

# WHAT IS OPEN SOURCE?

***OPEN SOURCE — IT'S A SOFTWARE  
WITH OPENED SOURCE CODE.***

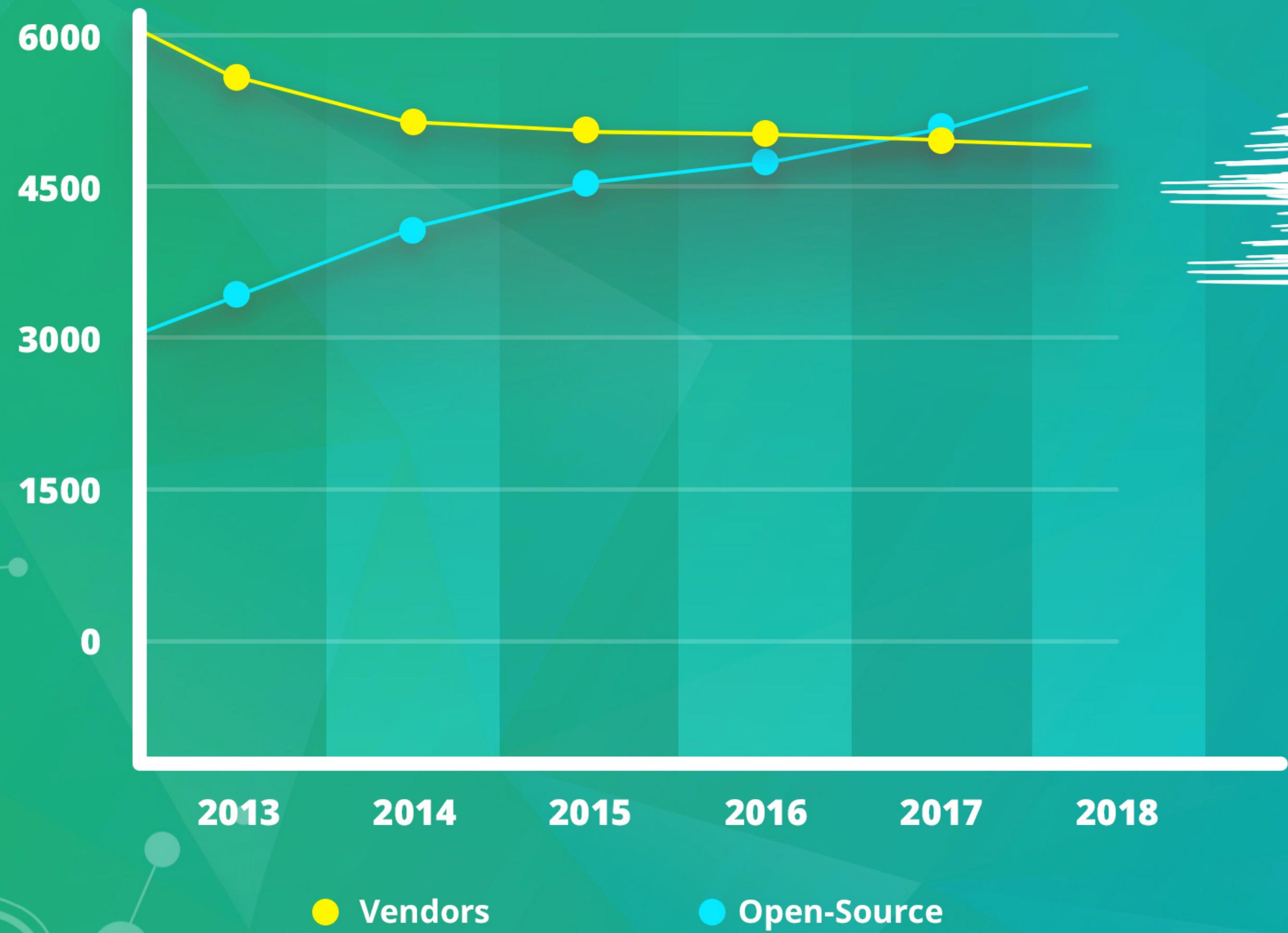
It's readily available to download and modify,  
free of charge.

Everyday millions of programmers around the  
globe develop open source software (OSS)

Almost every computer  
user and every  
organization use open  
source software.



# OPEN SOURCE AT GLANCE



***Amount OpenSource licenses  
overgrew those of proprietary  
software in 2017 \****

***Proprietary software market:***

**\$357 billion**

\* TopTal, 2016

«... Open-Source projects need new strategic solutions for monetization...»



Natalia Chykina  
Finance Expert @ Toptal

«... Companies that don't use Open-Source loose in competition...»



Jason D. Rowley  
a venture capital and technology reporter

«...Open-Source is eating up the software world...»



Arnav Gupta  
Coding Blocks

«...Success of Open-Source model will help companies to spend much less on software development...»



Steven J. Vaughan-Nichols  
zdnet.com

## *Disrupters at the gate*

# KEY PROBLEMS



**ONLY ONE FROM 1000 USERS  
DONATES TO HELP OSS DEVELOPERS**



**IT'S NEARLY IMPOSSIBLE FOR INVESTORS  
TO ASSESS FINANCIAL PERSPECTIVES OF MOST OS PROJECTS**



**COMPANIES STRUGGLE  
TO CUSTOMIZE AND INTEGRATE OSS**



**DEVELOPERS USUALLY WORK ON OSS IN SPARE TIME  
AND MOTIVATED SOLELY BY NON-MONETARY REASONS**

## WHILE OPEN SOURCE IS STILL IN SEARCH OF WORKABLE MONETIZATION MODEL...



Developers can't commit enough time to their projects, since donation stream is so unpredictable



Potential IT champions are invisible for investors



Companies who choose OSS struggle without sufficient support and customization



Middlemen get up to 90 cents from each dollar companies spent on software development

# OpenGift.io

THE FIRST PLATFORM  
TO MAKE OPEN SOURCE REAL BUSINESS

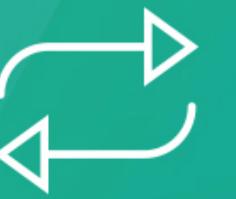
# OPENGIFT ECOSYSTEM



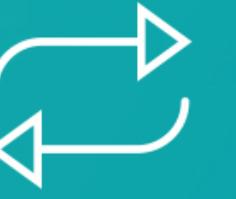
Investors receive a lot of hard data to assess potential profitability of OSS project



Users know what functionality they will get for their donations



## OSS PROJECT



OS contribution become a main source of income for many people around the world.

OSS documentation and quality assurance practices reach standards of proprietary software



Organizations start to finance OSS to get features they need instead of paying for proprietary software.

OS teams develop their projects in line with users' priorities.



**WE CAN MAKE  
OPENSOURCE  
**FUNDING**  
**10X LARGER\***:**

**KHOW-WHAT-  
YOU-PAY-FOR**

**MAKING IT INTERSTING  
FOR MECENATS**

**SOCIAL INCENTIVES  
& GAMEFICATION**

Projects backers not just give away their money; they finance development of specific project goals to live up their own vision of product

The platform is designed to make evident what role even small and seemingly obscure projects play in solving global problems of Humankind.

Sponsors get rating points for early stage donations in projects that become popular later on. High rating allows one to set new goals for projects or to earn money by providing expert opinion services.



*And we **CAN MAKE** Open Source  
more attractive **FOR INVESTMENT***

## RISK ANALYSIS

Platform collects data needed to assess probability of its future success like team qualification, project activity, amount of users, quality of code, etc.

## SMART-CONTRACTS

Investors can buy a share of a project's future earnings in just a few clicks. Transfer of shares (tokens) is registered in blockchain network; all tokenholders instantly receive a share of coins each time somebody make a donation/payment to the project.



## KEY MARKETING AND FINANCIAL FIGURES

**160**  
million

COINS OF INTERNAL CURRENCY  
(GIFT) TO BE ISSUED.

**100**  
million

TO BE AVAILABLE FOR PURCHASE

**\$12**  
million

HARD CAP  
(1GIFT ~ 0.1\$)

**5%**

of OpenSource projects

TO BE REGISTERED ON OUR  
PLATFORM BY 2021

(ABOUT 5 MILLION PROJECTS).

3300\$ annually per project is an average amount of donations on [opencollective.com](https://opencollective.com),  
We assumed that only 10% of project will receive considerable donations

**\$15 billion**  
*forecasted turnover  
by 2021 \**

The platform turnover is a key  
driver of GIFT price growths

# OpenGift.io

Let's help OpenSource  
to become a real game-changer

050318

Closed PreSale starts 10 of Feb, 2018

Write [ir@opengift.io](mailto:ir@opengift.io) to be included in the WhiteList



[opengift.io](http://opengift.io)



[info@opengift.io](mailto:info@opengift.io)



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