



SELFLLERY

THE SOCIAL PLATFORM FOR VISUAL
CONTENT MONETIZATION

SELFLLERY PTE LTD. [Registration No.201629242K](#)

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About Us

SELFLLERY is a multifunctional social platform that allows you to receive rewards in cryptocurrency for social activities related to publication and distribution of visual content. The product concept and its first versions were designed in early 2016. The SELFLLERY reward system uses ERC20 tokens built on Ethereum blockchain technology.

1. SELFLLERY Mission

SELFLLERY enables people to make their visual content truly rewarding.

The purpose of SELFLLERY is to create an ecosystem that:

1. Enables users to monetize their photos, videos and live streams in a gamified way;
2. Supports charitable organizations and makes donations easy for users;
3. Provides companies with easy-to-use and effective promotion tools that involve user photos;
4. Expands the market of photo and video content for companies and news services, with a convenient search functionality;
5. Integrates modern technologies and capabilities of blockchain into the digital photography market, increasing the transparency and security of its transactions.

2. Digital Photography Market

2.1. Digital Photography Market Size Growth

Due to the surging popularity of smartphones with built-in cameras, the number of digital photos is growing exponentially each year. More than 1.2 trillion photos were taken in 2017, which is 600 billion more than in 2013, and 100 billion more than in 2016.

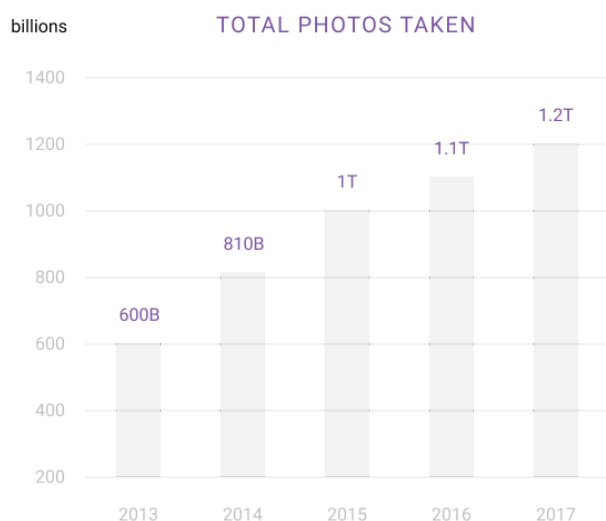
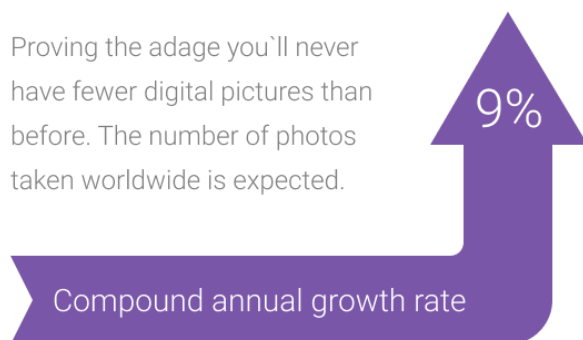
Billions of people carry smartphones everywhere, record places and events around them, and instantly publish their pictures on the Internet. Such photos and video materials may possess artistic value or be in high demand by news companies, which strive to publish content on trending topics as quickly as possible. In addition, the quality of cameras in smartphones is continuously improving, allowing for the creation of content of ever higher quality.

How many digital photos are out there?

1.2 trillion

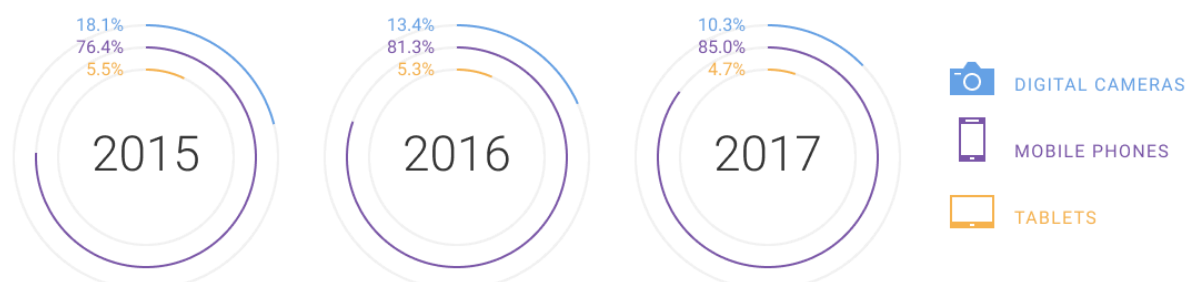
will be taken in 2017

Proving the adage you'll never have fewer digital pictures than before. The number of photos taken worldwide is expected.



Mobile pics or it didn't happen

Camera pics or it wasn't

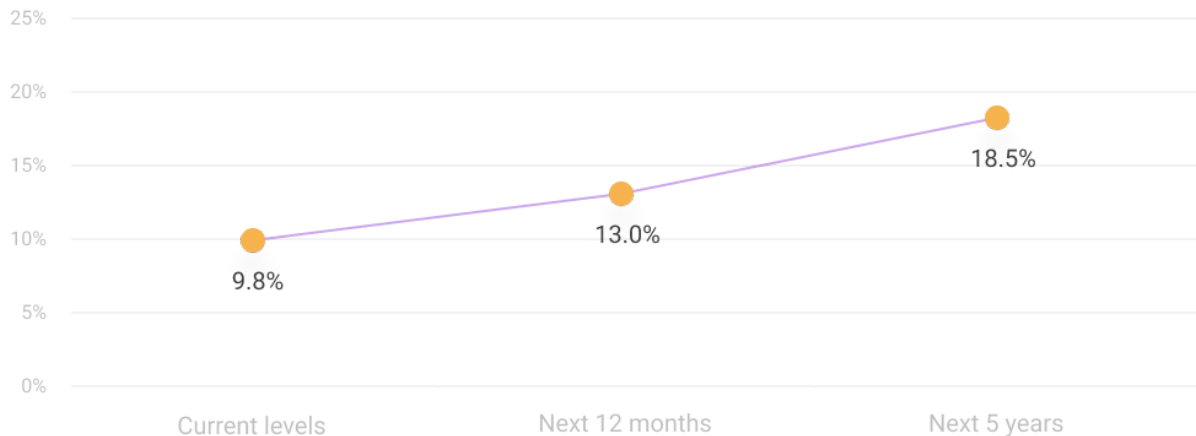


People worldwide continue to turn to mobile phone cameras for most photography, like social media and casual snapshots.

Source: mylio.com

Social media platforms are the primary channels for publishing and promoting digital photos, while at the same time, they are one of the main sources of Internet traffic for advertisers. Therefore, social media marketing expenses amount to a significant portion of overall marketing spending in the company. The share of social media spending in marketing budget is expected to increase from 9.8% to 18.5% over the next five years¹:

SOCIAL MEDIA SPENDING OF PERCENT OF MARKETING BUDGET



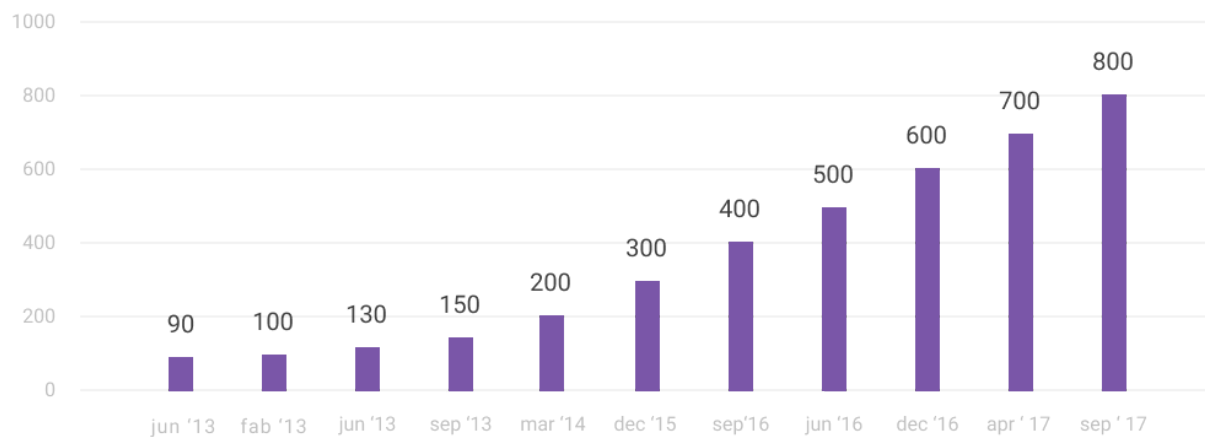
Source: *cmosurvey.org*

It is worth noting that the popular photo sharing service Instagram is among the top 20 most visited Internet resources in the world² and it has about 800 million users. As of August of 2017, the number of daily users of the service is 375 million, which is 125 million more as compared to the previous year's numbers. The graph below shows the monthly increase in the number of Instagram users (in millions).

¹ *cmosurvey.org*

² <https://www.alexa.com/topsites>

MONTHLY NUMBER OF INSTAGRAM USERS (IN MILLIONS OF PEOPLE)



Source: statista.com

2.2. The Problem of Visual Content Monetization

Traditional ways to monetize visual content

Throughout history, people have created a huge amount of graphic content including rock art, murals, engravings, paintings, photographs, etc. This content may possess different sorts of artistic, historical and aesthetic value, but to date, only a miniscule fraction of this value has been monetized in any way.

Traditional opportunities for photo content monetization are present only in two forms: either by placing advertisements on web pages with photos or via direct sale of the photographs. Both scenarios assume the commercial use of the photograph. Therefore, the requirements for such content are high, which creates barriers for the authors. For example, most photo stocks require that uploaded photos meet certain quality standards (in exposure, lighting, focusing, framing, etc.). When talking about the use of photography for advertising purposes, this requires a mandatory model release and often demands professional equipment and the involvement of a team of specialists.

Today Instagram, Facebook, Snapchat and Twitter social networks allow users to post a huge amount of visual content. However, despite the fact that all this content belongs to users, the multi-billion profits generated by this content are collected by shareholders of the companies that own these networks.

Here the opportunities for visual content monetization are not provided to the user by default, but require complex setups where profits are delayed in time.

Using blockchain technology to monetize visual content

There are several services on the market that credit cryptocurrency tokens to their users for social activity. It works like this: when users receive a Like on their photo or post, they get a certain number of tokens.

For example, users of Steemit, a decentralized social network, receive rewards in Steem tokens. Steepshot, and the PhotoSteem applications developed on this social platform, give users rewards in Steem tokens for the likes they receive on posted photos. Here the monetization of photo content is limited as the only way to receive tokens is to get likes.

SELFLLERY provides an extensive toolset for user content monetization including:

1. automated rewards in YOU (SELFLLERY money) tokens for Likes received
2. an opportunity to sell photos in stock photo
3. rewards for participating in advertising campaigns
4. prizes for photo-quests
5. rewards for participating in photo contests
6. boosted multipliers for getting into the top-ratings and for frequent social activities.

3. SELFLERY Project Description

3.1. YOU Token

The SELFLERY economic model is based on an internal asset, the SELFLERY money utility token (YOU token). The YOU token entitles its holders access to paid services on the SELFLERY platform, to make purchases in the SELFLERY marketplace and stock gallery, donate to charities, and make internal transfers and withdraw tokens to Ethereum wallets.

YOU token transfer happens when users receive Likes ('Proof-of-Like'). The platform incorporates a deflationary mechanism, according to which the number of Likes required to obtain one YOU token is increased every year relative to volume of users. Also, YOU token generation at TGE will be limited (See 'Token Generating Event').

3.2. Monetization of Social Activities

Every user who conducts a lot of activities in SELFLERY brings value to the platform. Therefore, SELFLERY rewards such users with YOU tokens.

Likes

The Like is one of the key metrics in SELFLERY operations. Likes serve as accounting records and encourage users to be more active. As users get Likes, they get YOU tokens credited to their accounts.

Token Multiplier

YOU token amount to credit is calculated automatically based on individual token multiplier of each user. The multiplier value depends on several indicators including the

number of received Likes, the number of comments the user posted, participation in photo contests, positions in top ratings, etc.

3.3. Rating

Every user is included in the rating system. The Rating is an indicator of popularity, which is displayed on the user profile and affects the YOU token multiplier. The rating is influenced by the following factors: the total number of received likes, the number of comments and views of the user photos.

Also, SELFLLERY automatically lists the top-rated photos in different categories. Moreover, every day the editorial team selects the best photos to include in the “Editor's Choice” section. Every time the user photo is included in “Editor's Choice”, or top-ratings, it raises the author's rating.

3.4. Charity

Every month SELFLLERY donates 10% of its profits to various charities. In addition, SELFLLERY incorporates a charity program, where any SELFLLERY user can determine the percentage of donations from their income to a charity of choice.

Participating in various social projects, users receive special badges. Thus, most socially active users stand out from the user list. Also, users can choose the charity type (for example, help children or help those affected by natural disasters, donate to educational programs, medical research, or animal shelters). All charities receive donations in YOU tokens, which they can withdraw into the currency of their choice. Blockchain technology used in YOU token ensures transparency and security of such transactions.

To support this social initiative, SELFLLERY will partner with international charity organizations.

3.5. Photoquests

SELFLLERY regularly creates photo quests - single- and multiplayer games for photographers. In a photoquest, users are tasked with making photos of certain objects, animals or scenes within a limited period of time. Photoquest may include several tasks with different levels of complexity. After completing all the tasks, the player can receive a prize in YOU tokens. In a multiplayer photoquest, several players can participate simultaneously.

3.6. Photo Contests

SELFLLERY provides advertisers with a marketing tool set that includes games and contests. The brand or company owner can launch a photo contest between users and specify custom conditions that would attract attention to the brand. Blockchain provides transparency of the contest as advertisers will use smart contract to specify the contest terms and rewards distribution.

Participating in games and contests, users can get additional Likes, increase their photo ratings and receive rewards in YOU tokens. The reward amount is calculated in the following way: the more participants enter the contest, the larger the prize pool.

3.7. Marketplace for Products and Services

SELFLLERY users get access to the SELFLLERY marketplace where they can purchase related products (cosmetics, selfie sticks, smartphones, etc.) and services (cosmetic procedures, plastic surgery, photo prints etc.) with YOU tokens or other cryptocurrency. Suppliers are required to complete authorization process. Supplier catalog will show their ratings, escrow and reviews.

3.8. Stock Photo

SELFLLERY provides a multipurpose stock photo to upload and sell digital photos. Payments in the stock gallery are made with YOU tokens. All stock gallery users are required to complete verification.

4. SELFLLERY Business Model

4.1. AdTech and Targeted Advertising

SELFLLERY serves as an AdTech platform for companies and individuals who want an effective way to promote their products and services to platform users, or buy photos for use in advertising campaigns.

SELFLLERY offers the following advertising models:

- CPA - cost per action (pay per user activity)
- CPC - cost per click (pay per click)
- CPV - cost per view (pay per view)

Advertisers and brands are also provided with the functionality to run promotional campaigns with users. Using this tool, advertiser can specify custom campaign conditions: the number of participants, the reward fund amount, the minimum number of views and Likes of the user's page, the requirements for a photograph, etc. If a user's page meets all the requirements, the user automatically receives a reward in YOU tokens. Also, advertisers can launch photo contests with several winners and specify prizes not only in YOU tokens, but also an advertiser's merchandise from the SELFLLERY marketplace.

4.2. SELFLLERY Fees

SELFLLERY charges a fee for the following services:

1. Sale of products and services in the marketplace
2. Sale of photos in stock gallery
3. Advertising campaigns, photo contests, photo quests
4. Promotional smart contracts

5. Token Generating Event

5.1. Token Generating Event

Token Generating Event (TGE) is an event when anyone can become the owner of YOU tokens. A token is a code element, which is used in the SELFLLERY platform operations to enable internal payments between its users.

5.2. Token Generation and Distribution

Initially, YOU tokens are generated during the TGE based on the Ethereum platform. Buyers receive YOU in exchange for Ethereum (ETH) tokens by sending a payment to a smart contract that generates YOU tokens. The smart contract address will be published on official SELFLLERY website one day before the TGE start.

YOU token price: 1 YOU = 0.001 ETH

The minimum goal (soft cap): 10 000 ETH

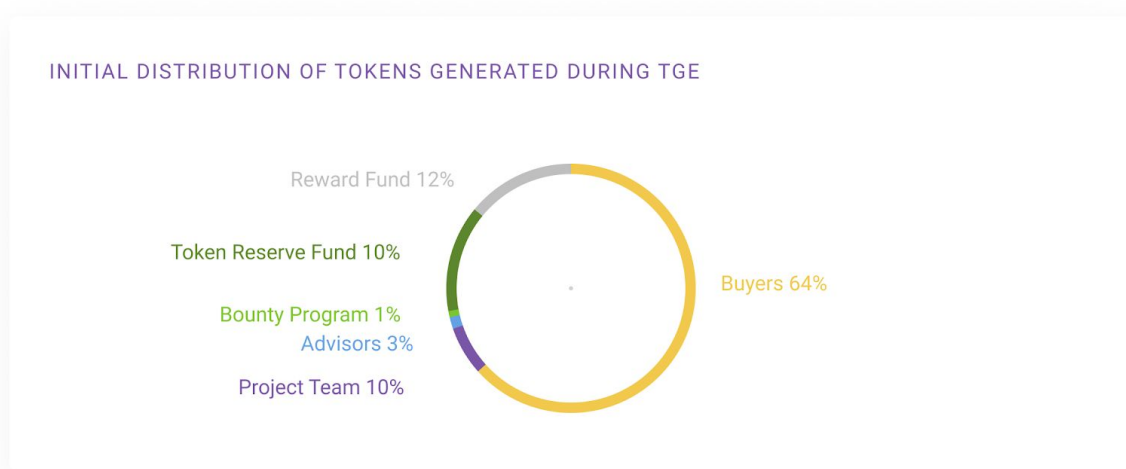
The maximum goal (hard cap): 55 000 ETH

Minimum purchase amount: 0.1 ETH

TGE will have two stages: pre-sale and main sale. At the pre-sale stage, YOU tokens are offered only to whitelisted buyers, whereas during the main sale tokens can be purchased by anyone. During pre-sale, early buyers can buy YOU tokens at a discount. For discounted YOU tokens, the minimum purchase amount is set at 10 ETH and tokens are locked up for at least one month after the main sale ends.

Pre-sale discounts and vesting schedule

Pre-sale	Discount	Vesting Schedule (starting from the main sale end date)
Phase 1: \$200,000	25%	50 days
Phase 2: \$300,000	20%	40 days
Phase 3: \$500,000	15%	30 days



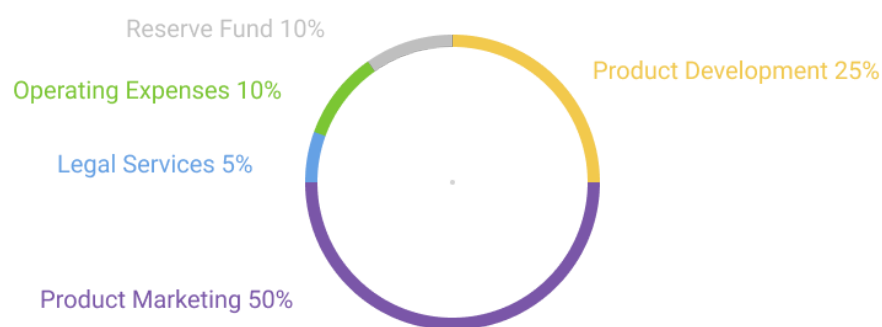
YOU Token buyers receive their tokens immediately when a ETH smart contract transaction is processed. Token rewards for bounty program members, advisors, project teams, as well as tokens for the reserve and reward funds are distributed only when the TGE is completed.

The bounty program tokens are distributed to the program members on the TGE end date. Advisor tokens are locked in for one month from the TGE end date, while the project team tokens are locked in for six months. Tokens for the Reserve and Reward Funds will be sent to specified addresses on TGE end date. Addresses will be published on the SELFLERY website one day before the TGE end date. These funds, together with YOU tokens collected during TGE, will be available for use by the SELFLERY project team from the moment these Funds are set up, and the team will report on spending on their blog.

The Reward Fund has been established to support early users during the first year of the SELFLLERY platform operation. Until SELFLLERY gains enough advertising funds, the Reward Fund tokens will be used to reward users for Likes, to recognize most active users, to congratulate winners in photo contests, to attract popular bloggers, etc.

Users who register and actively use SELFLLERY during the TGE main sale will receive an additional multiplier for the monetization of their visual content. With this additional multiplier, once the platform launches the reward payments, users will start receiving more YOU tokens for the Likes they get.

DISTRIBUTION OF ETH FUNDS COLLECTED ON TGE

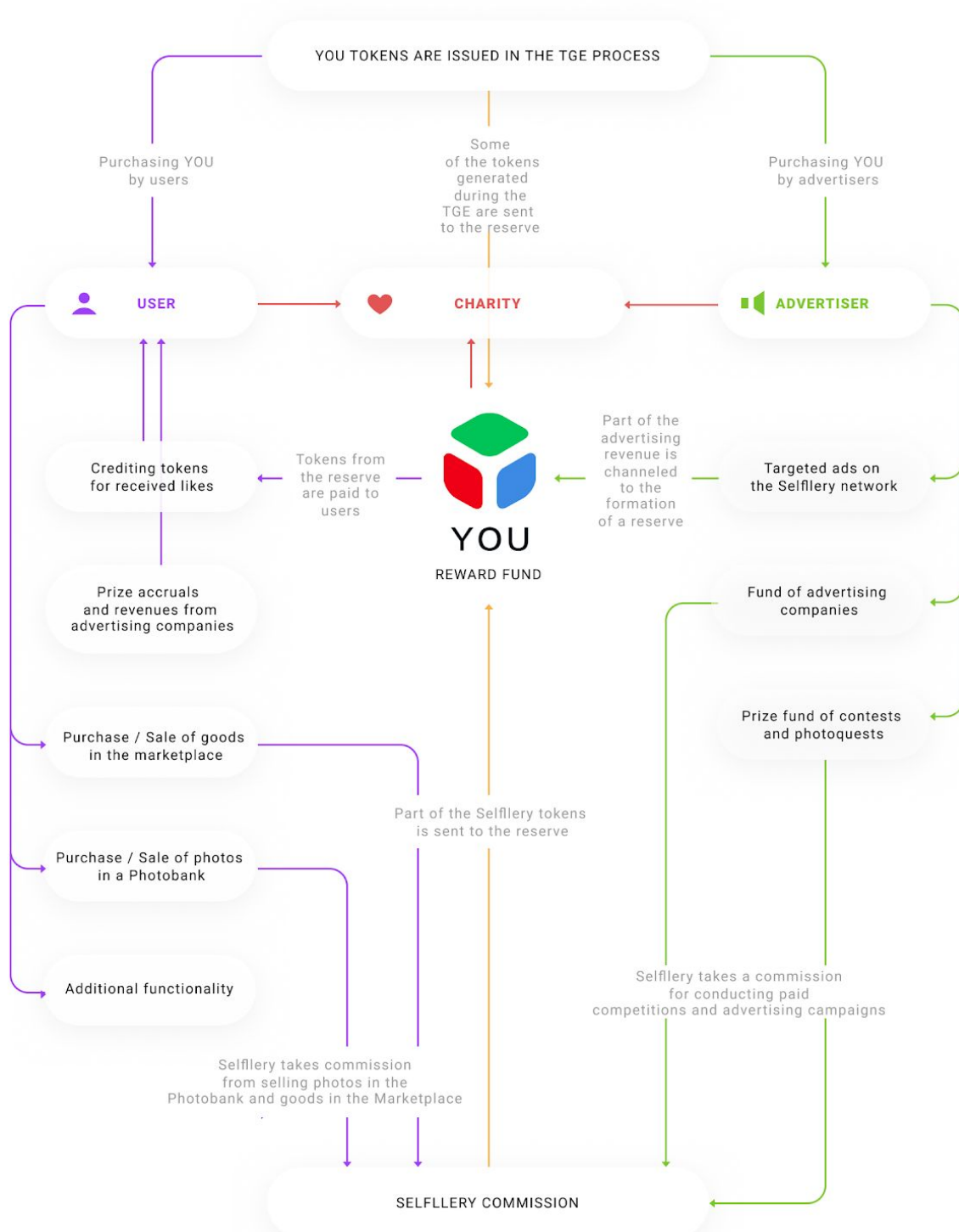


As SELFLLERY is a social platform, most of the collected funds will be spent towards attracting new users and developing product features.

Spending ETH tokens collected during TGE (except for Reserve Fund) will be controlled by a smart contract that will release and transfer funds to the project team according to the completed roadmap milestones. In light of recent industry news³, which shows a human factor hindering the successful implementation of the project, escrow will not be involved.

³ <https://www.coindesk.com/tezos-founders-ico-controversy-will-blow/>

6. SELFLERY Token Model



6.1. YOU Token Circulation

The YOU token circulation scheme depends on the type of ownership.

When YOU tokens are owned by SELFLLERY end users:

1. YOU tokens are generated during TGE
2. Users buy YOU tokens on TGE or on the open market (after TGE ends).
3. Users utilize YOU tokens to pay for additional SELFLLERY features, to buy specialized products in SELFLLERY marketplace and other users' photos in stock gallery, and also on charity.
4. When users pay for additional SELFLLERY features, YOU tokens are transferred to SELFLLERY and then distributed according to the current plan for SELFLLERY platform development. When users buy other users' photos in stock gallery or specialized products in the marketplace, YOU tokens are transferred from buyers to sellers, excluding the SELFLLERY fee.

When YOU token is owned by SELFLLERY advertisers:

1. YOU tokens are generated during TGE;
2. Advertisers buy YOU tokens on TGE or on the open market (after TGE ends);
3. Advertisers utilize YOU tokens to pay for targeted advertising on SELFLLERY;
4. YOU tokens (excluding the SELFLLERY fee) received from advertisers are distributed among all SELFLLERY users according to their Likes volume and current user rating; Besides paying YOU tokens for targeted ads, advertisers can award YOU token prizes to users who win photo contests or complete promotional photoquests.

The YOU token supply is limited. Every day, at a certain time, SELFLLERY distributes the daily reward fund among all users who have received Likes in the last day. YOU tokens are distributed among all active SELFLLERY users, since all of them are SELFLLERY contributors, and not only those whose pages host ads. The more people use SELFLLERY, the more value it brings to the platform. Therefore, every user who receives a Like, deserves a reward.

To avoid cheating, for unverified users the total number of likes per day that he or she can give is limited. After verification number of likes per day that user can give is unlimited. SELFLLERY provides users with YOU token accounts, where they can make instant internal transfers (offchain transactions) in YOU tokens without any fee. Also, users can withdraw their YOU tokens from their SELFLLERY token account to their Ethereum wallets with a miner fee.

The development strategy of SELFLLERY user reward model includes implementation of smart contracts that allows advertisers to use not only YOU tokens, but also ETH and other ERC20 tokens to reward users. Once these smart contracts are introduced, advertisers who pay with YOU tokens will receive a discount.

6.2. Loyalty Multipliers

SELFLLERY has a loyalty program to reward their most popular users. When they are rewarded for Likes with tokens, their YOU token amount is calculated with a progressive loyalty multiplier, which increases the total number of tokens received.

7. Roadmap

Q1 2016		Idea Product Concept Definition
Q2 2016		Alpha Version of WEB App Alpha Version of Android App
Q3 2016		Closed Testing of the WEB App Closed Testing of the Android App
Q4 2016		Beta Version of Android Application User Testing of the Service
Q1 2017		Market Research and Analysis WHITEPAPER Preparation
Q2 2017		Economic Model Validation Advisor Consulting
Q3 2017		Preparing for Pre-sale Launch
Q4 2017		Pre-sale Round A Pre-sale Round B
Q1 2018		Pre-sale Round C - Already Raised \$1,014,728 Staff increase iOS application release YOU Token Generation Event
Q2 2018		Launching a large-scale marketing campaign Growing user base Photo contest module release Charity donations module release
Q3 2018		First 500,000 users Development of tools for advertisers Photo Stock module development Advertising platform launch
Q4 2018 >FUTURE		Marketplace module development AdTech technology development Copyright verification module development on Blockchain Photo authenticity approval module on Blockchain
IN 3 YEARS		1 billion SELFLLERY users

8. Core Team



Vadim Onishchenko - CEO

<https://www.linkedin.com/in/vadimonishchenko/>

<https://www.facebook.com/Onishchenko.Vadim>

Vadim is the founder of the SELFLLERY platform. He is a professional photographer with ten years of experience in the IT field. SELFLLERY is a synthesis of his improved skills. Its meaning is globally changing the attitude towards visual content.



Victor Laushtan - CBDO

<https://www.linkedin.com/in/victorlaushtan/>

<https://www.facebook.com/VictorLaushtan>

Victor is a Business Development Officer, with experience in market and product research and competitive analysis. He also has in-depth knowledge of sales and marketing content development. In addition, he holds experience in communications with industry analysts and knowledge of company and product presentations at industry events.



Rami Khodorovsky - Project Manager

<https://www.linkedin.com/in/ramikhodorovsky/>

<https://www.facebook.com/RamiKhodorovsky>

Rami is a specialist in information technology and search marketing. Has more than 12 years of practical experience in marketing and development of IT-technologies, mainly in the promotion of large WEB-projects and search engine optimization. Rami has solid knowledge in creating and maintaining groups in social media.



Evgenyj Zarechnyj - CTO

<https://www.linkedin.com/in/evgenyj-zarechnyj/>

<https://www.facebook.com/evgenyj.zarechnyj>

Evgenyj is the backend and web developer with more than 15 years of experience in software development. He developed his own MVC framework in PHP, and wrote anti-keylogger in C++. He has solid knowledge in project architecture, as well as programming skills in JavaScript, C++, PHP and node.js



Sergey Kuznetsov - Senior WEB Developer

<https://linkedin.com/in/sergeykuznetsov4>

<https://www.facebook.com/sergey.kuznetsov.99>

Sergey is qualified PHP developer with strong knowledge of Javascript and AngularJS, and in integrations with various APIs. Developed a system for generating PDF reports for the evaluation system, the results of the project were used by such services as: Alfa Bank, Beeline, Yota. Participated in the development of an electronic trading platform.



Anastasiya Shteppa - Senior Product Designer

<https://linkedin.com/in/shtpp>

<https://www.facebook.com/anastasiya.shteppa>

Anastasiya is a professional graphic designer with more than 7 years experience in UX \/ UI design and branding. In SELFLLERY team she`s responsible for the upcoming redesign of the main site, landing pages, and all marketing materials. Also she has skills in A/B testing, ATL and BTL marketing and wide experience in all cycles of launching new products to the market.



Yana Mizernyuk - Head of Marketing

<http://linkedin.com/in/yana-mizernyuk/>

<https://www.facebook.com/yanina.mizernyuk>

Yana is a qualified marketing with more than 4 years in Marketing, Business Development, Event and Partnership Management. She has taken part in launching IT projects and startups, attended many conferences, and opened new coworking spaces. Her skills are centered in areas of digital activity, marketing, partnership communication, startup launching and personnel management.



Vladislav Nikitenkov - Chief Marketing Officer

<https://www.linkedin.com/in/vlad-nikitenkov/>

<https://www.facebook.com/vlad.nikitenkov>

Vladislav has more than 5-year experience in promoting brands, launching marketing companies. He has been doing marketing in the promotion of ICO, TGE and ITO projects for over a year. Vladislav is the CEO of the leading marketing agency ADDIVINE, with more than 20 employees. He is also the founder of the media about the crypto currency The Coin Shark.



Tatiana Skydan - Editor-in-Chief

<https://www.linkedin.com/in/tatiana-morozova-skydan/>

<https://www.facebook.com/prostorama>

Tatiana is a media-expert with more than 15-years experience in radio and publishing, PR, communications and creativity. In SELFLERY team she acts as editor-in-chief who is responsible for every word spoken on behalf of company.



Ira Yetskalo - Business Development Officer

<https://linkedin.com/in/yetskalo>

<https://www.facebook.com/Yetskalo>

Ira is professional Business Development Officer. She has more than 3 years experience in business communication, strategic partnership communication and team-leading. Her knowledge and skills makes her good expert in communicating new product developments to prospective clients and following up new business opportunities.



Kate Dubov - Communication Manager

<https://www.linkedin.com/in/kate-dubov/>

<https://www.facebook.com/katie.dubov.1>

Kate is a skilled Communications Manager with experience in business communication, lead research, partnership strategy, media and advertising resources communication. She is involved in preparing Kickstarter campaigns, including making all PR-tasks, data collection, SMM - content, financial calculations, negotiating with company partners, and document translation.



Hasan Nafi Akalın - Media Explorer

<https://www.linkedin.com/in/hasan-nafi-akalın/>

<https://www.facebook.com/multia17>

Hasan Nafi was born in Turkey and studying in Ukraine, with 5 years learned market research media strategy and completed the construction of today. Hasan is a Media explorer, interestingly he catch them and benefit, he gives a different angle to the Team. Succesful in two-way communication, document translation and digital activities.



Vladi Krakovetskyi - Board Advisor

<https://www.linkedin.com/in/krakovetskyi/>

<https://www.facebook.com/offic>

Vladi is a motivational speaker, entrepreneur and world traveler. He has a higher technical and economic education, obtained in VNTU (Vinnica National University Of Technologies). Vladi's professional experience: Organizer of Smart Techno™, CEO&Co-founder of ABCname™ and Lemniscate.Capital Foundation, Managing Partner and Co-Founder of Worlax Graphics LTD, Technical Director at MIG Robotics, Co-founder of ChatBot Community Ukraine, COO of Startup Association Ukraine-Israel, Managing Partner at Robo House.



Sandra Mikheeva - Account Manager

<https://www.linkedin.com/in/Sandra-Mikheeva/>

<https://www.facebook.com/alexsandra.mikheeva>

Sandra is a Account Manager with a big experience in analysis trends on markets to generate and select relevant content. She's professional in ideas hunting — monitoring relevant sources, competitors, substitutions to select the best ideas to implement.

9. Advisors



Motti Peer

<https://www.blonde20.com/team/motti-peer/>

<https://www.linkedin.com/in/mottipeer>

Motti holds an MBA in Finance and Marketing from Manchester University. As Co-CEO of Blonde 2.0, he is responsible for handling the Public Relations aspects, strategy and crisis management. He served as Chief Instructor in LOTAR the IDF's School for Anti Terrorism. He's also a mentor and a lecturer at the Executive MBA program of Tel Aviv University, Michlelet Afeka, and IDC's entrepreneurial program. Motti is a member of the board of directors at the Taub Center. Forbes named Motti one of the Startup Nation's "Movers and Shakers".



Jason Hung

<https://www.linkedin.com/in/jasonhung-earth/>

Jason is a serial entrepreneur and inventor in mobile business, blockchain ecosystem, digital marketing, AI and ERP related business. He is the co-founder of Treascovery, Chidopi and TimeBox, and the advisory board of BitRewards, BlockLancer, ICONIC, AIDA, EZPOS and Suchapp. He has more than 20 years proven track record on managing RD, IT, sales, consulting service with 9 technology related patents which using at more than 2000 Apps. He was also formal PeopleSoft and JDE solution head in Greater China. He is also a blockchain expert of ICOBench and International Blockchain Consulting Announcement Group.



Amarpreet Singh

<https://www.linkedin.com/in/amarpreetsingh2/>

Amarpreet is a professional with 10 years of experience in Tech\Digital industry. His specialties are: Technology Consulting, Operations, Cloud Computing, Fintech, Innovation, ERP, Machine Learning, Account Management, Partner Development, Business Development and Strategy. He holds three Masters degrees from top business schools in Asia, has lived\worked\studied in India, Singapore, France, China, South Africa, Korea, Canada etc. He has worked with Microsoft, The World Bank, Airbus etc.



Nathan Christian

<https://www.linkedin.com/in/nathan-christian-90365414a/>

Nathan is a technical expert in Blockchain-based accounting and financial applications. He is a Serial entrepreneur with over 35 start-ups in his portfolio. He is deeply entrenched in the blockchain space and has made it both his career and life passion. He is an accomplished blockchain and Fintech international speaker and is a top 10 ranked member of the 'People of Blockchain'. He is also diversely skilled in ICO strategy, development, venture capital investment, consulting and advising. He has his MBA from the Ohio State University and is always seeking to help mentor those in blockchain industry. A few of his current top ICO advisory projects include; TraDove, Friendz, Omnitudo, Moonlite, VeriMe, BitRewards, and LedgerScore.



Reuben Godfrey

<https://www.linkedin.com/in/reuben-godfrey-1a18055/>

Reuben has worked in sales, business development, finance and operations roles for major multinationals and start-ups in the tech, telecoms and pharmaceutical industries globally. He has worked as a journalist and is frequently interviewed and asked for comment by tech and mainstream media as well as speaking at and hosting seminars and conferences. He is co-founder the Blockchain Association of Ireland and the Irish Chamber of Commerce in Slovakia with an ambassador role on the GDPR Awareness Coalition and on the NSAI National Mirror Committee to ISO TC 307.



Boris Otonicar

<https://www.linkedin.com/in/boris-o-46842231/>

Boris Otonicar has a Masters degree in Economics & Psychology from University of Zurich. Currently he is doing a certificate as a Blockchain Specialist BVS. He advised different ICOs like Coinlancer, Districts and Coinloan. He is very interested in Blockchain and develops his own Blockchain models and Smart Contracts.



Roman Kravchenko

<https://www.linkedin.com/in/romankrav4/>

Roman Kravchenko is a blockchain expert who positions himself as a CryptoDiaspora evangelist. He is fond of traveling and sharing his experience as a speaker at thematic conferences around the world. His alma mater is the Donetsk National University, where he obtained Master's degree in Economic Cybernetics. Professional experience: Assistant of the Department "Applied Mathematics and Informatics", Chief Technology Officer in Agri Eye, Project Manager in ITC R&D, Chief Technology Officer in Remme and 482.solutions



Nazar Polyvka

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Nazar Polyvka is an expert in legal advice. He is a co-founder of Axon.Partners, a law firm that serves technocratic business. He specializes in high-tech, intellectual property, venture investment, electronic and crypto currencies, e-commerce and media. Nazar holds a Master's Degree in Law Science from NaUKMA (National University of Kyiv-Mohyla Academy). His professional experience was formed while working with companies such as Foyil, Arzinger, KM Partners and Juscutum. Nazar and his team at Axon.Partners provided legal advice to such ICO projects as: TAAS Fund, DMarket, DreamTeam, DAO.Casino, Oracles Network, Hacken and others.

10. Disclaimer

This document is intended solely for informational purposes and isn't meant to be a solicitation or an offer to invest in our platform.

No Ownership and Control Rights

Ownership of YOU tokens does not grant its holders the right of ownership or the right to share in SELFLERY. YOU tokens do not give the right to participate in decision making about direction and development of SELFLERY business. However, the opinions of token holders and platform users are very important and can be taken into account when such decisions are being made. YOU tokens can be used as an internal currency within the project to purchase products and services from companies represented in the marketplace, and to pay for contextual advertising or premium accounts in SELFLERY.

No Income or Profit Guarantees

All examples of income and profit calculation in this document are presented only to demonstrate the average, empirical indicators of the industry. They do not guarantee that these results will be achieved according to the marketing plan.

Regulatory Uncertainty

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. There's a risk that all digital tokens, as an asset, may fall under heavy regulation and restrictions, that may limit the functionality of YOU token or even make it impossible to use. We see it as a highly

improbable course of action, but if it happens, we aren't responsible for its consequences.

YOU Token Investment Status

The YOU token is not a certified or legally binding investment. Due to unforeseen circumstances, the objectives set forth in this document may be amended. Although we intend to accomplish all the objectives described in this document, all persons and parties involved in the purchase of YOU tokens do so at their own risk.

Risk of Insufficient Adoption

Although YOU tokens should not be seen as an investment, they will have some value on the cryptocurrencies market. SELFLLERY team can't and won't influence the tokens' market price, which depends solely on the proportion of supply and demand, and also on the use frequency. Their value may increase due to high frequency of use and high demand, and decrease when used not often.

Risk of Funds Loss

Funds collected in the TGE process are not insured. In the case of token loss or decrease of the token value, token holders are not provided with a private or public insurance representative.

Risk of Failure

Even though the SELFLLERY team is highly confident that the project will be successful, working additional shifts and spending countless hours and resources to achieve all goals, these goals may be not achieved due to some reasons beyond the control of the team.

Risk of Using New Technologies

Crypto-tokens, such as YOU tokens, are a new and unverified technology. In addition to the risks mentioned in this document, there are additional risks which the SELFLLERY team cannot foresee. These risks could materialize in other forms not specified in this document.

No Guarantees

Registration on SELFLLERY platform or YOU token purchase is a voluntary action and the project team doesn't take any responsibility for this action or its consequences. After emission, YOU tokens are sent to users without any guarantees, including guarantees of increase in value. Some jurisdictions do not allow the exclusion of implied guarantees, and the above exceptions to implied guarantees may not apply to you, but we still put it here in order to avoid any monetary claims from investors and users.

11. Contacts

Token Generation Event: <https://tge.selflery.com>

MVP: <https://selflery.com>

Smart Contract: <https://github.com/SELFLLERY/selflery-tge>

Contact US: <https://selflery.com/support>

Youtube Channel: <https://www.youtube.com/SELFLLERY>

Presentation Video: <https://youtu.be/sJDuhji2N50>

SELFLLERY - TOKEN SALE on Telegram ENG: https://t.me/SELFLLERY_EN

SELFLLERY Official Channel on Telegram: <https://t.me/SELFLLERY>

Facebook: <https://www.facebook.com/SELFLLERY/>

Linkedin: <https://www.linkedin.com/company/SELFLLERY/>

Bitcointalk: <https://bitcointalk.org/index.php?topic=2759497>

Medium: <https://medium.com/@SELFLLERY>

Reddit: <https://www.reddit.com/user/SELFLLERY/>

Twitter: <https://twitter.com/SELFLLERY>

Instagram: <https://www.instagram.com/SELFLLERY/>

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