



# Instoken

## Powering the Global Services Marketplace



WHITEPAPER

Version 3.0



## Important Notices

This White Paper is a summary of the principal ideas for the proposed Initial Coin Offering by Instance Technologies Ltd. ("**Distributor**"), (Company Number 201815813N) and its related information.

The Distributor is an affiliate of Instance Inc Pte Ltd ("**Instance**") and shall be channeling all proceeds raised from the sale of Insta (as defined in this White Paper) to fund Instance's cryptocurrency project and its business operations and expenses.

Insta are not securities or units in a collective investment scheme, business trust, unit trust, or a capital markets product, each as defined under the Securities and Futures Act (Cap. 289) of the Statutes of the Republic of Singapore ("**SFA**"). Accordingly, the SFA does not apply to the offer and sale of Insta. For the avoidance of doubt, this initial coin offering of Insta need not be accompanied by any prospectus or profile statement and no prospectus or profile statement needs to be lodged with the Monetary Authority of Singapore ("**MAS**") or any other governmental authority in Singapore. Insta are not intended for speculation and hold no rights to any form of real property, intellectual or other property or cash flows. They are not equities, as they do not provide any ownership rights in the Distributor and/or Instance and specifically, they do not confer any right on the holder of any Insta to participate in the decision-making process of the Distributor and/or Instance concerning any of its assets and/or its business strategy. There is no promise of value or claim on revenue associated with any Insta other than the benefits which will be derived from platform usage.

The sale of Insta is only intended for persons outside the United States of America, the People's Republic of China and any jurisdiction where the offering of tokens in the manner set out in this White Paper is regulated or prohibited (the "**Prohibited Jurisdictions**") and may be acted upon only by persons outside the Prohibited Jurisdictions. You are not eligible to purchase any Insta if you are a citizen, resident (tax or otherwise) of the Prohibited Jurisdictions.

This White Paper does not constitute an offer of, or an invitation to purchase Insta in any jurisdiction in which such offer or sale would be unlawful. No regulatory authority in Singapore, including the MAS, has been notified of, reviewed or approved of Insta or this White Paper. This White Paper and/or any part hereof may not be distributed or otherwise disseminated in any jurisdiction where offering tokens in the manner set out this White Paper is regulated or prohibited.

The information in this White Paper is current only as of the date on the cover hereof. Thereafter, the information contained herein, including any information concerning the Distributor's and/or Instance's business operations and financial condition may change from time to time. Under no circumstance shall the delivery of this White Paper or any sale made in the related initial coin offering shall, constitute a representation that no such change has occurred. Neither the Distributor nor Instance makes or purports to make, and indeed hereby expressly disclaim the making of any representation, warranty, undertaking, or other assurance (whether express, implied or otherwise) in any form whatsoever to any person, including any representation, warranty, undertaking, or other assurance that the information contained in this White Paper is current, accurate and complete.

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Whether taken as a whole or in part, this White Paper is not, and should not be regarded as, any form of legal, financial, tax, or other professional advice. You should seek independent professional advice before making your own decision as to whether or not to purchase any Insta. You are solely responsible for any and all evaluations, assessments, and decisions which you may make in deciding whether to purchase any of Insta. You may request for additional information from the Distributor in relation to this offer of Insta. The Distributor may in its absolute discretion, but will not be legally obliged to, furnish the additional information requested for in light of all the relevant circumstances, including whether (i) there is any prohibition or restriction for it to do so from the legal perspective, and (ii) the requested information is reasonably necessary for the reader to verify the information contained in this White Paper, thereby, with the help of independent professional advice, enabling the reader to make his/her/its own decision as to whether or not to purchase any Insta.

This White Paper has been prepared for information purposes only and is not a statement of future intent. The Distributor and Instance expressly disclaim all liabilities for any loss or damage whatsoever (whether direct, indirect, foreseeable or otherwise) which may arise from any person acting or relying on any information relating to the Distributor, Instance or the Instoken ecosystem contained in this White Paper or any additional information which may be made available in connection with any further enquiries made by the reader, notwithstanding any negligence, default or lack of care on the part of the Distributor or Instance.



The replication of this White Paper without this disclaimer is strictly prohibited and unauthorised by the Distributor. The information set forth below may not be exhaustive and no part of this White Paper is intended to create legal relations between a recipient of this White Paper and the Distributor, or to be legally binding or enforceable by such recipient against the Distributor. An updated version of this White Paper may be published at a later date and announced by the Distributor and/or Instance in due course.

The regulation of tokens such as Insta is still in a very nascent stage of development in Singapore. Thus, there exists a high degree of uncertainty as to how virtual currencies, tokens and token-related activities are to be treated by the applicable laws and regulations. The applicable legal and regulatory framework may change subsequent to the date of publication of this White Paper. Any change in the regulatory treatment may be very rapid and it is not possible to anticipate with any degree of certainty the nature of any change in such regulatory treatment. The Distributor and Instance do not in any way represent and indeed hereby expressly disclaims that the regulatory status of Insta will remain unaffected by any future regulatory change.

Upon purchasing any Insta you will be deemed to have reviewed this White Paper in full and to have agreed to the terms of this offering of Insta, including the fact that this offering does not fall within the scope of any securities laws in Singapore and is not regulated or examined by the MAS. You further expressly acknowledge, agree and accept that the Insta are not securities and are not meant to generate any form of investment return.

Insta and related services, if any, are provided by the Distributor on an "as is" and "as available" basis and are intended for use for purposes stated in the White Paper. The Distributor and Instance do not make, and indeed hereby expressly disclaim the making of any warranty or the making of any representation (whether express, implied, or otherwise) as to the accessibility, quality, suitability, accuracy, adequacy or completeness of Insta or any related services provided by the Distributor and/or Instance. Thus, the Distributor and Instance further expressly disclaim any liability whatsoever which may be caused to you arising from any error, delay or omission, in or for any action taken by you in reliance on, the Insta and any related services. No warranty, including the warranties of non-infringement of third party rights, title, merchantability, satisfactory quality, or fitness for a particular purpose is given in conjunction with Insta and any related services provided by the Distributor and Instance.

No promises of future performance or value are or will be made with respect to Insta, including no promise of inherent value and no guarantee that Insta will hold any particular value in the future. Unless you fully understand and accept the Distributor's proposed business and the potential risks inherent in the Instoken platform, you should not participate in the Insta sale. Insta sold are intended for future functionality on the Instance App developed by Instance. The Distributor and Instance expressly disclaim all liabilities for any loss which may be suffered by you in relation to the purchase of Insta.

You are not bound to enter into any contract or binding legal commitment in relation to the sale and purchase of Insta. Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase of Insta shall be governed by a separate document setting out the terms and conditions of such agreement (the "Terms"). In the event of inconsistencies between the Terms and this White Paper, the former shall prevail.



## Risk Factors

### ***Token Purchase***

The purchase of Insta should be undertaken by financially sophisticated persons who fully understand and are capable of evaluating the merits and risks of such purchase, or persons who have consulted their own professional advisors with regard to token purchase, and who have sufficient financial resources to be able to bear any losses that may arise therefrom, including the potential of losing the whole amount spent with regard to the purchase of Insta.

### ***No Prior Market***

Prior to this initial coin offering, there has been no public market for Insta. No assurance is therefore being made as to whether an active or liquid trading market for Insta will develop or if developed, be sustainable after Insta are being traded on any cryptocurrency exchange.

### ***Commercial Success of Platform***

The value of, and demand for Insta hinges heavily on the performance and commercial success of the Instance App. No assurance is made by the Distributor and/or Instance as to whether the Instance App will achieve any commercial success. Further, as the Instance App may at any time be subject to further changes, modifications, updates and adjustments, such changes may result in unexpected and unforeseen effects on its projected appeal to users, and hence adversely impact its success.

### ***Risk of Uninsured Losses***

Insta are uninsured unless private insurance is separately obtained as a measure of protection. Thus, in the event of loss or loss of utility value, there will be no acting public insurer, or private insurance arranged by the Distributor, to offer recourse to the purchaser.

### ***Tax Risks***

The tax characterization of Insta is unclear. Accordingly, the tax treatment to which Insta will be subject is uncertain. All persons who wish to purchase Insta should seek independent tax advice prior to deciding on whether to purchase any Insta. The Distributor does not make any representation as to whether any tax consequences may arise from purchasing or holding Insta.

### ***Regulatory Risks for Non-Regulated Entities***

None of the Distributor or its affiliates, if any, are currently regulated or subject to the supervision of any regulatory body

in Singapore. Specifically, the Distributor is not registered with the MAS as any type of regulated financial institution or financial advisor and are not subject to the standards imposed upon such persons under the SFA, Financial Advisors Act (Cap. 110) of Singapore, and other regulatory instruments. Compliance under such regulatory instruments include complying with a variety of requirements and standards concerning disclosures, reporting compliance, and conduct of operations for the purposes or maximizing investor protections. Since the Distributor is not subject to such requirements or standards, it will make decisions and/or take such reasonable measures on these issues at its own discretion. Although the Distributor shall strive to adopt best practices on these issues, holders of Insta will not enjoy the same extent and degree of protections accorded to investors of regulated entities.

### ***Risks from Ethereum Protocol***

Due to the nature of Insta and the Instance App being based on the Ethereum protocol, any malfunction, breakdown, suspension, or abandonment of the Ethereum protocol may have a substantial adverse effect on Insta and the Instance App. Any advances in cryptography, or related technical advancements such as the development of quantum computing, can potentially also present risks to Insta and the Instance App, including, but not limited to, the utility of the tokens for obtaining services, and the rendering of the cryptographic consensus mechanism that underpins the Ethereum protocol ineffective.

### ***Risks from Third Parties***

Insta are blockchain-based assets. The security, transferability, storage, and accessibility of such blockchain assets depend on factors such as the security, stability, and suitability of the underlying blockchain protocol and processes, in this case, the Ethereum blockchain, all of which are beyond the Distributor and Instance's control. Unforeseeable events such as mining attacks, hacking and unauthorised access to the private key of a wallet where Insta are stored may also occur. The Distributor and Instance are unable to assure that it can prevent such external factors from having any direct or indirect adverse impact on any Insta.

Further, third party risks also include misconduct or fraud by third parties and the failure to receive Insta upon making payment due to a third-party wallet's incompatibility with Insta. Any losses incurred as a result may be irreversible. Instance is not responsible in any way for any risks due to the involvement of third parties, or for taking steps to retrieve Insta lost in this manner.



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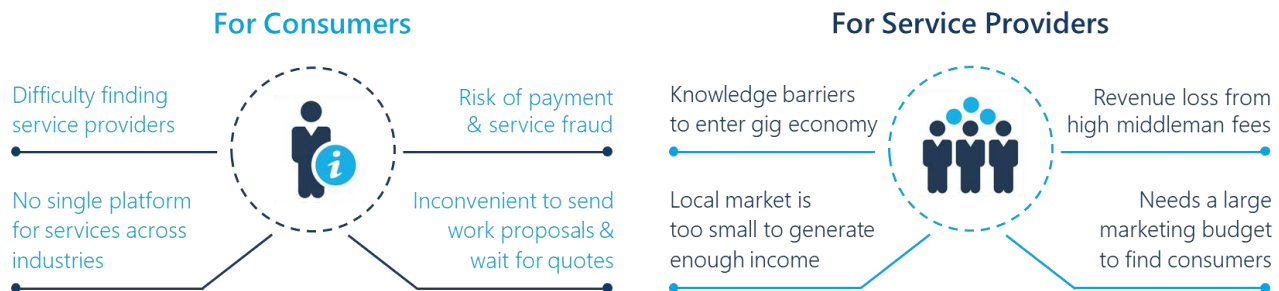
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## 1. Instance: Abstract

The world is transitioning into a services economy. A rapidly growing middle-class society, increasing urbanisation and higher disposable incomes for millennials and retirees is spurring demand for various services making this a multi-trillion dollar industry worldwide.

The gig economy with people completing short tasks and services has redefined the labour market. There is a clear need for services and of service providers to meet this need, but several persistent issues exist:



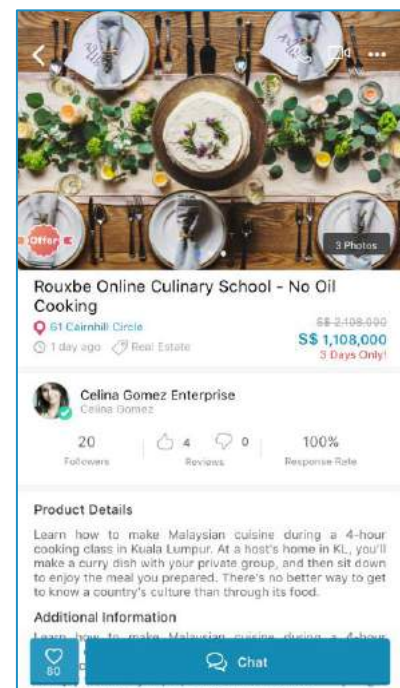
These issues scratch the surface with further problems between the two sides. **This is solved with Instance App, powered by Instoken, an Ethereum based blockchain solution featuring smart contracts.**

The Instance App, as an aggregator of services, provides a robust platform for gig economy workers looking to ply their services with minimum fees and zero start-up costs.

The Instance App allows consumers to browse, review, compare and evaluate credible service providers, coupled with a platform that lets them visually connect in real-time, elevating trust and comfort.

The Instance App has a REAL and GROWING marketplace after having launched in Taiwan in early 2018, and subsequently in Malaysia in the second quarter. It is a viable, and PROVEN business concept. Several drivers point to the continual demand for Instance:

- Services are a fundamental need of all consumers throughout their lives
- Instance is the answer to low cost start-ups aspiring to have a digital presence and a global audience
- Instoken eliminates the shortcomings of traditional payment modes providing a true global currency for consumers and service providers



To accelerate the growth plan of Instance and to seed the network with Insta, the Distributor will be issuing Insta in a token generation event (the **"Token Generation Event"**). Insta will be a fully transactional, stable token for transactions on the Instance App, build upon the Instoken platform.

Instoken has the potential to power the global services marketplace. Consumers and service providers can benefit worldwide and this whitepaper outlines the current situation and prospects for Instance and Instoken.





## 2. Market: The Global Gig Economy

### 2.1 Rise and Rise of the Services Economy

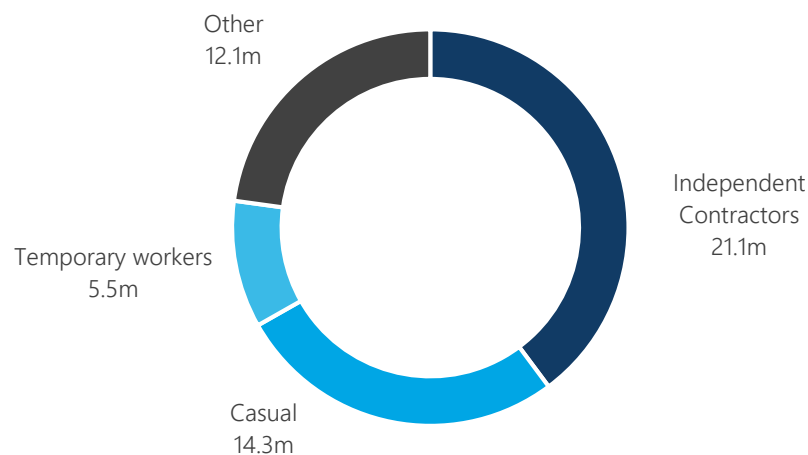
A combination of factors such as a rapidly growing middle-class, increasing urbanisation and higher disposable incomes of millennials and retirees is spurring demand for various services in industries such as:



Today, many services can be digitally and seamlessly delivered to consumers. A growing supply of freelancers and home based-businesses are able to tap into the global markets with the Internet. Digital platforms now allow consumers to go directly to service providers, eliminating the need for middlemen and the fees they take.

Many freelancers now work in the “gig” economy – people working on a short task, project or contract basis. It has been forecast that by 2020, gig economy workers will exceed 40% of workforce. In the US alone, there are 53 million freelancers [Source: *Harvard Business Review*, 2017].

Breakdown of the 53 million Freelancers in US (2016)



Source: *Harvard Business Review*, 2017

The gig economy is challenging the conventional labour market, increasing fluidity of the workforce and opening up a new world of services for consumers.



## 2.2 Gig Economy Trends

The gig economy continues to gain momentum worldwide. Key trends spurring the continued growth of the gig economy include:



### Increasing demand for flexibility:

Young and older workers are expressing an increasing demand for flexible work to enjoy greater freedom



### Growth of digital platforms:

Freelancers can connect with employers to find more assignments, manage clients and accept payments

**Provides more opportunities to the under-employed:** On-demand service labour is driven by a desire for increased labour with flexibility and higher satisfaction



### Wider access to talent:

Digital access to freelancers means companies can access the untapped global talent that was previously inaccessible



### A flexible and dynamic workforce:

Businesses benefit from flexibility and can scale up and down on a project basis or for specific non-core tasks



### Increases economy value:

By 2025, McKinsey estimates online work platforms could add \$2.7 trillion to the global economy filling gaps in the labour market

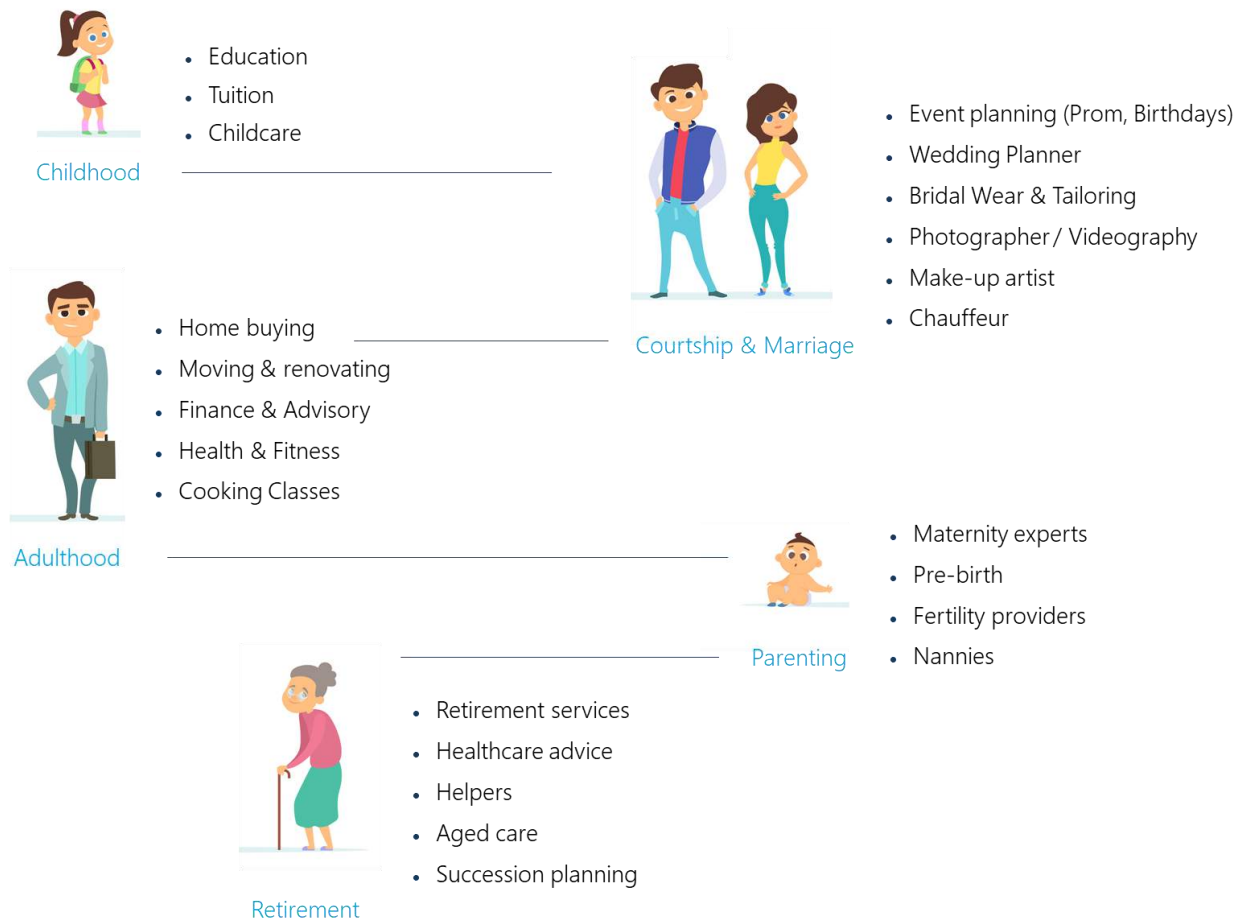
The gig economy is expected to continue growing based on the above market drivers. These market drivers are in effect globally and as the outsourced services market grows, more people from all over the world will be able to access service providers located anywhere in the world.





## 2.3 Services from Cradle to Grave

One of the key drivers behind the ongoing demand for services is the requirement for assistance throughout our lives. Here, we examine some examples of people's needs as they go through the different phases of life (i.e. from 'Cradle to Grave').

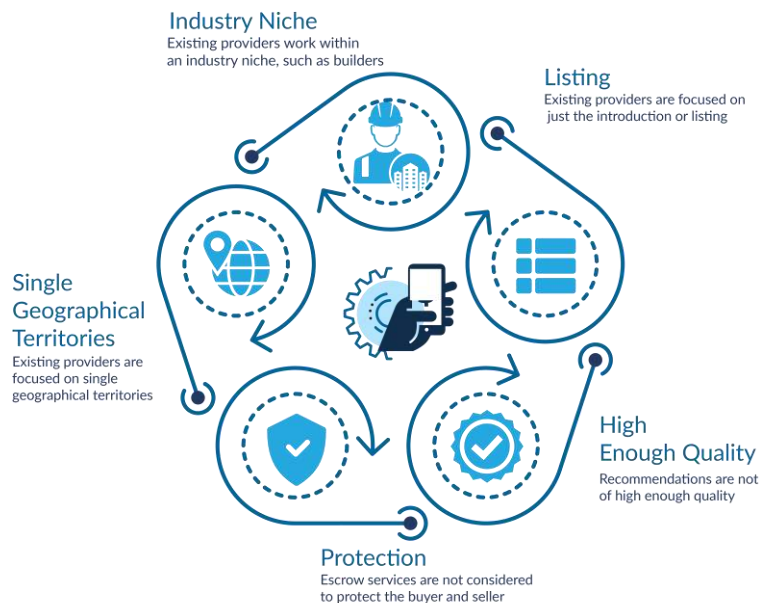


Every individual will have a need for one or more of the services listed above throughout their lifetime. As it is highly unlikely for any average individual to expect dedicated staff on standby to serve their needs, the demand for all types of services will continue.



## 2.4 Pain Points in the Current Digital Platform Service Economy

Today, there are many product-based, global marketplaces such as Amazon, Taobao, Qoo10 and Shopee but there are very few of such marketplaces for the services industry. The current experience is that:



In addition, for many consumers, there are a number of persistent issues that are preventing greater usage of digital platforms for freelancing:

<b>Incomplete Information</b>	Many digital platforms, including search engines serve more as a listing platform, presenting basic information about available service providers rather than provide useful comparisons of the level services between various merchants, cost evaluations or credible reviews.
<b>Unreliable Services</b>	There is little to no guarantee as to the reliability of services which will be received. For example, the Consumer Association of Singapore has reported that there were as many as 15,744 complaints filed in 2017 and more than 50% of such complaints came from service industry professions.
<b>Rise of Fraud</b>	Fraud cases have reportedly been on the rise in many countries, with many people falling prey to online scams. Cyber criminals have taken advantage of this situation whilst regulators only play catch up by setting up proper safeguards. Further consumers often lack the basic ability to distinguish between a genuine online business from a fraudulent one. The lack of payment security amplifies this risk.

To address the issues above, what is required is a structured marketplace that is self-regulated, caters for all services (not just the niche services), and provides consumers with choices, options and assurances that the services are authentic and dependable. The Instance App, a fully operational application developed by Instance, will now be powered by Instoken to become the new leader in global services marketplace.



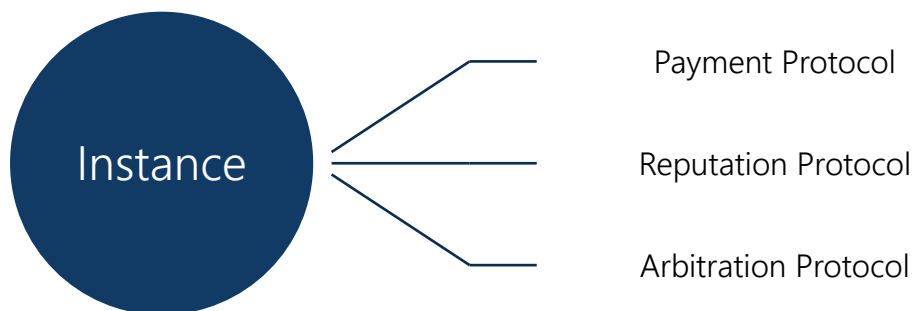
### 3. Instance Blockchain Solution

#### 3.1 Vision & Mission



#### 3.2 Blockchain Enabling the Instance Ecosystem

The use of smart contracts on the blockchain enables functionality with Instance that other digital platforms cannot perform. Through the 3 pillars of the Instance App, participants in the Instance ecosystem will truly experience an effective global service marketplace. The Instance Ecosystem is made up of:



##### Instance Payment Protocol

Payment is at the core of everything as it facilitates transactions between consumers and service providers on the Instance marketplace. Smart contracts on the Instance marketplace are the engines to fuss-free payments. For each service engagement, both consumer and service provider are required to send Insta to activate the smart contract. Rules, such as refunds for cancellations, time period to cancel before no refunds are issued and potential impact on reputation will be decided by Instance's artificial intelligence engine based on factors such as the consumer's or service provider's history and reputation. With these in place within the smart contract, both consumers and service providers will then be able to transact freely and with a peace of mind.

##### Instance Reputation Protocol

Decision making is mainly driven by the reputation of the two transacting parties. Consumers are often concerned about the trustworthiness and the quality of work of service providers. At the same time, service providers are typically concerned about consumers' tendency to cancel on appointments. If a service provider receives too many customers that cancel at the last minute, the service provider's revenue will be severely impacted. The Instance Reputation Protocol, a mechanism to be developed to address the above issues aims to ensure that both consumers and service providers can be taken care of.



## For Consumers

Users of Instance App will be assigned reputation ratings based on 3 factors

- the service provider's rating upon completion of service,
- time taken from initiation to confirmation of service provider and
- the number of disputes that the consumer has initiated before.

A maximum score of 5 will be assigned. The below formula describes the relationship between the consumer's reputation and the above 3 factors:

$$Rating_{Consumer} = 5 \sum_{i=1}^n x_i \frac{a_i}{n}$$

Where,

$n$  = Number of factors,

$a_1$  = Rating by service provider upon completion of service,

$a_2$  = Time taken from initiation to confirmation of service provider,

$a_3$  = Number of disputes that consumer initiated previously,

$x_i$  = Respective weighting factors.

Weighting factors will be calculated and adjusted fairly based on the data recorded on the Instance platform.

## For service providers

Service providers will be assigned reputation ratings based on 3 factors as well

- consumer's rating upon completion of service,
- time taken from initiation to confirmation of service provider and
- the number of disputes that the service provider has initiated before.

A maximum score of 5 will be assigned. The below formula describes the relationship between the consumer's reputation and the above 3 factors:

$$Rating_{ServiceProvider} = 5 \sum_{i=1}^n x_i \frac{a_i}{n}$$

Where,

$n$  = Number of factors,

$a_1$  = Rating by consumer upon completion of service,

$a_2$  = Time taken from initiation to acceptance of consumer,

$a_3$  = Number of disputes that consumers initiated on service provider previously,

$x_i$  = Respective weighting factors.

Weighting factors will be calculated and adjusted fairly based on the data recorded on the Instance platform.

## Instance Arbitration Protocol

In digital marketplaces, dispute resolution is always a painful, time-consuming process for both consumers and service providers. Through the Instance Dispute Protocol, a dispute resolution mechanism to be developed, marketplace participants can expect a fuss-free dispute resolution process. When a dispute occurs, the Instance Dispute Protocol will be activated and all Insta previously transferred to the smart contract will be locked until the dispute is resolved.

To initiate a dispute, either party will have to submit an online ticket with details on the matter in dispute. A notification will then be sent to a group of arbitrators appointed by Instance who will then look into the issue and vote for or against the party. This group of arbitrators will receive an amount up to 10% of the Insta locked in the



smart contract (in which the initiator will put up as an offer) for their contribution in resolving the issue. The remaining Insta will be transferred to the rightful owner through the use of the smart contract. A higher reward will encourage arbitrators to pick up and resolve disputes. The Instance Dispute Protocol will only commence the resolution process when 5 arbitrators have agreed to participate.

To participate as an Instance arbitrator, the individual will be required to stake his/her Insta. All Instance arbitrators will have their participation rates and correct decision rates recorded on blockchain.

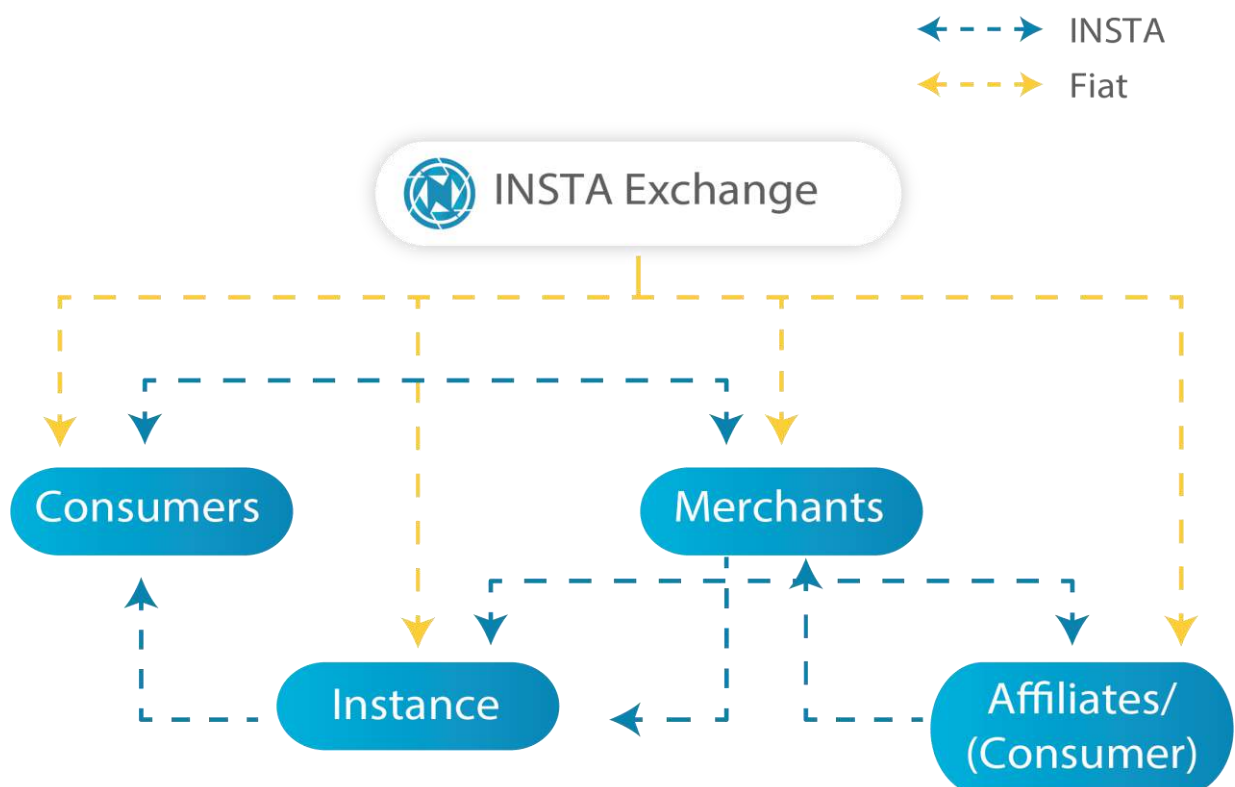
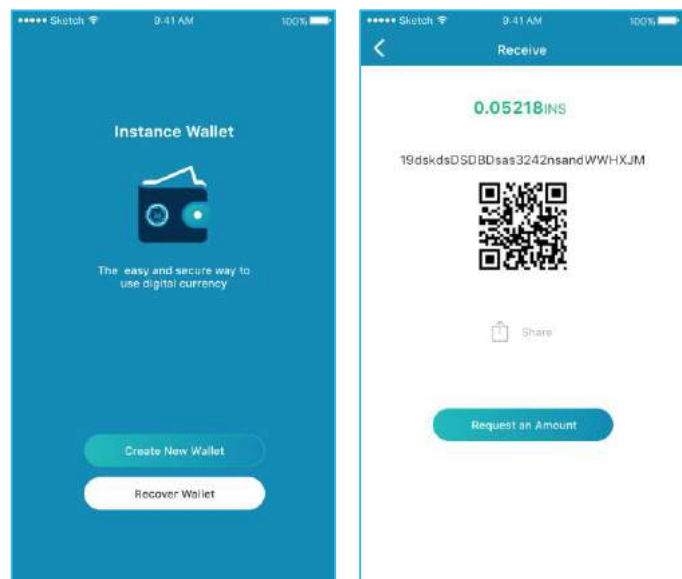
In the event that either party wishes to appeal the decision made, a new group of arbitrators will be assigned to vote. In this situation, the appellant will pay Instance a fee equivalent to 5% of the Insta on hold, on top of the additional Insta to be offered to the new group of arbitrators.

### 3.3 Instoken Ecosystem

To facilitate transactions on the Instance App platform, as well as to incentivise other ecosystem stakeholders, the blockchain solution is to be powered by a token known as the Insta. The Distributor will be issuing Insta at the Token Generation Event.

Insta will be the preferred trading currency on the Instance App. The utilisation of Insta will:

- Eliminate cross border fees and foreign exchange losses;
- Reduce processing time; and
- Support instant crediting of sales proceeds.





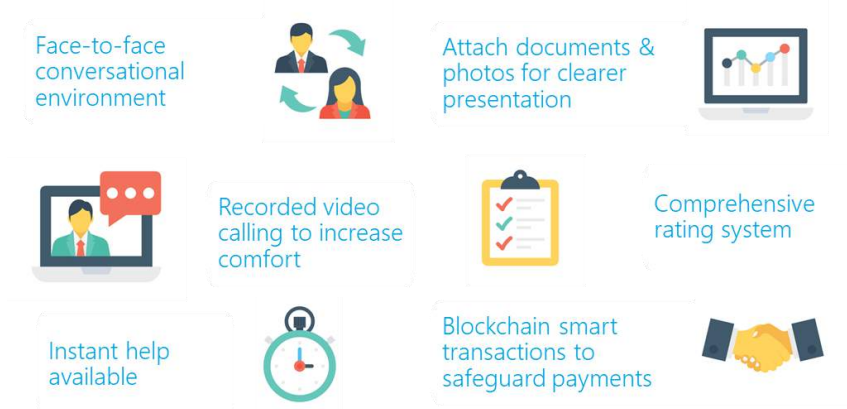
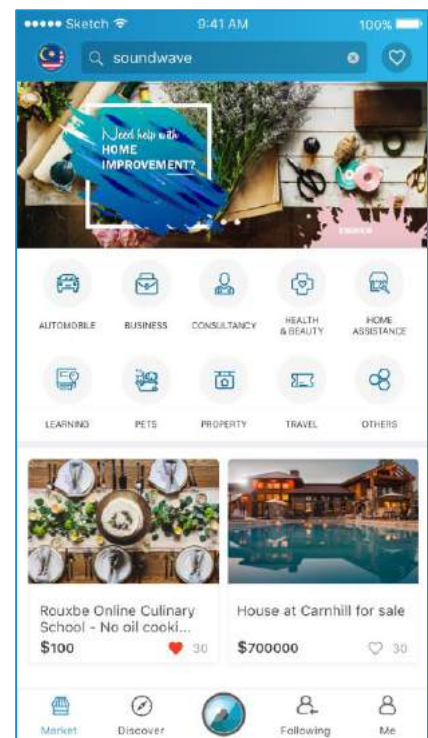
Consumers	<ul style="list-style-type: none"> <li>• Utilise Insta to pay for services provided by merchants.</li> <li>• Are rewarded loyalty Insta for transacting on Instance App.</li> <li>• Can trade Insta on the crypto-exchange.</li> </ul>
Merchants	<ul style="list-style-type: none"> <li>• Receive Insta for payment of services rendered to consumers.</li> <li>• Use Insta to pay for platform fees.</li> <li>• Can trade Insta on the crypto-exchange.</li> </ul>
Affiliates	<ul style="list-style-type: none"> <li>• Receive Insta from Instance as introducer's fee.</li> <li>• Utilise Insta to pay for services provided by merchants.</li> <li>• Can trade Insta on the crypto-exchange.</li> </ul>
Instance	<ul style="list-style-type: none"> <li>• Receive Insta from merchants for payment of platform fees.</li> <li>• Utilise Insta to pay consumers loyalty reward.</li> <li>• Utilise Insta to pay affiliates introducer's fee.</li> <li>• Trade Insta on the crypto-exchange to supply tokens to consumers, merchants &amp; affiliates.</li> </ul>

### 3.4 Instance App: Snapshot

The Instance App, as an aggregator of services, provides a robust platform for freelancers or gig economy workers without middlemen fees and at zero start-up costs.

Aspiring entrepreneurs can market their services online without having to worry about huge overhead costs and existing businesses can leverage the Instance App to market their services to a wider audience.

To address the lack of a specialised platform which caters for the provision of a range of dependable services, Instance has created a singular ecosystem and services marketplace that allows customers to browse, review, compare and evaluate credible service providers, coupled with a platform that lets them visually connect in real-time, elevating the element of trust and comfort.



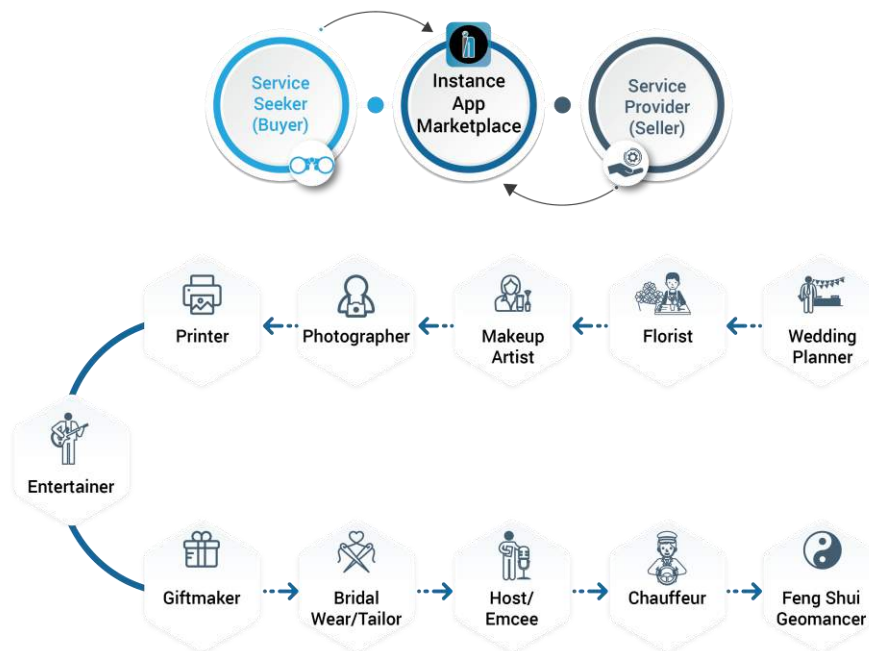
Instance App aims to build a healthy and thriving community, bustling with reliable service providers and endorsed by genuine and satisfied customers.





### 3.5 Integrated Platform

#### Wedding Services Industry

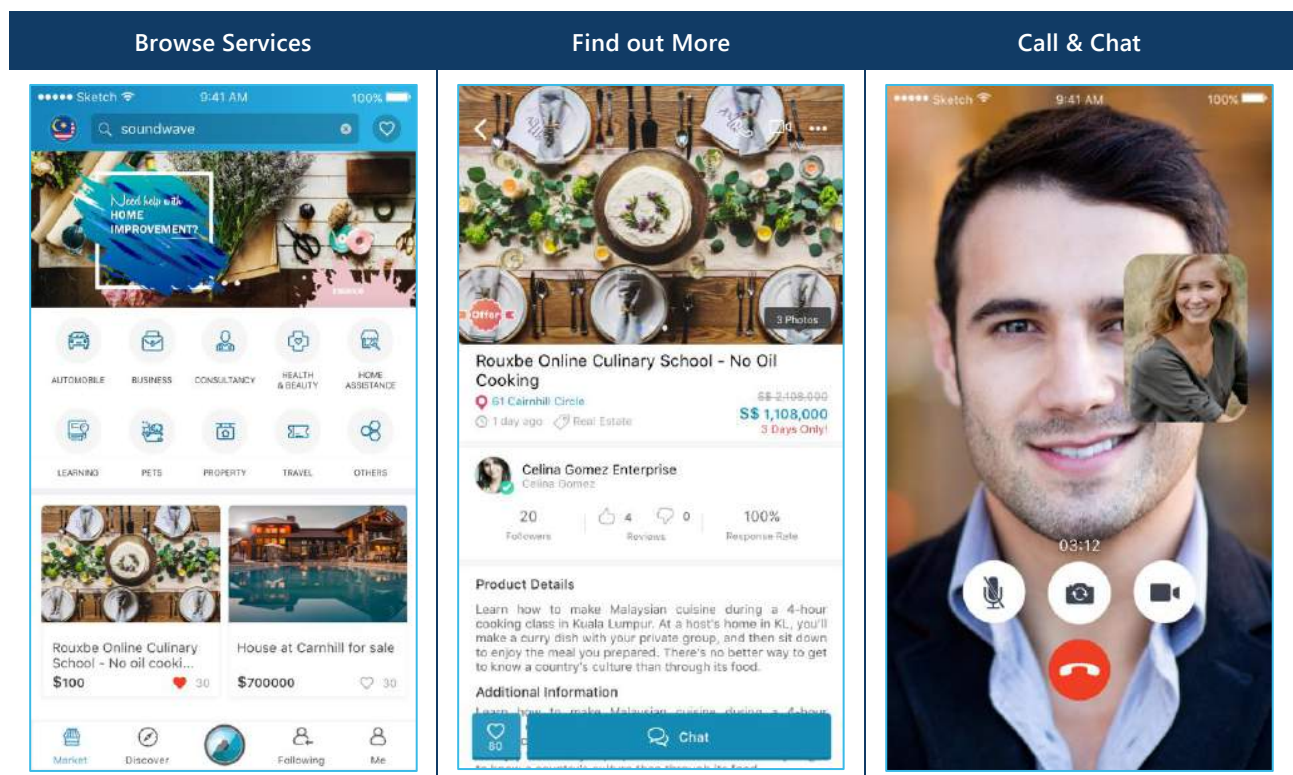


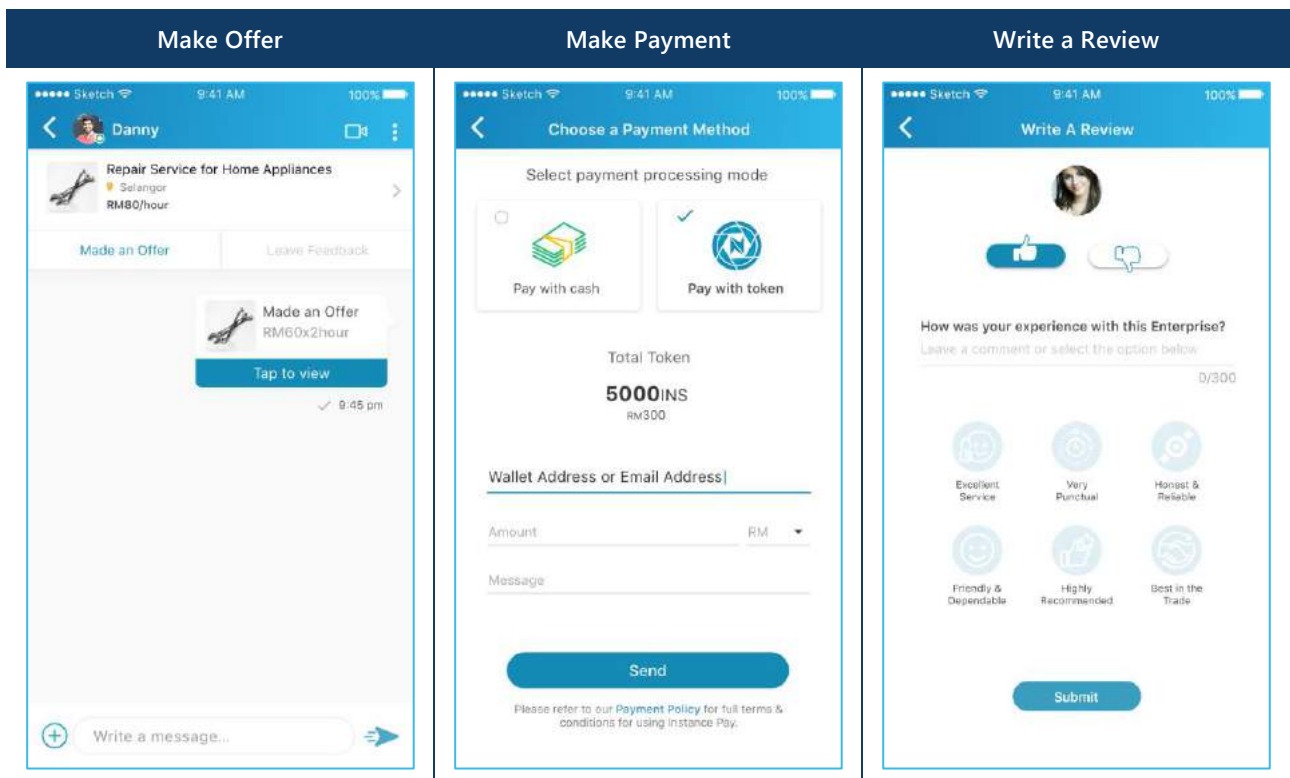
Example of customer sharing along the same value chain: Wedding Services

With Instance App providing an integrated platform as illustrated above, customers can find all related services necessary to fulfil a purpose without having to switch between platforms or use different modes of discovery. This integration has granted service providers access to customers who are likely to procure their services along the same value chain, thus also allowing them to reach out to unsolicited customers within the same network.

### 3.6 User Experience

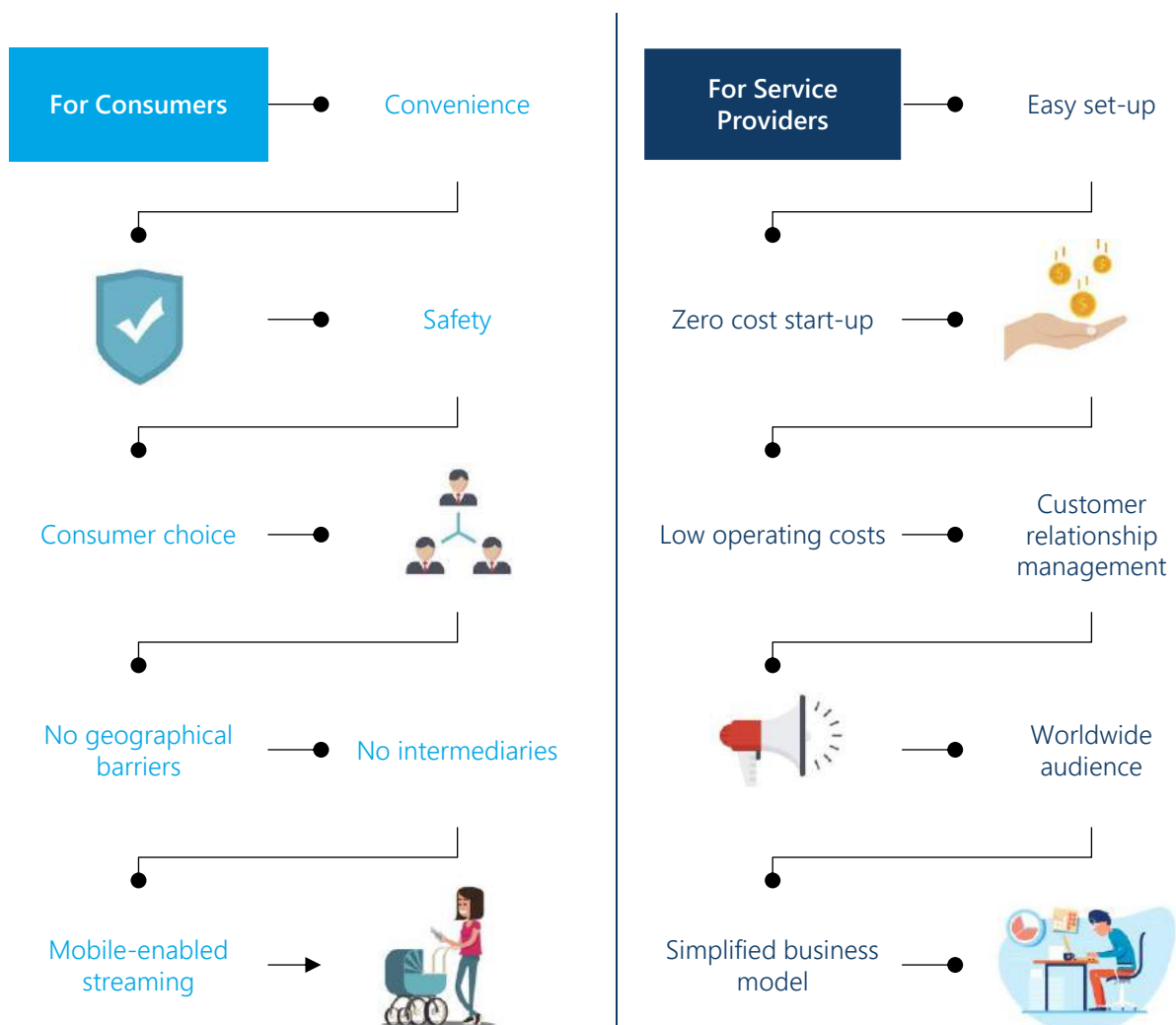
Instance has created an intuitive and fluid user experience that allows consumers to easily find service providers, read their reviews, interact with them with video calls, and make payment in a single mobile-enabled solution:





### 3.7 Value Proposition

With the Instance App, the value proposition for consumers and service providers include:





### 3.8 Business Model

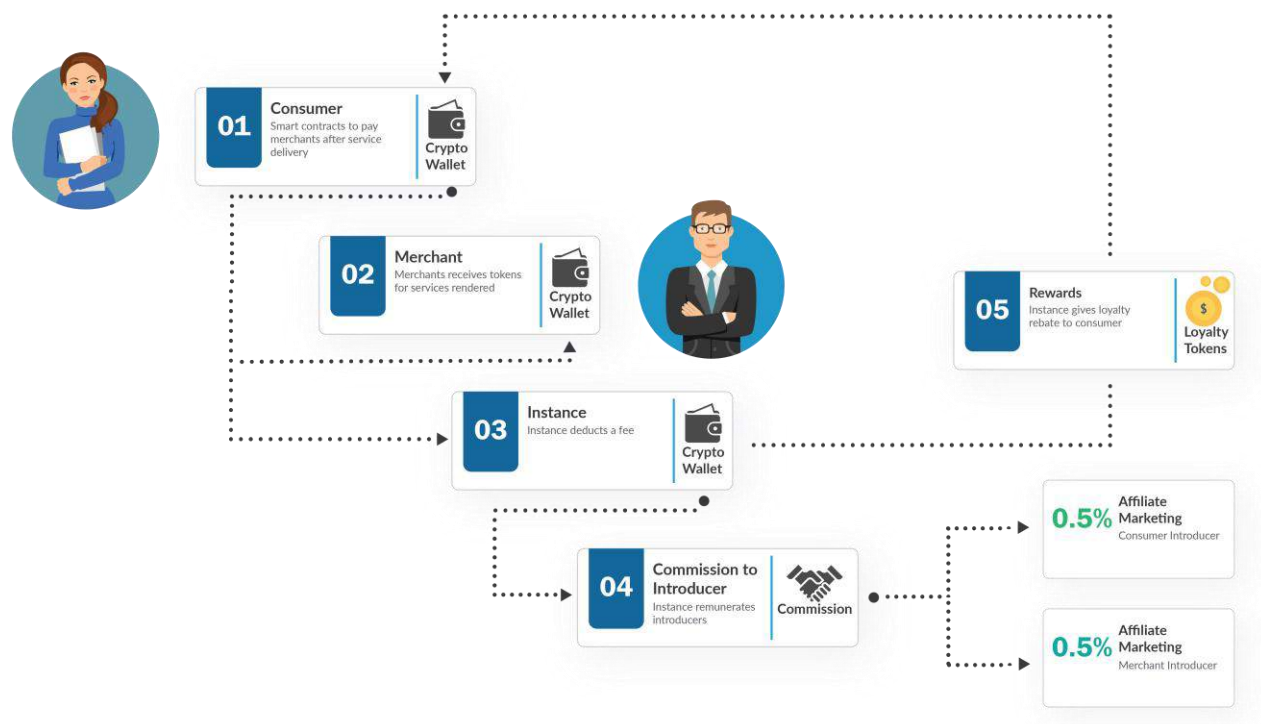
Instance has been conducting a live trial of the Instance App in Taiwan, and the feedback from this in-market experience created an improved business model for version 2.0 of the Instance App (the "V2.0 Business Model"). In the V2.0 Business Model:

- ✓ Instance negotiates with service providers for discounted pricing in return for introducing Instance customers to the business. Customers receive the best offers and service providers have a higher volume of customers.
- ✓ To encourage users to transact on the platform, consumers that utilises the Instance App receive loyalty rebates in Insta.
- ✓ There are no listing fees, membership fees or introductory fees means service providers can start a business with zero capital.
- ✓ Service providers receive Premium Memberships when turnover targets are met, giving them more benefits.
- ✓ There will be an affiliate marketing program where consumers that introduce friends to the Instance App receive an introducer fee in Insta. All consumers can therefore become marketing agents to the Instance App.

To ease user adoption and provide convenience to users of Instance App:

- Consumers may opt to pay for services in fiat or Insta.
- Merchants may opt to receive proceeds in fiat or Insta.

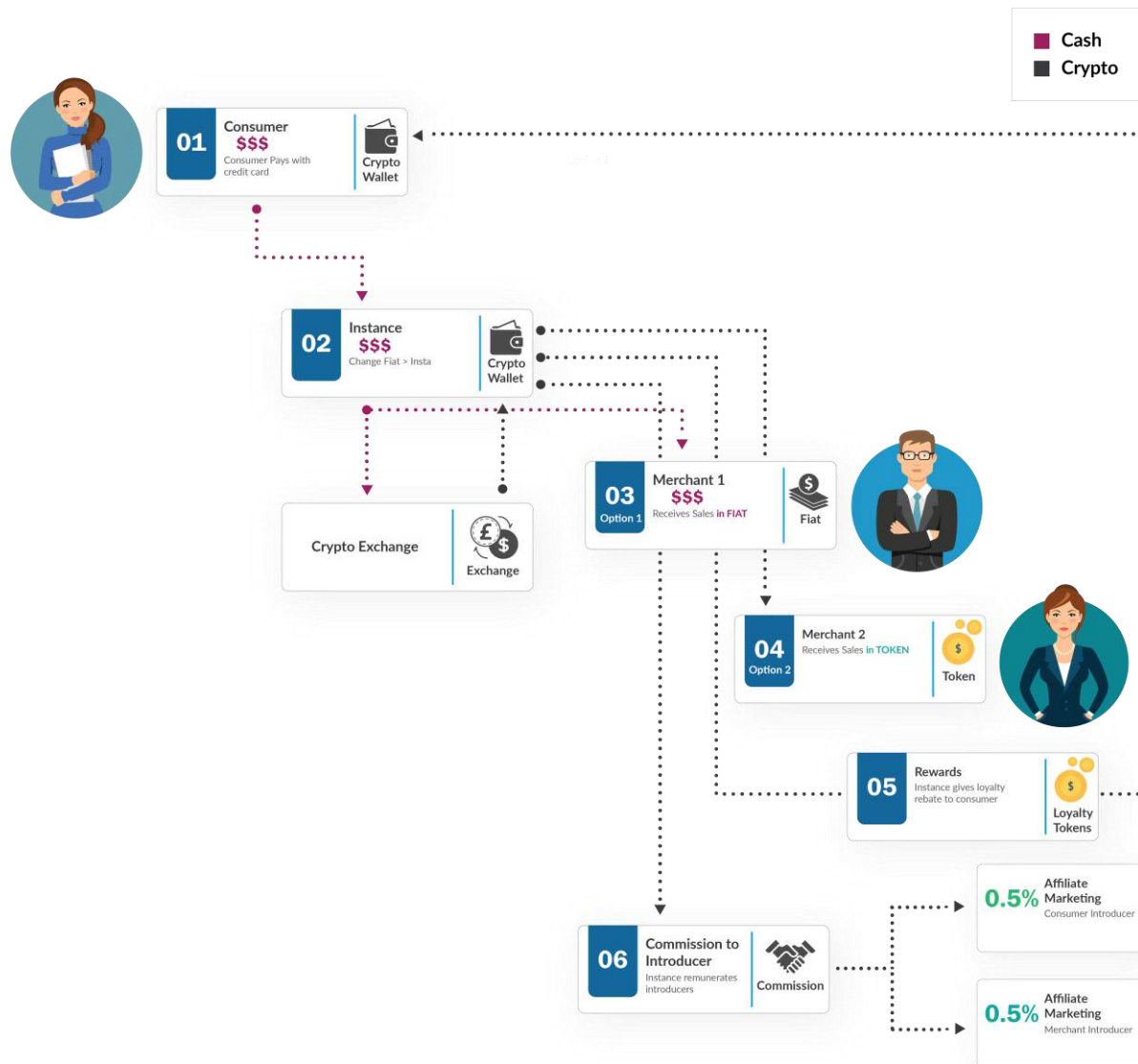
#### Consumer Pays with Tokens



To further support token utility, the Instance App will assist consumers in converting from fiat to Insta through crypto-exchanges. This will create a steady demand for Insta and increase the circulation of Insta within the community.



## Consumer Pays with Credit Card



## 3.9 Marketing Plan

Instance has developed a 3-phase marketing plan to promote growth:

1: Service provider recruitment	2: Consumer adoption	3: Affiliate marketing
<ul style="list-style-type: none"> <li>Seed the platform with existing agencies such as domestic helper intermediaries, real-estate and financial advisors</li> <li>Work with government agencies to assist displaced individuals on Instance App, and partner with overseas distributors to expand their footprint</li> </ul>	<ul style="list-style-type: none"> <li>Leverage 'shares' on social media, promoting Instance App through engaging animated video clips and explainers</li> <li>Planned influencer engagements and blogger endorsement campaigns to raise visibility of the Instance App and the Instoken Ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>Reward introducers with Insta to bring new customers to Instance App</li> <li>Introducers will get a small cut above all future spending or earnings of the customers they bring in, turning each Instance user into a potential marketing agent</li> </ul>



### 3.10 Token Allocation

The Distributor will be undertaking the Token Generation Event in which participants can secure Insta.

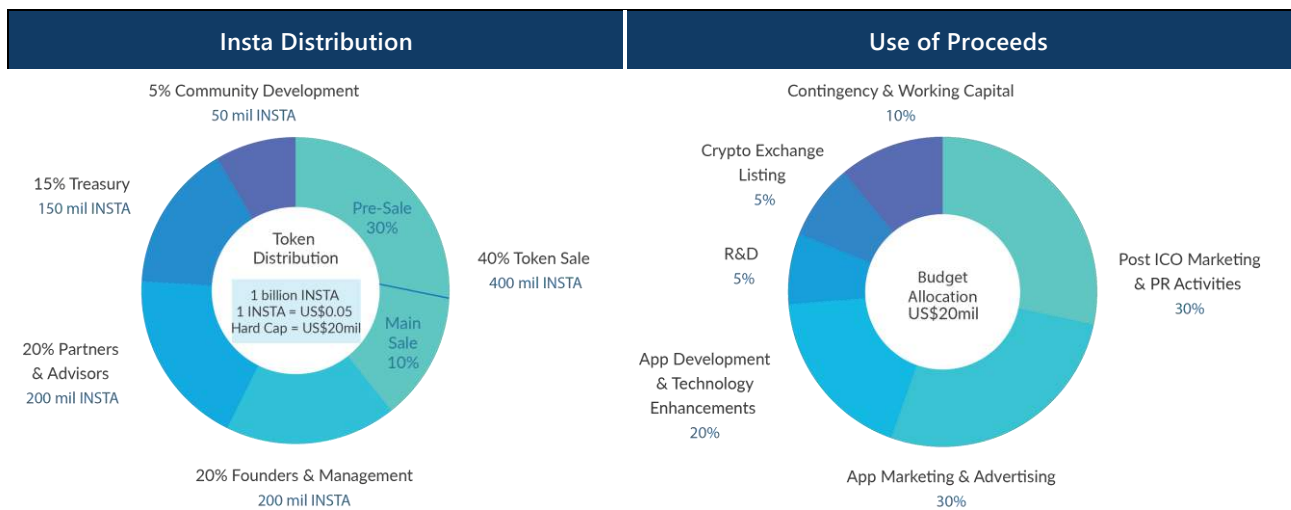
The Distributor will be issuing a total of 1,000,000,000 Insta at the Token Generation Event.

The public sale of Insta will offer:

- 400,000,000 Insta (40%) representing a hard cap of US\$20 million (1 Insta = US\$0.05).
  - Up to 300,000,000 Insta (30%) will be offered in the pre-sale
    - Phase 1 : Angel Round offering 60,000,000 Insta
    - Phase 2 : Early Backers offering 100,000,000 Insta
    - Phase 3 : Pre-Sale offering 140,000,000 Insta
  - Remainder 100,000,000 Insta (10%) will be offered in Phase 4 : The Crowd sale.

A breakdown of the Insta's total distribution and terms is illustrated below.

Allocation	% of Insta generated	Terms
Token Sale	40% (400 million Insta)	<ul style="list-style-type: none"><li>• Phase 1 : vested at the end of Crowd Sale</li><li>• Phase 2 : 50% vested at the end of Crowd Sale 50% vested 3 months from Token Generation</li><li>• Phase 3 : 50% vested at the end of Crowd Sale 50% vested 3 months from Token Generation</li><li>• Phase 4 : vested at the end of Crowd Sale</li></ul>
Partners & Advisors	20% (200 million Insta)	<ul style="list-style-type: none"><li>• 10% vested at end of Crowd Sale</li><li>• 30% vested after 3 months from Token Generation</li><li>• 30% vested after 6 months from Token Generation</li><li>• 30% vested after 9 months from Token Generation</li></ul>
Founders & Management Team	20% (200 million Insta)	<ul style="list-style-type: none"><li>• 10% vested at end of Crowd Sale</li><li>• 30% vested after 3 months from Token Generation</li><li>• 30% vested after 6 months from Token Generation</li><li>• 30% vested after 9 months from Token Generation</li></ul>
Treasury	15% (150 million Insta)	Treasury coins used to fund pre-sale bonuses, airdrops and future expansion and marketing activities of the Instance App
Community Development	5% (50 million Insta)	No vesting period



### 3.11 Token Sale Phases and Minimum Subscription

Phase 1	Angel Round		Ends 31 Aug 2018*	
	Allocation	US\$3mil	Accepted Currency	BTC/ETH
	Tokens Offered	60mil INSTA	Minimum Contribution	50,000 INSTA
	Bonus Tokens	30%	Bonus TLockup	6 months
Phase 2	Early Backers Round		1-30 Sept 2018*	
	Allocation	US\$5mil	Accepted Currency	BTC/ETH
	Tokens Offered	100mil INSTA	Minimum Contribution	50,000 INSTA
	Bonus Tokens	20%	Bonus TLockup	6 months
Phase 3	Pre-ICO Round		1-31 Oct 2018	
	Allocation	US\$7mil	Accepted Currency	BTC/ETH
	Tokens Offered	140mil INSTA	Minimum Contribution	30,000 INSTA
	Bonus Tokens	10%	Bonus TLockup	6 months
Phase 4	ICO Main Sale Round		1-15 Nov 2018	
	Allocation	US\$5mil	Accepted Currency	BTC/ETH
	Tokens Offered	100mil INSTA	Minimum Contribution	10,000 INSTA
	Bonus Tokens	NIL	Bonus TLockup	NIL

\*Round closes when subscription is full, and proceeds to next phase.





### 3.12 Timeline and Milestones

Instance has reached a number of commercial milestones since inception:



To capitalise on the current positioning, Instance and the Distributor have the following roadmap to introduce Insta to the market effectively:





## 4. Team & Partnerships

### 4.1 Core Team



**Ben Ng**  
Founder & CEO

- Ben is the founder and chief architect behind Instance.
- He possesses a wealth of experience from a diverse background of industries making him well versed and versatile in the needs of many businesses.
- A serial entrepreneur, Ben has financed numerous start-ups as well as consumer product manufacturers with over 10 years of hands-on experience in establishing, operating and executing new businesses.
- Ben is a visionary who was once the Vice President of a publicly traded Chinese telecommunications contractor.
- He successfully brought the company to New York for quotation of its shares in the form of American Depositary Receipts (ADRs), an industry first for a Singapore based Chinese company at that time.



**Nour Helmi**  
CTO

- Nour possess a wealth of experience in cross platform native and hybrid development.
- He has successfully created his own version of MVVM on iOS, with reactive functional programming, a maintainable and extendable architecture.
- A former lecturer from Yarmouk Private University (YPU), he was the principal analyst and architect in many leading MNCs, including YuuZoo Corporation and GoBike.
- Nour holds a Bachelor's Degree in Software Engineering and Computer Science from YPU of Syria.



**Wilson Sia**  
Co-Founder & Head of  
Product Development

- Wilson has over 20 years of experience in the IT industry. In 2000, he joined Tree Data Resources as the Director of IT Services and spearheaded its transition from a general IT System Integrator to a Total Event Monitoring and Management (TEMM) service provider.
- He was the Project Director and CIO at Mossad Solutions Pte Ltd, a Singapore based Information's Technology Company tasked with the setup and maintenance of IT infrastructure for numerous MNCs and SMEs such as GE Medical, GE Plastics, Putzmeister Asia- Pacific, Fagioli Asia and JM Ocean Avenue.
- Wilson graduated from Iowa State University with a Bachelor of Science in Computer Sciences.



**Fred Lim**  
CFO

- Fred brings with him 30 years of experience in Finance, Accounting and Investor Relations, as well as extensive management and leadership experience at all levels.
- He previously held position as CFO for various companies including Singapore listed entities, thus giving him exposure to a wide range of industries which include eCommerce platforms and payment solutions, security and surveillance, life sciences as well as contract manufacturing



**Jon Tallis**  
Head of Marketing

- Jon has over 20 years of extensive experience in the software & IT industry having spearheaded major projects in hospitality, manufacturing, finance and HR.
- A true product evangelist, Jon has worked with many teams in the UK to bring their products to market. He has a great passion for software and technology.
- Jon holds a BA (Hons) Degree in Accounting and Business



**Adrian Lee**  
Co-Founder &  
Senior Operations Manager

- Adrian has over 30 years experience in the technology industry having started in Software Development developing Point-of-Sale systems with Ark Infoware Pte. Ltd. becoming a Partner of the firm 3 years later.
- In 1993, he furthered his career with BASF to assist with the expansion of their IT/IS divisions. Adrian was instrumental in the expansion of BASF IT division and was responsible for building the BASF network infrastructure from its initial 20 sites to the current 240 Sites across Asia.
- Together with Cable and Wireless technology, Adrian won the prestigious Network World Asia award in 2003, recognizing his contribution for transforming BASF's legacy network infrastructure to a state of the art MPLS Network in that era.



## 4.2 Key Advisors



**Joyce Goh**  
Data Scientist

- Joyce has more than a decade of experience from the Banking and Financial industry. She is highly trained in examining and evaluating financial data and conducting market research.
- An expert in Consumer Behaviour, Joyce is a CFA (Chartered Financial Analyst) member and a graduate from Singapore's Nanyang Technological University, specialising in Actuarial Sciences.



**Tan Song Kwang**  
Corporate Governance Officer

- Mr. Tan serves as Vice President of ICH Capital Pte Ltd. He served as Vice President of Financial Advisory at ICH Capital Pte Ltd. From 2002 to 2005. He has extensive corporate banking experience in the Asia Pacific region with a special focus on China, working in various international banks including Citibank, BOC, ABOC and OCBC.
- His area of specialisation includes real estate, trade and special project financing, debt and corporate restructuring, financial modelling and valuation, corporate finance transactions and was involved extensively in helping companies to raise funds from the capital markets.
- He served as Assistance Vice President of Real Estate Financing of Keppel Tat Lee Bank and OCBC from 2001 to 2002. He has been Director, Financial Advisory (Singapore and China) of Stratus Capital Pte Ltd since 2005.
- He has been an Independent Non-Executive Director of Creative China Holdings Limited since November 13, 2015.
- He obtained his Bachelor of Arts (Economics) from the National University of Singapore in 1991.



**Roy Ling**  
ICO Advisor

- Professor Ling was appointed as an ICO Advisor on June 2018. Prof. Ling has over 20 years of investment banking experience and is currently a Managing Director at RL Capital Management. Concurrently, he also serves as an Independent Board Director at several listed companies and non-profit organizations across Asia, as an Adjunct Professor in Finance at the EDHEC Business School, and as an ICO Advisor.
- Prior to RL Capital, Prof. Ling held senior investment banking positions with JPMorgan, Lehman Brothers, Goldman Sachs and Salomon Smith Barney. Prof. Ling was a former Board Director of the CFA Society of Japan. He was honored as the Real Estate Executive of the Year by Singapore Business Review in 2016, and as one of 20 Rising Stars in Real Estate by Institutional Investor in 2008.
- Prof. Ling graduated from INSEAD with a Global EMBA and from the National University of Singapore with a Bachelor's degree in Business Administration.



**CC Loo**  
Legal Advisor

- Mr. Loo was called by the Lincoln's Inn, London, as a Barrister-at-law in 1980, and admitted as an Advocate and Solicitor of the Supreme Court of Singapore in 1981. He has been in the legal practice for more than 37 years. He founded Loo & Partners in 1985 and is currently its Managing Partner.
- He Specialises in Banking (including Syndication and Club Financing, Aircraft, Vessel and other Structured Financing, and Regulatory Compliance), Corporate Finance (including local and foreign Initial Public Offerings, Reverse Takeovers and Mergers & Acquisitions) and FinTech (including advising on the legal implications relating to Blockchain Technology, Crypto-Currencies and Initial Coin Offerings).
- In an interview granted to a regional legal publication in 2017 where Mr. Loo was asked to comment on how the legal industry should view the Fourth Industrial Revolution and FinTech, Mr. Loo responded that "Legal Practitioners who refuse to participate in the Fourth Industrial Revolution and turn a blind eye to FinTech shall do so at their own peril"

### 4.3 Partnerships

#### Our Partners



#### A Member of

