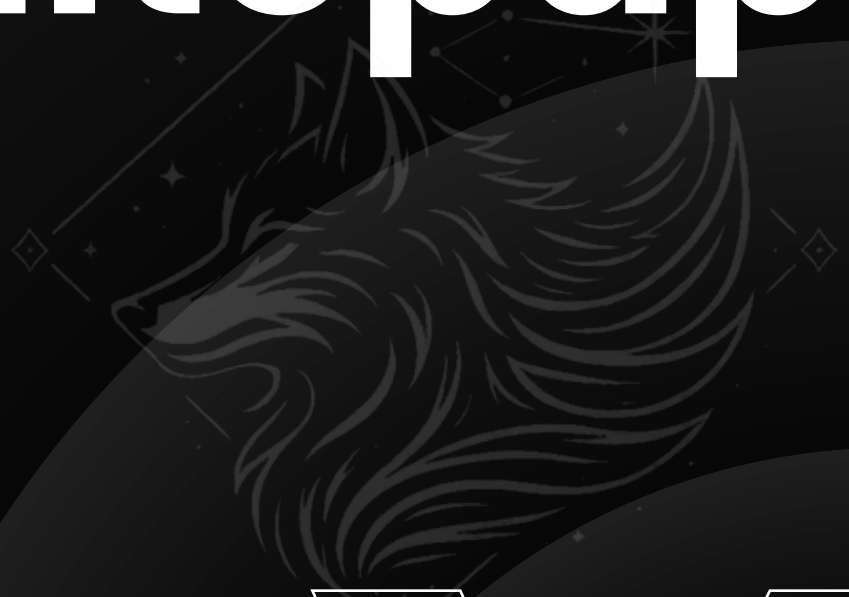
WiFi Map

Whitepaper



CRYP2NOVA

March 2023

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Prior to your participation in the purchase of $WIFI tokens, you shall carefully study this Whitepaper and all the documents associated with the same, including the contract in relation to the purchase of the same. Certain statements, estimates and financial information featured in this Whitepaper are forward-looking statements that are based on and take into consideration certain known and unknown contingencies and risks which in eventuality may align with the estimated results or may differ factually and substantially from the featured estimates or results extrapolated or expressed in such forward-looking statements herewith. The content in this Whitepaper speaks only as of the date of this Whitepaper and updates, revisions and/or changes to the Whitepaper and the WiFi Map platform itself are possible at any time. No representation or warranty, express or implied, is made as to the accuracy or completeness of the Whitepaper and/or the WiFi Map platform and the information contained herein and no reliance should be placed on it.

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Our mission is to provide people with free internet access worldwide

We believe that access to the internet is a fundamental human right.

Connectivity leads to free speech and expression, equal access to education, freedom of conscience and much more. We believe that everyone on the planet should have a free, stable, secure and fast connection to the internet.

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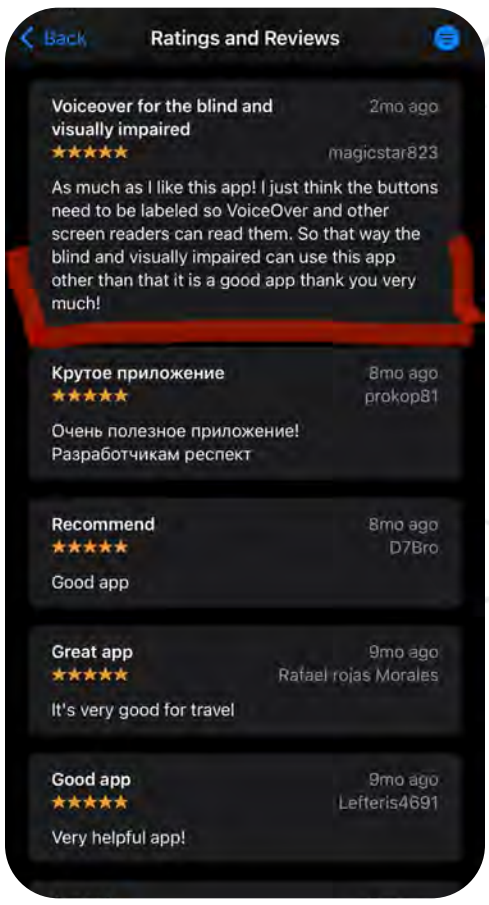
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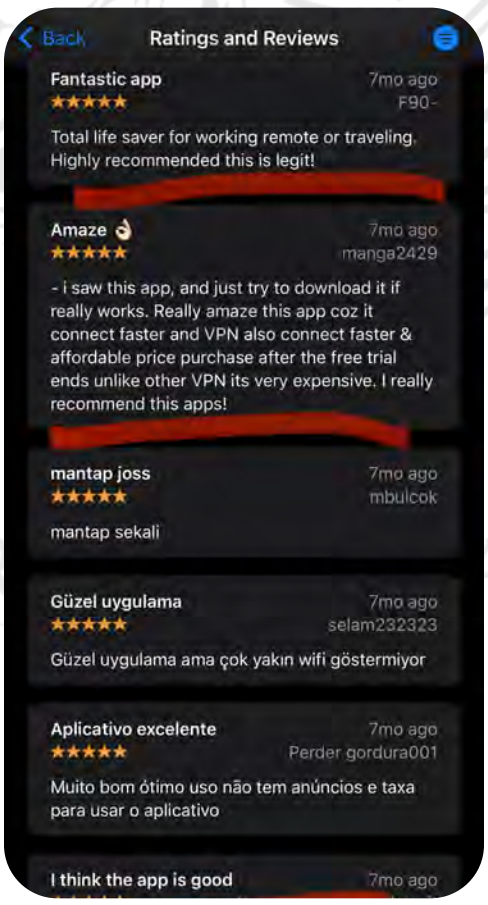
Who do we serve?

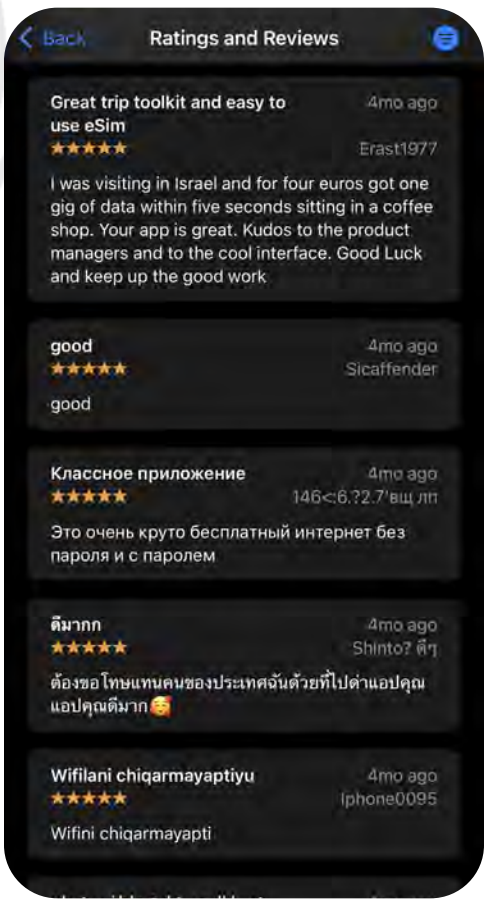
We have developed a community-driven product for those who need free internet access for different reasons.

We see that 3.7 billion people have never been connected to the internet. Millions and millions of households can’t afford unlimited access plans even in Europe and the US. Millions of travellers are lost with astronomical prices for roaming. Millions of refugees, seasonal workers, students and people on the edge of survival all have a right to be connected to the world.

For billions of humans, connectivity is an unreachable privilege or simply a significant cost. WiFi Map provides an internet connection to support their efforts to move forward and do their best in life.







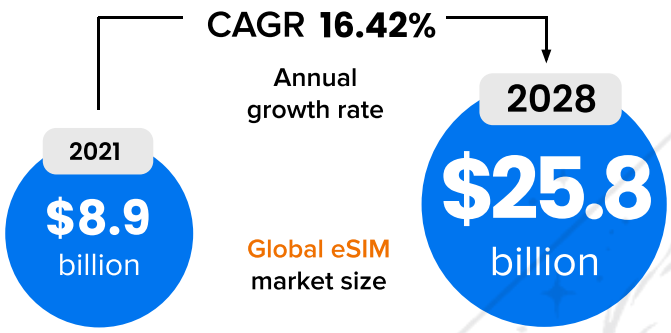
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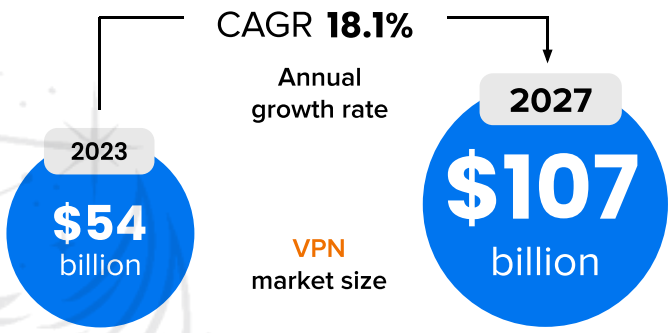
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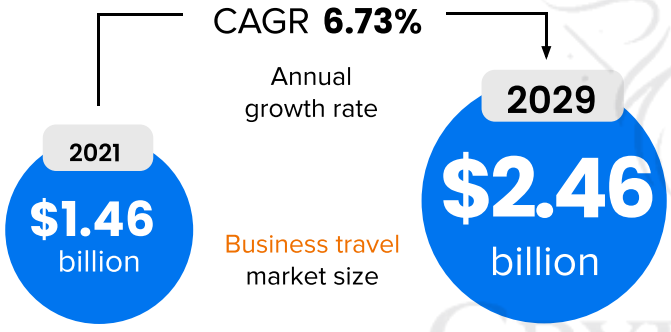
Market size

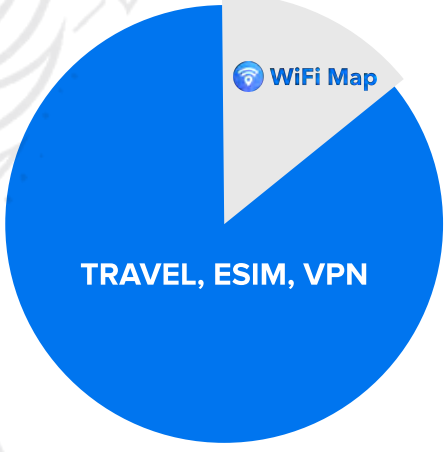
Given our global footprint and our wide and continuously expanding service offering, we are able to offer our services to a large audience.

More than 60% of our user base are digital natives, constantly connected to the internet. About half of them are familiar with crypto and Web3 technologies.









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WiFi Map is building a community-driven decentralized wireless network

The desire to help is the fundamental motivation for the WiFi Map community.

We know that millions of people share the same values and a lot of enthusiasts are already with us. They contribute willingly to the platform, with their only intention being to help their fellow humans have a decent internet connection.

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Who are we?

Over the last eight years we have built a successful app with a large community offering the following services:

WiFi finder services

Crowdsourced map with publicly available hotspots anywhere in the world

Global eSIM

4G/5G eSIM data can be used whenever a WiFi hotspot is unavailable

Offline maps

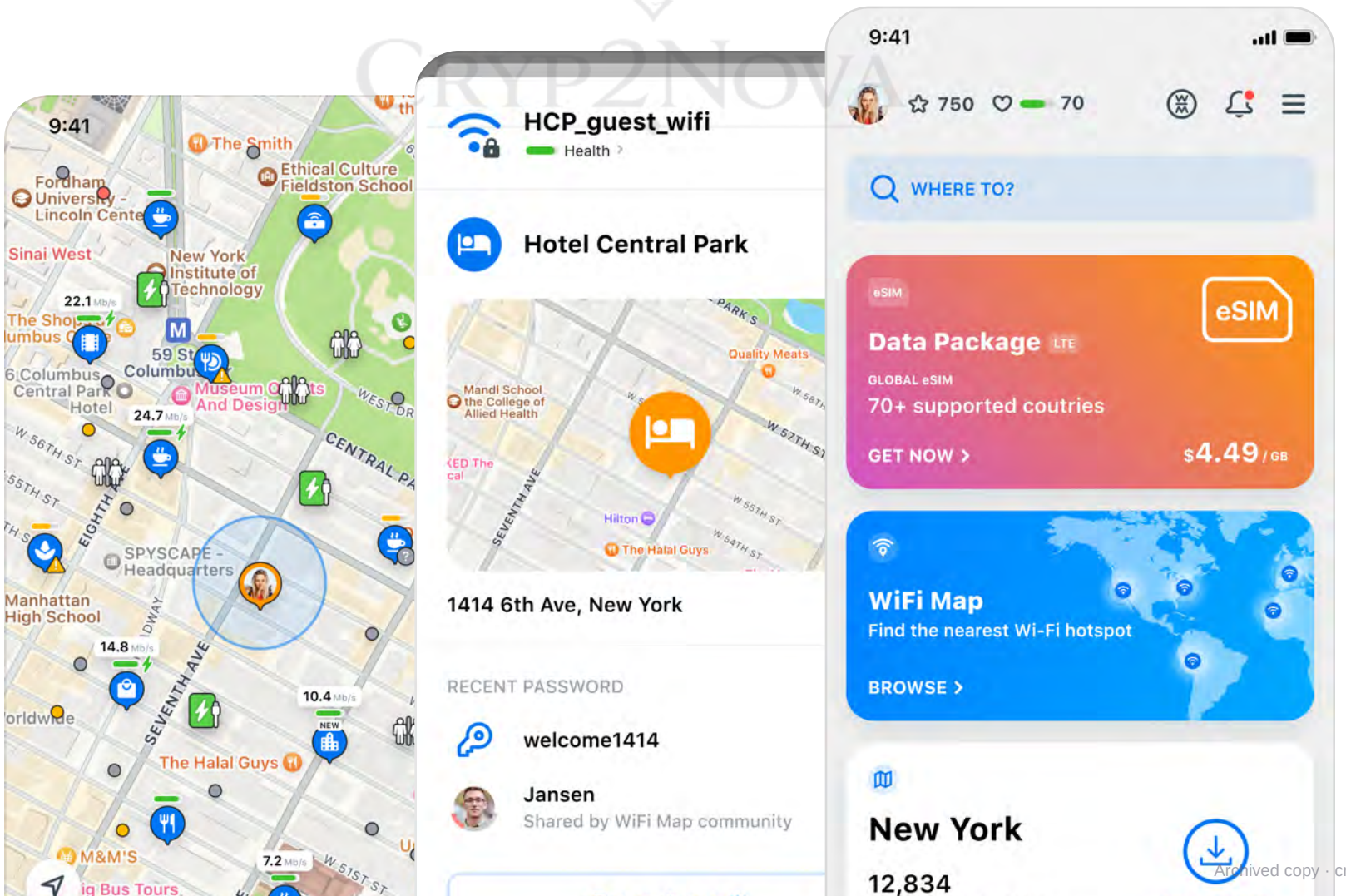
All the info at your fingertips even if data services are down or when travelling and roaming is too expensive

Built-in VPN

An essential service for anyone looking for extra security on their network while they trade crypto or perform other sensitive tasks

Speed test

Make sure your connection will meet your needs



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The team is made up of people on a mission

Core team



Denis Sklyarov
Co-Founder and CEO



Igor Goldenberg
Co-Founder and CTO



Simon Keusen
CFO



Gary Bogatin
CIO



Lyubov Skripeleva
CMO



Olga Keusen
Head of Business Development



Alex Aleinikau
Creative Director

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Who are we?

The WiFi Map co-founders are technology entrepreneurs and pioneers of the Web 2.0 era. Their projects were featured by Apple in 2010 when the App Store was a relatively lonely place.

Igor and Denis have co-founded several technology companies. Igor's Kenlo Group was a market leader in mobile development, building award-winning custom applications since 2008.

2014

Year of founding as a self-funded startup

30+

Passionate teammates all over the world

They have specialized in growth hacking for mobile apps by creating a sustainable and profitable growth strategy and increasing conversions without spending money on traditional marketing tactics. The founders, driven by a mission to bring an accessible internet connection to everyone on the planet, transformed their thriving business into WiFi Map.

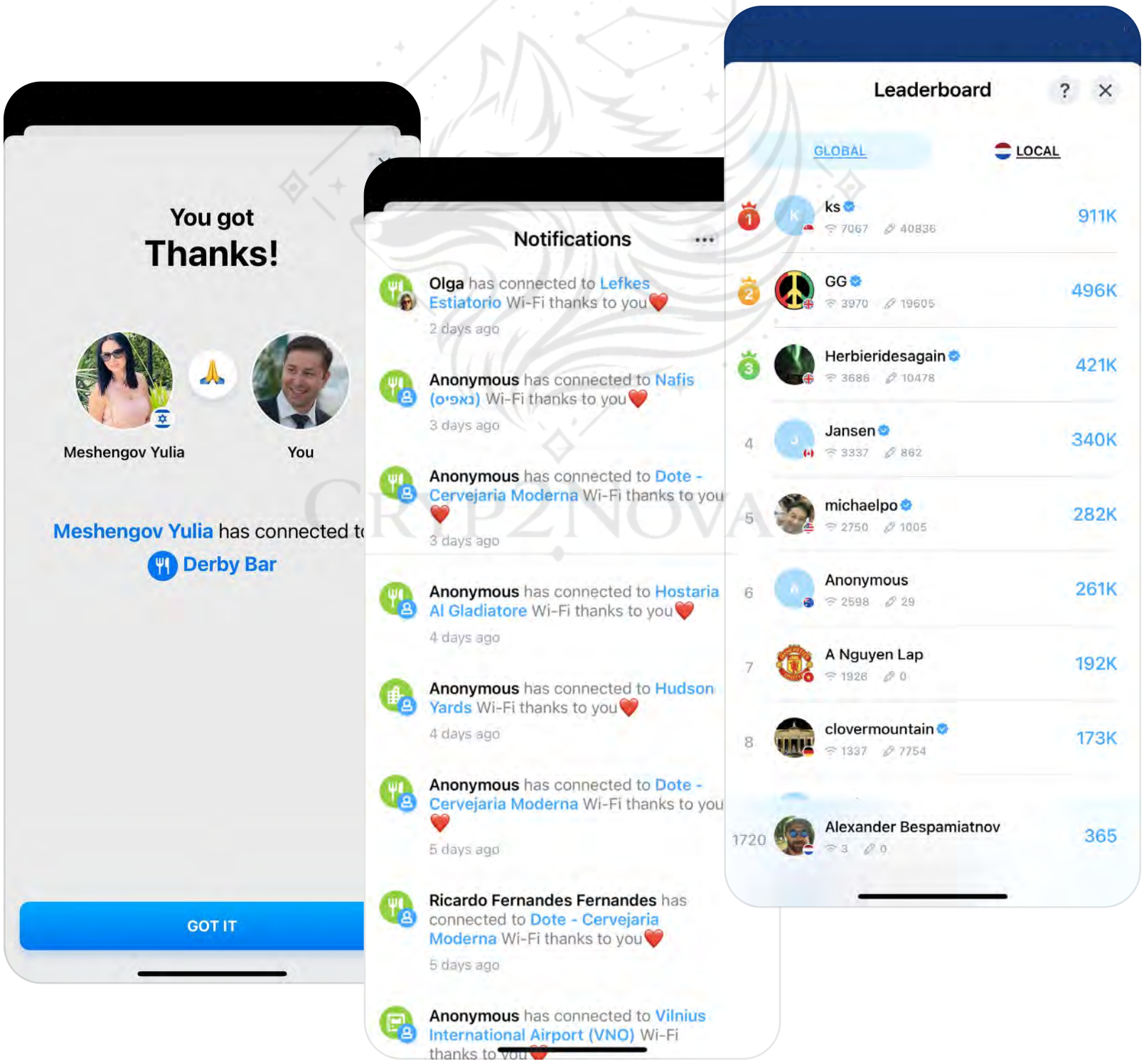
For eight years, WiFi Map has functioned as a self-funded startup, led by 30+ passionate teammates all over the world.

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What sets us apart?

The combination of a **large user base** and the continued efforts of our community in growing the platform make it an enviable business partner with potentially unlimited upside. Further to this, WiFi Map enjoys a unique position as a **leading ecosystem** that brings together a **strong community** and powerful proprietary **AI technologies**. Improving WiFi Map's status as a **superapp** with the introduction of new products and features means that, over the next year and beyond, we'll be able to do the job of several apps in one. Industry experts predict market consolidation in the coming years, and the apps that manage to stay on people's home screens will enjoy increased attention and screen time.



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What have we achieved so far?

WiFi Map started in 2014 as a community-driven wireless network and a self-funded startup that achieved significant success in pursuing its mission. Our core product is centred on our map which shows people free-to-use WiFi hotspots close to where they are. Hotspots are added by our community and we continuously monitor them for their usage and the value they bring to the map. Via this mechanism, we are able to provide a crowd-sourced map of connectivity worldwide.

150M users

We have served 150 million users from around the globe (200+ countries)

13M contributors

13 million contributors helped us build our connectivity map

1B connections

We helped establish more than 1 billion connections

4.5B hotspots

Our database contains over 4.5 billion WiFi hotspots

4.6⭐

User rating based on more than 2 million reviews in Google Play and App Store

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What have we achieved so far?

Despite the COVID crisis, WiFi Map had an extraordinary 2022.

+17M
New Android users

+4.2M
New web users

+4.0M
New iOS users

100M
Wi-Fi connections

#1 App in 100 countries

We have been a number 1 app in more than 100 different countries and we consistently rank as one of the most useful apps in the travel category worldwide

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What are our next steps in 2023 and beyond?

Partnership development

- Allow venues and businesses to have premium exposure (advertise) within WiFi Map (stand out on the map, highlighted on the list etc.)
- Engage in partnerships with booking sites (flights/hotels etc.) and transportation companies (Uber, Lime etc.) where $WIFI token holders shall receive certain benefits
- Provide ad-hoc connectivity on partner services
- Partner up with airlines so our token can be used for inflight WiFi provided by WiFi Map
- Community-driven social projects across connectivity areas
- To support the transition from Web 2.0 to Web3, connect with venues and businesses that accept crypto currencies including $WIFI as payment

Rapid expansion of map services

- Ever-expanding map services — battery charging stations, restrooms, scooter providers etc.
- Wallet for crypto assets
- Built-in browser

NFT integration & gamification

- $WIFI token holders will get NFT avatars to be displayed in their profile
- NFT avatars provide numerous perks (such as free internet even when their data has expired, ad-free experience, custom design in the app etc.)

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Roadmap

2023

Feb-Apr

$WIFI TGE

WiFi Map custody wallet

Redeem $WIFI for products

Fiat on-ramp

Apr-Jul

$WIFI tipping

$WIFI rewards

$WIFI holder perks

Aug-Dec

WiFi Map browser

NFTs & gamification

Partnership feature

2024

Jan-Mar

WiFi network scanner

WiFi Map router

WiFi auto connect

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Our vision is to become a world-leading Web3 superapp providing wireless connectivity and a full stack of lifestyle services

WiFi Map will enter the decentralized wireless (DeWi) space with **the launch of the $WIFI token**, which will incentivize contributors to add WiFi hotspots and earn rewards. The rewards can be redeemed for VPN protection, eSIM packages and pro features, driving up demand for premium services on the platform. In turn, the $WIFI token will boost demand for eSIM data packages, supporting the expansion of the network as a whole.

WiFi-First technology will make the eSIM packages competitive by switching to WiFi where available and reducing demand on cellular masts. Combining this with crowdsourcing and our proprietary AI technologies will allow WiFi Map to become **a world-leading mobile virtual network operator** (MVNO) in the Web3 space. After our seamless connectivity technology is rolled out, users will be able to automatically switch between our shared global database of WiFi networks and eSIM data, allowing them to save money while staying connected all the time.

But this is just the beginning. Over the next 12 months, WiFi Map will consolidate its position as a **superapp based on** a hybrid model of **connectivity and lifestyle services**. Strategic partnerships with power bank sharing startups Chargefon and Fast Energy marked the first step in November 2022, and app users will be able to access electric scooters, rideshare companies and more without ever leaving the app. This model is proven to be effective and scaling it will set a positive feedback loop in motion, growing the WiFi Map ecosystem into a platform that does the job of **all your favourite apps in one place**.

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Why tokenize WiFi Map?

The $WIFI token is intended to provide digital access to the WiFi Map platform by means of a blockchain-based infrastructure.

The $WIFI token entitles the token holder to a host of benefits with superior utility to your standard data provider as well as sharing in the value generated by our community. It should ignite a sustainable economy within the WiFi Map ecosystem to start the interconnection with the Web3 universe.

Redeeming $WIFI tokens

$WIFI token holders can redeem their $WIFI tokens to access a number of services, beginning with eSIM data packages and expanding to VPN protection, offline maps and our ad-free experience. In the case of eSIM mobile data, a 15–20% $WIFI cashback will be awarded when redeeming $WIFI tokens. These tokens are stored in the in-app wallet for future use.

The $WIFI token eSIM cashback system will boost overall sales of eSIM data, helping us to take advantage of economies of scale and bring down eSIM prices even further.

Users will not delete the app if they have tokens on it, and will most likely use it again to claim data packages.

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Why tokenize WiFi Map?

$WIFI use cases

Discounts for partner services

There will also be discounts for redeeming partner services, such as power banks provided by Chargefon and other strategic partners, electric scooters and more. This will drive the circulation of $WIFI tokens earned inside the app and encourage people to top up their wallets.

Connect-to-earn

The app leaderboard highlights contributors who receive the most points for adding hotspots, verifying credentials and running speed tests. After the TGE, there will be monthly giveaways highlighting the most active contributors and rewarding them in $WIFI. This will intensify the existing competition on the leaderboard, helping to put more hotspots on the map, while showing the entire WiFi Map community that you can earn rewards within the ecosystem. Once the allocated funds in the token distribution schedule are used up, tokens will be purchased on the open market to be awarded to the top contributors on the platform. The tokens they earned can then be redeemed for services, meaning that top contributors can enjoy free mobile data all over the world.

$WIFI cashback for eSIM

With the launch of the $WIFI token, we're bringing a number of perks to our eSIM offering. One of the most exciting ones is 15–20% $WIFI cashback when you redeem your tokens for an eSIM. This means you'll receive a significant portion of the value of your package in tokens after claiming your mobile data. Let's say you want to redeem a 10 GB eSIM allowing you to data roam in over 70 countries: you'll pay $39.99 (recently reduced from $49.99) and receive the equivalent of up to $8 in $WIFI tokens, direct to your in-app wallet. If you purchase an eSIM package using fiat, you'll receive an instant token allocation worth 3–5% of the eSIM package. For a 10 GB eSIM, you'd get up to $2 worth of $WIFI deposited into your wallet. You'll also get a $WIFI cashback when purchasing pro features such as VPN protection and offline maps using fiat.

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Why tokenize WiFi Map?



Tipping feature

Allowing community members to send a thank you message to the people who added the hotspots they connect to has been a hugely popular feature. The team is now expanding the social elements of the app to build on its decentralized innovations and light up the $WIFI economy. Soon, it will be possible to send contributors a small tip in $WIFI as a gesture of gratitude. This recognition – in the form of a reward that can later be redeemed – will encourage people to add hotspots to the platform and to spend the $WIFI their fellow community members donate to them.



Yield farming

Users who decide to lock up their tokens will receive a percentage return over a period of several months, with a higher yield for longer lockups. This will incentivize long-term participation in the ecosystem and provide additional tokens that can be redeemed for services on the platform, which has the double benefit of encouraging the circulation of the $WIFI token and boosting activity in the app.



Megabyte farming

Users will earn eSIM megabytes by staking tokens inside the app, providing them with free internet access in a growing list of 70+ countries. People will earn more data the longer they stake their $WIFI, encouraging them to stay on the platform in the long term. The data can be stored in the app to be used when traveling abroad or for any other reason.



WiFi Map DAO

10% of all funds collected from redeemed $WIFI will flow to a DAO, where the community can decide on how to manage these funds. The DAO could allocate these tokens for marketing initiatives, incentivization/ adoption programmes, partnerships and much more.

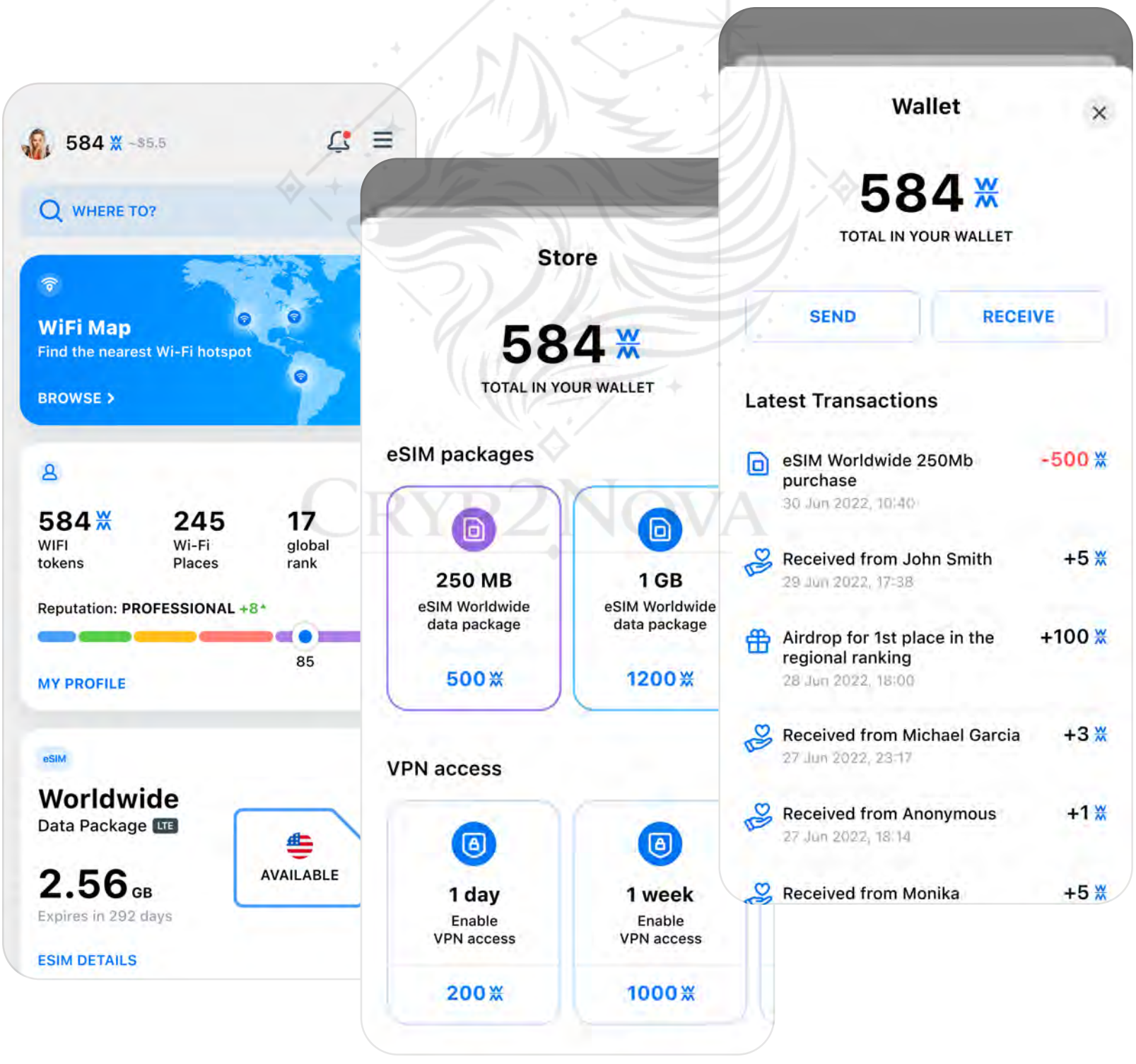
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Why tokenize WiFi Map?

User engagement

Our core service of providing a map with open WiFi hotspots to our users is dependent on our large group of contributors. With the introduction of the $WIFI token, we want to further incentivize them to add utility to our platform and support the network expansion. For this reason, we plan to distribute tokens to contributors who perform various services on our platform such as adding hotspots, performing speed tests and much more, giving them the option to monetize their work. Contributors can then spend these tokens on our platform for services or sell them on third-party exchanges.



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$WIFI token generation and allocation

Token sale key principles

Token allocation	Allocation %	TGE & vesting
Team	**13%**	Locked for 12 months followed by an 18-month vesting schedule
Advisors	**5%**	Locked for 6 months followed by a 9-month vesting schedule
Airdrop	**0.5%**	25% unlock at TGE followed by a 3-month vesting schedule
Marketing	**7.5%**	7.5% unlocked at TGE followed by a 42-month vesting schedule
Ecosystem rewards	**14%**	0% unlocked at TGE, then released over 60 months
Ecosystem development	**13.5%**	0% unlocked at TGE, then released over 40 months
Staking rewards	**3.5%**	0% unlocked at TGE, then released over 60 months
Treasury	**20%**	Locked for 6 months followed by a 48-month vesting schedule
Private round	**9.2%**	5% TGE, followed by a 1-month cliff, rest over 12 months
Community & public sale	**2.2%**	15% TGE, followed by a 1-month cliff, rest over 6 months
Floating liquidity (MM/exchanges/in app)	**11.6%**	42% TGE, rest over 12 months

Total token supply: **1,000,000,000**

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$WIFI token generation and allocation

Fund allocation

We plan to allocate the funds generated from the $WIFI token sale to further expand our WiFi Map platform.

Expansion of our team's capabilities: in-house development, product team, business development, marketing and community management

Additional features and services for our WiFi Map ecosystem

New partnerships and collaborations

Growing the WiFi Map user base and nurturing the community

Pursuing strategic acquisitions when deemed optimal

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$WIFI token generation and allocation

We are holding the token sale over two stages

Private sale

- Fixed price for the token for all VCs — **$0.0125** per 1 $WIFI
- Only limited group of investors invited (visionaries, trustworthy, shared beliefs)
- **9.2%** of the $WIFI supply

Public sale April 2023

- Fixed price for the round — **$0.025** per 1 $WIFI
- **2.2%** of the $WIFI supply

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Private sale

$0.0125
Fixed price per 1 $WIFI

9.2%
of the $WIFI supply

$50,000
Minimum ticket size

$250,000
Maximum ticket size

$1,153,500
Total raise

Accepted currencies: USDT/USDC/BUSD

TGE: April 2023

5% TGE, followed by a 1-month cliff, rest over 12 months

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WiFi Map

> **An internet connection is a fundamental right, not a privilege.**

WiFi Map community

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