

# WHITE PAPER

Snovio – The World's First Decentralized  
Lead Generation Service

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# Introduction

[Snovio](#) is the world's first decentralized sourcing and lead generation service, providing high-quality leads thanks to the use of blockchain technology and crowdsourcing data collection methods.

Snovio is meant to become a flexible platform. Thanks to the innovativeness, this platform will be able to meet the needs of a business for updatable contacts (leads) of high quality, and provide the opportunity to communicate with these leads to achieve the objectives set through involving the maximum number of people to the process of data collection, and rewarding them with SNOV tokens.

It is hard to imagine a profitable business without the automation of the process of work with clients, jobseekers, and customers. However, solutions provided on the market often cannot address the demand for quality information to the full, and users of such services buy a pig in a bag, receiving leads with outdated contact data, find irrelevant leads, or are simply left with nothing, as they cannot find out the required specific audience.

The idea of decentralization, which lies at the heart of Snovio, solves these problems by attracting tens of thousands of people from around the world to collect and update the system's data.

These technologies and methods make Snovio an irreplaceable tool for lead generation with the most accurate data for any type of business. Data contributors are provided with a unique model for fair revenue distribution from selling data through a transparent and audited economy.

# Project Mission

Traditional lead generation method suffers from several problems:

1. **Sources of Information Lack Transparency.** Currently, clients who purchase leads rarely have a chance to receive the information about the lead source(s). They could be buying extremely outdated contact information that was collected automatically and which wasn't updated for several years.

Through Snovio, clients can always see the full history of the data they are purchasing: beginning from the moment data was added into the system, including any time that the data was updated, and whether the data was bought by other clients.

2. **Data Non-Exclusivity.** When buying data from traditional lead generations services, clients can be unaware of how many times that same data was sold to others and whether it's even worth buying that data.

Using Snovio, clients can always see the full history of the data they're interested in, including its source, updates, and sales. This gives clients a better opportunity to make informed decisions about purchasing any and all Snovio leads.

3. **Poor Quality Leads.** Since traditional lead generation services collect their leads in a centralized manner, those leads are often of a lower quality due to the fact that the information in them quickly becomes outdated. Our personal experience indicates that, on average, 20% of purchased leads contain either a non-existent email address or fake telephone number.

Snovio immediately shows clients the source of the data they are interested in as well as the time of its collection, including the number of times that data was sold, previous clients' reviews, etc. All of this substantially increases the trustworthiness and the quality of the services offered to our clients.

- 4. Inability to receive real-time updates.** In the current, highly-competitive business world, businesses need to be able to reach potential clients at the exact moment that clients develop a demand for their product(s). Examples for such demand-triggers might be purchasing a new car, a new promotion, or moving into a new home. These are critically important triggers that are opportunities for businesses to provide their respective services at the exact moment when clients are most likely to demand, and are most likely to end up paying, for those services.

At Snovio, tracking updated data triggers form a fundamental part of the system's functionality and competitive edge.

- 5. Utter opacity** about the distribution of revenues (from selling data) for information suppliers and contributors. Currently, when information suppliers provide their data to traditional lead generation services, they lose total control over that data.

Snovio solves this problem using an open transaction registry complete with all the relevant information and smart-contracts.

- 6. Problem of searching for specific data.** Currently, to our knowledge, there are no services allowing direct communication with very specific and narrowly targeted groups of people. To do this, we are implementing a marketplace (exchange) model to place and fulfill the orders for sourcing concrete information about specific groups of people in the platform.

We see our mission as changing the outdated methods of lead generation to new methods that reflect the realities faced by modern businesses. We seek to provide much needed and greatly demanded, high-quality data with constantly updated information. Similarly, we want to change the approach for working with data suppliers by recognizing their interests and motivations in selling data and keeping it up to date.

# Developed Technology

Snovio has and continues to develop decentralized lead generation technology founded upon the idea of crowdsourcing data collection and blockchain technology.

Service will be able to reduce costs for search and validation of the audience required for business. Such search will be performed by an agent upon request. The agent will be motivated by receiving ERC20 token SNOV for work performed and accepted.

Our team uses popular development technologies and databases like PHP, Python, JavaScript, Angular, MySQL, MongoDB, Redis, RabbitMQ, Laravel, Elastic Search.

Currently, our MVP (minimum viable product) has core modules of the system which are already in active commercial exploitation, such as email search and verification, adding new data to the system (currently without the financial motivation by tokens). We continue to work on the most critical piece on decentralization of data contribution and collection and storage, development of smart contract for organization of the marketplace operation.

## THE CRITICAL PIECE

Snovio is a decentralized platform for lead generation between tens of thousands of contributors (data suppliers) and customers.

**Contributors** add ever newer and more up-to-date potential leads to the database, all while they update leads already in the database. Moreover, every contributor's every activity is saved in a comprehensive history log to account for a fair distribution of revenue from selling data to final customers.

**Customers** can search the database using a variety of criteria depending on their business needs. Additionally, they receive immediate notification whenever information changes or is updated in any lead that they have bought.

Such lead search can be performed directly in the database as well as through placing an order for search to be fulfilled by a in our marketplace.

### **Let's look at an example:**

1. Some 'State Fund' is looking for a possibility to get connected with country's diaspora in a foreign country. After registration in Snovio, the Fund's employee searches the database, but such search fails, as the search is overspecialized. The system suggests him to place an order for search, so he states the required criteria and assigns a reward in the amount of 100 SNOV tokens. These tokens were purchased by him earlier to carry out the search.
2. Order is placed and the criteria are described in the smart contract.
3. Contributors, who are interested in receiving tokens will carry out the search. They can use their own tools or ours to search in social networks, catalogs etc.
4. Customer can validate how adequate the search was by looking through partially revealed but incomplete data.
5. After the data provided by one or several contributors are selected, the reward stipulated in smart contract is distributed. Data remain in the system for further use.

**The platform**, which connects contributors with customers works on a basis of blockchain technology and smart-contracts, which guarantee fair distribution of revenue between all parties.

In the event of any disputable situation, the last will be resolved by arbitration. It will be also introduced an agent scoring and rating system for those agents, who fulfill an order for data (leads) supply.



**SNOV tokens** are used within the system for internal accounting between customers, the platform, and contributors, as well as for rewarding users for adding data to and updating data in the system. It is during the pre-sale that initial token distribution will occur. Contributors receive tokens for adding new data to the system, which is in turn bought by other users. All contributors are immediately rewarded with internal credits for adding new data to the system. These credits can be spent inside the system to search for required contacts, verify data, use mailing services, place an order in the marketplace, use service for technology search, get connected with professionals who are responsible for these technologies in the specified companies.



# THE TECHNOLOGY IN DETAIL

Decentralized lead generation technology is founded upon crowdsourcing data collection. It functions in the following way.

## Crowdsourcing Data Collection

The crux of Snovio's crowdsourcing data collection technology is using a mechanism of a decentralized data supply to the platform by an unlimited number of contributors who automatically add new publicly-available data into the system or fulfil an order for lead search placed in advance.

Crowdsourcing includes the following undebatable advantages over the widely-used parsing data method:

1. **The width and depth of coverage.** While data parsing focuses on definite websites or even just some of their parts, crowdsourcing knows no limits. New material is automatically added to the system as contributors surf source websites with the plugin enabled.
2. **Data Relevance.** Parsing big sites is a costly venture requiring huge volumes of traffic and time. Constantly updating data through parsing greatly increases costs. Crowdsourcing solves this problem as tens of thousands of contributors do that work themselves and provide really valuable data for a business, as they see the demand through orders placed in advance.

Crowdsourcing is not a new idea, and we can name multiple successful companies that owe their success specifically to the power of crowdsourcing:

- [Crunchbase](#) has organized the work through data contributors. Any person can add data about the companies and its employees, thus becoming a data contributor (supplier).
- [Wikipedia](#), according to their own data, uses over 116,000 contributors from around the world who regularly create and update content, adding new knowledge to their system. This allowed Wikipedia to

become a large go-to resource in just a few years.

- [Open Street Map](#). Thanks to the efforts of 4 million registered users, OSM quickly and accurately created (and continues to update) a highly detailed map of the world with the data provided by its users. In countless regions, OSM is of a substantially higher quality than Google Maps – which was developed through a centralized method.

## CONTRIBUTORS

Contributors use our technological capabilities (a plugin for automatically searching verified data and a contributor personal account to interact with the platform, accept and fulfill the orders) to add new data to the system for further exploitation. Already today, We can offer our users an [Extension for Chrome](#).

Information about all new data is added to the system for its further use in a weighted system. One and the same data could be uploaded to the system by more than one contributor. In such cases, the distribution of revenue will be determined by a weighted system. The weighted system will take into consideration the contributors' account ratings, the chronology of the added data, the number of positive and negative reviews with regards to previously provided data, the number of sales and refunds.

A history of transactions will be stored on blockchain ensuring a fair distribution of revenue from the data sales for the contributors.

## CUSTOMERS

Data customers can use SNOV tokens to place an order in the marketplace, purchase data for lead generation purposes, verify data, use mailing services, search for technologies through the site . Token's value for services will be calculated based on the current SNOV token rate against the US dollar.

# DISTRIBUTION OF REVENUE FROM DATA SALES

The distribution of revenue happens automatically using smart-contracts. Revenue distribution model for selling data collected by contributors is as follows:

- **30%** of sales revenue goes to the platform for continual network maintenance purposes;
- **70%** of sales revenue is distributed among contributors, the exact details accounted for by the previously mentioned weighted system.

The algorithm in question is applied to every single data unit. A single data unit is the information in a dataset for a concrete lead.

## THE WEIGHTED SYSTEM

The weighted system comes into play when revenue needs to be fairly distributed among multiple contributors. It accounts for the following parameters:

- The time and date when concrete information was added to the system;
- Contributors' activity, in other words: a contributor's value in adding and updating data within the entire network's total activity stream;
- How many data, collected by the contributor has been purchased;
- How many refunds and complaints a contributor has;
- The source and upload channel of the data (via chrome extension or manually);
- The quality and quantity weight of the informational fields in the data and concrete lead at the time of customers' purchases.

# REVENUE DISTRIBUTION EXAMPLES

Let's look at a few examples of how tokens work at distributing revenue among all the relevant parties.

## **First, a simple example**

A hypothetical client purchased 100 data records for their business. At the time of their purchase, 1 contact cost 20 tokens. In other words, this client bought the amount of data valued at 2000 tokens. All that data were uploaded by Victor, a contributor. He in turn earns:  $0.7 \times (100 \times 20) = 1400$  SNOV tokens.

## **Secondly, an example with multiple customers**

Hypothetical clients each bought 100 data records to develop their businesses. At the time of their purchase, 1 contact cost 5 tokens. In other words, each client bought the amount of contacts valued at 500 tokens. All that data was uploaded to the database by a single contributor, Elena. So, Elena in turn earns:  $0.7 \times (5 \times 500) = 1750$  SNOV tokens.

## **Third, an example with multiple contributors**

A hypothetical client purchased 100 data records for their company. At the time of their purchase, 1 contact cost 7 tokens. In other words, this client bought the amount of data valued at 700 tokens. All that data was uploaded to the system by multiple contributors – Anna, Bethany, and Chris at different times. In turn, these three contributors earned a total of:  $0.7 \times (100 \times 7) = 490$  SNOV tokens between the three of them. The distribution among them will proportionately be A/B/C (where  $A+B+C = 490$ ). The proportionality depends on a variety of factors, like: the time that they uploaded their respective data, each contributor's respective rating, etc.

## **Fourth, an example with multiple customers and contributors**

Hypothetical clients each purchased 100 data records for their businesses. At the time of their purchase, 1 contact cost 20 tokens. In other words, they bought the amount of leads valued at 6000 SNOV tokens. All that data was uploaded to the system by multiple contributors – Anna, Bethany, and Chris at different times. In turn, the three contributors earn a total of:  $0.7 \times (3 \times 100 \times 20) = 4200$  SNOV tokens

between the three of them. The distribution among them will proportionately be A/B/C (where  $A+B+C = 4200$ ). The proportionality depends on a variety of factors, like: the time that they uploaded their respective data, each contributor's respective rating, etc.

Tokens will be also distributed in case a contributor fulfills a specified order for lead search. The contributor searches for people necessary for a business. A customer is free to choose a particular executor after reviewing the supplied data (incomplete data). If several executors are selected, tokens assigned as a reward will be equally distributed among agents in case they have provided identical data.

## LEAD GENERATION FOR BUSINESSES

There are currently a few wide conduits for lead generation. These are SEO, paid traffic (AdWords, Yandex.Direct), social networks, and using lead generation services like Snovio. These conduits partially overlap, but it's currently recommended that you use all of them to cover the full breadth of your potential audience.

At Snovio, the customer's sales team determines criteria by which to purchase leads (for instance: the industry in question, geography, the size of the business, and so on), and purchases the required number of leads (which include information like names, email addresses, telephone numbers, companies and positions, etc.).

### **For instance:**

- a) find men 35-45 years of age in New York state who own Audi vehicles;
- b) find marketing and sales managers at companies in the American Northwest that produce foodstuffs.

**Example of an order:** find female yoga instructors who live in Crown Heights, Brooklyn. Reward: 10,000 tokens for 100 people found.

## VALUABLE ASSETS' SEARCH

More and more often, job recruiters are turning to social networking sites like LinkedIn to find potential candidates. That, to a great degree, is equivocal to manual labor that is very time consuming.

Snovio gives clients the ability to automate the most routine of tasks, allowing them to find applicants' contact information by browsing job-seekers' profiles on LinkedIn or Facebook.

To do this, three of provided modules can be used: database search (by filtering the candidates based on the required criteria), marketplace (using it, labor efforts of a professional can be saved to the maximum extend), and a module to identify the technology used on a website for HRs and recruiters in the field of IT – once the companies that use the required technologies have been found, it will be possible to get in touch with the companies’ professionals, working with the required technologies.

The service is useful for freelancers to find customers, as well as for startups and other ICOs to find investors, advisers, and funds.

## **DATA ENRICHMENT**

Companies often have an oversimplified database of clients or potential clients. It’s organized through their landing page, collecting just their email addresses or phone numbers. That information, of course, isn’t enough for efficient and targeted use of that client list. That list needs to be segmented by interests, geography, and other specifics relevant to a business’s services.

Snovio allows companies to enrich their client lists by a variety of data. It’s as simple as providing Snovio with a list of email addresses or phone numbers, from which we can then generate a more detailed number of leads with additional data fields.

## **HANDLING DATA CHANGES**

Ever-changing business environment requires that businesses not only have a complete, detailed dataset of their potential leads (customers, partners or employees) – it’s critically important that those datasets remain up-to-date and remain constantly relevant to the businesses and their customer bases. A few important changes that lead generation should pay attention to include: changing jobs, promotions, buying a new car, etc. Those are highly relevant triggers for certain business promotions or service opportunities that allow some businesses to stay a step ahead of their competition.



With Snovio, the clients subscribe to the monitoring function to track changes in some data fields of leads or even entire segments they are interested in.

**Some examples:**

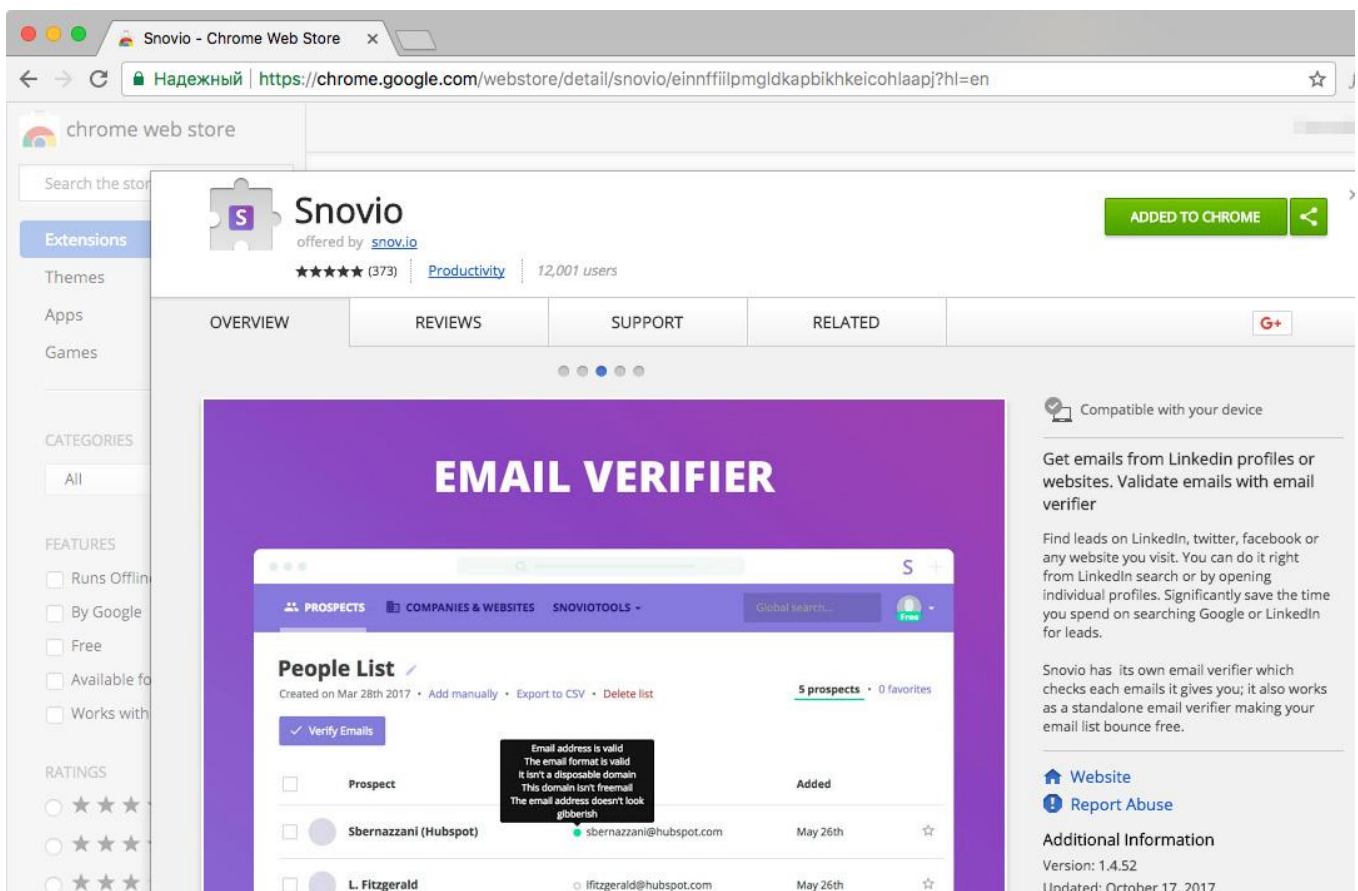
- a) notifications about all new data inputs on all new companies in Los Angeles which work in the field of software development and have more than 50 employees;
- b) notifications about all events related to buying a new Volkswagen car.

# Project Status

Snovio began development in January 2017. Our first Beta version was released in April, and our first paying client subscribed on 17 May 2017. Within a month we had 10 paying clients out of over 500 free users.

At the time of this White Paper's 4.0 writing, our database of contacts for lead generation consists of over 800,000 contacts enriched with additional information. With the help of decentralized data collection, we plan for our database to grow several hundred-times and to make our service more appealing and accessible to various types of businesses.

We currently have a plugin that automatically collects data ([Chrome Extension](#)). At the time of publication, it has already been installed more than 12,000 times.



## Number of registrations by months:

- 124 in April
- 302 in May
- 1093 in June
- 3061 in July
- 4205 in August
- 5934 in September

At the time of writing this White Paper (October, 2017), about 1-1,5% of all registered users become the paying customers of snov.io. This per cent is lower than the world average, but it is a normal rate for a project at an early stage of development. In developing the platform further, this per cent and the number of customers can grow much faster, that, in its turn, can ensure the demand for SNOV tokens.

Currently, our system allows for clients to use our services for free through limited-in-scope trial accounts, as well as [premium accounts](#) starting at \$19/month.

## PRICING

Select your monthly plan

XS	S	M	L	XL
<b>Forever Free</b> 100 credits	<b>\$19</b> per month 1,000 credits	<b>\$39</b> <del>\$49</del> per month 5,000 credits	<b>\$79</b> per month 25,000 credits	<b>\$139</b> per month 50,000 credits
100 verified LinkedIn emails 100 domain searches Unlimited domain emails Upload & verify 200 own emails CSV export	1,000 verified LinkedIn emails 1,000 domain searches Unlimited domain emails Upload & verify 2000 own emails CSV export	5,000 verified LinkedIn emails 5,000 domain searches Unlimited domain emails Upload & verify 10,000 own emails CSV export	25,000 verified LinkedIn emails 25,000 domain searches Unlimited domain emails Upload & verify 50,000 own emails CSV export	50,000 verified LinkedIn emails 50,000 domain searches Unlimited domain emails Upload & verify 100,000 own emails CSV export

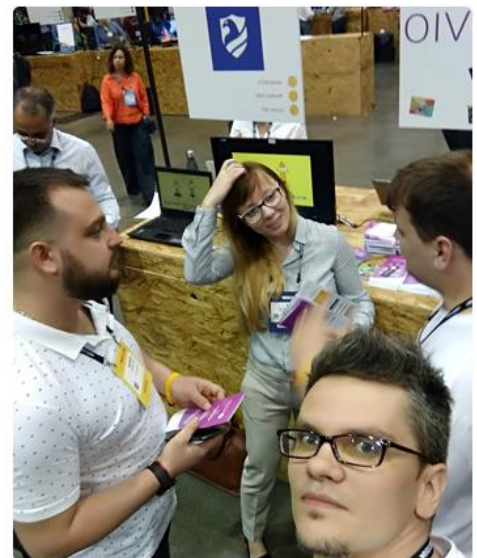
## OUR USERS

Among users of our services, we can already note the following brand-name clients:



## OFFLINE ACTIVITY

We took part in the Collision Conference in New Orleans in May 2017. As a result, we got our first clients and invaluable feedback on how to optimize our product and its features for business needs across the United States and Latin America.



- On September 19, 2017 Alexis Kratko visited [d10 event](#) in Kiev;
- On September 22, 2017 we attended the [Blockchain ua Exhibition for networking development](#);

- On October 4, 2017 the team members took part in [iTuber Crypto Meet-up](#) in Kiev;
- On October 12, 2017 the team booked a stand at the [Blockchain & Bitcoin Conference](#) in Kiev;
- On October 27, 2017 our team member spoke at the Russian blockchain week in Moscow;
- On October 31 - November 1, 2017 we will attend Blockchain Economic Forum 2017 in New York with a pitch.

This November, we've booked stands at Web Summit in Lisbon, Slush in Helsinki, and we've reached out to multiple other conferences, exhibitions, and events.

# Business Model

Snovio will function simultaneously as a SaaS-service (a subscription based service) and a marketplace between data contributors and data customers.

**SaaS-service.** Currently, this is the core model by which Snovio operates. We offer a lineup of premium package plans beginning at \$19/month and upwards depending on the volume of information consumed.

**Marketplace.** Under this model, Snovio will function as an intermediary between data contributors and data consumers, guaranteeing a fair distribution of revenue from data sales among all parties. The marketplace is a fundamental piece for our decentralized model, which we have already begun developing and realizing.

## Planned Release Dates:

- **August-September 2017**  
Project translation and localization into the 20 most popular languages.
- **September 2017**  
Chrome extension for Gmail that is analogous to clearbit (shows a list of email addresses for an entered domain).
- **November 2017**  
Proprietary mailing list module. Sending triggered email series to added contacts. Data collection from sites such as:
  - AngelList
  - Behance
  - Dribbble
  - GitHub
  - StackExchange
  - StackOverflow
  - Twitter
- **December 2017**  
Porting the currently operational data collection module for Chrome to Firefox.
- **January 2018**  
Complement the extension with an option to search services' footprints.
- **February, 2018**  
Reach a database size of 1,000,000 profiles.

- **April 2018**

- Reach a database size of 10,000,000 profiles;
- Send messages about changes in data within peoples' profiles; for instance, adding new skills or changes in employment.

- **June 2018**

Reach a database size of 20,000,000 profiles.

- **July 2018**

Development of expanded address book service and synchronization of data from different social media through it.



## STRATEGY

Snovio's intensive growth strategy is the following:

- 1. Making use of a large number of contributors to collect a database of tens of millions of leads comprised of real, up-to-date contacts.**

We are already attracting contributors through promoting our free Google Chrome plugin. Further, we will attract and motivate contributors with the help of a Token Sale and bounty-programs, as well as through mass marketing, referral programs, rewards program for using the plugin by paying a contributor 70% of the cost of the provided lead, in case the last is purchased, and internal credits of the platform for all the data provided by a contributor.

As [Metcalf's Law](#) famously states, the value of a network is equal to the square of its number of users. That is why we believe that the key task for increasing the value of our project is to quickly grow the number of users who will contribute data to the system to in turn enhance its quality. This is our number one priority through 2017.

- 2. SNOV token financial motivational plan for contributors.** It is provisional data mining, where miners will receive tokens (or fractions thereof) for adding new data to the system, data which will in turn be purchased by customers, and internal credits for all data provided.

It is important to note that in our working model, the complexity of data collection increases in correlation with the growth of the volume of the database for lead generation, as it will be harder to add unique information over time. Herewith, the value of each token can also proportionally increase, as the tokens to reward contributors can be taken from the 10% pool that will be exhausted over time. When this happens, Snovio will begin to buy

tokens from exchanges, if necessary, to ensure the platform's functioning.

- 3. Purchase of premium traffic relating to key words, associated with lead generation and email marketing.**
- 4. Increasing our market coverage by creating plugins and extensions for multiple popular platforms like Firefox and Gmail.**
- 5. Expanding the number of available search criteria by adding new data sources from mined data.** For instance, understanding the footprint of CMS/eCommerce/Email marketing/Popup Window system used on the site in order to provide data customers with convenient search criteria across available-to-them technology.
- 6. Work with technology writers and bloggers to publish reviews about Snovio across multiple blogs and social networks to increase Snovio's public and market visibility.**
- 7. Increasing the prices for our product as our database grows in size and increases in quality.** Currently, we sell data used for lead generation at a lower cost than the market average. Once we reach a database of 10 million quality leads we can then substantially increase the price of our services.

Name	Database size	Price per lead, \$	How often updates
FullContact	4bil	0.04 - 0.02	30 mln daily updates
Slik	70mln	0.10	NA
ZoomInfo	221mln	custom pricing only	50 k new contacts daily
Lead 411	33mln	0.50	NA
Hoovers	100mln	1.50	NA

## MARKET RESEARCH

The volume of the market for email marketing (which we intersect with) is variously valued at around \$10 billion with a constant annual growth rate of 20%. The lead generation market is valued at \$30 billion with a constant annual growth rate of 20%.

It's important to take note of the following key actors:

- **FullContact.** This American company has investments valued at \$49 million from leading venture capitalists. According to their own data, they own 4 billion contacts for lead generation, which they accumulated through centralized methods. 150,000 Gmail extension users, through which FullContact collects data.
- **Hunter.io.** Hunter.io is a very popular contact search service on highly-visited sites as well as on LinkedIn. 250,000 Chrome extension users, who centrally seed the database for further data sale. Their most critical short-coming is lack of mailing list services.

Other shortcomings that should be noted include the lack of mailing lists and limited email verifier, which does not check emails for existence, even for large webmail services like gmail.com and yahoo.com. In addition, Hunter.io has revealed that they soon plan to shut down their Chrome extension for LinkedIn.

- **Skrappio.** Skrappio is a service with 10,000 users. One advantage includes the ability to search all of LinkedIn's webpages (their Chrome extension automatically goes through LinkedIn profiles), and retrieval of profiles from groups within LinkedIn. However, the quality of the generated data is severely lacking, and tests showed that one third of the email addresses bounced when contacted. They do not have an email verifier. In addition, users have recently reported that they have

a difficult time finding actual emails. There are few emails from Asia, apparently the company's small database of emails from that region is used to 'guess' possible emails.

- **RocketReach.** RocketReach has 50,000 users. They have a good, updateable and detailed database that allows for data enrichment by finding not just "professional," but also personal, email addresses. Their price for a single search is higher than the market rate, averaging at \$0.30. There is an API, but there's no way to verify email addresses.
- **ZenProspect.** ZenProspect has a database and good targeted searching, and we saw no complaints about their services. Customers can automatically make and use email listservs through an external service. The service, however, is very expensive – starting at \$650/month for 750 leads. They also do not disclose their data sources.

**Discoverly.** Discoverly has 25,000 extension users. It provides data enrichment through Gmail, LinkedIn, and Twitter. Their data fields include expanded criteria like "job field." But a shortcoming is the slowly working extension that does not respond on Facebook and LinkedIn.

By conducting a public token crowdsale and releasing tokens, we are offering willing individuals the opportunity to participate in the establishment of an entirely new type of lead generation business – a business based on the idea of crowdsourcing data collection and using blockchain technology to make it happen.

## **TOKEN SALE**

Issuing tokens is an inevitable infrastructural necessity for Snovio's crowdsourcing model and marketplace to function. This will allow us to effectively organize an internal project economy, which will in turn allow for an unlimited number of users to participate in our project.

Tokens can simultaneously be used as an internal currency to reward contributors for adding new and updated data to the system.

Snovio's operating version already allows for a crowdsourcing data collection component; however, service does not function at full capacity because it lacks a financial incentive that benefits all users. By adding an internal currency, we plan to substantially grow both the number of active contributors and the volume of the stream of new data into our system.

The majority of tokens in the Token Sale will be sold to buyers for a nominal price of \$0.01 USD. We will then buy tokens (for the purpose of rewarding contributors for their work) from the exchange, as required, once the initial pool has been expended. The resources we get from the token sale will be used to attract contributors in order to create a huge database for lead generation, as well as to aggressively market our product.

# Token Sale Structure

We will release 2,5 billion tokens with the ticker symbol SNOV for the Token Sale (website [tokensale.snov.io](https://tokensale.snov.io)) at a base price of \$0.01 USD. The tokens will be allocated in the following manner:

- **60%** will be distributed through the Token Sale;
  - 40% of which will be sold
  - 20% of which will be reserved to pay bonuses
- **27.8%** of the tokens will be reserved for the Snovio team;
- **10%** will be reserved to reward early contributors (data miners);
- **1.2%** will be distributed as a bounty towards marketing and Token Sale promotion;
- **1%** will be given to partners and advisers.

Through conducting the Token Sale, we plan to attract up to \$10 million, distributing up to 1,000,000,000 tokens to Snovio participants. Tokens meant for but not distributed by the Token Sale (60%) will be burnt after the completion of the Token Sale. . Burning of tokens will lead to fast occurrence of tokens' scarcity, especially in view of the growing number of platform's users (contributors and customers). Thus, it is possible to forecast a prompt token rate growth (comparing to the fixed amount of tokens before and after the Token Sale).

During the Token Sale, tokens can be acquired for major cryptocurrencies - Bitcoin, Ethereum, LiteCoin, and maybe others.

SNOV tokens are released on the basis of the Ethereum blockchain technology, ERC 20 standard.

We will consider the Token Sale successful, when we have sold tokens for \$10,000 or at the last day of the Token Sale (November 30).

## LIMITATIONS ON THE TOKEN SALE

Citizens and taxpaying residents of the following countries cannot participate in the Snovio's Token Sale:

- USA
- Puerto Rico
- Guam
- Singapore
- American Virgin Islands

## BONUSES AND BOUNTIES

### Private Token Sale

Private token presale will start on September 4 and run until October 27, 2017.

### Bonuses

It is possible to take advantage of the following bonuses during the Token Sale:

- **25%** bonus for purchases over \$50,000 during the presale;
- **15%** bonus for purchases from \$5,000 to \$50,000 during the presale;
- **10%** bonus on the first day of the Token Sale;
- **5%** bonus during the first week of the Token Sale.

## **Bounties**

Aside from the bonuses, we are also harboring up to 1,2% from the total number of tokens to reward individuals for supporting the Snovio Token Sale.

- Bitcointalk.org Signature and Avatar Campaign — 12 500 000 SNOV;
- Blog and Media Publications — 6 500 000 SNOV;
- Translation and Moderation — 5 000 000 SNOV;
- Facebook Campaign — 3 000 000 SNOV;
- Twitter Campaign — 3 000 000 SNOV.

Bonuses earned during the bounty-campaign will be credited to the participants' accounts within a week after the closing of the Token Sale.



## APPLICATION OF RAISED FUNDS

The funds raised through the Token Sale will be applied in the following ways over the course of the next two years:

- **\$3 million** – Expanding and strengthening our team (development, marketing, sales department) in our Kiev office and opening two new offices (most likely in Dublin and New York). Hiring and retaining legal protection for all key markets.
- **\$2 million** – Enhancing system efficiency. This includes distributing servers in different places around the world to increase system stability and the system's overall speed.
- **\$5 million** – Marketing and PR. This includes exhibitions at all key conferences, exhibitions, and events dedicated to lead generation, sales, and marketing.
- **\$2 million** – Attracting new contributors to the system.
- **\$2 million** – Promoting the idea of crowdsourcing data collection and decentralized lead generation across the world.
- **\$1 million** – Reserve fund.

We have outlined the following thresholds for our raised funds which will allow us to reach higher quality and higher quantity results:

Sum of Funds	Development Goals
<b>\$3 million</b>	Active team recruitment, and enhancing platform production and fault tolerance. Investing in attracting the maximum number of contributors for the system, as this is the most critical moment in expanding a quality and up-to-date database for lead generation. Detailed legal study of system functionality across all key markets, protection of intellectual property, crowdsourcing data collection patents, and trademarks. Starting our marketing activities, like: SEO-optimization and paid traffic (AdWords, Yandex.Direct).
<b>\$6 million</b>	Substantially increasing our marketing activities through paid traffic (AdWords, Bing, Yandex.Direct), paid publications in blogs and social networks, and collaborating with tech trend-setters and opinion-influencers. Furthermore, this will require marketing targeted at attracting new contributors, as well as marketing targeted at potential medium and large business clients. Recruiting individuals for our sales department who are specifically adept at working with medium and large business clients.
<b>\$10 million</b>	Active participation with our own exhibition stand at the expositions and conferences on lead generation, marketing, and sales (USA, Russia, China, Great Britain, Germany, France). This will allow us to attract a steady stream of clients from medium and large businesses with large checks and long contracts.

## SNOV Token Mechanism

SNOV tokens are released based on Ethereum blockchain, ERC 20 Token Standard and are used as a mechanism for internal accounting between data contributors and data customers.

***Tokens can be acquired*** through the Token Sale, received in return for sourcing (contributing) new data, and purchased inside the platform itself.

***Tokens can be used*** to purchase data for lead generation and other Snovio's services. Price of a data unit is set in internal credits of the service, that will be purchased for SNOV tokens.

### Motivating Contributors

Contributors will receive a reward for installing the plugin which automatically adds new data to the system (500 SNOV), as well as for adding new data. The reward will be 70% of the price of data purchased by the customer denominated in SNOV tokens. It's important to point out that the same data can be purchased more than one time, meaning contributors can earn on each piece of data they provide more than once – significantly increasing their earnings.

Contributor also receives a reward from a customer, who places an order for searching particular data (leads, links to their social network profiles, names, surnames, job titles etc.).

## SNOV TOKEN TECHNICAL ASPECTS

SNOV tokens are created on the Ethereum platform based on ERC-20 standard. The total amount of 2,5 billion tokens will be issued, 60% of which or 1,5 billion will be available for purchase during the Token Sale. Tokens from this 60% pool that will not be sold at the end of the main Token sale (November 30) are burnt or destroyed. Thus, the amount of tokens in circulation will depend on the number of tokens sold during the Token Sale. This is necessary to protect the tokens' purchasers from prolonged decrease of token value due to gradual introduction of

the excess tokens' amount in circulation. Tokens can be fractionalized to the eighth digit past the decimal point.

## TOKEN ECONOMY

We have developed several different economic aspects with the tokenization of the Snovio business model that take into account the interests of all parties.

### Model for Token Value Growth

In its nature, SNOV token is an indicator of belonging to Snovio service. Our token is some kind of fuel required for interaction with the platform's functionality. Becoming an internal currency, it will be used for accounting for provided services. Theoretically, SNOV token, trading on the exchange will become a speculative tool for initial buyers (exchange rate is usually affected by success/failures of the company, big news etc.). This way, it is likely that the value of each token can grow with the growth of the popularity of Snovio among users of the service.

Tokens will actively be used for internal accounting between the platform and contributors.

The platform itself has reserved a 10% pool of the total created number of tokens, this reserve will be used explicitly for the purpose of rewarding data contributors. At increasing volume of transactions within the platform, it might be required to buyback tokens from exchanges at the current market price, which will positively influence their value. At registering a contributor's account, each data supplier will automatically receive 500 SNOV tokens on the account.

Data customers can also purchase data using either money or tokens. This means that a customer who bought a token at a low price has the opportunity to acquire a substantially greater amount of data for lead generation in the future. Therefore, we assume that it only makes sense to purchase tokens at their low, starting price to then later exchange them within the system for data for lead generation.

It's worth noting that when paying for Snovio's services with tokens, the overall number of tokens in open circulation will temporarily decrease, which will have a

positive effect on their value. Tokens that came back to the system will be used to reward contributors.

### **Advantages for Early Token-Holders**

Snovio's full potential can become evident once it reaches an internal database of comparable size to its primary competitors.

Thereby, early buyers and contributors can have a high likelihood of significantly increasing their earnings.

Contributors who add new, previously absent, data to the system gain significant advantages in the distribution of revenue from sales of that data to future clients.

Early token holder will be able to buy a greater data volume with time, provided a significant increase in SNOV token's market value.

### **Tokens Buyback**

When needed, Snovio will buy tokens back from exchanges at a current market price to reward contributors.

Conducting the Token Sale, we reserve 10% of all tokens emitted as a reward pool. Accordingly, the smaller this pool is and the more actively contributors add new data to the system, the sooner this pool will be exhausted, and the faster we will begin to buy the tokens back from exchanges, when needed.

# Our Team

The idea for Snovio was born in the fall of 2016, when we started actively buying up leads for a company where some of us worked in marketing and lead generation. This was when we were faced with a tangible problem: the low-quality of information available for purchase.

We started researching this issue and came to the realization that the root of this problem can be traced to the centralized method of parsing data from a single source. This method is the primary one used to collect information from open sources; however, this method in no way guarantees the verity or actionability of the information collected or its quick updating when that information becomes obsolete.

Seeing as we didn't find any solutions to those problems available on the market, we decided to put together a team and create our own service. It took us about half a year, and we already attracted our first clients in May 2017.

## MANAGEMENT

- **Alexis Kratko** — Project CEO (Kyiv, Ukraine)

He has brought the platform from the idea development stage to 100 paying customers and financial sustainability in just 5 months. Before Snovio, he participated in the development of other products in the field of email marketing, and was responsible for email deliverability issues. In the early stages of his career, he used to be a part of customer care in different projects, and later he was promoted to Support Team Manager.

- **Rodion Yaremenko** — CTO (Kyiv, Ukraine)

Creator of the high-level architecture of Snovio application. Has managed to build a fail-safe system, more than 14 persons are now working on, in several months. Before Snovio, he was involved in Software testing, graduated from technological university with a degree in computer systems and networks.

- **Daria Shevchenko** — CMO (Kyiv, Ukraine)

Coordinates the department of marketing specialists and web designers. She also used to work in support and sales department in previous projects.

- **Julia Zubok** — Marketing & Customer care (Kyiv, Ukraine)

Customer support in Snovio. Experience working in IT companies in Canada and Ukraine.

## Advisors



### **Alexander Borodich** (Moscow, Russia)

Alexander was named "The Most Active Business angel in Russia" by Russian Venture Company. He is a managing partner of marketing communication agency Future Action, founder of the fifth largest in Europe crowd-investing platform VentureClub.co. He is founder of Russian cryptocurrency and investor in more than 70 projects. Former Chief Marketing Officer at [Mail.ru Group](#). In 2003-2013, he was the head of Economics & Mathematics School of MSU.

Graduated from Moscow Institute of Electronics and Mathematics in 1999, finished postgraduate study at the same university in 2003. In 2008, he received MBA degree at Stockholm School of Economics



### **Renato Almeida** (Brasília, Brazil)

Advises on the issues related to jurisdiction, legalization and compliance. Former legal advisor of the Minex.io and Trueflip.io projects. Experienced community manager has worked on several blockchain related projects and formerly has engaged in the software development for Brazilian government where held executive positions. Lawyer postgraduated in Public Law and Constitutional Law.

[ITJDFT - Tribunal de Justiça do Distrito Federal e dos Territórios](#)

**Support Agent** · Brasília, Brazil - [TrueFlip.io](#) (Legal Adviser and Support Team Leader · April 2017 to July 2017)

**Education:** [UniCEUB](#) (Direito · Brasília, Brazi)



### **Tomoaki Sato** (Tokyo, Japan)

Starbase Founder, passionate about bringing blockchain token financial technology for everyone easy to challenge new innovative projects. Pastly, Tomoaki did blockchain tech meetups in Japan in order to make the place for communication between Japanese engineers and global engineers, and to share the knowledge on cryptocurrency and blockchain technology.

Graduated from Waseda University

Past: Kaisei High School and 開成中学校 (Kaisei Junior High School)

Lives in [Shibuya, Tokyo](#)

Shortly after entering the university, Tomoaki began his journey in the field of IT, he founded islamap, a cartographic platform for Muslims in Japan. Then he began studying Bitcoin and blockchain and its application for Islamic financing. But he was soon attracted by the decentralization technology and philosophy itself. He is founder of Smart Contract Japan, and such local meetups as Smart Contract Meetup.



### **Alexey Girin** (New York, USA)

Advisor, venture capitalist, founder of Starta Capital fund and the first successful US-based accelerator for Western European projects, successfully conducted an ICO that raised \$5 million to finance startups.

Business angel, private investor. He spent more than 15 years working in the field of audit and finances, and more than 10 years in the field of venture capital. MA in Economics.

2000 - 2004 [Co-Founder, Партнер в AFD Consulting](#)

2000 – 2004 (4 years)

1998 – 2000 (2 years) [CFO](#) Finist (FMCG holding) [CFO](#)



### **Eugene Medvednikov** (Saint Petersburg, Russia)

Experienced mentor and investor. Eugene helps Snovio with his experience and insight into what it takes to build a successful startup. Angel investor with 10+ projects, Unisender x30 exit, Insense, Cindicator investor.

More than 15 years of experience in the field of web-marketing, founder of StaffCop (information security) and UniSender (email marketing).

He has invested in such projects as iBuildApp (platform for applications' creation), Coursmos (online learning platform), Convextra (plugin for data extraction from websites), Telefacer (service for telephone consultations with experts), and MyTips (tutorial builder for site interfaces). Average check - \$100,000.





### **Kairat Kaliyev** (New York, USA)

Founder of Cross Coin, which successfully conducted Starta's ICO and attracted \$5 million. Currently developing FinTech direction at Astana International Financial Centre, specializing in project development.

Education:

- Al-Farabi Kazakh National University
- Moscow State Institute of International Relations run by the Ministry of Foreign Affairs of Russia
- Peoples' Friendship University of Russia
- Al-Farabi Kazakh National University

## ESCROW



### **Starta Accelerator** (New York, USA)

Starta Accelerator (New York, USA) will act as the guarantor of appropriate expenditures.

## TECHNOLOGICAL PARTNER



### **Token Rockets** (New York, USA)

Scales businesses through implementing Blockchain Technology.

## PUBLICATIONS ABOUT US

### English Language

- <http://www.nibletz.com/international/ukraine/find-important-people-snovio>
- <http://recruitingtools.com/get-emails-linkedin-profiles-websites-businesses-snov-io/>
- <https://roycerecruitment.wordpress.com/2017/07/10/what-is-in-my-recruitment-tool-box/>
- <https://startupradius.com/how-to-extract-email-contacts-from-websites-and-linkedin-with-snovio/>
- <https://www.crunchbase.com/organization/snovio - /entity>
- <http://adriantan.com.sg/snovio/>
- <http://www.the-blockchain.com/2017/09/07/snovio-lead-generation-sourcing-platform-released/>
- <http://cryptosrus.com/snovio-lead-generation-sourcing-platform-released/>
- <http://www.cryptosmile.com/2017/08/what-to-know-about-snovio-for-such-the-great-investment-ideas.html>
- <https://thebitcoinnews.com/snovio-lead-generation-and-sourcing-platform-has-been-released-2/>
- <https://btcmanager.com/decentralizing-lead-generation-snovio-ico-launch/>
- <https://www.cryptocoinsnews.com/snovio-lead-generation-sourcing-platform-released/>
- <https://cryptoinsider.com/snovio-lead-generation-sourcing-platform-released/>

### Chinese Language

- [https://waimaoquan.alibaba.com/bbs/read-htm-tid-3085673-fid-309.html?tracelog=wmqxb\\_jrid2](https://waimaoquan.alibaba.com/bbs/read-htm-tid-3085673-fid-309.html?tracelog=wmqxb_jrid2) - Forum discussing Snovio and several pages of positive reviews and commentary.

# Contact Information

## General Business Contact Information

Website - [snov.io](http://snov.io)

Email - [help@snov.io](mailto:help@snov.io)

Phone number - 1 (347) 705 0819

Facebook - [www.facebook.com/snovioapp/](http://www.facebook.com/snovioapp/)

## Token Sale - Specific Contacts

Website - [tokensale.snov.io](http://tokensale.snov.io)

Email - [ico@snov.io](mailto:ico@snov.io)

English Telegram Messenger - [t.me/snovio\\_ico](https://t.me/snovio_ico)

Russian Telegram Messenger - [t.me/snovio\\_ico\\_rus](https://t.me/snovio_ico_rus)

Twitter - [twitter.com/snovio\\_ico](https://twitter.com/snovio_ico)

Facebook - [www.facebook.com/Snovio-ICO-147118702534568/](http://www.facebook.com/Snovio-ICO-147118702534568/)

BitconTalk forum - [bitcointalk.org/index.php?topic=2111272](http://bitcointalk.org/index.php?topic=2111272)

This Token sale whitepaper and the documents attached thereto or associated herewith contain forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Exchange Act, which are subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements, including, without limitation, statements regarding anticipated use of proceeds from the Token sale, are based on current expectations, estimates and projections about our industry, Company management's beliefs, and assumptions made by Company management. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," and variations of such words and similar expressions are intended to identify such forward-looking statements. These statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict; therefore, actual results may differ materially from those expressed or forecasted in any forward-looking statements due to a variety of factors, including, without limitation, our ability to meet the minimum Token sale amount, if any, unanticipated costs and expenses related to the Token sale, changes in Company's financial condition or business strategy that impact the use of proceeds from the Token sale, and other factors. The risks and uncertainties include those noted in "Risk Factors" document provided in connection with the Token sale (available on Token sale website). Undue reliance should not be placed on the forward-looking statements in this whitepaper or any associated materials, which are based on information available to Company on the date hereof. Company undertakes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except to the extent that Company is required to do so by law.

To the extent the Tokens sold in connection with this Token Sale may be securities under U.S. Securities Act of 1933, these Tokens are offered only outside of the United States to non-U.S. persons, pursuant to the provisions of Regulation S of the U.S. Securities Act of 1933, as amended. These Tokens have not been and will not be registered under the Securities Act, and may not be offered or sold in the United States or to U.S. Persons absent registration or under an applicable exemption from the registration requirements and the purchasers should not assume they will be able to resell their Tokens. Neither the Securities and Exchange Commission nor any state regulator has passed upon the merits of or given its approval to the Tokens, the terms of the Token Sale, or the accuracy or completeness of any associated materials. Buying Tokens involves risks, and purchasers should be able to bear the loss of their entire purchase. All purchasers should make their own determination of whether or not to make any purchase, based on their own independent evaluation and analysis.