



Contents

Problems of the Dating Industry and Datecoin Mission.	2
DateCoin is the Intelligent Dating Service for the Fastest Successful Match	4
The Advantages of DateCoin Tokens, Growth Factors. Token Usage	6
Product Development Technologies.....	8
Online Dating Market Outlook	14
DateCoin Marketing Strategy.....	19
Roadmap.....	24
DateCoin Fund Allocation.....	25
Risks. AML, KYC	26
DateCoin Economics	28
Tokenization.....	31
Token CrowdSale Disclosure and Withdrawal from Circulation.....	32
Project Team.....	35

Problems of the Dating Industry and Datecoin Mission

The dating industry is currently booming. According to some experts, the total volume of the global online dating market is approaching \$5 billion, with a projected growth of \$6 billion by 2019.

In our ever-changing world where the modern person's life is so dynamic, the key feature of the dating app is to quickly find matching partner and meet all the users expectations.

Being focused on the mass market, large dating services try to meet the needs of as many users as possible. As a result, those services attract millions of people with different interests and goals. Despite multiple filters used, the problem of low search relevance results remains unsolved. Therefore, users have to scroll endless profiles and have to waste hours filtering out unsuitable options.

Another problem, namely weak cybersecurity, leads to frequent hacker attacks and imposes a risk of personal data and private correspondence leaks.

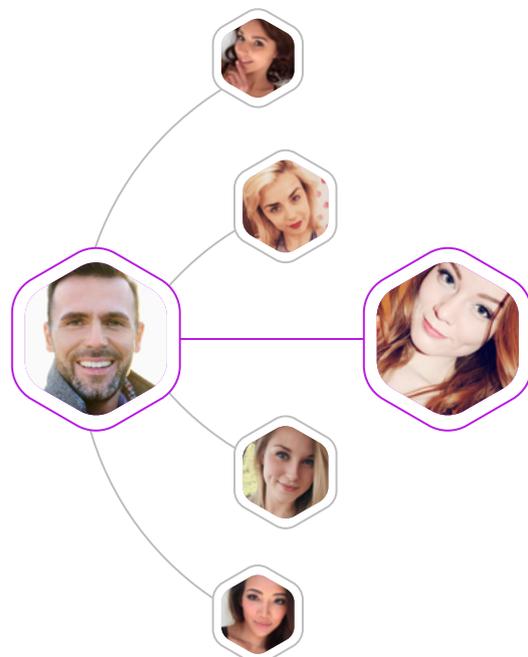
Considering all issues mentioned above DateCoin is creating a world-class product, which differs favorably from all existing dating services

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In 2015, we launched an IT project specifically designed to satisfy the desires and match successful men and beautiful girls interested in dating. Such an approach was welcomed by target audience, and within a short period of time our project has attracted 800K+ users. Today, Denim is the market leader of pragmatic dating in Russia, with fast-growing audience and high average revenue per user (ARPU).

We set an ambitious goal: to create a unique app and to provide best-ever dating experience worldwide. To tackle this problem, we will employ artificial intelligence (AI) and incorporate it in working business model.

DateCoin mission is to create the world's first intelligent dating service for quick and easy search and fruitful dating with perfectly matching partners



Advantages of DateCoin over existing dating services:



Fast intelligent matching based on face recognition technology, semantic and morphological analysis of dialogues and personal preferences.



No fake profile images and accounts with automated intellectual verification and blockchain technology.



Secure data storage, privacy and end-to-end encryption in chats.



No hidden fees. Pay for the services when you use it only. We accept cryptocurrencies.



High efficiency of dating. Our girls are interested in hooking you up.

The goal of CrowdSale is not only to create one more dating service. We approach a problem from practical perspective and offer effective solutions to revolutionize online dating industry.

	DateCoin	Denim	Tinder	Badoo	Seeking Arrangement	Ashley Madison
Search speed	●●●●●	●●●	●	●●	●●●	●●
Efficiency	●●●●●	●●●	●	●●	●●●	●●
Security	●●●●●	●●●	●●	●●●	●●●	●
Girls profiles verification	●●●●●	●●●	●	●●●	x	●
Cryptocurrencies acceptance	✓	✓	x	x	x	x

Source: DateCoin own analysis

DateCoin team has strong expertise and extensive experience in developing modern IT projects, applying intelligent systems and UX-design, as well as in product positioning and sales. Our team includes 25+ guru of Internet marketing, project development and design, AI and big data processing.



With CrowdSale, we aim to significantly accelerate product development process. We will use Blockchain and intelligent algorithms to enhance cyber security, increase efficiency and solve the key problems of other dating services.

DateCoin is the Intelligent Dating Service for the Fastest Successful Match



DateCoin is creating a new reality of online dating. We blend proven technologies, our profound expertise in efficient dating with blockchain technology to establish and maintain an effective project development.

Business Model Explained

When building an international dating paradigm with DateCoin, we appeal to our personal successful experience, Denim app.

Today, Denim app is the market leader of mobile dating in Russia.

The idea of matching (successful men and spectacular girls) is promoted worldwide via mass media, TV shows, magazines, and movies. It worth noting that in today's world a lot of women are seeking for relationships with wealthy men capable of solving their problems.

DENIM:



IOS app:



Android app:

Website (including a mobile version):

zolushka-project.ru

App promotional website:

denim-app.ru

Our project audience includes several tens of thousands of active and beautiful girls interested in building relationships of convenience with successful men around the globe. They will readily accompany their partners for both trips for two and business trips. All the girls signed up for the service have been verified, thus our platform is free of bots and fake accounts.

The male audience of our service (represented by men from Russia, the United States, Great Britain, China, the United Arab Emirates, Spain, Poland, Estonia, Finland and other countries) is seeking for the best girls. Our dating app is targeted for successful men who has proven their solvency via purchasing premium access to our service. Dating, romantic relationships, travel for two – users themselves choose the best fitting option.

This innovative concept allows us to achieve high efficiency in dating, and provides our users desired results in 9 out of 10 cases.



Profitability:

80-120%



High ARPU:

\$11,9



More than

**>800K
active users**

The Future of DateCoin

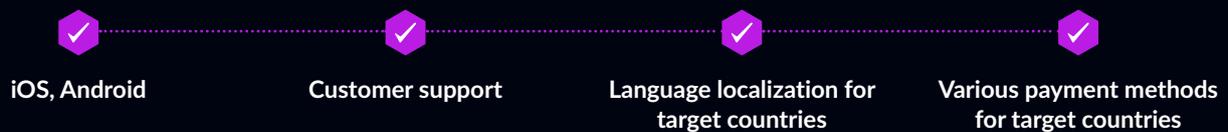
Using our successful working business model, we are about to create a unique app with fast intelligent search for efficient dating around the globe.

DateCoin is designed to reshape online dating market.

In upcoming two years, we plan to take dating to new heights and incorporate intellectual analysis and end-to-end encryption in our product. Moreover, we leave in the past all the problems of modern dating services and provide users with:

- Quick and easy search based on face recognition technology and semantic analysis of dialogs.
- Real girls only: an automated profile verification system and blockchain filter out fake accounts.
- Clear and fair payment options: the users pay for the services they need only.
- Chat privacy with end-to-end message encryption.

By mid-2018, we intend to finalize UX interface for the Web and launch Localized App adapted to the challenges of an international project:



We will start implementing and testing breakthrough technologies with working MVP, Denim from Q2, 2018. For the token to be in high demand after ICO is over, we plan to integrate DTC token acceptance in Denim app.

According to expansion plan, in 2018 we are going to conduct target market research (for more details see 'DateCoin Marketing Strategy'). DateCoin app will be launched by the middle of 2018. As of now, the product design has almost been finalized.

In-depth market research may result in launching additional niche apps capable of considering preferences of local audience and even specific groups of users inside DateCoin ecosystem. For asian markets, let's say, the unique approach in product positioning and advertising is required. As for the users, they can be split in two major groups: those seeking for flirt and others interested in LTR.

DTC token is designed to be the access key to all the apps of DateCoin ecosystem with integrated user base. Inside ecosystem, the apps will differ in marketing, legal aspects and unique UL/UX design for target audience.

Our plan is to enter the markets of 23 countries by 2020. According to our estimates, the project target audience is about 50-60 million users worldwide. We are striving for global leadership as the dating service for wealthy men and spectacular girls. DateCoin will become a market leader at emerging markets of Europe, Asia and South America with a market share of 45-60%.

The business model we applied in Denim has proven its efficiency in Russia. However, to scale the project and implement breakthrough technologies, we need additional funds to raise via the sale of DateCoin tokens. For token holders, simple and transparent model allows in-app purchases, as well as token sales on the open market and stimulates supply&demand.

The Advantages of DateCoin Tokens

The public sale of DateCoin (DTC) tokens is intended to accelerate project development, as well as to raise funds for product development and promotion globally. In return, we offer a highly liquid utility token, with price rise mechanics implemented. The token is secured with the fast-growing audience worldwide.

DTC utility token is backed by working dating app Denim, that has been demonstrating fast-growing audience dynamics and stable cash flow generation. By the end of the year 2017, Denim generated \$2.5 M in revenue with 700K+ signed up users.

DTC token growth factors



Designed as a product utility token, DTC is capable maintaining its liquidity level. After token emission all service prices will be nominated in DTC, providing up to 50% off compared to ones in fiat currencies. With exclusive features available for tokens only, the users will be encourage to use DTC.



Legal reliability. Our token is in regulatory compliance with all legal requirements of crypto currency market. Legal reliability ensures its stability and minimizes risks for both investors and owners.

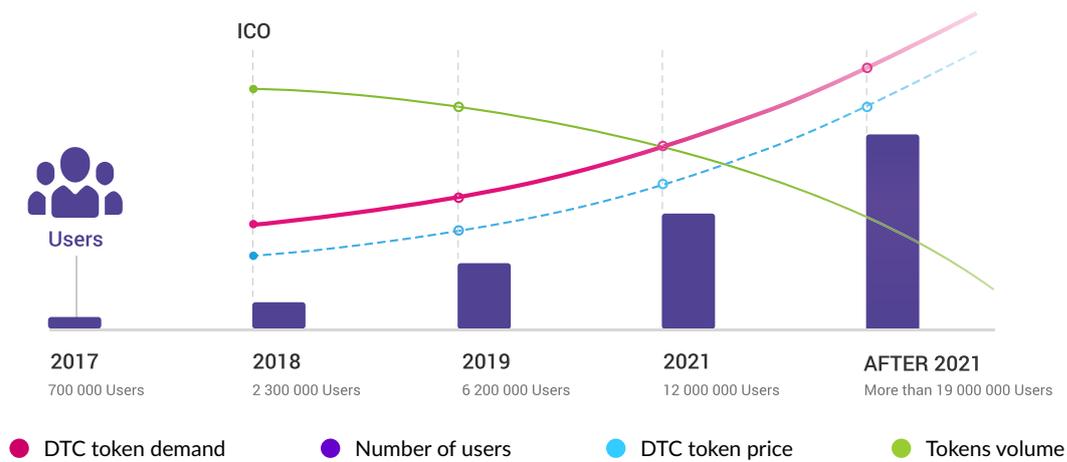


Token price mechanism incorporation. Token demand will be secured by the fast-growing audience and entering new markets. Token holders will be able to use tokens for in-app purchases and sell it to millions of users worldwide. According to DateCoin development plan, the app active audience will amount up to 20 million users by the end of the year 2021 resulting in high demand for tokens.



Use of blockchain, neural networks and intelligent algorithms. With innovative technologies implemented, the key problems of dating industry, such as fake accounts and bots will be fixed forever and the users will enjoy enhanced security in chats as well as quick and easy search of the best matching partner. This approach will allow to develop completely new dating model that will be in high demand and capable of generating multi-million revenue.

The cumulative effect of all the factors affecting token price rise is given in the diagram below:



All the data is for information only and is not a public offer

In-app token usage mechanics.

All in-app services will be priced in 1- fiat currency (EUR,USD), 2- alternative currency, DTC token.

DTC token is the access key to the best girls worldwide under special conditions including special offers, unique features, privileged statuses unavailable for purchase for fiat currencies.

The list of exclusive features that can be purchased for tokens only includes:

Service	Price in tokens
Premium Membership with unlimited access (Single use, no expiration date)	4000 DTC
Intelligent search with neural networks and artificial intelligence (Single use)	400 DTC
Watch user videos (1 week access)	150 DTC
Exclusive gifts and appreciation signs that are available for tokens only. Single gift purchase (About 15% of revenue at the moment)	8-80 DTC (dependent on gift category)
Unique profile statuses (1 week-3 months activation)	20-100 DTC (dependent on status)
Pin newsletters in TOP (Single use)	50 DTC
Advanced invisible mode (1 week-3 months activation)	80 DTC



The prices are given in tokens for CrowdSale exchange rate:

1 DTC = 0.00025 ETH 1 ETH = 300 USD

Certain groups of token holders will be eligible for user verification on blockchain.

The list of exclusive features will be updated and extended upon first launch and AB-tests completion.

The list of features eligible for special offer when paying with tokens includes:

Service	Price in fiat currency	Price in tokens	Price in tokens equivalent	Discount
3-days Premium access	15 USD	90 DTC	11.25 USD	25%
2-weeks Premium access	32 USD	192.2 DTC	22.4 USD	30%
1-month premium access	54 USD	280.8 DTC	35,1 USD	35%
3-months Premium Membership	140 USD	840 DTC	105 USD	25%
6-months Premium Membership	270 USD	1512 DTC	189 USD	30%
Posting newsletter	5 USD	20 DTC	2.5 USD	50%
Gifts and appreciation signs	From 1 to 10 USD	From 4 to 40 DTC	From 0.5 to 5 USD	50%
Bump account in search	5 USD	20 DTC	2.5 USD	50%
Pin account in TOP (3 days)	8 USD	48 DTC	6 USD	25%
Pin account in TOP (2 weeks)	17 USD	95.2 DTC	11.9 USD	30%
Pin account in TOP (1 month)	32 USD	166.4 DTC	20.8 USD	35%
Offline status	6 USD	24 DTC	3 USD	50%
Anonymizer	10 USD	40 DTC	5 USD	50%
Virtual deletion	12 USD	48 DTC	6 USD	50%
'Who is online' (1 hour)	1 USD	4 DTC	0.5 USD	50%
'Who is nearby' (1 hour)	5 USD	20 DTC	2.5 USD	50%
'Real user location'	10 USD	40 DTC	5 USD	50%

* Up-to-date access conditions and costs of services will be published in the user agreement or directly in the app.

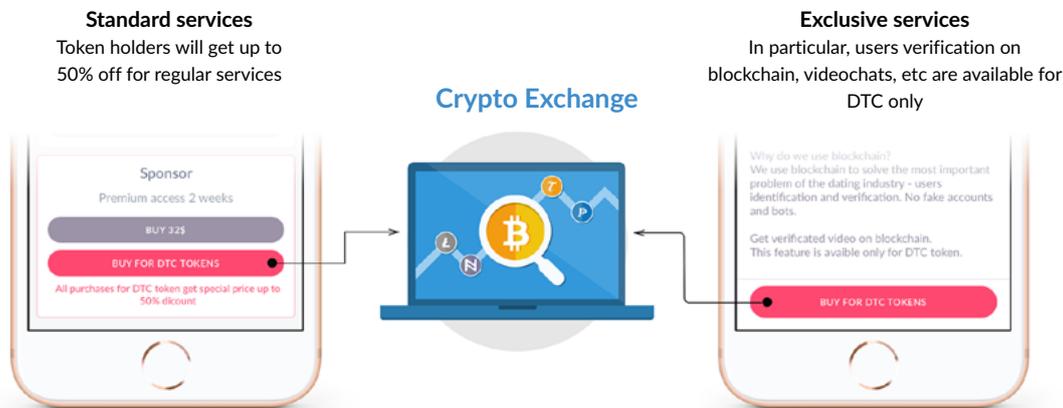
The prices are given in tokens for CrowdSale exchange rate:

1 DTC = 0.00025 ETH 1 ETH = 300 USD

All the features are in high demand backed by 800K+ users.

The list of features will be extended upon first launch and AB-tests completion.

Token in-app mechanics is quite easy. All users will have two payment options: with fiat currency and with DTC tokens (special offers available). Moreover, token direct in-app purchase will be available, so that all users willing to buy tokens after ICO is over can get them at the open market.



Token holders will always be able to partially sell it to other DateCoin users (interested in discounts and special terms of service use) at the secondary market.

Since the number of tokens is limited and will decrease via in-app purchases, their price will increase with time.

DateCoin is designed to provide each token holder clear and beneficial terms of service access and token usage.

Product Development Technologies

DateCoin is the dating service that employs neural networks and intelligent algorithms for fruitful and safe dating around the globe.

Product advantages	Product technology
Quick search for perfect partners	<ul style="list-style-type: none"> • Face recognition based on computer vision technology. • Syntactic and semantic analysis of dialogs and personal data. • Big data analysis. Based on preferences revealed during the use of our service (profile views, chats, calls, duration and type of communication) the application performs personalized search.
Automatic verification of girls	<ul style="list-style-type: none"> • Image recognition technology: face in a photo, alphanumeric code. • Decision making system. • Private blockchain for accounts verification based on other users opinion.
Secure data storage and chat privacy	<ul style="list-style-type: none"> • Symmetric data encryption for dialogs and secure storage of database keys on distributed servers.
Intelligent service moderator	<ul style="list-style-type: none"> • Decision making system based on semantic analysis of dialogs.

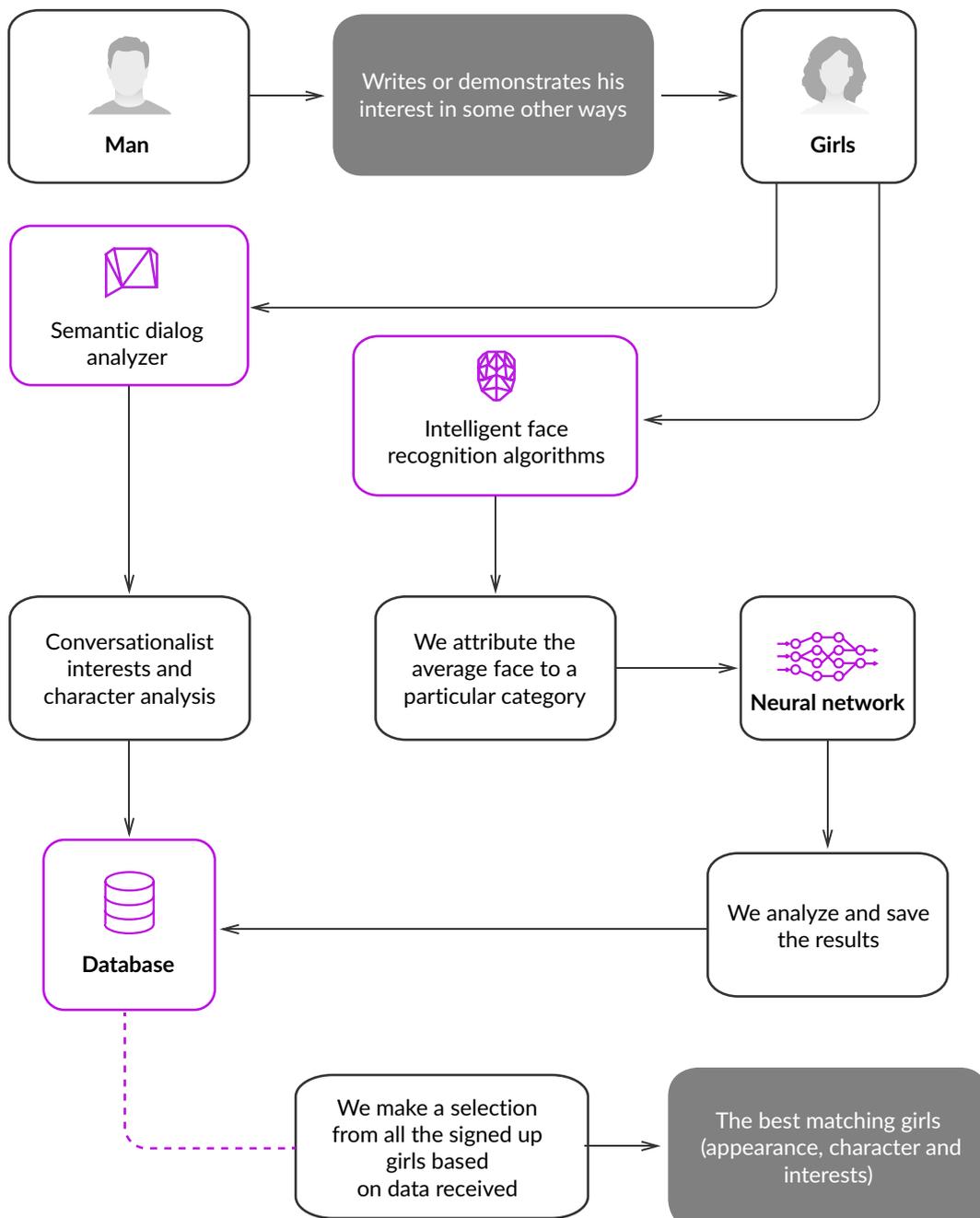
In upcoming 2 years, we plan to take dating to completely new heights incorporating intellectual analysis and secure data exchange in our product.

Neural networks, artificial intelligence algorithms and big data processing for the fastest successful match

Users no longer need to scroll down endless girls profiles, since the intelligent algorithms are here to find the best matching partners. If the user preferences change or he wants to try something completely new, the standard filters can always be applied and the search engine will be tuned in seconds to meet updated expectations.

The potential of artificial intelligence in online dating is enormous. Millions of users are interested in finding matching partner as soon as possible.

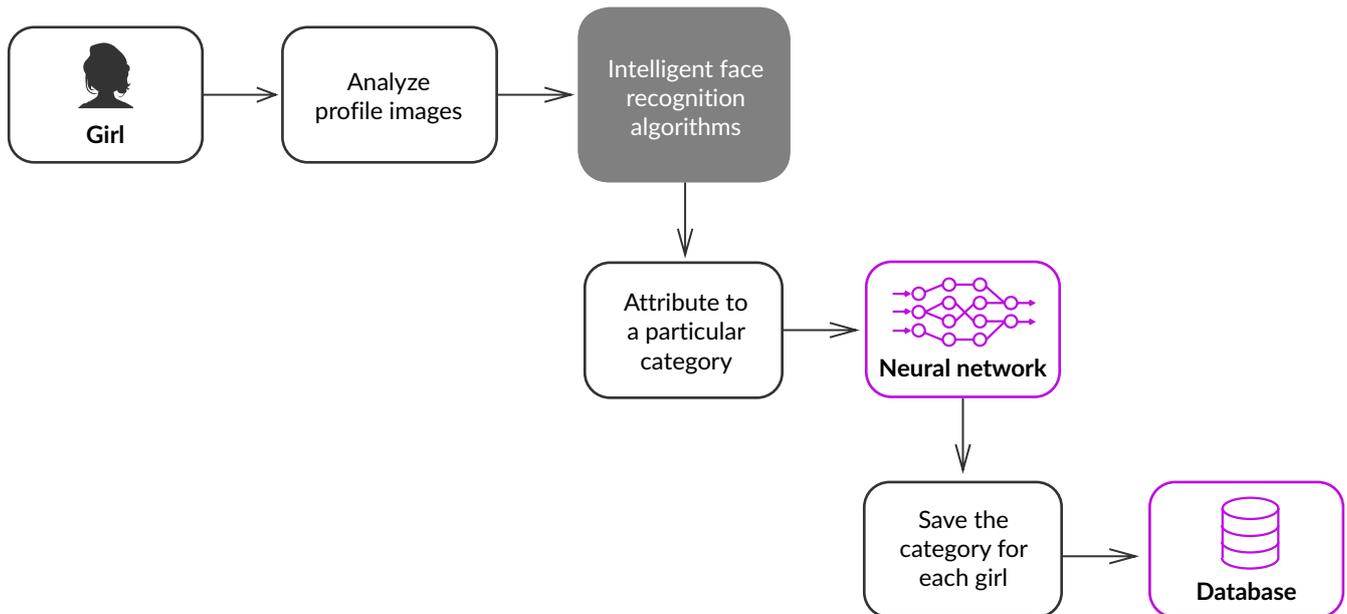
There are a lot of men dreaming of girls of a certain type or similar to those they failed to build relationships with for some reasons. Computer vision algorithms and big data processing help them to put dreams into practice and to find a perfect partner from millions of girls signed up for our service.



Pattern Recognition for Automatic Verification and Users Clustering

We use the following procedure to verify our female audience: each girl sends a confirmation photo with her profile ID written on a white sheet of paper. After that, our moderators compare the person in two photographs.

The use of neural networks and artificial intelligence algorithms will help automating the verification process, and thus minimize moderation costs. Moderators will only have to deal with disputes.



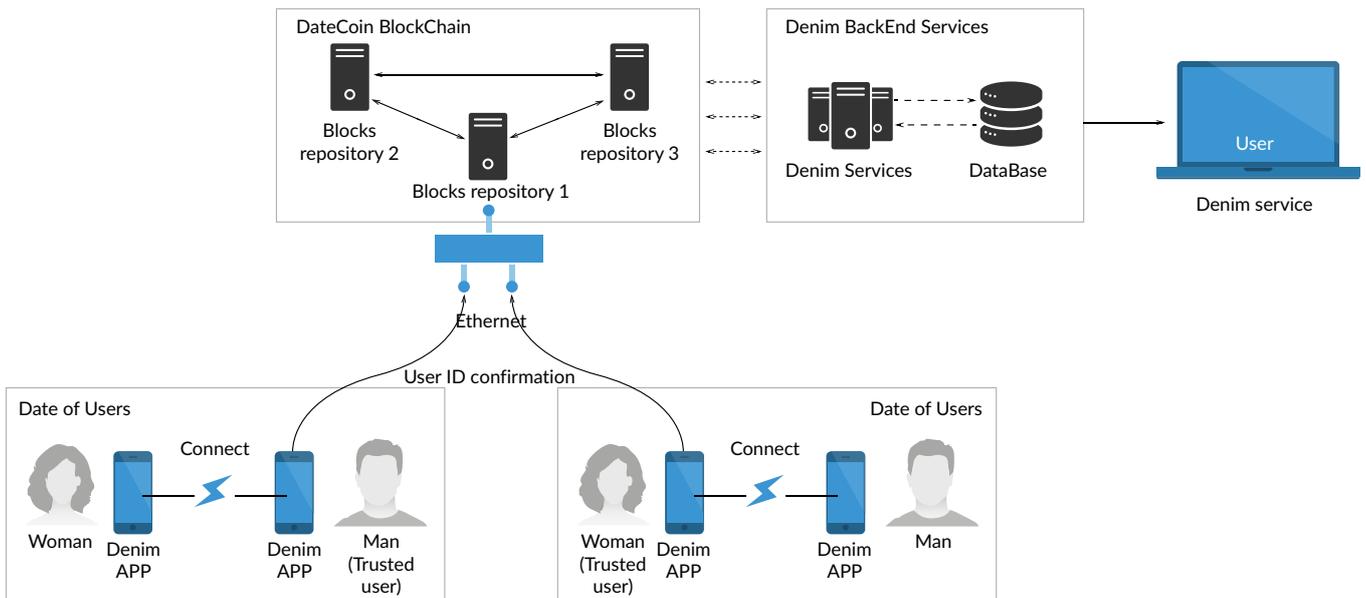
Using computer vision technology, we will be able to protect our users from dating girls posing as other people.

Private blockchain for users identification

It is essential for Denim users to be real. Thus, we have initially implemented image verification procedure for girls and further extended it for men. However, with fast-growing audience the numbers of technical support representatives should be inevitably increased to process all requests timely and comply with high quality standards of verification. To tackle this problem, the process of moderation should be automated. Even though it can be somehow addressed with face recognition algorithms and disputes resolved with moderators, there is no way to make users accounts more trustful. That is why we set a goal of exact user identification.

To achieve this goal, we are going to hand over account verification to users themselves. With the option delegated, we thus allow users to build the trust to our service based on public opinion. When dating in reality, our users will be ideal candidates to confirm partners identity. Consequently, one of our trusted users can make another trusted as well via confirming his/her identity. Considering all the factors mentioned above, we picked blockchain as an ideal candidate to implement a completely new mechanics in dating.





We are going to create private blockchain, where the opinions can be shared by trusted users only.

The transactions will include profile data packs (public info and photos). Even matching partners with the technologies employed by DateCoin, there is no way to be 100% sure that after the date they will not continue searching other partners. As a result, the user might need several dates before the best matching partner will be found. That is why we are more than sure for the identity confirmation by another user will be very popular. Here, blockchain mechanics is quite easy. When dating in reality, our users sign in the app to check in and confirm to be at the same place. Next, the trusted user confirms the identity of his partner that triggers blockchain transaction and saves it. As a result, the latter also becomes a trusted user and can confirm the identity of somebody else at the next date.

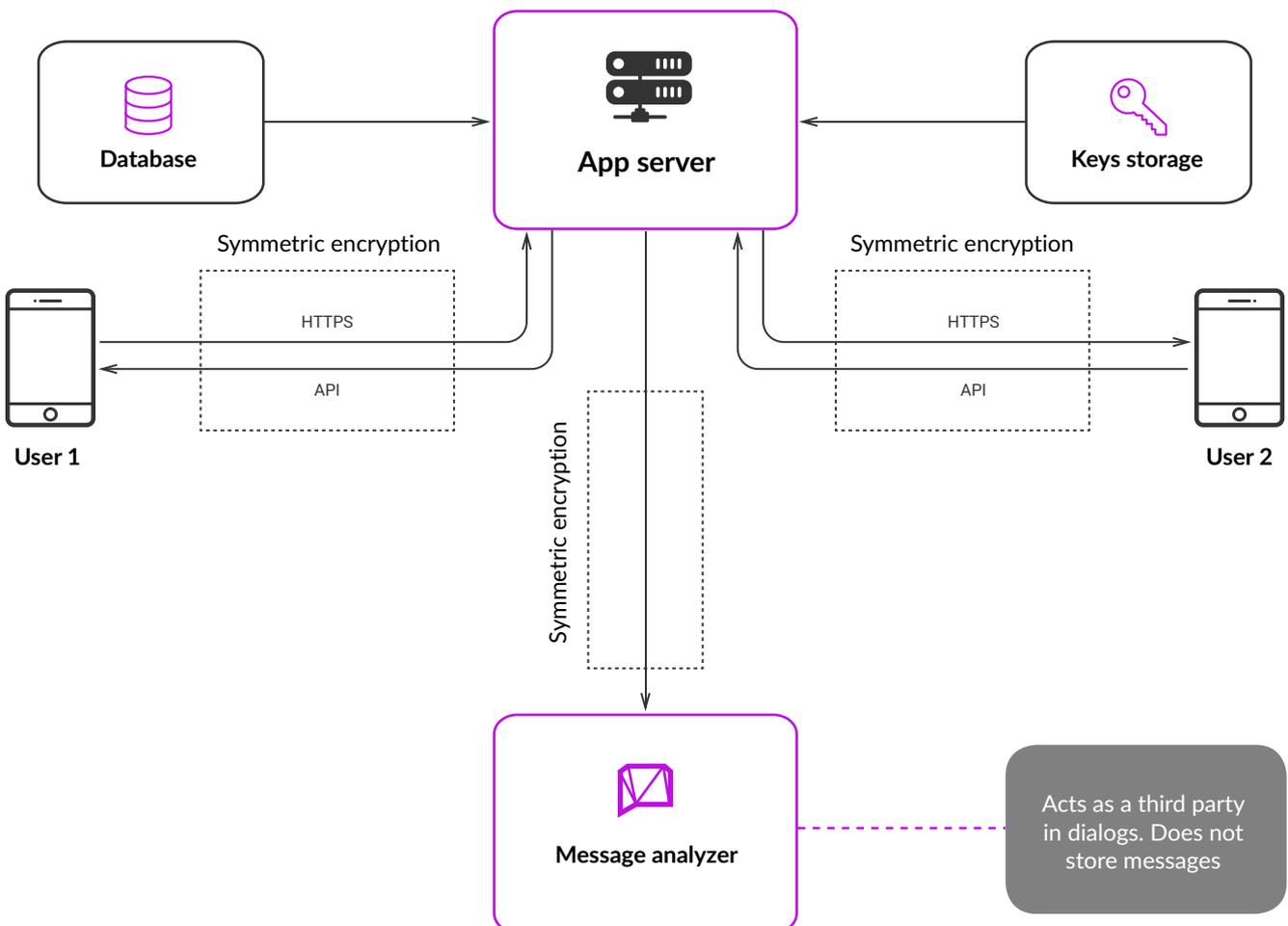
Thus, our service will possess 2-factor authentication. First, all the photos will be moderated. Second, the account holder identity will be confirmed. That is how we are going to eliminate fake accounts.

Data safety and chat privacy

Cyber attacks on dating services are often successful due to cuts of funds allocated for cyber security. As a result, personal data, credit card information and private correspondence leaks occur.

Any service providing its users with chats sooner or later faces to security issues related to message storage and transmission. There have been cases where personal data was disclosed, affecting reputation of dating services. Therefore, we have several issues to solve. First, we have to ensure personal data safety and chat security. Second, we need to obtain all the necessary information to help our users to date the right person.

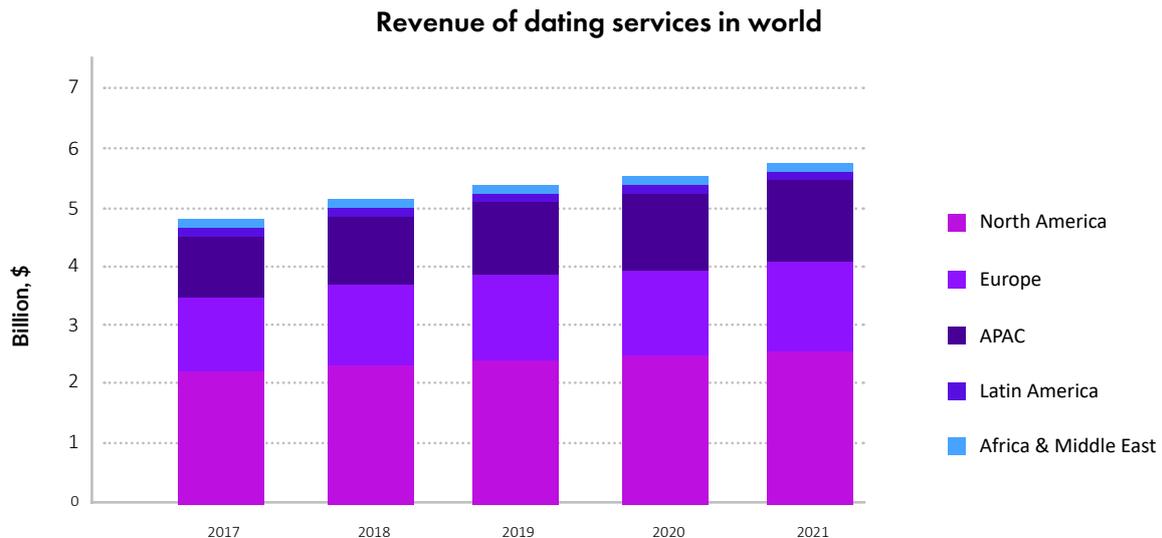
We intend to use symmetric data encryption for secure chatting. In addition, semantic message analyzer will act as a participant in dialogs between users. The only difference between the analyzer and user is that the former does not store messages and removes them from the servers. The server stores messages in encrypted form in the main database which is often the target of hacker attacks. Therefore, all decoding keys are stored on a separate server. This approach will allow us to protect data from unauthorized access and manipulation, as well as solve most of the security problems that might arise in those cases when our staff has to interact with the servers.



We plan to enhance our team with developers and researchers specialized in big data processing and machine learning. We plan to completely incorporate these technologies in our product in 2019.

Online Dating Market Outlook

According to [statista.com](https://www.statista.com), the volume of the global online dating market will amount to \$4.88 billion by the end of 2017 with the projected growth up to \$5.87 billion by 2019.



Source: [statista.com](https://www.statista.com)

The United States is the key player of online dating market. The projected revenue will amount to \$2.18 billion in 2017. However, the growth rate of the US market is decreasing year-to-year, converting from quantitative to qualitative. It is expected that the market share of the North American countries will decrease from 46% to 40% by 2021. It can be explained by growing popularity of online dating in Asia (8.9% per year), South America (8.17% per year) and Europe (3.43% per year). By 2021, Asia may surpass Europe and become the second largest market in the world (\$ 1.54 billion and \$ 1.45 billion, respectively).

The leaders in the European market are Great Britain (\$ 248 million), Germany (\$ 250 million with 4.2% annual growth), France (\$ 161 million), Italy (\$ 91 million with 4.3% annual growth), and Spain (\$ 82 million).

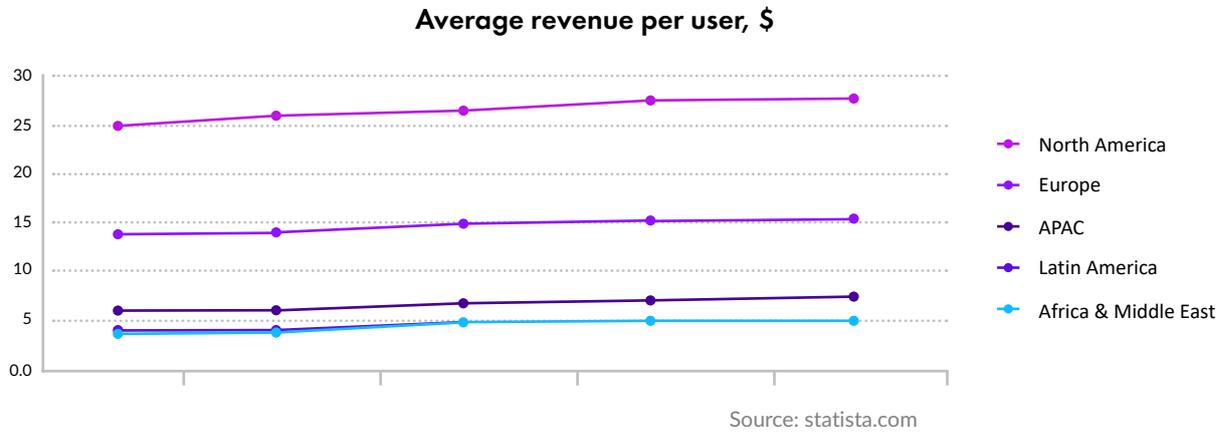
In South America, the largest market is Brazil (\$ 98 million with 8% annual growth) and Mexico (\$ 69 million with 7.8% annual growth).

The share of China in the market of Asian-Pacific countries is about 57%.



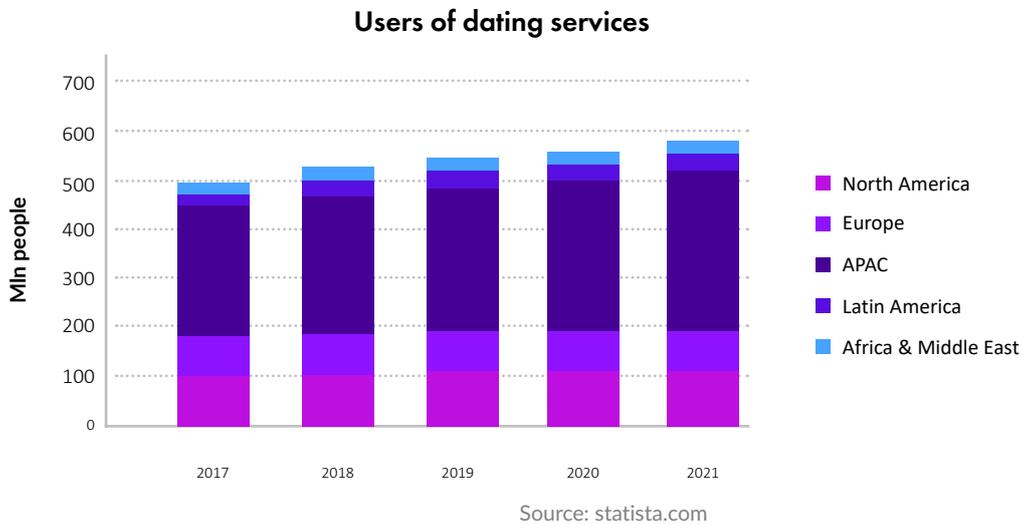


The market volume is primarily affected by the audience solvency. Thus, North America has only 17% of the world's dating services audience, but has the largest revenue due to high ARPU (\$ 24.9).



The situation in Asian-Pacific countries is quite opposite: more than 50% of the global audience and only 24% in revenue. It is expected that the number of users in Asian-Pacific countries will reach 326 million by 2021 (64% of the global audience).

The total audience of dating services will amount up to 600 million users worldwide by 2021.



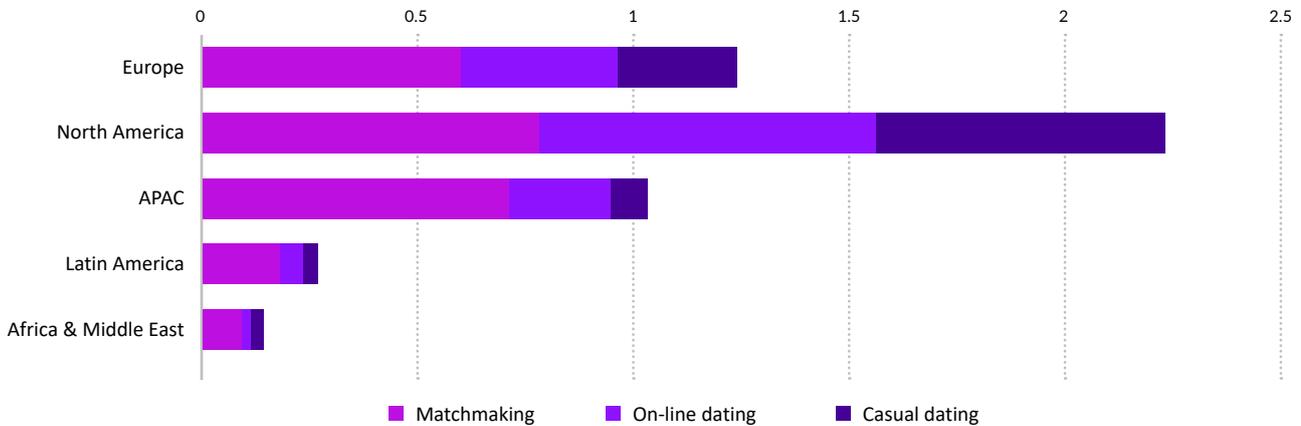
Depending on user purposes, search and matching criteria, online dating market can be split into three categories:

- Matchmaking – dating for relationships. For example, Match, Eharmony.
- Online dating – flirting in chat rooms and via video services. Those services are mainly used for random dating and flirting. For example, Tinder, Zoosk.
- Casual dating – sexually oriented dating. For example: Ashley & Madison, SeekingArrangement.



The demand for dating services is also shaped by cultural differences varying from country to country. Thus, the share of casual dating in the US is 30%, while in Asian countries this segment amounts to 7% only.

Market revenue by segment



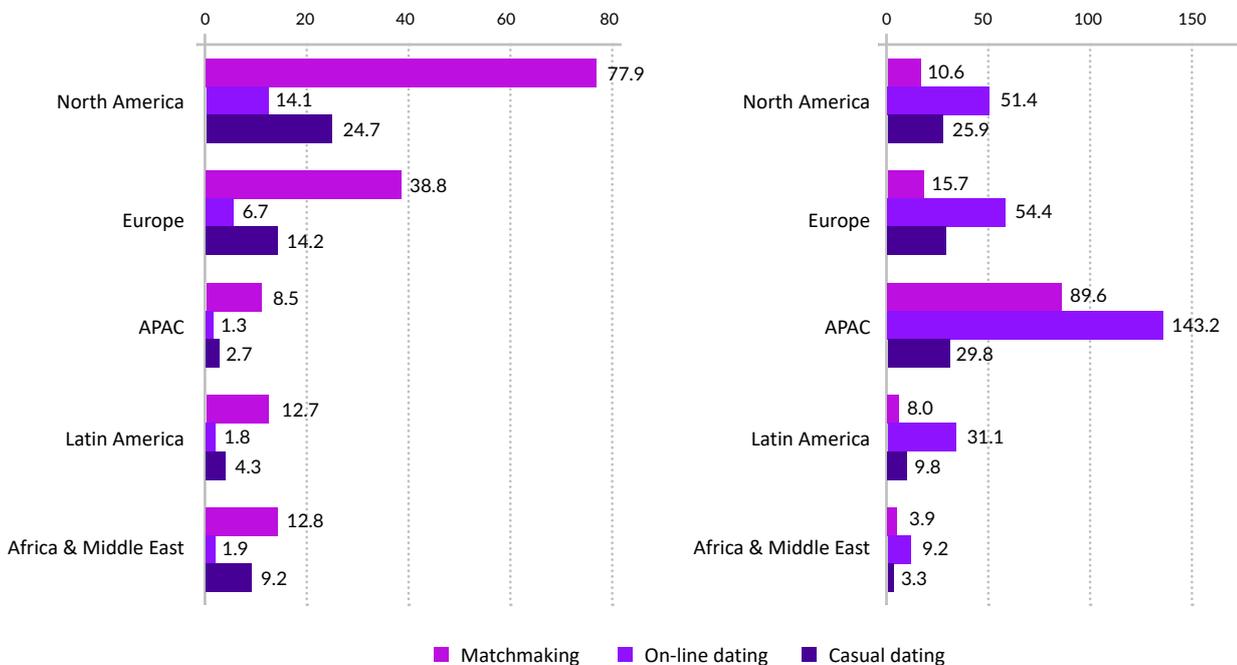
Source: statista.com

The fastest growing segment is matchmaking (+ 23.2% by 2021) and casual dating (+ 21.4% by 2021). Online dating demonstrates a moderate increase (+ 14.5% by 2021).

Matchmaking is the world's most profitable segment (49% of the total revenue) with 127.7 million users as of 2017. At the same time, the most popular segment is online dating (random dating and online chatting): 57% of users and only 28% in revenue.

ARPU, \$

USERS, mln

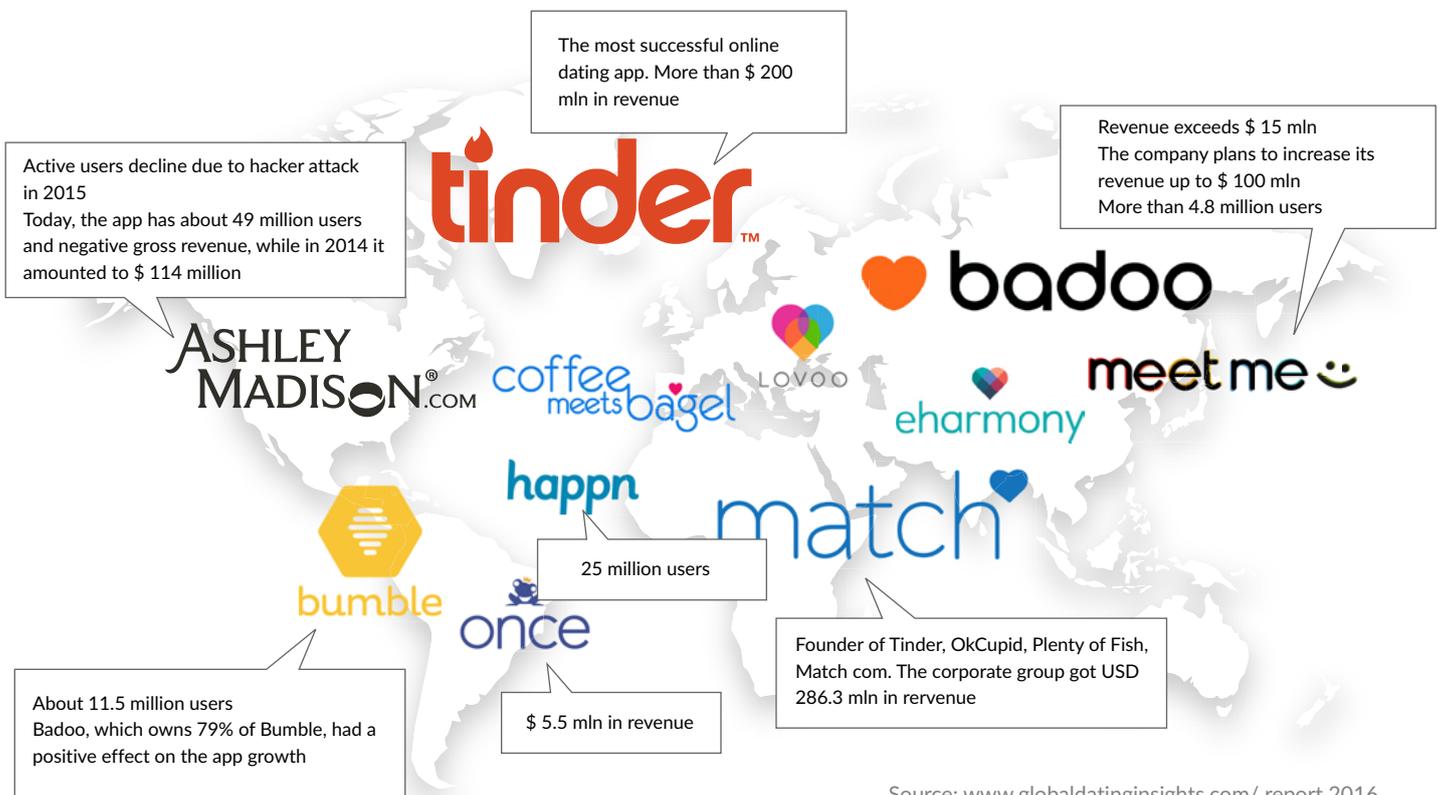


Source: statista.com

The major growth of the dating services audience is expected for matchmaking and casual dating. The projected ARPU increase amounts to 3,5% for matchmaking and 7,2% for casual dating segments (incl 13,2% growth in Europe and 15,2% in North America)

Segment	ARPU by 2021	Audience growth by 2021
Matchmaking	3,5% growth mainly in Latin America and the Middle East.	19% growth mainly in Latin America and the Asian-Pacific region.
Online dating	Decrease in all the markets by 1,8% to \$4,7	16,6% growth mainly in the Asian-Pacific region (+26,8%) and Latin America (+13%)
Casual dating	7,2% growth mainly in North America (+15,2%) and Europe (+13,2%).	13,2% growth mainly in the Asian-Pacific region (+22.7%), Latin America (+21,5%) and Europe (+83%).

Each segment has its leaders. However, local products usually prevail in a list of the the most downloaded apps. For example, Tinder is the leader of online dating segment and dominates in the Northern Europe and the USA. Badoo is quite popular in the Eastern and the Southern regions of the world. Lovoo and Momo are number one services in German-speaking countries and China, respectively.



Source: www.globaldatinginsights.com/ report 2016

Based on the above study, we can draw the following conclusions:

North America is the largest online dating market. However, year-to-year slowdown trend for the growth rate is obvious and appears to be worst compared to other regions (+ 3.4% per year). The audience growth rate is insignificant. All three online dating categories are equally popular.

Europe is a mature market, the second largest after North America. The growth rate is below the world's average (+ 3.6% per year). The biggest players are: Great Britain, Germany, France, Spain, Italy. The most popular categories are online dating (54%) and casual dating (21%).

Asia-Pacific region is an emerging market characterized by a large population and the highest projected growth rates (+ 24% by 2021). About 60% of the market is represented by China, the key market maker. Thus, Asian-Pacific region is expected to be the second largest market, having left Europe behind by 2021. The most popular category of dating in this region is online dating, with casual dating being an outsider. With a general market growth of 35.6%, a slight decrease in the market share is expected for casual dating (to 11% by 2021).

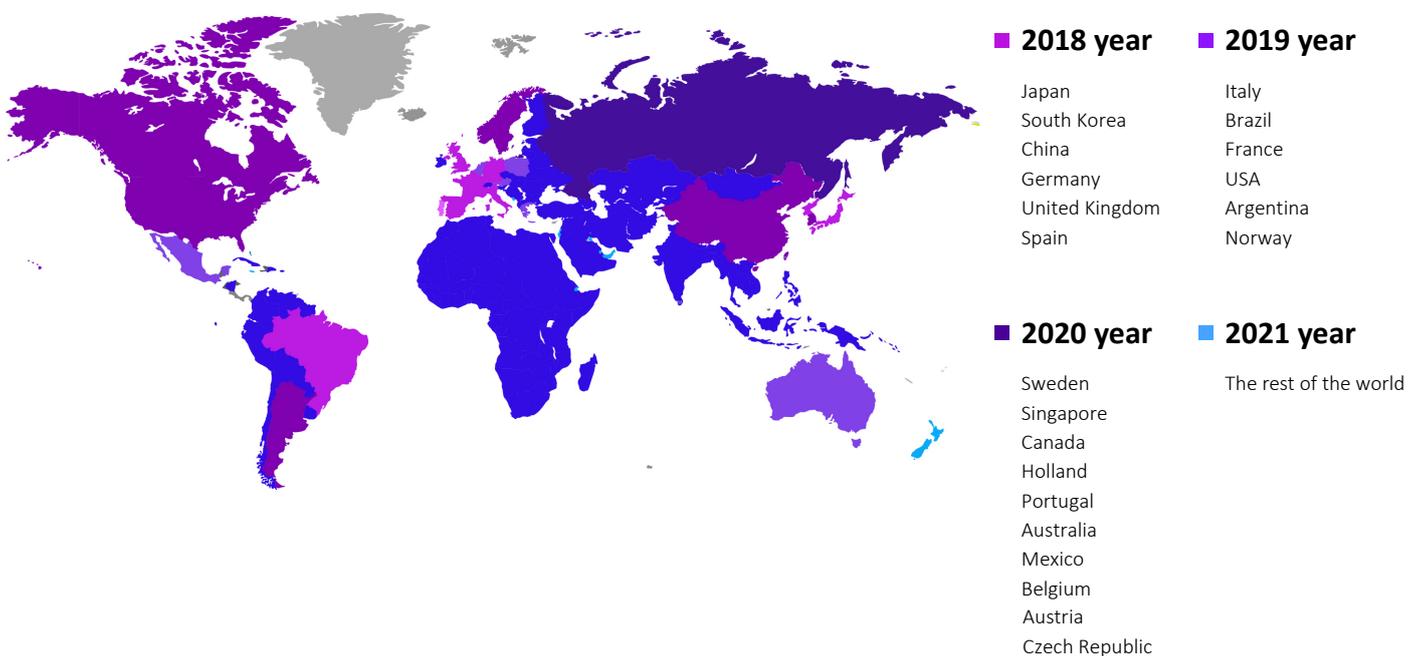
Latin America is the second fastest growing market after the Asia-Pacific region (+ 32.7% by 2021). The region is characterized by high projected audience growth rates (+ 15%) and ARPU (+ 15.3%) by 2021. The most popular segment is online dating. Latin America is the only region where casual dating is more popular than matchmaking.

Users around the world are increasingly using mobile apps to date their potential partners. The audience is expanding and becoming more selective in search tools and more goal-oriented. On the other hand, dating services are constantly upgrading and increasing the quality of services provided. As a result, online dating demonstrates sustainable audience growth and increasing monetization levels.

DateCoin Marketing Strategy

DateCoin could hardly be attributed to a specific dating type based on online dating market analysis or competitors map. Quite the contrary, we try to find our user in each of the segments by offering the best and the most popular services with our unique product. Therefore, we strive to share dating market worldwide and provide users with the best-ever dating experience.

Product development and scaling will be done systematically. When setting market priorities, we primarily rely on analytics: market size and outlook, audience size and solvency, users involvement and participation in online activities (incl. social media and dating services).



At the first stage, we aim to share the most profitable market with relatively high ARPU, high user loyalty and low market entry barriers, namely Europe. We are primarily interested to cover the users in Germany, Spain, Italy, France, and Great Britain. At the same time, we are also going to conduct market research, as well as an app launch and localization in South Korea and Japan.

At the second stage, we will strengthen our market position in Europe with the users from Norway and Sweden. At the same time, we will enter the markets of the United States, Canada, Argentina, China, and Singapore.

For the third stage, we plan to become the market leader in the countries of presence. In particular, almost all Europe will be covered (app launch in Portugal, Holland, Poland, Belgium, Austria, etc.). Finally, we will localize and launch the app in Mexico and Australia.

For the fourth stage, our goal is to be presented worldwide. Using the experience of the first three stages, we will come up with product improvement and increase user loyalty in each country of presence.

Target segment



Our target audience includes wealthy men aged 25-50-with medium to high income and spectacular women, active users of online dating services, interested in relationships of convenience. According to our estimates, the project solvent audience amounts to 50-60 million users worldwide.

Region	Active users, (thousands)*	Target audience, (thousands)**	ARPU, \$	Market volume, k\$
Europe	91 123,6	16 225,8	13,9	226 140,8
North America	87 926,9	14 809,3	24,9	368 181,4
Latin America	48 841,5	5 922,0	4,1	24 128,6
Asia-Pacific	262 603,5	16 756,4	4,3	72 486,7
Africa and the Middle East	16 347,2	1 611,4	5,9	9 561,7
Total	506 842,7	55 324,9	-	700 499,3

Sources:

* statista.com

** our estimates based on male population data, income level worldwide data, and use of the Internet and online dating services

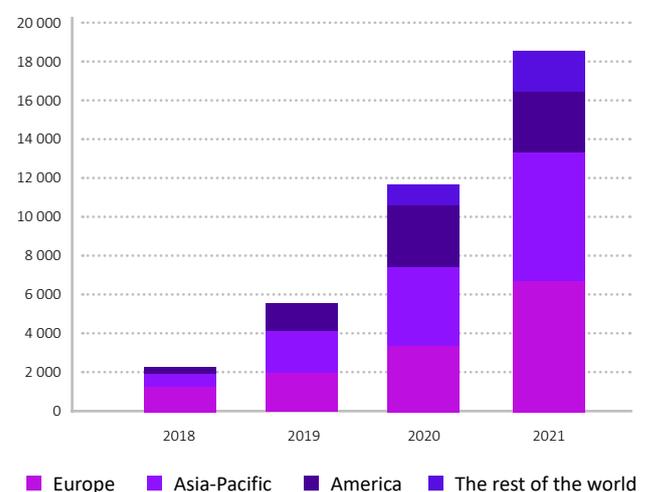
North America is a highly competitive market with low growth rates. Therefore, we expect the market share of 20% by 2021, allowing us to compete with the key players.

At the same time, South America demonstrates a high level of digitalization and dating industry boom. Therefore, we expect to share up 50-60% of the market in South America by 2021 and thus become the segment leader.

European markets demonstrate good dynamics and high revenue. We expect to share up to 50-60% of the market and become the leader in our segment in Europe by 2021.

Asia is characterized by a large population, a moderate income levels and the highest growth rates of the dating industry. We expect to share up to 50% of the market and become the leader in our segment in Asia by 2021

DateCoin Users

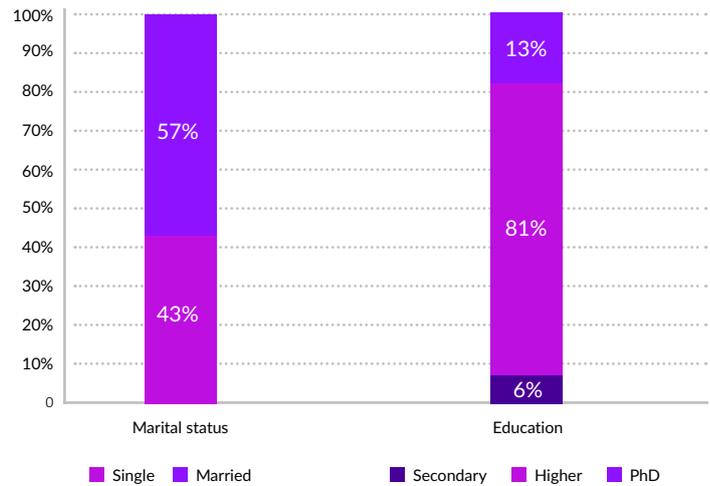
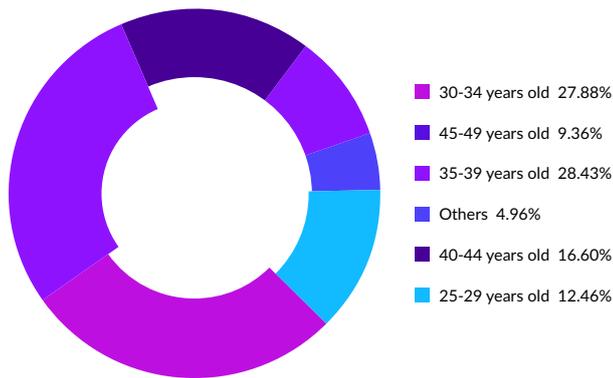


Target audience

Based on our profound expertise in dating, we can easily identify DateCoin target user.

Male audience

Our male audience: men aged 25-50, with average to high income, including both married men and bachelors.



The male audience can be divided into 3 groups:

20% of the audience. Frequent users

This part of the audience includes men who have been using our service for several years. They regularly pay and date 2-3 new girls every week while chatting with 20-30 users of the service. Such men willingly spend money on gifts.

45% of the audience. Regular users

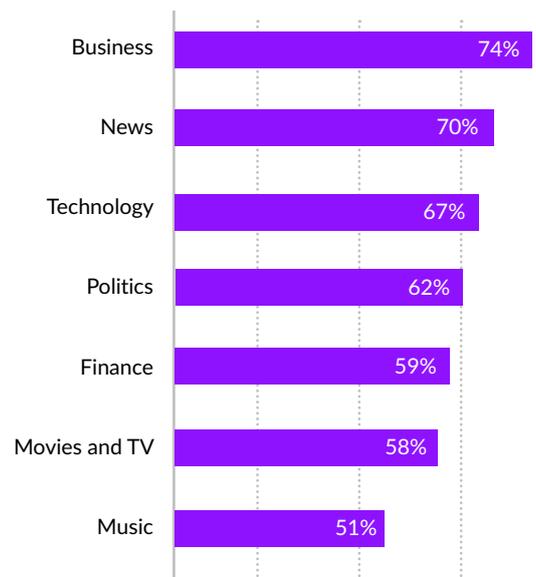
Users of this category use the service to find a mistress for a couple of months. Such men pay for premium access for two or more weeks. Then they find the best matching woman for short-term relationships and after a while come back for a new mistress.

30% of the audience. Occasional user

Those users use our service in case they want to find a girl to go out tonight. Such men pay for 3-day premium access, satisfy their needs and may return a month later.

In each subgroup there is a certain percent of users seeking for LTR.

Audience interests

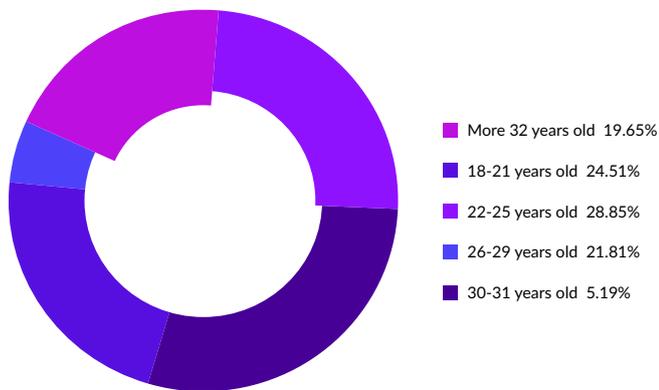


Source: DateCoin own analysis

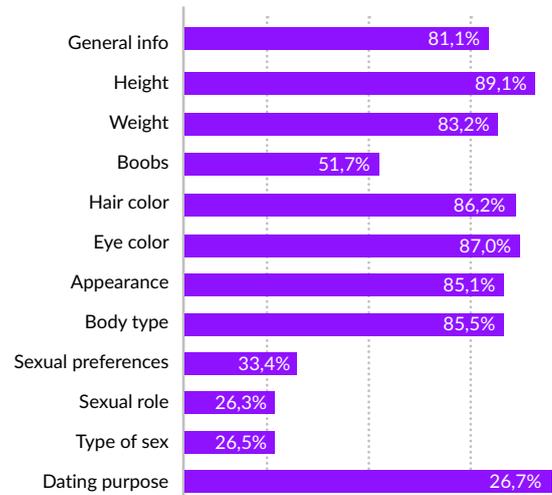
Female audience

That is female audience to inspire men paying for our services. It is mainly represented by women aged 18-29.

Age structure of female audience



Profile completeness



Source: DateCoin own analysis

High level of profile completeness means that the girl is interested in dating our men.

To reach the target audience, we plan to conduct in-depth studies and adapt our sales model to local realms. Also, these studies are required to identify optimal monetization instruments and payment options for each region.

Positioning

DateCoin is going to be the dating service that differs favourably from all existing analogues. The founders aim to employ cutting-edge technologies for intelligent dating with your soulmate or at least with the person who shares similar interests.

What we are talking about are artificial intelligence and big data processing. That is AI to complete all dirty job: analyze users preferences, contact history, etc and provide a pool of the best matching partners for serious relationship rather than silly chatting.

Blockchain is used to create a trustful environment and to solve user identification and verification problems. Distributed data technology ensures authenticity of each verified account. As a result, our users can simply forget about fake accounts and bots.

We offer a wide range of dating options to meet the expectations of our target audience: successful men and beautiful women.

The following features are available to our users:

- Messaging in chat rooms
- Anonymous calls (no phone number disclosure)
- In-app appreciation gifts and compliments
- Sharing photos
- Making arrangements

We do not position ourselves as just a dating app for building serious relationships or Internet flirting. Our users are free to choose the type of dating based on their preferences. Dating, romantic relationships, trips for two – DateCoin makes all these options possible.

Advertising and marketing

Product advertising in each region will be based on the following principles:

1. Target audience and payment options research
2. Product launch based on market analysis
3. Market tests
4. Product finalizing to comply with local market requirements
5. Product advertising with popular local resources and opinion leaders
6. Start of active advertising campaigns, purchase of a large amount of traffic
7. AB tests and strategy adjustments

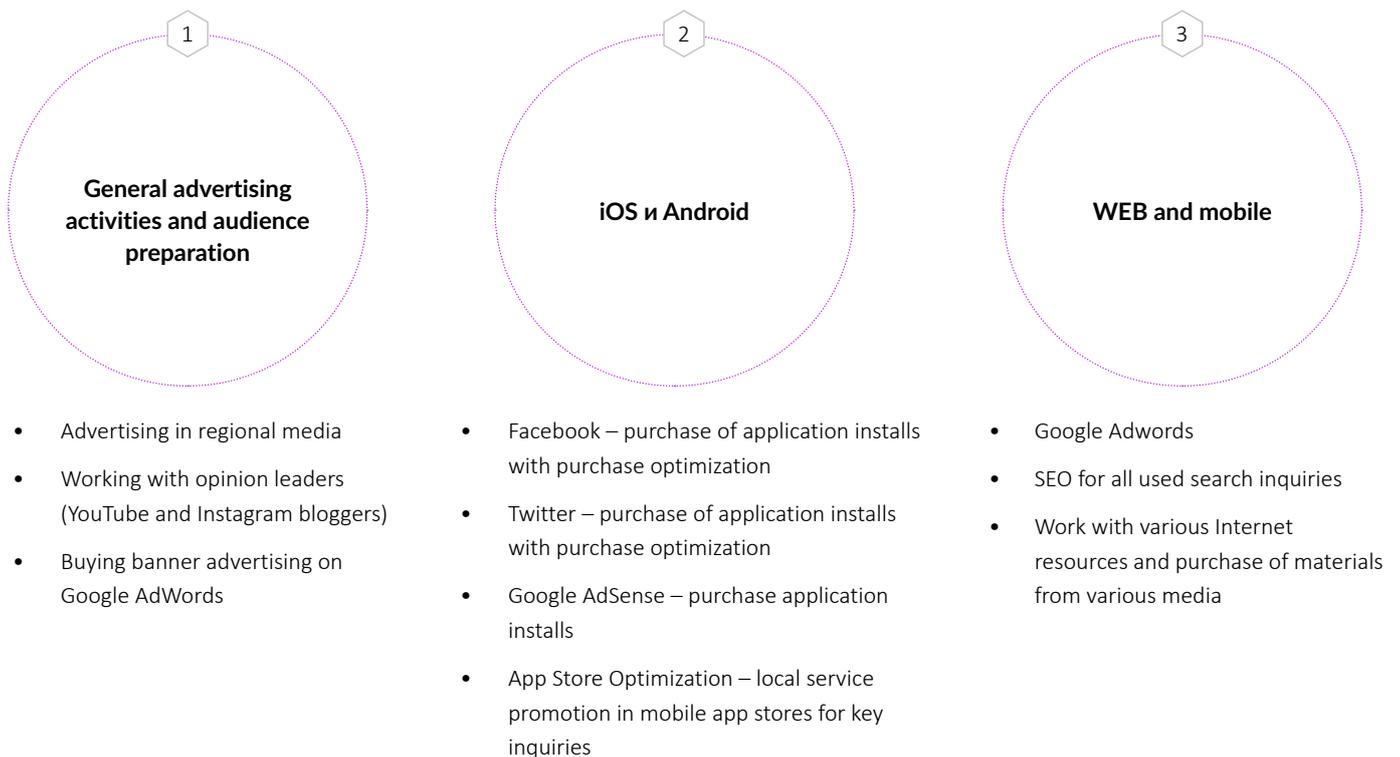
Advertising optimization for targeted actions is the most effective strategy. We plan to optimize advertising for the following targeted actions:

- Mobile app sign up
- In-app purchases



Our business model implies narrow targeting, to achieve higher rates of return, including advertising costs.

Key promotional tools:





Roadmap

November 29, 2017 - DateCoin token presale

March-May 2018 - DateCoin token CrowdSale

Q1 2018	<ul style="list-style-type: none"> • Implementation of DTC tokens and other cryptocurrencies acceptance in current MVP (product prototyping, blockchain integration into the current MVP) • Detailed study of dating service audience and identifying the most convenient payment options • Legal issues analysis for service launch in particular countries • Development of legal solutions and adjustment of MVP
Q2 2018	<ul style="list-style-type: none"> • Start R&D of neural networks and AI; machine learning tests • Conducting marketing campaign in target countries • Application launch in Asian Countries
Q3 2018	<ul style="list-style-type: none"> • Start R&D for further implementation • App launch in first 7 countries • App launch the countries of the first stage
Q4 2018	<ul style="list-style-type: none"> • Covering target audience in 2-3 countries of the first stage • DateCoin app launch for specified target segments
Q1 2019	<ul style="list-style-type: none"> • Implementation of systems development technologies: image recognition system, user clustering, morphological and semantic text analyzer, encryption and secure data storage system. • Start of a marketing campaign in the countries of the second stage. • Blockchain tests for further implementation.
Q2 2019	<ul style="list-style-type: none"> • Project launch in 7 countries of the second stage (14 countries in total) • Covering an estimated target audience in all the 7 countries of the first stage • Intelligent matching system (photo-based) beta version development
Q3 2019	<ul style="list-style-type: none"> • Covering an estimated target audience in 2-3 countries of the second stage • Implementation of data encryption and secure data storage systems • Image recognition and morphological and semantic text analyzer beta version development
Q4 2019	<ul style="list-style-type: none"> • Implementation of fast intelligent selection system • Covering an estimated target audience in all the 7 countries of the second stage Implementation of fast intelligent selection system
Q2 2020	<ul style="list-style-type: none"> • App launch in 9 countries of the third stage (23 countries in total) • System adaptation and intelligent selection algorithms tuning in accordance with local and mental audience specifics
2021+	<ul style="list-style-type: none"> • App launch in 29 countries and further scaling of the project around the world

DateCoin Fund Allocation

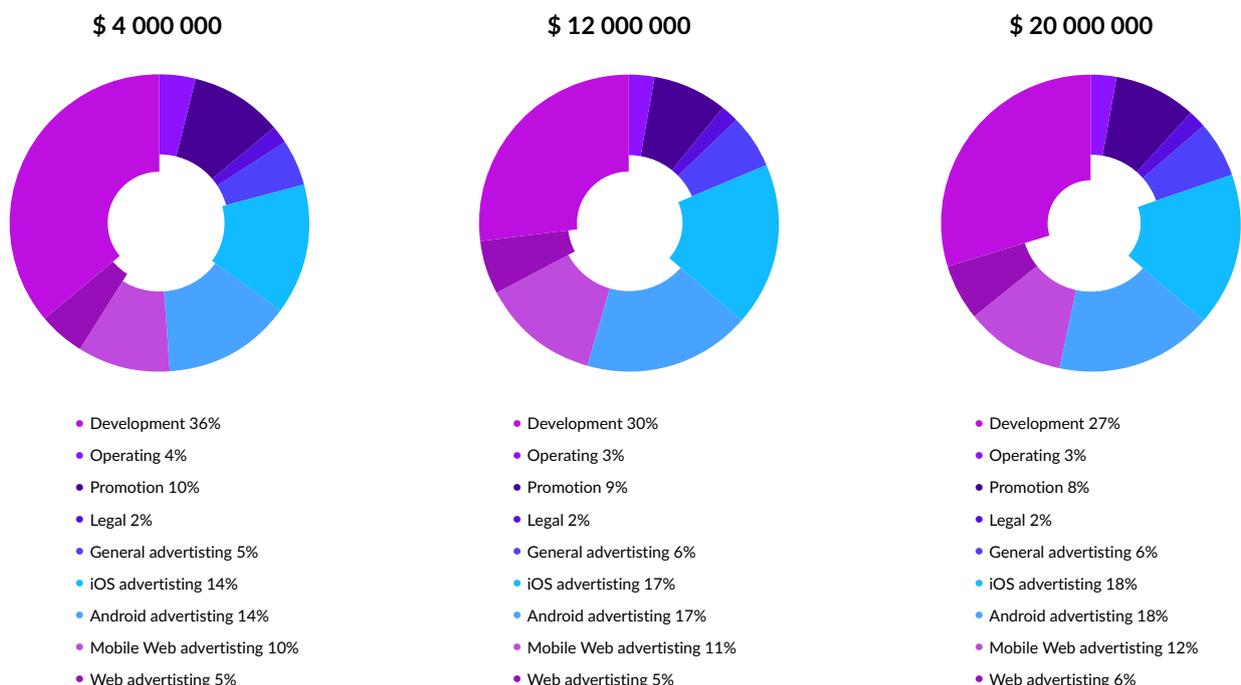
We have already invested \$950K (personal funds) in the project development. It worth noting, that these investments have already paid off. However, the current revenue is not sufficient for global project scaling and technological development. Raising funds via CrowdSale is the most suitable option to maintain project development.

We have three scenarios dependent on the total funds raised.

Fund allocation	Year	Countries	Audience
\$ 20 000 000	2018	7	1 226 294
	2019	14	5 223 663
	2020	23	10 675 331
	2021	29	19 024 462
\$ 12 000 000	2018	5	881 612
	2019	10	3 797 419
	2020	15	8 453 447
	2021	18	13 744 710
\$ 4 000 000	2018	3	512 838
	2019	5	1 560 895
	2020	7	3 515 849
	2021	9	6 539 731

Use of funds

We will spend funds raised for the product development and promotion in the most promising online dating markets. The funds will be allocated dependent on the scenario realized, with the principle of diminishing returns on development costs and other operating expenses applied as follows:



RISK management disclosure

There are several main risks for contributors which need to be disclosed:

1. **Technological.** Because the economics of the project are based on stable operations and the effectiveness of AI and blockchain mechanics, technological risk had previously been a major factor. Currently, the risk is extremely low, there are many frameworks which could be used for development of standard elements of the platform.

Status: VERY LOW – please see “Product Development Technologies” for more details

2. **Market.** Advertisers will not be ready to use influencers as native channels to deliver information.

Status: VERY LOW – audience migration to influencers and advertisers is well-documented. New delivery channels could appear but for now there is an organic way use the advertising potential.

3. **Legal.** Risk could be applied to wide range of players who work with cryptocurrencies and Tokens. We consider the possibility of internal failures only.

Status: LOW – we will use a high-ranking International Law Firm to cover all possible issues and be able to react quickly and properly on potential legal changes and adjustments. DTC is the utility token and couldn't be estimated like security token.

4. **Security.** Regarding internal failures of security, there are some procedures applied: DDoS attack prevention, audited smart contracts. If it is necessary we will consider the possibility of running DateCoin internal operational procedures on top of other smart contract platforms.

Status: AVERAGE – we are attracting security professionals from the crypto industry and are prioritizing this division.

5. **Business.** Risk of failure of the business development and scaling.

Status: LOW – we have working product in dating industry, which we are strongly going to make as international dating service including new DateCoin applications. The dating market is growing by 10% every year.

6. **Investment.** Risk of decline price of token.

Status: LOW - we are sure that our token will be growing backed up growing audience of our service. As of today we have more than 700k active users, by the end of the year we are going to enlarge it 3 times. At least half of the audience will be interested in buying in-app services for tokens, that's why the demand will be high.



7. **Risks of external fraud.** Scammers are extremely inventive in online dating. First of all each user should think about his personal safety and personal data security.

Status: MODERATE - we are going to implement neural networks for fraud identification and profiles verification on blockchain to exclude risk of fake accounts.

AML (Anti-Money Laundering)

Datecoin today is not a financial intermediary according to Beliz Law and is not required to obtain any authorization for Anti-Money Laundering purpose. This qualification may change in case Datecoin will offers services which are to be considered as qualifying a financial intermediation activity.

KYC (Know Your Customer)

The KYC will be used for security raise of our project and to avoid restricted areas in Crowdsale participation .

We will conduct the KYC procedures in the following way:

- * KYC for all members is optional. If there are any reports regarding specific members, we will request these particular members to pass KYC obligatory as well. We can oblige investors to pass KYC if we decide the operation suspicious.
- * Each of invited in KYC members will be requested to provide:
 - * Proof of identity: Passport, ID card or driving license that is not expired
 - * Selfie with a Proof of Identity: Clear photo with clearly readable proof of identity shown on the photo.
 - * Proof of Address.



DateCoin Economics

According to the optimistic scenario, with the best-ever service provided to our target audience, we expect the revenue to be amounted to \$200 million by 2021

We estimate project revenue and product promotion costs based on the number of service users, which is expected to increase from 700k Denim service users in 2017 to 19-20 million DateCoin users by 2021.

To estimate project revenue, we used local average APRU. We expect the average cost of attracting 1 user to not exceed 60% of APRU.

In addition, project costs include development, localization and product management globally, as well as operating and legal costs.

Target audience estimate for the first stage countries

First stage countries	Population	Solvency (%)	Above-average-income population (%)	Age distribution	WEB involvement	Active internet users Interested in dating	TA
Germany	83 251 851	80%	66 601 481	39 960 888	89%	12%	4 161 127,3
Spain	45 061 274	55%	24 783 701	14 870 220	82%	10%	1 219 358,1
Italy	59 530 464	55%	32 741 755	19 645 053	66%	9%	1 218 779,1
UK	61 100 835	85%	51 935 710	31 161 426	96%	14%	4 128 265,7
South Korea	51 250 000	70%	35 875 000	21 525 000	90%	12%	2 421 562,5
Brazil	207 700 000	35%	72 695 000	43 617 000	66%	13%	3 771 125,8
France	63 182 000	75%	47 386 500	28 431 900	88%	7,80	1 951 565,6

We plan to attract at least 30K new users in each region monthly. Considering local specifics of product promotion, we made a simplified analysis of sensitivity and obtain the following data:



**Sensitivity analysis for several countries of the first stage**

Region/Country	TA	2018	2019	2020	2021
Germany					
Market share	4 161 127	5%	14%	35%	50%
Audience, people		208 056,4	582 557,8	1 456 394,6	2 080 563,7
ARPU, \$		9,84	9,84	9,84	9,84
Revenue, \$		2 047 275	5 732 369	14 330 922	20 472 746
Attraction cost per user, \$		6,69	6,69	6,69	6,69
Attraction costs, \$		1 392 508	3 899 022	9 747 555	13 925 078
Spain					
Market share	1 219 358	15%	30%	40%	50%
Audience, people		182 904	365 807	487 743	609 679
ARPU, \$		5,69	5,69	5,69	5,69
Revenue, \$		1 040 722	2 081 444	2 775 259	3 469 074
Attraction cost per user, \$		3,87	3,87	3,87	3,87
Attraction costs, \$		707 875	1 415 749	1 887 666	2 359 582
Italy					
Market share	1 218 779	10%	20%	30%	40%
Audience, people		121 878	243 756	365 634	487 512
ARPU, \$		5,14	5,14	5,14	5,14
Revenue, \$		626 452	1 252 905	1 879 357	2 505 810
Attraction cost per user, \$		3,50	3,50	3,50	3,50
Attraction costs, \$		426 098			
UK					
Market share	4 128 266	6%	15%	25%	50%
Audience, people		247 696	619 240	1 032 066	2 064 133
ARPU, \$		12,65	12,65	12,65	12,65
Revenue, \$		3 133 354	7 833 384	13 055 640	26 111 281
Attraction cost per user, \$		8,60	8,60	8,60	8,60



Регион/страна	ЦА, чел.	2018	2019	2020	2021
Attraction costs, \$		2 131 233	5 328 083	8 880 138	17 760 276
South Korea					
Market share	2 421 563	5%	10%	15%	25%
Audience, people		121 078	242 156	363 234	605 391
ARPU, \$		5,64	5,64	5,64	5,64
Revenue, \$		682 881	1 365 761	2 048 642	3 414 403
Attraction cost per user, \$		3,84	3,84	3,84	3,84
Attraction costs, \$		464 479	928 959	1 393 438	2 322 396
Brazil					
Market share	3 771 126	5%	10%	15%	25%
Audience, people		188 556	377 113	565 669	942 781
ARPU, \$		1,69	1,69	1,69	1,69
Revenue, \$		318 660	637 320	955 980	1 593 301
Attraction cost per user, \$		1,15	1,15	1,15	1,15
Attraction costs, \$		216 745	433 490	650 235	1 083 725
France					
Market share	1 951 566	8%	15%	35%	45%
Audience, people		156 125	292 735	683 048	878 205
ARPU, \$		11,28	11,28	11,28	11,28
Revenue, \$		1 761 093	3 302 049	7 704 781	9 906 147
Attraction cost per user, \$		7,67	7,67	7,67	7,67
Attraction costs, \$		1 197 854	2 245 976	5 240 610	6 737 927



Thus, in case of the most positive scenario implementation, the costs and revenue of DateCoin will be:

	2018	2019	2020	2021
Projected revenue , \$	9 610 436,4	47 248 085,2	95 516 963,7	193 131 385,4
Marketing costs, \$	6 536 791,8	32 137 031,4	64 968 382,3	101 048 773,8
R&D costs, \$	2 883 130,9	4 724 808,5	8 596 526,7	11 587 883,1

For the optimistic scenario, considering previously implemented successful business model and profound team expertise, we expect to reach sustainable profit by the end of 2018 and grow our profits starting from 2019. Project development will be done systematically. Most of funds raised during the first year will be spent for market research, product localization, as well as marketing and advertising campaigns. The second year expenses on the market expansion, as well as product development and implementation of AI technologies will be partially covered from the project revenue and remaining balances (from the funds raised).

With \$20 million raised at the initial stage of the project, we plan to reach sustainable profitability up to \$200 milion by the end of 2021

Tokenization model

TOKEN SALE:		MAR 30 - MAY 30, 2018 (UTC+3)
Maximum amount of tokens to be issued:	466 153 846 DTC	
DTC tokens for sale:	303 000 000 DTC	
Token:	DTC	
Token type:	ERC 20	
Soft Cap:	\$ 4 000 000	
Hard Cap:	\$ 20 000 000	
Price per 1 token: (discount will decrease with increase in funds raised)	From 0.0001875 ETH to 0.00025 ETH	
Minimum contribution:	0.1 ETH	
Know Your Customer (KYC):	Not necessary	
Accepted currencies:	Bitcoin (BTC) / Ethereum (ETH)	

Total number of tokens is calculated based on exchange rate:1 ETH= 300 USD.

Total funds raised are estimated based on actual exchange rate (for the day of purchase).

All unsold and unused tokens will be burnt

Token bonus structure

Stage	Number of tokens for sale	Discount	Price
ICO Stage 1	9 500 000	25%	1 DTC = 0,0001875 ETH
ICO Stage 2	19 000 000	20%	1 DTC = 0,0002 ETH
ICO Stage 3	28 500 000	15%	1 DTC = 0,0002125 ETH
ICO Stage 4	38 000 000	10%	1 DTC = 0,000225 ETH
ICO Stage 5	47 500 000	5%	1 DTC = 0,0002375ETH
ICO Stage 6	142 500 000	0%	1 DTC = 0,00025ETH

Volume of bonuses

1-3 BTC	+3%
3-5 BTC	+5%
>5 BTC	+7%

Token CrowdSale Disclosure. Principle of Token Withdrawal from Circulation.

With CrowdSale, we not only aim to launch one more dating service, but also address the existing problems practically, and offer effective solutions to change the online dating industry once and forever.

DTC are Ethereum-based tokens generated on Blockchain using ERC20 standard. The applied standard promotes the free token trade and exchange. Moreover, token holders can use it for in-app purchases.

DTC is precise to eight decimal places and transactions control is realized via DApp interface and wallets that support Ethereum blockchain.



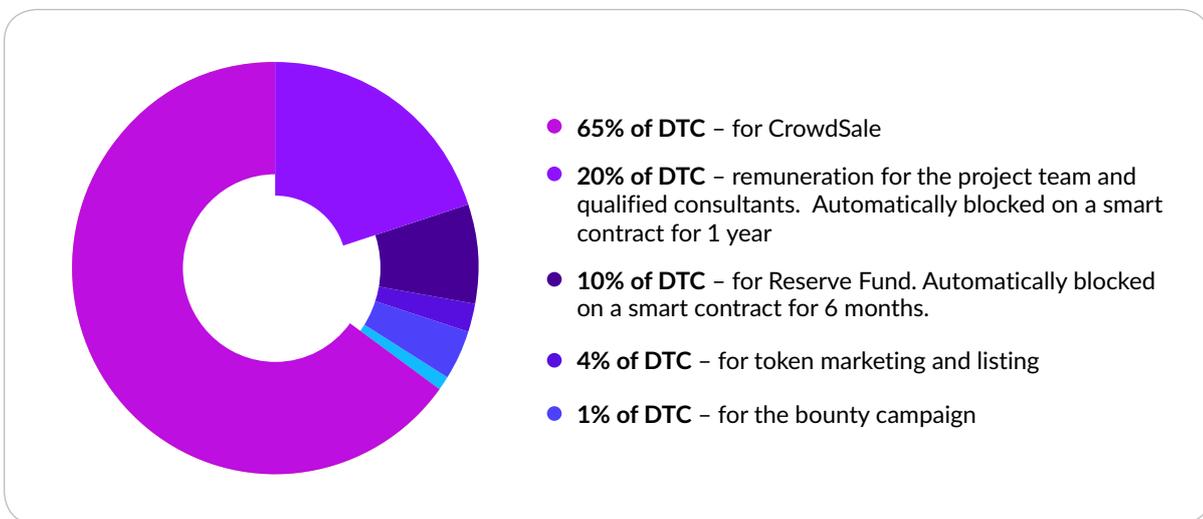
PreSale is over. Funds raised:



CrowdSale:

- Soft cap: \$ 4 000 000
- Hard cap: \$ 20 000 000

Fund Allocation



The Reserve Fund is set up to support early-stage development of DateCoin ecosystem as well as for stimulation of token price rise after ICO is over. It will also be used to stimulate natural demand after ICO is over, if the token holders are not willing to sell DTC to those who missed their chance, but want to use tokens for in-app purchases. There is need for the team to manipulate token market price, because for utility token the prices for in-app purchases are fixed.

Primarily include marketing costs during ICO and infrastructure BlockChain projects integration costs.

Item	Tokens, %	Number of tokens
Total for sale now	65%	303 000 000
Team & advisers	20%	93 230 769
Reserve by company	10%	46 615 385
Marketing (and Network Growth)	4%	18 646 154
Bounty	1%	4 661 538



Tokens will be generated at the CrowdSale event. No tokens will be generated at PreSale. Instead, there will be an agreement between token buyers and DateCoin token purchase not yet generated (Simple Agreement for Future Tokens). The additional token emission is not considered. All unsold tokens will be withdrawn from circulation according to smart contract regulations.

Token buyers will transfer ETH and BTC from their wallets to DateCoin wallet. The wallet number will be listed on the official datecoin.io page by the time when DTC sale starts. Detailed instructions for participants will be published before the token sale.

After the token CrowdSale is closed, DateCoin will transfer tokens to buyers wallets.

DTC tokens are freely convertible and in demand among the clients of the DateCoin service since the tokens provide favorable conditions of service use. The token buyback will be carried out through a smart contract using a clear and transparent pricing policy. The smart contract for token buyback will be posted in DateCoin account on GitHub.com before the start of the token presale.

Tokens will be withdrawn from circulation via in-app purchases according to the following algorithm:

After in-app purchase is completed, the tokens are transferred to the smart contract and are burned in full (100% of tokens). It reduces the number of tokens in circulation and becomes one of the key growth factors.

Assuming that 50% of in-app purchases will be made for tokens, the total funds spent by users for buying tokens will amount to:

	2018	2019	2020	2021
Token demand, \$	4 805 218,2	23 624 042,6	47 758 481,8	96 565 692,7
Number of users interested in token purchase	613 147	2 611 831	5 337 665	8 237 178

After the last token will be withdrawn from circulation, the discounts will no longer be available. By that time we plan to reach sustainable profit, launch the app in several countries, implement innovative mechanics and create a popular competitive product, capable of attracting audiences worldwide and generating stable cash flow for systematic product development and scaling.

Therefore, being highly liquid digital asset, DTC tokens are expected to be in high demand.

To participate in CrowdSale, please contact us at
info@datecoin.com

Project Team

The DateCoin team has strong competencies and extensive experience in development of modern IT projects, use of intelligent systems and UX design, as well as in successful product positioning and sales. Today, our professional team has more than 20 staff members qualified for Internet marketing, design and development, artificial intelligence and big data processing.



Nikita Anufriyev 
Founder & CEO

Co-founder of Denim and «Cinderella Project» services (the largest dating services in Russia).

The founder of the Yasno.mobi, specialized in creation of mobile and adaptive Internet websites, as well as in providing wide range of services. Among the company's clients are HYUNDAI, New Balance, LARSON & HOLZ, UralSib Bank, Moscow State Institute of International Relations (MGIMO) and many others. More than 150 successful projects were in total implemented under his leadership.



Alexey Sinitsyn 
Co-founder & investment director

Serial entrepreneur and founder of several start-ups, as well as a number of audit and consulting companies.

A graduate of Moscow Institute of Physics and Technology with a specialty in applied mathematics and numerical methods (large data processing). Has a wealth of management experience in the field of insurance and finance (more than 15 years). Served as an economic adviser and a deputy chairman of the board at large banks. Also, occupied other key positions at major banks.



Maxim Kozlov 
CTO & Chief crypto officer

Head of the Denim service development team since the launch of the product. Head of IT-department in Mainex, an international company. Develops the solutions for an automated documents creation for customs control in different countries, experienced in financial management and analysis.

Moreover, he has experience in developing web services and management of IT projects of over 6 years. Maksim has two diplomas with honors in the field of "Automation of technological processes". He is currently writing a thesis on the use of intelligent and adaptive control systems for technological processes. Author of several scientific publications on this topic



Elena Platonova
CMO



Works in Internet marketing since 2006. Started with the advertising of online games, then moved to online dating. For more than three years she worked as a deputy director of the marketing department of the dating service Mamba (the leader in its segment in the CIS). Served in a similar position at Wamba dating service (international version of Mamba).

PhD in Cultural Studies (thesis: «Internet advertising as an object and subject of cultural creation»).



Dmitry Starostin
Product director



Head of Denim Design Service Group. In the recent past, the leading UX/UI designer of the largest Russian IT holding mail.ru Group. Has a rich experience (more than 15 years) in the field of Internet design. Has run a large number of projects in this field. He went from being a web designer to becoming head of department in major technology companies.



Eugeny Alferov
Traffic Manager



Has work experience in Internet marketing of more than 10 years. He held executive positions in major web studios. The developer of open and closed systems for marketing automation. He advised a number of companies, including key St. Petersburg media and many others. Successfully implemented several hundred strategies in the field of Internet marketing.



Oleg Gervalov
PR director



Graduated from Faculty of Journalism, Lomonosov Moscow State University. He has profound experience in political management and PR. Oleg has served as Chief Press Officer of several federal political parties and government agencies. Moreover, he has supervised media relations in several nonprofit organizations and investment companies. Oleg has also worked as mass media editor-in-chief.



Dmitry Gritsenko
Localization project manager



Choi Woosong
Community manager



Mikhail Dubovitsky
Traffic Manager



Stepan Zolotukhin
Web developer



Artem Balyasnikov
App designer



Advisors



Dina Vukmanovic, Los Angeles

Dina Vukmanovic is an attorney with over 15 years legal experience with emphasis on electronic discovery, information governance, and data privacy. She holds law degrees from UC Davis, CA and Kazan Federal University, Russia, and she is licensed to practice law in both jurisdictions. Since 2010, as a member of KPMG LLP's U.S. Forensic practice, Dina has been advising clients on complex litigation and investigation matters involving electronically stored information (ESI).

On multiple occasions, she has successfully navigated international privacy law challenges and developed strategies for multi-jurisdictional data management and attorney reviews.

As an active member of the community, Dina serves on the board of Disability Rights Legal Center, a non-profit advocacy organization committed to protecting civil rights of people with disabilities.

Dina's wealth of experience offers attention to detail, outreach, and analysis in different regions of the world. She provides distinguished leadership, support, and insight to help guide the DateCoin activities



Greg Thain, UK

An experienced entrepreneur and investor, he has 40+ years of experience in doing business worldwide, including retail, banking, FMCG, real estate, e-commerce and many others. Greg has worn many hats in his career, with a track of success in fundraising, capital markets, mergers and acquisitions, corporate finances and corporate due diligence. He has participated in 10+ IPOs, and 30+ mergers and acquisitions deals. Greg has also led several big companies, including 4 publicly-listed. For the last 25 years he has been active at emerging markets, focusing on Asia, Middle East, Russia and CIS (Commonwealth of Independent States). Greg authored several bestsellers, including 'Store Wars: The Worldwide Battle for Mindspace and Shelfspace, Online and In-Store'.



Greg Limon, Toronto

He has vast experience in business including real estate, hi-tech, medicine, law and many others. Launched two successful ICO (in partnership). Founder of Canada Capital Group Inc., co-founder of FlyerDrop, MegaMiner, and Planet Partners (consulting). Business partner of the mining farm and the mining equipment seller.

He is consulting 10+ ICOs.



Ken Tachibana, Japan

MBA Finance, UC Berkeley Haas School of Business

His passion is brainstorming and integrating impactful ideas on FutureSmartTech, top 1% talents, high performance and creative organizations, and strategic and innovative financing accessing integrated capital markets, i.e., Public/ICO/Venture Funding through Blockchain Infrastructures.

Currently Engaged in Cyber Exec Retained Executive Search, focusing on FutureSmartTech Focused on Impactful and Socially Relevant Business/FutureSmartTech Advisory and ICO, especially for Top 1%, provide Seed and Pre-sales Funding, Global, ICO, Japan ICO, Post ICO and Executive Search etc. Has strong advisor experience in International ICO leading (Extravaganza International (Japan ICO Marketing), Tokyo and Silicon Valley KickICO's Japan portion and others).

Co-founder of Numerous Influential Silicon Valley Firms.



Stan Milc, Barcelona

Introduces himself as ideas generator capable of making dreams to come true. Business partner of caviar House and Canada Capital Group Inc.Co-founder of FlyerDrop, MegaMiner, and Planet Partners (consulting). The latter company has the offices in key European capitals, the United States, and Canada. Business partner of mining farm and mining equipment seller.

He is consulting 10+ ICOs.



Seul Lee South, Korea

Vice President of Sales & Marketing at ATARAD (Korean ICO agency). She is an experienced Korean Marketer, that is aware of Korean culture and traditions. Thus, she is familiar with optimal ways to enter and share Korean Market. She is currently consulting and marketing several ICO projects, to increase its exposure among Korean Investors.



Alexander Shulgin Adviser & Early stage investor

Alexander has more than 15 years of investment and venture capital experience, effectively manages GRUPPA KOMPANIY FAMILIA, which specializes in investments in the blockchain, new media, publishing, and entertainment industries. He is one of the world's leading experts in such areas as the transformation of the world economy, the creative economy, Blockchain technology and the MES sector (media, entertainment and sports). He is a respected expert in the crypto world, investing in many leading companies in this industry. Alexander advises many crypto companies, ICOs, and regulators. Alexander is a member of the Expert Council under the Prime Minister of the Russian Federation (he covers IT and digital sector). Awarded the Order of the Medal «Professionalism and Business Reputation». He found and running Rasia Capital - investment boutique with focusing on Asia .Alexander successfully established rASiA.com - networking platform for media and innovators. Moreover, Alexander is a unique multi awarded Russian Siberian composer with more than fifty N1 hit songs, who successfully combines creative work with business.

**Gene Massey, USA**

Serves as MediaShares CEO, the consulting firm that offers innovative solutions for fundraising via online marketing. The company owns CinemaShares, a company eligible for cinema production and crowdfunding (U.S. Patent 6,792,411). MediaShares also owns GamesShares, BroadwayShares, RacingShares, CelebrityShares, DerbyShares, and FormulaOneShares domains and is eligible for online fan-financing. Previously, Gene worked for seven years with Ely Callaway, Chairman of Callaway Golf, having produced 400+ TV commercials to advertise «Big Bertha» golf clubs. Gene Callaway joint efforts resulted in total sales increased from \$21 million to \$843 million.

**Kate Korolkevich, Russia**

Kate has almost 20 years of diverse experience in doing business and financial consulting for the leading financial institutions in the USA, Russia, UK and other European countries. She has successfully established global contacts network and long-term relationships with institutional investors, hedge funds, private equity funds. Through her career, Kate hold several executive positions, including Director of International Sales and Trading at MDM Bank and Senior VP Equity Sales at Glitnir Securities(Moscow branch). Prior to her career in finances, Kate was a part of Deloitte consulting practice in New York, worked for fast-growing US telecom company TelX. In 2009, she has founded a NY-based consulting firm Galatea Capital Advisors.

**Aleksandr Moiseyev, Russia**

Researcher and developer of artificial neural networks. For 20+ years he collected and carefully analyzed research in the field of human thinking and natural neural networks, keeping pace with information technology and electronics. Alexander has a rich experience in solving complex problems in the analysis of a large amount of data using the latest and own developments. His strong point is understanding the problems and needs of real business, which allows him to soberly apply solutions based on artificial intelligence in key business locations.

**Emi Wada, Japan**

Crypto Research Co., Ltd - Executive Director
Dynamic relationship with passion for crypto economy. Experience for supporting ICOs over \$100mln class and also the expert of PR & marketing for Japan market



**Yuto Abe, Japan**

He is promoter and marketer of promising ICO projects in Japan. He manages crypto-currency investment communities with 20k+ members, further has multiple media for example LINE@ and YouTube, and the number of subscribers to his channel exceeds 10,000. Also, he is the expert of business-to-business matching and propose the use of the ICO scheme for companies that want to raise funds.

**Jay Lee, Korea**

Executive Vice Chairman, Korea Marketing Association, Advisor, Korea Tourism Organization, Advisor, Korea, National Pension, Board of Directors, Coreana Cosmetics, Ph. D in Marketing, Ph. D in Arts, 3M & Imation Global management, Adjunct Professor, Ewha Womans University

**Kent Kim, Korea**

Amble is a Blockchain and cryptocurrency community that provides a study opportunities for Korean public twice every week and organizes Amble Meet up every month. Dragon forum is a global CEO community designed for networking and collaboration on various projects, as well as matching investors and companies. Works with UN, governments and companies around the world. He authored 16 books.

**Xiaochen Zhang, China**

Xiaochen leads the design and implementation of FinTech4Goods's strategy which aims to introduce impactful fintech and blockchain solutions to frontier markets through incubation, acceleration and investment. He brings more than 16 years of thought leadership and global experience to build impactful solutions and scale up innovative ideas in North America, Africa, Latin America, Europe and Asia. He is the co-chair of the Global Digital Economy Hub and serves on the Crowdfunding Professional Association Board of Directors, as a senior advisor of the China Social Entrepreneurs Foundation, Inter-America Development Bank and many blockchain start-ups. He is also a co-chair of several blockchain labs and a producer of the FinTech in China show and the Blockchain Million Show. Prior to FinTech4Good, Xiaochen advised government agencies and multinational organizations on innovation, emerging technologies, and investment in positions at the World Bank, United Nations, and other international partnership platforms. He also taught innovation and venture building at leading business schools and served as mentors for many innovative businesses.



IK Song, Korea

Dr Song is dealing with Blockchain, Coin & token investment, ICO, coin distribution Alternative Investment:, including hedge funding, real estate, private debt, private equity & VC, infrastructure, energy, and M&A. He has an access to 100K+ angel and individual investors and 2K+ Korean institutional investors who are actively looking for overseas investment opportunities. Ik is a full-time fund manager and head of global alternative investment.

He also teaches Investment and M&A and Management of Technology (MOT) at Korea University. MOT is a graduate level class, that provides in-depth knowledge and skills for prospective managers in private and public sector companies . Organizer at Hotcoin Investment Festival, Founder of Hotfund Investment Advisory.



Wang Qin, China

Overseas Blockchain CEO, China Blockchain Alliance Club Guest Lecturer, China General Counsel of the World's First Blockchain Game kingslayer. Served as Dean of the MGCoin Group Business School. Successfully planned and operated the Private placement and secondary market operations of eight encrypted digital currencies such as MGC, SIN, EVH and LTW. Successfully developed more than 100 sets of courses including «A brief talk on Blockchain», «Past and Present of Bitcoin», «How to Make Money from 10 thousands to 10 million», and «History of the Development of Top 100 Major Currencies».



George Lebedev, Russia



Maxim Kudrin, Russia





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