



V1.41

DISCLAIMER



PLEASE READ THIS DISCLAIMER SECTION CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL AND PROFESSIONAL ADVISOR(S) BEFORE PROCEEDING FURTHER.

This whitepaper details the plans of Boogle Group Limited (the “Company”) and its affiliates (together, “Boogle”) for developing a blockchain search engine powered by the community and using blockchain technology (the “Platform”). Certain information set forth in this document, to the extent that it does not relate strictly to historical or current facts, constitutes “forward-looking statements”. These statements may be identified by the words “may”, “will”, “could”, “should”, “would”, “believe”, “expect”, “anticipate”, “estimate”, “intend”, “plan”, and other words or expressions of similar meanings. Although such statements are based upon what Boogle Group Limited believes are reasonable assumptions, no guarantees or assurances are provided that such statements are accurate, as known and unknown risks and uncertainties (including but not limited to internal and external forces within the cryptocurrency and blockchain industry such as legal regulations) may cause actual results in future periods to differ materially from any projections of future performance or result expressed or implied by such statements. Such statements are not guaranteeing of future performance and undue reliance should not be placed on them. Nothing in this document should be treated or read as a guarantee or promise of how the Boogle Group Limited business or Platform will develop, or the utility or value of the Platform.

This document outlines the current plans of Boogle Group Limited and could change at its discretion. This document has been created for informative purposes only. Boogle Group Limited makes no representations or warranties (whether expressly or implied), and disclaims all liability arising from any information contained herein. The Platform’s ecosystem includes a wide range of participants executing different roles, and Boogle Group Limited shall not be held liable for these individual actions. The participants shall take full responsibility for the compliance with statutory requirements applicable to them, and shall hold Boogle Group Limited harmless against any losses, damages or costs the participant suffers or incurs arising out of, relating to, or in connection to such actions.

This document does not constitute an offer or sale of any part, whether as a separate component or in whole, of the Platform.

The Boogle token (“BOO”) is a crypto-token developed by Boogle. The BOO token is not intended to constitute a security in any jurisdiction. This document is not a solicitation for investment in securities and does not pertain in any way an offering of securities in any jurisdiction. Ownership of the BOO token does not entitle the holder to any rights with respect to Boogle Group Limited or any other entity or business. Purchase of the BOO token is final and nonrefundable. All participants should carefully weigh the risks, costs and benefits of acquiring BOO tokens before participating in any token sale or swap. If you are not in the position to accept or understand the risks associated with the purchase or swap of the BOO token (including the risks related to the Platform), you should consult with your legal or professional advisors. You are not eligible and shall not purchase the BOO token through any token swap or sale campaigns if you are a citizen or resident (tax or otherwise) of:

- 1)The United States of America or its territories; or
- 2)Any country, state or territory where the purchase of cryptocurrency is prohibited.

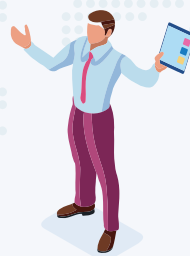
By purchasing the BOO token or engaging in any token swap for BOOs, you represent and warrant that you are legally permitted to do so and assume all responsibilities for complying with applicable laws and regulations.

ABSTRACT

Boogle is a decentralized global network blockchain search engine for users to gather any information they want. Engineered with simplicity, high security and cost-effectiveness, our fast and stable blockchain technology allows all users globally to leverage and benefit from this revolutionary platform.

boogle

CONTENTS



Introduction.....	5
What exactly is Boogle?.....	5
Problems/Solutions.....	7
Challenges of the Current Internet Landscape.....	7
The Current Internet Market.....	7
Network Neutrality.....	7
Unique Positioning of Boogle.....	8
Our Business Model.....	9
Features of Boogle Blockchain.....	9
Blockchain Messaging.....	9
Decentralized Exchange.....	9
Boogle End User Benefits.....	10
Boogle User Interfaces.....	11
Boogle Retail Payment.....	12
Boogle's Partner – Advertising Franchising Model.....	13
Boogle Advertising Platform.....	13
Boogle Core Advertising Models.....	13
Boogle Boo Coins Burn-per-Click Internet Marketing.....	14
The Boogle Guarantee.....	14
Boogle Proof of Work Mining.....	15
Boogle Token Specifications.....	15
Boogle Token Allocation.....	16
Boogle Token Participation.....	16
Who can Participate?.....	16
Private Sale.....	16
Boogle Private Sale funds Allocation.....	17
Token Sale.....	17
Why Become Boogle's Partner?.....	18
Timeline.....	19



INTRODUCTION



Boogle is a decentralized global network blockchain search engine for users to gather any information they require. Users that use the search engine platform will be rewarded with Boo tokens whenever they perform any search or click on any advertisement.

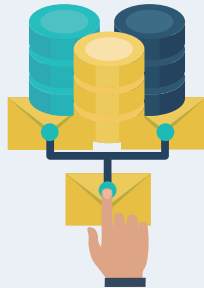
What exactly is **BOOGLE**?



Blockchain
Search Engine



All data, ranking and
search data will be stored
on the blockchain



Current Pay-per-click
module will be replaced by
Boogle's "Burn-per-Click"
which means burning of
Boo tokens



Ads posters will reward
Boogle users when they
search and click a link of
the Ads poster



Miners will earn Boo tokens
when they own the node of
Boogle to support the crawling
of data and also act as the HDD
of the Boogle search engine

MISSION & VISION

We strive to empower the blockchain community through advanced technology and a secured and reliable platform.

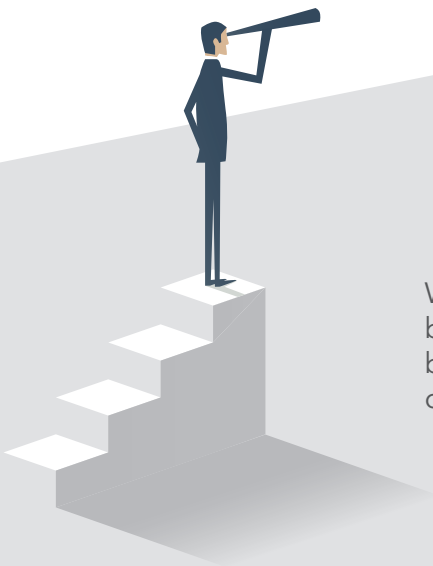
Boogle is a blockchain search engine. We believe that by creating a blockchain search engine, we will help the world to search for whatever is needed without being filtered by a centralized organization.

Boogle is a platform providing all the necessary information about technology, to be simple enough for end users to understand.

Our main mission is to reach out to the world with a new concept search engine powered by blockchain in which the public can benefit from by getting true information. Our revolutionary technology will make the world a better place.



MISSION



VISION

We aim to be the world's largest blockchain search engine powered by the blockchain technology. At Boogle, we believe that the internet belongs to the world and all data should not be kept by one person or organisation.

PROBLEMS/SOLUTIONS

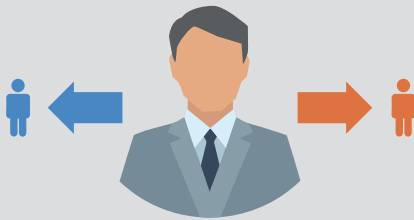
Challenges of the Current Internet Landscape



1. More users now than ever before
2. Netflix accounts for ~30% of internet capacity at peak hours
3. ISPs want to charge content providers (Netflix, Youtube) for using so much of the internet's data
4. Users are forced to use fixed services
5. Peer to Peer technologies are being blocked
6. All online activities are being monitored

The Current Internet Market

Two Sided Market



Expectation – Our Internet Service Provider (ISP) is the only middle-man for all internet connections between two parties.

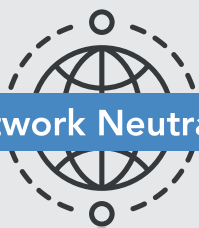
Reality – The connection is actually more complex with multiple ISPs linking to one another.

How Money flows in the internet

1. Users pay money to content providers
2. Users pay money to ISP to access these content providers
3. Between ISPs, money is being charged to one another to establish the connections from users to the content providers.



Network Neutrality



What is Network Neutrality?

The principle that all traffic on the internet should be treated equally. Internet service providers must treat all internet communications equally and not discriminate a charge differently based on user, content, website, platform or application.

PROs of Net Neutrality

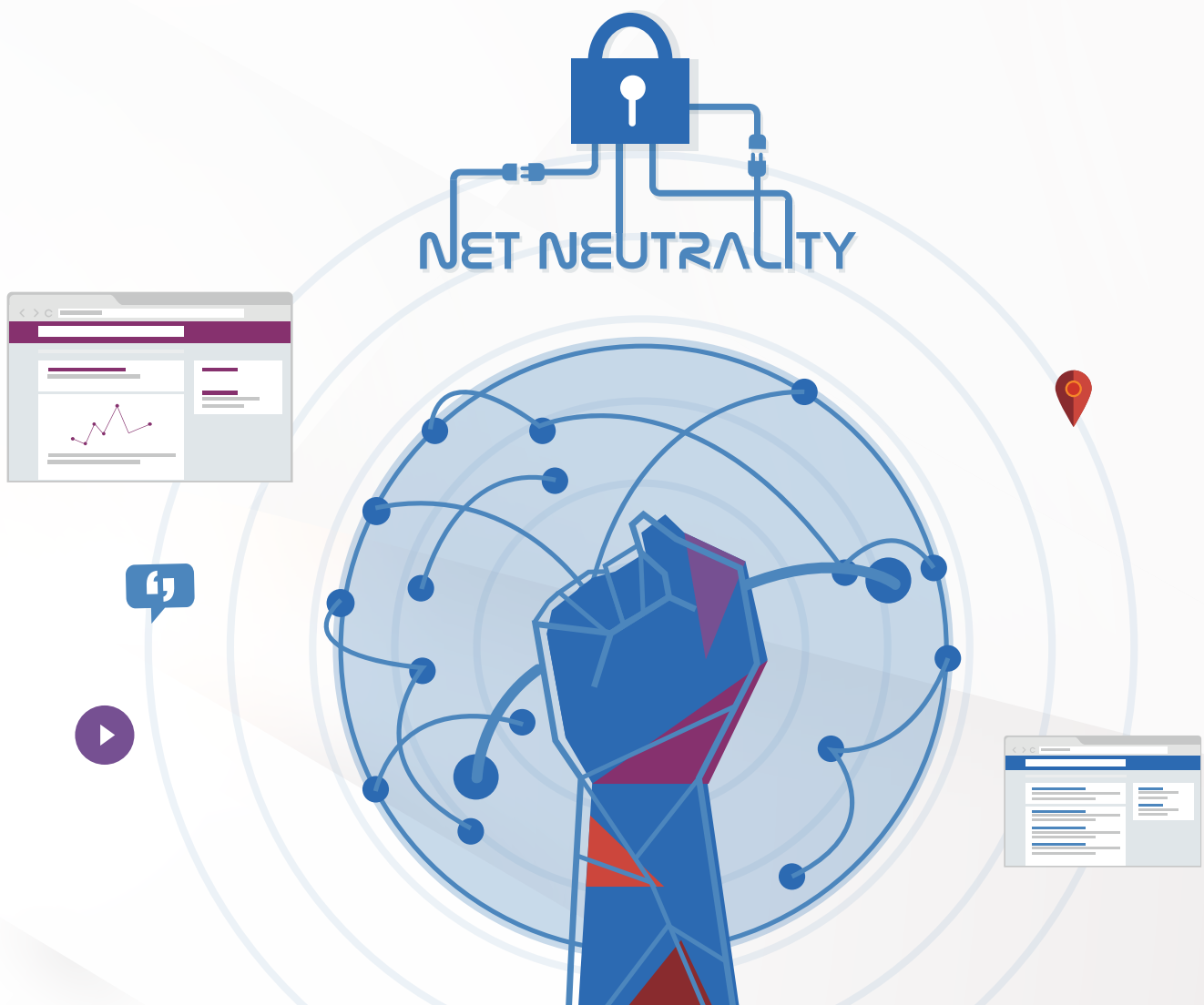
With net neutrality, ISPs may not intentionally block, slow down, or charge money for specific online content.

If Net Neutrality loses...

Without net neutrality, ISPs may prioritize certain type of traffic, meter others, or potentially block traffic from specific services while charging consumers for various tiers of service.

How do we bring about Net Neutrality and prevent ISP monopoly?

Google invites everyone to play a role in making a blockchain search engine possible whether as a users, a data storage owner or a miner.



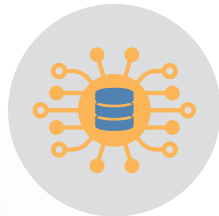
UNIQUE POSITIONING OF BOOGLE



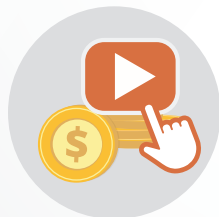
All websites are available for search, unless users and miners vote them off. Users will be able to set their keyword filtering in the node, consensus rule to filter a keyword is 40% and above



Users get rewarded for reporting inappropriate content, and incentivized for making the internet environment better.



Decentralized data analysis

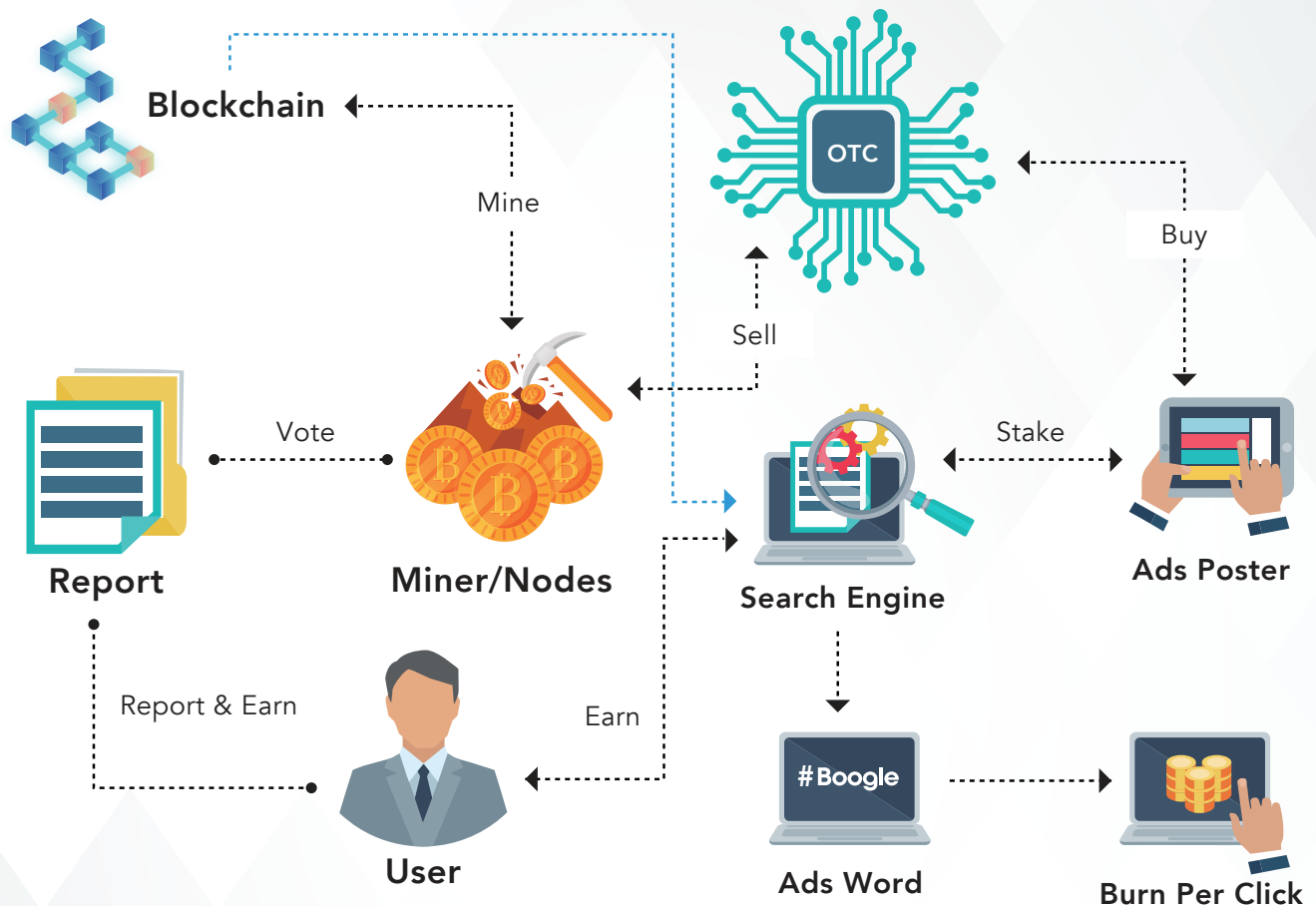


Users get paid for their inconvenience for looking at ads.



Cheaper Advertising

OUR BUSINESS MODEL



FEATURES OF BOOGLE BLOCKCHAIN



Blockchain Messaging

Similar approach as the Coin Spark protocol for Bitcoin, resulting in faster transaction speeds.



Database Synchronization

By using ordinary database indexing techniques, the transactions in this database can be analysed efficiently using regular SQL queries.



Decentralized Exchange

The per output transactional model used in bitcoin enables the creation of transactions in which two (or more) parties exchange assets safely in a decentralized environment.



Ensuring Privacy

Each participant will transact under many different addresses.

BOOGLE END USER BENEFITS



News Aggregator with pre-moderated materials

The analytical service of the project aggregates, verifies and evaluates news materials on various cryptocurrencies before providing it in a structured and clear form to the community.



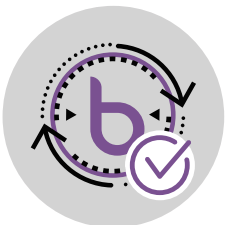
Wide range of analytical instruments

The platform allows the use of trading tools, which on traditional markets are available exclusively to institutional investors. They allow for more rational investment decisions — on the basis of objective information. Participants in the platform can learn how to use the tools in the educational centre provided.



High quality analytical reviews and educational content

Each user of the platform gets access to high-quality analytical materials and recommendations from professional consultants and experts in the field of digital assets. For the beginners, there are basic information on cryptocurrencies, trading courses, as well as materials to improve financial literacy and a number of practical measures for the use of trading instruments.



One of its kind – The Boogle Guarantee

All end users who earned their Boo tokens via Ads Clicking or normal searches can have the option to keep the Boo tokens as it is or directly convert to fiat currencies to prevent fluctuations of the token price.

Boo tokens are locked by the “Boogle Guarantee” which ensures that the lowest possible value is set at USD 0.01

35% of the Private sales funds will be used to back the Boogle Guarantee buy back.

Subsequently, this Boogle Guarantee will be backed by the Boogle HQ's funds earned from mining.

BOOGLE USER INTERFACE



Search...



Search



Continue to Boogle

bd5cba4a964f4941abcf8cc8db6ddd84599c2e7798db6be9986f

Create an Account

Sign in

Account

Address

0xEa747b1487b07E3c51A9528B191555a4f3aB27F0

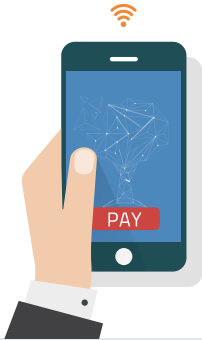
Balance

0.014000 (BOO)

Transactions

Sn	From Address	Balance	Date
1	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:14:14
2	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:13:44
3	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:13:20
4	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:13:12
5	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:13:06
6	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:12:56
7	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:12:51
8	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:12:26
9	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:12:20
10	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:12:05
11	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:11:55
12	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:11:39
13	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:11:28
14	0x7042885316E81407Fd8ab98f4ec97a04841961a	0.001	2019-02-15 01:11:18

BOOGLE RETAIL PAYMENT



While the Boo token powers most of the Boogle Eco-System, Boogle understands that participants of the Boogle Eco-System might wish to spend their Boo tokens outside the Boogle Eco-System. With Boogle Retail Payment, users are now able to spend their Boo tokens freely at any merchant or point-of-sales systems that accept traditional fiat currencies.

Advantages



- Users may spend their Boo tokens immediately at non-partner sites, providing liquidity for other internet services purchases, etc

- Boo tokens may be spent freely outside the Boogle Eco-System, increasing the Boogle Network by onboarding more merchants into the Eco-System



- Users can make use of the many partner benefits that will feature in our worldwide Boogle Eco-System.

BOOGLE'S PARTNER



ADVERTISING FRANCHISING MODEL

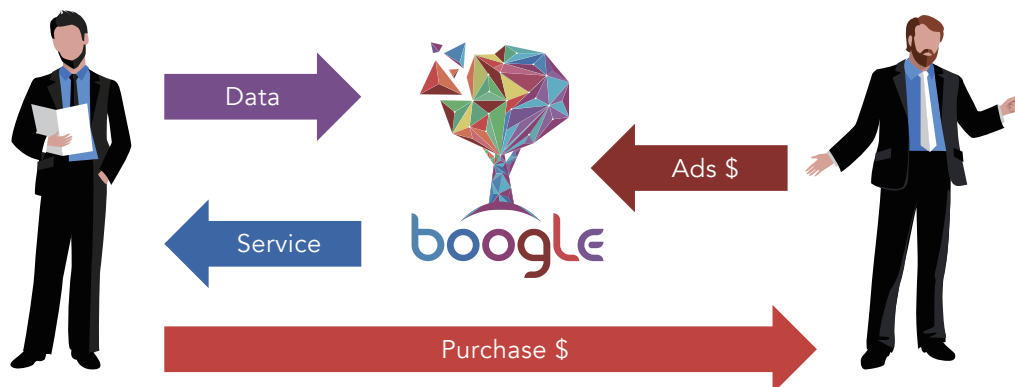
Interested parties can take up the franchise rights of Boogle in distribution of Boogle Advertising Services. Proof of Stake model works on advertising in Boogle. There is a minimum of USD 500 worth of BOO Coins required in the wallet in order to login into the ads system.

Boogle search engine is run via blockchain technology and all data, ranking and etc will be stored on the blockchain. The miners that do HDD mining for the Boogle blockchain will earn rewards from the mining.

Ads poster will require the tokens mined by Boogle's miners to carry out "Stake Posting". Pay per click module will be replaced by Boogle's "Burn per Click". Boogle provides a tool to comfortably navigate this process without any risk or hassle to rights-holders. We offer our service free of charge, and even bear the risk of legal fees.

Boogle takes a small success-related commission.

BOOGLE ADVERTISING PLATFORM



BOOGLE CORE ADVERTISING MODELS



BOOGLE BOO COINS



BURN-PER-CLICK INTERNET MARKETING



RESPONSIBILITIES OF FRANCHISEE:

- Oversee day-to-day management and operations of the franchise location
- Maintaining outward appearance, service standards and quality
- Maintaining the upkeep of Boogle Server Nodes
- Perform Compliance audits every 3 months
- Allow Staff to attend Boogle training programs
- Maintain its own marketing campaign locally
- Boo Ads are just like search engine ads in the market, where user can strategically place their ads on high viewership locations or search results with the help of BooWords (Keywords).
- Ad Users can set how much Boo tokens they wish to burn per click
 - The higher the amount of Boo tokens, the higher the visibility of the ad itself.
- Using a revolutionary "Burn-per-Click" concept, Ad users post their ads with a number of Boo tokens and every end user who clicked it gets 10% of the Boo tokens, 15% goes to Boogle HQ and the rest are being burnt.
- For example, if the "Burn-per-Click" set by Company A is 100 Boo tokens, the end user will obtain 10 Boo tokens, Boogle HQ will obtain 15 Boo tokens and the remaining 75 Boo tokens will be burnt.
- With Boo tokens being burnt constantly, this economy will result in a natural demand for Boo tokens, increasing its value over time.



THE BOOGLE GUARANTEE

All end users who earned their Boo tokens via Ads Clicking can have the option to keep the Boo tokens as it is or directly conversion to fiat currencies to prevent fluctuations of the coin price.

Boo tokens are locked by the "Boogle Guarantee" which ensures that the lowest possible value is set at USD 0.01.

35% of the Private sales funds will be used to back the Boogle Guarantee buy back.

Subsequently, this Boogle Guarantee will be backed by Boogle HQ's funds earned from mining.

BOOGLE PROOF OF WORK MINING



Boogle Mining is based on **Proof of Work (POW)** protocol and it is subdivided into two portions:



WWW PROTOCOL MINING DATA CRAWLER

The miners help the blockchains to crawl the worldwide web for the data of all websites in the internet and store it on a separate blockchain.



STORAGE MINING

After the data crawler miners are done crawling their data, the data will be passed over to storage miners to store the data in the blockchain.

BOOGLE TOKEN SPECIFICATIONS

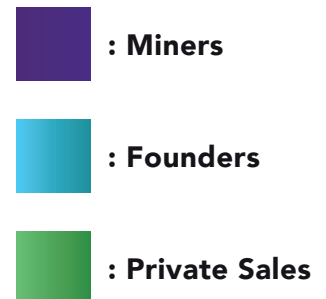
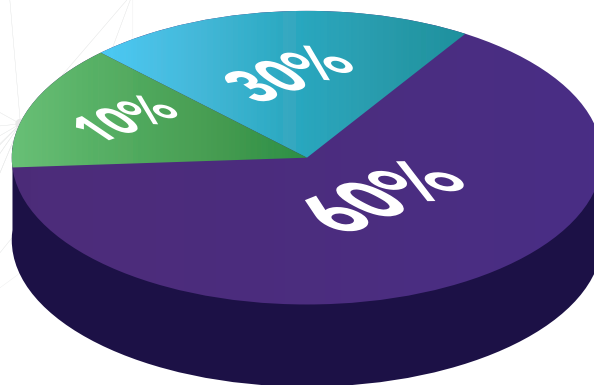
- Boogle blockchain is a fork of bitcoin.
- Boogle have a use of Proof of Stake use case off the chain.



Proof of stake or Proof of work	Proof of work (HDD & Crawling mining)
Block Size	8 mb
Total amount of BOO Coins (Genesis Block)	666,666,666,666 Boo coins (Re-issuable)
Blockchain	Hybrid (Gossip Protocol & Shading)
Private Sale Allocation (10%)	66,666,666,666 Boo coins
Proof of Work Rewards	66 Boo Coins, Halved every 6,666,666 blocks
Block Generation Time	3 seconds
Token Sales	No Pre ICO, ICO. 10% Private sales by invites only

BOOGLE TOKEN PARTICIPATION

BOOGLE TOKEN ALLOCATION

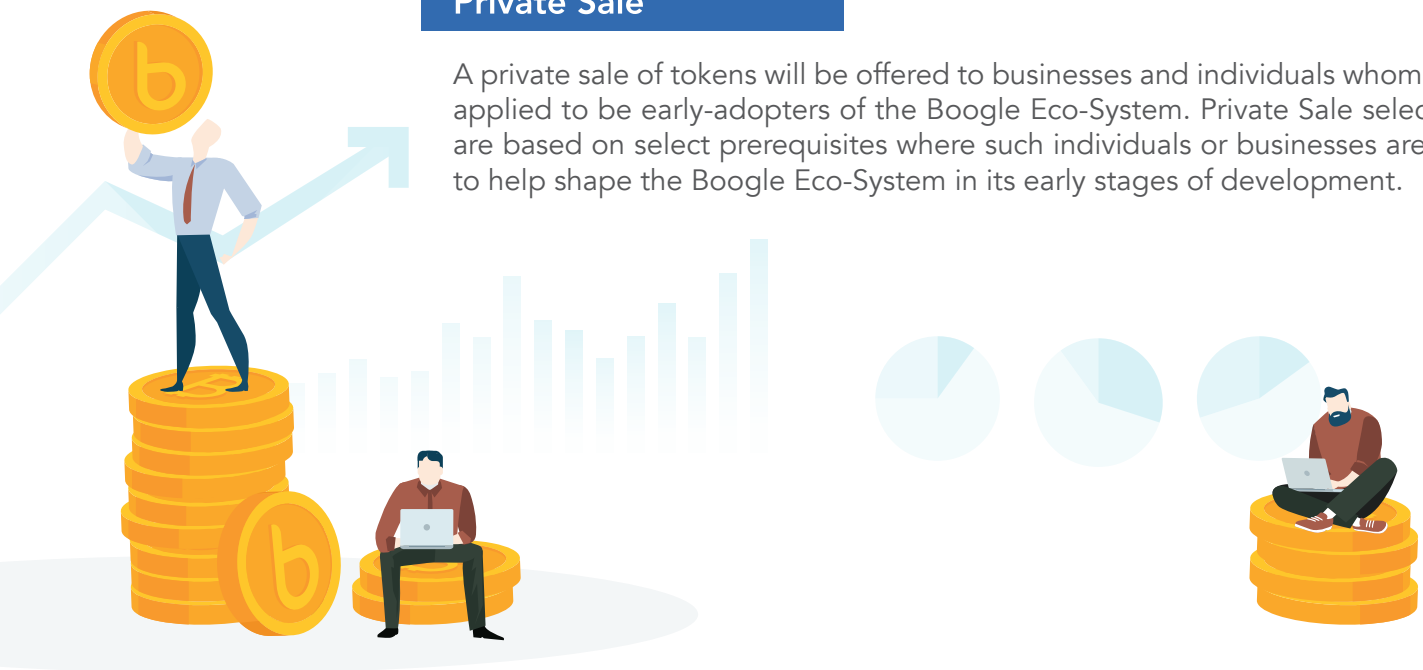


Who can Participate?

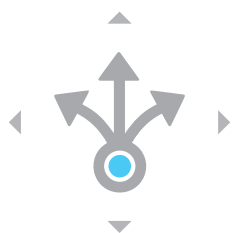
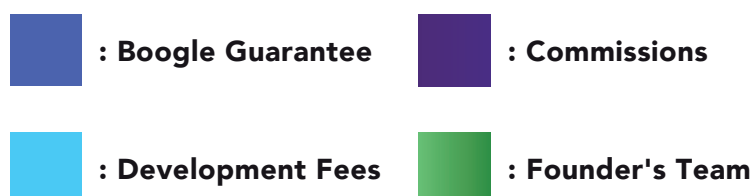
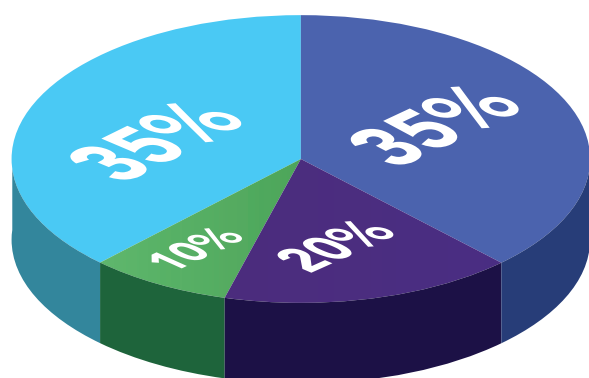
Anybody can participate in the Boogle Eco-System. However, during the initial stages once the ICO begins, only citizens whose participation in token swap or sale campaigns are not expressly prohibited in their jurisdictions or territories, may participate.

Private Sale

A private sale of tokens will be offered to businesses and individuals whom have applied to be early-adopters of the Boogle Eco-System. Private Sale selections are based on select prerequisites where such individuals or businesses are able to help shape the Boogle Eco-System in its early stages of development.



BOOGLE PRIVATE SALE FUNDS ALLOCATION



Boogle Guarantee's funds are kept in Boogle HQ's bank account at all times and statements will be shown on a quarterly basis. Commissions are part of Boogle marketing team's budget for user acquisition. Development Fees are set aside for Boogle developers, office expenses and start-up fees.

TOKEN SALE

The Token Sale stage lasts for 4 months and is completed in 4 stages. Each stage allows more interested participants to enter the Boogle Eco-System at different times.



PRIVATE SALE				
Stage	Users On Search Engine	Accumulated Sales	NO. of AD Agencies	Price
1	< 50,000	< 100 Million	< 5	\$0.01
2	50,000 – 99,000	100 – 149 Million	5 - 9	\$0.038
3	100,000 – 249,000	150 – 199 Million	10 – 19	\$0.066
4	250,000 – 799,000	200 – 349 Million	20 – 34	\$0.093
5	800,000 – 1,000,000	> 349 Million	> 34	\$0.17

WHY BECOME BOOGLE'S PARTNER?



First Mover Advantage

Be a Certified Partner of Boogle to capture the market share locally



World's First Blockchain Based Search Engine

An ideal search engine for consumers to search without restrictions and geographical boundaries



Social Contributions

Instill ICT Literacy and build/improve Telco infrastructure by Boogle to increase Digital Penetration locally



BOOGLE TIMELINE

