Business Networking. Anytime. Anywhere

Slothee

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DATA PROTECTION

General Data Protection Regulation (GDPR), which covers the protection of customers of enterprises, has been regulated by the European Union with the number 2016/679 25. GDPR compliance is mandatory for any enterprise that has been validated after May 2018 and that processes the data of people living within the European Union Borders, regardless of the enterprise whereabouts. The Slothee Platform keeps the privacy and security of the user at a maximum level and fulfils the GDPR compliance requirements. All personal (sensitive) data obtained from the user is kept on the off-chain. Wallets and users on the blockchain are matched on the off-chain. Data held on the blockchain are the executed transactions. These transactions are kept anonymous and matched with the off-chain database if necessary.

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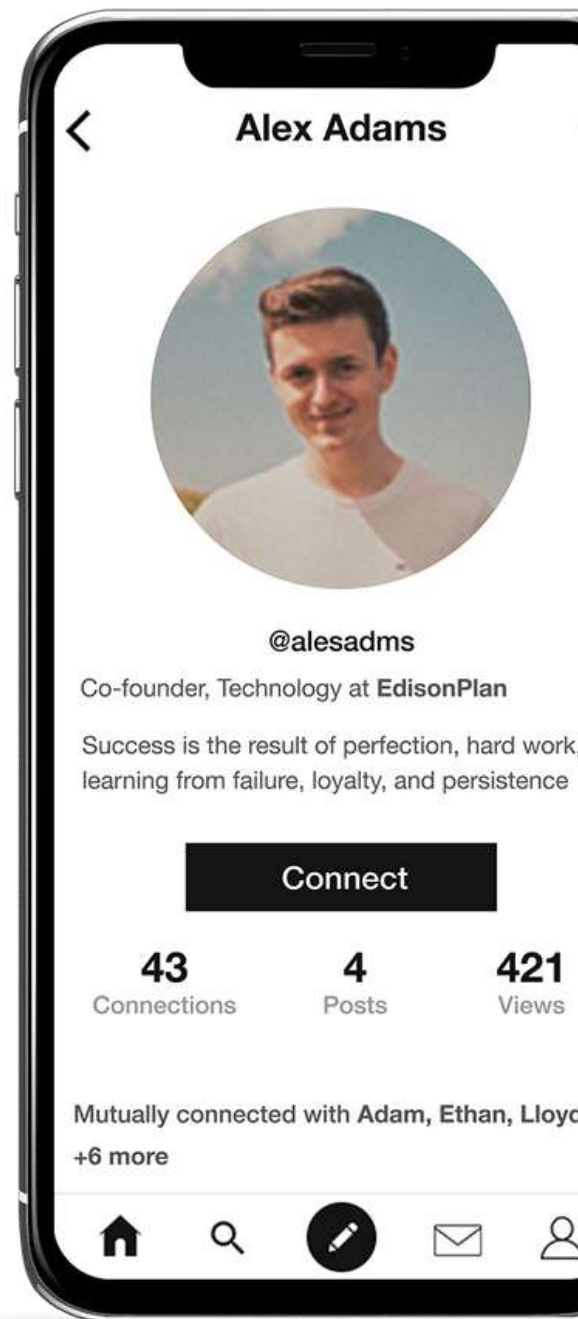
OVERVIEW

"The users of the system are C-suite, Entrepreneurs, Networking professionals, Event Managers, Freelancers, Sales & Marketing Team of every organization across the world."

SALES TRIBE'S PROBLEM

"Communication leads to community, that is to understanding and mutual valuing."

One of the strongest capacities of Humans are their ability to communicate and build a community. Wherever you go in the world, you'll see groups of people gathered together to share ideas, catch up on trivia and engaged in all forms of communication that is currently technologically possible. However, the world today lacks a technology that is exclusively available for Sales team across all organizations. These are the current issues with business networking as a result of rising dependency on technology:

1. Community networking has become secondary to crowd networking. This results in reduced product stickiness.

2. Personal networking through technology lost its charm from over automation and resulting in shallow relationships.

3. After-the-Event support is non-existent. This is an open problem technology has not addressed yet. Support after the event results converting an event into community.

SOCIAL MEDIA DATA TROUBLE

If You're Not Paying for It, You're the Product."

This quote has been going all around the internet for quite some time now. For all the free social media tools we are using, the undeniable truth is that we are paying for it with our personal information in some way or the other. In the digital media era, data is the most valuable currency and we all have become willing contributors to this social media ecosystem.

Centralized servers & Data Monopoly:

It is no secret that the convenience of smartphones is taking our social media usage to new heights. Research shows that an average the adult spends 45 minutes every day on social media. With tremendous amount of data being created and shared between users, we leave the data in the hands of a few centralized platforms giving them monopoly rights.

When these data monopolistic companies become too powerful to even influence an election, they become bigger than the Government itself. No matter how strict the policies of the Government to protect the privacy of users, these corporations are ultimately holding the keys to your data. With increasing hacker attacks and bots, there is only more room for data breach.

If companies can collect your data and make psychological insights from the data to create predictively and reactive political marketing campaigns, it clearly signals that we humans are giving up our innate right to privacy and freedom. Social media has deeply ingrained in our lives so much that no one is ready yet to give up its usage for all the dangers of the privacy breach.

When privacy in social media is becoming a matter of debate, does our free social media usage means we are being sold? Should we leave our data in the hands of few companies to decide the way it is used? Can blockchain solve the big problem of data privacy in social media?

MISSION
&
PURPOSE

MISSION

"A platform for connecting businesses without worrying about privacy issues."

PURPOSE

"Supporting businesses to grow by helping them to connect with people, boosting business presence, facilitate private communication and transfer values with the help of blockchain technology."

SOLUTION

If there is only one lifeline to any business, it is nothing but "Selling". The most important people in any business are those who sell. They are the ones who drive the business forward. The one crucial thing that keeps the sales tribe moving is their "connections".

In the age of noisy social networking, is making business connections hard? The answer is Yes and No. Yes, one can make any number of connections through various social media platforms, attending events, etc., But how deep and long-lasting are they? How many connections in your network is mutually beneficial and help grow the business?

Slothee is a revolutionary social networking platform that lets entrepreneurs and business executives to build meaningful connections to help them grow their business. Harnessing the power of blockchain technology, Slothee addresses the major concern of data security and privacy any social media user is worried about.

Can blockchain fix it all?

With Blockchain technology catching the interest of the internet, let's explore how this groundbreaking technology could take social media networking by storm.

Decentralisation

Distributed ledger concept in the blockchain ensures that the data is decentralized and no one single entity has control over the entire data. In a peer-to-peer network model using which blockchain operates, the entire data transmission is invariably reserved within the premise of the users. The entire transaction in the blockchain requires to be verified by large number of users and it is not possible for any individual user to tamper the data. Also, distributed network structure ensures there is no single point of failure, as the data is present on several nodes and a single failure cannot bring down any application.

Data Encryption

After all, the data sent within a peer-to-peer network model should hop through various nodes to reach the targeted recipient. It is obvious that the data cannot be sent in a raw text format. The most common among the cryptography is the Public Key Cryptography which is most extensively used by blockchain. Public Key Cryptography uses a pair of public key and private key to encrypt and decrypt. Using a person's widely distributed public key, it is possible to encrypt the message so that only the person with the secretly held private key can decrypt and read it.

Dark Routing

Despite the encryption, conventional networking systems still has room to view information about who is communicating to whom. For instance, Whisper protocol which operates on Ethereum ecosystem uses dark routing system to ensure user anonymity. Any piece of encrypted message sent does not contain the recipient address, rather it is sent as broadcast to every node in the network. effective.

With the help of bloom filter, node will attempt to decrypt the possible matching message and if the node has the specific private key for the message the node will successfully decrypt the message. As much as secure the blockchain looks like, how fool-proof is the technology given the fact that blockchain is still in infancy. Despite having a strong security features, the fact still remains that the private data is stored on the public network. The data once created on the blockchain becomes permanent and it becomes impossible to delete the data even when an individual wishes to. Blockchain is not free from technical barriers and limitations. However, these limitations may be addressed with more technologists coming together to make blockchain a widely accepted phenomenon. The core strength remains in the fact that the blockchain is in a perpetual state of use and replenish, the data entry points shift, and this makes it considerably harder for cybercriminals to falsify access. Traditional password protected systems can be scammed with fake passwords or identification certificates, while the blockchain moves so quickly, and is based on geographic and device agnostic, it makes it difficult for the cyber criminals to hack the network.

SOLUTION ON THE WAY

With different players collecting more and more data on the users and using big data to their advantage, it will become imperative that users will look for safer avenues. Blockchain is the way forward and in a way is truly a democratic tool that would decentralize the power and control over the data.

We are still in the early days of using blockchain in real world applications to prove the tangible benefits of the technology. With both startups and corporations showing interest in this growing technology, it is only a matter of time until blockchain technology takes over the world.

We have created a business networking app, Slothee. The app is currently in its MVP level is now live for download on Play Store. With our commitment to data privacy we are progressing to upgrade our app into a DApp based on Whisper protocol. Slothee is set to position itself as pioneers in the use of blockchain technology in the social media industry.
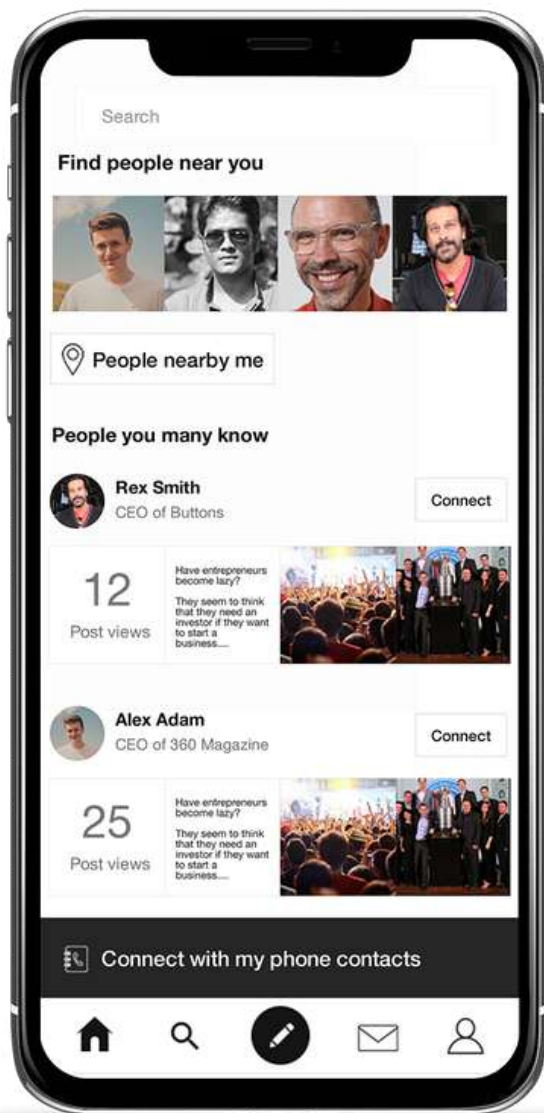
THE ECOSYSTEM

SLOTHEE'S ECOSYSTEM CONSISTS OF CUSTOMER ACQUISITION, PRODUCT ACQUISITION, KEY FEATURES (PRODUCT USABILITY) AND BUSINESS MODEL (REVENUE STREAMS). ALL THE ABOVE FOUR ARE INTEGRATED INTO INFOGRAPHICS DISPLAYED BELOW.
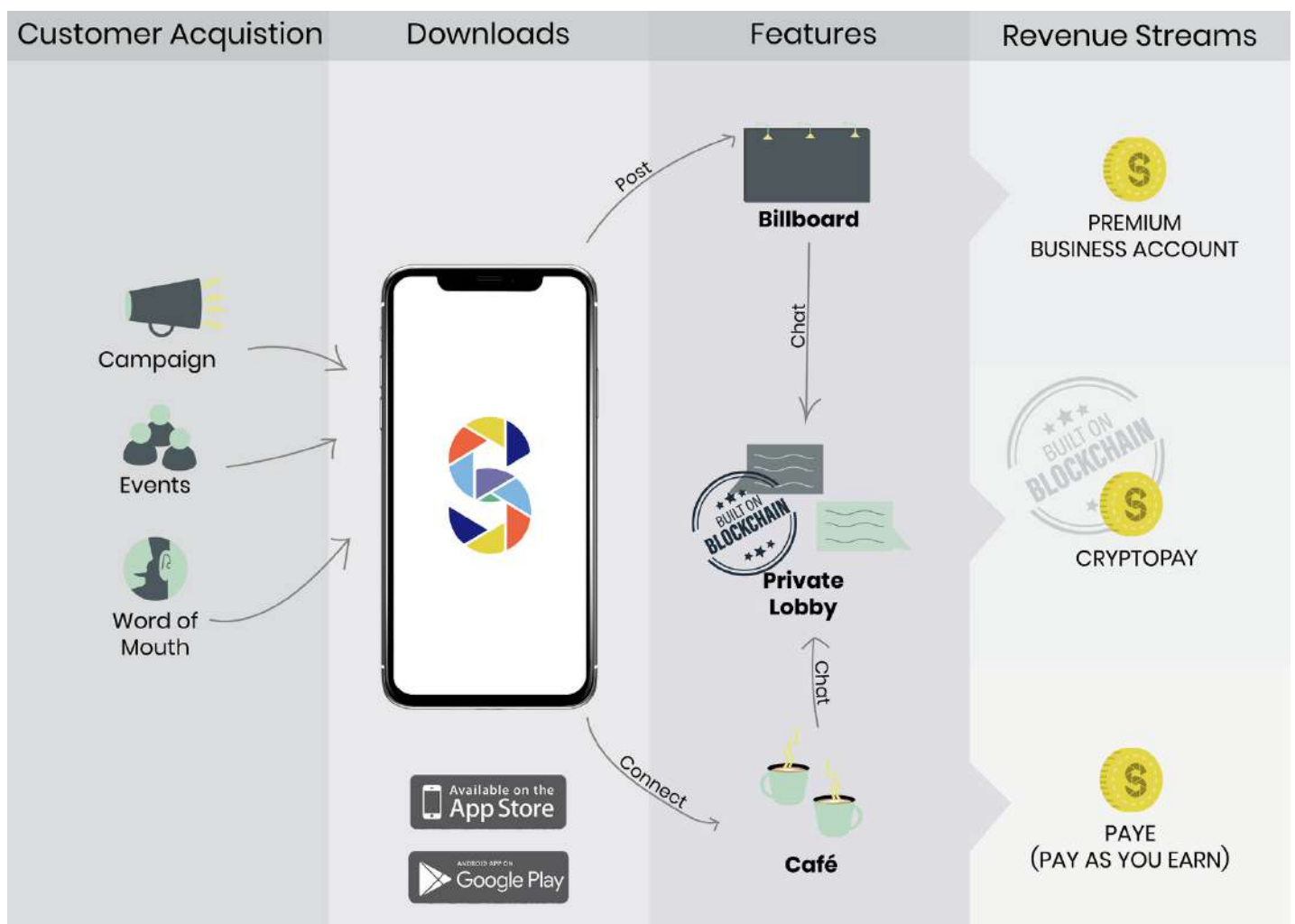
KEY FEATURE #1

CAFE

Humans are best designed to use the resources at our closest proximity but how many times do we use this to get new business connections? It is often overlooked and we seldom get in touch with the people near us.

We underutilize workshops, events, concerts, seminars and other business gatherings as we make lasting connections with hardly a couple of them.

Slothee's Café feature helps you to lead the way in connecting with numerous people at a gathering. It displays the location and information of the Slothee users in a 300 meter proximity enabling you to do business instantaneously and turning every gathering into a goldmine in the hands of a capable user.

KEY FEATURE #2

BILLBOARD

Every time you want to show good things that happen at your office or business, social media is the best way to tell the world around you but it's hard to be expressive of your emotion through a post on social media due to the discouraging metrics such as "likes" counter or number of comments and sometimes it's even more difficult for people moving up the pyramid.

We make it easier for everyone to respectfully advertise their goodness to their network and beyond with monologue driven posts on Slothee.

You can showcase the good things on the Slothee billboard without the worrying about judgmental "metrics".

KEY FEATURE #3

PRIVATE LOBBY

There has been a momentous increase in the number of complaints against privacy breach, data theft and user tracking since the boom in social media participation.

Currently, Slothee has employed technology stack similar to Telegram's where the data that is sent will be erased from its server within a stipulated time after the data is delivered to the respective/intended receiver.

In the next build, Slothee intends to upgrade the data security through moving into decentralized data transfer and storage. Slothee explored all viable options and found "blockchain" as the solution.

TECHNICAL DESIGN

"Power of blockchain will help Slothee users to be confident that their private chat data is truly private."

DAPP

Any mainstream messaging system faces major drawbacks and Slothee believes it had its time and is not reliable anymore. Listing some of the setbacks of centralized data

1. Data privacy issues
2. Data Breach and Data Theft
3. Underemployed Encryption Policies
4. Hoaxes and Fake news
5. Centralized Architecture in a company
6. Vulnerable to DDoS(Distributed Denial of Service) which results in SPOF(Single Point Failure)
7. Systematic reservation of highest authority in network

To overcome the above shortcomings, Slothee applies already tested and proven Ethereum's Whisper V6 protocol developed specifically to address these issues. With over 4 years of development, it has emerged as a promising tech for instant messaging.

Why Choose Ethereum

Slothee is utilized on the Ethereum the platform using ERC-20 technology which is public, easy-to-use, and one of the biggest and widespread blockchain platforms in the world. Ethereum has the most widespread use of utility tokens. Whether it is stock exchanges or transactions between two dynamics, all operations are held much faster than the existing banking system by the blockchain technology.

Ethereum is a decentralized network of computers with two basic functions. These functions include a blockchain that can record transactions and a virtual machine that can produce smart contracts. Thanks to these two functions, Ethereum is able to support decentralized applications (DApps). These DApps are built on the existing Ethereum blockchain, piggybacking off of its underlying technology. In return, Ethereum charges developers for the computing power in their network, which can only be paid in Ether, the only inter-platform currency.

Depending on its purpose, DAPPs might create ERC-20 tokens to function as a currency, a share in the company, for points in the loyalty program, or even proof of ownership, say, of an amount of gold or the deed to a house.

A smart contract is a computer protocol on the blockchain which technically commands the projects. In our use, smart contracts are the unchangeable agreements on how transactions are approved according to the rules written within them. They are responsible for the autonomous ruling of the system. Smart contracts basically act as the objective escrow mechanisms.

Since smart contracts can be written to define rules for token uses and for decision-making processes, a central authority is dis-intermediated. The tokens follow a list of standards so that they can be shared, exchanged for other tokens, or transferred to a crypto-wallet.

Ethereum community has created these standards with three optional rules and six mandatory ones:

Optional
Token Name
Symbol
Decimal (up to 18)

Mandatory
TotalSupply
Balance Of
Transfer
TransferFrom
Approve
Allowance

WHISPER PROTOCOL

Private Lobby Feature will be built on Ethereum's Whisper Protocol Version 6.

Whisper is a part of the Ethereum P2P protocol suite that allows for messaging between users via the the same network that the blockchain runs on. Whisper has its own benefits in comparison.

Disconnect with smart contract
The protocol is separate from the blockchain, so smart contracts do not have access.

Use case
DApps that need to provide non-real-time hinting or general communications between each other. (Small chat room).

Proven and emerging technology
Status.im is using Whisper for its chat and has an active development community.

SLOTHEE ARCHITECTURE

Initialization
The communication is initialized from Private Lobby where a user creates a topic and its content and sends it across the network to its recipient.
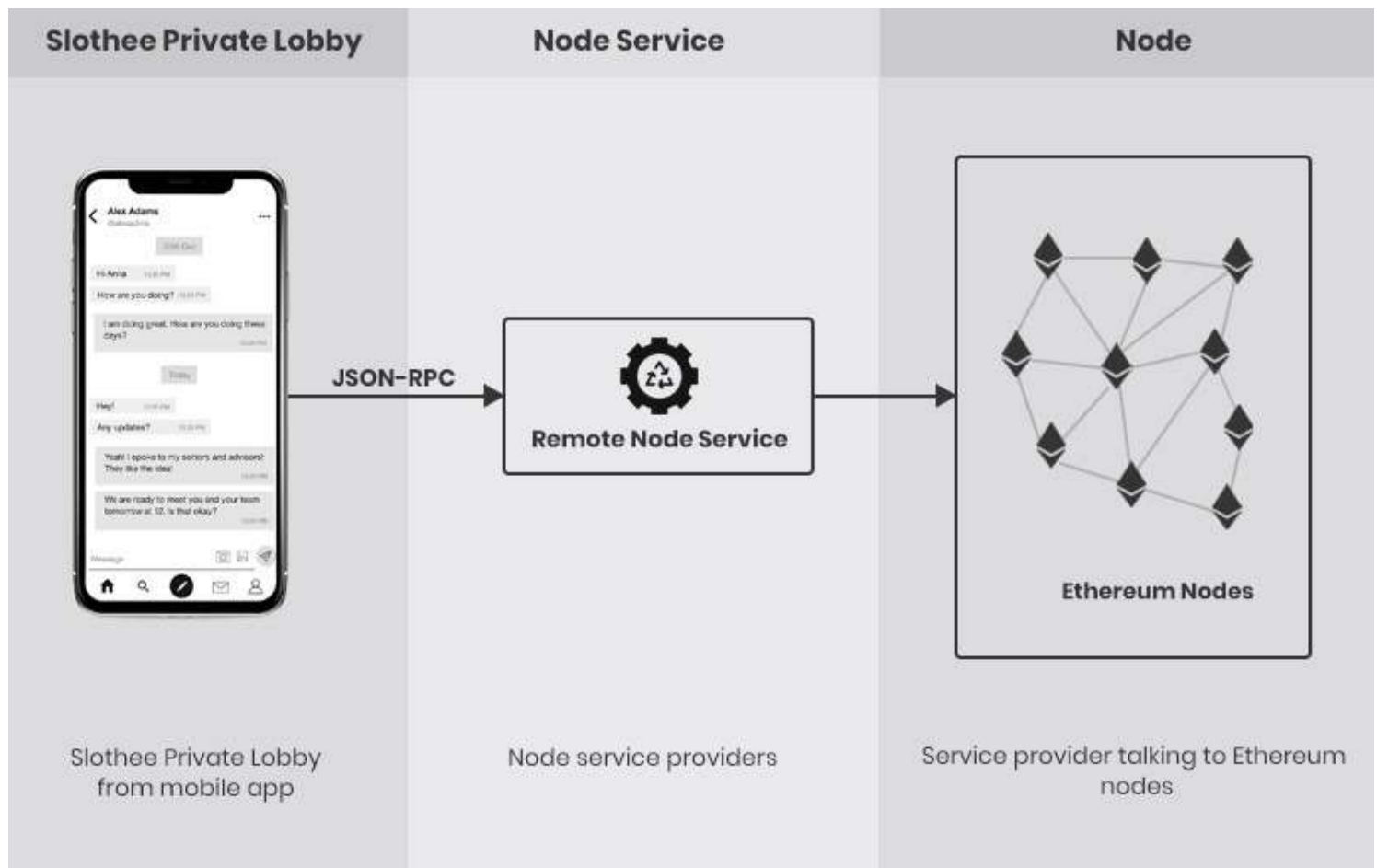
JSON-RPC
The data that is sent will be converted to the standard data transfer
format in the current internet 2.0 as JSON(Javascript Object Notation). Through JSON-RPC(Remote Procedure Call), the data is transferred to the Remote Node service providers to talk to the Ethereum's widespread nodes.

Ethereum's Nodes
Data will travel from service provider nodes to Ethereum's node and takes the same path to reach the intended recipient.

SLOTHEE API

Slothee Private Lobby | **Node Service** | **Node**

Slothee Private Lobby from mobile app | Node service providers | Service provider talking to Ethereum nodes

JSON-RPC

Remote Node Service

Ethereum Nodes

Topic Generation Module
Message creation is simply a process of an entry in DHT. To achieve it a Key and Value which in this case a Topic and Content has to be created first. The Topic generation module validates and does this before sending out the data to the network.

Interface Generic Structure & Slothee API
This is where the data sets its journey to talk to Slothee API. Slothee with the help of WEB.SHH transfers the data to JSON-RPC

JSON-RPC API
Nodes will start to transfer to nearby nodes until all the nodes have updated it DHT. This data transferred will be in JSON and uses JSON-RPC (Javascript Object Notation- Remote Procedure Call) to complete its operations.
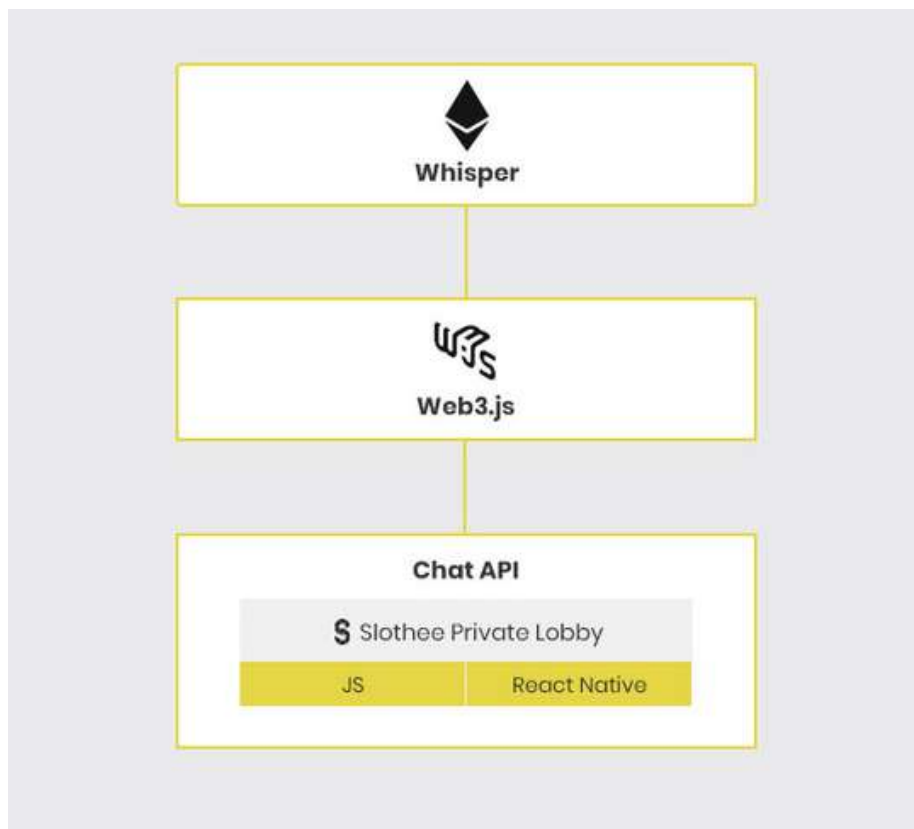
FUNCTIONAL WORKFLOW

11 step functional workflow of the Private Lobby messaging

1. User Signup
2. Unique ID Generation
3. Topic Identification
4. Create Message
5. Encryption
6. DHT table
7. Creating an entry in DHT
8. Propagating changes to all nodes
9. Updating DHT received by the recipient
10. Isolation of Value with Demanded Key
11. User receives the message

STEP 1:
User Signup
User downloads and signs up to Slothee using an iOS device or Android device.

STEP 2:
Unique ID Generation
Each user will have a unique ID associated with them. This unique identification is important in identifying the user among millions of Slothee users.

STEP 3:
Topic Identification
After successful account creation, user can get to use our features namely Billboard, Café and Private Lobby. Once the user initiates a conversation, unlike other conventional methods used in centralized server 'primary key' for identification of a topic is created for each connection.

STEP 4:
Create Message
The Private Lobby is the place to start a conversation with your connected users where you can have a conversation.

STEP 5:
Encryption
All the messages sent through Private Lobby are encrypted by default.

STEP 6:
DHT Table(Distributed Hash Table)
Unlike normal databases where all the details are stored in a centralized server by a company and duplicating it across the globe in other regions as a backup which will be repeated work and results in storage costs, a Hash Table is where it contains Key as a topic for identity purposes and Value as contents. It is also distributed so backup storage costs can be avoided.

STEP 7:
Creating an entry in DHT
A new entry where the Primary Key as a Topic and Value as the 'message' content is created for every new connection and for existing topics simply the Value will be updated.

STEP 8:
Propagating Changes to all nodes
Once an entry is made in a DHT table, it will start to propagate to nearby nodes. If a node gets an entry by this means, it will also start to decrypt the message using its private key to check if it is intended for its own node.

STEP 9:
Updating DHT received by the recipient
Either if it is intended for its self or for other nodes, it will make an entry in its DHT and propagates it to its nearby nodes thereby updating all the nodes in its network.

STEP 10:
Isolation of Value with Demanded Key
If the messages are intended for the current node, the decryption will be successful with its private key and the node can see the decrypted data.

STEP 11:
User receives the message
After successful decryption, the node can find the content and updates the message in Private Lobby and continues to propagate nearby nodes.
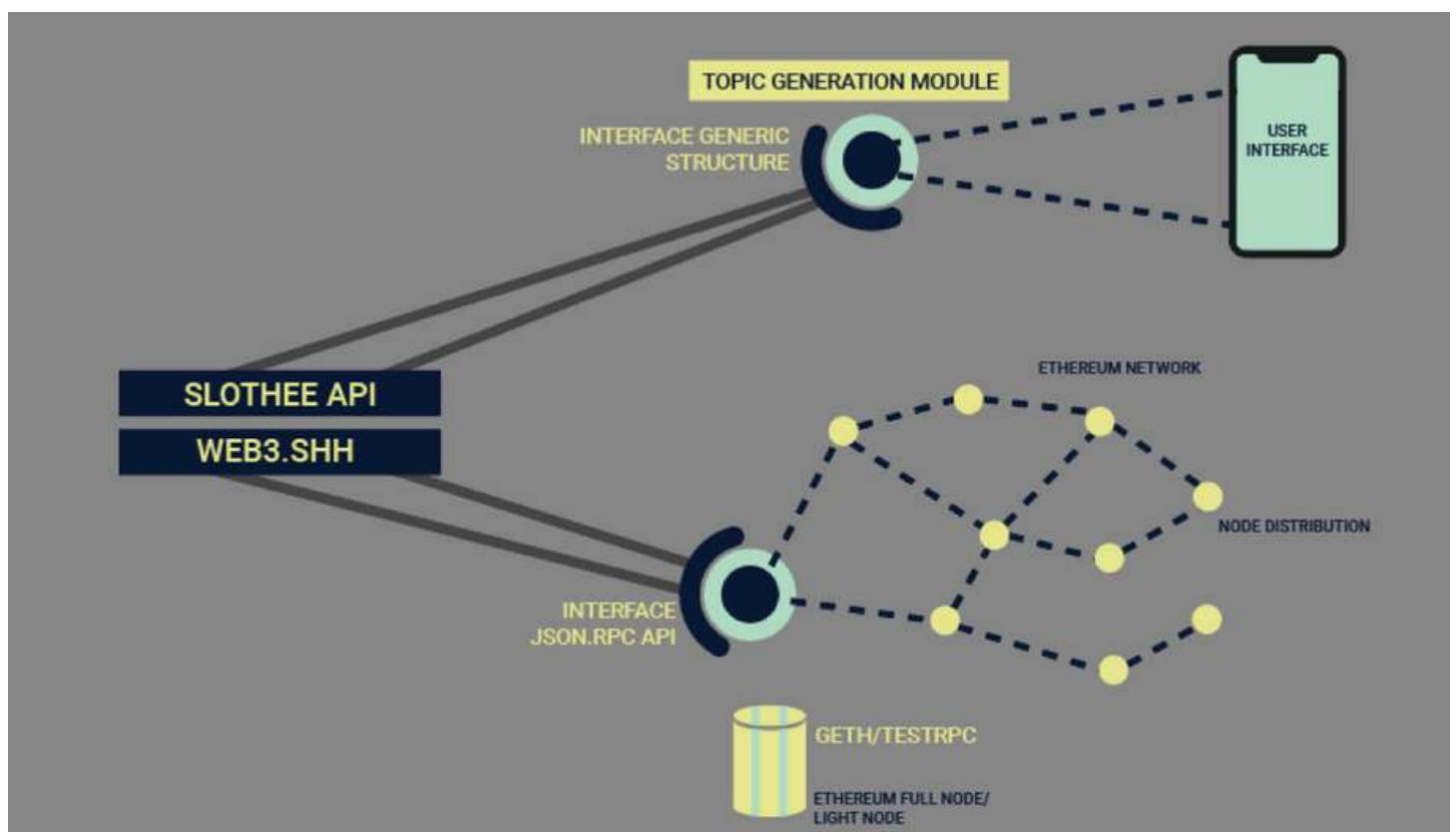
TEAM

"16 member team of Technology, Blockchain, Design, Financial, Legal, and Public Relation professionals working for over 500 days to make the "Slothee dream" a reality."

FOUNDING TEAM

PRAVEEN KALLIPATTI
FOUNDER

With deep expertise in building products and solutions, Praveen has turned ideas into reality like the Edison plan. Attention to details & minimalist the approach makes his products world class. Praveen is an Engineer by qualification and started off as a Full Stack Developer and Designer

BHAVADHARANI KARUNAKARAN

CO-FOUNDER

Entrepreneur and Investor with a decade long experience in Finance, Investments and M&A. Professionally qualified as Chartered Accountant, Bhavadharani has worked with companies of all sizes from startups to MNCs and has always built profound long lasting and trustworthy relationships.

LEADERSHIP TEAM

GOPAL MARTHANDAM
BLOCKCHAIN

A complex problem solver and an ardent coder who has deep dived into the blockchain technology and is committed to revolutionizing the world through blockchain.

BASAK GAZILER
COMMUNITY

Truly a People person, Basak is a passionate film producer and a marketing professional. The Cannes nominated the short film producer delivers her best in anything she touches upon.

MOHAN RAJENDIRAN
TECHNOLOGY

A technologist who has served major corporations with hands-on experience in building mobile and web app across Android, iOS and Windows platform.

NINA KERESELIDZE
MEDIA & PR

A great storyteller with persuasive prowess, Nino has handled the media & PR activities of various events. She is working full-on with a commitment to make Slothee her biggest success.

EXECUTION TEAM

YOKESH

BLOCKCHAIN
DEVELOPER

YUVANESWARI

ANDROID
DEVELOPER

SOWMITHRA

IOS
DEVELOPER

SIVAGURUNATHAN

ANDROID
DEVELOPER

AMMBIGA

IOS
DEVELOPER

SANJUKTHA

PRODUCT
DESIGN

DINESH

PR & MEDIA
EXECUTIVE

RAJARAJAN

RESEARCH
EXECUTIVE

VEERA

PARTNERSHIP
EXECUTIVE

ASHMI

COMMUNITY
EXECUTIVE

Founders in work relationship for more than 5 years

Leadership team in work relatioship for more than 500 days

Execution team in work relationship for more than 5 months

ADVISORY BOARD

NOZOMU NAKAZATO

BUSINESS ADVISOR

https://www.linkedin.com/in/nozomu-nakazato-905b85155/

MAURA BĂRBULESCU

MARKETING ADVISOR

https://www.linkedin.com/in/miruna maura/

SANEM AVCIL

BLOCKCHAIN ADVISOR

https://www.linkedin.com/in/sanemavcil/

DOLLY DEVAL

PUBLIC RELATIONS ADVISOR

https://www.linkedin.com/in/dolly-deval-7b2101153/

ALFRED LEE

PRODUCT ADVISOR

https://www.linkedin.com/in/alfred-lee-0a24bbb8/

BUSINESS MODEL

"Slothee estimates accumulated, user base of 3.5 million in 3 years on a conservative basis with an annual $10 ARPU.

REVENUE STREAMS

Organic three revenue streams happen at each of the three key features, a Business Premium Account is triggered in Billboard, Pay-As-You-Earn in Cafe and Cryptopay in Private Lobby. Further, Slothee sees inorganic growth from M&A will help in optimizing the Consolidated ARPU.

Business Premium Account

Slothee user gets detailed statistics on her post outreach. To access it, she has upgraded her account to business premium. This is similar to that of Instagram's successful business model. It works well after a user uses Slothee regularly.

Pay-As-You- Earn

An average Slothee user increases her networking and does business for free. Pay-As-You-Earn (PAYE) in welcome as she earns from this network. This happens when a user gets connected with a valuable person. It works on gratitude mode, however it can adopt Bumble Bizz model on a later date if needed.

Connecting for careers

Slothee earns a commission from cryptopay deals happening on their respective Slothee Shops. Slothee Shops would be a cream factor for the users after a respectful user base is created.

M&A revenue

Slothee ARPU will be at least 2x higher after acquiring potential businesses. In order to monetize the revenue potential Slothee will carry M&A deals to grow inorganically. Through backward and forward integration of the consolidated is optimized quickly and without a spill.

Accelerated user base

Slothee follows a certain plan for the exponential growth in a region by being data-driven, adaptive and solution-oriented. Slothee will follow the channels below for marketing and business development purposes:

1. Discount on premium accounts for Slothee users

2. Very low commission offers for SLO token hold payments compared to fait or cryptopay on Slothee Shops

3. Significant online and offline marketing actions

4. Influencer marketing

5. Social media channels

6. Offline events

7. Regional partnerships with event veneue, business asscoations and event mamangers

8. User reward program

9. Media Relations, PR

10. Business network of the founders and investors

Slothee's most important customer segments are Entrepreneurs/C-suite and Sales teams. Therefore, its marketing strategy comes in two steps; reaching Entrepreneurs and acquiring users. When it comes to Entrepreneurs, Slothee has already started to make deals with Start-up community from the Bengaluru, using our previous experience and network. Currently, Slothee managed to make deals with 50 Start-up accelerators from this city. With the aim of reaching 50,000 Entrepreneurs within a year, Slothee will build a two-way communication with our potential and existing merchants using a well-designed, data-driven, problem solving B2B sales strategy to create a sustainable and satisfied ecosystem. Slothee app has been designed as a simple and fast interface so users could easily adapt to the system. Slothee has built a strong digital marketing strategy for its social media channels which will be fully and constantly active to connect and communicate with its user community. To fully understand the culture and the needs of the user community, Slothee will build an experienced, strong sales team to get in touch with the Entrepreneurs, C-Suite and Sales teams of various Organizations.

"After the event" Tool

This is unique to Slothee. Slothee's secret sauce after respectful adoption is to add a revenue stream for Event managing and Networking professionals.

Slothee through its "Community channel" feature will be a default technology partner for these professionals, where they can maintain their community after the event has ended.

Slothee will be the default technology tool for Event and Community managers. This propels heavy user adoption as "moderators" are readily available for sales team to network.

		2019	2020	2021
CAMPAIGNS	Online campaigns, SEO, ASO, influencer campaigns to attract new users (enthusiasts)	50%	30%	20%
EVENTS	Partnerships with Event Managers for Slothee as after-event management tool	40%	40%	40%
WORD OF MOUTH	Cheap and Best way. Expected to catch up in year 2 onwards.	10%	30%	40%
USER BASE		150,000	1,000,000	3,500,000

GROWTH PLAN

Slothee growth over the last 500 days has been significant. With the next 500 days, Slothee will achieve these - Slothee DApp, 1 million+ users, 70+ team size, 5 offices across the US, Europe, Asia & Australia, Paying customers and M&A deals for backward and forward Integration.

Q1 2018
IDEA

Improving on Edisonplan's vision of "entrepreneurship possible for all" (www.edisonplan.com) Praveen starts working on the new idea.

Q2
ALPHA

Understands a need for a platform exclusively for the sales tribe and develops "Billboard".

Q3
BETA

Adds "cafe", "private lobby" and "network" features to Alpha cut and seals the Beta version
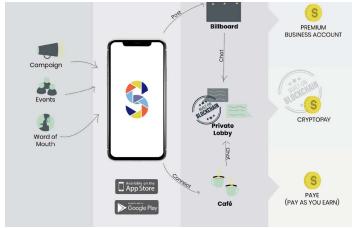

Q4
MVP

Upgrading the Beta to a working platform across all mobile devices. Hits a bottleneck on data security.

BLOCKCHAIN
Q1 2019

Worked on the data bottleneck and decided to solve it through the power of blockchain.

TOKEN SALE
Q2

Going for 15 days Pre-sale during May 2019 and 45 days Crowdsale after that.

MARKET FIT
Q3

Develop a product that can be market fit. Product to adopt Whisper v6 or higher version and become a DApp.

BEACHHEAD
Q4

Identify, Target and Acquire users from "Beachhead" market segment. Foreseeing the business networking professionals in the West Coast as the Beachhead segment.
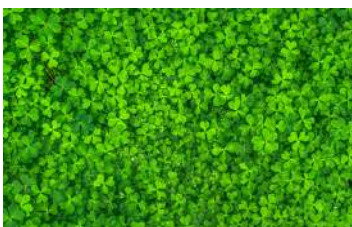

100,000
Q1 2020

Achieving a respectful mass through active user acquisition strategies of Event partnerships and Online campaigns

FIRST REVENUE
Q2

First revenue from "Business Premium" account activation expected during the second quarter.

1,000,000
Q3

Frugally use the Token proceeds to increase customer acquisition and hit a significant mass within the third quarter.

M&A DEAL
Q4

All set for shopping synergistic heavy ventures that will increase Slothee's revenue, profitability and valuation.

COMPETITIVE LANDSCAPE

Due to the unique size and scope of our project, Slothee maintains that it does not have a direct competitor. In order to be able to provide a Competitor Analysis, Slothee has elected to break the project down to its five core parameters with two well-known competitors—LinkedIn and Bumble Bizz.

Connecting for business

LinkedIn though well positioned in connecting business (B2B or B2C) has missed the bus, due to their user adoption strategies and has turned themselves as a jobs portal. Whereas Bumble Bizz and Slothee are user adoption is solely for connecting the "sales tribe" across the world and resulting in direct business. Slothee full version features "Slothee Shops" where the business transactions itself can happen with both Fiat and Cryptocurrencies acceptance.

Connecting for careers

Bumble Bizz features and user adoption has clearly been away from connecting people for jobs. LinkedIn has mastered this market and spends heavily to increase this space. Slothee features of Billboard, Profile and Private Lobby is positioned to be an active feeder to LinkedIn for Jobs.

Proximity networking

LinkedIn is not playing this game. Bumble Bizz has extended this feature from its core dating user community. Slothee uses both connection features of distant networking and proximity networking.

After the event support

This is unique to Slothee. Slothee's secret sauce after respectful adoption is to add a revenue stream for Event managing and Networking professionals. Slothee through its "Community channel" the feature will be a default technology partner for these professionals, where they can maintain a community after the event has ended.

Chat data privacy

LinkedIn and Bumble Bizz—No Blockchain.
Slothee—Yes. Built on Ethereum's Whisper v6 Protocol.
Simply put, Blockchain over Centralised.

Competitor analysis was carried out with the best intention to provide the most accurate, fair and transparent description of the competitors' projects and how these compare to Slothee.

	Linked in	bumble bizz	Slothee
Connecting for Business	✗	✓	✓
Connecting for Careers	✓	✗	✓
Proximity Networking	✗	✓	✓
After Event Support	✗	✗	✓
Chat Data Privacy	✗	✗	✓

FINANCIAL FORECAST

Aggregate revenue for the next three years from both Organic and Inorganic growth will be $47 million.

Average Revenue per User (ARPU) of Slothee is estimated at $10 annually, whereas the revenue potential is $25.

Inorganic growth from M&A deals will make inorganic revenue as much as that of Organic revenue. This happens as Slothee's the significant user base will be ready to monetize from the forward and backward integration

Financial Forecast was estimated based on the conservative approach of "Under Promise, Over Deliver". Slothee sees estimates are achievable with the $19 million funding.

Years	2019	2020	2021
Organic Growth			
Paye Account Donations	$ 138,000	$ 990,000	$ 3,062,500
From Premium Business Account	$ 720,000	$ 6,600,000	$ 26,250,000
Crypto pay Commission	$ 48,000	$ 440,000	$ 1,750,000
Total Organic Cash Flow	**$ 906,000**	**$ 8,030,000**	**$ 31,062,500**
Inorganic Growth			
From Mergers & Acquisitions	$ 1,000,000	$ 2,000,000	$ 3,000,000
Total Cash Flows	**$ 1,906,000**	**$ 10,030,000**	**$ 34,062,500**

TOKEN ECONOMICS

"Slothee will run the world's first IEO that provides a quarterly Buyback & Burn program to increase the valuation of SLO tokens."

IEO TIMELINE

IEO sale:
15th May 2019 to 28th June 2019

The SLO Token is an Ethereum based token under the ERC20 standard. The premise of the digital token SLO is to be the "exclusive membership" and utility based token designed to fuel the activities of the Slothee ecosystem, applications, and its network.

The total token supply for SLO will be 400,000,000. A total of 280,000,000 tokens (70% of the Total token supply) shall be offered in the upcoming public sale. Any unsold tokens shall be burned. Public sale Tokens will be distributed within 15 days after the token sale ends.

Each SLO Token is valued at USD $0.08. To kick start a robust IEO sale token buyers shall be rewarded with an attractive bonus up to 20%, calculated on the number of SLO Tokens they subscribe to and based on the Exchange they participate in. A Minimum token contribution 20 USD (250 SLO tokens).

TOKEN LAUNCH

Our goal is to raise a maximum Hard cap of $19 million USD. Some of the numbers may change with ETH or BTC or BCH or LTC/USD exchange rates and volatility.

Launch date: May 15, 2019

Token launch time-frame: 45 days (IEO sale - 15th May to 28th June)

Token launch completion: Token launch will end earlier of 28th June or when the Hardcap is reached.

TOKEN DISTRIBUTION

The total supply of tokens is intended to be distributed over a number of areas where 70% (Including Bonus) shall be allocated to public sale, Other uses include tokens to be deployed to support the liquidity of Slothee ecosystem, tokens to be allocated to the ecosystem partners and backers, tokens reserved for incentive programs such as bounty programs, as well as tokens to cover the costs of the initial token sale and those retained by the Company and team.

Among the tokens that are retained by Slothee team(40,000,000 tokens10%), total tokens allocated to the Founders team are subjected to an overall lock-up period of 36 months from the initial token offering.

The primary goal is to demonstrate that the management team is committed throughout the duration of the underlying development and technology roll-out

Token Sale - Public sale (Including bonus tokens allocated) (280,000,000 tokens-70%) No lock-up period (Bonus Tokens are locked up for a period of 1 month).

Tokens allocated to Slothee Advisors and partners (40,000,000 tokens-10%) are locked up for a period of 12 Months.

Tokens allocated to Bounty participants (20,000,000 tokens-5%) are locked up for a period of 6 Months.

Tokens allocated to Reward pool (20,000,000 tokens 5%).
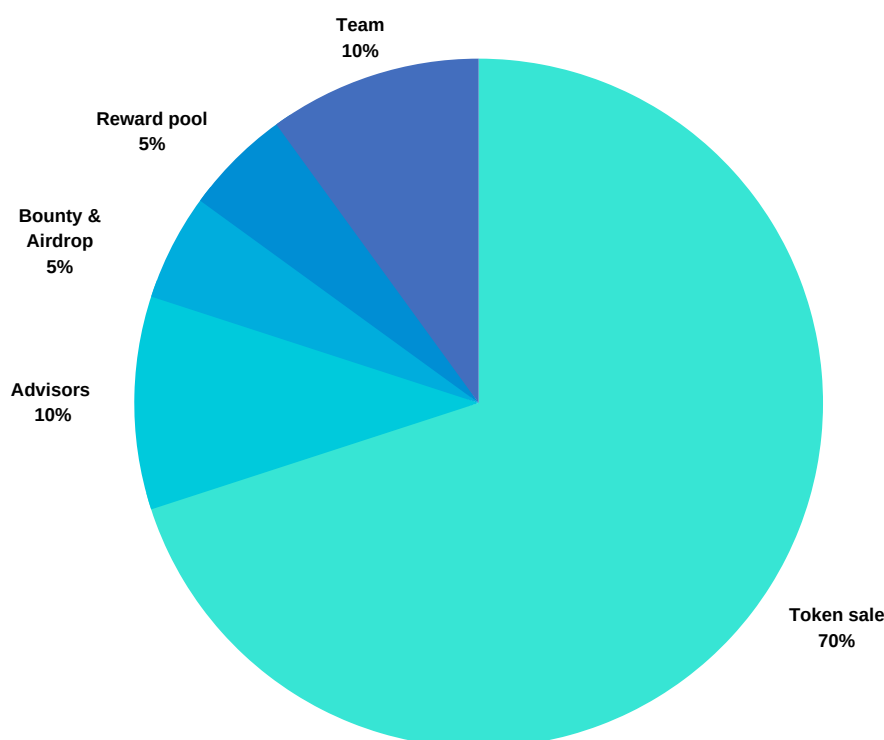
FUNDING MILESTONES

Money from this IEO will be spent based on the fundraising milestones. The amount raised will affect the speed at which the venture can scale across markets. The company believes the IEO can accelerate both the US and global rollout. The table aside illustrates approximately the scale that could be achieved at various funding levels.

Milestone	Value
MIlestone 1	4
Milestone 2	9
MIlestone 3	13
MIlestone 4	19

(Bar chart x-axis: 0, 5, 10, 15, 20)
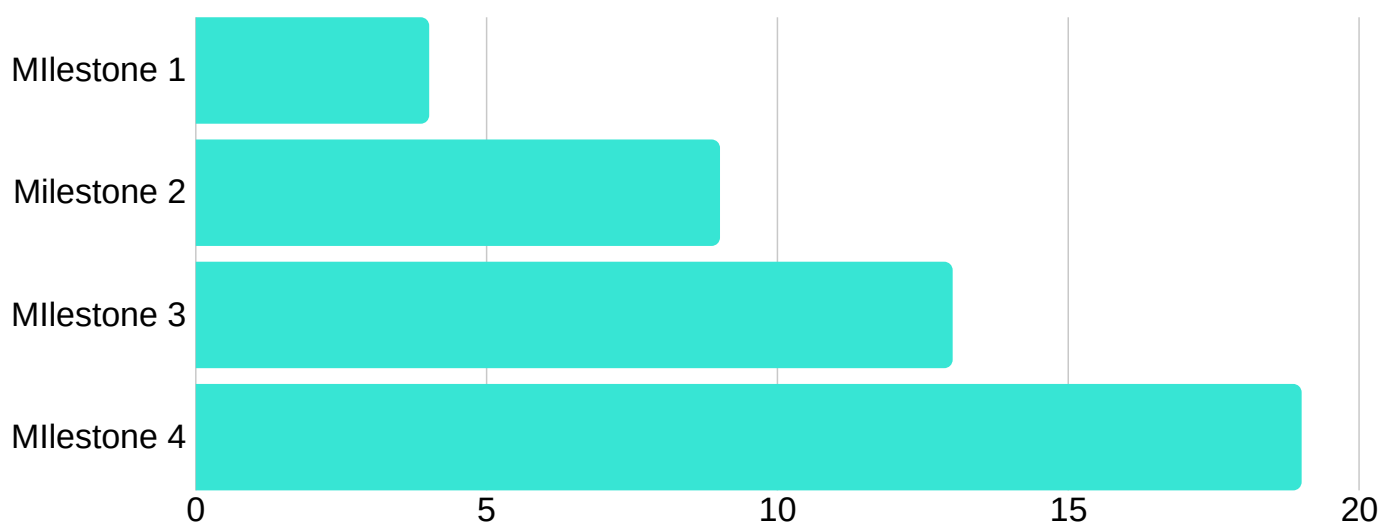
$4 MILLION
Upgrading the Beta to a full-fledged working platform across all mobile devices.

$9 MILLION
Organic customer acquisition in US, Russia, and UK with setting up customer outreach offices in each of the geography

$13 MILLION
Scale up organic customer acquisition in Europe, Canada, Australia, India, Middle East and South East

$19 MILLION
Using M&As to inorganically grow revenue, profitability, and valuation

FUND DEPLOYMENT

CUSTOMER ACQUISITION (37%)
Target user base of 3.5 million in 3 years. Investing on Seminars, Conferences, Mainstream public relations and Digital outreach.

INTEGRATION ACQUISITION (30%)
Acquiring startups in the similar domain to increase customer base inorganically.

PRODUCT DEVELOPMENT (25%)
Upgrading the Beta to a full-fledged working platform across all mobile devices and accept major cryptocoins.

OPERATIONS (8%)
Cost of Legal, setting up of offices and general administration cost.

OPERATIONS
8%

PRODUCT DEVELOPMENT
25%

CUSTOMER ACQUISITION
37%

INTEGRATION ACQUISITION
30%
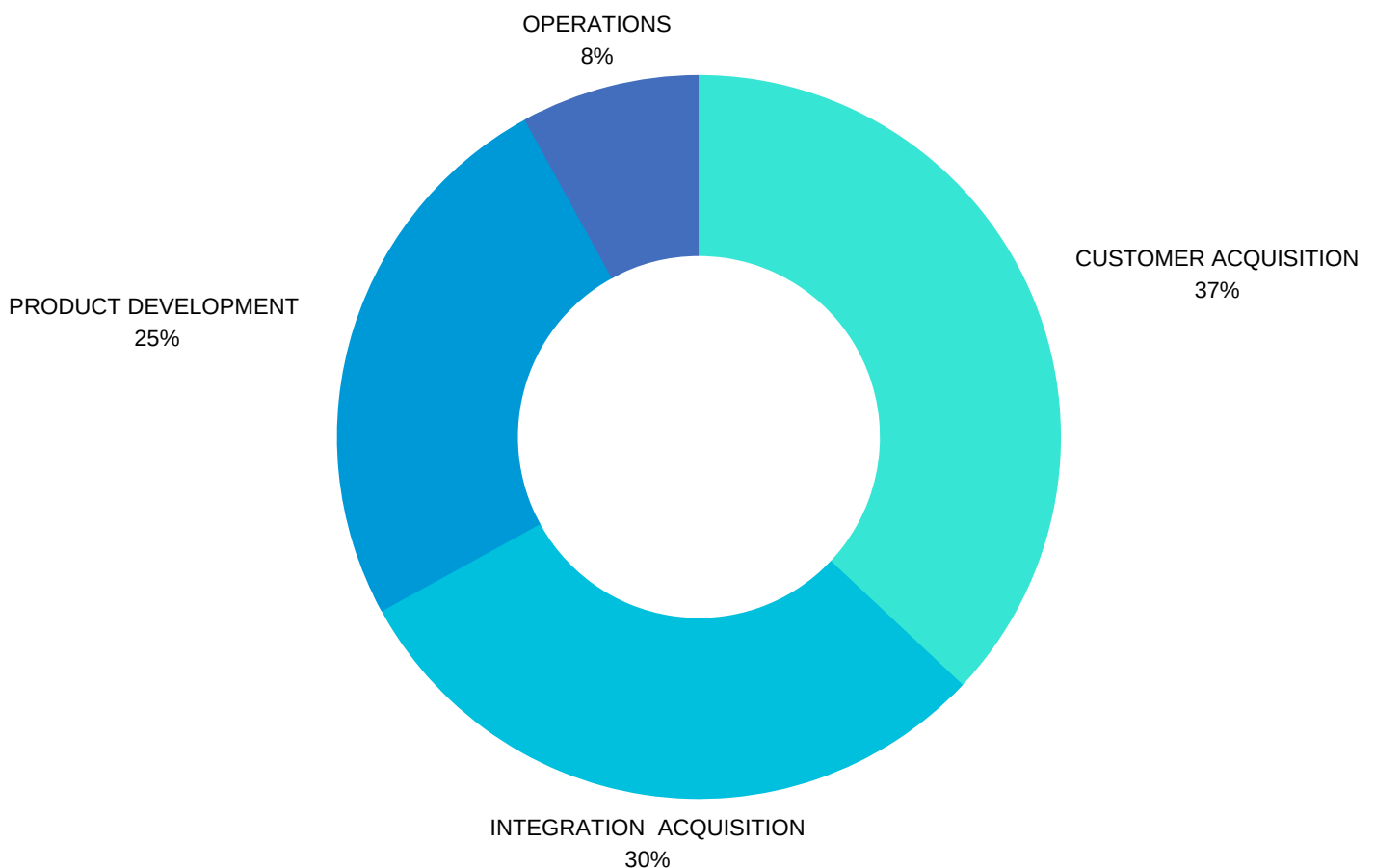
REAL WORLD UTILITY TOKENS

The user base of any social networking application is what makes the platform so invaluable and sophisticated. It is nearly impossible to separate the community and the platform once set, and for Slothee to be one of the leading networking platforms is to have an enormous loyal community and user base. Slothee rewards the most deserved users through its Slothee Reward Program.

Referral Program

Existing users will be rewarded with a certain amount of SLO tokens for every new, the user who signs up with Slothee using their Referral Code. They will receive additional SLO tokens for every user that continues to remain active in Slothee, these users must not spam and be active by posting relevant posts in the App. Slothee in-house developed AI will keep track of the reward program and remove any suspicious users from the reward list if they do not meet the criteria for the reward.

Content Creation Program

All users on Slothee platform who create relevant and engaging content on Slothee's Billboard is eligible for rewards. The posts with the highest number of unique views and maximum reach will get rewarded a certain amount of SLO tokens every day.

Loyal User Program

Every month a certain amount of users, Normal or Premium, who has been active and engaging in Slothee will get a free one-month subscription to Slothee's Premium Business account with all of its benefits. This is to reward the most loyal users of Slothee and to introduce to the normal users of the benefits of having a Premium Business account with Slothee.

Event Review Program

Users can write reviews of the events (business related) they attend to help the Slothee community get a deeper understanding of the events happening around them.

All these programs will be overseen by an in-house developed AI that gauges the genuineness, relevance, timeframe and various other elements to generate a list of users eligible for the reward, ranking them based on their performance and activities.

TOKEN VALUE PROTECTION

BUY-BACK & BURN PROGRAM

Step 1: Once a quarter, Slothee will use, on average, 20- 40% of the fund's net profits to repurchase tokens from the token holders on the open market at NAV (Net Asset Value) through our buyback program. The primary source of profit will be from all the three revenue streams, namely., PAYE, Premium Business & Crypto-buy commission.

Step 2: Repurchased tokens do not benefit the team.
Instead, they are "burned" and permanently removed from circulation. This method will reward investors, reduce the total token supply, and increase each remaining token's percentage share of the market cap.

Step 3: Slothee will use any remaining net profits to strategically re-invest into additionally validated startups at sweat-spot valuation, with the goal of increasing the fund's overall profitability

STARTUPS SHOPPING PROGRAM

Step 1: Slothee will use 30% of the investment raised on the IEO for shopping startups in a similar line of business as Slothee. Such acquisitions are done for gaining the synergistic benefit of backward or forward integration.

Step 2: Slothee consolidates the profits from the synergistic acquisition every quarter as per IFRS principles and transfer profits from such acquisition of the profit pool of Slothee. This consolidated profit pool will be available for buyback and burn program.

Step 3: Slothee will use any remaining net profits to further strategically re-invest into additionally validated startups at sweat-spot valuation, with the goal of increasing the fund's overall valuation.