

Selfii

The Selfii Social Network

Legal Disclaimer

This document is an introduction to the Selfii project ("Selfii"). The purpose of this document is to communicate the goals of Selfii International Limited ("SIL"), the current status of Selfii, as well as information about a proposed token sale event. The information within this document is provided "as is" without any representations or warranties (express or implied). SIL makes no representations or warranties in relation to the information within this document.

SIL is not bound by any representation of design, roadmap or expected performance of the application described herein. SIL reserves the right to alter designs and goals at their sole discretion.

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This document has not been reviewed or approved by a regulatory body. Based on the nature of the product, there is no requirement to do so. There are no actions active or pending against SIL under any regulatory agency in any jurisdiction.

A platform and client application already exists for Selfii, and this document makes no binding representations or warranties in relation to the existing platform and client applications.

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Mission Statement

We want to change the way people express themselves and receive feedback.

Overview

Selfii is a playful and rewarding social platform for sharing and rating selfie pictures, winning prizes and making new friends.

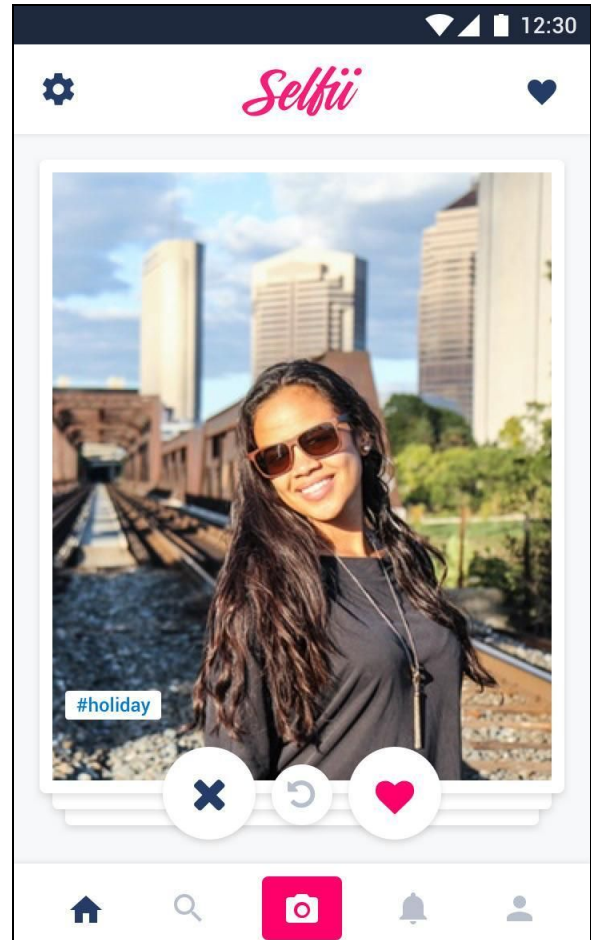
The world is your audience. Engage them with funny, exciting and awe-inspiring images. Share and discover what appeals to others, and find out instantly what people think.

Is that suit dashing? Does your bum look big in that? Pose the world a question and find out the answer in minutes.

Find selfies at places or by hashtag. Follow places, hashtags and people to keep up to date. See people nearby and make new friends.

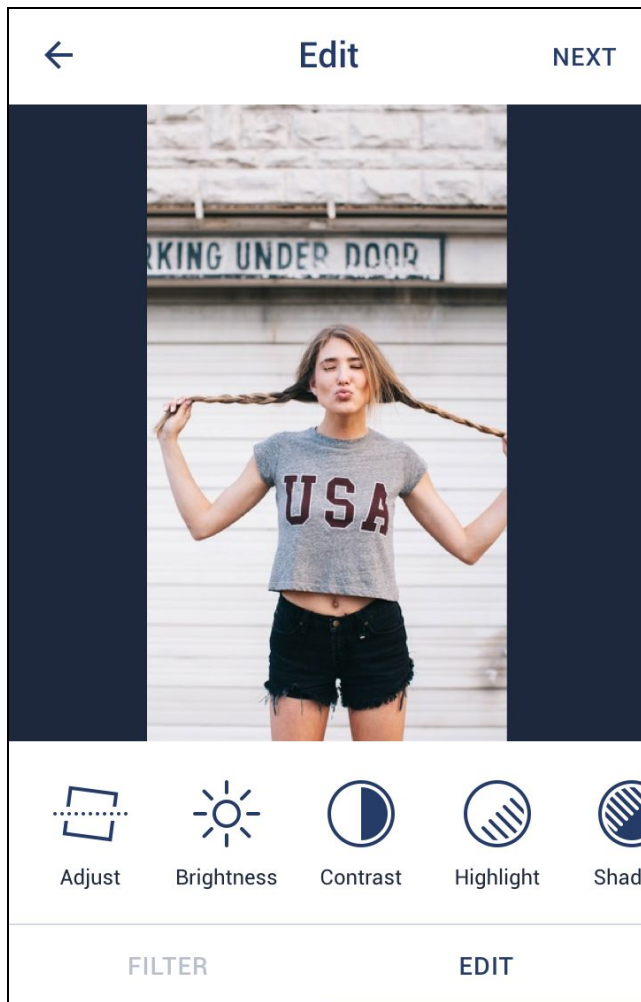
On Selfii, navigation is voting. Everything is rated or answered, and everyone gets an audience.

See how you compare to others in your area, or to your friends on social media with ratings and hot lists.



The App

The Selfii app will be available for iPhone and Android. It has a gorgeous User Experience, and a smooth and responsive user interface created by our experienced Selfii engineers. The app is a joy to use.



Post your Selfii

Post something funny, sexy, awe inspiring or enlightening and find out what people think. Tweak your photos with our awesome filters and controls. Posts reach your world audience in seconds.

Your Feedback

Every post has a score so you will always get feedback on your posts. Find out what works and what doesn't, or be creative and impress.

Once your post gets 10 votes or more, get a detailed breakdown showing how people voted and who liked your posts.

Comments allow you to get tips and feedback from others and find out why they liked your posts, or why they thought that hairdo was a bad idea. Find friends with similar interests.

Personal Feed

Your personal feed delivers a deck of posts tailored to what you're interested in. See new posts from people you follow, people near your area, and new posts from around the world.

Swipe right to like, or left to skip and view the next post. It's simple and fun.

If you post your own Selfii others will see it here!

Gain a Following

Become a Selfii star and gain a following of avid fans. The more followers you have, the more votes and likes you will receive. Post something great and see your fan base explode.

Promote Yourself

Want more followers? Shouts deliver your pictures to more people. Broadcast yourself on the personal feeds of those in your area or around the world. You'll get more views and votes for a period of time appearing on more feeds and reaching a wider audience.

Choose how long you want to Shout and watch your following grow.

See What's Hot

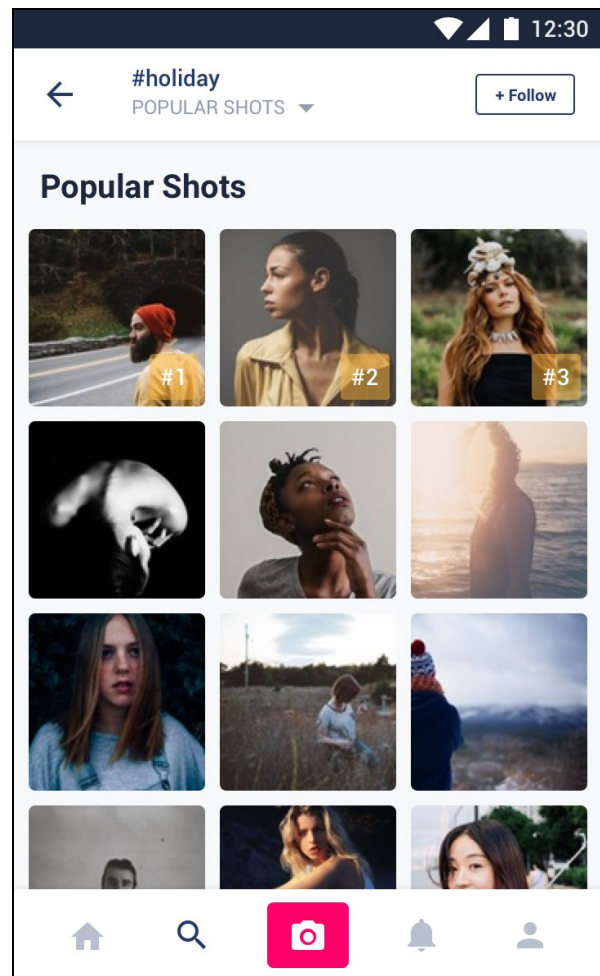
Top lists show what's hot right now for a place or hashtag. See the top rated, cutest, funniest, and sexiest posts and see how you compare.

Compete for Prizes

Enter endless competitions and earn prizes from your favorite brands. See where you are ranked at any time, and be sure to view the winning posts (it could be you!). Competitions are provided by your favorite brands throughout the world.

Challenge Others

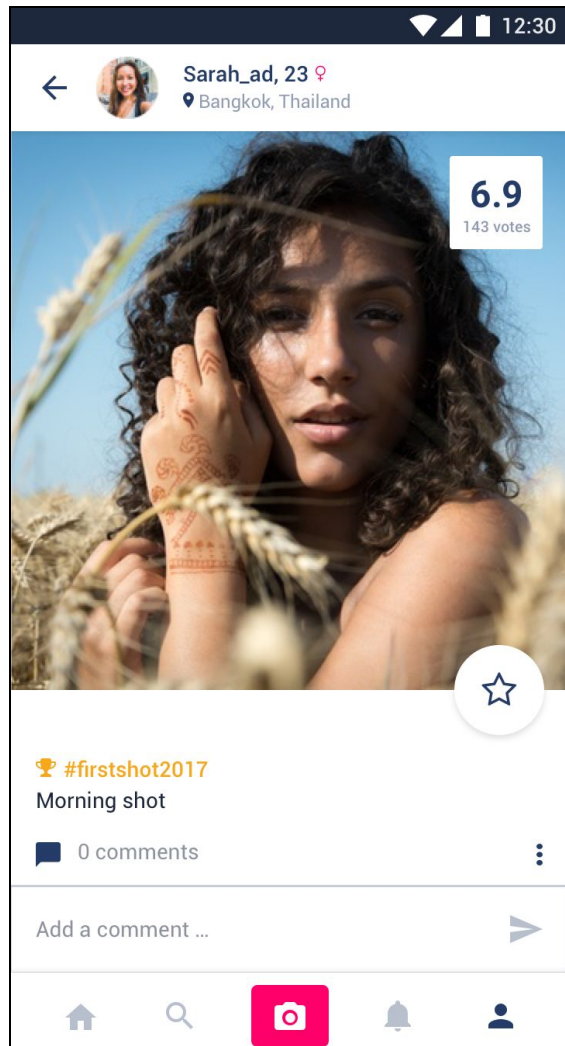
Challenges are like competitions but are created by people, including you! Set creative challenges, kick-start memes, or raise awareness for a cause that you are



passionate about. Take part in other challenges, and find out the winner in your area and around the world.

Be Topical

All posts are tagged with a hashtag. Post pictures for an occasion, such as a wedding or birth. Create topical posts based on recent events, memes or fashion. Create and post to a hashtag for a local club or business.



Find Out Who's Nearby

Our Nearby feature allow you to find and follow content and people in your area. Find people who like your selfies, make new friends and attend events and competitions.

Discover a World of Selfiis

The Explore feature allows you to discover content quickly and easily. Find trending hashtags and locations and recommendations for you right on the screen.

The extensive search feature allows you to search for specific people, places and hashtags to find the things and people that you are interested in.

Don't Miss Out

In-app and push notifications keep you up to date when people like or comment on your posts, or your favorite users post something new.

Revisit Your Favorite Posts

View a complete history of all your votes, or star posts to your favorites to be inspired later.

SELFII ID

SELFII ID is a decentralised platform and portable utility token that provides identity and ownership features built on open standards for a wide range of uses in apps, social networks, and the next iteration of the web.

The initial features of SELFII ID have been designed to solve specific problems for the Selfii social network for trust, privacy and reputation and has evolved into a powerful framework for improving the user experience of the web as a whole.

SELFII ID is designed to simplify authentication, provide authenticity of user profile pictures, prevent spam, reduce abusive content, and make it safer for our users to meet in person.

Features:

- ★ **ID Auth** provides a blockchain based authentication protocol for one-click secure and passwordless sign on.
- ★ **FaceScore** provides a peer-to-peer seal of authenticity to user profiles so that users are confident in the relationships that they form online.
- ★ **ID Verify** provides a lightweight KYC market for users to ensure their safety when meeting with other users or dealing with them online.
- ★ **Stake** prevents spam and tackles abuse by making them uneconomical.
- ★ **Status** empowers users to filter private messages and friend requests.
- ★ **Audience** promotes content from good online citizens.
- ★ **Vouch** builds a user's reputation from the recommendations of their peers.

The SELFII ID platform is a framework that allows endless additional features to be implemented by first and third parties, such as premium subscriptions, certifications, additional reputation attributes, ownership of virtual goods, granted access to events and services, settlement contracts, and much more.

The Selfii team has great plans for our own additional features and will make announcements when appropriate.

For more information about the SELFII ID platform, planned features and technical implementation, see our extensive SELFII ID yellow paper.

User Acquisition

The success of Selfii depends on the number of active users of the apps. Using the blockchain, and our collective experience of user acquisition, allows us to create marketing strategies that provide transparency and incentive to their participants.

Low quality (ie, inactive) users are costly to both service and growth. Metrics built into the service allow us to analyse user activity and user quality. This in-turn informs a mechanism to reward publishers, affiliates and marketers based on the quality of the users that they acquire.

Wherever possible we aim to implement financial mechanisms using blockchain technology and Smart Contracts to inspire transparency and confidence in us from our marketing partners. In addition, we aim to make payouts instant upon goals being met, whenever technically possible. Running quality campaigns attracts quality marketing partners and quality results.

The new technical aspects of our user acquisition strategies are still under planning, and require further research and development and will roll out after launch.

Premium Features

As user acquisition is our most important initial goal, early monetization of the platform will focus entirely on features that do not add any friction to user sign ups, or actually contribute to user acquisition.

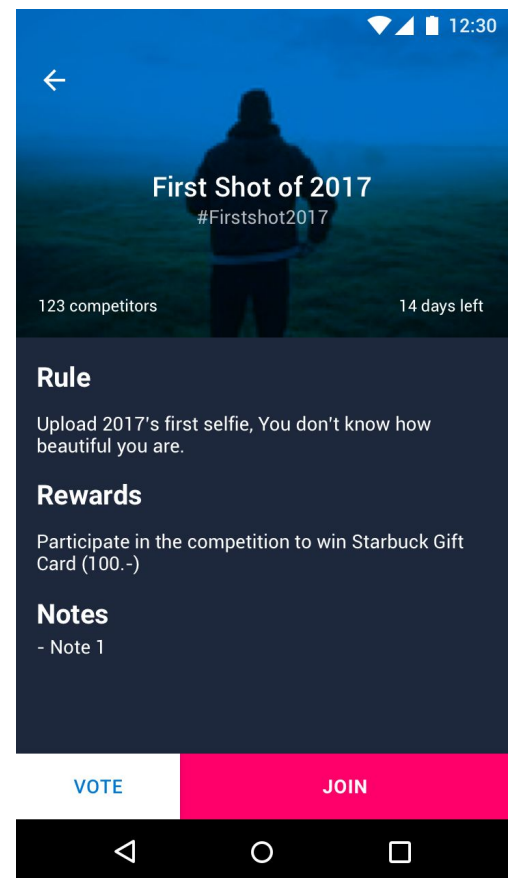
Branded Competition Platform

Competitions are a native in-app feature of Selfii that add value to the user experience. Users can post selfies to a competition based on a set of rules as outlined for each competition. For example, a large cafe chain may start a competition that requires users to take a selfie while drinking their product at one of their outlets.

Selfie competitions are extremely popular marketing campaigns and can be found throughout existing social media, as shown by a simple search for the term “selfie competition”.

Without an enabling platform, each company that provides a selfie competition must:

- A. Create a marketing campaign for the competition using various channels
- B. Provide a method for participants to post their pictures
- C. Commit human resources to reviewing potentially thousands or millions of submissions in order to find a winner



The benefits of Selfii Competitions are two-fold:

Software as a Service

We provide a software as a service platform that allows companies to create selfie competitions for their products so that our clients greatly reduce their costs. The platform greatly reduces the effort and resources required to run competitions, by:

1. Marketing the campaign to our existing user base as a native, frictionless feature.
2. Allow submissions to be posted seamlessly using our existing features.
3. Crowd source a winner selection using our voting features.

Mutual Marketing

While we market competitions in-app, our client markets them via their usual channels, for example, in-store or on social media. This feature complements and mirrors our marketing by raising awareness of Selfii and driving up user acquisition.

A brand is advertised to our app, while our app is advertised to a brand's loyal customers, who are motivated to discover our app to participate in the competition.

Initially, during our user acquisition drive we will approach partners to run competitions without a service fee. Once we have established a valuable user base, we will begin to charge for the service.

Additionally, from the outset, competitions will be defined by our administrators in direct cooperation with our clients. In the future, the platform will be expanded to allow sign-up and self-service for a fee; allowing us to both automate the process and provide an attractive B2B service that becomes an additional revenue stream.

Native Advertising

Selfii's vote to navigate mechanic provides an ideal feature and interface for unobtrusive native advertising. Native advertising infrequently appears within decks while the user is browsing content; and if an advert is not of interest, the user can swipe it away as part of their interactive flow, or tap it to learn more.

As swiping is required, these gestures also allow us to collate approval data of advertisements; a unique aspect that is not possible with traditional banner or video based advertising. This feedback provides valuable data to our advertisers, allowing them to update and A/B test their campaigns in real-time; adjusting them for best results.

Our native advertising platform will be launched after Competitions, and we feel our user base is of a sufficient size.

Brand Accounts

Brand accounts allow businesses to maintain a verified user facing channel to complement their social media strategies. Users can explore and search specific brands in an unobtrusive user friendly experience that also provides corporate users with improved discovery of their presence and content.

A dashboard allows corporate users to access detailed analytics of their competitions, native advertising performance and general brand awareness, allowing them to evaluate the impact of their strategy on the Selfii platform.

Virtual Gifts

Users can purchase virtual gifts within Selfii and gift them to people that they follow to show their appreciation. A gift shop provides items that range in value and classification.

Gifts can also be created with our users' favorite brands, products, celebrities, tv shows, movies and video games which may be offered for free providing an additional native advertising channel for our advertising clients.

While most gifts are simple illustrations from hand-picked designers and brand partners, some allow additional functionality such as:

- Stickers for use in comments, photos and chats.
- Tickets that are consumable for entry to events such as concerts.
- Vouchers that provide discounts and benefits.
- Signed cards from verified celebrities.
- Virtual gifts that are redeemed when users meet.

Some virtual gifts, such as flowers or diamonds, are redeemable for in-app currency, and are sold at a higher value for users that really want to show their adoration. This type of gifting has the potential to cross-over into real world purchases in advanced versions of the application economy (still under development).

There is a huge potential in the possible functionality of virtual goods and gifts and is an area under constant research.

In-App Features

In-app currency is also used to purchase in-app features which are found throughout the app for the best possible user experience and optimal conversion rate.

Shouts

Shouts is an in-app feature that allows users to promote their content for a limited time for a nominal fee. Users can select how long they want to promote their content, and for the duration the selected posts will be shown at a much higher frequency on other users' home feed.

Photo Filters

Premium photo filters, effects, stickers and photo features can be purchased with our in-app currency. Unique, innovative and joyful photo features provide value in differentiating Selfii and keeping its core service fresh and creatively inspiring.

User Rewards

Selfii is designed to reward users for participation while simultaneously developing a constant audience and feedback.

Redeemable Gifts

Some of our virtual gifts are redeemable, allowing our users to receive rewards for participation. Users can redeem high value gifts that they receive within Selfii, and even meet up to redeem special virtual diamonds, encouraging social interaction between our users.

Influencers

When a content creator becomes especially popular we can grant them an influencer status. This status allows content creators to earn a commission of redeemable in-app currency for all virtual gifts that they receive, even those that are not normally redeemable.

This allows us to retain and reward talented content creators for maintaining an audience and the user retention that they provide to the service.

Brand Ambassadors

Companies can approach our Influencers using our tools to become ambassadors for their brands. This provides a trusted approach for further revenue opportunities for our Influencers and the Selfii platform while allowing our users to be aware of sponsored content.

Competitions

As well as prizes from brand sponsored competitions users can also win redeemable virtual gifts by participating in official Selfii competitions which are run on a regular basis to inspire creativity from our users.

Technical

Selfii consists of a client app and a set of services that provide an HTTP API for features, and a websocket service for events.

Client App

The client app for iOS and Android is built on the latest stable version of Angular, allowing a single build once – deploy everywhere codebase, that reduces development and maintenance costs.



Angular's Ahead-Of-Time compilation, along with a host of well-designed and tested optimizations, provide a cross platform hybrid app that has the performance and experience of a native app.

Meanwhile, Ionic 3's component library and platform-specific design allows an app with a native look and feel that suits the target platform; be it iOS or Android.

Native Cordova plugins are used judiciously to ensure performance, and to provide access to hardware features such as orientation and location.

Services

The HTTP API and websocket servers are deployed as micro-services allowing a decoupled and robust network design.



Most services share a single application codebase that is started with role-specific parameters allowing concrete services to compose themselves at start-time depending on the service's requirements.

This approach greatly reduces the complexity of the codebase that is often typical of a microservice architecture.

The main application codebase is written in Typescript, and runs on node.js. Services are designed to be stateless and concurrent, providing linear horizontal scalability across as many host nodes as required. Scaling provides a linear increase in performance across the cluster.

A stateless, cluster-based design ensures that API and event services are always expendable and ensures redundancy and resilience. When services and nodes go down

they are replaced immediately without adverse effects to the network and ensure high availability.



Services communicate with a work queue allowing any tasks that are not immediately required for response to be delegated and distributed for concurrent and deferred processing. This ensures API requests are responded to immediately.

A websocket service enables clients to stream data with lower overheads than HTTP requests. This is critical for servicing the Swipe-To-Like UI which can generate many events per minute from a single user.

ElasticSearch provides long-term storage and querying. Vertical partitioning, inverted indexes, liberal denormalization and restraint on data relationships provide quick response times.

Redis clusters provide session caching and data fan-out for notification feeds.

Infrastructure

The services are hosted on multi-region Amazon AWS running Docker containers. The containers are orchestrated by Docker Cloud providing automated container distribution, automated container scaling, and automated node scaling.



HAProxy and Docker Cloud's service discovery provide request load balancing over a dynamic infrastructure. Coupled with a sessionless design, service disruption is mitigated when there are node or network failures.

Triggers and health monitoring provide events for service rescheduling and scaling.

Monitoring

Feedback on performance, efficiency and user behavior is vital for engineering and product decisions. The services provide rich and verbose logging allowing decoupled processing to collate and visualize critical data in near real-time. Logstash and Kibana provide a flexible solution that can be tuned to our needs over time.

Roadmap

As with any social platform, development will always be ongoing to improve the user experience, maintain security and performance, and add high value features. Our current roadmap is focused on a public launch and core post launch features.

We employ a LEAN methodology which means the roadmap is flexible based on the continuous feedback we gain from users and service metrics about performance and user behaviour; particularly about features that our users find most valuable.

We are currently in Alpha, preparing for a public Beta launch.

01. Client App
02. Selfii Services
- 03. Invite-Only Alpha Launch**
04. Scaling Analysis
05. Beta Launch
06. Spam & Abuse Prevention with SELFII ID
07. Test and Preparation
08. Public Launch
09. Challenges & Competitions
10. Nearby & Places
11. Fake User Prevention with FaceScore

Team

In 2004 Ronny Iverson & Simon Stokvold co-created deiligst.no, a hugely popular social media and dating platform in Norway that ran for over 14 years. Predating Facebook, deiligst was as innovative as it was controversial with constant mention in the media as Norwegian culture was disrupted by the new social network concept.

At its most popular, over 13% of Norwegians were signed up and the site was generating revenue of \$240,000 per month in Norway alone.

In 2016 Ronny & Simon met technical leader Darren Gordon and toyed with the idea of bringing the huge success of deiligst.no to the post-Facebook, app oriented web.

After several energetic months of product design, prototyping, and studying the market, the team focused on an exciting selfie sharing platform that provides immediate feedback to its users as deiligst.no did in its day.

With his technical, design and leadership skills; the aid of UX design team, Morphosis; and successful partnership with billionaire Morten Klein, Darren brought the product and services to an MVP in July 2017.

After the team gained a shared interest in blockchain technologies throughout 2017, Darren proposed the SELFII ID framework for solving product challenges in Selfii and social media as a whole. The concept was received with excitement from the partners and the team specced out the product and technical design.

We are currently focused on building excellent product, engineering, sales & marketing teams to gear up for Selfii's public beta launch.

Ronny Iversen



Head of Marketing

- Co-Founder and Lead Developer - Prioritet Ltd / Prioritet Norge AS
- Founder - JUZY ENTERTAINMENT LTD ([Deiligst.no](https://deiligst.no))

As Head of Marketing, Ronny is responsible for the Selfii brand and user acquisition, creating our marketing campaigns and driving public awareness.

Ronny has been building products and consulting for over 20 years as a software engineer, marketing expert, social media entrepreneur and investor.

Ronny started out by designing and coding the Blackfire MUD while studying at the University of Oslo. Since then Ronny has hand built games, B2B services and social media products, including the hugely successful Deiligst.no.

Ronny enjoys driving new products to success with the right balance of product design, marketing, and technical innovation. He believes in connecting people with cross industry disciplines for business opportunities and is currently evangelizing the benefits of the blockchain.

Linkedin: <https://www.linkedin.com/in/ronny-iversen-55a221b2>

Simon Stokvold



Head of Sales

Simon heads up our sales operations responsible for acquiring clients, partners and sponsors for our content platform and native advertising features.

Simon is an experienced sales and marketing executive and entrepreneur with 23 years experience in the IT and technology sector.

After attaining a law degree at the University of Oslo and serving in the Norwegian military, Simon went on to found many successful companies such as Eurocall AS, Senternett AS, Websenter and

Prioritet Norge which provided marketing and technology services in Norway, Sweden and Singapore. Simon was the co-founder and Head of Sales for the deiligst.no social network.

Simon believes involvement in blockchain technology is vital to remaining relevant in the technology and finance space over the coming years.

Linkedin: <https://www.linkedin.com/in/simon-stokvold-28602b1a>

Darren Gordon



Head of Product

- Lead Architect - vBulletin
- Development Manager - Times of Malta

Darren is the technical leader of the group and is responsible for the design and implementation of our products and services.

Darren is an engineer, leader, product designer and operations manager with 20 years of experience developing user facing products including commercial forum software, news platforms and social products.

Darren began developing video game websites and league based games in the 90's. He went on to lead testing of flagship Microsoft products (Office, Sharepoint, Xbox), served as lead architect of vBulletin, and reinvented Times of Malta to gain 1 million unique visitors per month, more than twice the country's population.

Darren is an evangelist for the end user experience. He is an always-on developer, mastering a new group of technologies every few years. He is now researching and designing blockchain technologies.

Linkedin: <https://www.linkedin.com/in/darren-gordon-641231117>

Advisors

Morten Klein



- Chairman of the Board - Klein Group
- Chairman of the Board - Cherry AB

Morten Klein is the billionaire behind Klein Group, which consists of a group of companies with various investments within the gaming industry, e-commerce companies, real estate as well as within various venture companies with exceptional prospects. Klein Group is controlled 100% by Mr Klein.

Klein group owns 14% of the public Swedish gaming company Cherry AB, where Morten has been a board member since 2011. Morten is now

Chairman of the board.

In 2012 Mr. Klein was acknowledged as [one of the 50 most significant people](#)¹ in the world within the Online Gambling Industry by Gambling Intelligence.

Mr. Klein is also a highly recognized poker player winning the Norwegian Poker Championship several times as well as obtaining numerous top placements in the European and World Poker Tour.

Website: www.kleingroup.no

Website: www.cherry.se

LinkedIn: <https://www.linkedin.com/in/morten-klein-577b9b25>

Tokens For Sale

SELFII tokens will be sold to the public soon! Keep an eye on media outlets for availability, and get ready to use them in the Selfii app.

¹ Hot 50 Winners - Backstage Heroes / gamigintelligence.com
<http://www.gamingintelligence.com/business/14688-hot-50-winners-backstage-heroes>