

2020

Version 1.4

WHITEPAPER

Future Technologies in a
Harmony With Nature!

PLANET of CHARITY

by VEROS Fundraising Platform

**Best Charity Fundraising
Platform 2020 - Northern
Europe!**

Technology Innovator Awards 2020 by
Corporate Vision magazine.



VEROS Fundraising Platform

charity | eco-innovation | marketplace | investment

Change the World for the Better.
Impact Investing

www.vedh.io

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Change the
World for
the Better!

change the future
with us!



The Future of Sustainability in Eco-High Tech

Entrepreneur

Veros FP in Entrepreneur

The pursuit of the VEROS platform is not a myth. Combining innovation with sustainability, VEROS is creating a space for a new community of eco-high-tech innovators to emerge, creating solutions for a better earth and a better life as a community.

“Please, respect, protect and appreciate all the beauty and richness of the nature around of you. Help people who find themselves in difficult situations.

Change yourself and the world will start to change around you.

VEROS FP | **Impact Investing**

Impact investing refers to investments "made into companies, organizations, and funds with the intention to generate a measurable, beneficial social or environmental impact alongside a financial return".

Impact investing provide capital to address social and environmental issues.

IDEA

What is missing in the World?!

They're all engaged in
eco-innovation


They're all looking for a
 place to entrust their
unique products

Who will **unite**
 them on one
 platform? 

Xiaomi	UNESCO
Tesla	WWF
Hyundai	Greenpeace
Ford	UNICEF
Lenovo	ICRC
Nike	UNAIDS
Huawei	The Nature
Pfizer	Conservancy
Medtronic	Climate Progress
Roche	Oceana
DuPont	PETA
Dow Chemical	Mission Blue
Siemens	Human Rights Watch
General Electric	Yale Environment 360
Biogen	EcoWatch
Softbank	Climate Central
Bayer	Sylvia Earle
Gilead Sciences	Ocean Conservancy
Toyota	Planet Green
Samsung	Donors Choose
Tesla Motors	est
Lockheed Martin	
est	

They're all trying
 to **raise funds**

They're all
 spending a
lot of effort

Who will **unite**
 them to raise
 funds? 



2018-2020

What We Did!

current state and project partner

Current state:

The team negotiates with international organizations specializing in wildlife conservation and environmental improvement in 67 countries around the world.

Greenpeace (Russia) and **WWF**(Russia) praised the mission of the project. At the moment, the project is in talks with **UNICEF Innovation** (France) to raise funds in +150 types of leading cryptocurrencies.

World Initiative Development Charity Innovations | **WIDCI** widci.org - this is an international community that unites leading IT companies using innovative technologies (blockchain) to support the work of international non-profit organizations in the field of environmental protection and solving humanitarian problems.

Work is underway to connect to the **WIDCI** initiative. Currently, negotiations are underway with **Coinbene, Binance, IDax, Enterprise Ethereum Alliance** and other major it projects.

Project partner:

Investment Value Unit (Estonia) | ivu.one - unites business communities, investment organizations, companies and entrepreneurs from more than 30 countries»,

Changelly (Malta) | changelly.com - it is a non-storage related instant cryptocurrency exchange that acts as an intermediary between crypto exchanges and users, offering access to 150+ cryptocurrencies.

Transcoin (Estonia) | transcoin.me -payment service that helps to quickly make legal purchase and sale of leading cryptocurrencies (BTC, BCH, ETH, XRP, LTC) using Bank cards.

Investment Russia (Russia) | investros.ru - it is the all-Russian public organization of assistance in attraction of investments to the Russian Federation, a platform for studying of the best practices of work with investors and their distribution across the country



2018-2020

€ **100 000** used from 2018-2020



community

- + Negotiations on information cooperation are ongoing in **40 countries** and with **dozens** of non-profit international organizations.
- + 30,000 people community

[Facebook](#)
[Twitter](#)
[Telegram](#)
[Bitcointalk](#)
[Reddit](#)



services

- + charity service **planet of charity** planet.charity
- + Innovation store **innovation place** store.vedh.io
- + Personal account **cabinet** wallet + service management cabinet.vedh.io



technologies

- + Code deploy to the server through a **closed repository**. | Gitlab
- + **2 Secure servers** for the server side of the platform
- + **1 Secure hosting** for displaying the visual part of the platform.
- + **Separate CMS in Python** to display news content.
- + Own **Ethereum** full node



blockchain

- + Server support for a platform for direct interaction with the **Ethereum blockchain network** for operations with ETH and other ERC20 tokens.
- + The ability to convert operations within the platform using **100 cryptocurrencies**.
- + Own cryptocurrency asset present on **6 exchanges**.

What We Did!

achievements and technologies

problems

Innovation, Consolidation,
Charity



+ investments

Financial institutions have difficulty to find and evaluate innovative eco-projects.



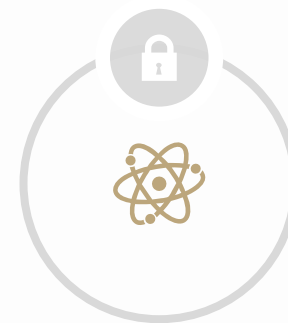
+ charity

There is no service that can unite philanthropists to help international non-profit organizations.



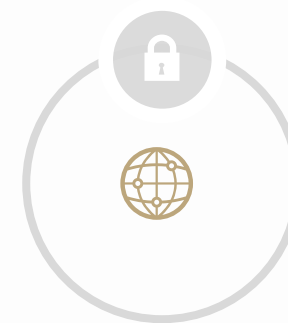
+ innovations

Problems with finding financing for innovative projects in the field of ecology and improving people's living standards.



+ tech eco goods

Lack of a specialized trading platform for the purchase and promotion of modern and innovative eco-goods and services.



+ information

The lack of a binding information space between international organizations in the field of environmental protection and assistance to people.

the solution

Innovation, Consolidation,
Charity

⊕ investments

Create an international investment service that will mediate between venture capital funds, direct investors and innovative environmental projects.

⊕ innovations

⊕ fundraising

Create an international charity service that can unite international non-profit organizations in one place.

⊕ tech eco goods

Create a trading platform that will allow to buy eco-high-tech goods and services using fiat and cryptocurrency assets.

⊕ information

Create an information service that will connect organizations, philanthropists, projects and investors in the field of improving the environment and living standards.



investments
Atlas Veros



innovations
Atlas Veros



fundraising
Digital Hearts



tech eco goods
Future Store



information
News Veros



Change the World for the Better.

VEROS Fundraising Platform

“

A platform that combines revolutionary eco- projects, investors, international non-profit organizations and buyers of innovative products in one place!

The **Direction** of the Project

+ consolidation

Attract the maximum number of loyal international organizations and communities for consolidation of efforts and promotion of platform services

+ assistance

Financing of various environmentally-oriented non-profit organizations, companies, events in different countries.

+ mission

Spreading the idea of wildlife conservation, solving humanitarian problems and using eco-innovative technologies in the world.

+ image

Creating a stable image platform as a place with an integrated approach to change the quality of life of people, animals and the integrity of the natural resources.

+ investing

Investing in environmental projects aimed at improving life and the environment.

+ creation

Creating own projects and activities that will focus on improving the environment and people's lives.

consolidation 

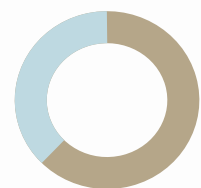
assistance 

mission 

image 

investing 

creation 



market for the project

2018-2019

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- charity
- investments
- eco goods
- innovations

\$ 289

⊕ bln
of investments
into green
energy



\$ 427

⊕ bln
donation
market



\$ 204

⊕ bln
venture capital
market



\$ 54

⊕ bln
eco goods
market





users of the project

We
Integrate the
Community
on Our
Platform

Community of
Eco-Friendly Users

952*
million of
people

UNESCO | WWF,
Greenpeace | UNICEF,
ICRC | UNAIDS, etc.

Community of
International Non-profit
Organizations

167*
million of
people

Community of users of
international charitable
foundations

634*
million of
people

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Innovation Project
Teams

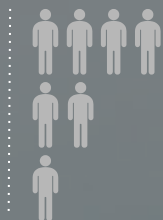
International
Investment Funds
and Private
Investors



* these data are approximate and may differ from the actual

veros strategy

community building and
platform appeal



614,159,265

Creating a global community through
non-profit information services.

Non-profit charitable **services are the key** to the
development of the platform.

Attraction to cooperation of non-profit
international organization to be placed on the
platform due to the **zero fees for donations**.

**UNESCO | WWF,
Greenpeace | UNICEF,
ICRC | UNAIDS, etc.**

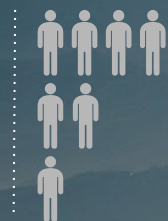
International Non-profit
Organizations

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veros synergy

community building and
platform appeal



**UNESCO | WWF,
Greenpeace | UNICEF,
ICRC | UNAIDS, etc.**

International **Non-profit
Organizations**
in the field of
environmental protection
and assistance in resolving
humanitarian problems.

**investment
institutions**

**innovative
projects**



Placed on the information partners platform we can
achieve the effect of cross promotion.

Synergy is the main driving factor for the global
promotion of the platform.

**Xiaomi | Tesla
Hyundai | Ford
General Motors , etc.**

International **commercial
organizations** working on
goods in the field of
improving the environment
and people's living
standards.

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veros **structure**

the platform consists of 4 services

[planet.charity](#)

planet of charity 01

An international charity service supporting fiat and crypto assets.

.....

[atlas.vedh.io](#)

atlas 04

Service which connect investment funds and innovative projects

[news.vedh.io](#)



[store.vedh.io](#)

02 **future store**

A trading service that allows to buy innovative products aimed at improving the environment and improving living standards

.....

[blockchain.vedh.io](#)

03 **wallet+**

Own processing solution with support for fiat and crypto assets

GO MENU

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veros

uniqueness

of the platform

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01 planet of charity



- zero fundraising commission for nonprofit international organizations
- dynamic search algorithm
- using of Blockchain control technology
- specialized news portal
- donation certificate system
- support for digital coins (BTC, ETH, etc.)



02 atlas



- own base of innovative projects
- own base of investment institutions
- support and positioning of innovative projects
- financial evaluation of innovative projects
- legal support of investment transactions
- specialized news portal



03 future store



- exclusive, innovative products and services that improve the environment and the standard of living of people.
- system of discount certificates
- specialized news portal
- support for the use of digital coins on the trading platform



04 wallet+



- own payment server for operations with various Blockchain networks
- fast and legal exchange of hundreds of digital coins (BTC, ETH, LTC, etc.) and fiat assets (US dollars, euros, etc.)
- legal replenishment, withdrawal and storage of digital coins.

veros business model



profit making



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planet of
hearts

conversion fee

- receiving a commission for donations in digital coins (BTC, ETH, LTC, etc.) and further conversion to fiat funds (US dollars, euros, etc.)



atlas

financing fee

- receiving commissions from projects financing deals.

payment for services

- support and positioning of innovative projects
- financial evaluation of innovative projects
- legal support of investment transactions



future
store

payment for services

- payment by the maker of transitions to the pages of his goods and services
- placement of makers on the service
- placement of advertising content

conversion fee

- receiving commissions for purchases in digital coins and further conversion to fiat funds.



wallet+

conversion fee

- receiving a commission when exchanging digital coins (BTC, ETH, LTC, etc.) and fiat assets (US dollars, euros, etc.)

veros advantage

platform competitive
advantage

global community

Involvement of non-profit international organizations for cooperation on the platform due to **zero donation** fees.

global promotion

Involvement of non-profit international organizations in cooperation will create the effect of **consolidation and cross promotion**.

unique projects

Active cooperation with investment funds to help finance innovative projects presented on the platform.

information space

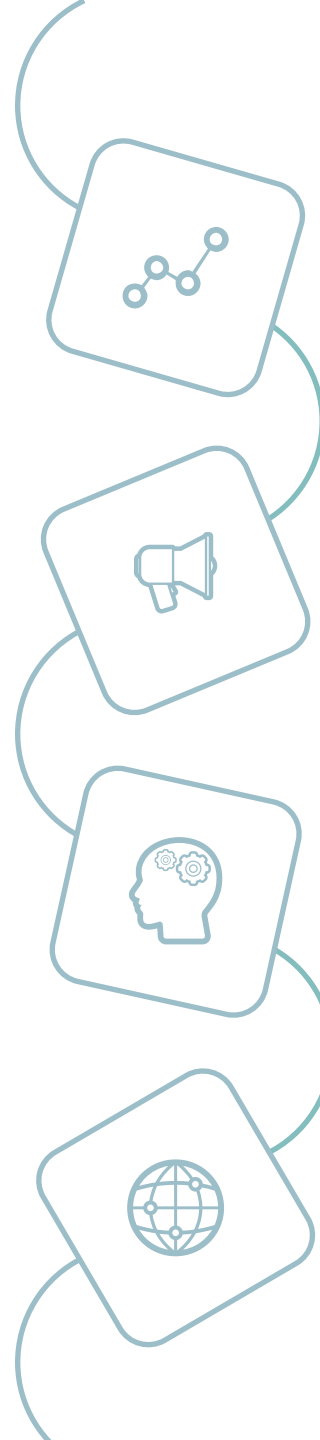
Specialized **news portals** on each service let you attract users from different communities.

quality selection

Qualitative selection of innovative projects and products presented on the platform due to the image of **key partners**.

GO MENU

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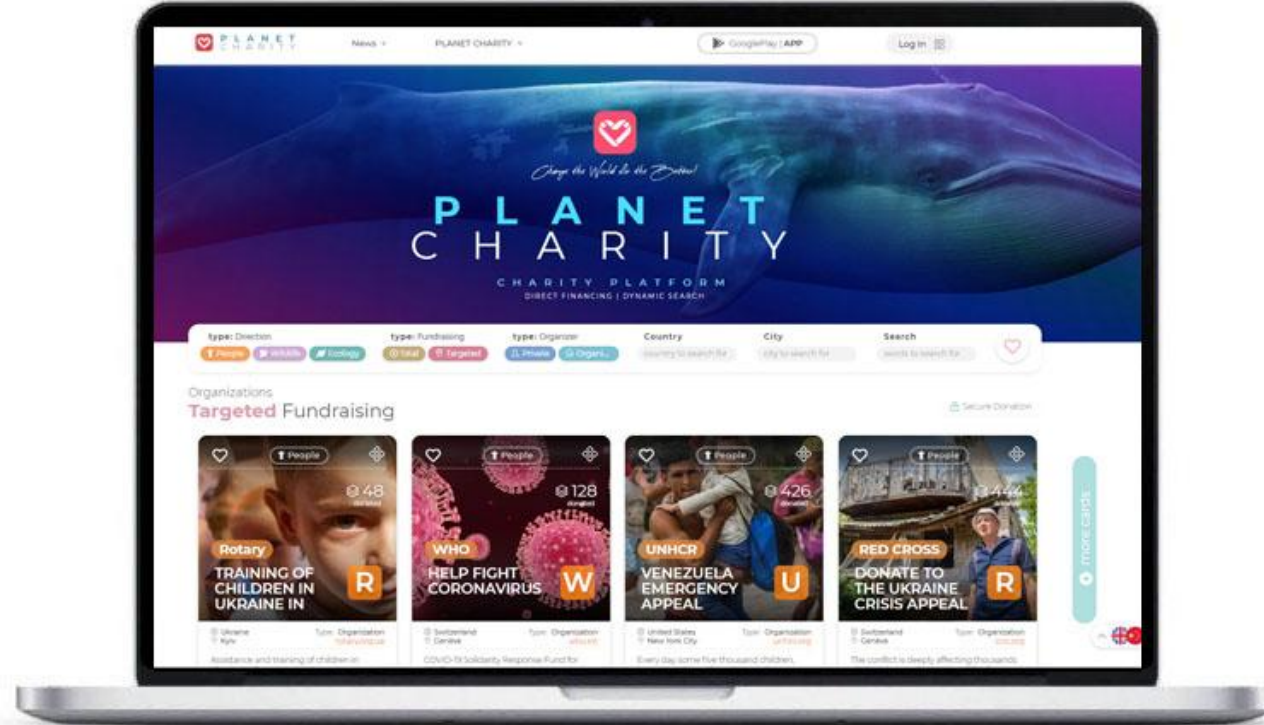


veros evolution



strategy for bringing goods
and services to the market





Unique Charity Platform

Platform with zero commissions and direct funding for organizations and individuals aimed at raising funds for wildlife conservation, improving environmental conditions and the standard of living of people on the planet.



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by VEROS Fundraising Platform
Best Charity Fundraising Platform 2020 - Northern Europe!

Technology Innovator Awards 2020 by Corporate Vision magazine.



Change the World for the Better.

PLANET CHARITY

planet.charity





Planet of Charity

calculation of **visitors** and
charity **payments**

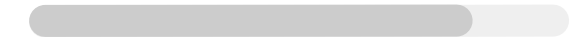
charity.vedh.io



Target transitions
to service pages



Total conversion of
users to pages of
the service



- 80% Fiat assets | usd, eur, etc.
- 20% Cryptocurrency assets | btc, eth, etc.

	20% donations	30% of refusals to visit	
1 month	7 240 d.	25 300 t.	all transitions : 36 200
2 month	19 300 d.	67 550 t.	all transitions : 96 500
3 month	54 000 d.	189 000 t.	all transitions : 270 000
4 month	96 000 d.	336 000 t.	all transitions : 480 000
5 month	120 000 d.	420 000 t.	all transitions : 600 000



Executed charitable
contributions

7 240 t.	1 month
19 300 t.	2 month
54 000 t.	3 month
96 000 t.	4 month
120 000 t.	5 month
.....



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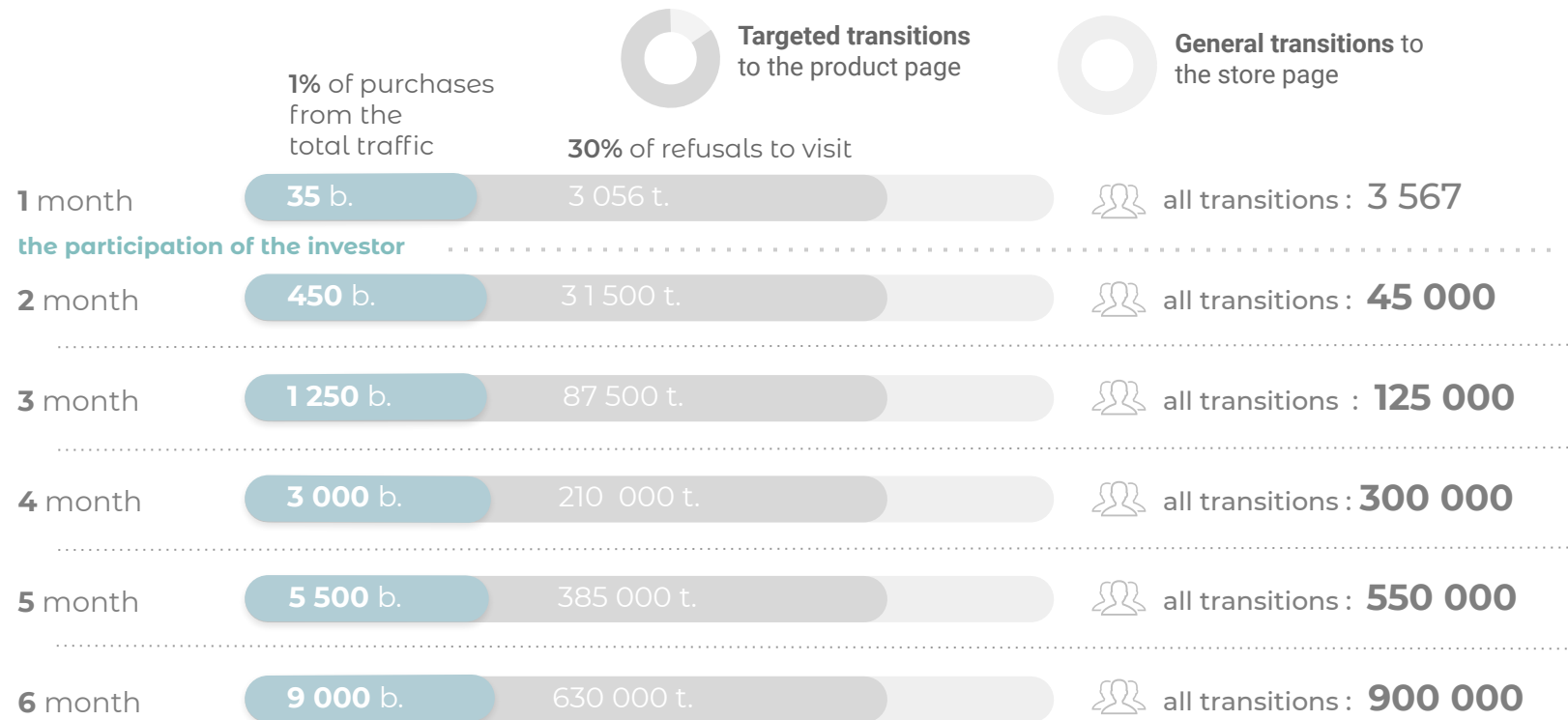


store.vedh.io

Store Innovation

calculation of buyers (conversion) of goods in the store innovation

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Blockchain

multi **cryptocurrency wallet** and **legal**
cryptocurrency **exchange**

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Integration with
Blockchain technology
creates unique solutions.

blockchain.vedh.io



number of
exchanges
made by users



the **fee**
for the
exchange

average amount
of one-time
exchange through
the service

the total amount
of funds passed
through the
exchange service

The total amount
of **Fee** (profit)
received on the
platform

1 month
2 month
3 month
4 month

15 000
21 000
29 000
36 000

4 %
4 %
4 %
4 %

300 eur
300 eur
300 eur
300 eur

4 500 000 eur
6 300 000 eur
8 700 000 eur
10 800 000 eur

180 000 eur
252 200 eur
348 000 eur
432 000 eur

profit

The **multi-cryptocurrency wallet** integrated into the VEROS FP platform and the **legal two-way exchange** of cryptocurrencies [btc, eth, etc] and fiat assets [usd, eur, etc.] is an **integral part** of the platform that allows raising funds for charity, paying for the purchase of innovative goods and investing innovative projects.

Also, the service for two-way conversion of Fiat and crypto - currency assets will act as a separate service.

Fiat assets | usd, eur, etc.

Cryptocurrency assets | btc, eth, etc.

Help with VEROS FP

Part of the proceeds of
the platform will be
directed to **charity**

to change the **future**
with us!



cabinet platform

cabinet.vedh.io

Veros Digital Hearts

- View Cards
- Create Cards
- Edit Cards

Veros Wallet

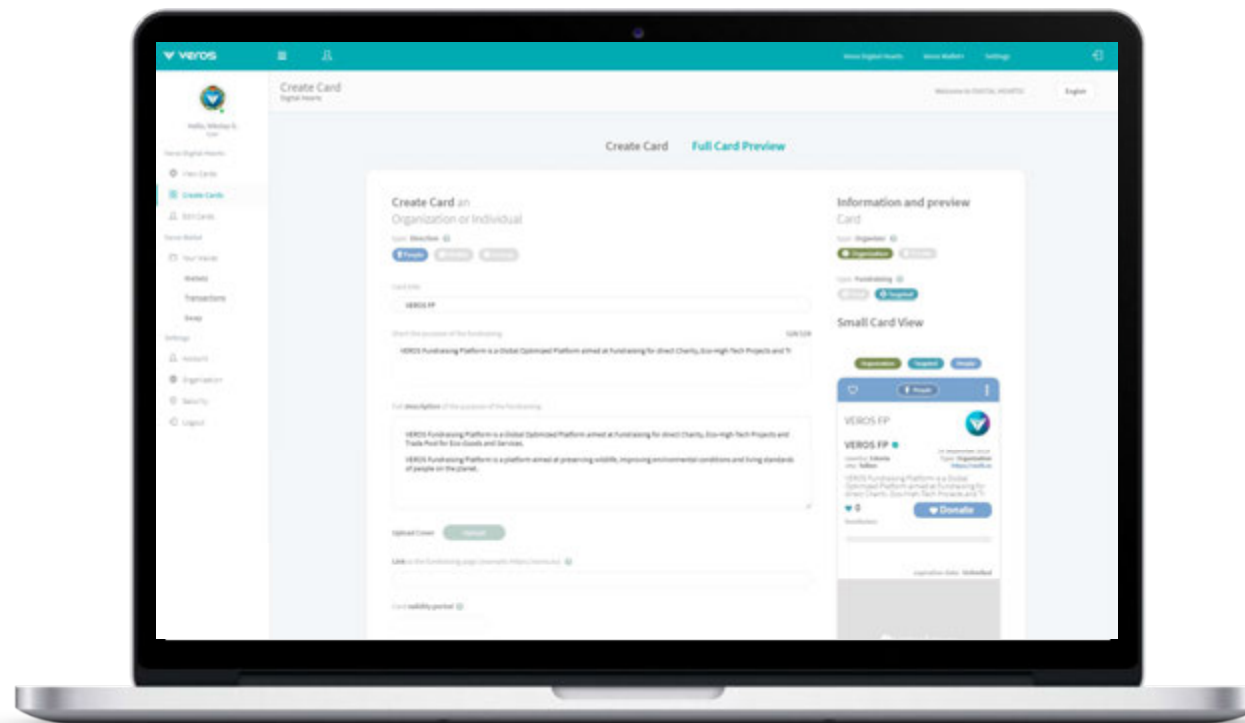
- Your Wallet

Settings

- Account
- Organization
- Security
- Logout

Friendly Personal Account

Friendly Personal Account for managing platform functionality. Creation and management of fees, wallet and exchange, account settings, verification and much more.



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Google Play
Store

Team



Nikolay Gadzhiev

Founder & CEO

Creator, designer, social and political activist. Creator and inspirer of the project.

Work Experience: Regional development Director at energy drink. Commercial Director of the international modeling agency.

As a creative designer worked with : Adidas, Kent, AEG, Hennessy, Trust bank, DiDitrich, Moet & Chandon, BoConcept, Diesel, est.



Marseille Ibrahimov

Development Officer

6+ years of experience in promoting SMM, SEO, brand positioning.

Advisor to several Blockchain projects.

4 years was an analyst of an investment fund.

In 16 years created advertising agency.



Oleg Rimko

Engineering Director

10+ years experience of enterprise software engineering.

Many successful projects with wide range of technologies (including blockchain and automation).

Strong full-stack development skills



Dmitry Zimin

Lead Front-End Developer

Worked with projects: Disney, MegaFon, Samsung, Gallinablanca

UI | HTML5, CSS3, BEM, SCSS, CSS vars, |

JavaScript (native / vanilla) | Angular | Vue | Svelte | Nodejs (express, koa), native-mongo; | PHP (laravel, orchid, october), eloquent;

Team



Helen Vlasova

PR Officer

.....
Draws attention to the project and is engaged in the formation of the correct attitude to the project goals in the eyes of society.



Alexandr Vasilenko

Technical Specialist

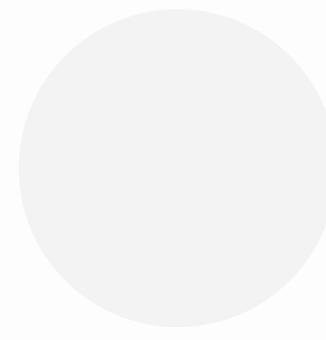
.....
Has an extensive experience and knowledge in creating structures based on blockchain technology.



Vlad Smogorzewski

Technical Specialist

.....
The high level of technical knowledge and creative approach allows him to solve many technical problems of the project.



Community

Community Representatives

.....
We are grateful to all members of our community who gratuitously help our project and support our mission.

.....
**A team that loves
its project**

Invest in VEROS FP

We need partners
[investors] in our project
who share our goals and
ideas.

to change the **future**
with us!

Impact Investing



Scalability of financing

Upon reaching the stage of the manufacturer of innovative products, new investors enter the project through an **IPO**.

“Change the World for the Better.”
Climb up with us to see the horizons of
a new future!



charity | innovation

Thank You So Much For Today

VEROS Fundraising
Platform OÜ (EU)
| Estonian

www.vedh.io

