

seeds TOKEN SALE

Seeds provides a decentralized, transparent, distributed platform for submitting and fulfilling monetary needs. Needs submitted to the Seeds system can be virtually anything. When a need is uploaded, our recommendation algorithm displays it to the people within the ecosystem who will be most excited to contribute to fulfilling it. So long as it's legal and ethical, we would love to help you meet your needs. :)

Seeds tokens (SEEDS) allow you to make a Needs Request to be fulfilled through the Seeds distributed, peer-to-peer system. When a user contributes to fulfilling a need, s/he is entered into a lottery that awards a fixed number of tokens at random using blockchain technology. Lottery winners can then use the tokens to submit other needs to be met through Seeds.

How does Seeds work?

Seeds is the easiest way to build helping others into digital products, and the most effective way to inspire non-payers to buy in mobile and web apps.

The Seeds ecosystem consists of the following:

- A suite of front-end products which allow developers to integrate Seeds into any app or online product. Seeds shows non-paying users a tailored opportunity to help others while simultaneously making an in-app purchase. This increases the likelihood that a user will spend by up to 60%, boosting revenue for the app.
- Seeds tokens, the first blockchain-based smart contracts which facilitate generosity.
- The Seeds website, which showcases web and mobile apps that have integrated Seeds, driving new users to their products, and provides an interface to allow end-users to redeem a Seeds token to interact with smart contracts on the blockchain, enabling them to make a Needs Request to be fulfilled by the system.

What problem does Seeds solve?

Seeds addresses issues endemic to institutionalized finance and centralized control of capital: deserving people are denied the resourcing they need because of systemic discrimination and general inefficiency.

As the female founder of a tech startup and a former futures and equities trader, Seeds CEO Rachel Cook has experienced this discrimination firsthand, and wants that to change. Seeds gets working capital in the hands of the people the system neglects, and we believe it can organically help to shift the way we think about transacting into a 'Give First' mentality.

Our Vision:

We want to change the paradigm surrounding how people make transactions. Rather than being a zero-sum activity where one person wins and one person loses, we believe we can create a system that brings abundance to everyone.

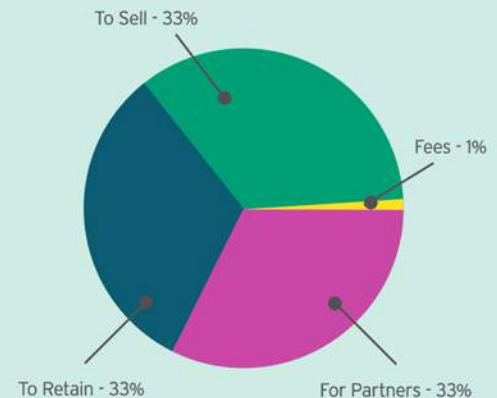
FIND OUT MORE

Join the SEEDS token sale at www.seedstokens.com

For sales support: team@playseeds.com

To learn more about Seeds: www.playseeds.com

TOKEN ALLOCATION



Target: 15 M

Minimum Target: 1 M

Supply: 1 Bn

33% to be sold in the token sale

33% retained for company

33% retained for partners

1% for token sale costs and fees

The notional value of SEEDS is set at ~\$0.04 per token. The final value will be determined by the sale.

Payment Mechanism: ETH
Token format: ERC-20 Standard

TIMELINE

Pre-Sale: Early October

Crowd Sale: Begins October 16

Closing of Public Sale: November

Trading: TBA

MEET THE FOUNDER



Rachel Cook
Founder & CEO

Rachel Cook is a former Futures/Equities Trader in New York and Chicago, and was the Director/Producer of *The Microlending Film Project*, a feature documentary exploring the impact of microloans on women around the world. Rachel founded Seeds in 2013. She is a graduate of Duke University and lives in San Francisco.