



The Memessenger ICO

Investment offer

Links for additional information:

:

<https://themem.io> - ICO website

www.amalgamadigital.com - project team website

<https://themem.io/assets/wp-ru.pdf> - WHITE PAPER in Russian.

<https://themem.io/assets/wp-eng.pdf> - WHITE PAPER in English.

<https://youtu.be/SIE-skvHxHs> - interview with the project founders (in Russian).

www.iidf.vc - IIDF (Internet Initiative Development Fund - one of the largest VC funds in the world)

OFFER

We offer to increase invested capital by up to 5 times within the next 10 months by investing in MET tokens within The Memessenger ICO.

4 important facts about The Memessenger:

An investment of more than \$400,000 has already been made in the project. **\$250,000** of which is personal capital, **\$35,000** is the seed-investment from a VC fund and **\$150,000** raised during the first ICO round.

MVP - available for download in the AppStore and PlayMarket. This app is the result of 3 month labor aimed to at the project rebranding for the international arena penetration.

The Memessenger is a portfolio project of IIDF (Internet Initiatives Development Fund - one of the largest Russian VC funds). The project has passed a rigorous selection process, graduated from its acceleration program and received a pre-seed capital investment. IIDF involvement is deemed to be a quality control litmus test in the Russian-speaking IT startup environment.

We have successfully closed the first round of the ICO (**\$150,000** raised). Second round (target: **\$800,000**) is currently on the way. The value of the project's token has already increased 8-fold in the last two months.

What is The Memessenger?

It's the world's first messenger with memes instead of words. While messenger market is overflowing with look-alike apps with similar functionalities, and market leaders rapidly morph into social-networks, The Memessenger sheds the unneeded functionality and bets on user entertainment. The Memessenger only permits user communication with each other with the help of audio-visual stickers. Stickers are based on classic and trendy memes.

The Memessenger is an ideal pastime app for fun socializing and pranking. It causes a storm of positive emotions. The sound of the meme will automatically play on the receiver's phone if it is not set on silent mode. This causes a distinct WOW effect.

How is The Memessenger connected to cryptocurrencies?

Project token - MET - is an in-app messenger crypto currency, which also serves a function of a digital asset and can be traded on external exchanges. MET tokens exchange rate grows in the estimated value together with the increase in the number of messenger users.

How will the value of MET increase?

Forecasted growth rate of the exchange rate of the MET tokens will be 4-6 times in the next 8-10 months.

Exchange rate of the MET tokens in the ICO Round 2: **\$2**

Forecasted exchange rate of MET tokens during the ICO Round 10: **\$10**

What is the minimal investment option?

The minimum investment size is equal to the current exchange rate of a unit of token MET. As of September 27, 2017, the MET exchange rate is \$2. Special conditions for investors start at **\$100,000** and can be discussed on the one-off basis.

Team

Project is being implemented by Amagalma Digital

Association of successful entrepreneurs, top managers and specialists

Combined capitalization of projects: more than **\$50,000,000**

Projects implemented: more than 50

Combined entrepreneurial experience: more than 60 years

Combined investments: more than **\$30,000,000**

www.amalgamadigital.com

Expert support is being provided by Internet Initiative Development Fund

The Memessenger is a portfolio project of IIDF (Internet Initiatives Development Fund, iidf.vc). Having successfully passed the first round of investment and the IIDF accelerator, the team used and continues to use the expert council of the fund.

More information about the IIDF experts on the official site of iidf.ru or iidf.vc

The Memessenger fits 2 niches within the IT industry.

- Mobile messengers
- Projects with the entertainment content

Mobile messengers niche:

- Experiences continuous growth and keen interest from the investment community. Examples: - high valuation for the Whatsapp and Snapchat apps
- User audience "migrates" to messengers from social media platforms (Example: public chatrooms in Telegram)
- Messengers expand their functionality during the development process (WeChat as a perfect example)
- Messengers enjoy significant success even in the tough competitive environment (Snapchat as an example)
- Total capitalization based on various estimates is approximately **\$500 B**

Entertainment content projects niche:

- trend of transitioning of entertainment content on social media into a category of "informational noise"
- Trend of simplification of functionality of certain digital services
- Already has significant success stories. At least two projects could serve as a great example: iFunny and a popular some time ago messenger Yo!
- Total capitalization of this niche reaches up to **\$50 B**

As a result:

Positioning at the intersection of the two industries: instant messaging and entertainment content creation - The Memessenger has all the necessary potential for adoption by the millions of users worldwide and can achieve huge financial success.

In other words, The Memessenger - is an entertainment messenger, differentiated from existing market players due to its focus on certain content - popular and relevant memes.

ICO

ICO is divided into 10 rounds each of which has:

- Target for specific investment amount raised within that round
- Specific project tasks requiring completion within that round
- Specific KPIs openly demonstrating team's performance results

First ICO round has been successfully closed at the end of August 2017.

1st round results: successfully achieved the target of **\$150,000** in funding.

As a result, the following work has been completed and the following results demonstrated:

- app rebranding: modifying name, corporate identity, interface design;
- repopulation of the audio-visual stickers database; creation of hundreds of understandable for the global community new sticker-memes from scratch;
- Technical improvements to the application; optimization of a number of program elements of the project;
- a successful release of the current version of The Memessenger (took place on September 18, 2017)

2nd round: is currently ongoing. We have currently raised **\$200,000**

Second round project goals:

Continuous expansion of the sticker database

Launch massive advertising and promotion campaign

Full integration of MET token into the app processes

Specialized investment offer

We offer you to invest in The Memessenger ICO at the special favorable conditions. Current MET token value is **\$2**.

With the investment of over **\$100,000** - receive a 30% bonus in tokens

With the investment of over **\$200,000** - receive a 40% bonus in tokens

With the investment of over **\$300,000** - receive a 50% bonus in tokens + 1 seat at the board of directors

With the investment of over **\$500,000** - we are ready to discuss special offer conditions individually

Please note that the value of our token has already increased from **\$0.2** to **\$2.0**. We are projecting the exchange growth rate at 500% in the 10 month period.

Token valuation is tied to the internal project metrics and depends on the audience growth rates among other factors.

themem.io

We are looking forward to a beneficial cooperation.

With faith in the overall success and fruitful cooperation,

CEO Yuri Karl

+7(999)-462-88-88

