

^^ In[R]ating.top



**Whitepaper**  
v.1.0.2  
June, 2018

**WORLD OF NEW OPPORTUNITIES**

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## 1. Introduction

**InRating** – welcome to the world of new opportunities!

Humans tend to socialize, and can't live with no communication within a group, a team or a community. With the emergence and development of a large number of social networks, this human need for communication and information exchange was embodied in daily life. Every person, who has Internet connection, is now able to communicate with other despite long distances, using a variety of social networks and instant messengers.

Currently, social networks already serve both as a news portal and media data repository as well. In addition, the social networks act as some kind of person's online identity or virtual passport. In social networks, one can observe political views of all the society layers being formed, elections of opinion leaders held, trends set, and the social statuses of the given digital community participants determined.

These changes have had a significant impact on the user's behavior, habits, preferences, wishes and expectations. Those changes include information search, file storage, image editing, the ability to blog in social networks, geosocial services, etc. For all this, new capabilities, services and approaches are required.

Almost all existing popular social networks have evolved over a long period of time. Some add-ons were made to the already existing system often in a way that was more convenient for developers than users. Due to their scale, major social networks are overloaded with extra functionality and options, the elimination of which can compromise the social platforms pattern and as a result – discontent of most users. This leads to a negative feedback from ordinary users, decreased ease of use.

In addition, due to the growth rate and large scale, existing social networks do not pay enough attention to the user's reality or their personal identity. Bots registration (fake accounts) has reached a monumental scope of hundreds of millions.

Fake accounts are used both for earning money, and for holding important social and political events, such as demonstrating imaginary ratings and preferences.

The fundamentally new social network called **InRating** differs from all existing leaders in its segment by the following:

- Real users (the function of users' faces recognizing during registration is implemented, which minimizes the number of fake accounts and bots).
- Ability to communicate with people of different nationalities without language barriers (with the help of a unique built-in functionality for translating messages in a chat into 100 languages, translation of voice messages into 44 languages, and VoIP translation into 44 languages in real time).
- True (organic), rather than "driven up" popularity rating of our users (due to the built-in mathematical model of the rating coefficient calculation and the integration of the blockchain technology).
- Possibility to monetize your account, both personal and commercial (bonuses for top rankings positions, unique «Marketplace» functionality, etc.).
- Possibility to create own competitions and events using online voting technology (E-Voting). Holding open or closed competitions for organizations, companies, universities, etc. (with blockchain technology integration, which prevents any interference and falsification of voting results).
- Own INCoin for payments within the InRating network with an integrated payment unit and a variety of payment systems.
- Own internal wallet for each blockchain technology user.
- Possibility to use the InRating social network («Marketplace» Section) as a platform for promoting and advertising brands, sales of goods and services (for both personal and commercial accounts).
- Presence of the partners' gaming and entertainment subprojects.

- Own off-line parties, branded fashion-parties, music and sports festivals, organized using the network mechanisms.
- And many other unique services for users.

This ICO will give you an opportunity to participate in the InRating and make use of all its advantages. The connecting mechanism is the INToken.

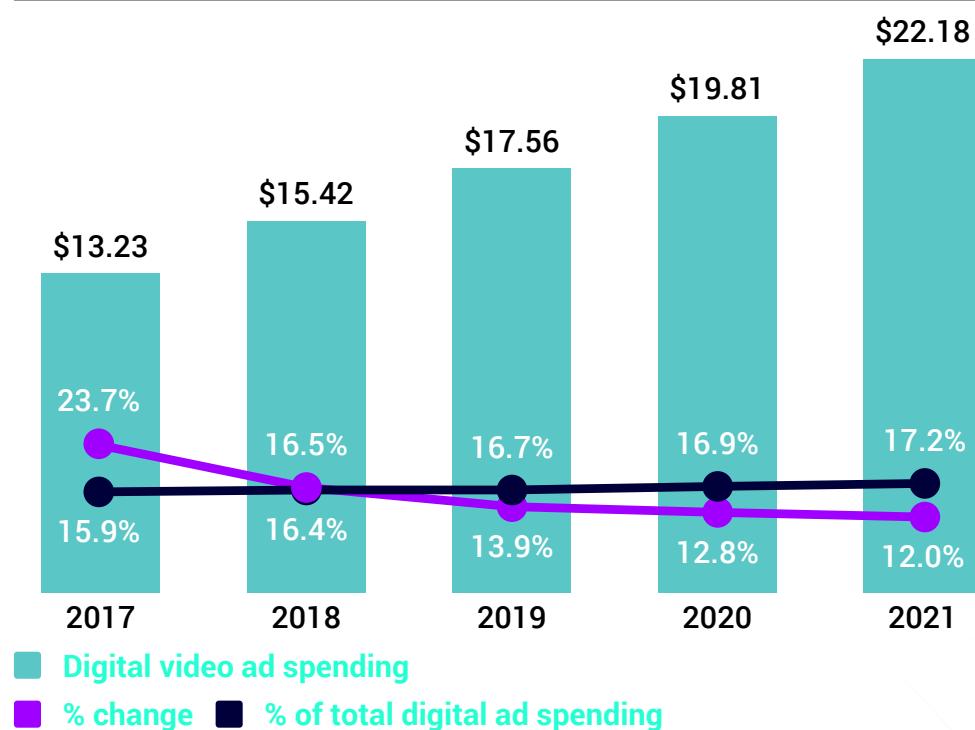
## 2. Basic trends of social media development and current market openings.

### 1. Increase in the popularity of visual contexts

The demand for photo and video content, as opposed to text and graphic information in social networks is increasing. It is due to the acceleration of pace of life of modern people, which facilitates the process of "absorbing" the content. The speed of Internet communication and the popularity of smartphones are growing too. In this regard, the high growth dynamics is demonstrated by projects like Instagram, Snapchat and Pinterest.

In addition, advertisers are more interested in the media format, due to its higher level of information and user engagement.

**US Digital Video Ad Spending, 2017-2021**  
*billions, % change and % of total digital ad spending*



*Note: includes in-banner, in-stream and in-text; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices*

*Source: eMarketer, March 2017; confirmed and republished, Aug 2017*

That is why the **InRating** prioritizes the photo and video content posts (including personalized users' broadcasts InStream and InStory), with the possibility of adding a text description.

## 2. Popularity of geosocial services

Geosocial services, allowing users to recommend different places and activities to their friends, as well as to inform about their location and learn about the friends' whereabouts, are gaining popularity. These services are actively used by various businesses to promote their products.

The following functions of the **InRating** are being implemented:

- feedback on institutions, events and places;
- polls to choose the best services, institutions or services;
- search according to the feedback given by the network users.

## 3. Search engines and social networks interaction

Search is becoming more involving. Google and other search engines use the social networks content to rank the search results. Almost all indicators of social activity (reposts, likes, comments, etc.) have become essential criteria for the popularity of person / event / resource during ranking in the search engines. At the same time, there is a probability of potential bias due to the option of deliberate rating drive up in social networks and "robots" activity.

The popularity ranking serves as a basis of the **InRating**. It is not required to use third-party services in order to determine the most popular user in the specific category. In this social network, the rating of participants is based on the blockchain technology, which prevents the falsification of any participant's rating and thus increases the attractiveness and transparency of cooperation with advertisers.

#### 4. Increasing role of social networks in recruitment process

When looking for potential employees, HR specialists are increasingly studying the candidate's profile in social networks. It is necessary to obtain a full information about the candidate.

InRating functionality provides for users profiling in accordance with their occupation, social status and preferences. This creates the prerequisites of the improved search for the best employers / employees, based on integrated filters in the social network.



### 3. Solutions

Having analyzed the trends and prospects for the development of social networks, we identified the following key aspects:

1. There is a huge gap between the market leaders (Facebook + Instagram, Twitter, YouTube) and all other services (according to data from dreamgrow.com).
2. Users' focus on online communication (some exceptions apply)
3. Own independent messenger lacking in most of the platforms and orientation on platform "internal" functions.
4. Lack of communication facilities for different languages' speakers.
5. Under-developed built-in monetization of the user's account.

Proceeding from these preconditions, the **InRating** was created to be positioned as an innovative platform with the following integrated functionality:

- A unique messenger, which breaks language barriers; automatic translation of messages into 100 languages, translation of voice messages into 44 languages, and VoIP with auto-translation into 44 languages.
- Enhanced monetization of personal and commercial accounts.
- Advanced functionality for forming groups / communities / shared interest events within the social network and a simple mechanism for communication among participants of such communities.
- Customized off-line branded parties, branded fashion-parties, music and sports festivals using network techniques.
- Ability to create own competitions and events using the E-Voting technology. Holding open or closed competitions for organizations, companies, universities, etc

## 4. InRating system features and functionality

InRating provides its users with the following features:

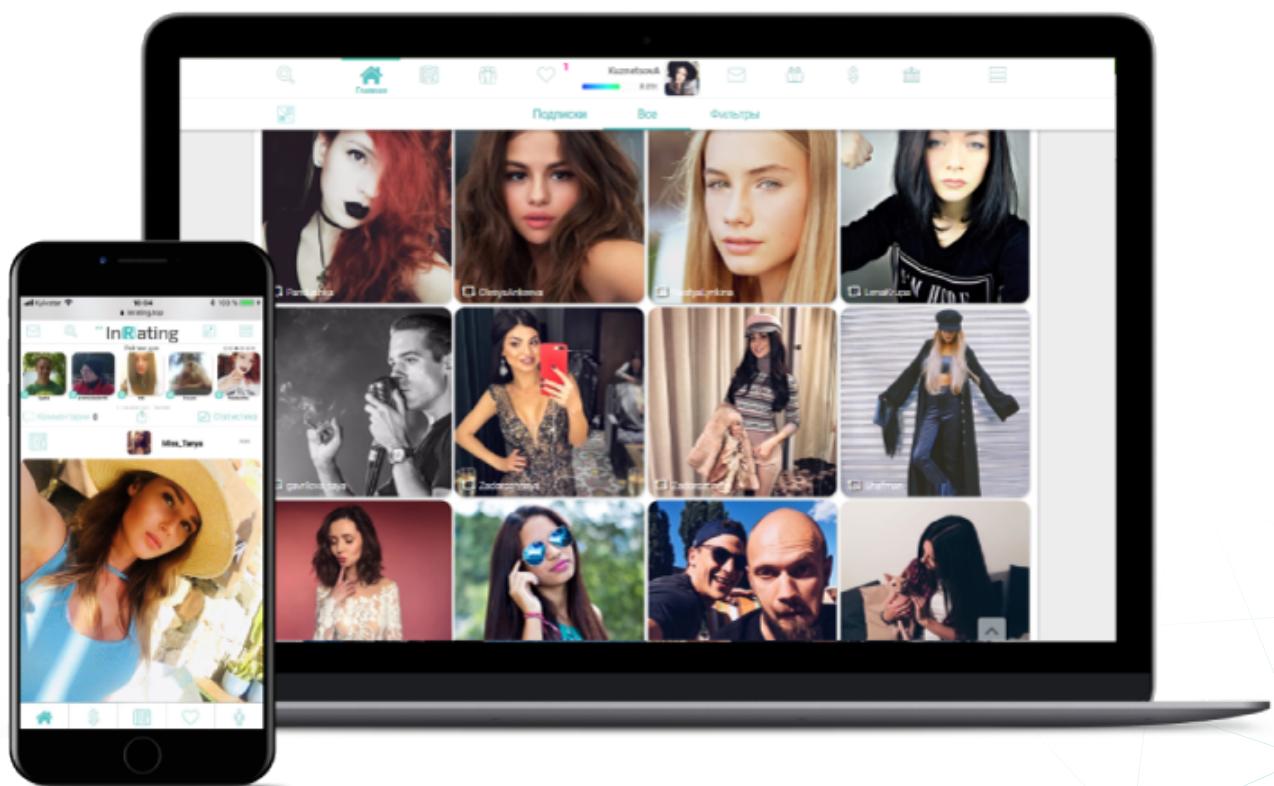
- A unique messenger, which breaks language barriers; automatic translation of messages into 100 languages, translation of voice messages into 44 languages, and VoIP auto-translation into 44 languages.
- Monetization of both personal and commercial accounts.
- Minimizing the presence of fake accounts in the social network, using the users' face recognition and rating system using the blockchain technology.
- Use of the unique «Marketplace» section as a platform for brand promotion or sales of goods and services.
- Combining virtual and real time communication in the InRating using the company's off-line network events.
- Use of built-in filters for ranking when searching for people by their location, age, occupation and other parameters. The same ranking applies when searching for goods and services.
- Availability of the entertainment menu.
- Own network contests aimed at increasing the users' activity ("the top 5 of the month").
- Possibility to create own competitions and events, using the E-Voting technology, as well as holding open or closed competitions for organizations, companies, universities, etc .
- Unique «AD Exchange» section for promotion of goods / works / services.
- Possibility to create a unique InStory and a 60 minute stream (InStream).
- Possibility to create and participate in charity projects.
- Ability to monetize the activity of the average InRating user (viewing ads, targeting, etc).

**Currently, the InRating is presented by the:**

- WEB-version for PC;
- Mobile WEB-version;
- Android app;
- IOS app.

**Web application for the InRating** was designed and released in 2017.

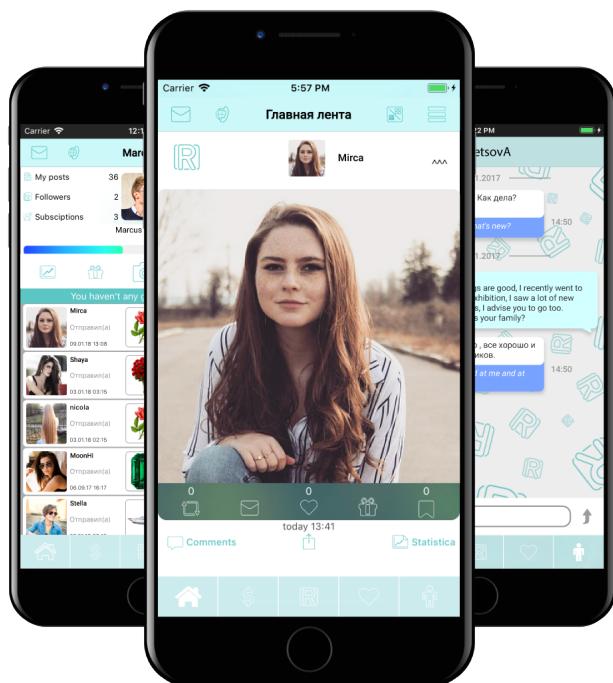
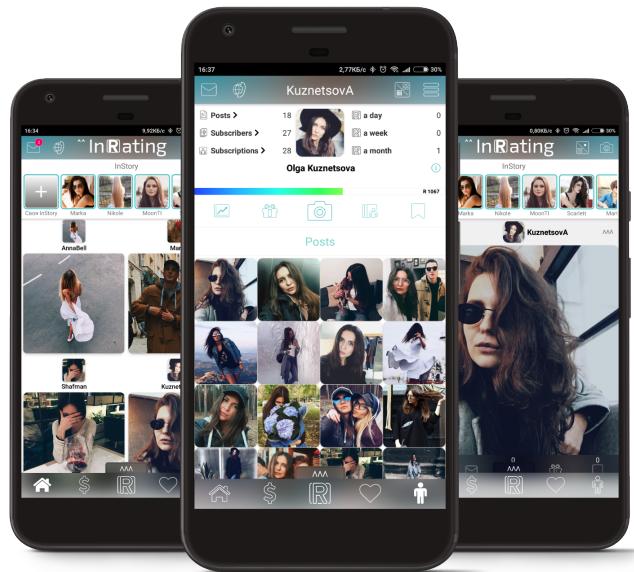
InRating is a unique product. Symbiosis of non-standard solutions in the development of the service and customer part has been implemented in the application mobile and desktop versions.



## Android application:

**presentation and release scheduled for May 2018**

Android-based InRating application has all the facilities for communication and social networking. The application is designed based on Android gadgets users' preferences.



## IOS social network application:

**presentation and release scheduled for summer 2018**

The implemented iOS-based application has all the functionality for communicating in the social network. The application is designed based on the Apple gadgets users' preferences.

## 5. Current InRating technologies. Using blockchain technology

Some functions in the InRating are implemented through a method of storing digital data by means of building a continuous logical blockchain.

The use of such technology ensures complete users safety and excludes the possibility of any information corruption.

\* Internal blockchain is developed on the basis of Stellar.

### 1. Blockchain provides reliable information on the users' Rating within the InRating.

Rating is one of the basic principles in the InRating indicating popularity and activity of the user.

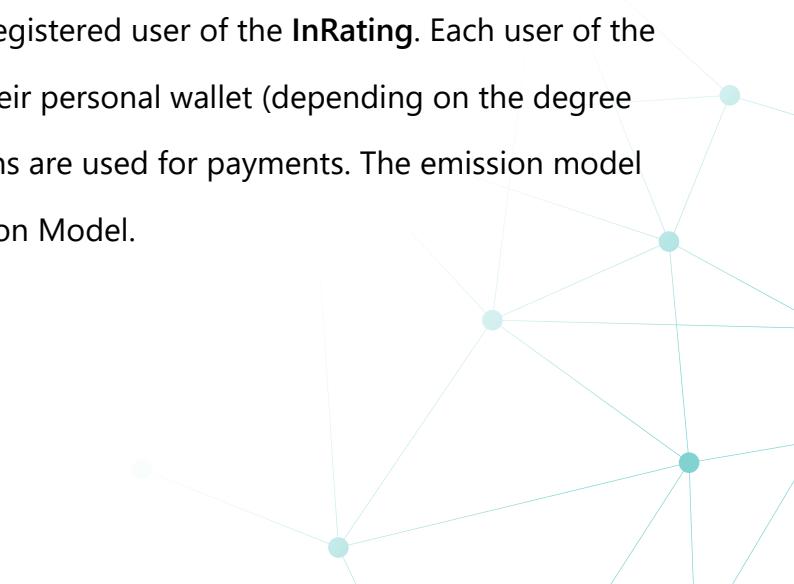
Personal rating can not be bought, sold, transferred or donated.

The rating level depends on the popularity and activity of the user. Every time each next level is reached, the user is credited with a certain number of the INToken.

### 2. The blockchain technology is also used within the internal wallet.

The use of this technology is not revolutionary at all. This mechanism integration dictated by the team desire to secure its users and provide them with the highest level of accountability and data for each transaction within the InRating.

The internal wallet is available to every registered user of the InRating. Each user of the InRating gets a certain amount of INCoins in their personal wallet (depending on the degree of the registration form completion). These coins are used for payments. The emission model described in more detail in InRating Tokenization Model.



The **INCoins** credited to the user's wallet can be used at one's own discretion in various network services. In addition, the user receives **INCoins** for reaching certain levels (such as TOP of the month, for example) in **InRating**. **INCoins** can also be purchased in any convenient way through any of 19 internal payment systems. **INCoins** emission designed for a smooth **InRating** internal economy operation. Controllable emission is also aimed at increasing the **INToken** value.

\***INToken** (or abbreviated – INT) is an external utility token to raise funds for ICO. It is credited proportionally to the funds invested in the **InRating**. For more details see **InRating** tokenization model.

3. E-Voting platform within the **InRating** has also been implemented using the blockchain technology. This model successfully demonstrates that blockchain can be used for purposes, other than conducting transactions. This technology enables any adjustments to actual voting results. Currently, such voting systems are quite popular and in demand in various spheres. Only over the past 7 months, more than 20 events were conducted using the online voting system within our social network.

#### 4. 3D face recognition technology for users identification

Specialists of the **InRating** will be developed and implemented the 3D face recognition function for users identification during the registration. The user will go through this procedure just once and will be able to deactivate the option in the future (standard authorization procedure through entering login and the password).

This tool will minimize the presence of fake accounts in the network. For users, who do not have an opportunity to use selfie / web camera for verification, there will be another registration option but in this case, the social network functionality will be limited until the verification process is completed.

Even though this technology is innovative and difficult to implement, it has several advantages:

1. During registration, the system scans information about the user's face dimensions and creates a 3D template.
2. With such method of biometrics FAR and FRR will be 0.0047% and 0.103%, respectively.

Reference: In biometrics, the following key percentage probability rates are applied:

- FAR (False Acceptance Rate) refers to the probability of the "outsider" being accepted by the system.
  - FRR (False Rejection Rate) refers to the probability of the user being rejected by the system.
3. The statistical reliability of the method is comparable to the reliability of identification by fingerprints.
  4. No need to use the scanner.
  5. Low sensitivity to external factors, such as bright or dimmed lighting, wearing spectacles, etc.)

## 6. InRating Business Model

InRating.top project is aimed at the following tasks:

- Minimizing the presence of fake accounts;
- Absence of driven up indicators (ratings, subscribers, likes);
- Eliminating the communication language barriers within **InRating**;
- Monetization and bonuses for active and popular users;
- Providing social network users with the live off-line communication at **InRating** brand parties and festivals.

Network business model is based on assumption that the bulk revenue will be received from the advertising budgets of business companies. At the same time, the cost of displaying ads for one user is expected to increase, in comparison with existing social networks, due to the lack of network bots.

Increasing **InRating** popularity, users activity and constant growth, proper marketing strategy and stages of geographic expansion will allow increasing constantly the demand for internal coin – **INCoin**. In addition, its balanced emission model (described in InRating tokenization model) will boost the **INToken** value.

**InRating** and functionality have been created for or will be in demand among the following categories:

- Categories of users interested in socializing, dating and proper communication;
- Categories of users conducting online polls and voting;
- Categories of users who do not know foreign languages;
- Categories of people who seek and establish business contacts;
- Categories of advertising companies and freelance advertisers;
- Categories of sellers offering different products;
- Categories of users offering a wide range of services;
- Categories of small and medium businesses searching for potential employees;

- Categories of users involved in charity;
- Categories of opinion leaders (public figures).

The following options will be available for all of the above potential **InRating** users:

- Possibility to receive a "reward" in the form of a fixed amount of **INCoins** enabling paying for / using services within the InRating network.
- Ability to monetize your account based on its popularity, activity and use of the «Marketplace» section within the **InRating**.
- Possibility to post and share any information / content with friends, a selected group of users or the entire **InRating** community.
- Extensive features of the "search" function within the **InRating**. Use of various filters that determine the location, age, popularity, interests, activities and much more.
- Possibility for each user to create their own event, voting, or any poll using the E-Voting function.
- Possibility to create your own specific focus group or community.
- Possibility to send not only virtual, but also real gifts for people in different parts of the world using YOUGIVER platform.
- Possibility to customize the individual style of the user's own profile and the social network newsfeed settings.
- Possibility to communicate via the chat rooms, voice messages and video calls using the functions of automatic translation in the instant messenger.
- Opportunity to become "the TOP 5 of the month" and receive a valuable prize from regional representatives of the **InRating**.
- Vast opportunities for advertising.
- Opportunity to participate in off-line festivals or parties held by the **InRating**.
- Opportunity to conduct / participate in charity events and projects.

## InRating benefits for business :

- Possibility to create a business account with own profile and use its functionality.
- Only real users within the social network, disabling any opportunities for driving up and creating fake accounts.
- Possibility of search and cooperation with foreign partners.
- Possibility to customize advertising and business proposals (targeting, location and much more).
- Possibility of cooperation with opinion leaders and celebrities to promote own advertising and commercial offers.
- Possibility of on-line partnership with the InRating.
- Possibility to search for potential specialists or employees (targeting occurs without disclosing user data).
- Opportunity of cooperation with the InRating within the framework of off-line events (joint partner events).

## 7. Market and segments of the target audience

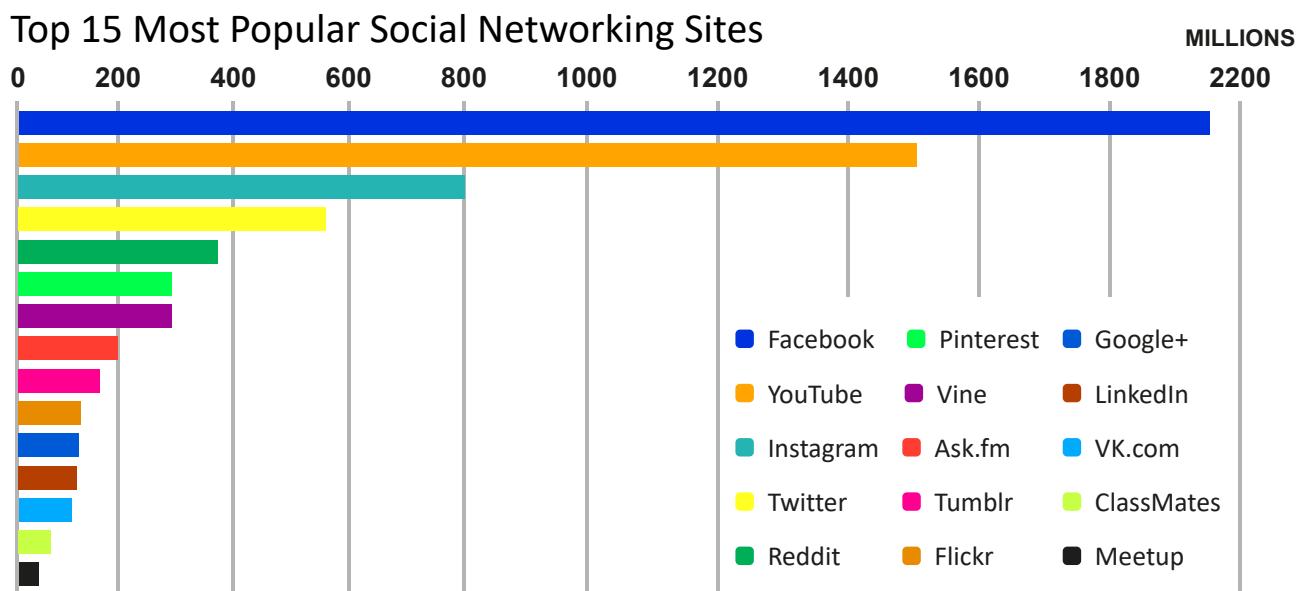
### Number of users and market positions

According to data from [dreamgrow](#) the number of social networks active users around the world is as follows:

Social network	Users / month
■ Facebook	<b>2.070.000.000</b>
■ YouTube	<b>1.500.000.000</b>
■ Instagram	<b>800.000.000</b>
■ Twitter	<b>330.000.000</b>
■ Reddit	<b>250.000.000</b>
■ Pinterest	<b>200.000.000</b>
■ Vine	<b>200.000.000</b>
■ Ask.fm	<b>160.000.000</b>
■ Tumblr	<b>115.000.000</b>
■ Flickr	<b>112.000.000</b>
■ Google+	<b>111.000.000</b>
■ LinkedIn	<b>106.000.000</b>
■ VK.com	<b>97.000.000</b>
■ ClassMates	<b>57.000.000</b>
■ Meetup	<b>32.300.000</b>

According to the table, the first 4 leaders have almost 3 times more users than all other networks \*(without taking into account the Snapchat network indicators, which for some reason did not fall into these statistics even though its total number of users exceeds 500 million, and the number of active users is more than 160 million.

Graphically, these data look clearer:



According to data from [dreamgrow](#)

According to this table, currently, the leading positions among the leaders in the number of registered users (except for those in China) encountered for:

1. Facebook. However, the recent scandal associated with the disclosure of personal data and a massive "Delete your account" campaign have staged a strike on the reputation of this network and its capitalization. The position of the social network that held the leadership in the market became unsteady due to the violation, namely disclosure of its users personal data.

2. Video hosting company YoutTube is a source that today has a huge number of users. Video hosting is popular due to its focus on video content. Billions of users download and distribute their video content on YoutTube daily, but the possibilities of this source are somewhat limited, as the hosting service has nothing to offer apart from the videos rating system via "likes" or "dislikes" and the opportunity to comment on the video.

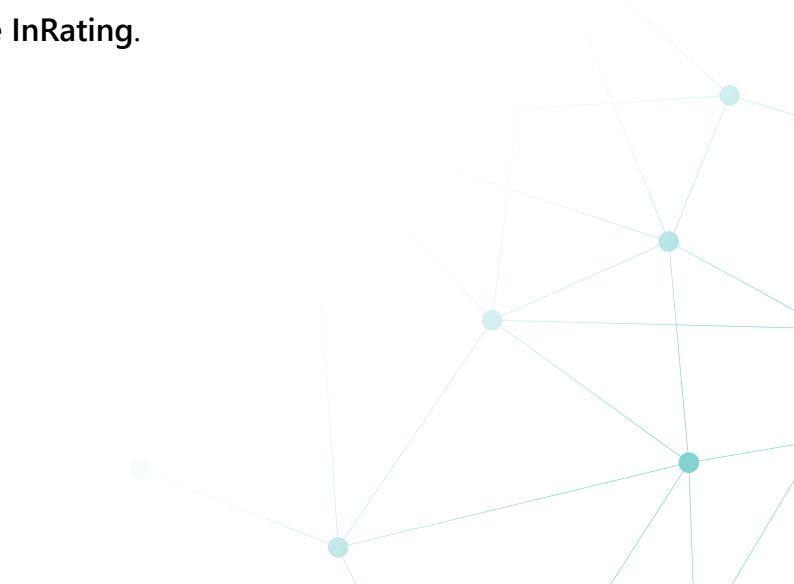
3. Instagram is the source that became popular due to the well-weighed management of Facebook owners, who once bought the rights to the social network. However, today, the social network has a large number of unlimited accounts and the same number of

opportunities for driving up the main indicators, such as the number of "likes", comments and subscribers. Advertising companies and agencies consider their work with this source as somewhat hopeless, because paying for their brand or product promotion services they face a huge amount of "inorganic" traffic.

Today, each of us has at least 3-4 social networks and uses 2-3 messengers. To what extent this is convenient, when the speed and the amount of information increases, while the borders between countries are being erased?

People on the **InRating** used all their experience, competence and knowledge to come to the understanding that today a person needs to be offered one resource. Such a resource must be user-friendly and multilingual (with the presence of the auto-translation services). It should have the services that allow a person communicating, making new acquaintances, establishing contacts and working comfortably within the same resource. It should be the resource that will give many opportunities for self-fulfillment and communication around the world or monetizing your account. It should be the resource, where downloading any content is possible; the resource that brings the communication between all users to a new level, with the ability to conduct on-line and off-line events. The **InRating** team has set a goal to create a truly high quality and popular resource – a social network with a wide range of functions and capabilities; the resource that will unite people by providing them with a fine product.

Long-term and diverse experience and competence of the team and a clear understanding of the existing social networks issues have been implemented and continues to be implemented within the framework of the **InRating**.



## Comparison of the main social networks' services and the InRating functionality:

Name	Instagram	Facebook	Twitter	VK.com	Tumblr	InRating
<b>Built-in rating engine</b>	✗	✗	✗	✗	✗	✓
<b>Account monetization possibility</b>	✓	✗	✓	✓	✓	✓
<b>Messenger with automatic translation of text and voice messages</b>	✗	✗	✗	✗	✗	✓
<b>Internal telephony with video calls option and automatic translation</b>	✗	✗	✗	✗	✗	✓
<b>Dedicated messenger availability</b>	✗	✓	✗	✗	✗	✓
<b>Business offline events</b>	✗	✗	✗	✓	✗	✓
<b>Changing the feed type</b>	✗	✗	✗	✗	✗	✓
<b>Referral system</b>	✗	✗	✗	✗	✗	✓
<b>Events</b>	✗	✓	✗	✓	✗	✓
<b>The general feed of all publications</b>	✓	✗	✗	✗	✓	✓
<b>Albums creation</b>	✗	✓	✗	✓	✗	✓
<b>Design customization</b>	✗	✗	✓	✗	✓	✓
<b>Sound effects customization</b>	✗	✗	✗	✗	✗	✓
<b>Community and groups</b>	✗	✓	✗	✓	✗	✓
<b>"Marketplace" (various cooperation terms and payment options)</b>	✗	✗	✗	✗	✗	✓
<b>searching for people by interest</b>	✗	✗	✗	✓	✓	✓
<b>Statistics of a personal post</b>	✗	✗	✗	✗	✗	✓
<b>Possibility to give gifts to users</b>	✗	✗	✗	✓	✗	✓
<b>Own clothing brand</b>	✗	✗	✗	✗	✗	✓

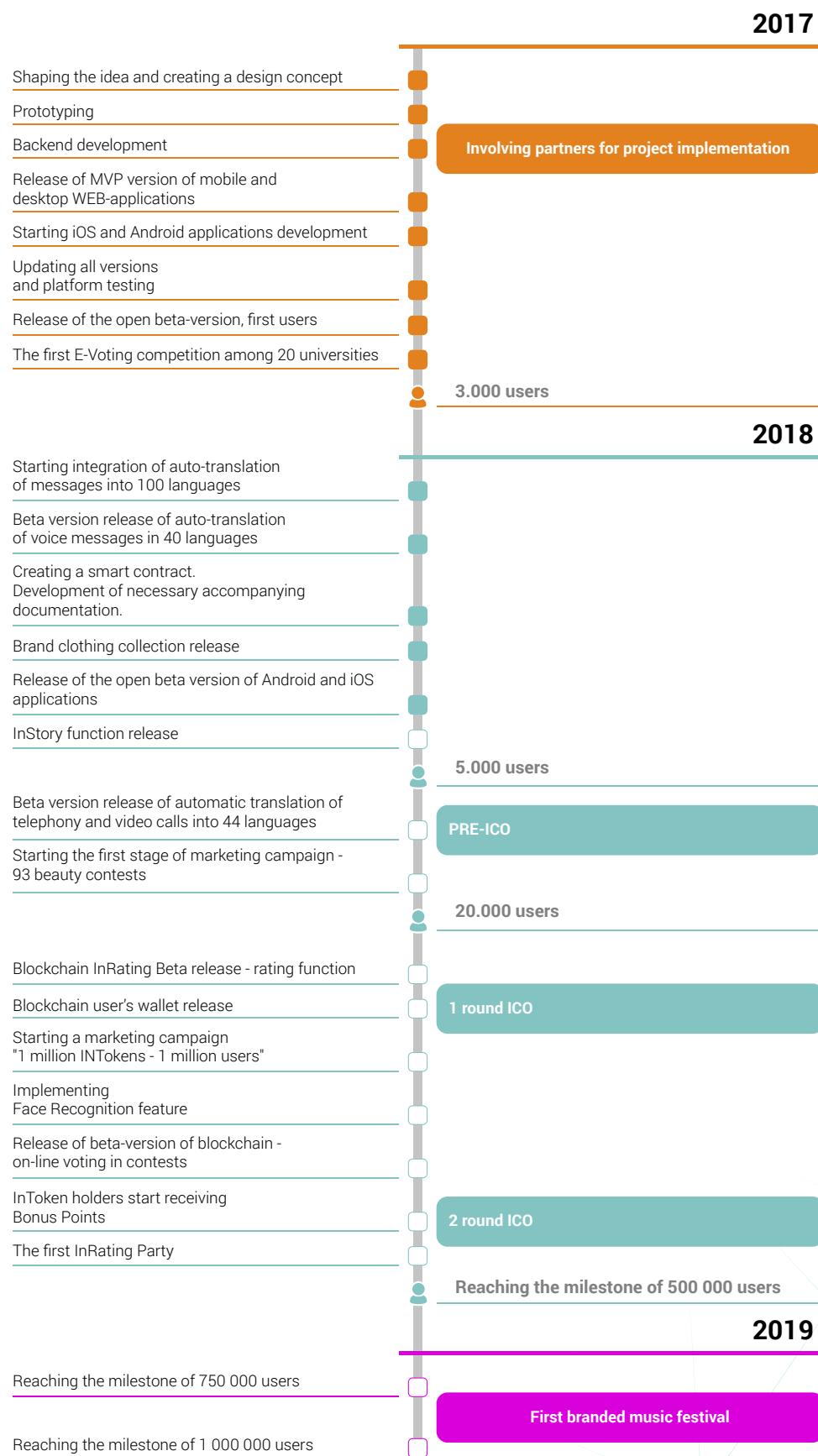
As seen from the table above, all existing social sources have their own features.

However, none of the resources indicated in the table, has the services similar to the **InRating**.

In addition to all of the above, the main technological innovation of the **InRating** the implementation of the blockchain technology. The distributed nature of databases makes it practically impossible to change any indicators within a social network, to gain access to your personal wallet, and obtain your personal information (hacking/stealing) by third parties. The blockchain technology implemented in the **InRating** means your safety.

That is why we believe that **InRating** with its services, technological features and variety of opportunities for potential users will become popular and highly-demanded resource in many countries.

## 8. History and Road Map of the InRating development



## 9. Marketing and promotion of the InRating

The detailed marketing strategy for 2018-2020, which includes events customizing, possibility of trend adjustments, market risks, expansion geography and budgets, has been developed in the InRating.

This marketing strategy is developed to maximize the effective use of each dollar earned within the selected countries.

Our team is familiar with the conjuncture of this market, due to the long-term experience in these markets in the segment of organizing and holding large cultural events, namely large music and sports festivals, fashion shows, closed and open parties and other projects related to the youth subculture. Each team member has a lot of knowledge about own segment, as well as all the necessary contacts and networks in the given territories to implement the highest quality of the marketing strategy possible.

According to the plans for geographical expansion, the countries of Eastern and Central Europe were the first ones to enter the market. This choice was made for a number of the following reasons:

- The InRating is a partner of the "93 Beauty contests" and provides the promoters with the InRating services for online voting. By the end of 93 contests the InRating will become a resource where the most beautiful girls from the countries of Central and Eastern Europe will be registered/concentrated.
- Possibility to conduct massive and high-quality off-line events, such as music and sports festivals with the participation of stars and celebrities.
- Immediate presence of the team in this region will make it possible to address the slightest fluctuations or changes in this market as quickly as possible, which will minimize risks and financial losses.
- After entering the external advertising circuit, it is planned to use all marketing tools

including the mass media (TV, radio, outdoor).

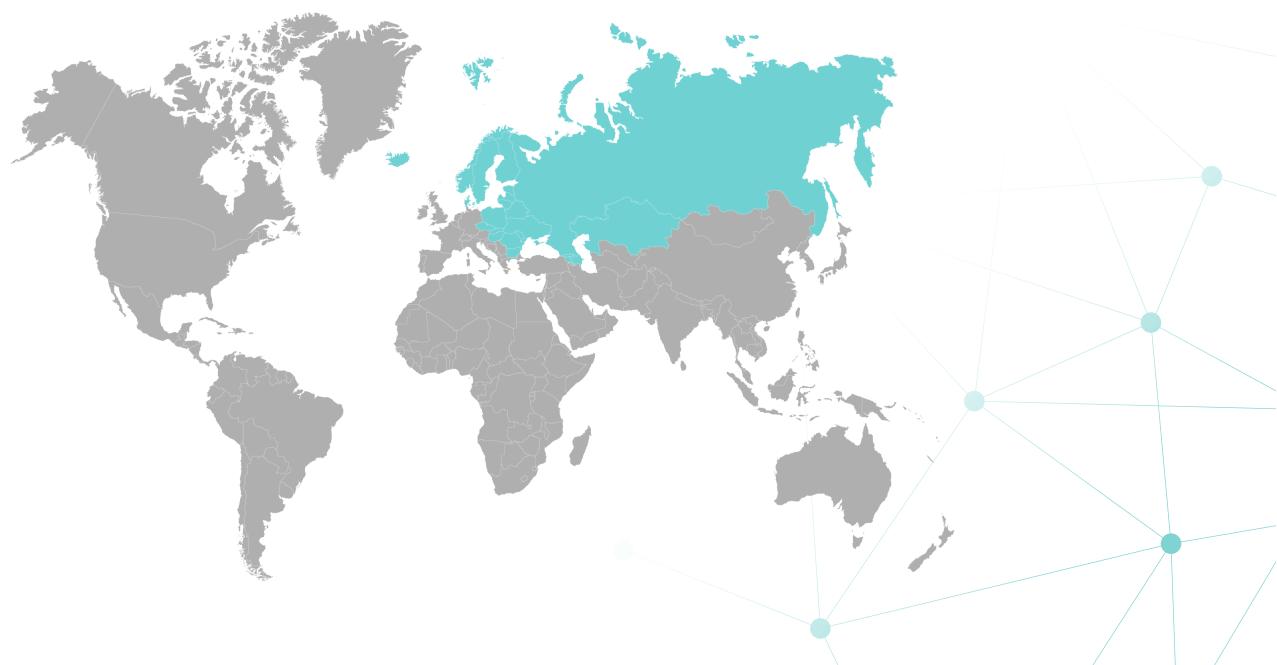
- Experience in these segments will allow us to effectively implement each point of the marketing plan.
- Lots of colleagues and partners from entertainment and show business, who consider this project to be interesting and promising, plan to support our project by promoting on the territory of its location.

Depending on the amount of funds collected, one of the 4 scenarios of marketing promotion will be implemented:

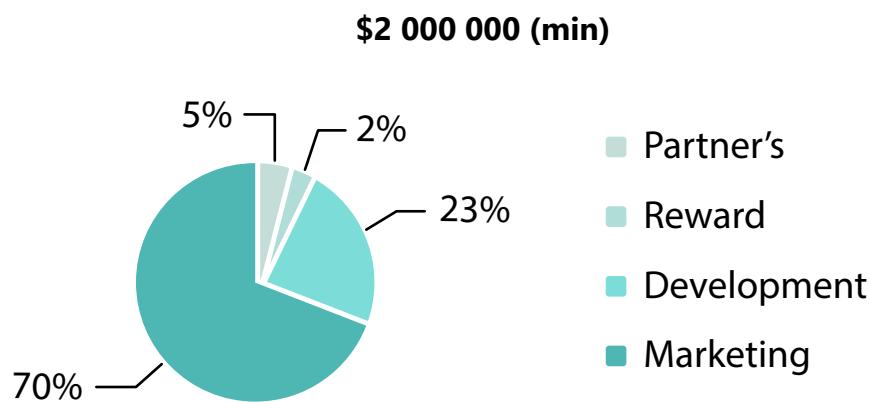
**Depending on the amount of funds collected, one of the 4 scenarios of marketing promotion will be implemented:**

### **Scenario # 1**

If \$ 2 to \$ 6 million are collected, the marketing strategy will be set for 12 months and will cover the countries of Eastern and Central Europe, namely Denmark, Iceland, Latvia, Lithuania, Norway, Finland, Estonia, Sweden, Bulgaria, Czech Republic, Hungary, Poland, Romania, Ukraine, Slovakia, Belarus, Russia, Moldova, Georgia, Kazakhstan, Azerbaijan (21 countries).



Collected revenues with the minimal funds involved will be distributed as follows:



Marketing and promotion of the InRating	%	Сумма \$
Partner's charges (for a partner company implementing an automatic translation service)	5	<b>100.000</b>
Reward	2	<b>40.000</b>
Software development	23	<b>460.000</b>
Marketing budget	70	<b>1.400.000</b>

Provided that the marketing budget will be used for the following purposes:

Marketing	%	Сумма \$
Beauty contests partnership (93 beauty contests from all over the CIS)	<b>35.45</b>	<b>496.300</b>
Outdoor/Indoor	<b>2.75</b>	<b>38.500</b>
Digital Marketing - work with online communities (specialized sites, blogs, forums) - SMM (FB, Instagram, Telegram, Reddit, Twitter) - context advertising - viral marketing (opinion leaders, video)	<b>29.85</b>	<b>417.900</b>
SEO	<b>4.75</b>	<b>66.500</b>

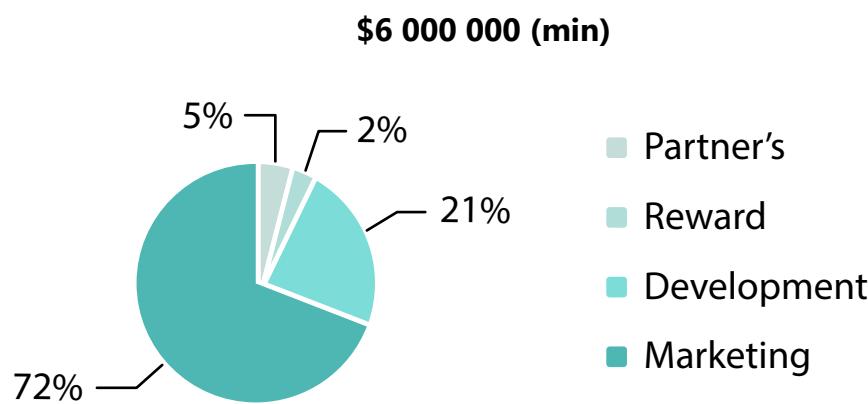
Partner participation in various events (festivals, concerts)	<b>12.15</b>	<b>170.100</b>
Prizes from the Users' Network	<b>12.15</b>	<b>107.100</b>
Design and production of the own fashion line and participation in fashion shows	<b>4.25</b>	<b>59.500</b>
Partnership with modeling agencies	<b>3.10</b>	<b>43.400</b>

### Scenario # 2

If \$ 6 to \$ 9 million are collected, the promotion will take 18 months. In addition, the following countries will fall under the geographical expansion: countries Southern and Western Europe and countries of North Africa, namely: Albania, Andorra, Bosnia and Herzegovina, Greece, Spain, Italy, Macedonia, Malta, Portugal, Serbia, Slovenia, Croatia, Montenegro, Austria, Belgium, Great Britain , Germany, Ireland, Liechtenstein, Luxembourg, Monaco, Netherlands, France, Switzerland, Egypt, Tunisia, Morocco (48 countries).



The collected revenues will be distributed as follows:



Marketing and promotion of the InRating	%	Сумма \$
Partner's charges (for a partner company implementing an automatic translation service)	5	<b>300.000</b>
Reward	2	<b>120.000</b>
Software development	21	<b>1.260.000</b>
Marketing budget	72	<b>4.320.000</b>

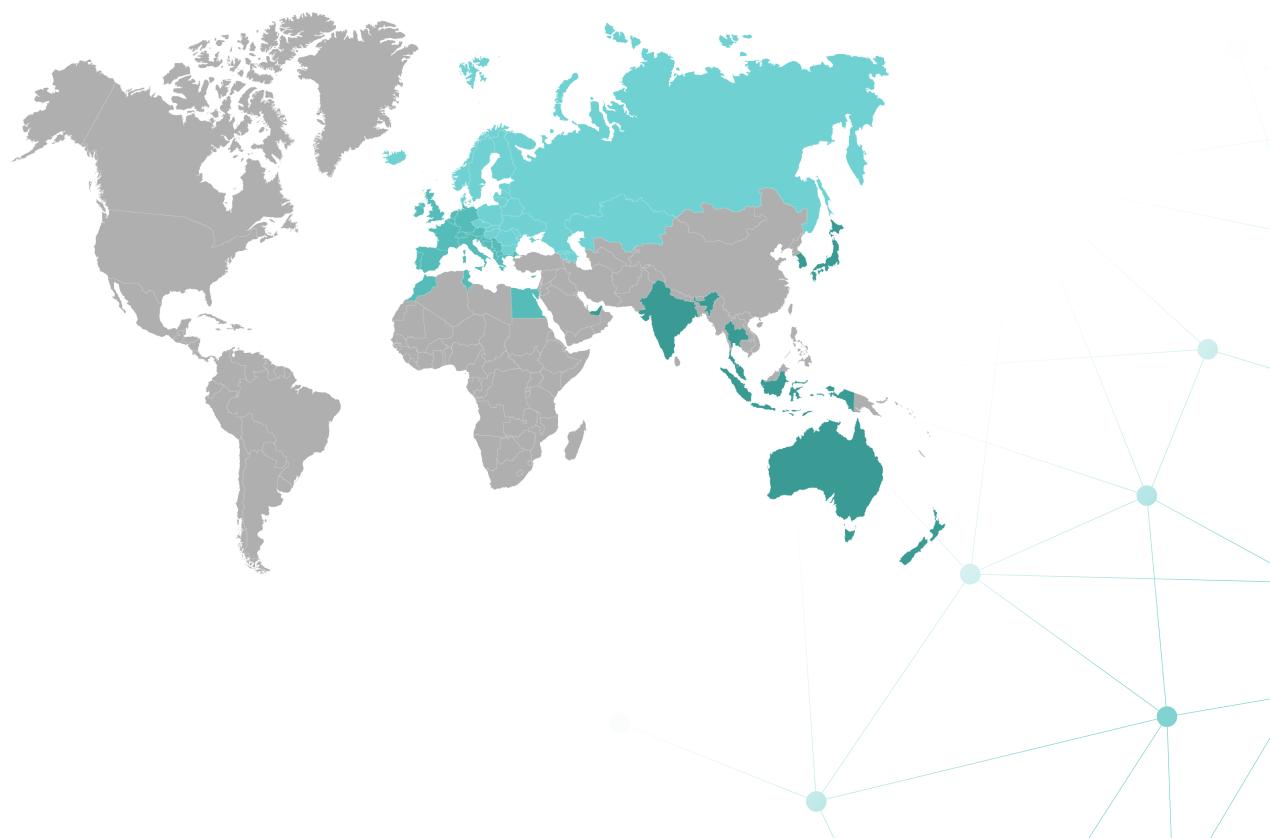
Concurrently, the marketing budget will be used for the following purposes:

Marketing	%	Сумма \$
Beauty contests partnership (93 beauty contests from all over the CIS)	14.25	<b>615.600</b>
Outdoor	2.00	<b>86.400</b>
Digital Marketing - work with online communities (specialized sites, blogs, forums) - SMM (FB, Instagram, Telegram, Reddit, Twitter) - search advertising	42.25	<b>1.825.900</b>
SEO	2.55	<b>110.160</b>

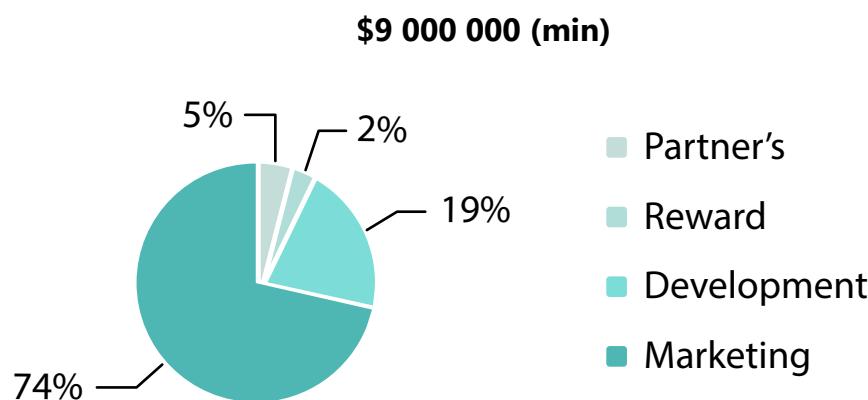
Partner participation in various events (festivals, concerts)	<b>23.10</b>	<b>997.920</b>
Prizes from the Network Users	<b>5.25</b>	<b>226.800</b>
Design and production of the own fashion line and participation in fashion shows (new collections)	<b>4.30</b>	<b>185.760</b>
Modeling agencies partnership	<b>3.00</b>	<b>129.600</b>
The launch of a messenger on the European market as an independent application with auto translation of voice and text messages, as well as auto translation of VoIP of dialogs into 44 languages	<b>3.30</b>	<b>142.560</b>

### Scenario # 3

If \$ 9 to \$ 12 million are collected, the expansion will last for 24 months and will cover the above mentioned countries, plus the countries of Asia, namely: Turkey, Thailand, Indonesia, India, UAE, South Korea, Japan and Australia, New Zealand (57 countries).



The collected revenues will be distributed as follows:



Marketing and promotion of the InRating	%	Сумма \$
Partner's charges (for a partner company implementing an automatic translation services)	5	<b>450.000</b>
Reward	2	<b>180.000</b>
Software development	19	<b>1.710.000</b>
Marketing budget	74	<b>6.600.000</b>

The marketing budget will be used for the following purposes:

Marketing	%	Сумма \$
Beauty contests partnership (93 beauty contests from all over the CIS)	17.95	<b>1.195.470</b>
Outdoor	3.75	<b>249.750</b>
Digital Marketing - work with online communities (specialized sites, blogs, forums) - SMM (FB, Instagram, Telegram, Reddit, Twitter) - search advertising	42.25	<b>2.813.850</b>

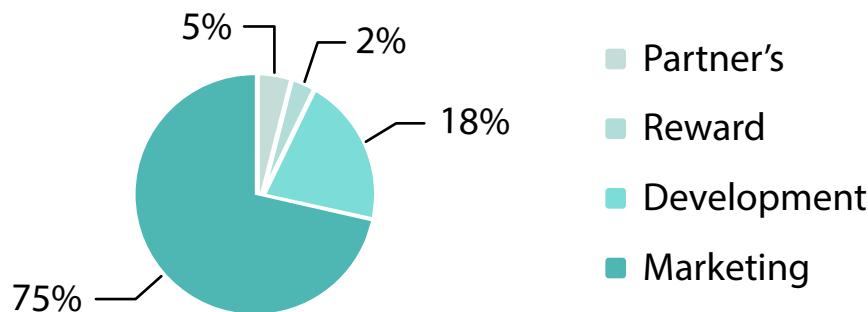
SEO	<b>2.65</b>	<b>176.490</b>
Partner participation in various events (festivals, concerts)	<b>17.15</b>	<b>1.142.190</b>
Prizes from the Network for Users	<b>6.00</b>	<b>399.600</b>
Design and production of the own fashion line and participation in fashion shows (new collections)	<b>5.25</b>	<b>349.650</b>
Modeling agencies partnership	<b>3.00</b>	<b>129.600</b>
The launch of a messenger on the Asian, Australian and African markets as an independent application with auto translation of voice and text messages, as well as auto translation of VoIP dialogs into 44 languages	<b>5.00</b>	<b>333.000</b>

#### Scenario # 4

If \$ 12 million or more collected, marketing activities will last for 30 months with the entire world coverage; in addition to the above mentioned countries, the United States, Canada and 10 Latin American countries (69 countries) will be involved.



The collected revenues will be distributed as follows:



Marketing and promotion of the InRating	%	Сумма \$
Partner's charges (for a partner company implementing an automatic translation service)	5	<b>605.000</b>
Reward	2	<b>242.000</b>
Software development	18	<b>2.178.000</b>
Marketing budget	75	<b>9.075.000</b>

The marketing budget will be used for the following purposes:

Marketing	%	Сумма \$
Beauty contests partnership (93 beauty contests from all over the CIS)	14.20	<b>1.288.650</b>
Outdoor	3.10	<b>281.325</b>
Digital Marketing - work with online communities (specialized sites, blogs, forums) - SMM (FB, Instagram, Telegram, Reddit, Twitter) - search advertising	45.20	<b>4.101.900</b>
SEO	2.65	<b>240.488</b>

Partner participation in various events (festivals, concerts)	<b>15.00</b>	<b>1.361.250</b>
Prizes from the Users' Network	<b>7.00</b>	<b>635.250</b>
Design and production of the own fashion line and participation in fashion shows (new collections)	<b>6.65</b>	<b>603.488</b>
The launch of a messenger on the USA, Canada and South America markets as an independent application with auto translation of voice and text messages and auto translation of the VoIP dialogs into 44 languages	<b>2.00</b>	<b>181.500</b>
Market launch of an independent application for purchase and sale of premium products (VIP jumble market). It can be accessed from the Web.	<b>4.00</b>	<b>381.150</b>

\* The mentioned marketing events will include such directions:

### **1. Beauty contests partnership**

We are planning to establish the full-fledged partnership with the most popular and massive beauty contests to attract targeted registers to the site. At the stage of casting for the beauty contest, registration of each participant in the InRating as well as posting the information about the registration in other social networks will become a mandatory condition for partnership.

### **2. Digital Marketing**

For the mass involvement of potential users to the InRating or increase of the brand or resource positioning, tools of Digital marketing are to be used as one of the most effective ways of communication with Central Asia. A specific strategy will be chosen at each stage, depending on the targeting, features and market conditions.

### **3. Partnership in various events**

We undertake mutually beneficial cooperation on partnership terms with major music and sports festivals, fashion events and concerts in different countries. These events will increase the level of positioning, popularize the InRating and attract additional users of our resource.

## 4. Real awards for the InRating users

All users registered in the InRating proactively participate in the prize draws of the InRating.

Active users who raise their personal rating within the InRating go up in the overall rating along the following line: "TOP of the day - TOP of the week - TOP of the month". The user who became the "TOP of the month" gets an actual valuable prize from the InRating (a valuable gift is provided by the regional representative of the InRating or will be delivered to the winner in any convenient way).

\* "TOP of the month" status can be awarded only once a year. The InRating management has brought in this restriction in order to avoid all prizes being granted to one user.

Statuses of leaders of "TOP of the day" "TOP of the week" and "TOP of the month" are displayed on the rating page of the InRating.

## 5. Designer clothing line and own fashion shows

Our team designers have developed their own line of women's and men's brand clothing. We plan to participate in the international fashion shows and shows within our own off-line parties and other partner events. We also plan off-line and on-line sales of our brand fashion line.



## 10. InRating prospects and advantages

InRating is a complex architectural system with vast functionality and blockchain technology integrated in the key sections of the social network.

**InRating has a number of key advantages, namely:**

1. Minimized fake accounts in the system due to the 3D user's face recognition function, organic users and the struggle for actual users. Those are the features that make any advertising agency stand out among others.

2. The blockchain technology in the key sections of the social network is a huge technical advantage. The use of distributed database storage makes it impossible to change any indicators within the social network, gain access to your personal wallet in the InRating social network or to your personal information.

3. The implementation of an automatic translator into the messages, chats, video calls and VoIP services will turn the InRating into a multilingual platform for communication of people who do not speak foreign languages. This function will attract to the resource pages lots of users, for whom we simplified the mechanism of personal and business communication.

4. Internal marketing, Bonus Points, special offers inside the social network and monetizing of the personal account have been designed to focus on maximal involvement and retention of average users.

5. «Marketplace» section of the social network is a platform where businesses of any orientation and scale (small/medium/large) can conduct advertising activities, offer their products or services, promote their brands and engage in direct sales or sales through personal accounts.

6. E-Voting system within the InRating. Today our social network can boast on more than 20 events held using the online voting system. Moreover, the blockchain technology is integrated into the online voting system, so that any correction of actual results

is impossible. Such voting systems are quite popular and applicable in different areas of our life. Besides any user can create an online poll in the **InRating** and get the opinion of friends, university students, employees, companies, city residents, region residents or country residents.

Currently, private investors finance all the developments and their implementation. The decision to introduce the **INTokens** and to start the **ICO** (Initial Coin Offering) accordingly was made by the team in order to raise funds for only one purpose. All collected revenues will be used to implement the marketing strategy. During the **PRE-ICO** and two rounds of **ICO**, the **InRating** team will sell digital **INTokens**. Anyone can purchase the **InRating INTokens** and thus to invest in our project.

It is also worth noting that the **InRating** team is seeking to raise funds for an **ICO** with the help of already existing working product. Today, **InRating** is a resource with more than 8 000 users. The developed and implemented E-Voting system on blockchain has already been used in more than 20 beauty and other voting competitions.

Depending on the funds raised, after conducting the **ICO** the project team is planning to launch marketing specials and marketing activities aimed at increasing the number of users and scaling the **InRating** social network.

Taking into consideration the dynamics of today's growth in the **InRating** users number, we forecast and intend to achieve 1 000 000 users within 12 months (1 year) after the completion of the **ICO**. If the number of the **InRating** users increase, the revenue from the **InRating** operational activities will increase accordingly.

The revenues from the **InRating** operating activities involves the following:

- revenue from the advertising sale;
- revenue from the sale of paid services (gifts);

- commission from the sale of goods;
- revenue from commercial accounts fees;
- other revenues (sale of branded goods, franchise for events and brand festivals).

Advertising rates in social networks are growing, and so are the revenues. Almost all the social networks report a 20-30% increase in advertising revenue in 2017.

Currently, the advertising budgets for most major social networks and resources are overstated and constitute an average of \$ 4.5 to \$ 6.5 per year for each registered account, while the percentage of actual "organic" users in social networks is 30% -65%. A large number of existing fake (bot) accounts makes advertising meaningless and financially unprofitable.

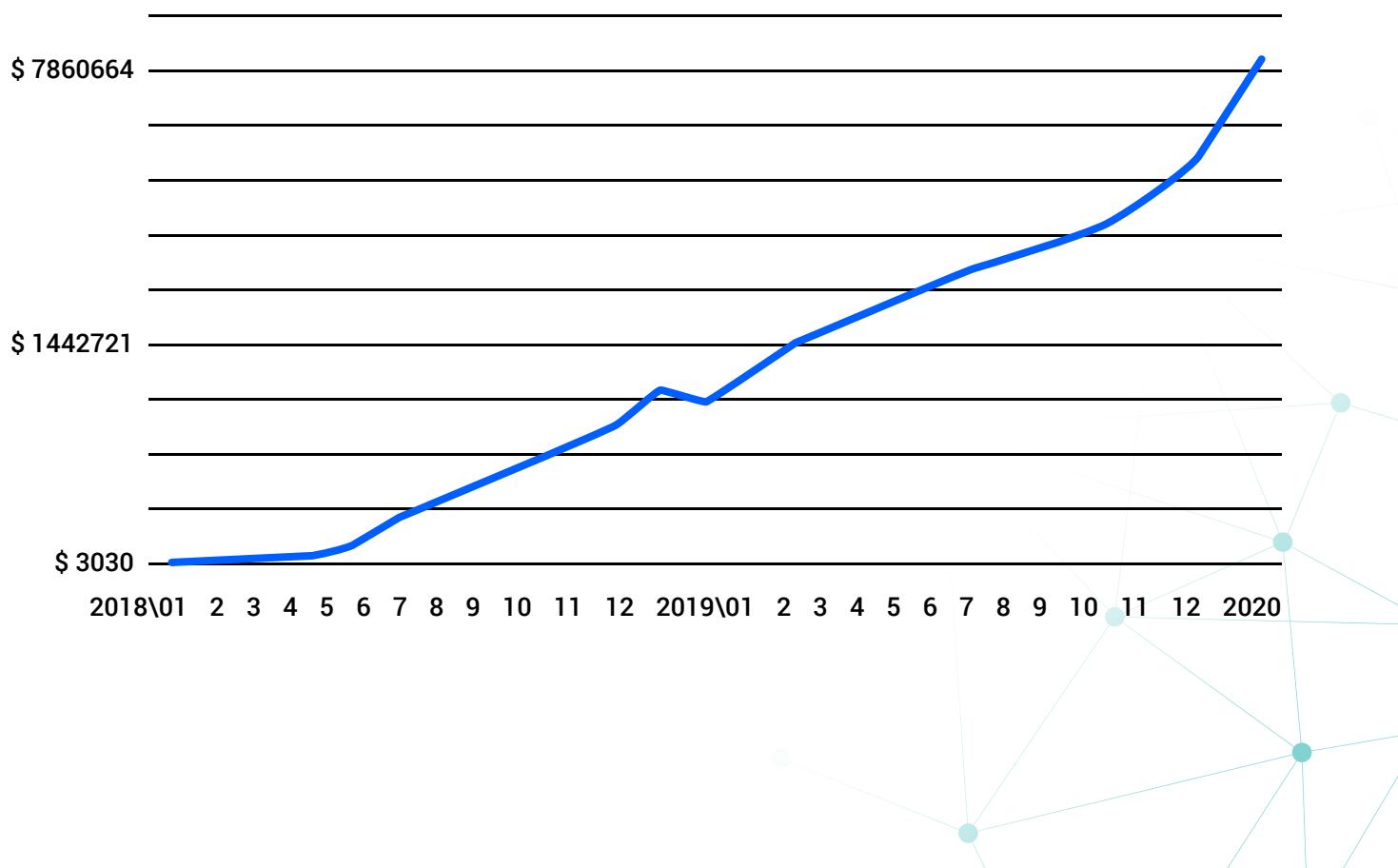
Considering all of the above, the **InRating** has two big advantages:

1. In our social network, the possibility of having fake accounts is minimized due to the 3D user's face recognition function.
2. In our social network there are no overstated budgets. The calculation of advertising revenue per one user is \$ 3.3 - \$ 3.9 year.

\*This ratio was taken from revenue calculations for the period of 2018-2020

**The table shows the revenues forecast from operating activities within the InRating  
(period of 24 months with an increase by 3 000 000 users).**

Taking into consideration the previous paragraph data, the growth in the number of the social network users and the advertising revenue only in the first 2 years of the **InRating** operation with the minimum funds raised for the ICO will amount to:



## 11. Why InRating? Perspectives of investing into the InRating

Even today, the growth and popularization of the **InRating** resulted in acquiring 8000 users, and the number keeps growing. Our specialists have implemented various technologies that make our project unique and different from other social networks.

Below are other factors that make the InRating.top project promising for the **INTokens** holders:

1. All **INTokens** holders will be credited with Bonus Points nominated into **INCoins** monthly.

\* Bonus Points are special rewards.

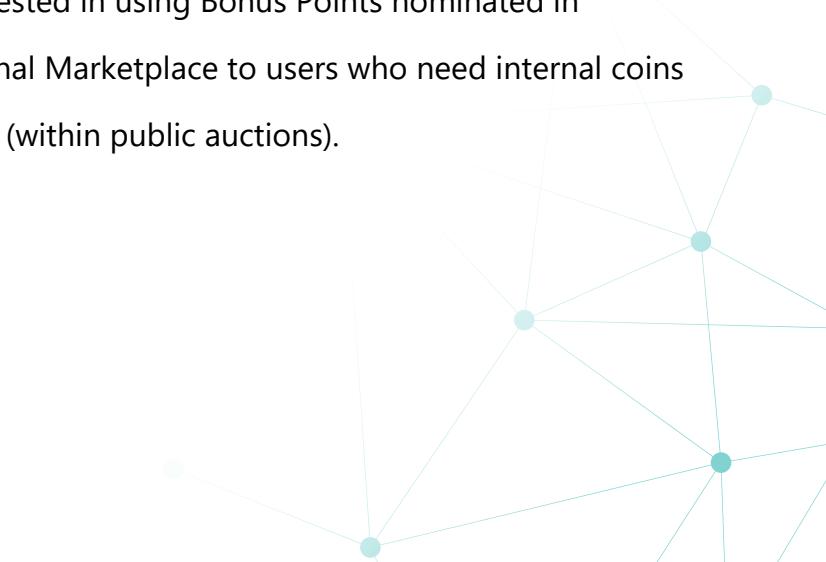
\***INCoin** is an internal coin of the **InRating** used for payments/purchases within the social network.

2. Bonus Points award is proportional to the number of purchased **INTokens**, the period of holding **INTokens** and advertising services volume provided in the previous month within the **InRating**.

3. Estimating of the total number of **INCoins** that will be distributed among **INTokens** holders will be based on the users' growth extrapolation over the past month and the amount of **INCoins** spent on advertising in the **InRating** during the previous month.

4. The total number of Bonus Points charged will correspond to the entire amount of advertising services (less 20% of transaction costs) for the past month.

5. **INTokens** holders, who are not interested in using Bonus Points nominated in **INCoins**, will be able to sell them on the internal Marketplace to users who need internal coins to pay for advertising services in the **InRating** (within public auctions).



## **When assessing the attractiveness of participation in the ICO of the InRating the following facts should be taken into account:**

- InRating business model guarantees the maximum motivation of the team and developers in the project implementation.
- The project implements technological solutions, which are still not available in the existing social networks.
- The project has planned massive and non-standard marketing activities to attract and retain mass users.
- InRating users are able not only to use the new social network services but also to monetize their account.
- The number of the social network users is steadily increasing.
- The market, which includes the InRating has significant facilities.
- InRating does not set the goals that are hard to achieve.

\* We conservatively estimate the future market share at the level of 1 000 000-3 000 000 users in the first 2 years of the InRating, which is about 0.05-0.1% of the most popular social networks' audience.

- The financial model of the InRating dictates minimal economic risk if the maximum placement on the ICO is reached.

The team and advisers have the necessary qualifications, as well as experience in implementing major projects.

## 12. InRating tokenization model

The total number of INTokens emitted is 32,000,000 tokens.

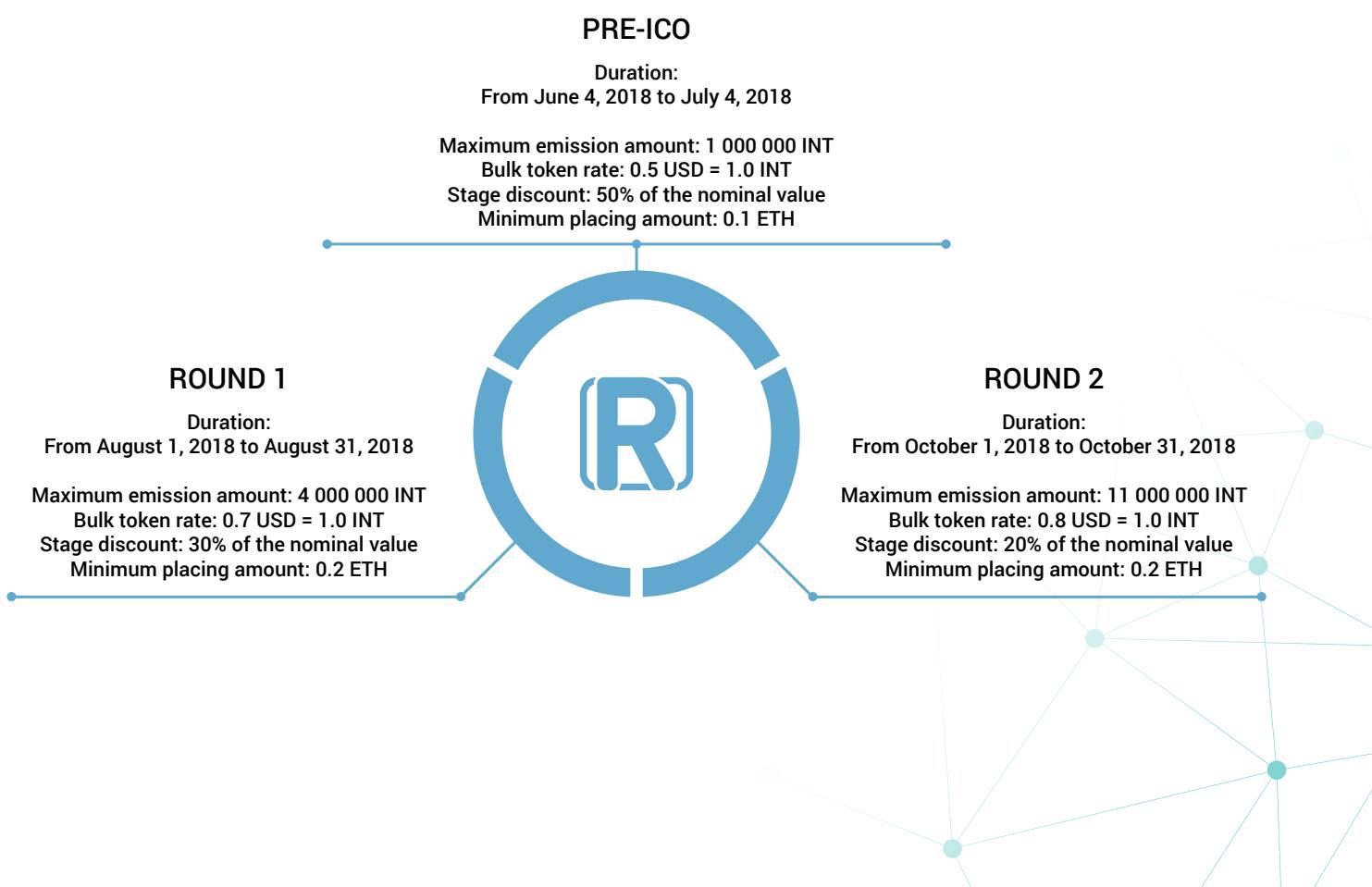
The exchange rate is \$ 1 = 1 INToken (INT)

The emission of INTokens will be based on the ERC-20 protocol (standard).

Tokens are distributed as follows:

- Sale on PRE-ICO and ICO: 16,000,000 (50.00% of emission) expected.
- Retaining for the InRating founders: up to 13,440,000 (42.00% of the emission).
- InRating team reward: 1 600 000 (5.00% of the emission).
- Bounty program: up to 960 000 (3.00% of the emission).

If the estimated sales level on the PRE-ICO and ICO are exceeded, the tokens will be credited to investors from the tokens creators fund.



## Terms and Conditions of PRE-ICO sales

- Maximum number of emission is 1,000,000 INTokens.
- The exchange rate of the token is 0.5 USD = 1.0 INToken (with a discount of 50% of the nominal value).
- Acceptable payment currencies: Bitcoin, Ethereum, Ripple, Litecoin, Ethereum Classic, Dash, Monero, Bitcoin Gold
- Discount per level: 50% of the nominal value
- Token distribution: Distribution under the smart contract will be carried out after ICO.
- Minimum allocation: 0.1 ETH

Time frame: from 04.06.18 to 04.07.18

Use of funds accumulated at the PRE-ICO stage:

The funds received will be used to conduct an extensive marketing campaign for ICO rounds and developments according to the Road map.

## Terms and Conditions for ICO

### Round # 1 ICO

- Maximum amount of emission: 4,000,000 INToken
- Marketplace rate of the token: 0.7 USD = 1.0 INToken (with a discount of 30% of the nominal value)
- Acceptable payment currencies: Bitcoin, Ethereum, Ripple, Litecoin, Ethereum Classic, Dash, Monero, Bitcoin Gold
- Token distribution: Distribution under the smart contract will be carried out after the completion ICO.

- Minimum allocation: 0.2 ETH
- Time frame: from 01.08.18 to 31.08.18

## Round # 2 ICO

- Expected amount of emission: 11,000,000 **INTokens**
- Exchange rate of the token: 0,8 USD = 1,0 **INToken** (with a discount of 20% of the nominal value)
- Acceptable payment currencies: Bitcoin, Ethereum, Ripple, Litecoin, Ethereum Classic, Dash, Monero, Bitcoin Gold
- Distribution of tokens: Distribution under a smart contract will be carried out after the completion ICO.
- Minimum allocation: 0.2 ETH
- Time frame: from 01.10.18 to 31.10.18.

If the expected emission exceeds 11,000,000 **INTokens**, additional funds will be used to increase the marketing budget and geographic coverage of the potential audience.

## Bounty program to be described by the bounty manager

Reward for the "Bounty" program is carried out be (3.00% all sold INTokens), after completion PRE-ICO, ICO (round 1, round 2). **INTokens** will be distributed among the members of the Bounty programs :

- Facebook campaigns;
- Twitter campaigns;
- Subscriptions in the Bitcoin talk forum;
- E-mail subscriptions;
- Translating of ICO information into other languages;
- Participation in discussions on forums, blogs and media publications;

- Bugs hunting;
- Writing articles, news and other materials about the upcoming ICO InRating events and their publication in the media;
- Design of logo, booklets and other information (sometimes on a competitive basis);
- Rewarding users registered in the InRating which have passed 3D identification (face recognition).

## Emission and circulation of INCoin tokens (internal coin for payments within the social network)

To ensure the "domestic economy" in the InRating an INCoin was created. Both regular users and commercial accounts owners will be able to purchase coins through the built-in Exchange and use them for paid network services (including purchasing virtual gifts, premium statuses and sponsored advertising, as well as increasing the level when posting an advertisement), purchasing goods and services of the InRating.

In addition, INCoins will be used to reward users for authentication in the system and other motivated actions.

Coins are necessary to ensure fair conditions for users activities, to facilitate monetization of accounts and to conduct commercial activities within the InRating.

### All transactions with INCoins can be conditionally divided into five types:

- Initial emission for crediting to the "Operating Fund" (INCoin owner - InRating)
- Monthly transfer of INCoins for accrual to INTokens holders is proportional to the volume of sales of advertising services in the InRating for the previous month (INCoin holders – INTokens holders).
- Purchase of INCoins by the user for payments (INCoin holder - user)

- Accrual to users of **INCoins** for the complete identification and other motivated actions (achieving of TOP positions in the rating, etc.).
- Using **INCoins** for paying chargeable network options by the users (**INCoins** return to the InRating.top).

**At the same time, several interrelated tasks must be solved:**

- Initial **INCoins** emission of 200,000,000 with a value of \$ 0.01 should be sufficient to ensure transactions for all users within the **InRating**.
- As the number of the social network users grows, number of **INCoins** must increase in order to make the parameters of the demand and offer for the **INCoins** meet, to prevent its deficit and consequently, - the decrease in the income of the **InRating**.

**To ensure the functioning of the internal payment system, a technical "Operating Fund" will be created:**

Initially, 200,000,000 coins will be credited to the Operating Fund, which corresponds to the expected income in the first year of the social network operation (with a minimum revenue of \$ 2,000,000 and working with markets in Eastern and Central Europe).

Every time of the **INTokens** holders receive their **INCoins**, users purchase the **INCoins** or get rewarded for identification and other motivated actions, the coins will be debited from the account (wallet) and credited to the user's wallet. After the user's payment for the **InRating** chargeable services is processed, **INCoins** will be debited from the user's account (wallet) and credited to the account (wallet) of the "Operating Fund".

The increased number of network users will result in increased demand for **INCoins**; hence, the additional tokens may be required to provide users with crypto currency, according to the following rules:

1. This will occur, if the amount of the "Operating Fund" decreases by more than 10% from the initial or previous amount.

2. New **INCoins** are credited to the account (wallet) of the "Operating Fund" (on the next business day after submitting the transfer).
3. The amount of additional emission is equal to the amount of reduction + 5% of the initial / previous amount.

A significant decrease in the "Operating Fund" can occur, among other things, due to the following reasons:

- Festive and seasonal fluctuations in the **INCoin** coin use;
- Users purchasing **INCoin** for speculative investment purposes without using them for payments;

"Internal Exchange Office" service will be introduced to ensure the possibility of purchasing and selling **INCoins**.

## 13. The Team



Andrey  
Chebanov  
CEO



Iness  
Serbulova  
Marketing



Alexander  
Konovalov  
Counselor



Alexey  
Katolyk  
Finance



Artur  
Makoundi  
Promotion



Ilya  
CTO - chief technology officer  
6 years experience



Vladimir  
Team Lead Backend  
5 years experience



Olga  
Marketing specialist  
4 years experience



Anton  
Fullstack developer  
5 years experience



Vlad  
Fullstack developer  
3 years experience



Eugene  
Team Leader Android  
5 years experience



Taras  
Android developer  
3 years experience



Oleg  
Android developer  
5 years experience



Artur  
IOS developer  
5 years experience



Igor  
IOS developer  
3 years experience



Alex  
Smart contract developer  
2 years experience



Bohdan  
UI\UX Designer  
4 years experience

## 14. Partners of InRating

**Technologies Improving the World (TIW)** - [link](#), is the partner of the InRating dealing with development of the automated (software) translation services into more than 100 languages.

Technologies Improving the World (TIW) is a company that develops products in the field of communications and security. It was established in 2013. The TIW pays special attention to the development of promising IT-ideas with the greatest social potential. An agreement on the gradual "seamless" integration of its developments into the software of the InRating social network was reached with this company to expand our range of services.

**DROTR (DROID TRANSLATION)** - [link](#), is the first service of video calls with automatic real time translation. DROTR is an independent VoIP service built on the basis of the Droid Translator application received a lot of flattering reviews and awards. The project managed to get into the list of 7 wonders of Ukraine in 2013 and to take the first place in the contest "Innovative Breakthrough of Ukraine - 2013".

Other awards include:

- Semifinalist of Paris LeWeb in 2013, "Technologies of the Future Decade".
- Participation in the IDCEE 2013
- Nominated with the "Best non-game application" award within the Russian Mobile Awards 2013.
- First Prize at the "Innovative Breakthrough - 2013".
- Presentation of the function "Conference" at the Swiss CRM Forum in September 2016.

**IT TRUE.** The IT TRUE Company has been in the world's high-tech industry since the beginning of 2016., [link](#).

IT TRUE is a team of highly qualified professionals with a lot of experience in IT. Their scope of activity is the provision of high-end services in the field of information & communication technologies and programming. Company's main lines of business include:

1. Complex services on applications WEB-development.
2. Development of exclusive software and solutions for your business.
3. iOS \ Android Applications.
4. Preparation for ICO, smart contracts, WP.
5. Design of UI \ UX.
6. Technical support and maintenance.
7. Neural networks.
8. Big Data.

## 15. Conditions and legal restrictions

### GENERAL INFORMATION

The information specified in this section is a must for review. We strongly recommend that you read the "Conditions and Legal Restrictions" section before you decide on any actions related to this document.

This recommendation applies to all individuals and legal entities reviewing this document and planning to undertake any actions with regards thereto.

Please be advised that the contents of this White Paper may be partially amended or updated. This document refers to the pre-sales (PRE-ICO) and two rounds of crowd sales (ICO) referred to therein.

This White Paper does not establish any relation between the **INTokens (INT)** holders and **INTokens** distributors.

The acquisition of **INTokens (INT)** does not stand for the exchange of the crypto currency or fiat money for any of the shares, debt bonds, company shares or other securities. The **INTokens (INT)** distributors and **INTokens (INT)** holders do not benefit from the right to receive dividends or profit in any form, and do not make managerial decisions in the project.

**INTokens (INT)** are not intended to represent securities in any jurisdiction. This White Paper does not constitute a prospectus or any other similar document and is not intended to constitute the securities offer or recommendation for investment in any type of securities within any jurisdiction.

This White Paper developed for informational purposes only. The content of this White Paper is not a promotion of financial products. To that end, nothing in this White Paper serves the purpose of inviting or motivating to participate in any kind of investment activity.

The White Paper can be translated into any languages. In case of discrepancy between different language versions of documents, the version stated in English shall prevail.

The creator of **INTokens (INT)** periodically updates this White Paper. To familiarize

with the current (updated) version of this document, potential holders and distributors of tokens shall contact: [link](#)

### POSSIBLE RISKS STATEMENT

Potential **INTokens** (INT) holders should carefully consider and evaluate all possible risks and uncertainties associated with crypto-currencies.

The Risk Statement details some of the potential risks that need to be considered. We recommend that you obtain a competent independent legal and financial advice before engaging in any type of activity.

To the extent permitted by applicable law, rules and regulations, the **INToken** (INT) creator, its affiliated parties and related officials, employees or agents shall not be liable in respect of **INTokens** (INT) for any damages, including but not limited to direct, consequential, incidental, special or indirect ones; pre-estimated, economic (commercial) or non-commercial loss (including but not limited to lost revenue, lower income or loss by third parties, whether predictable or not, and trading loss as a result of using or losing the possibility to use **INTokens** (INT)).

To avoid uncertainty, the creator of **INTokens** (INT) directly disclaims any and all the responsibility for any direct or consequential damages of any kind that arise directly or indirectly from:

- taking into account the information contained in this document;
- any error, omission or inaccuracy in any such information;
- any resulting actions (of use or purchase).

In any case, the creator of **INToken** (INT) and its affiliated parties should not be liable for any claims, losses, liabilities, losses or expenses of any kind, whether direct, indirect, consequential, compensatory, incidental, actual, instructive, pre-estimated, economic and non-economic, penal or special (including damages from loss of business, income, profits, data, use, goodwill, etc.).

Potential acquirers shall acknowledge and agree that they do not purchase **INTokens**

for investment, speculation, any type of arbitration strategy, for immediate resale or other financial purposes.

Some of the White Paper statements include forward-looking statements reflecting current views of the **INTokens** (INT) creator and/or its affiliated parties in terms of the roadmap, financial performance, business strategy and future plans, both with regard to the **INTokens** holder (INT), and spheres or industries wherein the creator of **INTokens** (INT) carries out its activities.

Statements that include such words, as "expects", "plans", "believes", "forecasts", "aims", "expects", "will", "targeted", "can", "possibly", "continues" and similar ones imply the future or belong to the future-oriented statements.

All statements referred to the future involve risk and uncertainty. Accordingly, there are or may be factors that could result in the actual outcome of the **INTokens** (INT) creator to significantly differ from those reflected in these statements. Any forward-looking statements in this White Paper reflect the current views of the **INTokens** (INT) creator in relation to future events and imply these and other risks, uncertainties and assumptions about the activity of the **INTokens** (INT) holder, performance and growth strategy. These forward-looking statements are made only on the date of this White Paper.

Before making a purchasing decision, potential **INTokens** (INT) holders must take into account the factors specified in the White Paper, which may predetermine the difference in the actual results.

None of the statements in the White Paper is a profit forecast in any form.

## TERRITORIAL LIMITATIONS

Applicable law may restrict the distribution of this White Paper and **INTokens** sales offer in certain jurisdictions, and thus persons who are acquainted with this document should be properly informed and comply with any such restrictions requirements. Any failure to comply with such restrictions may result in a violation of law of such jurisdiction.

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The **INTokens** (INT) will be issued by the **INToken** (INT) creator.

The **INToken** (INT) creator is a member of the IN RATING GROUP FZC.

Below is the **INToken** (INT) creator contact information:

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#### Terminology:

INCoin (INC) refers to internal coin of the InRating

INToken (INT) refers to a token to access the ICO

InRating refers to a new social network with unique functionality.