nestree

AN ADVANCED, REWARD-BASED COMMUNITY MESSAGING APP

CRYP2NOVA

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1. INTRODUCTION

1.1. Market Overview

The Evolution of Messaging Apps

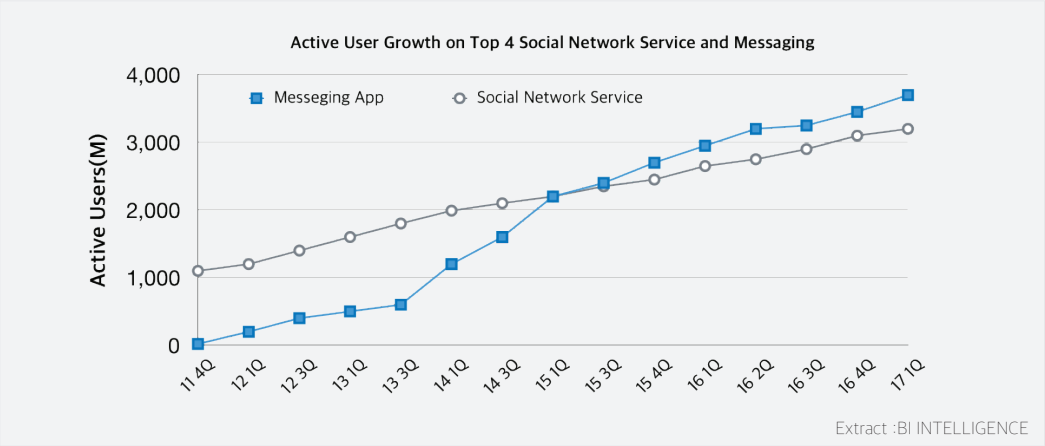
There are more than 3 billion smartphone users in the world, and nearly all of them use text messages to communicate with each other. All phones come pre-installed with an SMS service, but most people nowadays install an instant-messaging app the moment they purchase a new phone. These apps are now a smartphone staple, and instant messaging apps are one of the factors directly responsible for helping the smartphone become popular in such a short time. They directly increase the utility of smartphones exponentially by enabling instant communication for free, all around the world.
Instant messaging apps are highly scalable. Early implementations were built for use on computers more than 60 years ago, and offered only individual peer-to-peer communication. Messaging capabilities have since been expanded to multiple platforms and now offer a means of communication not only for individuals, but also for groups, organizations, and workplaces.

The Rise of Messaging Communities

Messaging platforms that can exchange real-time information are a natural venue for people to congregate in online communities. Such communities offer people a way to share opinions and information pertaining to specific topics of interest, such as hobbies or professional groups. This tendency to attract congregations has made it easier for messaging apps to retain users, and has also caused certain apps to absorb large portions of the market.
There are many forms of messaging communities that we can visit online. A variety of platforms ranging from independently operated websites and blogs to a wide range of social media and video platforms are all commonly used every day across the world. These platforms are now maturing, with some apps such as Facebook expanding their services to encompass many aspects of the community messaging ecosystem, while other platforms such as Steemit explore innovative ways to increase the value proposition of specific community types.
These new interactive communities have exploded in popularity across the internet. Such group conversations are extremely accessible and easy to create, allowing all participants to communicate in real time. In fact, Facebook Messenger has more than 2.5 million new group conversations every single day, and Telegram Messenger has millions of community group conversations with more than 30,000 people. In addition, the number of views generated by the 80 million users who participate in Telegram group conversations is 30 billion per month.
Interactive communities are propelling the popularity of messaging apps past even that of existing social media services, according to data from a Bi Intelligence report (as shown in Figure 1). Interactive communities are offering new forms of social interaction that are proving to be the new standard for online communities of all kinds

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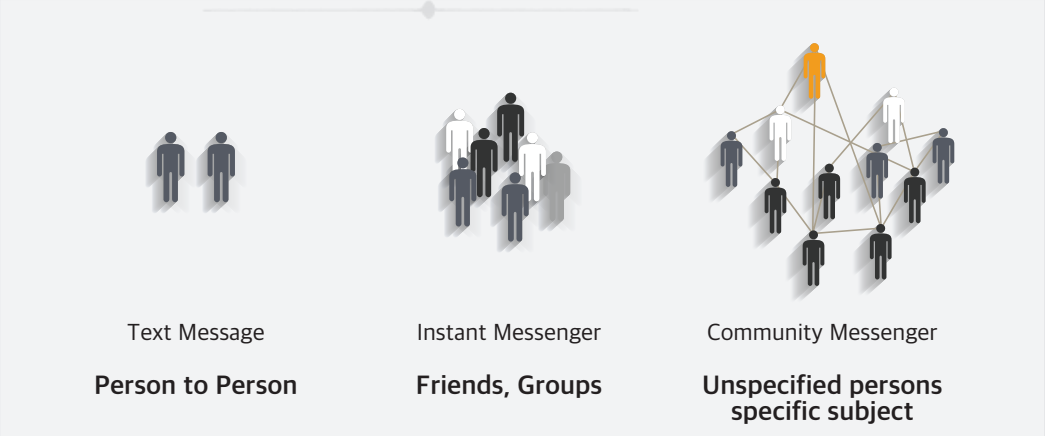
[Figure 1 - Active Uer Growth of Messenger and SNS]

A Breakdown of Interactive Messaging Communities

The stakeholders of most messaging communities can be broken down into four categories:

1. **Admins** manage and moderate the community.
2. **Content producers** directly add value to the community by creating topics for discussion. Examples may include videos, polls, images, memes, or even just stories they type up and post.
3. **Content consumers** are the people who do not post a new content, but like to comment and share content they view online. They are just as invaluable as the content producers, as they are the ones that keep the community buzzing with discussion.
4. **Advertisers** are content producers who specifically target all of the above people with the goal of advertising a product or service, usually for profit.

While these communities can be targeted toward a wide range of topics, communities that require immediate information sharing tend to be the most active. Blockchain communities are common on instant messaging apps, as well as groups geared toward popular discussion topics such as cryptocurrency, databases, job hunting, and stock trading information.
The interactive community model is still in its early years. However, because these communities evolved in an environment that was designed for the purpose of P2P communication, existing platforms are not ideal for fostering large, healthy communities that create and consume content on a regular basis. There are a number of problems that need to be addressed before interactive communities can truly come into their own and flourish.



[Figure 2 - Development of Messenger]

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1.2. Problem

The following problems are inherent across the instant messaging industry:

Difficulty to Grow and Maintain Community

While creating a group chat is easy, growing it into a larger community is not a simple task. Furthermore, community members will not remain in the group chat if there is no reason to congregate. This problem persists even in communities where the central purpose is sharing of information, for the simple reason that the vast majority of community members have a tendency to be passive.
Due to the passive nature of most participants, attracting new members and keeping community users happily engaged tends to become a job for the admin. For a community with tens of thousands of participants, the job consumes a tremendous amount of time and capital.

Difficulty in Delivering Important Information

A common problem with most interactive communities is an overabundance of information. Participants are constantly shown fresh, new information which continuously floods out. This can become problematic when useful content become lost in a sea of messages. In messaging groups where information is delivered via push notification, members are forced to either receive every message regardless of their interest in it, or to turn off push notifications entirely. The vast majority of users opt for the latter option to save their time and energy, thus rendering one of the most important functions of the messaging app obsolete. Modern messaging apps are inconvenient for their customers and it is a critical issue that must be resolved.

Restriction of the Business Model

One of the important factors that distinguishes a simple group chat room from an interactive community is the revenue model. An interactive community with tens of thousands of people gathered for specific purposes is an attractive space for marketing. However, the revenue model of currently existing messaging apps is very traditional. Advertisers must be sought out externally, or individually proposition channel admin themselves. The process is cumbersome and there are no quantitative indicators of marketing effectiveness, leading to unsatisfactory results for all stakeholders.
These inherent limitations directly affect the ability of a community to become fully interactive. Often times, such advertising can actually benefit the community members by displaying information that would serve interest to them.

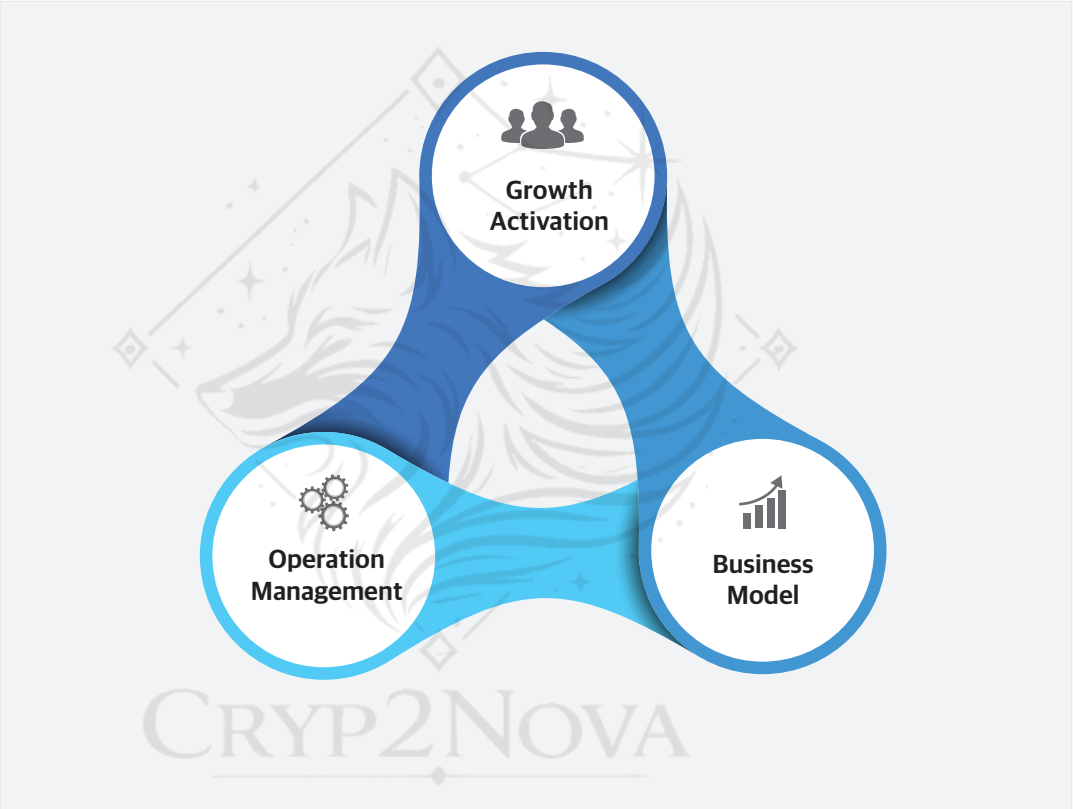
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1.3. Solution

Nestree implements blockchain technology and an innovative ecosystem model in its messenger service to solve the above-mentioned problems and to allow all users to benefit equally.

1. Users are rewarded for joining new communities, thereby solving the problem of stagnated growth. Community members are rewarded for creating and sharing content and for staying engaged with the community.
2. Admins have the ability to ensure important messages are viewed before other messages, thereby solving the problem of lost information.
3. Advertisers can more easily find their audience, and viewers are rewarded for engaging with every advertisement.
4. Nestree also functions as a cryptocurrency wallet and trading app and uses the proprietary EGG Token as a utility token to compensate all EGG Token stakeholders fairly.



[Figure 3 - NESTREE MISSION]

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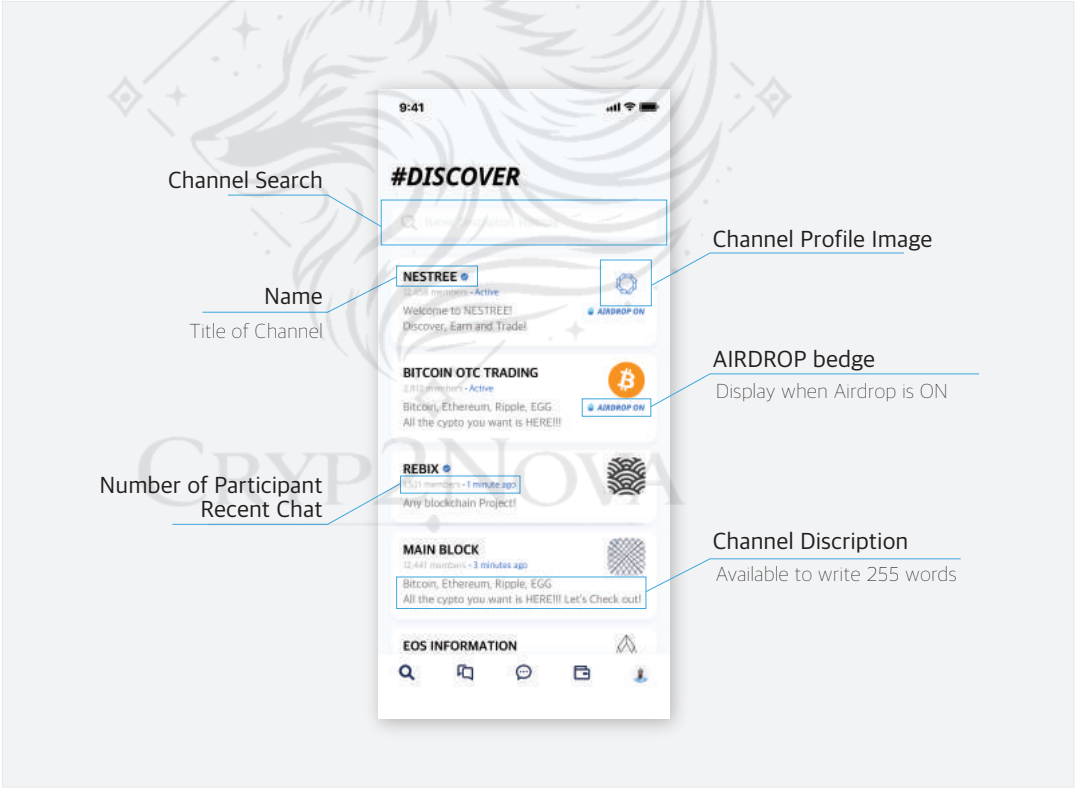
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2. NESTREE MESSENGER

The Nestree Messenger service consists of four main menus: Discover, Channel, Chat, and Wallet. A variety of interactive communities can be found under the Channel menu. This is distinguished from the Chat menu, where users communicate with people they already know in private chatrooms.

2.1. Discover

Discover allows users to explore all currently active channels. A list of channels is displayed on-screen for quick access. This is the most important menu for users to find new communities.



[Figure 4 - Detail of DISCOVER]

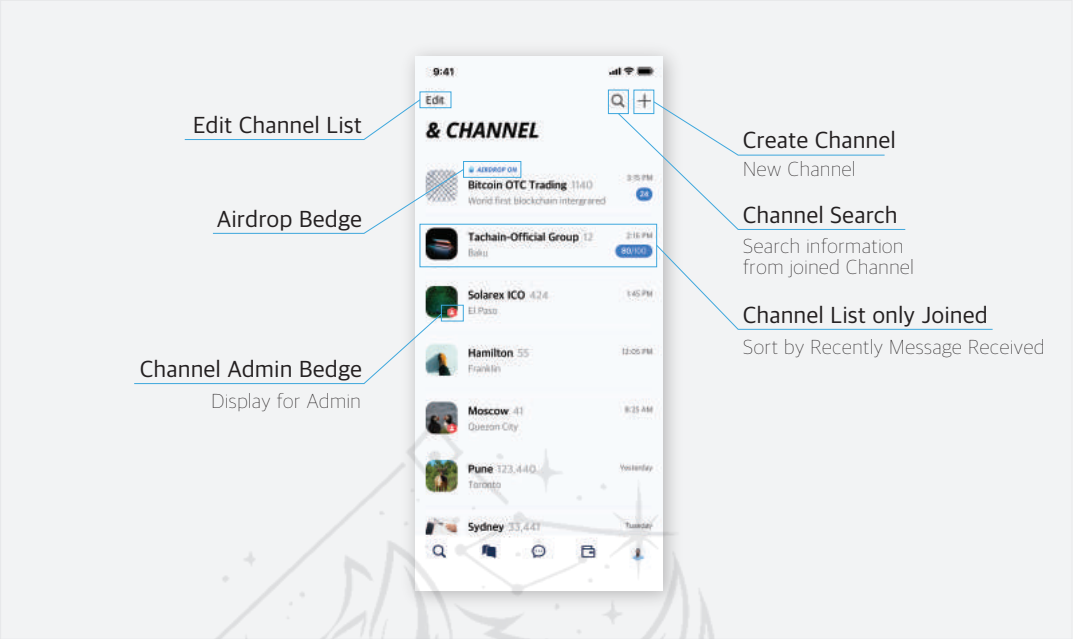
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2.2. Channel

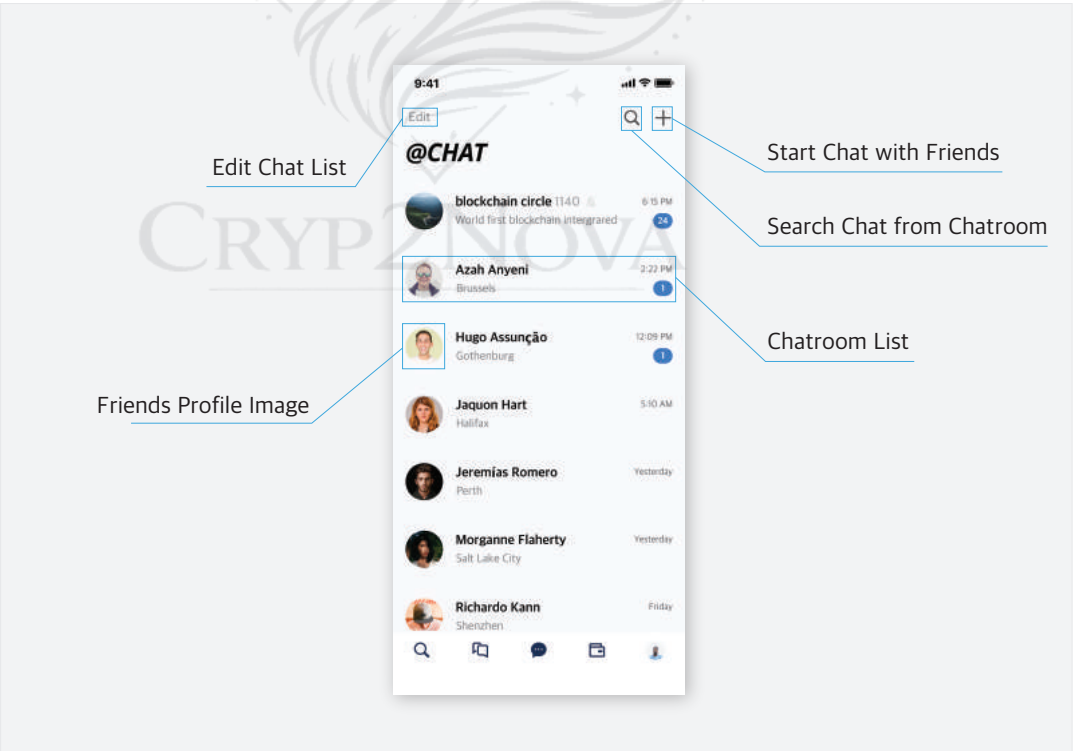
Channels are interactive platforms for group chat communities. A variety of features that enable, activate, and monetize communities are available for admins and community users.



[Figure 5 - Detail of CHANNEL]

2.3. Chat

Chat works the same as conventional messengers. Users initiate a one-on-one or group conversation with friends or with new contacts.



[Figure 6 - Detail of CHAT]

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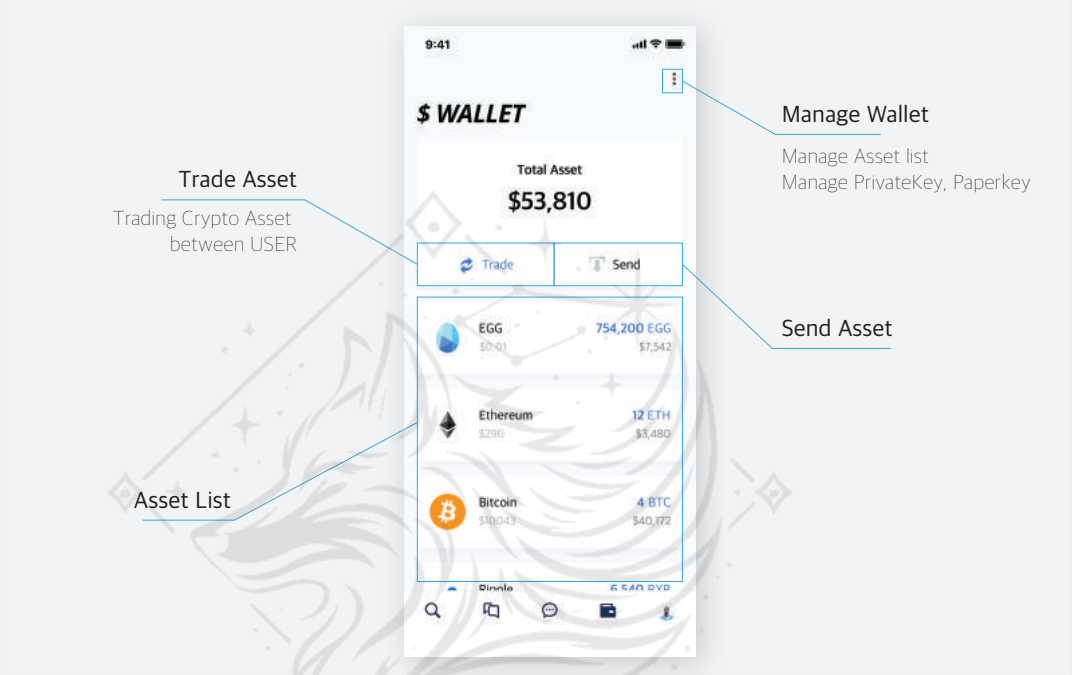
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2.4. Wallet

The Nestree Messenger also offers a decentralized cryptocurrency wallet that remains secure and protected from a central point of failure.

Feature of Wallet

✓ Send & receive cryptocurrency by username
✓ P2P Trade
✓ Transaction History Display
✓ Wallet export (Metamask, MEW)



[Figure 7 – Detail of WALLET]

On Asset List



To be On Asset List

ERC20 Tokens +



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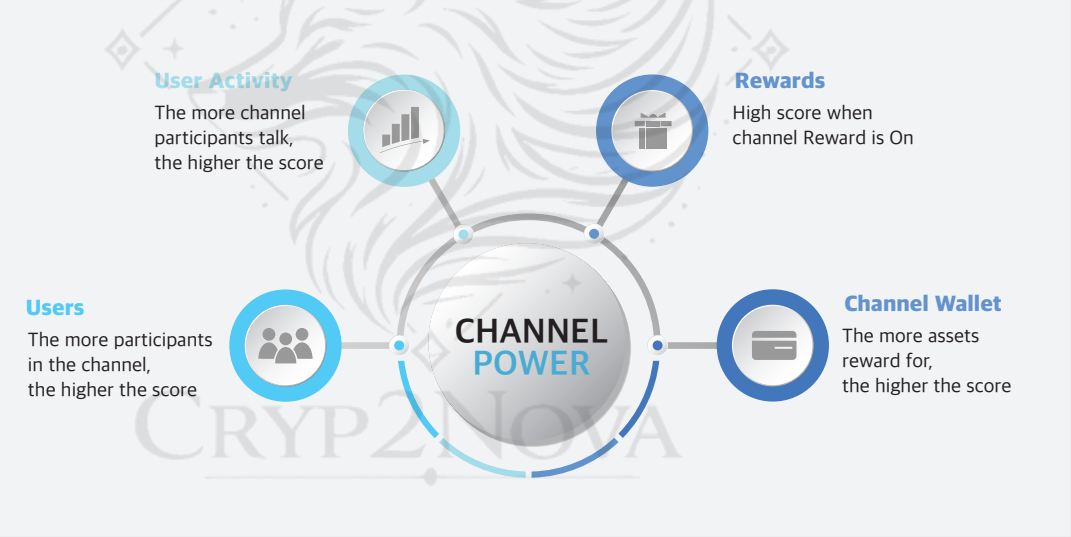
3. USER BENEFITS

3.1. Main Features

3.1.1. Community Growth & Activation

Channel Power

The Discover menu is a space for connecting users to channels. The more a channel is liked and searched by Nestree users, the more exposure it will have on the Channel menu and the more users it will connect with. Nestree uses algorithms to recommend attractive channels to users through algorithms. Channel recommendation algorithms operate based on a variable called 'Channel Power', with each channel having a quantitative amount of Channel Power. Channel Power is measured by 1) the number of participants on the channel, 2) participant activity level, 3) the channel's compensation policy, and 4) the channel's wallet reserves.
When browsing through the Discover menu, users will see channels with higher Channel Power towards the top of the channel list. This brings more exposure to the channels that work the hardest to add value to the Nestree platform as a whole.



[Figure 8 - Measuring CHANNEL POWER]

User Behavior Rewards

Blockchain technology is typically implemented with the philosophy of providing incentives to ecosystem members. Cryptocurrency, which prevailed specifically due to blockchain technology, is a distinct example of this, with users being directly rewarded for their contributions to the network.

Nestree offers a variety of ways for participants to be provided with compensation for their contributions to the community. In order to make this compensation function efficiently, a multi-purpose utility token, EGG is used. EGG is an ERC-20 utility token supplied as a reward in the following three ways to contribute to the growth and vitalization of the community.

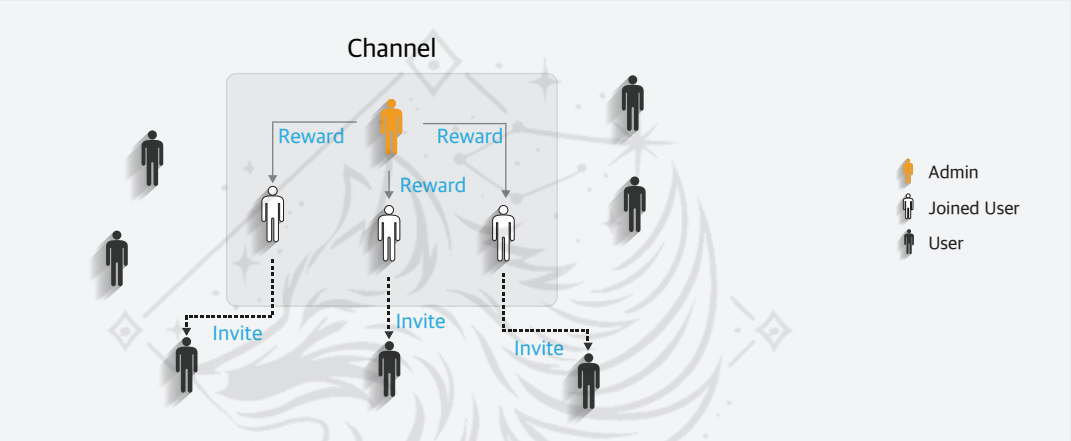
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① Invitation Reward

Channel operators can incentivize community growth by offering EGG as a reward to community members who successfully invite others to join the channel. Every participant in this referral program receives a unique invitation link. If outsiders follow an invitation link and join the community, a smart contract will immediately trigger an EGG reward for the community member who referred them. Their rewards will be deposited in their Nestree cryptocurrency wallet and can be freely sold on an exchange or traded between users.

The channel admin deposits EGG reward into the channel wallet and sets the compensation amount. Compensation payment is distributed by a smart contract and is transparently visible. All processes are handled automatically.



[Figure 9 - Invitation Reward]

② Contents Reward

Content compensation is a reward paid by the admin to content producers. Unlike simple group chatrooms, a community consists of participants who produce content and other members who consume content. Currently, existing communities on traditional messaging apps have no reward for content producers, so most members become too passive to produce or deliver quality content. However, by paying compensation for the production of content, motivated participants provide quality content to the channel.

The information or content shared by the participants can be 'liked' by other community members, and if the post meets a set number of likes, the channel operator pays out EGG to the corresponding participants. This creates a virtuous cycle of enthusiastic content uploaders, big rewards, excited participants, and a quality channel where participants naturally want to stay engaged and invite friends.

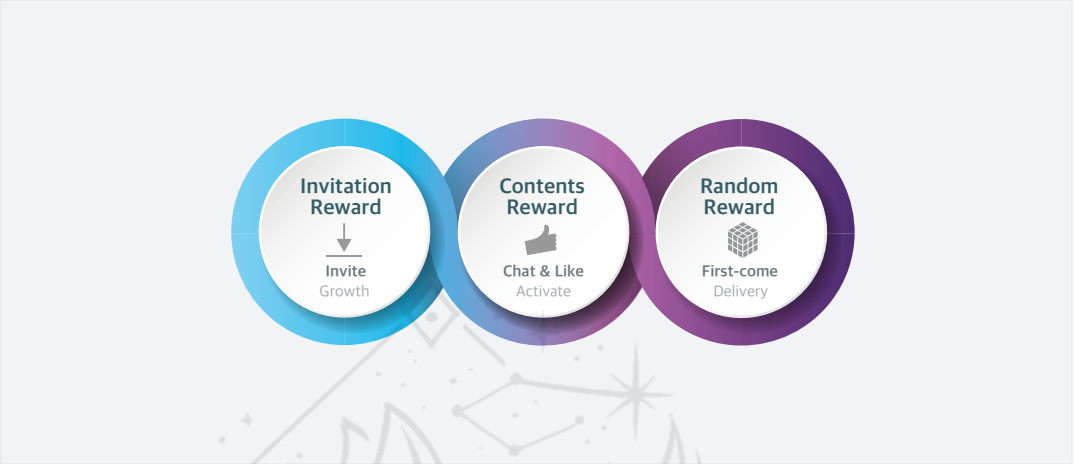
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③ Random Reward

Nestree also has a unique system that allows a channel operator to offer rewards on the channel any time they choose. This might take the form of a game prize or a reward for participating in a poll, for example. Community members who participate are rewarded an EGG on a first come first serve basis. This compensates people for paying attention and staying active on the channel, further fostering a vibrant interactive community. It raises the expectation that the operator may issue a special reward without notice, creating an audience more receptive to the messages content producers create.



[Figure 10 - Reward acquisition method and expected value]

3.1.2. Commuinty Operation

As a channel grows and becomes active, the volume of messages posted in the channel will increase dramatically. Flooded message-feeds reduce a channel's ability to transmit information effectively. Therefore, it is important to have a feature for a large number of people to exchange information and communicate without being exposed to information overkill.

Push Notification Filtering

Nestree includes a feature that allows channel participants to selectively see only the messages they need. In interactive communities with thousands or tens of thousands of participants, it is common for users to disable push notifications. This causes participants to frequently miss out on important information or content.

When browsing an interactive community, the most important messages everybody needs to see are announcements from the channel operator and messages from their friends. The next most important kind of messages is the content posted by regularly contributing members of the community. With this in mind, Nestree provides the following options for each channel that enable users to receive push notifications efficiently.

- ✓ Notifications of admin messages
- ✓ Notifications of friends' messages
- ✓ Receive notifications from a specific users message
- ✓ Do not accept notification from specific users message

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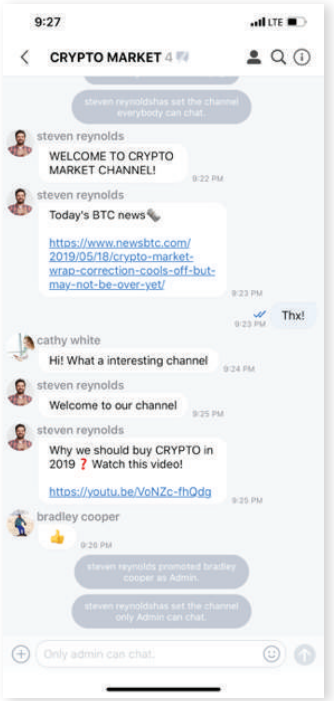
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Admin Exclusive Chat

Admins often find it difficult to make important announcements in channels with a large number of participants. There is simply too much conversation going on to get everyone's attention at the same time, and announcements tend to get lost in overflowing chat windows. This is especially true when conflicts arise online, as important information is lost in a long line of messages.

To address this problem, we've implemented a special mode called 'Admin Exclusive Chat' in which operators can enable to cease chat messages from all members except admins for a specified period of time. This allows admins to deliver information effectively, and can also be used to calm down a heated community quickly and easily.

In addition to this, to encourage community participants to ask questions and make suggestions, they may message admins directly in private conversations. While only group conversations are allowed in channels, one-on-one Chat with channel operators is always possible. This allows channel participants to interact with the moderator to resolve questions and be more active in the community.



[Figure 11 - Admin Chat]



[Figure 12 - Multi Notice]

Multi Notice Board

Operators also need a way to post permanent or long-term announcements for all community members to read. Important information needs to be shared in nearly every community, but it is also important to keep track of past announcements. Existing messaging services are usually only able to register one message at a time as a permanent notice, often forcing operators to string a series of announcements into one long block. This makes it hard for community members to understand what contents have been added or changed.

Nestree allows an operator to register and manage multiple announcements within a channel. Especially in a channel with a large number of people, this can significantly enhance information transfer. Participants can instantly see what was added when a new bulletin is registered. In the future, the multi-notification system will expand to not only display announcements in the operator's "bulletin board" space but also in a space where static content can be displayed to the participants directly.

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3.1.3. Community Business Model

Targeted Marketing

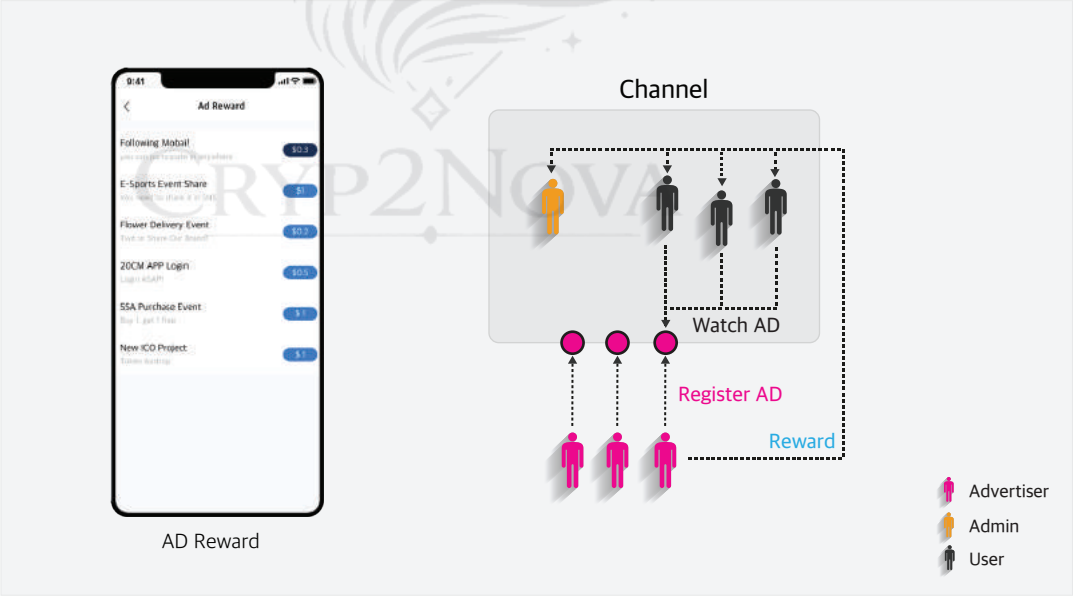
Nestree channels are community spaces dedicated to specific topics and goals, where users can interact. Advertisers can use the targeted marketing functions to search for and select appropriate channels for the execution of their ads. It is easy to sort through channels according to a number of criteria, such as community size, purpose and other channel characteristics, and deal with channel operators and EGG Tokens effectively.

Advertisers can expose their ads to large numbers of people in real time. They can maximize the effectiveness of their ad placements by being able to communicate directly with channel operators. Admins choose which ads to display on their channels, ensuring that advertisements remain as relevant as possible to the goals of each community.

Advertisement Reward

Nestree enables channel operators and participants to share the EGG rewards paid by advertisers in exchange for advertising space on the channel.

Participants in traditional messaging platforms generally do not want advertisements to be posted within the channel. However, if the reward is shared, community members would be much more likely to accept (and even want) ads. Participants will be happy to watch the ads they voluntarily choose to watch — this is a verified user behavior in similar apps. Rewards are distributed to channel participants via a smart contract, and as a result, it is transparent which users have watched the ad. This allows advertisers to clearly see users' ad views and clicks, which helps them to plan their future ad campaigns based on audience data.



[Figure 13 - AD Reward Structure]

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Channel Subscription

A channel subscription is a feature that allows an operator to charge a fee for access to their channel. The latest information or content shared in real time on a messaging app can sometimes have a high monetary value.

In the existing messenger market, there are already a large number of group chat rooms that are operated for a fee. However, because other messaging services do not have their own payment methods in the app, channel operators spend a considerable amount of time and money monetizing their group chat rooms and managing paid members.

On the other hand, Nestree can simply set up channel admission fees using EGG. Only users who have paid the fee can enter the channel as participants. In addition, operators can set a subscription fee rather than an admission fee, so that a paid subscriber must pay the fee on a recurring basis in order to maintain their rights to visit the channel. For example, an operator may charge a subscription fee of 10 EGG per month for access to their exclusive content.

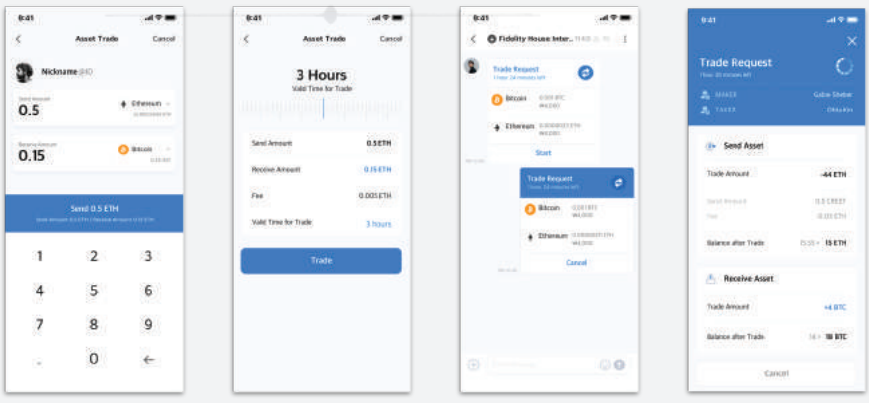
Channel subscriptions enhance the overall community of the messenger ecosystem, as channel operators are motivated to monetize their channels by providing quality content on a regular basis. Channel operators could use Nestree to earn revenue for 1:1 legal counsel or technical advice for example. It is possible to leverage channel subscription functionality in a variety of creative ways.

3.2. Other Features

P2P Trade

Nestree users can trade cryptocurrency with the app's cryptocurrency wallet. To initiate the transfer, the user proposes a transaction for an amount of currency of their choosing. Upon the other party's approval, the requested transaction is completed. Transactions are carried out on the blockchain via the Nestree secure P2P trading system. Smart contracts ensure every trade is safe: cryptographic passwords that have been requested for the transaction are returned if the transaction fails due to any reason. Users can trade with confidence without risking vulnerability upon transaction failure. Transactions of large volumes are difficult to trade on exchanges, but are suitable for P2P trading.

* This function is in the process of reviewing the law on anti-money laundering and identity verification. In accordance with international law.



① Select Asset ② Set Valid time ③ Trade Request ④ Proceed Trade

[Figure 14 - P2P Trade Process]

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Marketplace

The Nestree channel can serve as a space for online commerce. Users can sell and purchase goods, services, and content within their channels. Goods can be sold at lower fees than standard because the only fee required is the one set by the sellers. This enables Nestree markets to be more competitive than traditional marketplaces, which have a lot of overhead fees they need to cover.

Sellers can also communicate instantly with buyers via group chat or one-on-one chat within the channel. Real-time feedback in commerce can provide great satisfaction for both parties, which can further drive sales.

3.3. Value Proposition

Nestree is a service that targets ① content consumers, ② content producers, ③ channel operators, and ④ advertisers. Let's look at the benefits that each entity can enjoy.

Content Consumer

- ✓ Find interesting channels in DISCOVER
- ✓ Engage with high-quality information and content through paid channel subscriptions
- ✓ Receive financial rewards by inviting other users to channels
- ✓ Receive financial compensation by watching channel advertisements
- ✓ Filter information to avoid the burden of too many push notifications
- ✓ View multiple announcements by channel operators in a convenient way

Content Producer

- ✓ Receive financial compensation for producing content
- ✓ Receive psychological satisfaction when their content performs well
- ✓ Raise their credit level on the Nestree platform
- ✓ Enjoy all the same benefits as content consumers

Channel Operator

- ✓ Incentivize voluntary channel promotion and expand channel size through referral rewards
- ✓ Activate channel by compensating content producers
- ✓ Enhance messaging capabilities with operator-only chat
- ✓ Achieve immediate profitability with channel advertising

Advertiser

- ✓ Select marketing target groups according to channel size, activation level, characteristics and composition analysis
- ✓ Execute ads efficiently via live ad impressions and interaction with participants

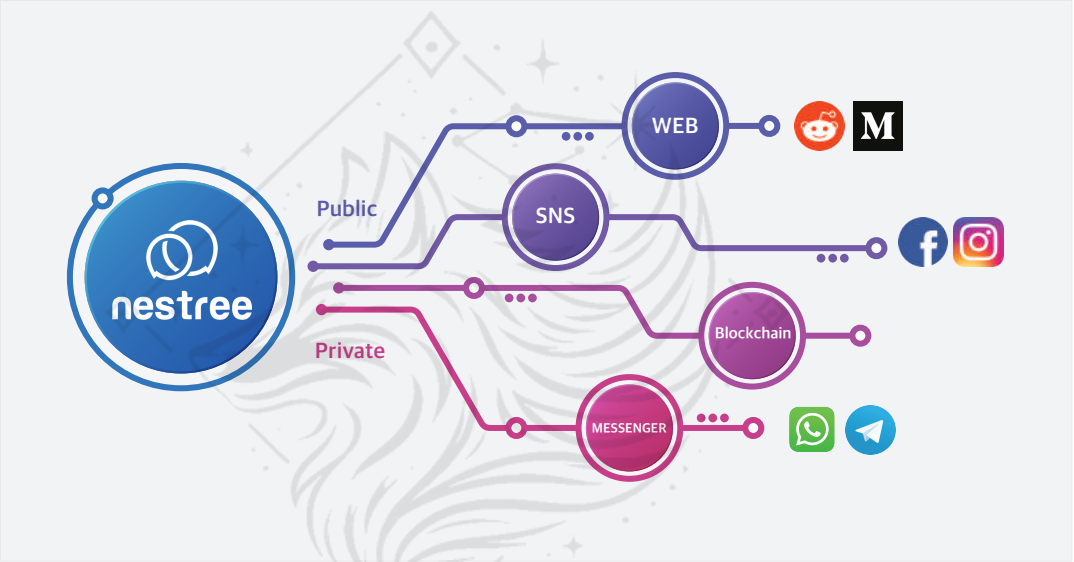
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4.1. Positioning

Nestree is positioning its app as a messaging platform for "interactive communities".
Nestree provides the capabilities needed to grow, activate, operate and monetize a truly interactive community, creating a platform where operators produce quality content and participants drive voluntary contributions. Nestree pursues a strategy that sets itself apart from conventional messaging apps in the following ways:



[Figure 15 - NESTREE Platform]

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① Real-time Interaction (Messaging)

Nestree starts with the most basic functions of the messaging app — real-time chat and push notification. Users can receive and transmit instant information and feel connected to other users in real time.

② Contents Curation (Web Community)

Nestree is different from conventional messengers because users can easily browse content in areas of interest through the DISCOVER menu, obtain information selectively, and actively use the channel bulletin board function to exchange static information.

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③ Monetize (SNS)

Nestree, similarly to SNS, allows an operator to quickly scale a channel and make it easier to monetize by advertising on the channel, allowing many to gather and form a community outside the limits of a private network.

④ Incentive (Blockchain dApp)

Nestree is different from traditional platforms in that it provides a decoupled cryptographic wallet and utilizes utility tokens. Users can earn economic rewards through participation in community activities and sharing advertising revenue.

4.2. User Growth

Promotion Reward Strategy

In order to secure users, Nestree will provide compensation to users who contribute to the growth and activation of Nestree itself. All users will automatically join the Nestree official channel after signing up for an account on the messaging app, and this channel will provide incentives to promote Nestree by paying EGG token rewards to participants who bring in more users. This will allow users to be compensated for voluntarily distributing app download links. In the future, Nestree official channels will be developed into large-scale communities and become a center for user recruitment.

Platform Integration

Nestree does not compete with existing community messengers. Instead, it attempts to grow by strategically co-existing with existing services. The platform is aimed at interworking with services such as other messaging apps, blogs, payment modules, and online shopping malls. As a result, Nestree can provide a number of benefits to other platforms in the form of push notifications to users.

To facilitate this level of platform integration, Nestree will establish a network with prioritized access to services to establish an environment with readily accessible APIs. The Nestree Team supports blockchain dApps and IT industry blockchain development teams, and will keep the Nestree API publicly available.

Public API Support

Nestree aims to collaborate with third-party applications and platforms. Nestree Team supports blockchain dApp and IT industry blockchain development team. Also, besides the community channel, NESTREE API will be publicly available along with developer seminar and conference.

Partnership

Nestree will develop strategic strategies that can win in a strategic partnership with various companies, organizations and communities. We will continue to add optimized features to enable Nestree to be used not only in the block chain industry but also in the various industries that need an interactive community. We will also utilize the various rewards in Messenger to secure as many partners as possible and grow the Nestree ecosystem quickly.

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4.3. Token Economy

EGG is an ERC-20 utility token that can be utilized in a variety of ways. There are also many ways to acquire EGG, as follows:

How to Get EGG Token

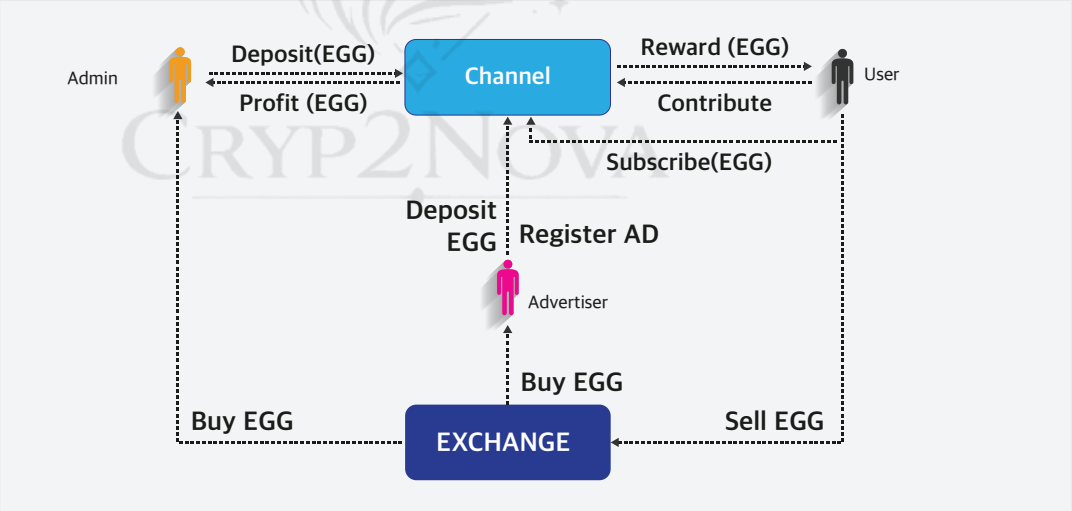
Users may receive the EGG Token from activities in the channel including Invitation Rewards, Content Rewards, Random Rewards and Advertisement Rewards. They are rewarded when they invite other users, post high-quality content, check their channels from time to time, watch ads, and actively engage with their channel. They can also earn EGG through sales in the Marketplace.
Channel operators can earn EGG in exchange for running paid channels or posting ads from advertisers. In order for channel operators to earn higher advertising rewards, they need to increase their channel awareness and ad fidelity, which will also pay higher rewards to channel participants.
Channel participants, admins and advertisers may acquire EGG Tokens by purchasing them on cryptocurrency exchanges.

How to Use EGG Token

Most of the functions used in Nestree Messenger require EGG. The higher the utilization rate of the function, the higher the EGG requirement.

Use of EGG Tokens by user type is as follows:

Type	Description
Admin	Provide EGG to participants as rewards for inviting new users and as compensation for producing content. Purchase EGG to expose a channel at the top of the DISCOVER channel list. EGG is stored in Admins' channel wallet.
User	Enter paid channels. Buy items on channels.
Advertiser	Interact with channel operators to pay EGG for advertising costs and publish ads on channels of their choosing. The more channels an advertiser wants to advertise on, and the more ads they place, the more EGG that will be used.



[Figure 16- Token Economy]

As the number of Nestree users increases, the total amount of EGG in the messaging ecosystem will also increase, thus allowing more diverse communities to grow. Utility of EGG token will gradually increase as the usage of EGG for compensation and advertising increases.

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5. TEAM & PARTNERS

Nestree is run by a highly proficient team with a deep understanding of blockchain technology and tons of experience building and running successful messaging and social media services. As a team, we focus on keeping a flexible outlook at all times, to ensure we are always ready to respond to the rapidly changing blockchain market at a moment's notice.

5.1. Team



JUN PARK
CO-FOUNDER / HEAD OF SERVICE

Experience
5+ years of experience in IT & Strategy Industry from WeCrew, Byheydey
WeCrew(Founder)

Education
B.S. Liberal Studies, Seoul National University



RAY IM
CO-FOUNDER / HEAD OF TECH

Experience
9+ years of experience in IT & Development Industry from SK C&C
Skills : java, javascript, html5, css, nodejs, c, c++, c#, solidity, SQL

Education
B.S. Computer Science, Gwangwoon University



JUN YOON
HEAD OF BUSINESS DEVELOPMENT

Experience
7+ years of experience in IT & Consulting Industry from IBM, Bitnine, Visualead

Education
Entrepreneurship, Tel Aviv University
B.S. in Electronic Engineering / Business Administration, Sogang University



SEAN C.
HEAD OF MARKETING

Experience
20+ years of Marketing.
Innocean Worldwide
Aioli, I.D.Look
Sae-A Trading
Shinsegae International
Nutility

Education
B.S in Textile & Fashion, Hongik University Master of Business Administration in Art & Culture, Hongik University

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JIN SHIN
LEGAL MANAGER

B.S Seoul National University,
Business Administration and
Philosophy
Seoul National University Law School

Experience
Deloitte Consulting Korea



YUM LEE
UX/UI DESIGNER

B.S. in Hongik University
Digital Media Design

Experience
6+ years of experience in
Design Application form
Vinyl I, Digital On-net, PXD,
SM mobile, Birdview.



MIRR PARK
TEAM LEADER - ANDRIOD OS

5+ years of experience in
SECUI, Network &
application developer
B.S Gwangwoon University
Computer Engineering



JUNG BAE
TEAM LEADER - iOS

6+ years of experience in
IT development from Castis
B.S Gwangwoon Univ,
Computer Science.



HOON KIM
iOS DEVELOPER



HADAM CHO
QA MANAGER



HEYMIN LEE
Finance

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5.2. Partners



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6. TOKEN DISTRIBUTION

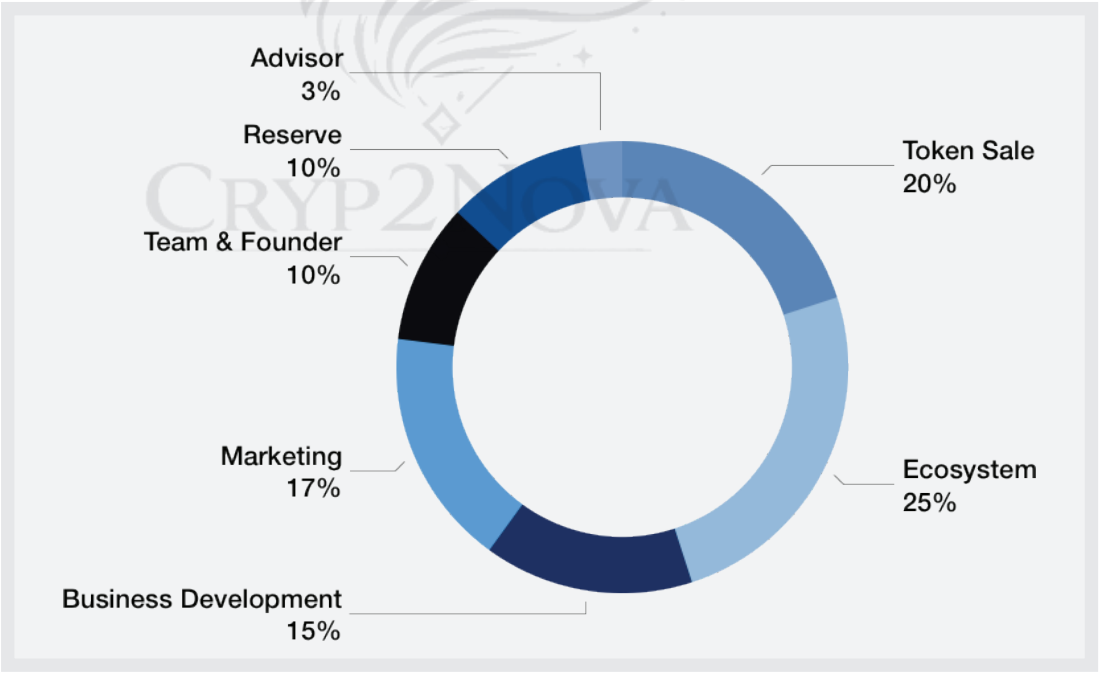
Ticker	EGG
Token type	ERC-20
Token Price	1USD = 100EGG
Total Supply	3,000,000,000 EGG
HardCap	6,000,000 USD
SoftCap	1,000,000 USD

6.1. Token Sale Key Issue

The total number of EGGs issued will be 3,000,000,000. The number of EGGs issued to ICO / IEO participants will be 600,000,000 EGG, which is 20% of the total amount available for issue.

6.2. Token Distribution

Team members, advisors and other early investors are subjected to a lock-up period with respect to the allocation of EGG. Once that period has elapsed, the EGG will be distributed.



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6.3. Use of Proceeds

Ethereum, acquired by selling EGG via ICO / IEO, is to be used by Nestree for a number of purposes. Continuous and aggressive R&D-related investments are required to stabilize transaction functions, to speed up calculation and to provide services compatible with other messaging apps. In addition, we also plan to use both online and offline content to target new users, content producers and corporate clients. We will also use EGG to raise funds for global penetration and related partners.
The use of our proceeds will break down as follows:

USE	Portion	Description
Product Development	40%	Enhance the currently running messenger. Build transaction and payment related features. Development and application of AI ordering algorithm. Development of Global Extension Platform.
Marketing & Business Development	40%	Aggressive marketing early on to secure platform participants and lock them in. Involvement and support of related existing content producers and influential writers. Distribution, settlement and dApp ecosystem support. Messenger service expansion. Global partnership, marketing.
Legal & Compliance	20%	Legal Partners

6.4 How to Participate in the Token Sale

The EGG Token Sale will be conducted by ICO and IEO. The Token Sale information will be notified on the Nestree official website (www.Nestree.io).

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7. ROADMAP

The Nestree Messenger is available now on both the Google Play Store and Apple's AppStore. Some blockchain features such as subscriptions and Ad Share are not yet functional, but will be implemented soon. The Nestree Messenger API will also be made available for general download.

2018

- **Q1** Team Building
  Service Architect, Design
- **Q2~3** Development
- **Q4** Closed Beta(iOS / Android OS)
  Bug fix, Optimization

2019

- **Q1** Open Beta (iOS / Android OS)
- **Q2** Run Official Comminity Channel
  Recruit Initial User and Run AD
- **Q3** AD Share Platform Launch
  Discover Tap Upgrade
  Transaction Performance Upgrade
- **Q4** Launch Contents Reward
  Launch Channel Subscription

2020

- **Q1** NESTREE PC (Windows / Mac)
  Developers API Launch
- **Q2** Developers Conference & Hackathon
  Third Party Application Support

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FAQ

1. What is the NESTREE development stage?

The NESTREE Messenger is available both on the Google Play Store and AppStore. Blockchain technology features such as subscription and AD Share will be implemented. The NESTREE Messenger API will be available.

2. What are the competitive advantages of the NESTREE Messenger?

NESTREE is different from other messengers that it is an interactive community-oriented messenger, unlike many messengers, who are rewarded for participating and contributing to the community.

3. Why do you need a blockchain and token economy in the ecosystem?

It is to transparently disclose and manage the compensation for the operation and participation of the community by storing the contribution to the interactive community and the corresponding compensation history as digital data. In addition, we will provide the most fundamental mutual trust-based trading system in the transaction by converting all transactions made in the interactive community into digital data and storing all information including the contracts in a block chain.

4. How will the funds raised through Token Sale be used?

It requires continuous and aggressive R&D-related investment to stabilize transaction functions through the use of cryptography, to speed up the calculation, and to provide services that are compatible with other messenger chat rooms. In addition, we plan to use our on-line and off-line media to target our customers, content producers, and corporate customers. We will also use EGG to raise funds for global penetration and related partners.

5. What are the strengths of the NESTREE Team?

The NESTREE Team has experience building and running successful messaging and SNS services, and understanding of the block chain technology is also very high. Experts from various fields gathered to start business, and we are already running MVP in official store. Team members have a flexible mindset and are optimized to respond to the rapidly changing block-chain market.

6. What are the core technology of the NESTREE Messenger?

NESTREE works in conjunction with existing messenger chat rooms to make chat rooms on other platforms available to NESTREE and to use block chaining technology to pay chat room participants a fair price for community participation and enable transactions between individuals.

7. Is the EGG Token a utility token?

Yes, the EGG Token is an ERC-20 utility token with a fixed number of tokens.The EGG Token can be obtained either from as a reward in the community or purchased from an exchange.

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Disclaimer General

This whitepaper contains information regarding NESTREE, and the business model and technology related to NESTREE and EGG, which is provided to those interested in NESTREE and EGG for informational purposes only. This whitepaper is provided on an as-is basis; we cannot guarantee the accuracy of the statements made or conclusions reached in this whitepaper, including without limitation the conclusions, schedule, or performance as set forth on the roadmap, and we expressly disclaim all representations and warranties whatsoever. This whitepaper may be modified from time to time by NESTREE according to its policies and in its sole discretion, and such modified version will control over any prior version of the whitepaper.

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EGG have no known or intended future use other than on the NESTREE, as more specifically defined in this whitepaper. No promises of future performance or value are or will be made with respect to EGG, including no promise of inherent value, no promise of continuing payments, and no guarantee that EGG will hold any particular value. EGG are not being structured or sold as securities or investments. EGG confer no rights in any form, 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 herein.

Participation in the Token Sale carries substantial risk and may involve special risks that could lead to a loss of all or a substantial portion of your contribution. NESTREE makes no guarantees regarding the purchase price or the value of EGG. Please ensure that you have read, understood and are prepared to accept the risks of participating in the Token Sale before sending a contribution to us.

LIMITATION OF LIABILITY

The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and the Korean language whitepaper, the provisions of the Korean language original document shall prevail.

In the following Risk Factors section, NESTREE explains, and hereby notifies you of, the risks associated with NESTREE and EGG. We expressly disclaim all representations and warranties whatsoever and you hereby acknowledge and agree to assume all of the risks related to NESTREE and EGG, including those described in the Risk Factors section below.

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FORWARD-LOOKING STATEMENTS

This whitepaper contains forward-looking statements or information (collectively “forward-looking statements”) that relate to our current expectations of future events. In some cases, these forward-looking statements can be identified by words or phrases such as “may”, “will”, “expect”, “anticipate”, “aim”, “estimate”, “intend”, “plan”, “seek”, “believe”, “potential”, “continue”, “is/are likely to” or the negative of these terms, or other similar expressions intended to identify forward-looking statements. Forward-looking statements are based on certain assumptions and analysis made by NESTREE in light of its experience, current conditions and expected future developments and other factors it believes are appropriate and are subject to risks and uncertainties. Although the forward-looking statements contained in this whitepaper are based upon what we believe are reasonable assumptions, there are risks, uncertainties, assumptions, and other factors which could cause NESTREE’s actual results, performances, achievements and/or experiences to differ materially from the expectations expressed, implied, or perceived in forward-looking statements.

RISK FACTORS

Before deciding to purchase and participate in EGG, we recommend that you read the following carefully and thoroughly analyze and understand the factors and risks involved. Risks include but are not limited to the followings.

Digital tokens are being closely scrutinized by various regulatory bodies around the world, including by the United States Securities and Exchange Commission. There is a substantial risk that in numerous jurisdictions, including the United States, EGG may be deemed to be a security. Therefore, applicable securities laws may limit the ability to hold more than certain amounts of EGG, restrict the ability to transfer EGG, require disclosure or other conditions on you in connection with any sale of EGG, and may restrict the businesses that facilitate exchanges or effect transfers of your EGG.

You may lose EGG if you lose your private key to your digital wallet. If a private key is lost, destroyed or otherwise compromised and no backup of the private key is accessible, the Purchaser will not be able to access the blockchain asset associated with the corresponding address, and NESTREE will not be capable of restoring the private key.

Smart contract technology is still in its early stages of development, and its application is experimental in nature. This carries significant operational, technological, regulatory, reputational, and financial risks. Smart contracts may not be fit for the purpose intended by the NESTREE and may contain flaws, vulnerabilities, or other issues, which may cause technical problems or the complete loss of EGG.

It is possible that, upon a NESTREE launch, NESTREE and EGG will not be used by a large number of individuals, businesses, and other organizations and that there will be limited public interest in the creation and development of its functionalities. Furthermore, NESTREE may never become operational. These or other unforeseen factors may significantly decrease or eliminate any value of EGG.

NESTREE anticipates that NESTREE will receive, transmit and store a large volume of personally identifiable information and other sensitive data. In the event of a security breach, unauthorized access, or an act of cyberterrorism, there is a risk of disclosure of personal information. Although NESTREE plans to implement security measures to prevent unauthorized access to its database, such measures will not guarantee that such events will not occur. In such a case, NESTREE may be adversely affected by the damages incurred by NESTREE and the loss of reputation of NESTREE and EGG.

Blockchain technologies have been the subject of intense scrutiny by various regulatory bodies around the world. Depending on the existence and nature of regulatory action on the blockchain industry, companies like NESTREE may be substantially affected, directly or indirectly, by such actions. NESTREE makes efforts to comply with such government action to the extent required by law. Nevertheless, NESTREE may be adversely impacted by such regulatory actions. The application of these regulatory regimes to EGG is unclear, but if such regulations apply to EGG NESTREE will need to expend time and resources to comply with them or face adverse regulatory action.

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