelancers, home service providers, digital service providers and self-employed professionals. In the US and Europe, 20-30% of the workforce is made up of independent workers who are self-employed or do temporary work.²

Additionally, we see a huge opportunity in the market for direct placements for full- and half-time jobs. The recruiting industry is a \$200bn³ market that is expected to grow fast. Our founders' profound experience in headhunting are a solid base to develop Whats2doo further in that direction.

¹ cf. <https://www.franchisedirect.com/information/homeservicesfranchiseindustryreport2017/>

² cf. <https://www.forbes.com/sites/elainepofeldt/2016/10/10/mckinsey-study-independent-workforce-is-bigger-than-official-data-shows-in-u-s-europe/#5cefe73464ac>

³ cf. <https://www.forbes.com/sites/joshbersin/2017/05/26/google-for-jobs-potential-to-disrupt-the-200-billion-recruiting-industry/#4981314c4d1f>

2.7 Whats2doo Key Success Factor Summary

A working, scalable platform with a proven concept

Whats2doo is online since June 2017 and starting from Berlin, has conquered already three German launch cities. As a peer-to-peer marketplace for services in more than 300 categories, Whats2doo is a one-stop-shopping solution. No need for a user to sign up to 30 different platforms, there is just one for all with a seamless and smooth user experience – Whats2doo.com.

Making the Blockchain work for us

By decentralizing processes in the blockchain, Whats2doo will increase safety, speed and convenience for the users. Helpers' validations and reviews will be securely and trustworthily stored under a self-sovereign identity management concept. Payment will be fast and securely proceeded through the blockchain by introducing our utility token W2D to the community that is connected to a variety of convenient features for both helpers and requesters. However, W2D will not only be usable for transactions between Helpers and Requesters, but also for all payments between users and Whats2doo for premium features and premium accounts.

We have successfully proven the concept of Whats2doo, and our next goal will be to scale it up and progressively introduce blockchain features and incentivize the use of payments in W2D through low fees and convenient transactions.

An experienced Team with world-class Advisors

Our founders have their backgrounds in headhunting and an excellent track record of growing profitable businesses. Their experiences were the fundament for Whats2doo and with passion, they grew the company to currently more 20 employees that are all-in for the platform and the upcoming ICO. Experts from Business Consulting, Marketing, blockchain, and Development form a unique rat-pack.

The team is supported by world-class advisors right from the beginning. Private equity experts and venture capitalists build the financial part of the advisory team. Long-term community marketplace consultants and blockchain experts (e.g. from the Bancor advisory board) ensure solid platform- and token economics. The advisory team have all had numerous experiences in scaling businesses to global champions.

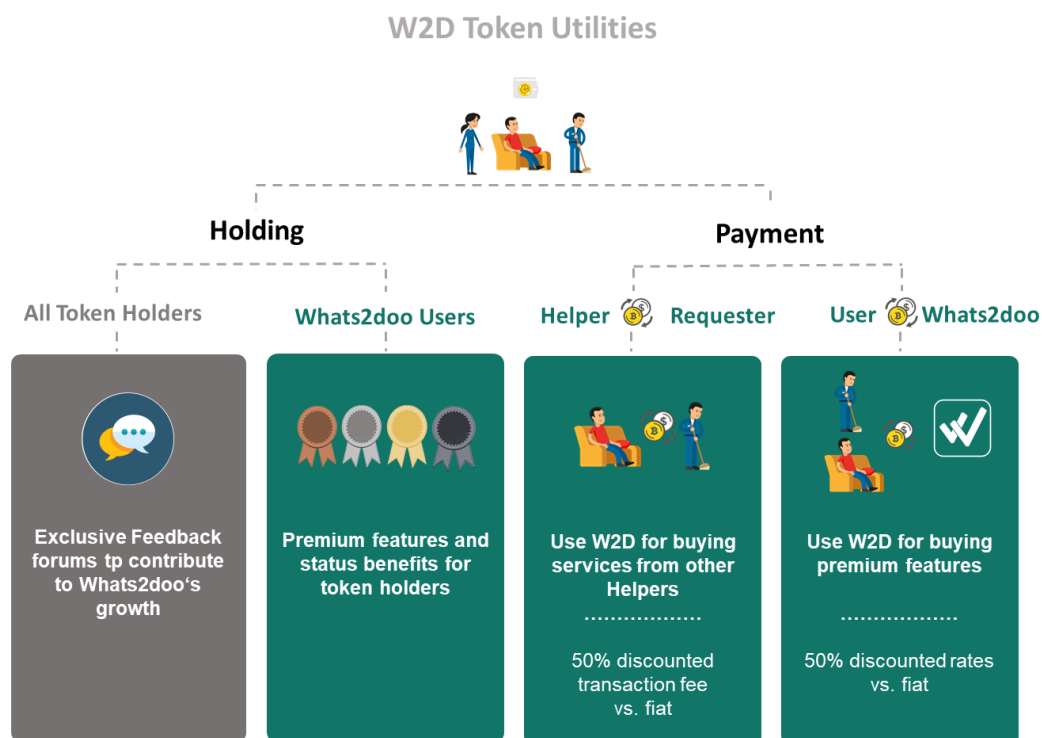
3.W2D Token

3.1 W2D Token Vision

W2D is the utility token that fuels the service economy of the future. Finally, crypto assets get closer to the real world and everyone can earn crypto assets with their own hands' work. W2D will be tradeable on major exchange platforms and by using W2D, Helpers and Requesters will be able to reduce transaction costs, improve security and transparency. Additionally, everyone who holds W2D will be given access to exclusive feedback groups to actively contribute to the development of the platform.

With the community and our strong partners, we will constantly seek to develop both W2D Tokens and the Whats2doo platform.

3.2 Functionality W2D Token



3.2.1 Payment Utilities

- Exchange of value Helper – Requester**

W2D will be an alternative payment method for services on Whats2doo. Requesters and Helpers will be able to pay each other in W2D. Transaction fees will be decreased by 50% compared to fiat payment. In the long run, as cryptocurrencies in general will have an increased adoption, we aim to further promote W2D as the payment of choice for our community.

- **Exchange of value User – Whats2doo**
Fees apply for certain premium features on Whats2doo. Both Helpers and Requesters will be able to pay these fees on Whats2doo in W2D for a 50% discounted rate compared to fiat payment.

3.2.2 Holding Utilities

- **All W2D Token holders**
All W2D Token holders that hold more than 10,000 W2D will have access to exclusive feedback group where the Whats2doo team will stay in close contact with them and ask their opinion on selected development plans.
- **W2D Token holders with an account on Whats2doo**
W2D Token holders that have an account on Whats2doo, will be given access to various incentives based on the amount of tokens they hold. They will be ranked and marked as Bronze, Silver, Gold, or Platinum tier users. The team will show their appreciation by specially marking user profiles with creative avatars and introduce frequent gamification elements as loyalty rewards.

Bronze – Users that hold more than 100,000 W2D
Bronze users will get another 10% discount on one-time fees and premium account fees for as long as they hold the amount in their Whats2doo wallet.

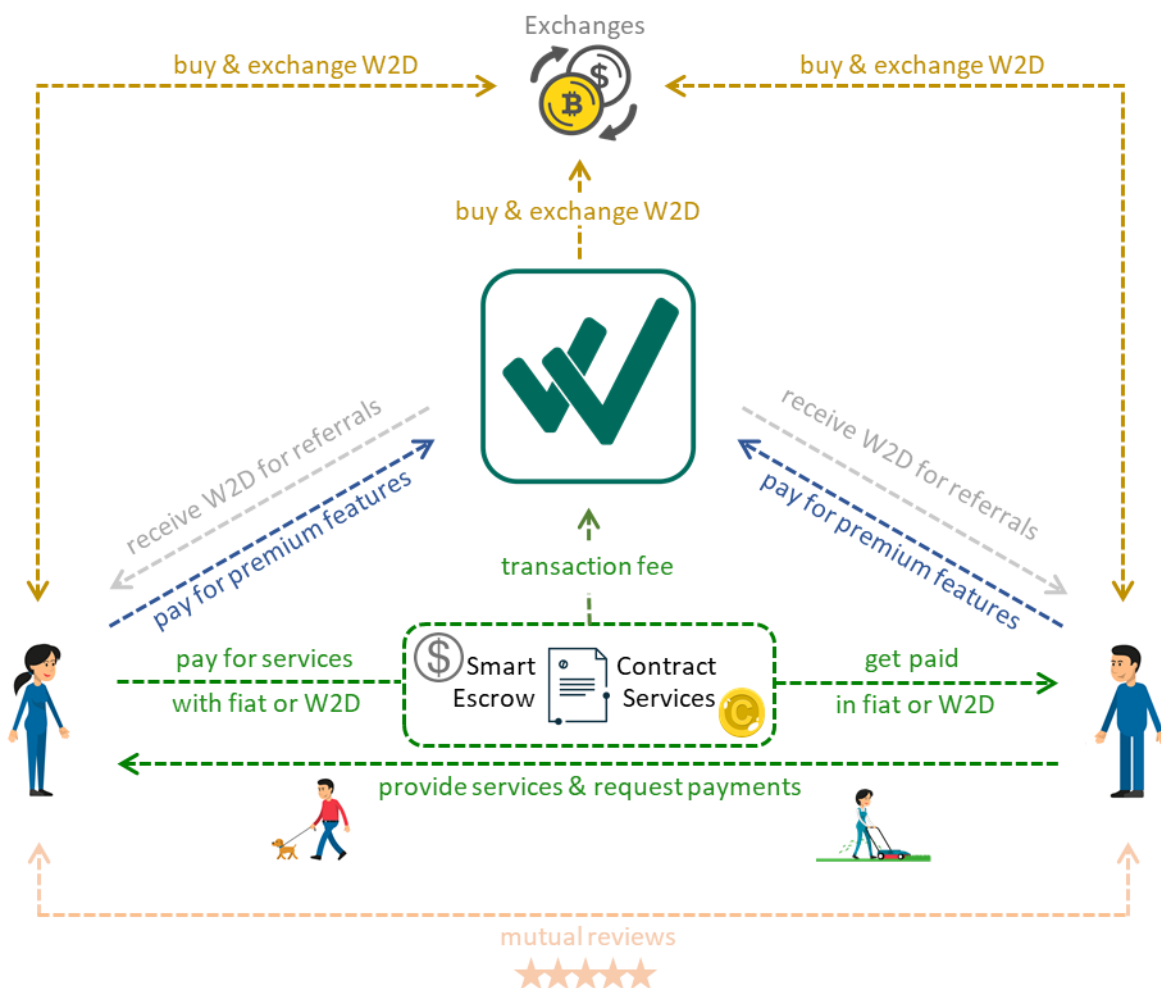
Silver – Users that hold more than 200,000 W2D
Among to the Bronze benefits, Silver users will be invited free of charge to the annually planned Whats2doo JobChain conference where world-class speakers and blockchain enthusiasts will get together for keynotes, workshops and announcements of new developments and features.

Gold – Users that hold more than 500,000 W2D
Among to the Silver benefits, Gold users will get free premium accounts for as long as they hold the required number of tokens. As a further incentive, Gold users will receive an advertising partnership for a chosen location. This status offers great advantages, e.g. for corporate helpers.

Platinum – Users that hold more than 10,000,000 W2D
Platinum users are Whats2doo enthusiasts. Among the Gold benefits, they will pay no fees at all (incl. no transaction fees) and will be invited to join the quarterly Whats2doo leadership team meetings

3.3 W2D in the Whats2doo Eco-System

Maria, 26, needs a dog sitter for her dog Mikey while she's at work. She has a Whats2doo account that is linked to her W2D wallet. Maria exchanges some ETH for W2D and tops up her W2D wallet. She posts a ToDo and the platform suggest Steve, who is a well-known dog sitter in her neighborhood. Instead of waiting for applications, Maria decides to directly contact Steve for a little fee in W2D. Steve accepts the ToDo and the price is transferred to the smart contract. After Steve has taken care of Mikey, he is paid in W2D Tokens through the smart contract after Maria confirmed that the Job is done. Both rate each other and Steve can now hold his W2D to benefit from token appreciations, buy other services from Helpers, or to exchange them into other cryptocurrencies or fiat on exchanges.



Why would Requesters prefer to use W2D?

Finally, Requesters can make use of their crypto-assets in real life. By using W2D they save 50% of transaction fees and can purchase premium features from Whats2doo for at a 50% discounted rate compared to fiat payment. If they hold enough tokens, they can even actively contribute to the future of Whats2doo or might enjoy status privileges such as a free premium account or no transaction fees at all.

Why would Helpers prefer to receive W2D?

By using W2D, Helpers get their payment fast and secure. They can finally earn crypto assets with their own hands work and can benefit from token value appreciations. By using W2D they save 50% of transaction fees and can purchase premium features from Whats2doo for at a 50% discounted rate compared to fiat payment. If they hold enough tokens, they can even actively contribute to the future of Whats2doo or might enjoy status privileges such as a free premium account, team accounts for corporate Helpers or no transaction fees at all. Furthermore, all token holders can also benefit from an appreciation of the token value.

Where do users get W2D from?

Users can get W2D from the ICO, Exchanges or by being paid in W2D as Helpers.

How can users exchange W2D?

Requesters can use them to pay Helpers for receiving services on the platform. Token holders can exchange their W2D into other cryptocurrencies or fiat on Exchanges.

3.4 Blockchain Features Related to W2D

The integration of W2D will be the base for further blockchain technology integrations. Our community will benefit directly from a range of planned functionalities to improve the user experience while ensuring privacy and security.



Pay with W2D for Services and Premium Features

W2D Tokens will be offered as an alternative to fiat payment for payments among users and for purchasing premium features on the platform. Our community will directly benefit from the ability to offer lower transaction fees, secured payments and to earn crypto assets with their own hands work. W2D holders will be able to actively contribute to the way forward of Whats2doo through feedback groups.



Transparent Transactions

All transactions will be stored on the blockchain and therefore these cannot be changed or tampered with. This will give Requesters and Helpers confidence, instills trust and prevents fraud. We are proud of our community and want to do anything to make them happy.



Data Protection

In the digital era, protection of personal data is key. In a self-sovereign identity concept, users store their own identity data on their own devices, and control access. Thus, for the future we intend to get rid of a central repository of identity data and decentralize of user data, too. We want to make sure that our users' personal data is protected and will work with external identity management partners to integrate them into our platform.



Public Profiles

While we want to protect identity data of our users, we want to make sure that each user will have a public user profile, that shows what ToDos they requested or helped with, to instill trust and improve the user experience.



Proven Reviews

Part of the public profile shall be reviews, that are to be stored on the blockchain. Fake reviews become more challenging and therefore we aim for a secure proof of the actual work done by a Helper. If users want, we want to offer them to export reviews to other platforms through an open API. We will in return allow for other blockchain reviews to connect to Whats2doo.



Feedback Groups

In feedback groups our contributors and token holders can actively participate vote on the expansion and development of features. Based on the amount of token held, we want to use blockchain technology for secure feedback votings.

4. Team and Advisors

4.1 Team

The core team has worked together for the last 1,5 years developing the idea of W2D, trying out several approaches and sharpening the business model up to now through the test phase beginning in May 2017. Through this intense period and working together we have depended our relationship, know our strengths and weaknesses. We have grown to a profound team also using external moderation in difficult phases. Our advisors joint us because they believe in our several-layer business model and see in us a team to make a vision come to live.



Ilja Leithold – Chief Executive Officer

Ilja is a serial entrepreneur who was involved in founding many successful businesses such as PERM4 from scratch to valuations of EUR >100m. His track record goes back through various executive positions in headhunting- and e-commerce start-ups and he is part of the Berlin crypto-scene since the early days. While being invested in many successful Berlin start-ups, his full dedication is now on making Whats2doo a sustainable success story.

Ilja as the CEO is responsible for strategy, staff, legal and funding.



Hannes Rothwell - Chief Operations Officer / Head of ICO

Hannes is the Chief Operating Officer of Whats2doo and responsible for product management and the ICO. He worked in a bunch of headhunting start-ups, together with Ilja, in Berlin and was as a project manager at Accenture's IT Strategy practice. He also has his own event agency and business consultancy. Hannes is into the cryptocurrency scene since more than five years and has built a broad network and solid knowledge in this field. For the future, he will lead implementation of the technical development with the CTO.



Yanis Hamdali – Chief Marketing Officer

Yanis, as Chief Marketing Officer, is responsible for the marketing concept, campaigns, funds allocation and the rollout of the expansion supporting campaigns in our target regions. Previously, he worked for Bayer, one of the world's largest life science companies, as a global project- and marketing manager for the 1,5bn Animal Health Division, where he was responsible for international PR campaigns. His passion for cryptocurrencies dates back to 2015. He is a successful crypto investor and -consultant with profound experience in trading and investing.

**Lucas Löffel – Chief Technology Officer**

Lucas was into Development long before studying computer sciences. He is a passionate full stack developer with years of experiences. Lucas helped growing one of the leading German IT companies and built the infrastructure for millions of visitors. He started some crypto-projects last year and joined Whats2doo for the ICO. As CTO, Lucas is responsible for Development, Security and Blockchain integration at Whats2doo.

**Patrick Rujan - Marketing Manager**

Patrick studied together with Ilja and then accompanied him on different stations. He is responsible for operational marketing and community management within Whats2doo. When he realized the potential of Bitcoin & Co., he invested all his savings and is looking forward to this wise decision today. He will also be intensively involved in the operational management of marketing and public relations activities during the ICO.

**Jacqueline Odendahl - Accounting and Controlling Manager**

Jackie has worked on Controlling and Accounting Projects with many different international clients as a Senior Consultant for EY's Advisory practice. She is responsible for Controlling and Accounting at Whats2doo and for the ICO.

**Julian Daiber - Front End Developer**

Julian has been a passionate web developer and designer for over 10 years. He is part of Whats2doo's founding team from the beginning and has been responsible for developing the web application and our user management system. Before joining Whats2doo, he worked extensively for various major corporations on the development of their websites and platforms. For more than two years, he has worked extensively with the Ethereum blockchain and other emerging cryptocurrencies.

**Kristina Drenker - Manager Communication Design & PR**

Kristina joined Whats2doo on a part-time basis in February 2018. She is responsible for identifying branding opportunities and how to execute messages of Whats2doo in an engaging, exciting and emotive way across various channels. Being passionate for communications and innovations, she has supported and led various digital transformation programs by establishing and executing communication initiatives at Bayer AG and her current job at Coca-Cola European Partners.

**Paul Sprotte - Chief Backend Developer**

Paul was also part of Whats2doo's founding team and is primarily responsible for the backend and architecture of the platform. Before joining Whats2doo, he spent several years working for Berlin's largest development agency, developing his own IOS apps and databases for startups and corporations. He believes the blockchain will change the internet forever and has already developed his own coins, ERC20 tokens and other blockchain specific applications.

**Maximilian Tolksdorf - Community Manager**

Max is responsible for managing the Whats2doo ICO community on social media. He has a background in Mathematics, Physics and Engineering and Max is a Blockchain- and Crypto-Enthusiast since the early days.

**Cake - Happiness Manager**

Cake is a team member since day #1. Whenever someone from the team needs a bit of love, Cake reliably provides cuddling and other activities to relieve stress or boost creativity.

4.2 Advisors



K. Christian Vogel, Germany - Investor with long history in Private Equity, Venture Capital and Consulting / interim management.

Christian supports family businesses and start-ups, mainly in solving strategic challenges on business growth, shareholders, digitalization and financing. His private investment focus are firms with a technology edge. He worked for 20 years in Private Equity and Tech-Venture Capital. Before that, he worked for nearly 10 years in the automotive industry and in strategy consulting. Christian has a degree in mechanical engineering from RWTH Aachen.



Sascha Grumbach, Germany - Private Equity Manager and expert for company building and -growth.

Sascha is serial entrepreneur in the Tech industry but also has a great passion for structured processes as well as organizing ideas and people to teams and companies. He co-founded and is managing director at Argopreneurs and Argo Brainworks, a coaching and consulting company. Argo uses exponential technologies and innovative methods to foster the “new” in companies. He also founded Argo Labs and Mantilope. Mantilope specializes in turning business ideas into a reality by guiding their development from scratch to market entry, either domestically or internationally. As an entrepreneur, he founded kardea.de a one-stop shopping health platform. His business experience before this is diverse and clearly leading to service and consultancy.



Edgar Kampers, The Netherlands - Tokenomist, currency architect, fintech & circular economy innovator.

Edgar is co-founder of Qoin. Qoin introduces, implements, and manages professional community currencies throughout Europe. Edgar has assisted authorities, SMEs and citizens to use community currencies to reach sustainable economic growth, ecological balance, and social progress. He believes and has proven, that community currencies ('complementary currencies', 'alternative currencies' or 'social currencies'), are monetary instruments that develop and implement specific social, environmental and commercial objectives. Community Currencies offer a proven 'toolbox' for stimulating the creation of jobs at local level, re-localizing production and consumption, supporting a vibrant SME (small and medium-sized enterprise sector), building a strong and active civil society. Edgar's worked for many years on international projects in NGOs and in consultancy.



Scott Morris, USA – Blockchain- and Community Currency Expert

Scott is founder of AmeriQoin, which provides currency system engineering expertise and implementation assistance to existing community currencies in North America. He also founded Ithacash, which is a currency system for in and around Tompkins County, New York. Ithacash issues currency in support of charitable and social causes of most concern to the community through a democratically directed fund. As an advisor to Modex Tech and Bancor he gained a lot of experience in driving successful ICOs.



Rob van Hilten, The Netherlands - Expert in strategic and innovation consultancy and community currencies.

Rob is co-founder of Qoin, an agency specialized in community currencies. Community currencies start from the insight that money is not a given, and economy is a social science - it studies the interaction between humans and their organizations. With know-how about how money is constructed, he designs money programs that realizes specific goals, different to maximizing profit. With Qoin Rob is consulting communities and cities in the benefits of local currencies in its widest sense and implements solutions-setting up and managing community currencies that enable groups to realize specific societal goals. His Background is in strategy- and innovation consulting since 1993.



Arie Ben David, Israel - Expert in community currencies and cryptocurrencies, Founder & Chair of the Board at Haim Tov LTD (Group Market).

Arie Ben-David is a Social and Business Entrepreneur that initiated and managed various International business enterprises. The Israeli Fintech Corporation Haim Tov Ltd that developed and started implementing marketplace platforms operating with a Community Currency (CC) that are now branded as Group Market (GM). This unique integration of user-generated and self-owned & managed marketplaces that have their own CC is now boosted by the rise of the blockchain technology and cryptocurrencies. As the CEO of Eco Whale, Arie helped various companies to join the business movement for “Triple P” (People, Planet, Profit). Ben David is also an international Monetary Reform & innovations expert.



Rasikh Morani, USA – Expert for blockchain technology, technical planning, cryptocurrency modeling and development. Rasikh has been working in decentralized solutions since 2014 and has been in the technical planning and development field since early 2013. He is the CITO of Arcadia Media Group Inc. a cryptocurrency marketing, development and image company. He also owns and operates a large domain and hosting platform, Mad House Domains as well as a cryptocurrency technology firm, Blockchain Financials Inc.



Kamish Rehmuthulla, USA – Entrepreneur and Cryptocurrency Planning Consultant.

Kamish has developed a wide array of strategies and skills in the planning, development, and design of cryptocurrency image and financial planning. He is also experienced in managing funds and raising money through private organizations within the cryptocurrency space.

We are finalizing contracts with more Advisors. They will be announced in the next version of this Whitepaper.

4.3 Attorneys and Partners



Corporate Law

Lacore Rechtsanwälte
Markgrafenstrasse 36 - 10117 Berlin
Telephone: +49 30 52000930



ICO Legal Consulting

E&S Consultancy Limited
Palace Court, Church Street, St. Julians, STJ 3049 Malta
Telephone: +356 2010 3020



Strategic ICO Consulting

Arcadia Media Group
7320 E Fletcher Ave, Tampa,
FL 33637, USA

5. ICO Details

After introducing to you Whats2doo, W2D Tokens and our plans forward, this section will now provide you further information on our ICO and contribution details.

5.1 Pre ICO

Our Pre-ICO will begin on May 1, 2018 and will run for 30 days until May 30, 2018. All W2D Coins will be available during the Pre-ICO with no maximum (besides hard cap) and no minimum.

Maximum for sale Pre-ICO:	45,000,000 W2D (max 5,000 ETH)
Pre-ICO price:	1 ETH = 9,000 W2D
Minimum transaction amount:	0.5 ETH
Pre-ICO sale period:	01:00am UTC May 01, 2018 to 01:00am UTC May 30, 2018
Coin distribution:	Smart contract will distribute tokens instantly upon receiving ETH
Minimum Pre-ICO goal:	No minimum

Bonus Rate

Our Pre-ICO has an exclusive bonus rate of 3,000 W2D Coins per 1 ETH contribution for the entire period.

Pre-ICO Funds

The presale is aimed to raise funds to advertise and market the main ICO. We are planning multiple approaches. Main focus lies on online marketing campaigns for both crypto-enthusiasts and a broader audience. We also plan to pay decent attention to influencer marketing and offline marketing activities such as press releases. We would like to stress that our team has various broad experiences in PR and Online Marketing to ensure effective allocation of funds.

5.2 Main ICO

Our ICO will start on July 1st 2018, and run for 30 days.

Maximum for sale (hard cap):	150,000,000 W2D (max. 25,000 ETH)
For sale during ICO:	150,000,000 W2D
Emission rate:	No new coins will ever be created
Accepted currencies:	ETH only
Price:	1 ETH = 6,000 W2D
Minimum transaction amounts:	0.04 ETH
ICO sale period:	01:00am UTC July 01, 2018 to 01:00am UTC July 30, 2018
Coin distribution:	Smart contract will distribute tokens instantly upon receiving ETH
Minimum goal for ICO (soft cap):	2,500 ETH
If minimum not met:	Refunds minus the spent marketing budget will be made and all remaining tokens will be burned.

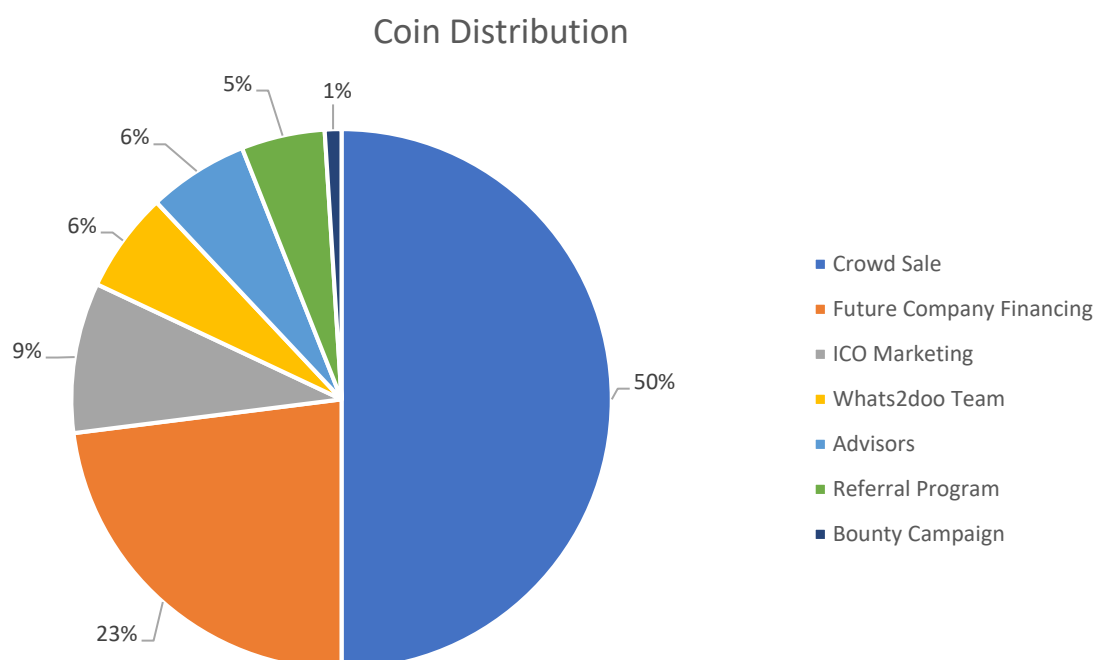
Bonus Rates

Our main ICO will have an ongoing bonus structure for the entire crowd sale period. The following scheme applies.

First 3 hours	1 ETH = 7,500 W2D (Bonus: 1,500 W2D / 1 ETH)
First day	1 ETH = 7,200 W2D (Bonus: 1,200 W2D / 1 ETH)
Week 1	1 ETH = 6,900 W2D (Bonus: 900 W2D / 1 ETH)
Week 2	1 ETH = 6,600 W2D (Bonus: 600 W2D / 1 ETH)
Week 3	1 ETH = 6,300 W2D (Bonus: 300 W2D / 1 ETH)
Week 4	1 ETH = 6,000 W2D

5.3 Coin Distribution

Maximum number of tokens generated	300,000,000
For crowd sale participants	150,000,000
For future company financing	69,000,000 Automatically locked for 12 months by smart contract.
For marketing purposes	27,000,000
For advisors	18,000,000
For Whats2doo team	18,000,000 Automatically locked for 12 months by smart contract.
For referral program	Up to 15,000,000 (5% of tokens sold crowd sale)
For bounty campaign	Up to 3,000,000 (1% of the total token supply)



Future Company Financing

Company W2D Coins will be frozen for one year and then be released over a period of at 2 years. This reflects the long-term interest that the company has in a stable development of the token.

ICO Marketing

Marketing W2D Coins will be used for promotional activities around the ICO and W2D Tokens and for potential partners such as Exchanges. They are held by Whats2doo.

Whats2doo Team

The W2D Team Tokens are frozen for one year. We have a long-term interest in the project. After the freeze, W2D Team tokens will be distributed over a period of 12 months.

Advisors

The W2D Advisor Tokens are distributed over a period of more than 10 months after the ICO.

Referral Program

Our ICO Referral Program offers a flat 5% referral on all contributions raised via a referrer's referral link. Contributors can find their referral link in their account on [[ICO WEBSITES](#)]. The referral program is subject to or referral terms, which can be found at [[ICO WEBSITE](#)].

Bounty Program

We will distribute 1% of the total amount of W2D that are created as bounty. Thus, bounty tokens will be distributed after the token sale is completed and the define number of sold tokens is determined. This amount can vary on how successful the token sale will be. The more successful the token sale is, the more tokens will be allocated to the bounty program contributors.

The bounty campaign will reward social media contributions on Twitter, Facebook, Forums, Blogs; media publications; translation and community management contributions.

The bounty campaign tokens are planned to be allocated as follows:

- 25% Signature and avatar campaign
- 20% Twitter bounty
- 15% Facebook Bounty
- 15% Blog Bounty
- 15% Translation and community management
- 10% Media Publications

The exact calculations of the bounties are available on [[ICO WEBSITE](#)] and in our Bounty Telegram group.

Unsold Tokens

All unsold tokens remaining from the crowd sale contingent will be burned after the ICO.

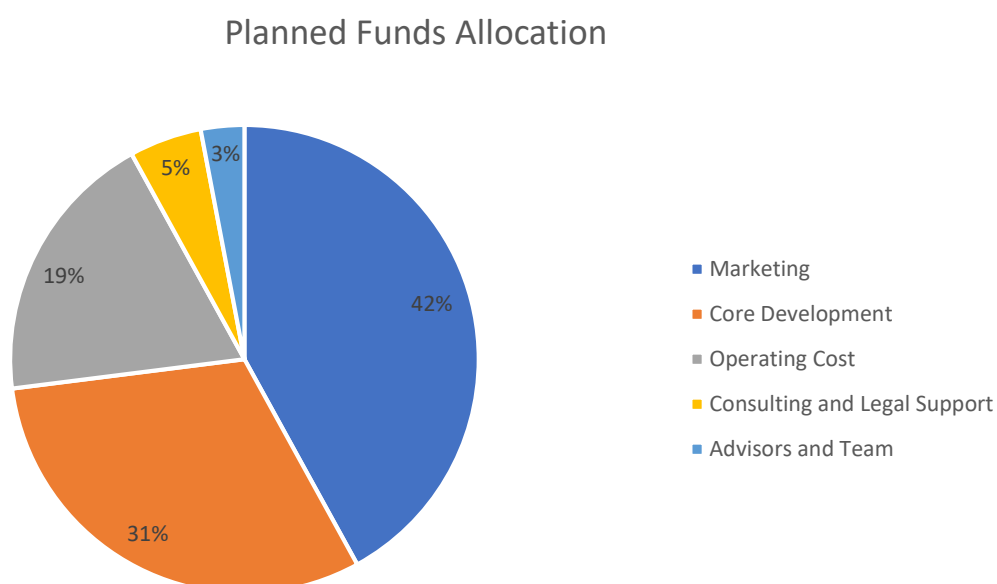
5.4 Soft- and Hard Cap

We have strategically set a **minimum** funding goal for the crowd sale (2,500 ETH). If the soft cap is not reached, full refunds minus the spent marketing budget will be made and all remaining tokens will be burned.

There will be a **maximum** amount of 150,000,000 W2D (max 25,000 ETH) for sale during the crowd sale.

5.5 Funds Allocation

All raised funds (ETH) from the ICO will be liquidated slowly to ensure no market disruption. Based on the amount of funds raised, they will be used as described in commercial development section for details.



The funds raised in the ICO are planned to mainly go into Marketing, Core Development and Operating Cost for growing the platform. Please find more details in the following paragraphs.

Marketing – 42% of raised funds

Our main Marketing purpose will be to grow the platform and attract new users according to the rollout plan. For the calculation, user acquisition data from launch phase was analyzed and interpolated. Whats2doo has proven to achieve competitive customer acquisition rates below the industry average. In parallel to online lead generation, Whats2doo will launch offline activities such as outdoor display campaigns and influencer collaborations to increase brand awareness when entering new cities and regions. Included in Marketing cost are both campaign- and administrative expenses for growing local teams.

Core Development – 31% of raised funds

The growing Whats2doo platform must rely on a solid infrastructure. We will allocate a significant budget for the development of the application, the token- and blockchain integration and security. Our already great development team will grow. Our goal is the highest achievable standard in terms of quality, security and user experience. All development will be steered from our head offices.

Operating Costs – 19% of raised funds:

Operating Cost – 19% of raised funds

Operating costs include overhead expenses for establishing local teams in our operating regions. This includes all functions costs outside of Marketing and Development, such as customer care, finance, and human resources. Also, expenses for traveling or rental costs for offices are included.

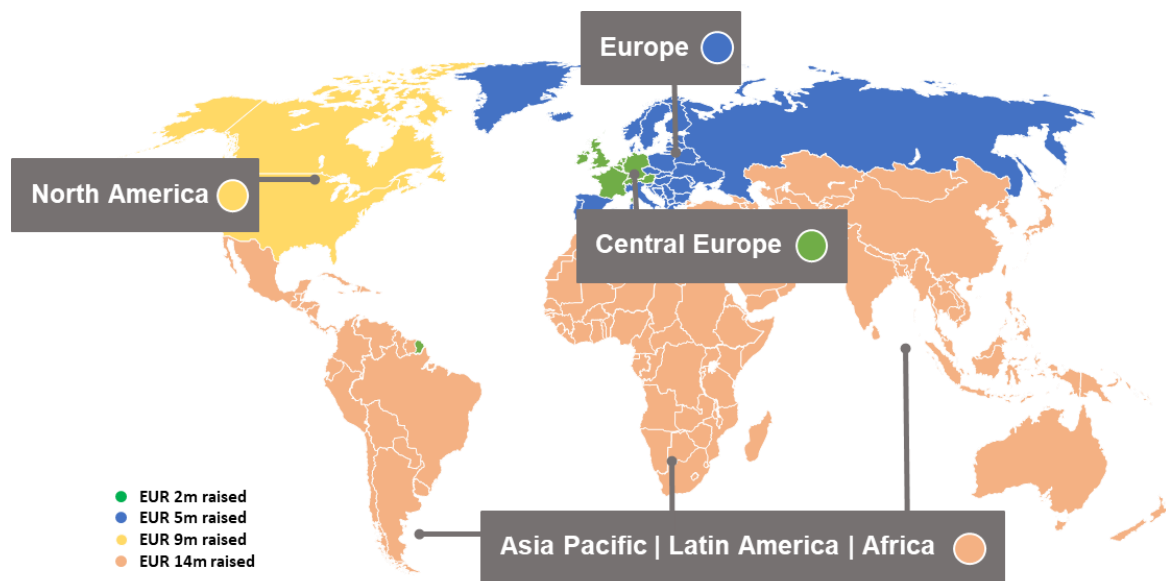
6. Whats2doo – Way Forward after ICO

6.1 Global Development

Our key goal will be to grow the platform and our community. We will focus the growth on metropolitan areas and cities above 1M inhabitants achieve quick network effects. However, instead of targeting the world at once, we will focus on a sustainable growth strategy in country clusters. The Whats2doo team believes that a true community can only be built if a country cluster is dedicatedly targeted and grown to enter into self-accelerating network effect in the respective areas.

Therefore, depending on the funding that we raise in the crowd sale, our growth will be staged in regions as shown in the graphic below. In any case, W2D Token holders – as part of their feedback opportunities – will have the chance to actively contribute to Whats2doo's growth plans.

Growth costs are split into fixed cost blocks for development and overhead and variable costs for local teams, marketing and operations.



Central Europe (EUR 2m raised)

Starting from Germany, we plan to grow the Central European region (Germany, Austria, Switzerland, France, UK) from our Berlin headquarters and subsidiaries in every country. Starting with the capitals, the local teams will grow in relevant metropolitan areas with more than 1m inhabitants.

All Europe (EUR 5m raised)

With 5m raised in the crowd sale, our growth will be focused on all Europe. Again, all countries will be managed and grown by local operations teams and steered by the Berlin headquarters.

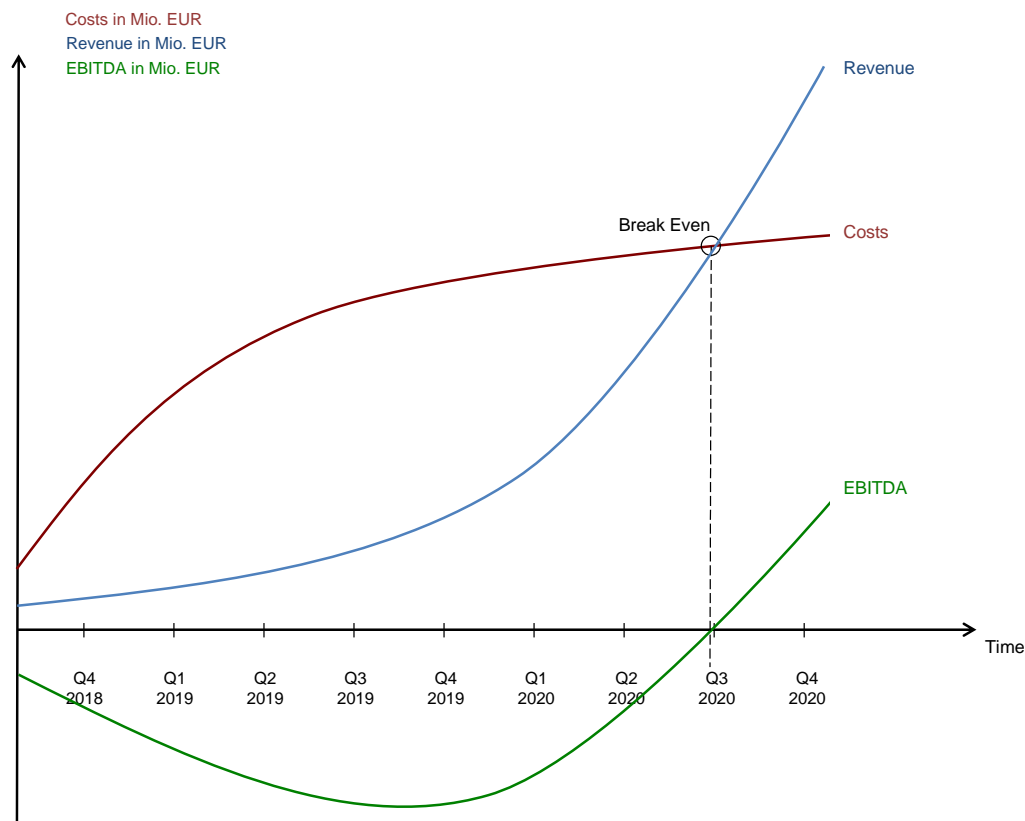
Europe + North America (9m raised)

Equipped with 9m funding from the crowd sale, the team plans to conquer the North American Market, too. While competition is higher US and Canada than in Europe, we expect a higher burn rate for marketing activities. A regional office will be steering the activities.

World (All Regions) (14m raised)

If the crowd sale raises EUR 14m, Whats2doo will aim for a global footprint in all relevant metropolitan areas. Starting from Europe and North America, regional offices in Latin America, Africa, and Asia Pacific. Depending on the different local situations, we will test Whats2doo in all regions and will decide for focus areas to concentrate and other areas to drop in return.

6.2 Commercial Development



Cost Estimations

Our commercial development plan is based on analyses of Whats2doo's launch phase in 2017 as well as detailed market- and competitor analyses and our advisors' experiences. The target group for the platform and our marketing activities is the urban GenX and Millennials between 18-45 years. This includes potential Helpers as well as Requesters that either seek help for themselves or their (grand-) parents. This target group accounts for 32.6% of the total population our growth regions. Within our target population, we aim for a market penetration of 20% within two years after market entry. This accounts for 6.52% of the total population. For a simplified calculation in our business plan, we assume that in each of the 8 quarters within the three years after market entry, we can each quarter achieve a growth of $\frac{1}{8}$.

On the campaign side, we are matching the above calculation with our experiences from initial user acquisition campaigns. Our online lead generation campaigns achieved an average of €1.12 per registered user in Germany, while costs for acquiring Helpers were lower than for Requesters. However, due to increasing marginal costs we expect user acquisition cost to raise up to € 6.27 over time during an initial target penetration period. While the community grows, we however assume that the organic user acquisition rate will grow over proportionally due to network- and word-of-mouth effects. With increasing user numbers per country, the overall average acquisition costs per user decrease. Additionally, we price in differences in user acquisition costs for different target regions and thus we budgeted different overall marketing costs per region.

Next to user acquisition, costs that differ locally, each region needs marketing-, customer service, legal-, and country management staff, that is reflected in variable cost-blocks per region entered. In contrast, we will organize the platform development and administrative topics centrally in our headquarters, which is reflected in rather fixed block of development costs.

Revenue Estimations

Based on the identified four different revenue streams, Whats2doo will earn revenues in four main categories, all depending on the number of users on the platform. The following calculation provides you with information how the revenues can be calculated.

1. Transaction Fee Revenues (TF)

... are calculated as a share of the platform's gross merchandise value per period (GMV). As transaction fees differ according to the payment method (e.g. 50% discount in W2D and another 10% for Bronze Whats2doo token holders), an average is used.

$$\text{Revenue TF}_t = \text{GMV}_t * (\text{Avg. transaction fee rate})$$

2. Premium User Account Revenues (PU)

... are calculated as an average revenue per premium user per period. Therefore, a premium user share and average revenue per premium user will be taken into consideration

$$\text{PU}_t = (\% \text{ Premium Users})_t * (\text{Avg. Revenue per Premium User})_t$$

3. One-Time-Fee Revenues (OTF)

... calculated as an average revenue per user per period. Therefore, non-premium user rate and average revenue per non-premium user will be taken into consideration.

$$\text{OTF}_t = (\% \text{ Non-Premium Users})_t * (\text{Avg. One-Time Fees per Non-Premium User})_t$$

4. Advertising Revenues (AR)

... calculated as a weighted combination of pay per click revenues (PPC) and cost per mille revenues (CPM) for advertising space and other advertising partnership (OA), that are not reflected in PPC or CPM and include above the line (ABL) and below-the-line (BTL) activities. The bigger the platform, the higher the total revenue for PPC and BTL, while OA may happen in a strategic framework, that is not necessarily linked to the number of users but positively correlated.

$$\text{AR}_t = \text{CPM}_t + \text{PPC}_t + \text{OA}_t$$

Combining all of the above, Whats2doo offers a highly scalable revenue model depending on the user base, that is comprised as follows:

$$\text{Total Revenue}_t = (\text{TF} + \text{PU} + \text{OTF} + \text{AR})_t * (\# \text{ of Platform Users})_t$$

6.3 Technical Development



Q3 2018

Bringing W2D Tokens to Crypto Exchanges

We will start to list W2D on exchanges and try to get listed on as many exchanges as possible.



Q1 2019

Release of W2D Token Payment Function

We will integrate ERC20 multi-wallets to set the base for payments in W2D. After the Multi-Wallet is integrated, we will work on the integration of the W2D Token as a payment for services and premium features on the Whats2doo platform.



Q2 2019

Programming the Smart Contract and Escrow

For transactions between Requester and Helper we will integrate smart contracts that will hold the tokens until the Requester confirmed that the task has been completed.



Q3 2019

Build up our Community Feedback System

We will develop new features ongoingly, according to the user feedback. Users that are holding W2D Tokens will be eligible to join feedback groups and contribute to the development of the platform.





Q1 2020

Integrate self-learning matching algorithms

We will develop self-learning algorithms to optimize the job feed for helpers and give better predictions on what users need. Moreover, we will decentralize non-private data storage.



Q2 2020

Bancor integration and Magic Wallet

We are elaborating to make use of Bancor's infrastructure and the smart-token concept for exchanging W2D Coins with other ERC-20 tokens. Our advisor Scott Morris is leading the collaboration to date.



Q3 2020

Release our Credit Card with an external partner

We are aiming to partner with a Cryptocurrency debit card company that will give us the ability to distribute our own cryptocurrency based debit card.



Q4 2020

White Label Crypto Marketplace PSP

We plan to provide our self-developed crypto marketplace payment service solution as an White-Label-Product to other marketplaces and E-Commerce-Companies.



7. Contributing Rules and Risks

7.1 Tokens

W2DTokens are not securities, equity or profit-share mechanisms. Token sale participants should understand the risk of purchasing tokens and read this White Paper in full before participating. Participating in the token Sale is subject to the Whats2doo token Sale Purchase Agreement.

7.2 Technical Risk

W2D Coins are based on the ERC20 standard. All efforts will be made to ensure the contract is free from technical bugs but once submitted to the Ethereum network, it is unable to be modified. Participants should be familiar with Ethereum and blockchain technology to understand these risks. Participants should understand the risks around private key storage and transmission.

7.3 Hackers and criminal intervention

The W2D contract address will be made available via [\[ICO WEBSITE\]](#) History has shown that sometimes criminal elements attempt to take over computer and email servers in order to trick people into sending money to the wrong address. This may include social engineering. Whats2doo will implement all best practice security measures to thwart potential attacks. Participants must make all reasonable efforts and follow all instructions from Whats2doo to ensure they are dealing with the correct contract address. Participants should not use any smart-contract address published outside of [\[ICO WEBSITE\]](#) as it could be a scammer pretending to represent Whats2doo.

7.4 Tax & Regulatory risk

The token buyer must conduct their own due diligence to ensure that they comply with all local laws regarding cryptocurrency, tax, securities and other regulations in their jurisdiction. The W2D Token sale may in the future be subject to further regulation.

7.5 Refunds

Refunds are not permitted. Sales will be final once transacted.