

ULLU Whitepaper

1 Market Introduction

Crowdfunding is one of the fastest growing industries online. Globally, the crowdfunding industry raised 34 billion dollars in 2015 and is projected to grow to 96 billion dollars by 2025. Crowdfunding changed the landscape of raising funds forever. But with time, we have learned of its inefficiencies. Mainly, having a middle man, high fees and lack of backer protection. Blockchain is yet another rapidly growing industry with enormous potential for the crowdfunding space because of its trustless and peer-to-peer nature. With ever-increasing demand, blockchain technologies is stepping up to fill the void for the need for transparency and accountability.

2 Summary of Value Proposition

Ullu was created to address current problems in the crowdfunding space, as well as act complementary to government and nonprofit aid. We are determined to bring mass adoption by improving feasibility, scalability and reliability through secure, innovative and groundbreaking technology. Ullu's aim is to connect the unbanked and geographically excluded to the world of crowdfunding. It is a platform, as well as a vehicle to change how the world gives and receives. Our value proposition is as follows,

Listing – We plan to be the most cost efficient and socially impactful platform on the market, supporting our community with just about anything. Ullu is a one-stop platform to post campaigns for a startup, equity raise, ICO, your dreams, or medical emergencies. Users not necessarily wanting to raise funds but just want exposure and engagement with the community can also post campaigns.

Trust – Blockchain technology alleviates the pain point of “trusting” prior to donating, this creates a positive feedback loop for giving, and reduces the

risk of fraud and misuse of funds.

Transparent – Blockchain’s public ledgers tag all players in the supply chain (donor, buyer, vendor) and establishes due diligence.

Universal – Peer-to-peer nature of cryptocurrencies help fundraisers in real-time, taps into the international community, and reaches the unbanked.

Scalable – Near-instant, programmable smart contracts directly addresses the needs of the individual (needs are independent of identity), captures valuable data, represents a future model for philanthropic interactions and evangelizes the use of cryptocurrency for social good.

Low Fees – Blockchain technology’s automated processes, from smart contracts to security features, do not call for additional fees, nor does the technology distinguish between these services. Ultimately, this provides the opportunity for the technology to be cheaper.

3 Problems and Solutions

Lack of transparency and accountability

Traditional crowdfunding platforms have since come a long way, but lack of transparency in the way of funds being used is still a big concern.

Backers/Donors have no way of controlling how much or how funds are being used and managed. Blockchain technology allow for a predefined set of criteria to be programmed within each contract and act as the enforcer. These “executable programs” ensure that the fundraiser has reached certain milestones before releasing more funds. And because of its distributed nature, money can be tracked, individuals and organizations can be held accountable. Optimizing the social impact of donations worldwide. This incentivizes the fundraiser to stay honest, and complete each milestone as promised in a timely manner. With blockchain technology we can now rely on superior technology for crowdfunding. One that not only serves the Fundraiser but also the backers/donors.

Universality

Most crowdfunding platforms operate on a dozen or so countries, excluding almost 90% of the world. This is mainly due to lack of international banking infrastructures. 1.7 billion Adults remain unbanked and excluded from the privilege of banking. Cryptocurrency payments are borderless in nature and do not have the same limitations that traditional banking infrastructure has.

High Fees

Traditional crowdfunding platforms take between 5 and 15 percent fees in total funds raised. This does not include banking processing fees which is anywhere from 3 dollars to upwards of 56 dollars for international wire transfer. This cuts into the available funds and strains startups looking for every single dollar to help. Average fee on the Ethereum network is between 10 to 40 cents and takes between 30 seconds to 5 minutes to transfer. Cutting valuable cost for fundraisers.

4 Features

At Ullu, we believe accessibility goes hand in hand with advancement. Our aim is to enable people to participate in any campaign with crypto. Powered by Ullu wallet, users will have the option to donate or raise funds from multiple cryptocurrencies.

Ullu is taking a user-centered approach and is proud to offer a dynamic platform. Users are able to vote for campaigns, stake their Ullu tokens, link their personal website or social media page to their campaign, and choose from multiple cryptocurrencies.

Apart from being built to be modular, fault tolerant and coherent, the following features will be the backbone of the crowdfunding platform of the future.

API – Integrate your website through API with Ullu’s platform and get better engagement with your community and get more exposure from Ullu’s community.

Universal – Users can list any campaign on Ullu from anywhere in the world. On Ullu you are not bound by your geographical location or traditional banking infrastructure.

Decentralized – A one-stop platform that could replace most, if not all, of the intermediaries siphoning money from crowdfunding campaigns under the current structures. A fast and efficient command execution process drives down transaction costs, as well as improving market quality and user experience. On Ullu, every idea is possible.

Scalable – From the ground up, the platform is being built to be highly responsive and ready to scale rapidly to meet the demand of an ever-expanding industry, giving us a competitive edge in the market.

5 Token utility

Ullu token is the coin powering Ullu platform. Ullu is the native token that brings exclusivity to Ullu users. In addition, Ullu users will enjoy zero fees on donations. Ullu will hold a public sale for 1,500,000 tokens. Total Ullu supply is capped at 6,000,000 tokens.

*Ullu tokens do not give holders any voting rights, company control or provide users with dividends.

Donors – Users donating with Ullu’s native token (Ullu) will pay zero fees on campaigns. This incentivizes campaigners and donors to use Ullu for donating and raising funds thus increasing demand for Ullu token.

Staking – Ullu holders of 10,000 or more will get exclusive rights to participate in staking and get rewards for staking their tokens.

Stakeholders – Stakeholders can vote using Ullu on listings based on their share and earn Ullu. Fees generated through listings will be re-distributed to the platform and voters, 20% and 80% respectively. Platform’s share of fees generated will be used to “Pay it forward” and do zero fee donations and platform maintenance.

6 Token Distribution

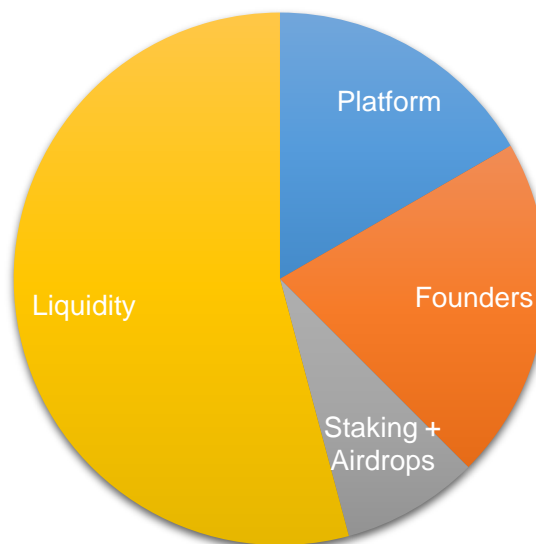
Founders – (20.83% / 1.25m): 1,000,000 to be locked until January 2021. 250,000 are unlocked and at the sole discretion of the founding team members.

Liquidity – (54.16% / 3.25m): A liquidity crisis impacts the well-functioning of a market and can put donors, fundraisers and traders alike in a tough spot. Healthy order books are necessary to reduce slippage. 3,250,000 will be added to Uniswap for liquidity.

Staking – (7.5% / 0.45m): 450,000 will be used for staking to encourage holding and reducing the overall circulating supply.

Airdrops – (0.83% / 0.05m): 50,000 will be used for strategic marketing airdrops to bring in potential users, influencers and donors.

Platform – (16.66% / 1m): 1,000,000 will be locked until January 2021 and to be used for platform development.



7 Legal Disclaimer

Notice and Purpose

If you are not sure about participating in the following Initial Coin Offering (ICO), please consult your professional advisers in the fields of legal, tax and finance. This document is to provide relevant and reasonable information to potential users in order for them to determine whether to take part thorough analysis and engage in the company's services/features and sale of its tokens. The information set forth in this document may not be exhaustive and does not imply any elements of a contractual relationship with any party. The information is subject to continual updates and we are not obliged to provide any notice of the fact or content of any changes. Nothing in this White Paper/document shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. Ullu OÜ (or its members/affiliates/employees/connected parties) does not guarantee the accuracy of or the conclusions reached in this white paper, and this white paper is provided "as is". This document is not composed in accordance with, and is not subject to, any laws or regulations of any jurisdiction, which are designed to protect investors. The product token is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the Securities Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential token holder is a resident. This document is the primary official source of information about Ullu, its Token and the ecosystem. The information contained here may be translated into other languages or used in other written and verbal communication to present to parties. In the course of translation and communication, some information may be lost, corrupted, omitted and/or misrepresented as the accuracy of such alternate communication cannot be guaranteed or warranted. In such area of conflicts/inconsistencies this Official English language White Paper shall prevail.

No offer of Securities

Ullu Tokens cannot be used for any purposes other than as provided in this White Paper/Document, including but not limited to, any investment, speculative or other financial purposes. Ullu Token confer no other rights in any form in any jurisdiction, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below. Ullu Token confer no rights in the company and do not represent participation in the company. Ullu Token are sold as a functional utility. According to the professional opinion of our legal advisors, based on the Howey Test our TOKIA tokens (TKA) should not be deemed as securities and do not need to be registered as a securities. Ullu Token are not securities. The user acknowledges, understands, and agrees that TOKIA tokens are not securities and are not registered with any government entity as a security, and shall not be considered as such. The User acknowledges, understands, and agrees that ownership of Ullu Token does not grant the User the right to receive profits, income, or other payments or returns arising from the acquisition, holding, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in Ullu (the "company") or Ullu platform or any other Ullu property/features/services, whole or in part. Ullu Token are not official or legally binding investments of any kind. The Ullu platform is not yet developed and is subject to further changes, updates, and adjustments prior to its launch. Such changes may result in unexpected and unforeseen effects on its projected appeal to users, possibly due to the failure to meet users' preconceived expectations based on this White Paper, and hence, impact its success. For the foregoing or any other reason, the development of the Ullu platform and launch of Ullu future business lines may not be completed and there is no assurance that it will be launched at all. Additionally, in a down-cycle economic environment, Ullu Tokens may experience the negative effects of a slowdown in trading and usage of the Ullu platform and its features and may delay or cancel altogether the structuring and launch of the anticipated Ullu future business lines. Further, should the costs, financial or otherwise, of complying

with any newly implemented regulations exceed a certain threshold, bearing in mind the fact that it is difficult to predict how or whether governments or regulatory authorities may implement any changes to laws and regulations affecting future business lines, maintaining the Ullu platform and structuring and launching Ullu future business lines may no longer be commercially viable, and the Company may opt to discontinue the development and operation of Ullu platform. We may not be able to pay any anticipated rewards in the future. There is no assurance that there will be sufficient engagement in the Ullu platform and that you will receive any rewards/discounts. The ability of the Company to pay any reward or implement features will depend on the future results of operations and the future business and financial condition of the Company. In the case of unforeseen circumstances, the objectives stated in this document may be changed. Despite the fact that we intend to reach all goals described in this document, all parties involved in the purchase of Ullu tokens do so at their own risk. The funds raised in the ICO are exposed to risks of theft. The Company will make every effort to ensure that the funds will be securely held in blockchain wallets. Notwithstanding such security measures, there is no assurance that there will be no theft of the cryptocurrencies as a result of hacks, sophisticated cyber-attacks, distributed denials of service or errors, in the smart contract(s) on the Ethereum or any other blockchain, or otherwise. In such event, even if the ICO is completed, the Company may not be able to receive the cryptocurrencies raised and Ullu OÜ may not be able to use such funds for the development of the Ullu platform. In such case, the launch of the Ullu platform might be temporarily or permanently curtailed.

Forward looking Statements

All claims and statements made in this Ullu white paper/document, Ullu website, press releases made by Ullu, also any oral statements made by Ullu team members or agents acting on behalf of Ullu that are not an accomplished fact may represent so called forward-looking statements. Some of these forward-looking statements may be considered such by containing the following terms: "will", "anticipate", "plan", "aim", "target", "expect", "estimate", "envision", "intend", "project", "may", "believe", "if" "is", or any other such terms. Further, the terms listed above are not necessary to identify a forward-looking statement. All statements that include, but are not limited to any financial projections, estimates, plans or possible trends, risks, feature implementation, road map as well as future prospects of cryptocurrencies should be considered as forward-looking statements as well. These forward-looking statements are not yet accomplished facts and Ullu does not take responsibility and cannot guarantee that the future results will correspond with above mentioned forward-looking statements. These forward-looking statements are also provided as-is and Ullu takes no responsibility for updating these forward-looking statements, should any information relevant to the pertaining forward-looking statements become available in the future. No information contained in this white paper, other documents, videos, website, statements by team members should be considered as a promise, representation of commitment or undertaking as to the future performance of the Ullu platform, Ullu token or any other component of the Ullu ecosystem.

No Cancellation and No Refund

All orders/sales/purchase of Ullu Tokens by participants are deemed binding, firm and final. The participants acknowledge that they are fully aware that they will not be entitled to claim any full or partial reimbursement under any circumstances whatsoever. As the sale of the proposed tokens is strictly reserved for experienced professional clientele, the Client may not claim any right of return against Ullu or its members/affiliates/team members/advisors and/or partners.