

DISCLAIMER

This document is a preliminary draft and is provided for information only. It is not yet legally checked and approved. The information contained herein is subject to change and amendments.

White Paper
Version 1.5
June 2018



One platform 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.

W2D Token is a utility token. This product is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident. W2D Token cannot be used for any purposes other than those provided in the White Paper, including but not limited to, any investment, speculative or other financial purposes. W2D Token is not intended for sale or use in any jurisdiction where sale or use of digital tokens may be prohibited. W2D Token confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the White Paper.

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.

In summer 2016 after one of those busy weeks I came home late into my new apartment. None of my new furniture was built yet and none of the walls was painted yet as I just moved in. To my surprise, I saw a few people building up furniture and painting walls through my window and was thinking *'Can't they help me, too?'*. **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. Today, Whats2doo has proven the profitability of the business model and we are ready for the next stage – together with you!

Before our own ICO we have been involved as investors ourselves in countless ICOs. Some were better ones, others were quite shady retrospectively. We have read “the first decentralized [...]” and “[...] is revolutionizing [...]” way too often and for most projects, the value added was marginal or even not existent.

Thus, we decided to not build castles in the air and promise the world for Whats2doo's ICO but focus on our core strength: scaling a profitable, proven business model with already 10,000 users in Germany and have our contributors participating in a smart way. Therefor we plan to introduce W2D Tokens and to spice the platform up with offering payments in ANY cryptocurrencies and allow for our users to earn crypto (not just *our* tokens) with their own hands' work. No more and no less. The ICO was a logical consequence for Whats2doo and we decided for Germany (instead of an offshore tax oasis) to be our ICO's jurisdiction.

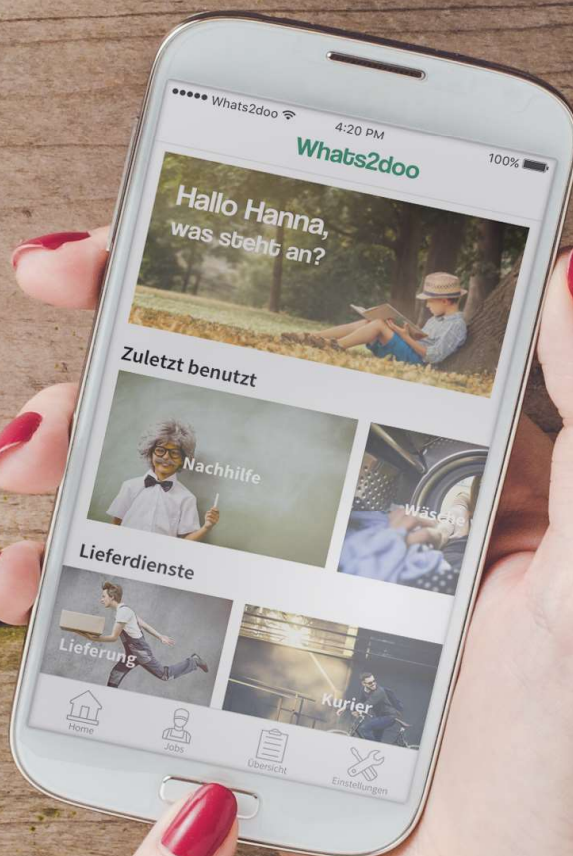
I invite you to read our White Paper find out who we are and what we want to achieve. Don't miss out on this unique opportunity and reach out to me if you have any questions. Our office is in the heart of Berlin Friedrichshain and you are welcome at any time to drop by for a chat. My team and I are looking forward to the challenges ahead, and to conquer them with you by our side.

Yours sincerely,



Ilja Leithold
CEO of Whats2soo





1. Five Key Competitive Advantages of Whats2doo's ICO

1. A working, scalable business model with a proven concept

Whats2doo is online since June 2017 and starting from Berlin, has conquered already three German launch cities with close to 10,000 users. As a peer-to-peer marketplace for services in more than 300 categories, Whats2doo is the **one-stop-shopping solution for services**. No need for a user to sign up to 30 different platforms, there is just one for all with a seamless user experience – Whats2doo.com.

Our launch phase has delivered outstanding results for **helper- and requester acquisition costs way below industry benchmark**. Helpers on average register for 6,7 categories and requesters seek help in 3,2 service categories.

Who comes as a Helper, stays as a Requester. **Retention and cross-selling potential is high**. An example: former students who found jobs on Whats2doo book Helpers later in their life cycle and tutors need dog sitters eventually.

2. Just enough Blockchain to add *real* value

Unless many other ICOs, we are not building castles in the air. **Instead we are focusing on our key capability: scaling a profitable, proven business model**. And alongside this, we are planning to offer cryptocurrencies as a payment method next to fiat currencies.

To do so, we are not reinventing the wheel but rely on strong partners in the blockchain ecosystem. Together with them and by introducing our very own W2D Tokens, we want to add value to our community and **offer a smart way to participate in our growth**.

Our users will get an attractive alternative to pay for their platform subscription. Through our competitive pricing we will make our users want to own W2D, because for less than the price of a yearly membership payed in Euro they will receive a lifetime membership payed in W2D.

3. Solid token economics

When paying their lifetime membership in W2D, the tokens used will be burned. **This token burn will constantly decrease the number of available tokens on the market, leading to a price increase**.

The lifetime subscription fee will be constantly measured in EUR, so the less tokens there are on the market, the lower the price in tokens, the higher the value of the tokens. An example: While at the beginning, EUR 49,99 for the lifetime subscription

equals 4,999 W2D, these W2D will be burned. If 10,000 lifetime memberships are paid in tokens, 49,990,000 tokens will be gone.

However, as tokens will never be burned to 0 available, the price in tokens will deflate. Lifetime subscriptions now still cost EUR 49,99, but this equals way less tokens, than before, leading to a price increase. Please refer to section 3 for details.

4. An experienced team with passionate advisors

Yes, we know, that's what every ICO says. But we take it serious!

Our founders have their backgrounds in recruiting 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.

5. Made in Germany

Whats2doo is a German company with 20 employees and we operate out of our Berlin office. Whats2doo is regulated under German law and W2D Tokens are issued by the German Whats2doo GmbH.

2. Whats2doo Background

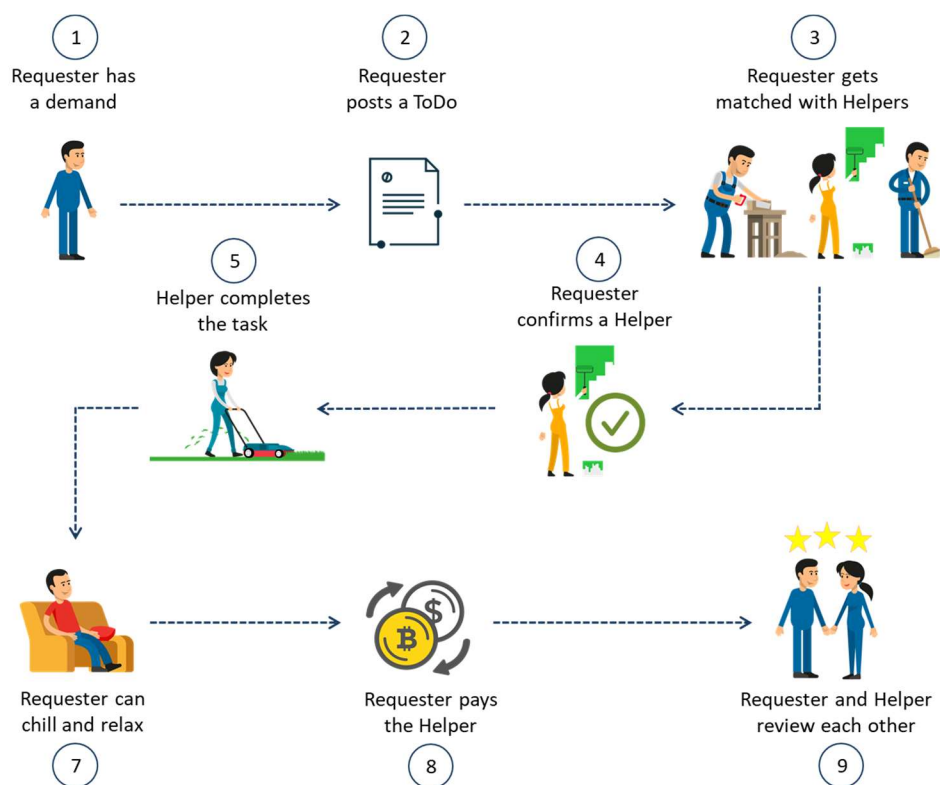
In this part of the White Paper, you will be given an overview on Whats2doo, the platform behind W2D Tokens. The section will outline Whats2doo's key success factors and provide insights into the business model and the market environment.

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 10,000 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



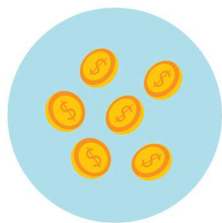
Q3 2016

Getting started

As professional recruiters, the founders Hannes and Ilja had the vision to create a simple solution to recruit helpers for services and small jobs.

Together with a founding team of developers they started to develop the first MVP.

Whats2doo team took part in Microsoft's BizSpark Start-Up Program.



Q4 2016

Pre-Seed-Funding by Business Angels

Business Angels invested approximately EUR 150,000 for launching the platform.



Q1 2017

Launching the Beta

The team was able to launch the Beta to a selected group of early adopters. Based on continuous user feedback, the platform went through several iterations.



Q2 2017

Features – Chat & Matching Algorithm

Based on the early adopters' feedback, a native chat solution was developed and deployed.

Also, the Whats2doo matching algorithm was developed by adding specific geo-location data and the availability of specific calendar



Q3 2017

Integrating Payment Service Providers

PayPal and adyen were integrated as preferred payment service providers. Users were now able to pay either in cash or directly through the platform.



Q3 2017

ERGO insurance for all ToDos

To insure all transactions that are paid through the platform we closed a deal with the leading insurance company ERGO to make sure that all ToDos are insured.



Q3 2017

Acquiring Corporate Clients

We started to target commercial customers as Helpers or Requesters.



Q4 2017

Growing & Testing the Platform

We launched our 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 processes.

In total we generated an estimated Gross Merchandise Value (GMV) of >100,000 € in the first months after launch.





Q4 2017

Testing Different Revenue Streams

We piloted and analyzed different revenue streams: one-time charges, transaction-based fees and premium subscription fees.



Q1 2018

Data Driven Revenue Model Decision

The premium subscription-based revenue model delivered the most promising results with lowest conversion killing during the revenue stream test phase.

The development team started implementation across the entire platform.



Q2 2018

ICO Preparation

An ICO was the logical solution to improve payment flows and offer our community a way to contribute to our growth. Germany was chosen as the preferred jurisdiction and partners were signed.

After the ICO hype in 2017, we found 2018 to be the right time for the next generation of ICOs of profitable, existing businesses.

Smart Contract and W2D Token were created.

2.3 The Whats2doo Community

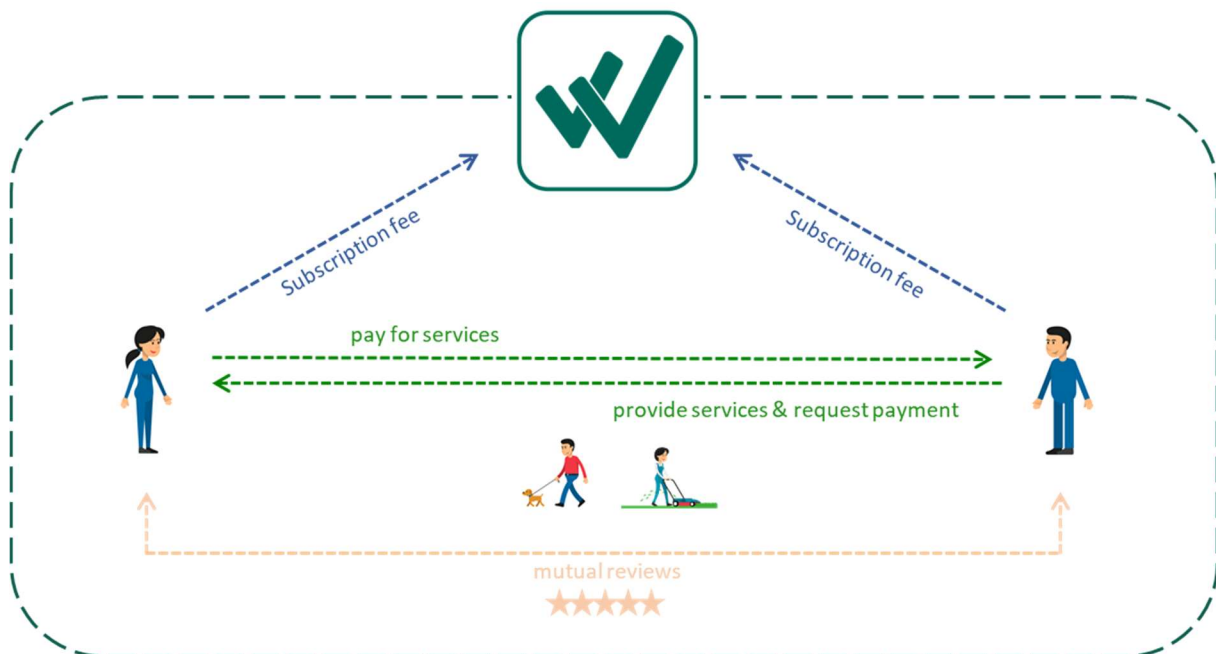
Whats2doo Helpers (those who offer services) can register on the platform with detailed user profiles to show their skills, experiences and network. We aim for an ID- and ability check that will be executed for compliance reasons for all Helpers. All reviews that Helpers have received over time will 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 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.

2.4 Business Model

For providing the infrastructure and services to our users, Whats2doo user have to pay a premium user account fee to use the platform.

For a flat fee of EUR 9,99 per month or alternatively EUR 49,99 for a lifetime premium account, users can use the platform to find Helpers or to find jobs.



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 premium account model, where users can use the entire functionality for a flat monthly or discounted lifetime subscription fee.

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 four 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
4. Whats2doo has the best team, that is eager to conquer the market. The founders used their previous experience and Whats2doo's Vision to compile a team of passionate people who are eager to conquer the European market.

	Blockchain Companies			"Old Economy" Companies		
						
Technology	●	◐	◐	◐	◐	◐
Pricing	●	◐	◐	◐	◐	◐
Variety of services in scope	●	◐	◐	◐	◐	◐
Internationalization	●	◐	◐	◐	◐	◐
Payment in fiat and crypto	●	○	○	○	○	○
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. Helpers register to approximately 8-10 categories which bring the helper acquisition cost down by the same ratio, which is a huge advantage compared to the competition.

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 below, 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 part-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 and the basement to do so, was implement in the platform from the start.

2.7 Whats2doo Key Success Factor Summary

A working, scalable business model with a proven concept

Whats2doo is online since June 2017 and starting from Berlin, has conquered already three German launch cities with close to 10,000 users. As a peer-to-peer marketplace for services in more than 300 categories, Whats2doo is the one-stop-shopping solution for services. 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 our community

By implementing blockchain technology, Whats2doo will increase safety, speed and convenience for the users. We are not reinventing the wheel but are relying on strong partners to position ourselves in the blockchain ecosystem. By introducing W2D to the community, our users will get an attractive alternative to pay for their platform subscription. Through our competitive pricing we will make our users want to own W2D, because for less than the price of a six month membership payed in EUR they will receive a lifetime membership payed in W2D and they will not even notice that they payed in crypto through our seamless integration. We believe that blockchain and crypto currencies can be easy to use and with our platform we will prove it.

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>

An experienced Team with great 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.

Made in Germany

Whats2doo is a German registered company with 20 employees and we operate out of our Berlin office. Whats2doo is regulated under German law and W2D Tokens are issued by the German Whats2doo GmbH. If you happen to be in Berlin, you can stop by and see that we are real people, our door is always open to get in touch with the community. Here is the address: Schreinerstr. 31, 10247 Berlin, Germany.

3. How Whats2doo is using Blockchain Technology

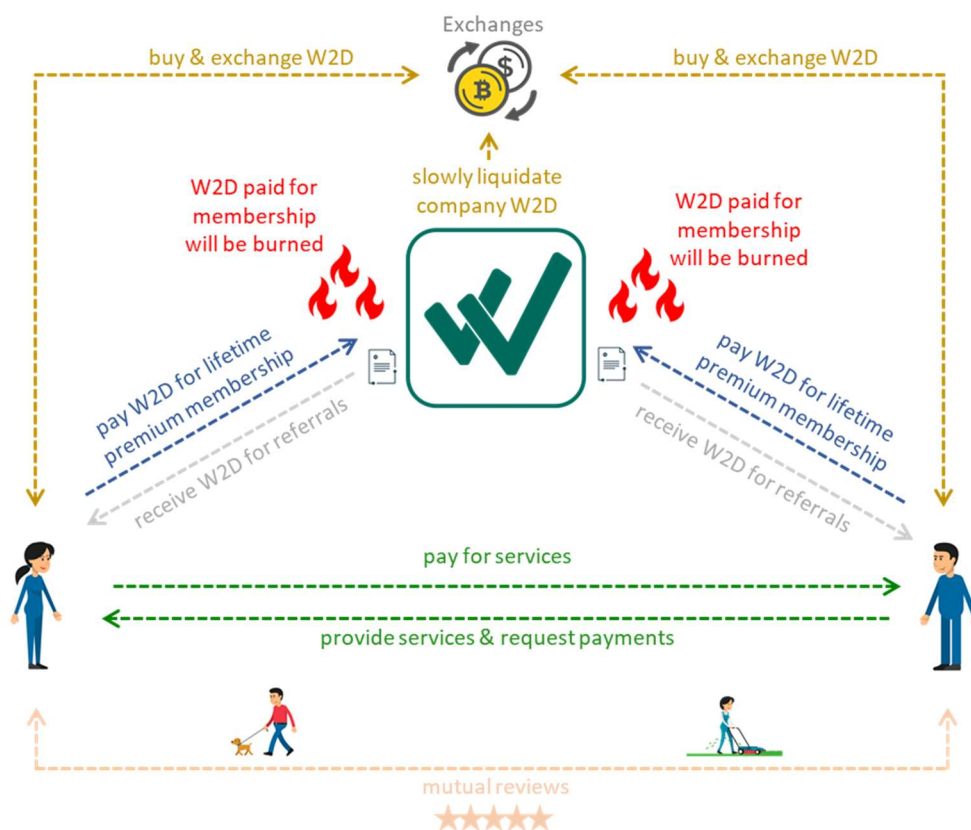
3.1 W2D Tokens – Tokenomy

As an alternative to paying in fiat currency, the subscription fee will also be payable in W2D Tokens at a discounted rate and with a lifelong membership benefit.

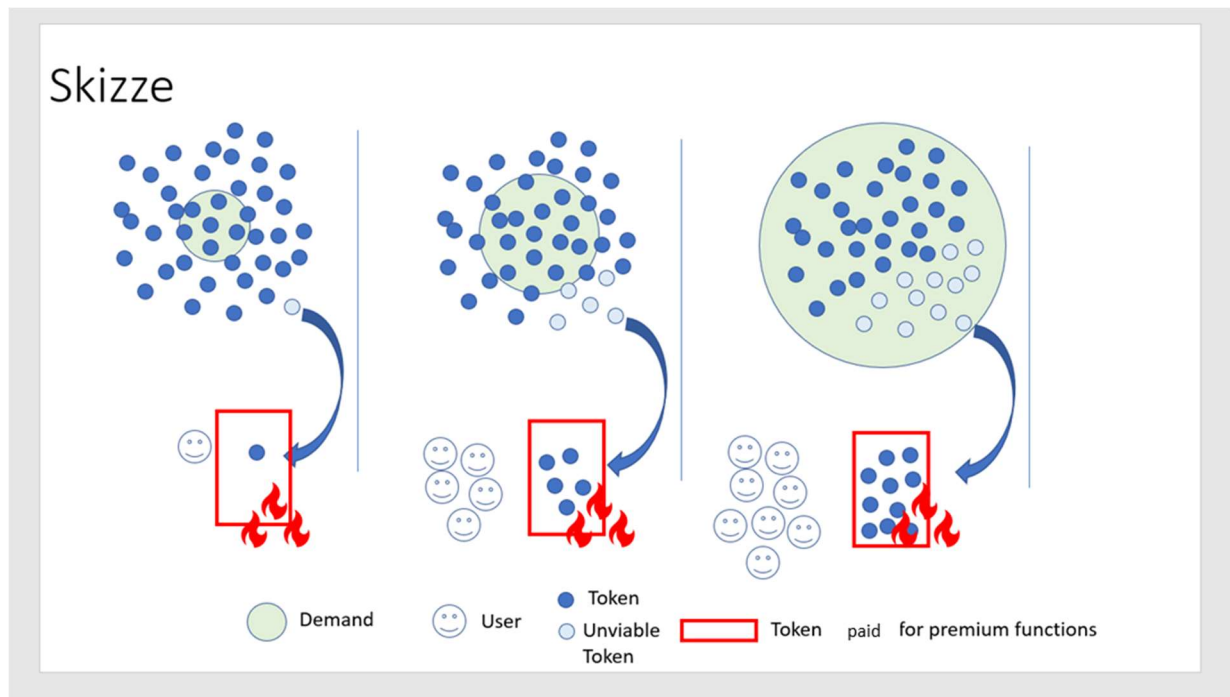
An example: Instead of paying EUR 59,94 for a six-month subscription, users will be able to pay an equivalent of EUR 49,99 in W2D and receive a lifelong membership.

The tokens that are paid for the lifelong subscription fee are burned. These tokens will then slowly be released back to the market via selling them on exchanges.

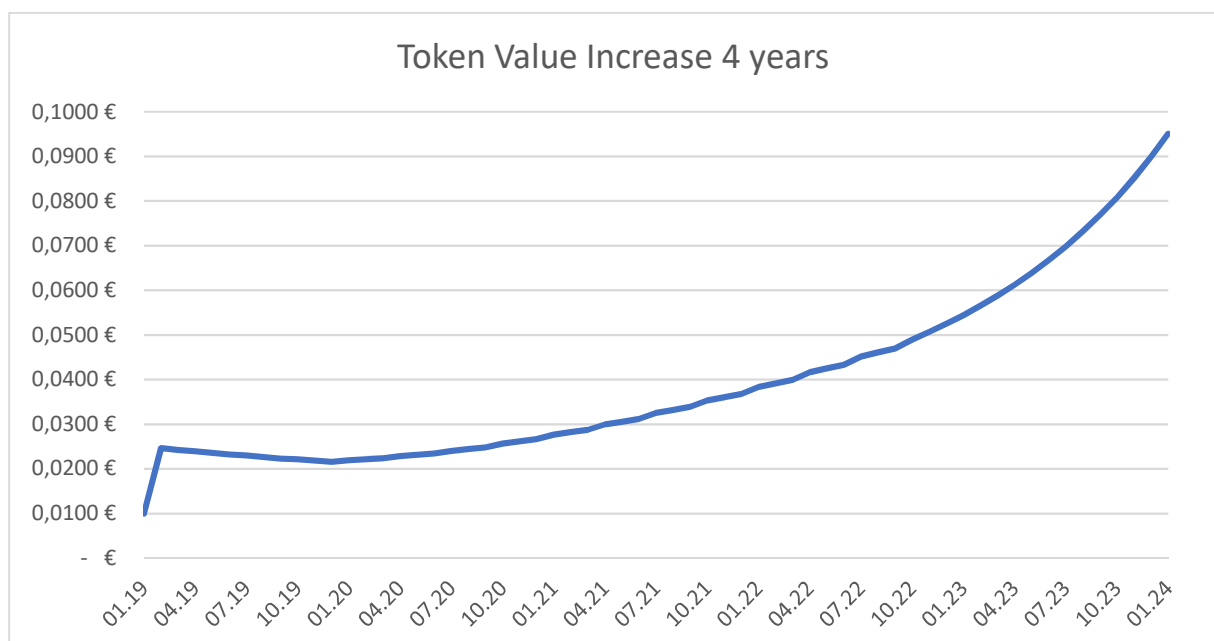
This process will be seamless for the users, as they do not have to actively purchase these tokens and send them to Whats2doo. Every Whats2doo user account will have an integrated ERC-20 multi-wallet and tokens will be automatically purchased when users decide to go for the respective subscription model via an API to a Payment Service Provider. They will then immediately be sent to Whats2doo and burned. The user just has to click one button. All the “complicated blockchain stuff” will happen in the backend so the User can do what they came for, when visiting Whats2doo - do what they love.



While the platform grows, and more users are incentivized to pay for a lifelong subscription in tokens, the number of available tokens will decrease with every payment through the token burn.



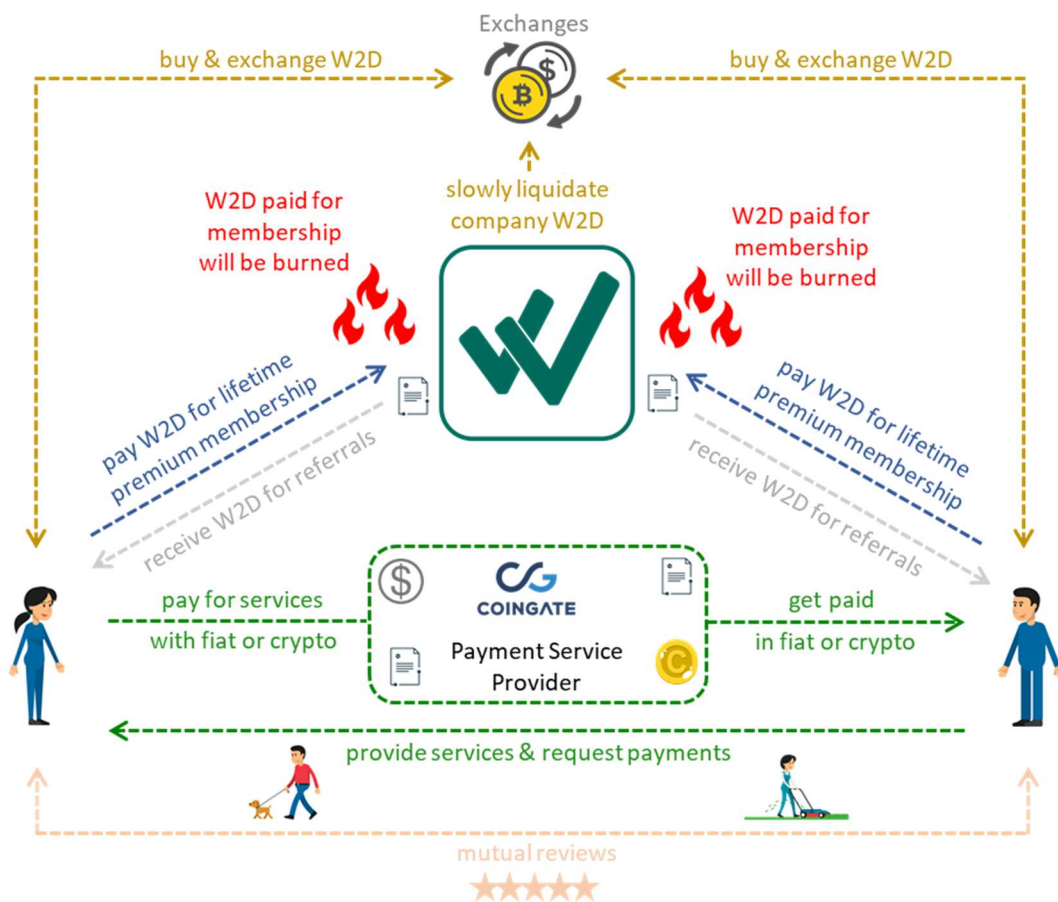
These dynamics – a steady decrease in supply and the growing demand for W2D due to a growing user base, will have an increasing effect on the token price over time.



3.2 Earn Crypto with your own hands' work – Payments at Whats2doo

We are convinced that blockchain technology will revolutionize the way the world will handle transactions. The category of service- and job-related transactions has a great development potential while cryptocurrencies will experience higher adoption rates in society.

Our focus is to make Whats2doo **more reliable**, **safer**, and **more convenient** for our community. While W2D Tokens will be an essential part for our community to take part in our growth, we will furthermore implement cryptocurrencies as a payment method on the platform. To do so, we will rely on strong partners.



Together with our partner Coingate, we provide our community with the possibility to pay for all services booked on Whats2doo with crypto-assets. Complementary, Helpers will be given the chance to choose between payments in fiat or crypto, as supported by Coingate. With this, Whats2doo users can earn crypto with their own hands' work, which is a revolutionary and exciting progress towards real adoption of cryptocurrencies.

3.3 Other Blockchain Features

While we see many Whitepapers and ICOs throwing around buzzwords, Whats2doo has strategically decided to refrain from such. However, we will keep our eyes open in order to improve the platform's functionality and user experience.

In any case, we will not be reinventing the wheel ourselves. As a reliable player in the blockchain ecosystem, we are currently in touch with many different partners to evaluate co-operations. For topics like self-sovereign identity management on blockchain and tamper proof work records or decentralized insurances we see development potential but want to make sure that the respective technologies do add value to our platform and are in an implementable stage.

Please stay tuned and follow our development updates on Telegram and Twitter for updates.

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 depend 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 the best team to make our 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 Operating 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.



**Charline
Will**

Social Media &
Communications



**Melanie
Rudolph**

Social Media &
Communications



**Franziska
Barth**

Communications
Design



**Janina
Barden**

Communications
Design



**Jacqueline
Dierks**

Online
Marketing



**Lisa
Sünemann**

Online
Marketing



**Maximilian
Tolsdorf**

Community
Management



**Julie
Fang**

Web
Development



**Jonas
Hartwig**

Mobile App
Development



**Rebecca
Richter**

Backend
Development



Cake

Happiness Manager &
Office Cat

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 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 Strategic Consultants



Corporate Law

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



ICO / Regulatory Affairs

CMS Hasche Sigle
Lennéstr. 7, 10785 Berlin
Telephone: +49 30 20360 0



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 July 1, 2018 and will run for 30 days until July 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:	450,000,000 W2D (max 5,000 ETH)
Pre-ICO price:	1 ETH = 75,000 W2D
Minimum transaction amount:	5 ETH
Pre-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 Pre-ICO goal:	No minimum

Bonus Rate

Our Pre-ICO has an exclusive bonus rate of 15,000 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 September 1st 2018, and run for 30 days.

Maximum for sale (hard cap):	1,500,000,000 W2D (max. 25,000 ETH)
For sale during ICO:	1,500,000,000 W2D
Emission rate:	No new coins will ever be created
Accepted currencies:	ETH only
Price:	1 ETH = 60,000 W2D
Minimum transaction amounts:	0,4 ETH
ICO sale period:	01:00am UTC September 01, 2018 to 01:00am UTC September 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.

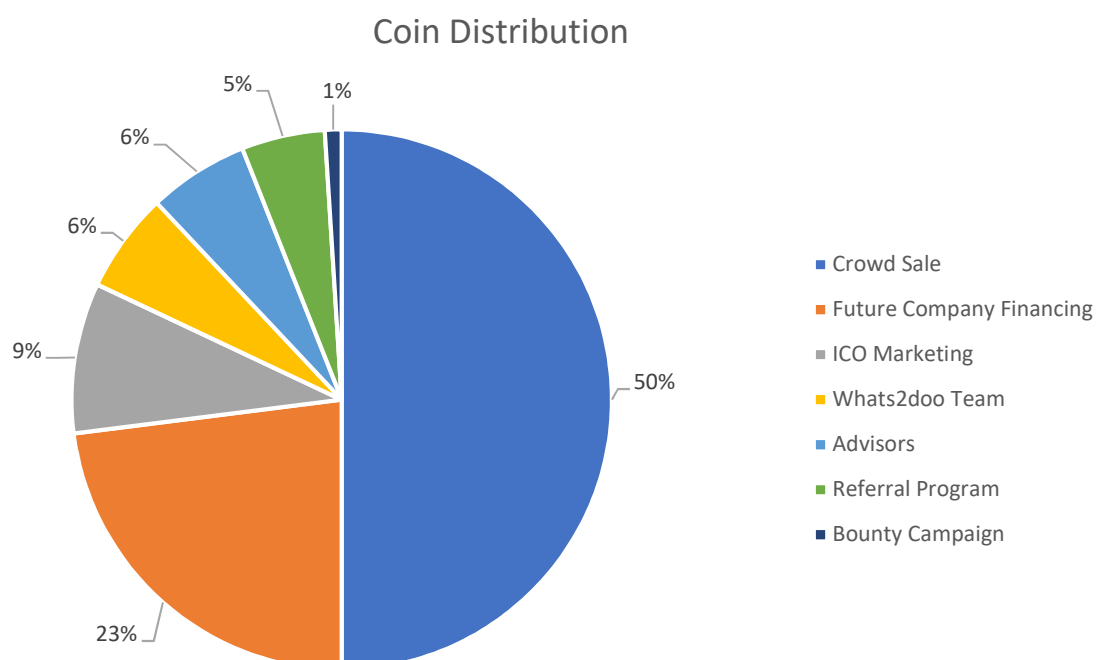
Bonus Rates

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

First 3 hours	1 ETH = 70,000 W2D (Bonus: 10,000 W2D / 1 ETH)
First day	1 ETH = 69,000 W2D (Bonus: 9,000 W2D / 1 ETH)
Week 1	1 ETH = 68,000 W2D (Bonus: 8,000 W2D / 1 ETH)
Week 2	1 ETH = 65,000 W2D (Bonus: 5,000 W2D / 1 ETH)
Week 3	1 ETH = 62,000 W2D (Bonus: 2,000 W2D / 1 ETH)
Week 4	1 ETH = 60,000 W2D

5.3 Coin Distribution

Maximum number of tokens generated	3,000,000,000
For crowd sale participants	1,500,000,000
For future company financing	690,000,000 Automatically locked for 48 months by smart contract.
For marketing purposes	270,000,000
For advisors	180,000,000
For Whats2doo team	180,000,000 Automatically locked for 12 months by smart contract.
For referral program	Up to 150,000,000 (5% of tokens sold crowd sale)
For bounty campaign	Up to 30,000,000 (1% of the total token supply)



Future Company Financing

Company W2D Coins will be frozen for four years and then be released over a period of 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.whats2doo.com. The referral program is subject to or referral terms, which can be found at ico.whats2doo.com.

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.

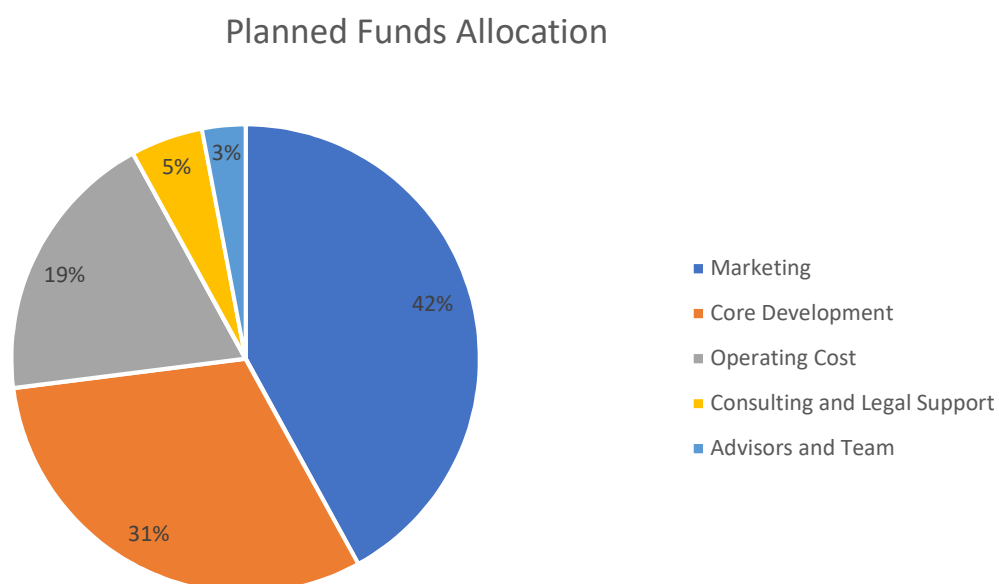
5.4 Soft- and Hard Cap

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 1,500,000,000 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.

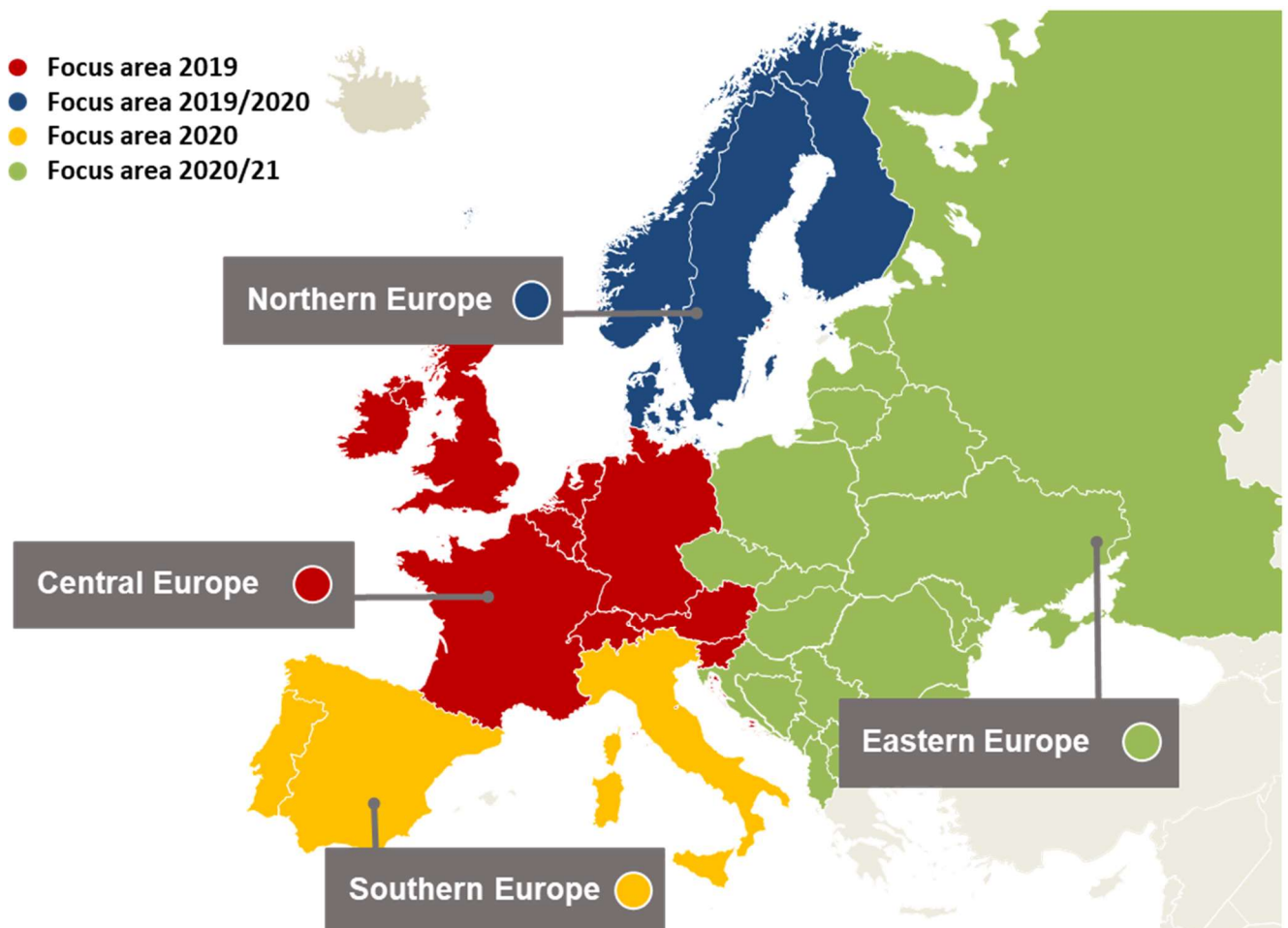
6. Whats2doo – Way Forward after ICO

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, starting in Europe.

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. Thus, we want to reach at least 50k users in all target metropolitan areas.

Our growth will be staged in regions as shown in the graphic below. Growth costs are split into fixed cost blocks for development and overhead as well as variable costs for local teams, marketing and operations. Please see the cost estimation section below for more details.



Central Europe

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. We chose Central Europe as a starting region due to the high density of target cities >1m inhabitants and the cultural proximity.

Northern Europe

Following Central Europe, we see great potential in the Northern European countries, While the cities are smaller, technological edge in the respective countries will allow for quick adaptation of our business model and sustainable growth. Again, starting with Norway and Sweden, all countries will be managed and grown by local operations- and marketing teams, steered by the Berlin headquarters.

Southern Europe

The economic situation in Southern European countries the working environment towards more flexibility. The service sector is told to experience fundamental growth, and with Whats2doo, we want to take part in it. Our business model will allow for additional sources of income and we expect a quick expansion in big cities, starting in Spain and Italy.

Eastern Europe

The middle class in Eastern Europe is growing fast. More and more people will have the financial capabilities to have services done by others and vice versa, more people will seek additional income for social status improvement. Whats2doo will offer them a convenient opportunity and our Eastern European growth will focus on Poland, Ukraine, Balkan and Russia first.

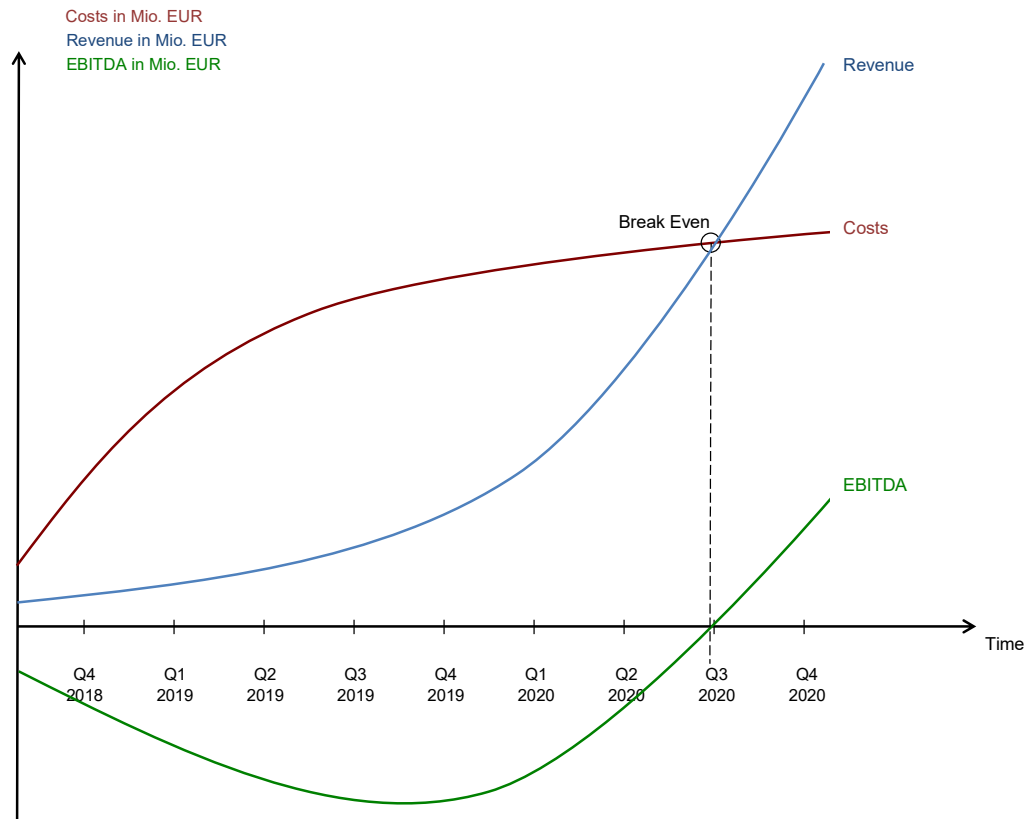
North America and beyond

While we will focus on becoming the market leader in Europe, the team eventually 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. Therefore, a North American focus is linked to a solid capital equipment of EUR >15m.

Depending on the successes in Europe and North America, we will also test Whats2doo bridgeheads in capitals of more regions of the world (e.g. Asia and Latin America) and will decide for focus areas to concentrate and other areas to drop in return based on experiences.

6.2 Commercial Development – Costs and Revenues

Please note: a detailed business plan incl. cost and revenue estimations is available upon request.



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 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. Premium User Account Revenues (PU)

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

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

2. Advertising Revenues (AR)

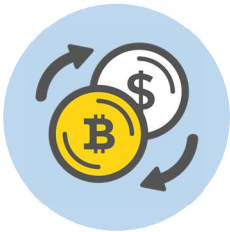
... calculated as a weighted combination of pay per click revenues (PPC) and cost per mille revenues (CPM) for advertising space and other advertising partnership (OA), that are nor reflected in PPC or CPM and include above the line (ABL) and below-the-line (BTL) activities. The bigger the platform, 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.

$$AR_t = CPM_t + PPC_t + OA_t$$

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

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

6.3 Technical Development



Q4 2018

Bringing W2D Tokens to Crypto Exchanges

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



Q1 2019

Implementation of Whats2doo Lifetime Membership

We will integrate lifetime memberships paid in W2D to start the token burn as quickly as possible. The faster we start the process the earlier the token price will increase. For our users it will not make any difference, they can pay their lifetime membership in EUR and the W2D transaction will happen in the backend, decreasing the amount of available W2D Token on the market.



Q2 2019

Coingate Integration

Coingate will ensure that any transaction between users and Whats2doo (e.g. also for the monthly subscription for EUR 9,99) can be paid in all Coingate supported cryptocurrencies. Since Q2 2018, our team is in talks to prepare the implementation.



Q2 2019

Paying for Services in Crypto

Not only payments between users and Whats2doo but also between users will be available either in fiat or crypto. Our community will be given a choice.





Q3 2019

Open API for connecting to other players

We believe that in the coming months and years, the ecosystem for services and small jobs will grow rapidly. To benefit from that, we will build an open API so that partners can easily connect to us.



Q4 2020

White Label Solution / Licensing

We plan to provide our platform as a White-Label-Solution to other marketplaces worldwide. Through a licensing business model, Whats2doo can grow even faster than planned.



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.