



# GastroAdvisor<sup>®</sup>

## Whitepaper

# Index

- (1)<sup>\*</sup> Introduction
- (2) Mission
- (3) Vision

<sup>\*</sup> The numbers indicate in order sequential chapters

## GastroAdvisor **Problems** and **Solutions**:

### **PROBLEM 1** (4)

No specialization in the gastronomic sector.

### **SOLUTION 1**

A platform dedicated exclusively to gastronomy.

### **PROBLEM 3** (6)

Check reviews / ratings.

### **SOLUTION 3**

Classic certified reviews, also certified with blockchain (bronze, silver, gold)

### **PROBLEM 5** (8)

Acquisition of new customers and system online booking.

### **SOLUTION 5**

Online booking and FORK Rewards

### **PROBLEM 2** (5)

Information overcharge.

### **SOLUTION 2**

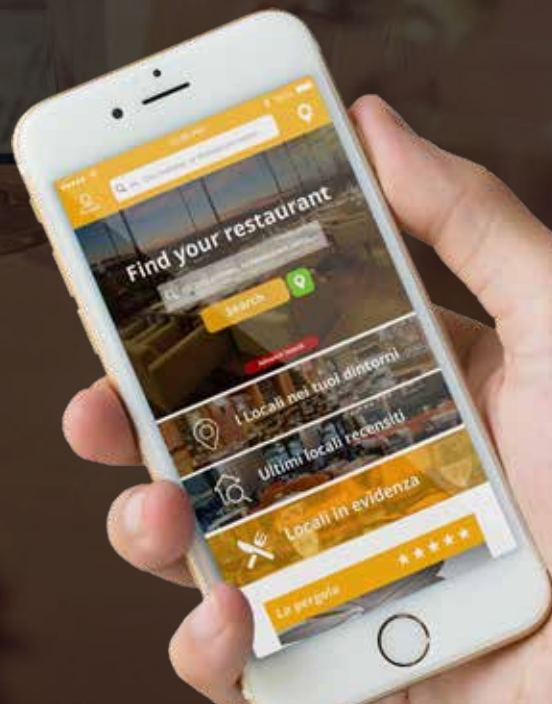
An intelligent platform that learns from you

### **PROBLEM 4** (7)

Limited allowance of Cryptocurrencies.

### **SOLUTION 4**

Targeted system for gastronomic activities.





# Index

- Web platform/mobile app (9)
- Search Engine Features (10)
- User Features Reviews (11)
- Users Features: SocialFood (12)
- Features: User Profile (13)
- Restaurant Owner (14)  
(Page Takeover)
- The Fork Token (15)
- The Wallet (16)
- Token Engine (17)
- GastroAdvisor Reward Ecosystem (18)
- Users Reward (19)
- Restaurant Owner Rewards (20)
- Token Economy (21)
- AirDrop and GABS (22)
- GastroAdvisor Support (23)
- Disclaimer (24)

\*The numbers indicate the chapters  
in sequential order

# INTRODUCTION

GastroAdvisor (GA) is a project which aims to create a platform where users can search for, recommend and book restaurants and other eateries. The initial idea for the project came about in 2016. Since then, the team has spent over two years researching in order to develop a platform that can genuinely resolve the current problems associated with the food industry online and offer effective solutions to both users and food service businesses.

GA is creating an economy based on Ethereum technology that connects users and restaurant owners through a P2P reward and payment system. GastroAdvisor wants to make it easy for people all over the world to find restaurants and bars that fit their personal tastes while also helping food service businesses to expand their online presence in the search for new customers. The GastroAdvisor token (FORK) will be offered as a reward to users who contribute to the GA community by making bookings and posting reviews, while rewards will also be granted to restaurant owners who join the community, helping to provide accurate information and also accepting the token as a form of payment.

In addition to a search engine dedicated to eateries, the platform will also host the first food-focused social network. Named SocialFood, this will allow people to discover the latest news and find out what other users are up to in just a few clicks. SocialFood will offer specific features dedicated to gastronomy, such as adding or searching for reviews, events, announcements and recipes quickly and easily.

The project originated in Switzerland with the participation of various local businesses. The aim was to create a platform that would be used worldwide. After two years of research, and with the assistance of many restaurant owners and industry professionals, we have now developed the GastroAdvisor platform. Before the PRE-ICO a MVP (Minimum Viable Product) will be launched. GastroAdvisor is currently in talks with several high-profile food service businesses with a view to signing collaboration agreements.

# MISSION

GastroAdvisor's mission is to help restaurant owners and users to improve their online experience by introducing them to the FORK token and digital currencies.

The sector is currently facing numerous problems, from the fake reviews spreading across the web to the lack of existing solutions specifically designed for restaurant owners and connoisseurs online. As of today, the main cryptocurrencies (such as Bitcoin and Ethereum) are exchanged and accepted on thousands of websites, but it is very difficult to use them for daily expenses and real-world activities.

Thousands of companies will be able to take advantage of the "Reward" system by checking the page on our site, activating the online booking service and accepting payments via FORK.

# VISION:

The difficulty facing the blockchain system and cryptocurrencies is finding a way to apply them practically in our everyday lives. We believe that simplicity is the solution.

Our vision, therefore, is to give digital currencies a real-world application. The platform will be intuitive and straightforward. In just a few steps, users will be ready to get started; they will have the opportunity to describe their experiences and let others know by means of blockchain-certified reviews. The FORK token will have a practical application: users will use it to book, take advantage of bonuses and leave reviews.

By registering on the platform, every user will have access to the (integrated) wallet and will be able to spend tokens to use the platform's features. As well as showing the number of tokens owned by a user, the platform will also display their equivalent fiat value, which will vary due to market dynamics.

We will build a reservation, payment and recommendation platform for restaurants unlike any seen before, working alongside users to offer high-quality, transparent and trustworthy information.



**Problems** detected on  
other platforms and  
GastroAdvisor's  
**solutions**



# PROBLEM

## 1. Specialising in the food sector

There are over 15,000,000 food service businesses in the world, with new restaurants opening and closing every day. There are over 3,000,000 restaurants in Europe alone. It is incredibly difficult to maintain the resulting volumes of information relating to restaurant businesses. Over the years, Google Places and many other restaurant services have tried to keep these databases up to date, but changes to opening hours, name changes, closures, incorrect GPS locations and countless other problems make it difficult to guarantee that they contain accurate information. Many of these services depend on reports from average users, volunteers and interns who attempt to maintain, verify and update this information on a regular basis.

However, average users often find themselves lost when they are visiting a new country and looking for restaurant recommendations, since they are not familiar with the local services. Currently, both Google Places and TripAdvisor offer a global restaurant search function , but these services do not specialise in restaurant suggestions.

# SOLUTION

## 1. A platform dedicated exclusively to dining out

GastroAdvisor is the first global platform that focuses exclusively on the food sector. Users anywhere in the world can add new restaurants, update company details, and edit/add other information. All these changes and additions will be analysed initially by internal software that will ascertain what is true and what is false; they will then be verified and validated by GA personnel.

In order to provide the best restaurant recommendations for our users, restaurant details must always be 100% guaranteed. Restaurants move, close and open every day. The reality is that many (if not all) restaurant suggestion services struggle to keep track of this on their own, in real time and on a global scale. However, by remunerating users for contributing, updating and approving restaurant information through the FORK token reward system, we believe that we can create an ecosystem in which information is updated instantly.

Through the GastroAdvisor platform, information on food service businesses will be constantly monitored and updated in real time by users and restaurants themselves. The GA platform will be able to scale up and adapt to changes in the market. This solves the problem of false information about restaurants and will allow us to expand our service around the world.

# PROBLEM

## 2. Information overload

In society today, the internet connects people instantly, providing answers to almost every question under the sun. However, when search services produce hundreds of restaurant suggestions, the result could well be wrong given the enormous quantity of data involved. This is particularly true in large cities. For example, a search for "pizza" in "Naples" produces over 1,000 results, many of them wrong! Many people have no doubt tried to look at every restaurant page that shows up in their search results, ending up tired or even in a place that fails to meet their expectations.

# SOLUTION

## 2. An intelligent platform that learns from you

GastroAdvisor analyses restaurant ratings, view history, likes, searches, follows and other user actions on the platform to establish people's tastes and coordinate the results within the SocialFood network.

User actions are then used by the artificial intelligence system to provide each user with feedback regarding restaurants and search results based on their personal preferences.

The goal of GastroAdvisor is to free users from the information overload that they experience with other search sites/services by using artificial intelligence to help them quickly and easily find the best restaurants that match their preferences.

The search results are personalised for each user, which means that you may get different results even if you search in the same area for the same type of restaurant.

Going back to the example of a pizza in Naples, the user will still see 1,000 places using GA's artificial intelligence system. However, the restaurants that GA considers best suited to each user will be highlighted.

When a user registers on GastroAdvisor for the first time, their recommendations will be based solely on

the information provided when registering (location and favourite types of restaurant).

As GastroAdvisor begins to learn the user's personal preferences, the recommendations will gradually become more and more targeted.

The platform learns and grows with you!

GastroAdvisor will learn each user's personal preferences.

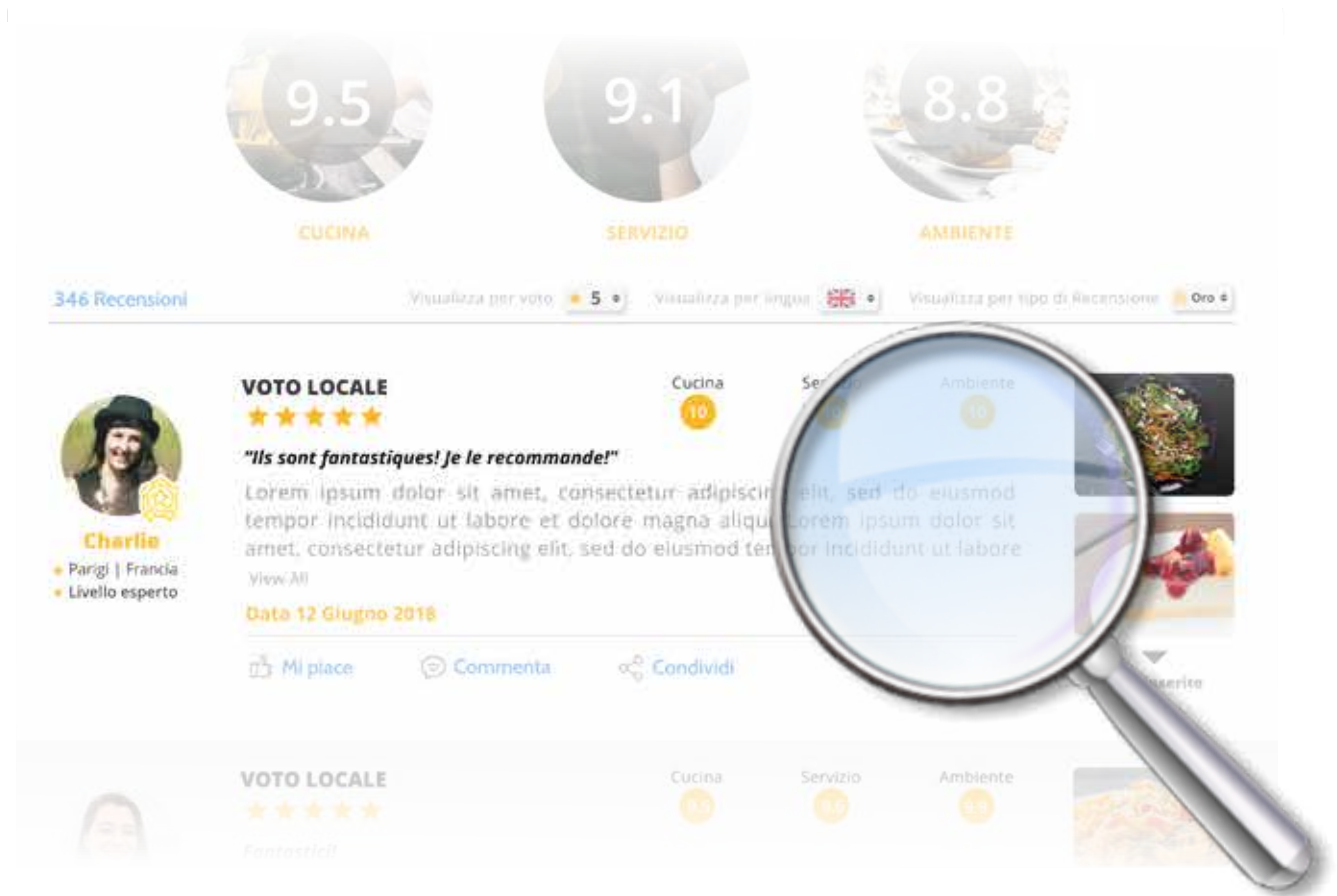


# PROBLEM

## 3. Checking reviews/ratings

Many restaurant search and review services evaluate user reviews based on a proprietary algorithm or hidden formula, while others only show vague reviews or ratings from the "best" users. These systems lead to indecision for those looking for restaurants and frustration for owners who are left "confused" by their rank or average score. Fake reviewers are a frequent source of worry for both users and restaurant owners. These reviewers can throw off a restaurant's ranking or rating by publishing falsified reviews and information that do not conform to reality.

Many people are currently trying to find solutions that allow for certified and trustworthy reviews, but thus far the results have been poor. Thousands of owners are struggling with this phenomenon on a daily basis: a quick search online reveals the problems caused by these unreliable systems, which are controlled and manipulated by the major web lobbies.



# SOLUTION

## 3. Classic, certified and blockchain-certified reviews (bronze, silver, gold)

The GastroAdvisor team has designed simple and intelligent solutions that can be both secure and transparent.

The GastroAdvisor platform allows users to review an eatery using three different levels of certification:

For all three, reviews will be based solely on individual star ratings (from 1-5) and on a score of 1 to 10 for the food, ambience and service.

### 1. Classic review - **BRONZE CERTIFICATE**

Provided they have registered, a user can review any restaurant and offer their opinion and verdict on it. However, this review will never guarantee the truthfulness of the information, but GastroAdvisor's policy will be to remove/ban fake reviewers using a multi-step certification system, while a team of experts and moderators will constantly monitor this activity, thus ensuring a great experience for users while also providing a quality service for restaurant owners.

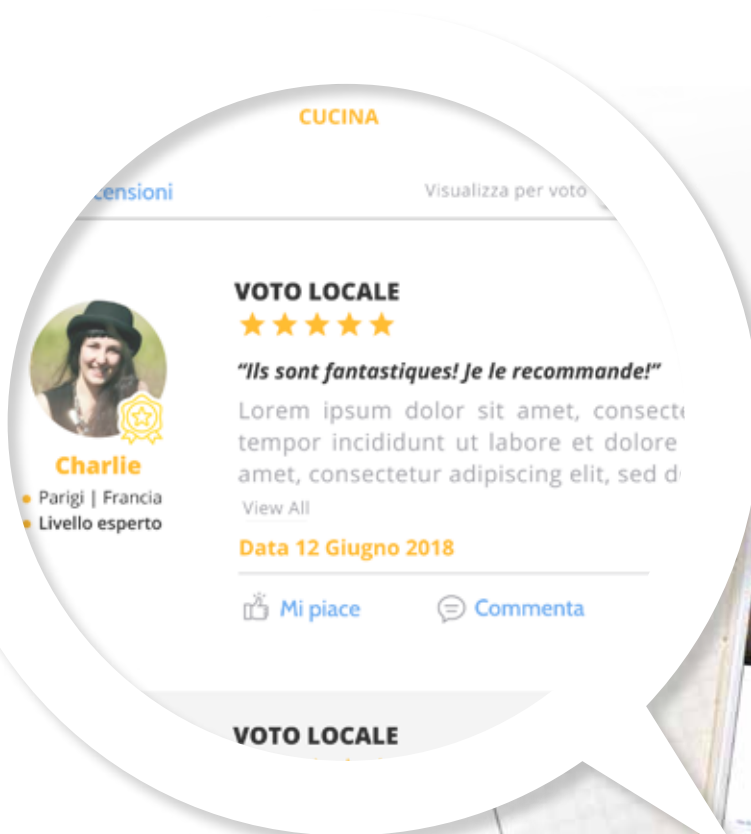


# SOLUTION

## 2. Certified review - **SILVER CERTIFICATE**

Thanks to the GastroAdvisor platform, it will also be possible to reserve a table through the app using the online booking feature.

When a user makes a booking and this booking is then confirmed by the restaurant owner, the platform will post a notification on the user's profile to let them know that they can write a review with a silver certificate. This type of review makes it easy to weed out fake reviewers, guaranteeing excellent and highly reliable reviews for users.



# SOLUTION

## 3. Blockchain Verified Review - **GOLD CERTIFICATE**

GastroAdvisor will create the world's first blockchain-certified restaurant review feature. This will only be activated for restaurant owners who accept the FORK token and other digital currencies as a form of payment from GastroAdvisor users.

After the user has made the payment, the transaction hash will be saved automatically by the GA platform via the Smart Contract. The user will then receive a notification on their profile informing them that they have the option to write a gold-certified review (available for 30 days).

When the review is submitted, the Smart Contract will make a second payment containing the reward for the restaurant owner (see Rewards section) and the hash of the first user/restaurant transaction. The fees will be paid by GastroAdvisor. The review will therefore be saved within the blockchain, making it permanently unalterable.

Any other user will be able to verify the transaction and the review (both on the GastroAdvisor platform and in the blockchain) using the transaction hash.





# PROBLEM

## 4. LIMITED ACCEPTANCE OF CRYPTOCURRENCY

Since Bitcoin was introduced in 2009, the popularity of this payment system has grown exponentially. However, this new technology is used by a very limited number of users and businesses. Cryptocurrencies can be used to make purchases in numerous online stores, but the application of this currency in everyday life is still a work in progress. With regard to the applications of digital currencies, there are various problems:

- The difficulty of applying a system that remains an unknown
- Quantity for millions of businesses. The volatility of the price.
- The legal and fiscal complexity of these currencies.

When we weigh up these problems, we can see how seemingly impossible it is to apply digital currencies in a tangible way with regard to our daily expenses (e.g. paying for a pizza or a restaurant lunch).

# SOLUTION

## 4. A targeted system for food service businesses

GastroAdvisor's goal is to show companies the great opportunities that accepting payments via cryptocurrency would bring. The idea is to use step-by-step guides that will help owners to understand and apply the system. The GA team will always be on hand to handle any request from restaurant owners, offering targeted solutions as needed.

Thanks to the dedicated restaurant rewards on offer, we can help hundreds of companies to get to know and become familiar with this new technology using video tutorials and specific guides.

Advice on the fiscal and legal workings of cryptocurrency will also be provided.

GA will also solve the issue of volatility by introducing an automatic token conversion system.

GastroAdvisor is making a real push to expand the use of cryptocurrencies in everyday life. The aim is to facilitate the acceptance of the main cryptocurrencies in food service businesses by creating a modern, simple and useful system.

# PROBLEM

## 5. Customer acquisition and online booking system

Most restaurants worldwide are battling hard to overcome the inherent problem of customer acquisition. Restaurants are constantly experimenting: not only with new ways to find new customers, but also with solutions to manage existing customer relationships. Without the time, money and knowledge to invest in a good relationship management programme, many restaurants have trouble finding regular or repeat customers.

As of today, online booking systems in the restaurant industry remain underdeveloped. Few companies are trying to develop booking systems for the food sector, achieving limited results.

Currently, restaurant owners are often faced with additional expenses or forced to turn over a percentage of their earnings.

# SOLUTION

## 5. Online bookings and rewards through FORK

Via the GA platform, each restaurant owner will be able to take over their page and manage the online booking system either individually or with our support. GastroAdvisor offers simple and user-friendly solutions to manage bookings made by users.

Restaurant owners will have full control over all operations and transactions thanks to simple, intuitive management software created by a dedicated development team.

We are planning to develop features focused on customer relations management, which will allow businesses to analyse data and apply special offers.

Registered establishments will be able to attract new users through advertising systems and packages provided within GastroAdvisor, giving restaurant owners the opportunity to reward users who have booked or rated the restaurant.



# COMPARATIVE TABLE

GastroAdvisor

Tripadvisor

Google place

Yelp

Online Booking  
System



Blockchain



Token to be  
used for services



Specialized in  
the gastronomy  
sector



Certified  
Reviews



Users and  
Restaurateurs'  
Rewards







## WEB PLATFORM AND MOBILE APP

GastroAdvisor will be available as web platform, mobile app iOS and Android. An Alpha version of the website and the app will be released at the end of the Pre ICO, Subsequently at the end of the ICO, the ultimate version with more features and developments will be released.



iOS



Android





# SEARCH ENGINE FEATURES

**1 Search among 800,000 initial restaurants in Switzerland | Italy | Germany France | Austria**

**2 Filter restaurants with ADVANCED SEARCH**

**3 Map:**

- Find restaurants on the map
- Launch directions

**4 Geolocalized:**

- Find restaurants near to you

**5 Booking:**

- Call feature
- Send email
- Book online

**6 Add restaurant**

**7 Improve/correct restaurant information**

**8 Save restaurant to favourites**

**9 Take over restaurant page**  
(see solutions for restaurant owners)



# USERS

## FUNCTION: REVIEW

- 1 Write classic review
- 2 Write a CERTIFIED review
- 3 Write a Blockchain-CERTIFIED review
- 4 Filter reviews
  - Filter by review type BRONZE | SILVER | GOLD
  - Filter by language
  - Filter by rating and no. of stars



# USER FEATURES: SOCIALFOOD

## 1 Post story (lasts 24 hours)

## 2 Post Status

- Photo | Video | Surveys
- Position Text/Link/Tag

## 3 Post quick review

- Quick restaurant search via tag
- Number of stars from 1 to 5
- Food/ambience/service rating from 1 to 10 Title | Review | Photos and videos of the restaurant

## 4 Post advertisement

Select Offering/Looking For

- Select category
- Place/Area/Distance Selection

## 5 Post event

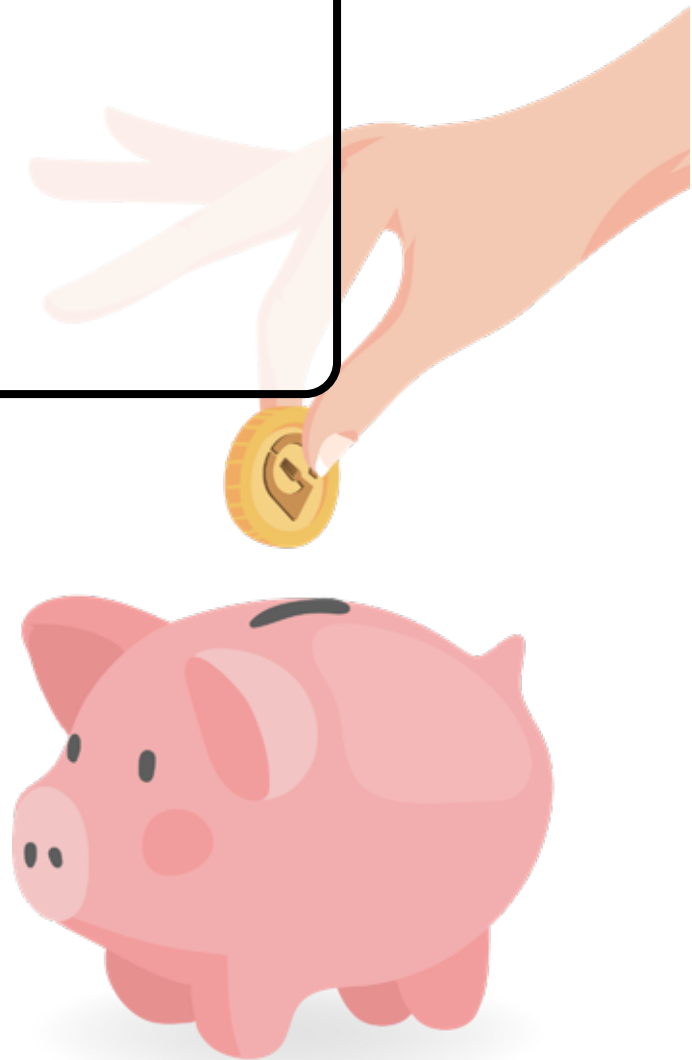
- Event Name
- Place, address Start/end date
- Type of event: free/paid Text Link and Photo

## 6 Post Recipe

- Title/recipe name General details Add ingredients Write recipe
- Select category:
- Appetisers | First course Second course etc.

# FEATURES: USER PROFILE

1. Wallet
2. FORK Token Reward Area
3. Points/credits/level/title
4. Notifications
5. Messages
6. Comments
7. Social activities
8. Favorites
9. Pictures/video gallery
10. Manage reviews
11. Manage infos
12. Manage bookings
13. Show recipes
14. Show followers





# RESTAURANT OWNER FEATURES (Page Takeover)

## 1 Wallet

- FORK wallet send/receive
- Search / view transactions

## 2 Restaurant management (tables and opening hours)

- Set opening days (1st/2nd/3rd seating/open 24h/closed)
- Set closing periods (time off/refurbishment/public holidays)
- Set opening hours
- Set tables (add/delete/combine) and seating (assign no. of covers)
- Set inside and outside floors
- Report



### 3 Bookings management

- Agenda/calendar with notifications
- Detailed info online booking (booking number, costumer's name, date and time, message including possible requests and details)
- Assign table automatically/ manually
- Manually add booking from external sources
- Email support/chat/ 24h callcenter

### 4 Manage Menu

- Add categories, dishes/products, ingredients/description, price
- Input digital menu picture/ take picture of the restaurant menu

### 5 Manage/create offers

- Activate/deactivate promotions manually or set calendar
- Set discount from 10 to 50%
- Input offer family/groups/birthdays/parties/aperitif
- Manage days/hours limitation



## 6 Manage reviews

- Visualize bronze, silver, gold reviews
- Answer the review
- Eliminate classic uncertified reviews (possible only if written by users with credit lower than 4)
- Insert in evidence maximum 3 reviews (1 bronze, 1 silver, 1 gold)
- Reward with FORK tokens your customers reviews
- Request quality and gastronomic excellence certificate, when got 88% of positive feedback, equal to 4.4 stars (minimum average of 100 reviews)

## 7 Update info

- Place name, location
- Phone/email
- Website/social channels
- Opening hours and days
- Venue type
- Cooking type
- Ideal for
- Offered services
- Time band

## 8 Gallery Management

- Input main picture
- Create folder/add picture
- Manage customers pictures
- Post pictures/video/promotional offer of your venue on the front cover

## 9 Messages area

- Write
- Outbox
- Inbox
- Archive



## 10 Store

- Customer Relationship Management CRM: record, save and modify contacts and infos. Target and geolocate, interacting with customers through automatic acquisition processes.
- Unique menu with over 100.000 recipes for new ideas
  - Unique menu with over 100.000 recipes for new ideas
  - Choice of the style (many examples)
  - Article input, products, ingredients, prices, logo, info, hours, address and contacts
  - Sending and printing of the menu, created for your venue
  - Unique management of the digital menu on your site, your Facebook page and GastroAdvisors page
- **Unique Book Online Botton:** link all your online booking from site and Facebook page to your GastroAdvisor account
- **Software and Hardware Solutions:** manage orders with simple and innovative solutions
- **ADS Create your own advertisement page:** advertise and send offers through messages to the users on GastroAdvisor Geolocate around you and select area.
- **ADS Highlight:** put your venue among the first positions on the list and stand out (many packages and settings)
- **Digital Brand Identity:** creation and management of websites, business Facebook page, email address, email marketing, web marketing.
- **Products./records office/gadgets for your venue:** business cards, flyers, banners. Posters, blackboards, showcase, roll up, pop up displays, pens with your logo etc.
- **Customized clothing:** t-shirts, polo shirts, sweaters, jackets, aprons, hat with logos and writings
- **Equipment and furnishings for restaurants, bars, hotels, pizzerias, pastry shops, ice-cream parlors.**



# THE FORK TOKEN

A token named "FORK" will be issued in order to develop the GastroAdvisor ecosystem.

The FORK token will be used within the platform as a voucher that affiliated restaurants can use to obtain discounts and benefits and to reward blockchain-certified reviews.

The FORK token is the only tool that permits use of GastroAdvisor's services (Utility Token).



# THE WALLET

- FORK will be generated on the Ethereum platform and will be an ERC20 token. With the launch of the platform, each investor will be provided with a free internal wallet\*, with the option of also using current ERC20 wallets (e.g. MyEtherWallet).
- To access the internal wallet within the platform and exchange tokens, the user must set up 2FA (two-factor) authentication through "Google Authenticator".

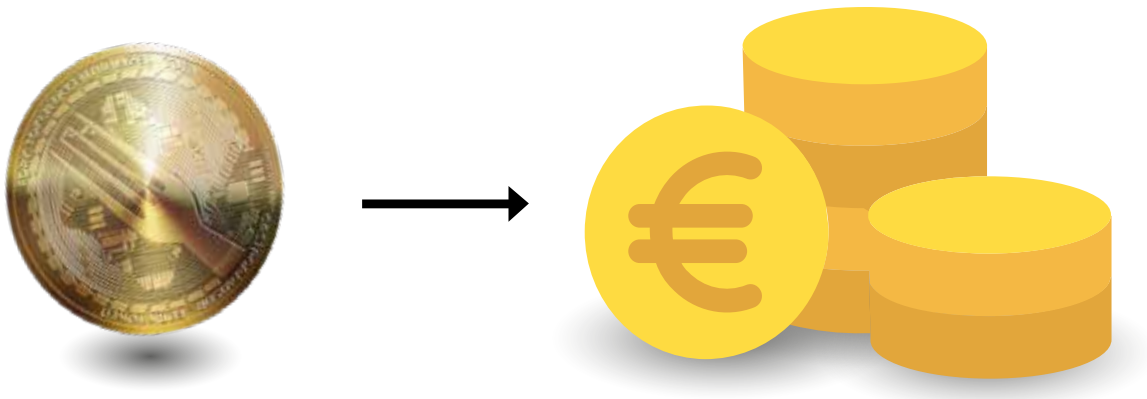
\*GastroAdvisor will not store the private keys of its users, nor will it offer a wallet management service

\*The application will be designed to include the best security standards currently available on the market



# TOKEN ENGINE

The GastroAdvisor ecosystem will allow products in affiliated restaurants to be paid for with FORK tokens.



# GastroAdvisor Reward Ecosystem

The platform also helps users find new and exciting restaurants that meet their expectations, helping them to enrich their daily lives.

Restaurant owners will be able to connect with new customers and reward their regulars. Additionally, they can manage their own information and their page independently and for free. GastroAdvisor is creating a unique and high-quality information and booking platform based on the Ethereum blockchain and the new FORK token.





# USERS REWARDS

Accumulate points, climb levels, redeem your tokens, contribute with your information, book and advise other users online.

## Search platform token rewards (guide):

<b>Classic review</b>	<b>0,5 FORK</b>
<b>Certified review</b>	<b>5 FORK</b>
<b>Blockchain certified review</b>	<b>10 FORK</b>
<b>Add pictures/videos</b>	<b>2 FORK</b>
<b>Add/correct venue informations</b>	<b>1 FORK</b>
<b>Add venue</b>	<b>2 FORK</b>

## SocialFood reward tokens:

<b>Add picture</b>	<b>1 FORK</b>
<b>Add video</b>	<b>2 FORK</b>
<b>Add recipe</b>	<b>4 FORK</b>

# RESTAURANT OWNER REWARDS

Restaurateurs will be incentivized to claim their page on the website, accept the FORK token at the counter and activate the online booking system through the Multi-reward system.

## Restaurateur Token Rewards

<b>Claim page and manage infos</b>	<b>150 FORK</b>
<b>Activate online booking</b>	<b>300 FORK</b>
<b>Counter token acceptance</b>	<b>500 FORK</b>
<b>Every silver certified review</b>	<b>5 FORK</b>
<b>Every blockchain gold certified review</b>	<b>10 FORK</b>

\*Rewards for users and businesses using GA will be available at the end of the token stock (See token distribution)

\*Note: Tokens will vary depending on the market and will be regulated through SmartContract.

# TOKEN ECONOMY

*"A study called Bocconi for Host 2017 analysed the industry's trends and development. Over 325,000 companies produce a seventh of all EU revenue. Dining out is on the rise, and high-end restaurants and street food are growing areas."*

**"The internet is being used more and more to choose where to eat."**

The aim of the GastroAdvisor team is to create an economy that is divided and linked at the same time. While on the one hand, the GastroAdvisor business will have an annual turnover thanks to advertising, premium packages and e-commerce, we will also have a token economy based on FORK and linked to the platform, which will gain visibility in turn as the project expands, as new partnerships are formed and as the number of users/clients/restaurant owners that use the FORK token increases.

The GA team will create a large community that uses the token, consequently increasing its circulation and daily use.

We are confident that the project's expansion, the number of exchanges and the volume of business will increase steadily for many years once the GastroAdvisor platform is launched.



# AirDrop and GABS

A percentage of the FORK tokens created will be allocated to an AirDrop (Distribution) programme reserved for FORK token holders.

The number of tokens to be sent to each user will be calculated using a system called GABS, which is described below.

What is GABS?

GABS stands for GastroAdvisor Bonus Score.

GABS is the points calculation system that is the basis of the quarterly AirDrop that will allow users to receive FORK tokens based on the score they have achieved.

How can a GABS score be accrued?

The GABS score will be derived from the following formula:

Total FORK in wallet (X) number of days they have been there (X) amount of content\*\* added to the platform by the user: GABS (GastroAdvisorBonusScore).

## Examples of GABS:

- 100 FORK x 1 day x no content added = 0 GABS
- 100 FORK x 1 day x 1 piece of content added = 100 GABS
- 1,000 FORK x 2 days x 2 pieces of content added = 4,000 GABS

## GABS levels:

- 1** GABS between 1 million and 4,999,999:  
FORK tokens equivalent to 1% of the tokens in the user's wallet will be awarded.
- 2** GABS between 5 million and 9,999,999:  
FORK tokens equivalent to 2% of the tokens in the user's wallet will be awarded.
- 3** GABS between 10 million and 19,999,999:  
FORK tokens equivalent to 3% of the tokens in the user's wallet will be awarded.
- 4** GABS over 20 million:  
FORK tokens equivalent to 4% of the tokens in the user's wallet will be awarded.

Keeping FORK tokens in your wallet and simultaneously producing content for the platform will increase your GABS, entitling users to the quarterly token AirDrop (distribution) and (in the future) to special discounts and promotions made available on the GA platform.



The purpose of the AirDrop programme is to encourage users to produce content while preventing FORK-related speculation for its own sake at the same time.

- 1 The system has been designed to achieve the following objectives:
- 2 Reward active supporters of the project.
- 3 Avoid token speculation.
- 4 Release extra tokens for the purchase of additional services and packages on the platform.
- 5 Increase user/platform interaction.

\*NOTE: GABS points cannot be accumulated by members of the team/advisors.

# DISCLAIMER

The purpose of this whitepaper is to present GastroAdvisor and the FORK token to potential token holders in connection with the proposed token sale. The following information may not be exhaustive and does not imply any part of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders so that they can determine and undertake a thorough analysis of the company with the intent of purchasing the FORK token.

Nothing contained in this whitepaper should be considered as a prospectus of any kind or solicitation for investment, nor does this whitepaper refer in any way

to an offer or the solicitation of an offer for the purchase of any securities in any jurisdiction. This document is not composed in accordance with nor subject to laws or regulations of any jurisdiction that are designed to protect

investors. FORK is a Utility Token. This product is not a digital currency, security, merchandise, or other type of financial instrument. It was not registered under the Securities Act, the laws governing securities of any state in the United States or any securities laws of any other country. The FORK token must not be used for purposes other than those set out in the whitepaper, not limited to any investment, speculation or other financial purposes. The FORK token is not intended for sale or use in jurisdictions where digital tokens cannot be sold or used.

The FORK token does not grant any other rights in any form, including but not limited to ownership, distribution (including but not limited to profit), reimbursement, settlement, property (including all forms of intellectual property) or other financial or legal rights other than the specific rights described in the whitepaper.

Some statements, estimates and financial information contained in this whitepaper constitute projected statements or information.

Such long-term statements and information involve known risks, unknown risks and uncertainties that may cause events or actual results to differ substantially from the estimates or results implied or expressed in these projections and statements.

The whitepaper may be modified to provide more detailed information. The whitepaper in Italian is the main, official source of information on the FORK token.

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