

1World: a decentralized ecosystem for online engagement and services

POSITION PAPER

1World Online Inc.
October 2017

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Abstract

1World Interactive Platform for publishers and brands combines a best-in-industry set of engagement and monetization tools (Polls, Quizzes, Debates, Trivia, Insights, Interactive Maps etc.) on the front-end and state-of-the-art Analytics / Audience Insights and various plug-ins, including A.I. powered on the backend.

1World aggregates programmatic and direct deal advertising services linked to 1World widgets and is in Pilot with additional monetization services such as **commercial data collection** in a format of paid Mini-Surveys via an existing research marketplace, traffic generation tools, and more considered in the Roadmap.

1World will introduce its own cryptocurrency (**1WO** Coins or Tokens) in the Fall of 2017 to increase engagement / gamification / monetization options that results in unprecedented Win-Win-Win model between Publishers, their Audiences and Services offered to them (Ads, Research, Content Syndication etc.).

1World serves as an intelligent layer connecting Blockchain-authenticated users with various services offered via smart contracts and offers business model via commission on such services delivered via 1World widgets.

No more conflict between good User Experience and Monetization via Ads on your site!



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Introduction

Online content consumption across many, if not most, web sites doesn't align well with advertising practices. There is a deepening conflict between a good online User Experience that readers want and survival necessity for publishers who want to serve as much advertising as possible to make their business model work.

Like many other traditional industries, the media business is struggling and going through a major transformation powered by new technologies, implemented via new user experiences and supported by proper business models to drive such change toward a real and sustainable solution and not a solution that goes on to create another set of problems (as has happened with "native" and "programmatic" advertising approaches).

Among many challenges, the media industry and overall the online publishing, advertising, and internet services sectors are facing the following issues:

- **Retention of readers** who increasingly are switching to social media as their primary source of news and other daily information of interest;

- **Fast growth of ad blockers**, especially among Millennials and other technology-advanced readers in general that are not hesitant to install such browser plugins on their desktop and now mobile computing platform;

- Extensive **fraud problems** of monetization within the AdTech industry, usually attributed to bot traffic (sometimes called "arbitrage traffic") that many publishers buy knowingly or not; this problem is increasingly causing brands and advertisers to redirect their budgets away from sites running just classical display ad campaigns, which in turn causes major financial setback for those relying on this business model;

- **Questionable practices** such as *Pay-to-play* (or Guaranteed CPM approach) that are causing asymmetrical relationships with providers of technology and causing short-term wins but long term losses for publishers who entertain them;

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On top of this comes the most fundamental problem of online publishing: an eternal conflict between, on one hand, the need to create and maintain good content encapsulated within a good user experience (UX), and on the other hand the need to make money via advertising (especially programmatic) which is very hard, almost impossible, to balance and sites usually do well either one or the other, but rarely both simultaneously.

People who use ad blockers are now dealing with soft or hard warnings that content will be available ONLY if they turn off their blockers, which creates a “no win” situation between publishers and their audiences.

With the introduction of Blockchain into the Media industry, including the first wave of pilot implementations of various cryptocurrencies for attention, advertising, engagement etc., is certainly a step in the right direction and serves the ultimate goal of establishing a new type of relationship, where all three parts of the “Industry Triangle” (**Readers** -- **Publishers** -- **Advertisers**) are motivated and have proper incentives, enabling a true Win-Win-Win environment.

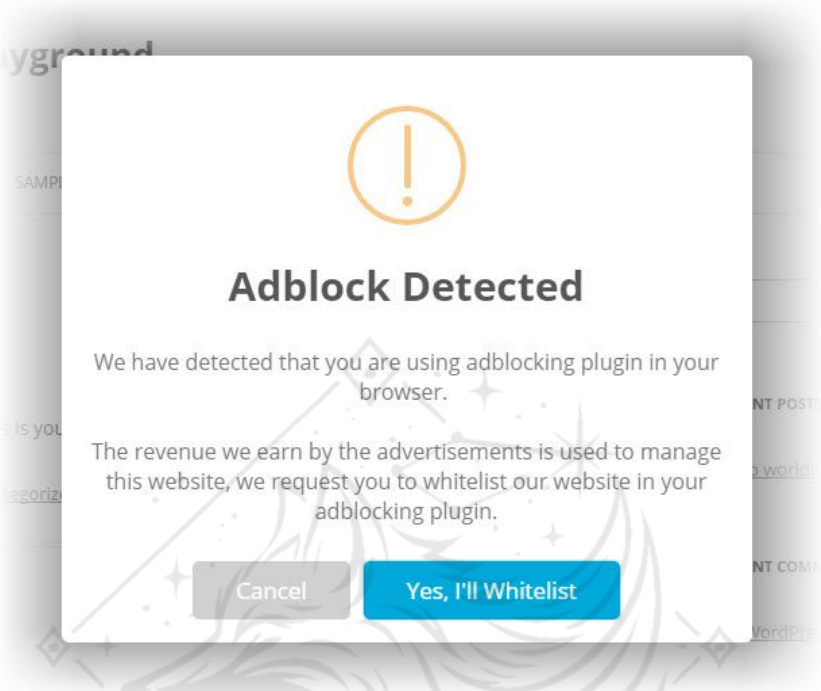
1World is a firm believer in motivating readers of the web sites to come visit more often via giving them incentives for their engagements and contributions, and offering a choice of being exposed or not to the ads on the site. All these elements have to come together to make the “Reader – Publisher -- Advertiser” triangle work.

The 1World platform has been providing the tools and the network for deployments since 2013, and the next step is further decentralizing it and introducing 1World (1WO) Tokens that will be circulating in this triangle and bringing benefits to all parties involved: namely, readers earn for engagement, publishers get new revenue streams, and advertisers receive discounts and access to wide-spread diversified and attractive inventory.

The future in this industry is decentralized models where the economy of interactions is built on very natural principles where people are legitimate active PARTICIPANTS with rights of their own rather than just being treated as cookie-tagged “subjects of advertising” in respective “digital prisons”[*1] driven by a few monopolistic players. This future eliminates both monopolism of these behemoths and turns the digital economy back over to people

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with proper experiences, ownership of their online identity, and incentives that bring more value to them.



The experience no reader really wants!

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1World Vision & Execution

1World Online is a Silicon Valley company headquartered and operating in San Jose, California since 2012 with a mission to build a global software platform to supplement online content with interactive tools (such as Polls, Surveys, Quizzes, Insights pages, Interactive Maps and other formats) that help answer the question *"What Do People Really Think?"* This is done via contextual, relevant, organic, and highly engaging data collection with analytical insighst on site and across network of participating sites.

We believe that any business objective in online services centered around content publishing should be accomplished via organic experiences where a conversation with readers has to be established first (e.g., via presenting a poll widget related to the article that the reader will be motivated to vote on and express their opinion), then the publisher learns more about this user (not only the immediate response, but also a history of previous responses to various questions and other engagements observed and captured by the 1World tools), so this analysis helps to provide better content (e.g., next question in the rotation or suggested articles to read next) and better promotion, such as a targeted advertisement or commercial mini-survey or some other type of online service offering.

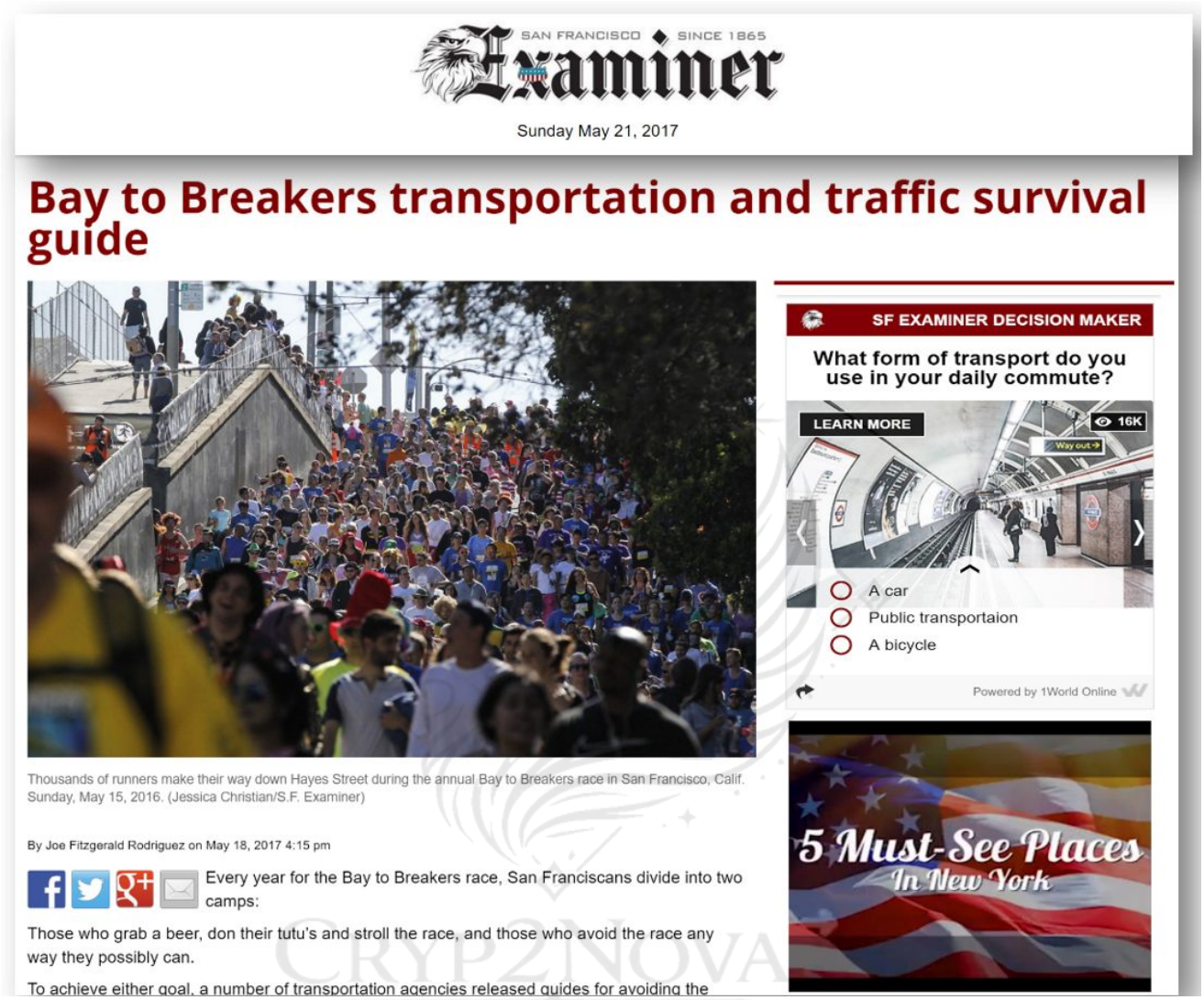


This approach can be stated in three value-proposition words: "*Engage -- Research – Promote*", which is a progression model where all participating parties (Readers, Publishers and Advertisers) benefit simultaneously.

Here is an example of typical 1World Deployment (in this case: *San Francisco Examiner*) where the article is supplemented with a 1World widget automatically showing relevant poll questions to supplement the content and initiate a conversation between the reader and the

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publisher plus an advertising component that also is contextual and better targeted for the specific reader based on context, history of engagements, and responses to poll questions.

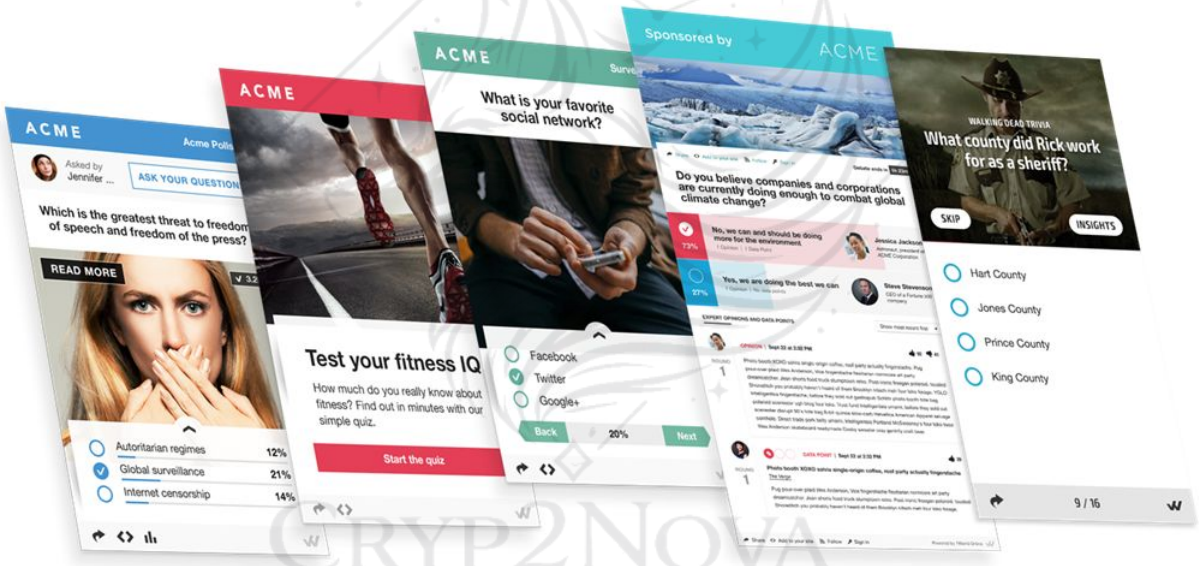


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History of 1World Development and Deployments

Since its start in 2012, 1World has built and delivered a robust and comprehensive interactive platform that includes **front-end** tools, a **back-end** dashboard of analytics, and a **network** of participating publishers around the world. In addition, various organizations and brands are using 1World tools for interactive campaigns as well as ongoing audience engagements.

The front-end includes a variety of interactive, easy-to-customize tools such as Polls, Quizzes, Debates, Trivia Feeds, Surveys, and Interactive Maps. Each of them helps publishers and brands learn from and engage with their particular audiences to maximize engagement and increase revenue and efficiency of campaigns.



1World automatically produces **Smart Content** (such as Insights pages that include interactive maps and other analytics) that are linked to the modules (widgets) installed on partner sites. This content increases sharing over social networks, improves relevancy, and draws in new readers—with the core benefits of increasing audience and reach.

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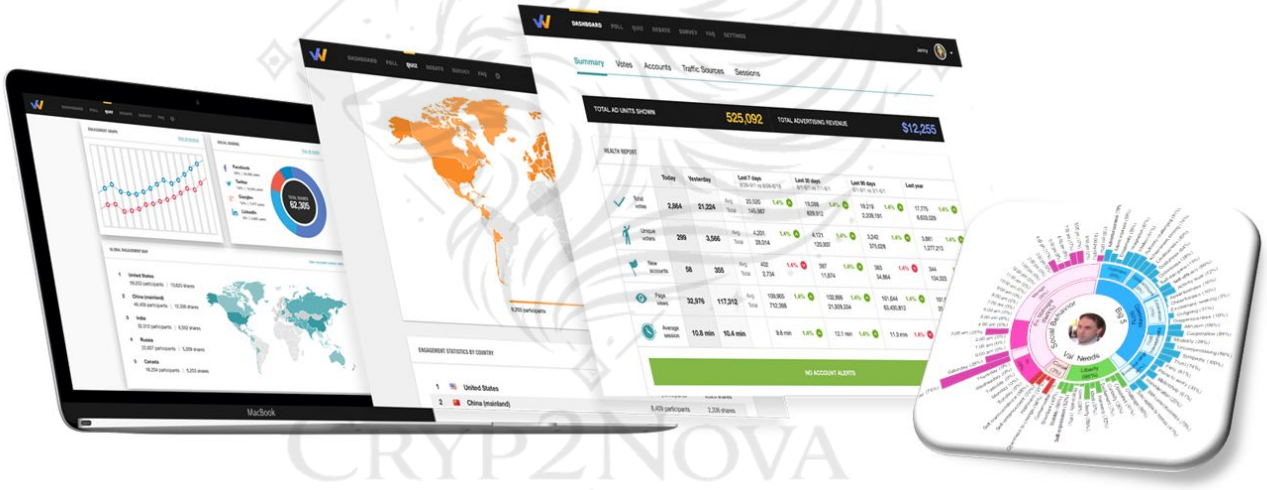


Is California still the best state ever?



Did you read one or more books in the last six months?

1World **Analytics** includes a suite of data analysis, research tools, and capabilities that provide insight into consumer opinions, preferences, and behaviors. 1World is also an IBM Watson Certified Partner and provides cognitive science powered analytics incorporating Watson.



1World contracted partners are Google, AOL, Sekindo, Matomy for Advertisement; CINT for Data (profiling and paid survey participation for users), IBM Watson for analytics and more targeted advertising and content recommendations.

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1World Today

1World has well-developed products, business models, and deployments:

- Over **$8M** USD equity capital raised from VC and Angel Investors in USA, Japan, India, Singapore, Europe, Hong Kong, Israel, Russia & Korea.
- Business model: Ads + SaaS / Licensing; **$0.8M** in 2015, **$1.3M** in 2016
- Over **12 Million** lifetime user engagements via the 1World platform
- Over **2500** registered partners of all types (publishers and brands)
- Over **46 Million** total votes collected via polls, surveys and other tools
- Up to **1.5 Million** monthly engagement widget participants
- 30 languages supported
- Up to **140 Million** monthly global impressions*
- **6** patents filed
- **5** industry awards
- **4** Offices Worldwide (United States, Ukraine, EU, Latin America)
- **Strategic Partners**: Google, AOL, IBM Watson, Amazon AWS, Cint, McCann

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Market size and opportunity

According to DENTSU Aegis[2] Global ad spend will reach $563.4 billion in 2017 with digital driving growth at 3.8% amid cautious near-term outlook.

> *"We are reaching a tipping point in ad spend now as digital overtakes television, mobile overtakes desktop and paid search overtakes print. Digital and data must now be the default settings for advertisers. Evolving to people-based marketing rather than audience-based marketing and using data to increase addressability is essential for brands to manage tighter conditions in 2017 while positioning themselves for future growth."*
>
> -- Jerry Buhlmann, CEO of Dentsu Aegis Network

Combined with the overall size of online services this creates an enormous opportunity to address one of the biggest Internet behaviors, as a product, on an unprecedented scale.

	Year-on-year % growth at current prices		
	2016a	**2017f**	**2018f**
GLOBAL	**4.8 (4.4)**	**3.8 (4.0)**	**4.3**
NORTH AMERICA	**5.0 (5.0)**	**3.6 (3.8)**	**4.0**
USA	5.0 (5.0)	3.6 (3.8)	4.0
CANADA	3.1 (3.0)	3.1 (3.0)	2.7
W.EUROPE	**4.0 (2.9)**	**3.5 (2.7)**	**3.6**
UK	6.1 (5.4)	4.0 (4.6)	5.9
GERMANY	2.3 (2.3)	2.6 (2.1)	3.0
FRANCE	0.9 (0.9)	1.6 (1.2)	2.0
ITALY	3.5 (1.3)	0.8 (0.8)	1.5
SPAIN	6.8 (5.0)	5.0 (4.4)	3.6
C&EE	**7.6 (4.7)**	**6.6 (5.5)**	**6.0**
RUSSIA	11.4 (6.2)	9.8 (5.2)	7.8
ASIA-PACIFIC	**4.7 (3.9)**	**4.3 (4.2)**	**4.6**
AUSTRALIA	4.8 (5.4)	4.1 (4.5)	4.8
CHINA	7.4 (5.7)	6.0 (5.5)	5.4
INDIA	11.9 (12.0)	13.0 (13.9)	12.2
JAPAN	1.9 (1.8)	1.7 (1.2)	1.7
LATIN AMERICA	**11.9 (10.0)**	**7.0 (9.8)**	**8.9**
BRAZIL	5.4 (4.8)	2.1 (4.5)	5.0

Figures in brackets show our previous forecasts from September 2016

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1World Intellectual Property (IP) Portfolio

1World has an IP patent portfolio it has been developing since 2012 in collaboration with top law firm Wilmer Hale, utilizing both their Silicon Valley and Boston offices. 1World files its patents first in the USA, and then usually pursues International filings, PCT applications to cover Europe and also files in select Asian countries such as Japan and China. The first five patents filed by 1World covered the basic 1World service and widget-analytics system and its applications for engagement, research, and content syndication and includes the following patent filings:

- **Chains of Polls as a unique data collection engine**
  U.S. Patent Application No.: 61/841,022

- **Dynamic Analytics Research Engine / Normalization algorithm**
  U.S. Patent Application No.: 61/841,118

- **Interactive Data Exchange Network**
  U.S. Patent Application No.: 62/046,554

- **Crowdsourced Polls and their sharing in public space**
  U.S. Patent Application No.: 2209340.00125US1

- **Insight Pages & In-place Analytics** (3 claims)
  U.S. Patent Application No.: 158254438

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In September 2016, three related patents were filed together (U.S. Patent Application No.: 2209340.00126US1US1) as a comprehensive provisional application, and we will pull out each one individually and file utility patents for each in September 2017. These three independent claims, with numerous dependent claims, are as follows:

1. Insights Page – a dynamic “second page” on web or mobile pages, along with new ad inventory

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2. Smart Profiling & Data Presentation System -- creates a psychographic profile for each respondent on a 2x2 matrix, that then triggers intelligent presentation of data to each Web viewer.

3. In-place Analytics -- end-users and administrators can click to see analytics from within that particular widget, in situ.

This majority of 1World's patent portfolio is themed around inherent higher engagement for web publishers—or the measurement of this engagement-- based on relevant and supporting information to an initial and main content topic. The power of the 1World system is the interactivity and choice of navigation, choice of what to read or consume, and simultaneously the opportunity for web publishers of data to enhance the information gathering and understanding process, which in turn allows for ever-increasing engagement with the content. And in the case the Dynamic Analytics Research Engine-- a normalization algorithm patent (known as "DRP")-- the information gathering and understanding can provide scientifically sound research results as well; this research objective is further strengthened by the "Chains of Polls as a Unique Data Collection Engine" patent that focuses on the method of data collection over time and in different venues (web, mobile, print, etc.)

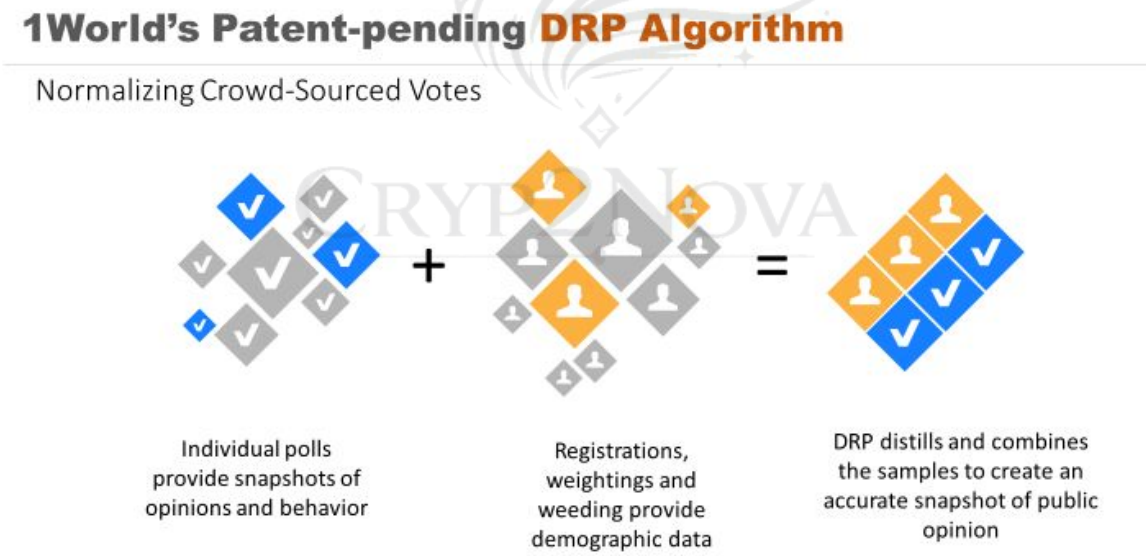
"Engagement" describes the interest in interacting with the digital content and interactive elements presented to end-users, such as voting on a poll in a 1World Poller widget or clicking on "Learn More" after one has voted. Content engagement is also associated with better comprehension and processing of the material, better enjoyment of the subject matter, and increased statistics of web viewing such as more time on the web site (section of the site, technically) and/or more monetization achieved by more, and more relevant, advertisements able to be displayed--and thus higher CPMs can be commanded.

1World's inventions listed thus help achieve higher engagement with the content being presented to the end-user. Looking just at the most recent patent filing in September 2016 to make the point, the additional Insight pages – and/or additional information in-situ within the spot on the web page (In-place Analytics) – of insights from the poll or other "interactive elements of choice" results, or putting web pages of data through a filter depending on their

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psychographic outlooks and worldviews (Smart Profiling & Data Presentation System), and all three of these inventions can be applied simultaneously. The expected result of using these innovations is even higher engagement, a positive spiral where publisher editors, web site readers, and monetization goals all benefit.

Web publishers have a keen interest in raising engagement rates of their content. The shift in the publishing industry from print format to an online publishing medium has brought a revolution in the way news is produced and consumed. But along with this transformation of the publishing industry comes challenges. The low entry barrier, outdated tools, declining ad revenue, and the decimation of the once profitable classified sections of newspapers, and continuous change in search engine algorithms, combined with short-attention span of the online audiences has caused major industry problems. It has forced many online publishers to go out of business or desperately search ways to increase online engagement rates so as to stay in business, either by content subscriptions from avid fans (committed readers) of the content provider or online advertising to readers on their website or mobile app. These innovations listed above all are meant to address the problems facing web publishers by helping them increase their engagement rates with each individual end-user web visitor, and in turn generate more revenue and profits.



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1World Cryptocurrency & Use Cases

1World Online will be introducing its own cryptocurrency called **1WO** (pronounced as *one-world*).

1WO Token is an internal cryptocurrency circulated inside the ecosystem that 1World Online has created and continues to grow. All payments inside such an ecosystem will be conducted only via 1WO Tokens. For a convenient exchange of 1WO Tokens into fiat and various popular cryptocurrencies there will be references to external marketplace such as Coin Exchanges where 1WO coins will be listed after the ICO.

The issuance of 1WO currency is capped at 160 Million tokens and no additional issuances are planned.

From the very beginning the issued token mass is designed to support the growing volume of transactions inside of the ecosystem during the scaling, which implies ongoing organic growth of the 1WO Token buying power.

The tokens could be split up to 8th decimal point position, so the growth of their value won't be a problem for processing transactions of any viable size within 1World Online ecosystem.

The following base use cases covering all three participants of the *Triangle*: Readers ➔ Publishers ➔ Advertisers

Readers' Use Cases

End users on the site can earn these tokens by collecting points for engagements and contributions. First these earnings are coming in the format of points, which are already implemented in the 1World Platform and have functioned for years as a standard feature reflecting the amount of user activities. Upon reaching a designated threshold, these points will be converted into 1WO Tokens as soon as the user registers and creates a wallet.

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Then spending and use of earned tokens can be done either inside of the 1World system or outside of it. Inside, users will be offered a few pre-defined choices:

a) Use 1WO coins for **micropayments to disable advertising** and still enjoy the content. This case solves the fundamental problem when readers with Ad Blockers are warned by the site they are visiting that content isn't available until ad blocker is turned off or a subscription payment received. 1World will make such micropayments seamless and establish a proper user experience that works for both the publisher and the reader.

b) Use 1WO coins to **purchase Advertising space** and / or **initiate Data collection service** (Mini-surveys) via 1World widgets. This operation is handled via a built-in Marketplace with one of our partners, CINT.

c) Redeem 1WO coins at the **online store** that accepts tokens for their goods via an easy one-click transition from their 1World User Profile to the respective Landing Page;

d) Take earned 1WO coins outside of the system, e.g. to a **Coin Exchange** that accepts 1WO tokens and sell them there (Secondary Markets).

1World's current detailed scoring (points-based) system is described in the next section.

Conversion from points to tokens will be different for different sites and determined by a **COT** (*Coefficient of Transformation*). It will depend on site reputation, volume of traffic, and related factors. Initially COT will be established by the 1World Team with a help of Advisory Board that includes top media experts. Then an algorithm will be developed, as indicated in the 1Word Roadmap, to make such calculations and adjustments automated and well-balanced.

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Publisher's Use Cases

Publishers will be accepting 1World Tokens (coins) based on the following motivation and principles:

- Sell remnant inventory for tokens (as otherwise there is zero dollars from it)
- Enable readers to earn and spend tokens, thus drastically increasing retention rates
- Provide an option to allow 10% of Ads revenue received via 1World service go to readers, and 1World will match it (subject of approval)

On top of all this, publishers will be receiving all of the standard benefits associated with the use of 1World's Platform such as increase of User Engagement and growth of key metrics such as time on site and number of visited pages, Smart Content (such as Poll results with Interactive Maps, Infographics and other auto-generated Insights), and advertising revenue.

Advertiser's Use Cases

Advertisers will be paying for running ad campaigns with 1World Tokens (coins) or fiat (such as US dollars) based on the following principles:

- Get discounts for using 1WO Tokens (versus cash or other equivalents)
- Have access to 1World network of sites (clusters) supporting 1W widgets
- Have the ability to ask questions, receive feedback during the campaign
- Have ability to profile their audience thus increasing targeting efficiency

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Mechanics of work will be as following:

1. At the entrance to 1World system, there is a marketplace where a client (brand, agency or an individual) can buy tokens for Fiat and Crypto currency. These tokens could be also earned via engagements (also called “mining”)

2. Prices for advertising in the system are set in dollars and are driven by publishers, but aggregated and presented by 1World

3. To pay for accommodation, client must purchase tokens and pay for them in accordance with the current exchange rate of the token to the dollar

4. Once tokens are purchased, campaign is launched per purchased volume of impressions and targeting, all driven by 1World platform and its campaign management system;

5. Upon campaign completion, an automatic report is generated and delivered to the client;

6. Tokens for the campaign now are in possession of the Publisher and 1World based on the business rules; usually it’s Revenue Share model, possibly reflected in Smart Contracts;

7. Publisher has a choice to hold Tokens upon campaign completion (if they expect their value / price to grow) or use an external exchange (conveniently plugged in) to convert to fiat / other crypto currency.

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** During the campaign users who get involved receive respective rewards with Tokens at the current token exchange rate to the dollar and are calculated based on dollar prices*

The volume of emission of tokens is strictly limited to the framework set forth in the ICO.

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With the growth of the system's turnover, the price of the token is expected to grow naturally; the original limited mass of tokens will be providing the foundation for an increasing value of transactions.

Thanks to the growing token exchange rate, we expect to address the challenge of queues for advertising placements. The advertiser, who has tokens, can pay for their accommodation right away or wait for these tokens to grow in price in order to get more volume of placement.

In addition, the total capitalization of the token-mass (in dollars) is expected to grow, which in some ways makes this ICO a vehicle for bringing continuous benefits to token-holders.

Why Blockchain?

There are many reasons why 1World platform transition to use Blockchain is the right strategic path and a very organic and natural fit for the product developed and deployed since 2012:

1. 1World is already implemented as a ***distributed*** and partially ***decentralized*** system where 1W widgets are running on many sites, in many languages and many countries and support sophisticated mechanisms if information exchange, e.g. ability to do “Compare & Contrast” of public opinion on polls that are tagged as “public” and are available to many audiences on many sites. Now the platform is transitioning to even more powerful model where established mechanisms can operate in peer-to-peer mode and have less (or eventually no) dependency on central server.

2. 1World already has a ***scoring system*** used primarily for gamification, that is based on engagement and contributions by site audiences. Transitioning this system to Tokens makes incentives more material and leads to wider acceptance of all ecosystem participants.

3. There is a huge benefit to use ***Blockchain ID*** to identify users in the 1World ecosystem instead of relying on cookies, an old and increasingly unreliable technology, especially

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for readers who start their engagement anonymously and they decide to register in order to earn tokens and, at some point, to redeem them.

4. 1World connects services, such as advertising and research to audiences and is essentially serving as a layer to facilitate many ***marketplaces*** and many competing offerings coming from these marketplaces. Using Smart Contracts for such operations makes the platform operation robust and transparent and therefore putting it on the public decentralized ledger is the best approach to grow the business.

Overall there is fast growing set of Blockchain-based services, applications, and technologies so it make sense to have it utilized not only for the immediate opportunities, but also for future use cases.

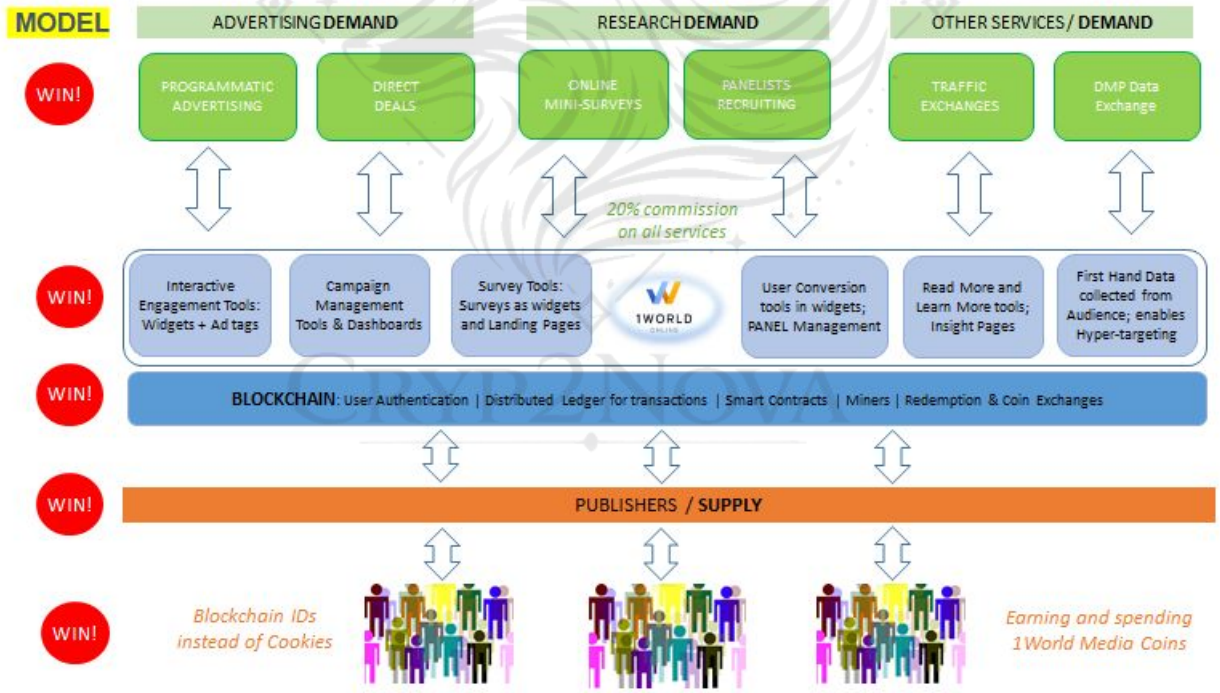
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The 1World Economy

The 1World decentralized economy is already developed and will be built further around the concept of connecting audiences on variety of websites with services from various providers, including, but not limited to:

- **Advertising**: (programmatic ads and direct deals)
- **Research**: via Commercial Polls and “Mini-Surveys”
- **Traffic**: tools for generating traffic to and from other sites
- **Data exchange**: passing information to third party analytics systems, such as DMP
- **TBD** future services that also can be routed via 1World widgets



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World Points System Today

1World's Loyalty and Gamification system used since 2013:

N	Action Description	Current Points	Comments
1	Login to the system	5	
2	Initial Registration	100	
3	Profile Management	10	
4	Vote on Poll	10	
5	Vote on Opinion	10	
6	Vote on Data Point	5	
7	Contribute Poll	15	
8	Contribute Data Point	25	
9	Contribute Opinion	50	
10	Opinion Voted Up by Member	10	
11	Opinion Voted Up by Expert	20	
12	Opinion Voted Down by Member	5	
13	Opinion Voted Down by Expert	5	
14	Sharing to social media by user	20	
15	Click on Read More or Learn More button	15	

1World Wallet

The 1World Wallet will be established for all registered users and allows them to earn and spend their tokens within the 1World ecosystem

Expansion with More Use Cases

It is expected that 1World will be adding new types of engagements and new associated services that will run inside deployed widgets and give even more opportunities to earn and spend points and then convert the monetary gains to 1WO Tokens. This type of new operations will be supported in future releases of 1World software.

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1World Token Issuance

1World Online will be issuing 1WO tokens according to the following plan:

Token Sale Volume	• **50M** worth of 1WO Tokens cap for this ICO (also time limited to the ICO completion) • Total plan is to issue up to **160M** worth of tokens in 3 years
Token Issue Volume	Up to **160 Million** tokens lifetime cap
Minimum Target	Minimum ICO target will be set as **$5M**
Distribution of Tokens	Covered in the next section
Token Price at Issue	**$1.00 USD** at a start, with **$1.20** as upper limit towards the end of ICO
Website link	https://ico.1worldonline.com
Accepted forms of payment	BTC, LTC, DASH, ETC, ETH, XMR, ZEC or USD (via wire transfer)
Presale Start Date	September 7, 2017, 12:00 PM PDT • *Discount 25%* September 7 - September 14 • *Discount 20%* September 14 - September 21 • *Discount 15%* September 21 - September 28 • *Discount 10%* September 28 - October 5
Public Presale End Date	October 05, 2017, 12:00 PM PDT
ICO Start Date	October 05, 2017, 12:00 PM PDT
ICO End Date	November 06, 2017, 12:00 PM PDT
Token Issue Date	November 16, 2017, 12:00 PM PDT

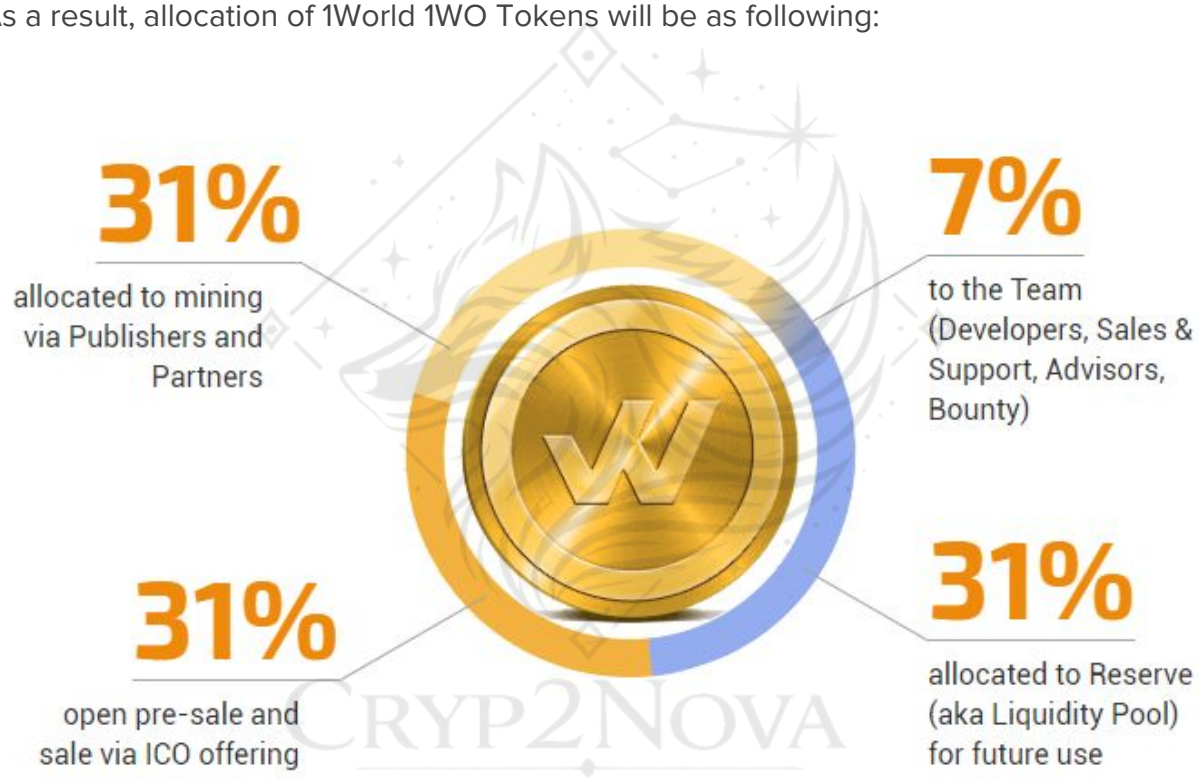
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1World Token Allocations

During the ICO for each one (1) Token sold in open sale:

- 1 Token will be issued for mining to Publishers and Partners
- 0.2 Token will be issued to the Team and Advisors / Bounty program
- 1 Token will be allocated and placed to Reserve (aka, Liquidity pool)

As a result, allocation of 1World 1WO Tokens will be as following:



Escrow

Minimum ICO target will be set as **$5 Million**

- If less money is raised, then all of proceeds will be returned within one month after the ICO completion

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- If a force majeure occurs in tokens issuance, funds will be returned to buyers within two months

For the 1World ICO program, an escrow account will be set-up and utilized, managed by a Los Angeles-based provider Blockchain Law Group

The funds will be released from escrow to 1World Online upon hitting the $5M target and after the distribution of tokens.

Supply Schedule

Initial Token supply will be a maximum of up to 110 Million tokens (50 Million direct sale + 50 Million for mining and 10 Million for the Team and Advisors) and will be distributed upon ICO completion on or around November 16, 2017.

Periodic Token transition out of reserve to support the company growth starting from Year 2018 will be based on the business needs and tokens will be either sold on open market or allocated to publishers and partners for their audiences to mine them via engagement. It will be done per the same rules as outlined earlier for the original ICO in Year 2017 via the Scoring system and COT (*Coefficient of Transformation*) adjusting conversion of earned points to 1WO Tokens per publisher.

In order to sustain a robust economy for its tokens and to facilitate token value growth 1World plans to launch a new Tier 1 media holding company (a publisher with many digital sites and multi-million audiences) every quarter to support this economy. This approach will support the “smooth token growth” model with a virtual “corridor” established.

Payments Processing

Token buyers must register at tokensale.icobox.io, entering and confirming their email address. After the registration, users gain access to their personal accounts at tokensale.icobox.io where they will have separate wallets for BTC, ETH, LTC, Dash, Zcash, ETC, or USD. In their accounts users can choose the desired number of 1WO Tokens and

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transfer the required payment amount in one of the accepted cryptocurrencies or generate an invoice for a wire transfer.

Once the payment is received, funds will appear in the corresponding wallet in the user's account and may be used for purchasing 1WO Tokens. Until the token purchase is made, the funds may be withdrawn from the account at tokensale.icobox.io at any moment by sending a request to support@1worldonline.com. Tokens are purchased at the price in effect at the time of purchasing, not at the price in effect at the time when funds have been sent or received by the platform. When buying tokens with currency other than BTC, the exchange rate is fixed at the time of token purchase.

Accounts at tokensale.1worldonline.com will be accessible several days before the start of the 1WO token sale. Users will be able to sign up and make transfers to their 1WO accounts, but will not have the option to buy 1WO Tokens with deposited funds until the start of the 1WO Token presale. To take part in the public presale, a buyer will need to purchase at least the specified minimum number of 1WO tokens (10,000 or 1,000 1WO Tokens, depending on the date and time of purchase). The general 1WO Token sale has no minimum entrance threshold, except for the minimum transfer amount specified by the relevant blockchain or bank used by the buyer.

After the token purchase is complete, the information about 1WO Tokens credited to the 1WO buyers should appear in their accounts at tokensale.1worldonline.com immediately.

Token Distribution Event

After the 1WO Token sale is over, a personal account will be automatically generated at ico.1worldonline.com for every 1WO Token holder. 1WO tokens will be issued and transferred to these accounts.

Once this step is complete, 1WO Token holders may at any time transfer their 1WO Tokens to any third-party ETH wallet supporting ERC-20 standard.

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BTC and wire transfer proceeds from the 1World 1WO Token sale during the ICO Sale will be deposited in escrow where they will be kept in BTC and USD. Supported original payments made in other cryptocurrencies will be accumulated, converted to BTC, and also deposited in escrow on a regular basis.

Token Distribution for the Team

After the 1WO tokens become available to the team (7% of overall allocation, which is 20% of the original open sale), they will be distributed as following:

- 1World Core Team: up to 50%
- Advisors & Key ICO Contributors: up to 20%
- Bounty Program: up to 10%
- Reserve: Up to 20%

** 1World reserves the right to direct these funds to certain areas based on specific ICO development to maximize the efficiency and increase the Token sales.*

Use of the Proceeds

1World plans the following use of the proceeds collected in the ICO Open Sale:

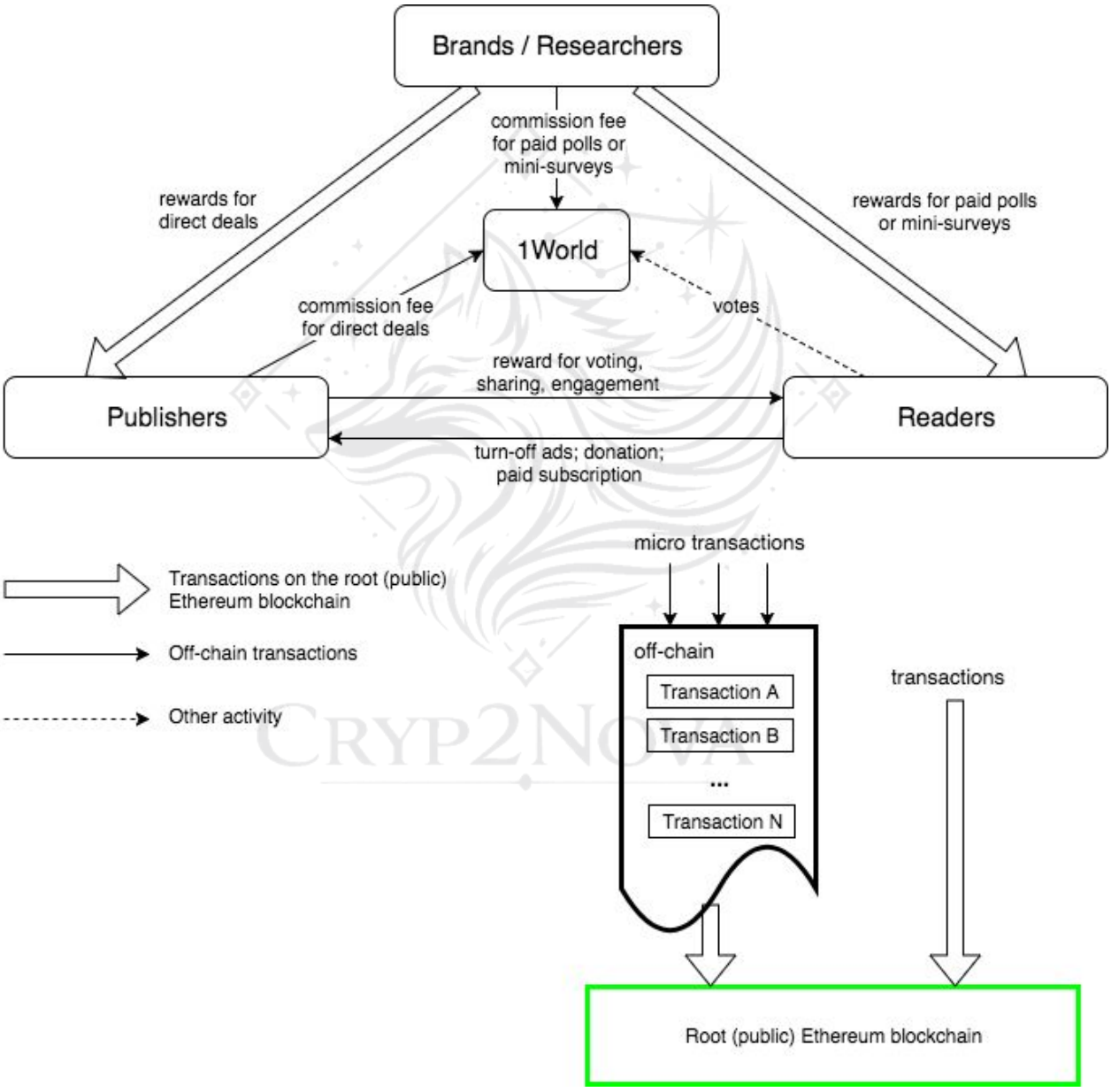
- Up to 30% - Core US Team: Business / Marketing / Customer Success
- Up to 25% - R&D and Technical support
- Up to 20% - Global Expansion
- Up to 10% - Legal, IP and other services
- Up to 5% - PR / Events / Promotions
- Up to 10% - Reserve / Miscellaneous

** 1World reserves the right to direct these funds to certain areas based on business opportunities and market situation with the goal of growing both business and company valuations in mind,*

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Technical implementation

Technical implementation aspects of the 1World economy and cryptocurrency are outlined in the following diagram:



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At the beginning 1WO Tokens will be implemented as a combination of public on-chain Ethereum blockchain, and off-chain solution like Raiden, Plasma or State channels (or private blockchain solution like Exonum).

Users (brands, publishers, researchers, readers) who want to transfer 1WO Tokens will be able to interact with the public Ethereum blockchain, which will serve as the currency's decentralized settlement layer.

Implementation Based on Ethereum ERC20

The Ethereum blockchain is currently the industry standard for issuing custom digital assets and smart contracts. One of the main reasons is using existing Ethereum's infrastructure instead of building an entirely new blockchain. The latest and most popular ERC20 token interface is the best choice compatible with the existing infrastructure of the Ethereum ecosystem, development tools, wallets, and exchanges. Also ERC20 allows for seamless interaction with other smart contracts and decentralized applications on the Ethereum blockchain.

Current Ethereum Limitations

Blockchain in general (and Ethereum blockchain in particular) is a decentralized network. Decentralization is critical because it eliminates single points of failure or control that makes downtime, censorship, fraud or third-party interference impossible. These advantages and active ecosystem make Ethereum a good choice for the 1World decentralized economy. But, on the other hand, the nature of blockchain decentralization (Signature verification, Consensus mechanisms, Redundancy, etc.) leads to some disadvantages in comparison with centralized databases. The biggest Ethereum disadvantage for proposed 1World economy is Ethereum scalability.

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The well-known fact is the current Ethereum Proof-of-Work blockchain has scalability bottlenecks:

- a fee to be paid for every single transaction
- a transactions confirmation takes tens of seconds in average
- a number of transactions per second (transaction throughput) that is small enough to process increasing number of applications

These limitations make micro-transactions, such as the ones the 1World Online platform performs for typical use cases, not economically viable to put on the public ledger and be charged. An example would be 1WO Tokens to reward end-users on the site for their engagements and content contributions.

If a public Ethereum blockchain is used ‘as is’ for these transactions, then:

- a fee for transaction would be comparable or even higher than reward amount itself;
- end-users would wait for tens of seconds until transaction is confirmed;
- huge number of 1WO transaction would congest the Ethereum’s throughput capability.

That’s why 1World Online could not use the existing version of public Ethereum blockchain ‘as is’ for some kinds of transactions and has to find some solution. There is no silver bullet here and now, but Ethereum is a new technology, a lot of efforts are made to solve these Ethereum’s limitations. For example, the core Ethereum team understands the limitations and is trying to solve them: a recent Ethereum Metropolis hard fork is a first step in transition from Proof-of-Work to Proof-of-Stake. Moreover a lot of other solutions on the top of Ethereum are in progress. And most experts agree that this is only the question of time: some solution or combination of solutions will be developed as is often the case with evolving technology.

This concerns not Ethereum blockchain only. The similar issues for the Bitcoin blockchain, a crypto currency network older than Ethereum, have been successfully solved by Lightning Network.

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There are several solutions that are going to solve these blockchain bottlenecks like Machinomy, Toy State Channels and other, but a few of them are worth to be mentioning in detail:

- Raiden network
- Plasma
- Smart contracts
- Exonum

Raiden Network

Raiden network is similar to Bitcoin's Lightning Network - off-chain high speed asset transfers network for Ethereum ERC20 tokens that has been under development now for nearly two years and is close to release. It uses a network of off-chain state channels to securely transfer any ERC20 token without the requirement to transact on the blockchain. The Raiden Network will provide a payment system based on payment channel technology that scales with the number of its users: the bigger the Raiden Network becomes, the higher its maximum throughput will be, with practically no upper limit in sight.

One more important thing: unlike Ethereum public transactions, Raiden transfers will be private between the payer, the payee, and the nodes forwarding the transfer. When channels are settled, only the sum of transactions will become visible to the entire world.

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Plasma

The Plasma solution was recently announced by Joseph Poon and Vitalik Buterin; it is a framework that is scalable to a significant amount of state updates by using the Proof-of-Stake method. Plasma works on top of a root (main) Ethereum blockchain. Its idea is to eliminate the need to generate on-chain transactions for every state update by leveraging coalesced state updates that are comprised of the bitmaps in which the transactions are composed. The root network contract processes only a very small number of commitments

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from child blockchains that are able to do a large number of computations. Commitments are broadcasted periodically to the root blockchain from the child blockchains.

State Channels

In addition to open-source solutions like Plasma or Raiden, 1World Online could implement their own solution that utilizes State channels for appropriate transactions.

State Channels are a design pattern in which signed messages representing transactions are exchanged between two parties. Any party can choose at any time to broadcast the last message to the blockchain, updating it to a state representative of the sum of all exchanges between the two parties.

State channels are an important technique for allowing some blockchain operations to be conducted off of the blockchain, while retaining or even improving the underlying security guarantees that a blockchain offers.

In particular, state channels can be used to significantly improve the performance of interactions between a designated group of people, while significantly reducing transaction costs. They can be applied to payments, smart contracts, and many other scenarios. [9]

Exonum

Exonum is an open source enterprise-grade blockchain framework developed by the Bitfury Group. It allows to build a private or permissioned blockchain. At the moment, Exonum-based smart contracts can handle 3,000 transactions per second with a clearing time of 2.5 seconds (and up to 15,000 transactions per second in custom situations), that is significantly faster than any other public Blockchain networks. It uses custom-built Byzantine Fault Tolerant consensus algorithm that excludes any single point of failure, making blockchain resilient to nodes crashes or bad actors, without needing to mine blocks.

Exonum seems to be a perfect solution for 1World's micro-transactions, but there is a one significant obstacle: it anchors (periodically saves a cryptographic hash reflecting the state of

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Exonum Blockchain) data to the Bitcoin blockchain in order to protect data against history revisions. But 1WO is Ethereum token and thus this will require to develop some extra module that allows to use Exonum together with Ethereum blockchain.

Smart Contracts

1World will utilize Smart Contract for appropriate transactions, both for Engagement and Services Delivery (Advertising and Research) use cases as described in this document.

Current Implementation Plan

It is highly expected that there will be others solutions that also could be used for 1World Online purposes. The common idea is to switch from saving all transactions on the public blockchain (on-chain) to saving them off-chain but ultimately enforceable on-chain. Moving transactions off of the chain leads to significant improvements in cost and speed. Anyway, there is a strong confidence that there will be at least one solution on top of Ethereum in the near future that allows highly scalable, low latency, and cost effective decentralized systems.

Use Cases for 1WO Tokens

For further consideration, it makes sense to separate 1World transactions based on their size, quantity, and the role of involved persons into:

- Reader micro-transactions to earn 1W points / 1WO Tokens
- Reader micro-transactions to spend 1WO Tokens
- Brands or Research related transactions
- Publisher’s transactions

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Reader (end-users) micro-transactions to earn 1W points / 1WO Tokens

Micro-transactions in 1World widgets on publishers' websites happen when site visitors (readers) earn 1WO points for:

- voting, sharing, click Read-More or Learn-More, or other related engagement actions;
- poll creation or other contributions;
- voting commercial polls or taking commercial mini-surveys;
- watching video ads;
- sign up to 1World Online by using email address or social sign-in (Facebook, Twitter, etc.);
- entering any of their profile info (gender, age, marital status, etc);

1World widgets will display how many 1WO points have been collected by current users, explain their value and suggest converting them to 1W Tokens. In order to convert points to tokens the user needs to:

- earn 500 (subject to refinement) 1WO points;
- sign up to 1World Online by using email address (and verify email address) or social sign-in (Facebook, Twitter, etc).
- Enter his/her wallet address

Conversion from 1WO points to 1WO Tokens will be made by conversion rate.

This rate is not fixed and depends on:

- 1WO Token price at the moment of conversion;
- a special publisher coefficient that is calculated by 1World Online algorithm based on its content, audience, etc.;
- a special geo-coefficient for the user's location;
- a time period when the points were earned.

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After the conversion the user gets access to his/her own ‘My Wallet’ page with current balance, transaction history, etc. Also all future 1WO points earned, once they reach the established threshold, are immediately converted to 1WO Tokens and added to user’s wallet.

Because of current Ethereum PoW limitations (described above) all these micro-transactions are saved off-chain but ultimately enforceable on-chain by using Plasma, Raiden, Exonum or similar solution.

Reader micro-transactions to spend 1WO Tokens

Micro-transactions also happen when readers spend 1WO Tokens points for:

- convert 1WO Tokens to perks;
- pay publisher so as to not see advertisements during a week or a month;
- pay publisher to get access to paid content;
- donate to the author of the blog or some particular article.

All these micro-transactions are also saved off-chain but ultimately enforceable on-chain.

Brands or Research related transactions

Another type of transactions happen when brands or researchers spend 1WO Tokens for:

- running direct deals campaign
- running commercial polls or commercial mini-surveys

These transactions will be made from 1World Online Client Dashboard as a public Ethereum on-chain transactions because:

- the transaction amount is big enough when compared with the transaction fee
- brands or researchers could wait tens of seconds for a transaction confirmation
- they will happen much less often than readers micro-transactions and will not affect Ethereum transaction throughput significantly

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Publishers transactions

Publishers earn 1WO Tokens for:

- their inventory used for direct deals campaigns
- their inventory used for commercial polls or commercial mini-surveys
- not displaying advertisement to some particular readers
- providing access to paid content to some particular readers

In case of direct deal campaigns transactions will be made in a public Ethereum on-chain.

All other transactions are saved off-chain but ultimately enforceable on-chain by using Plasma, Raiden, Exonum or similar solution. In addition to standard enforcing methods provided by off-chain solution, the off-chain transactions will be enforced to on-chain when there is a big enough 1WO Tokens for this particular publisher.

1World Reward Engine

The 1World Reward Engine will follow the implementation already done and released in version 2.x.

1World Campaigns Management

The 1World Campaigns Management implementation will be part of Release 3.0.

Identity Management & DID

Identity Management & DID will be further researched and released in future versions of software.

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Summary

At the beginning 1WO Tokens will be implemented as a combination of public on-chain Ethereum blockchain, and off-chain solutions like Raiden, Plasma or Exonum.

Roadmap

1World continues its agile software development process and produces bi-weekly production releases with new functionalities as well as scheduled quarterly major updates with significant new product features.

The following roadmap items are planned for Years 2017-2020*

Q3 2017	Core: Blockchain integration: infrastructure Apps: Scoring visibility in 1World widgets
Q4 2017	Core: 1World Points system linked to 1WO Tokens Apps: User profile page to integrate Wallet & Redemption
Q1 2018	Core: Campaigns management for advertising and other services Apps: In-place analytics in widgets for users and admins Network: Vertical-focused clusters of publishers
Q2 2018	Core: Interactive Content Creation marketplace Apps: 1World Feed to integrate data sources & scoring
Q3 2018	Core: Interactive Media Unit (IMU) implementation Apps: 1World Button app

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Q4 2018	Core: Research tools: panels management Apps: Mini-Surveys in 1World widgets Network: Integrating into online research marketplace
1H 2019	Blockchain 2.0 Integration / high scalability solution
2H 2019	A.I. driven Content Generation and linking to articles Network: Integrating into traffic generation marketplace
1H 2020	Global Syndication Network
2H 2020	A.I. driven Recommendation Engine

** Roadmap items are subject to change based on business opportunities and market trends*

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1World Technology Advisors

1World Blockchain Advisory Team



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CTO Luxoft, Technical Head CryptoValley Blockchain Group

Switzerland, EU



Alison Davis

Chairman of Advisory Board, Blockchain.capital Board Director, Royal Bank of Scotland

Silicon Valley, USA & London, UK



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Japan Society for Security, Blockchain 2.0 & Security Expert & Inventor

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Ayako Miyaguchi

Founder of Japan Blockchain Association

USA & Japan



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Managing Partner

Newsroom Investments

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Professor at University of South Carolina

Ex -1World, 2Wire

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Owner Koherent Records

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EKKAM Marketing
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Sr. Advisor & Marketing

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Ted Sanford

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Michael Minkevich

Luxoft (LXFT) – IPO in 2013, StarForce Technologies, Novosoft



Kira Makagon

RingCentral (IPO in 2013), Red Aril (acq.by iCrossing), Scopus (IPO), Octane Software (acq. By Epiphany)

New York Media Companies



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Global Partners



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Times Group of India



John Ricci

Head of US Angels,

MG Capital, Crimson Growth



James Zhao

CEO, Concept Art House and Spellgun,

Expert in Gaming Industry

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1World Team

Over five years of the company's life we have built a globally distributed, very skillful, and dedicated team that combines technical, business and customer management / support skills and has demonstrated success in many deployments and projects.

1World Leadership Team



Alex Fedosseev

President since 2011
CEO & Founder

Ex 2Wire, 4Home, 3Com, Motorola Mobility / Google, Broadband Forum.



Brad Kayton

Board Member since 2011
Secretary; GM Data and IP

Ex 2Wire, 4Home, Polycom, Zoom, Vgo, Prizmiq, Serial Entrepreneur



Kyoko Watanabe

Board Member since 2015

Director of DEFTA Partners;
Director of World Alliance Forum;
Board Member of 5 portfolio companies



Vladimir Tyurenkov

Board Member since 2015

Managing Partner Steltec Capital;
LP at Hive Big Data,
Ex- Hansberger Global Investors.



Neville Tarapowalla

Advisory Member since 2016

Managing Partner at Brand Capital/ BCCL, Head of Times Group USA; ex Yahoo, Microsoft, ex-CEO of Publicitas Digital

1World US Business Team



Matt Ganeles

1World West Coast

Project Manager Blockchain Ecosystem

Palo Alto, CA



Katia Kourtseva

1World West Coast

Finance & Office Manager Logistics / General support

Palo Alto, CA



Emily Kayton

1World East Coast

Content & CS Manager Support Publishers & Brands

Boston, MA area



Klaudia Kostarelas

1World West Coast

Customer Success Manager Publishers, Brands, Partners

Palo Alto, CA



Quinn Miller

Marketing Graphic Designer

Palo Alto, CA

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Ahmedabad, India



Namho Chung

Korea Representative

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Seoul, South Korea



Daniella Franchin

Latin America Representative

BusDev and AM
San Paulo, Brazil



Mike Tanji

DEFTA Partners
1World Japan Representative

Yokohama, Japan



Sergei Makedonsky

Forrester Research
EEU in4media Russia Representative

Moscow, Russia

1World Engineering Core Team



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R&D Executive Director

Lviv, Ukraine



Dmitry Volotskoy

Architect and ENG Lead

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Lera Kulikova

UX/UI designer

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Dmitry Birukov

Back-end Architect

St. Petersburg, RF



Nazar Pilipyak

Front-end Engineer

Lviv, Ukraine



Dmitry Mironov

Lead QA Engineer

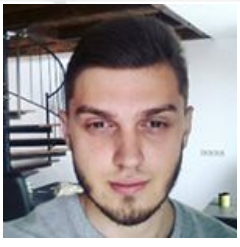
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Robert Kovtiuk

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Natalia Gordienko

Ad Operations

Kiev, Ukraine

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1World Support Team



Ruth Lee

Marketing & User Experience

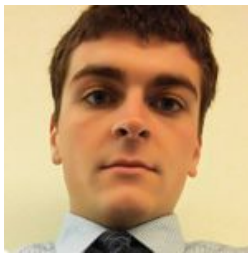
Palo Alto, CA



Jongseung Lim

Community Manager

US & South Korea



Austin King

Community Manager

US & EN countries



Leonard Jackson

Support & Promotion Manager

Rowland, NC



Jameel Bsata

Support & Promotion Manager

Edmonton, Alberta, Canada

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1World Publishers and Partners



Publishers using 1World

Examples can be found here: https://ico.1worldonline.com/examples

Advertisers using 1World

Examples can be found here: https://ico.1worldonline.com/examples

Partners integrating 1World

Examples can be found here: https://ico.1worldonline.com/examples

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Risk factors

The acquisition of Tokens involves a high degree of risk, including but not limited to the risks described below.

Before acquiring tokens, it is recommended that each participant carefully weighs all the information and risks detailed in this White Paper, and, specifically, the following risk factors.

Dependence on publishers and their advertising practices

1World's business is dependent on existing advertising markets with its very complex infrastructure and existing policies and practices related to programmatic and direct advertisement, certain requirements for performance, reporting, discrepancy resolutions etc. These conditions might cause significant fluctuation in Token pricing.

Smart contract limitations

Smart contract technology is still in its early stages of development, and its application is of experimental nature. This may carry significant operational, technological, regulatory, reputational and financial risks. Consequently, although the audit conducted by independent third party increases the level of security, reliability, and accuracy, this audit cannot serve as any form of warranty, including any expressed or implied warranty that the 1WO Smart Contract is fit for purpose or that it contains no flaws, vulnerabilities or issues which could cause technical problems or the complete loss of 1WO Tokens.

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Regulatory risks

The Blockchain technology, including but not limited to the issue of tokens, may be a new concept in some jurisdictions, which may then apply existing regulations or introduce new regulations regarding Blockchain technology-based applications, and such regulations may conflict with the current 1WO Smart Contract setup. This may result in substantial modifications of the 1WO Smart Contract, including but not limited to its termination and the loss of 1WO Tokens.

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Price of Bitcoin and Ethereum

1World offers services to companies and individuals engaged in mining cryptocurrencies, primarily Bitcoin. Such operations are highly dependent on Bitcoin prices at local exchanges. Sharp and protracted decline in Bitcoin prices can affect the ability of 1World's customers to fulfill their contractual obligations to pay rental fees to token holders whose tokens they rent.

Rapid changes in technology may adversely affect mining business

Cryptocurrency mining is a very dynamic and fast-paced business. To remain competitive, 1World will use its best efforts to follow and promptly introduce the latest technologies at its facility. However, 1World's failure to remain competitive despite its endeavors may pose the risk of declining benefits for the 1WO Token holders. Likewise, token holders are advised to monitor their own mining equipment performance and update it as needed. Alternatively, as their equipment performance weakens over time, they should consider renting their tokens out to other miners to avoid the decline in the mining rewards.

Fluctuation in token benefits

The 1WO Token is intended to provide a valuable benefit of access to 1World ecosystem for cryptocurrency miners by giving them the ability to use tokens earning mechanism. Market changes, a drop in engagement value for publishers and / or reduction of traditional online display advertising may reduce the value of the 1WO Tokens and drive down the prices of tokens.

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Sales and other taxes

Token holders and purchasers of mining equipment may be required to pay sales tax (collected at sale) and other taxes associated with the transactions contemplated herein, whether in the United States or in their home countries. It will be a sole responsibility of the token holders and purchasers of the mining equipment to comply with the tax laws of the United States and other jurisdictions and pay all relevant taxes.

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Force Majeure

1World’s performance may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this White Paper, force majeure shall mean extraordinary events and circumstances which could not be prevented by 1World and shall include: acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond 1World's control, which were not in existence at the time of Token Launch. If such circumstances occur prior to issuance of 1WO tokens and 1World is unable to issue 1WO Tokens within 6 months from the projected date, the escrow agent may issue a refund at the request of the 1WO Token purchasers. The refund will be issued in the original form of payment at the exchange rate on the date of the refund.

Compliance with U.S. laws and regulations

Because the hosting facilities are located in the United States, 1WO Token holders who wish to use their tokens to host their equipment at the facilities would be required to comply with the U.S. laws and regulations and may need to verify their identities and provide proof of address (for individuals), or verify their registration, good standing, list of ultimate beneficial owners, and address (for legal entities) prior to using their 1WO Tokens and setting up their equipment at 1World's facilities, or at any time thereafter upon 1World's request. Token holders who fail to comply with such verification request, or who are determined to be restricted from dealing with the U.S. entities or operating in the U.S., or who are otherwise ineligible under the US law to host their equipment with 1World would be refused hosting or 1WO Token rental services, with no refund issued by 1World for the purchased tokens. Such token holders may retain their tokens or may, at their discretion, choose to sell them to eligible customers. Token purchasers are solely responsible for learning about the US laws and legal restrictions applicable to residents of certain countries and individuals involved in certain activities.

Disclosure of information

Personal information received from 1WO Token holders, 1WO Token renters, and owners of the equipment submitted for hosting, the information about the number of tokens or miners

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serviced by 1World, rewards earned on the pool, the wallet addresses used, and any other relevant information may be disclosed to law enforcement, government officials, and other third parties when 1World is required to disclose such information by law, subpoena, or court order. 1World shall at no time be held responsible for such information disclosure.

Value of 1WO Token

Once purchased, the value of 1WO Tokens may significantly fluctuate due to various reasons. 1World does not guarantee any specific value of the 1WO Token over any specific period of time. 1World shall not be held responsible for any change in the value of 1WO Token. Assumptions with respect to the foregoing involve, among other things, judgments about the future economic, competitive and market conditions and business decisions, most of which are beyond the control of the 1World project team and therefore difficult or impossible to accurately predict. Although the 1World team believes that its assumptions underlying its forward-looking statements are reasonable, any of these may prove to be inaccurate. As a result, the 1World team can offer no assurances that the forward-looking statements contained in this White Paper will prove to be accurate. In light of the significant uncertainties inherent in the forward-looking statements contained herein, the inclusion of such information may not be interpreted as a warranty on the part of 1World or any other entity that the objectives and plans of the 1World project will be successfully achieved.

Other risks

Please note that the 1World project may be subject to other risks not foreseen by its management at this time.

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An information provided herein does not constitute an offer, solicitation or sale of the 1WO tokens in any jurisdiction in which such offer, solicitation or sale would be unlawful. Some restrictions on purchase of 1WO tokens may apply. Please check with your legal adviser.

Certain statements and estimates contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

The exchange rate and a discount are not guaranteed and may vary for different purchasers depending on the price of purchased 1WO Tokens, the total number of 1WO Tokens sold, and other factors. Exchangeability of 1WO Tokens is subject to the availability of other projects' tokens.

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