SENSE Token Sale
sensetoken.com

Sensay provides a decentralized, transparent, interoperable messaging platform enabling anyone to chat and transact freely across centralized messaging applications.

Tokens on Sensay (SENSE) enable users to earn rewards for their conversational contributions across the Sensay platform and other applications.

Timeline of Token Sale
· Start of Developer Pre-Sale - Oct 5, 2017
· Start of Main Pre-Sale - Oct 10, 2017
· Start of Main Token Sale – Oct 23, 2017
· Closing of Public Sale – Nov 7, 2017

The notional value of SENSE is set at $0.10 per token. The final value will be determined by the sale.

What problem does Sensay solve?
Currently, humans are limited by centralized social networks and indexed by advertising-supported social graphs, ultimately unable to own the value they contribute within these networks. Multiple centralized messaging apps consume more time for users than any other types of applications and operate in silos, with no common knowledge repository and no way to connect these apps. Sensay solves this problem with a decentralized, transparent, interoperable messaging platform enabling anyone to chat and unlock transactions across centralized messaging applications in a distributed network.

How does SENSE work?
The Sense Network includes three key components:
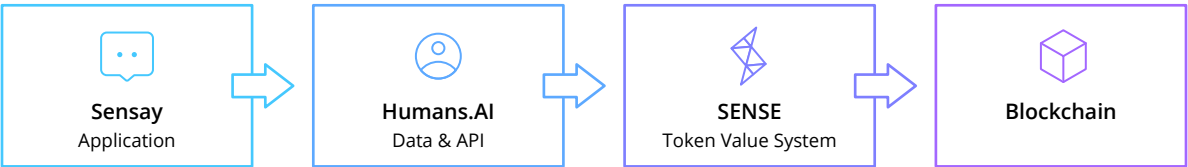
Sensay
A cross-platform messaging application and bot network that allows users and communities to connect through smart routing.

SENSE
The first blockchain-based smart contracts in chat which rewards a community of knowledge workers for their conversational contributions across Sensay and other applications in theecosystem.

Humans.AI
A protocol with an API that allows developers to access human conversational data asynchronously or in real time, providing passive or active income to the participants in those conversations.

| Sensay | Humans.AI | SENSE | Blockchain |
| Application | Data & API | Token Value System | |

What is the big vision?
All humans have intrinsic value: knowledge, skills and experience that can be shared in a tangible or intangible way. We call this **human capital**. Quantifying human capital has been nearly impossible through traditional systems. SENSE adds a quantifiable value to collective intelligence, enabling the frictionless trade of human capital assets in global communities.

How can Sensay be used by the community?
The total addressable market of Sensay ecosystem includes over 3.5Bn across messaging apps and social platforms globally. The platform can be used for communication across different messaging apps, as an information repository, to find relevant knowledge outside of individual networks and to monetize individual knowledge contributions. The addressable market assumes data-connected devices, however data is not required: Sensay works on any SMS enabled device, with a potential reach of 4.9Bn people globally.

The Sensay network has over 20 million Sensay Coins already in circulation among nearly 3 million users, exchangeable for SENSE after the token sale

Use of SENSE tokens
By widely distributing SENSE tokens to a global group of participants, Sensay expects to align interests with its users by rewarding them with a token with immediate value, while accelerating developer adoption and network growth.

Additional Information
You can find more information about the Sensay token sale online at: sensetoken.com
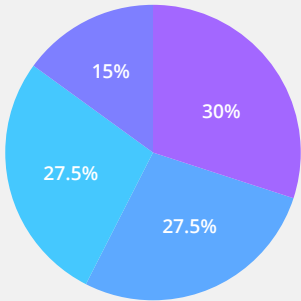White Paper: sensetoken.com/whitepaper
For presale requests: *presale@sensetoken.com*
For token sale support: *tokensale@sensetoken.com*

Key metrics
Target: $25M
Supply: 1Bn (1,000,000,000)

27.5% sold in the token sale
27.5% retained for company
15% incentives for SENSE protocol development contributors
30% retained for SDN, communities, users and contributors

Payment mechanism: BTC/ETH/EOS/ShapeShift
Token format: ERC-20 Standard

Executive Team

Crystal Rose
Co-founder & CEO
Crystal is an entrepreneur and technologist who founded a digital interactive agency, multiple technology startups and a tech industry conference. She acts as both an angel investor and advisor to AI, bot and blockchain companies

Ariel Jalali
Co-founder & CSO
Ariel has served as a CTO and founder of several companies, and led led technology initiatives writing several patents in AdTech and streaming video. He is responsible for Sensay's patents in messaging, conversation commerce and the human routing engine.

SENSE Advisors
· Gavin Wood - Parity, Ethereum
· Galia Benartzi - Bancor Network
· Nick Sullivan - ChangeCoin, Airbnb

Sensay Investors

NORWEST VENTURE PARTNERS
GREYCROFT
DRAPER ASSOCIATES
QUEST VENTURE PARTNERS
AMPLIFY
and other investors (angel.co/sensay)

Sensay Advisors
ELEMENT   PERKINScoie   Deloitte.