



FRELD

Token sales



**NEW VISION
OF SERVICE
MARKET!**



FRELDO

Token sales

TRUST YOUR FRIENDS!

GLOBAL AND DECENTRALIZED
ECOSYSTEM LINKING SERVICE PROVIDERS
AND CUSTOMERS, BASED ON THE
TECHNOLOGY OF BLOCKCHAIN AND
SMART CONTRACTS

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[TERMS AND CONDITIONS](#)

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1. INTRODUCTION

The largest economy in the world – the USA – is based on a mix of both small and medium businesses. According to statistics, the share of small businesses in the gross domestic product of the United States is 62%. As a rule, these are small enterprises providing services to the public. They range in size from several people to several dozen. Moreover, many of the individuals who are inspired by the successes of their boss, plan to open their own small business themselves in the future. According to research, about 20% of the employees of the enterprise end up branching out on their own.

Such a favorable business climate contributes to the fact that a huge number of new small companies and entrepreneurs, who are looking for clients, appear on the United States market every year. A very similar situation has developed in Canada. Here the statistics show that about 3 million small businesses provide half of the economic power of the entire private sector of the country. In addition, Canada's small businesses produce 27% of the gross domestic product.

Of course, in both the United States and Canada, most small businesses have focused on the service sector. Usually, they do not produce goods that can be counted in pieces or measured based on their weight. However, these services are becoming accessible to ordinary people in every corner of the country, which significantly improves their quality of life.

From ordinary hairdressing salons to car repair and maintenance workshops, as well as working in the areas of the latest technologies, for enterprising people who are ready to start their small business and take full responsibility for the financial condition of their family, there are practically no restrictions. They can hire employees or work independently, for example, a taxi driver, a plumber, etc. In North America, there is traditionally a huge demand for a variety of services, where customers can act as commercial enterprises and organizations, as well as private individuals.

The high income level of the population helps support the growth of the market. Recall that the US, for example, produces about a quarter of the world's gross product. In 2017, the GDP of the world's largest economy exceeded 17.4 trillion US dollars. Nearly, 78% of this amount was provided by the service sector!

It is noted that the US industry and agriculture are also considered world leaders. However, the share of these sectors of the economy in the country's GDP were 21% and 1%, respectively. Thus, we come to the conclusion that it is the sphere of services in the modern developed economy that plays the main role. It provides, on the one hand, a high quality of life for its citizens, and on the other hand, prospects

for private business, the bulk of jobs and other benefits important for the lives of those in a civilized society.

In addition, the role of small and medium-sized businesses in the economy is high. In the USA, these businesses act like a kind of thickening material, cementing the whole economy together, as well as providing an opportunity for further dynamic development.

Practice shows that large corporations are more conservative than small and medium-sized companies. The latter are usually much quicker to introduce various innovations into their work. Their owners are not afraid to experiment with improvements in technological processes and can quickly change business models, meeting the needs of current realities. Therefore, the competitiveness of small businesses in both the United States and Canada is much higher than that of large companies. It is easier for them to enter the market, to occupy their niche, and to demonstrate high growth rates.

Of course, a favorable environment contributes to all this. In North American countries, governments provide legislative support to enterprising people. This is shown in the easy registration procedures of private business, in simple and understandable rules of taxation and other important points. Also, small businesses in the United States and Canada have access to advantageous loans, can benefit from various benefits, receive grants, enjoy real support from industry associations, etc.

It is convenient and profitable to conduct small business here. And since in the U.S., for example, the category of medium-sized businesses include enterprises with up to 500 employees, and small – up to 50 employees, most companies in the process of development and expansion do not have a real need to move to larger formats. The advantages of small businesses can be accessed for decades, not just at the start. It is not an accident that in the US, 99.7% of companies are registered as small or medium businesses.

According to a recent survey by the Bloomberg agency, optimism among small businesses in the United States has grown significantly in 2017. A surprise from the analysts was the record number of businesspeople who said that it was now a good time to open or expand a business. The same tendencies are noted in the National Federation of Independent Enterprise of the USA (NFIB), drawing on the data of US market research.

And yet, we should not forget that the markets in both the US and Canada are highly competitive. Despite the favorable conditions, every entrepreneur has to fight for clients. Winning in this fight is possible only under the conditions:

- High quality of services provided
- Adequate price determination policy
- Successful marketing solutions

Marketing among these items remains the weakest place for small businesses, not only in North America, but throughout the world. Not having at their disposal sufficient financial resources, small entrepreneurs still have to pay for advertisement. Traditionally, they try to save money, concentrating only on external advertisement and newspaper ads. Of course, attracting a large number of customers is not easy.

Therefore, small businesses with the development of the Internet began to actively use the resources of the global network. And this sphere is also developing rapidly, providing new opportunities.

Recently, the attention of entrepreneurs has been attracted by smart contacts and blockchain technologies. Having become available on the online services market, they significantly expanded the capabilities of small businesses. In particular, the use of modern IT solutions allows:

- Advertise your services without intermediaries, saving both time and money
- Leave the information necessary for the small enterprise directly to the target audience
- Solve the serious problems that have accumulated recently in the field of Internet marketing (biased customer feedback, distrust, inauthentic information about services, etc.)
- Simplify the order and payment system for the work done

These and other factors open up new prospects for the development of small and medium-sized businesses. Quality of services, adequate prices, and speed of fulfillment of orders become the basis of competitiveness. The entrepreneur, who provides services in their niche area, can successfully compete with large companies, which earlier, thanks to the high cost of traditional advertisement, easily outpaced it in the matter of attracting customers.

Today it is not as important to place a big sign on the street corner or a giant billboard, to create commercials for TV. Today, you need to get real positive feedback from customers about your work. The latest technology allows the audience to provide real "reports" on the quality of services provided instead of promises of quality by

paid spokespeople. And this real-time reviewing service is exactly what consumers have been waiting for.

The business world is changing literally before our very eyes. Now, if you have a good idea to implement it, you do not need to get a job at a large company. You can realize your business idea by opening a small company and taking advantage of the new opportunities offered by modern Internet marketing. Many have already gone this way, considering it is simpler and more profitable in modern conditions.

Finally, it should be noted the positive attitude of people living in the US and Canada towards private entrepreneurial initiative. Your success in business will always receive the approval of friends, relatives, and neighbors. They will support you by becoming your customers. So there are so many success stories in America. We can see examples of housewives who could bake delicious baked goods who open their own confectioneries as a result; or teenagers, skilled with computers, who at a young age began to promote their own successful start-ups.

It does not matter what you learned to do well. It is important that your work is useful to those around you. This is the secret of the success of private entrepreneurship in America today.



2. MARKET REVIEW

2.1 General market problems

Despite the rapid development of the service industry in the US and Canada, to start generating sales, to make a successful entry into these markets is not easy. This task is especially difficult for beginning small business representatives, whose problems are not only a lack of resources, but also a lack of knowledge about the state of the market.

A typical phenomenon was the non-optimal use of small business resources. At a time when there is a need to concentrate them on the development of the project, business owners are forced to spend time and money on maintaining an online or offline store, conducting another advertising campaign, etc.

As a rule, to enter the market, small businesses have to spend unnecessarily large sums of money. But even after such investments, significant amounts are spent monthly only to support the work of a store or an information guide. In addition, small businesses often face problems created by bureaucracy. It carries unnecessary costs when making payments. There are other risks and costs that reduce the efficiency of small businesses and their competitiveness in the market.

2.2 Characteristics of the target audience (small business and medium businesses)

In most cases, a small and medium businesses present to the market no more than 10 items of goods or services. As a rule, the business offers their products in the local market, i.e., in the city or area in which they are located.

Typically, the staff of such companies consists of an owner who employs no more than 10 people. Each employee usually combines the duties and functions of several people at once. Often marketing and customer service are handled by the owner himself, who can be assisted by one or two employees.

2.3 Problems of small businesses

Work in the service sector involves direct communication between the business of its clients. However, representatives of small business cannot establish it independently without intermediaries. Taking advantage of existing sites to find customers and solve

other marketing problems, small businesses face a number of serious problems, namely:

- High commissions and various fees for users of sites and payment systems. Much of the money earned by small businesses is thus spent on the payment of basic marketing services, financial transactions, currency conversions, etc.
- The buyer's lack of confidence in the seller. Most customers prefer to order services from proven companies. However, the existing sites do not allow the buyer to obtain quality assurance.
- Small business services. Because of this, many customers simply ignore such suppliers, not wishing to take risks. Therefore, small businesses are in unequal competitive conditions.
- Impossibility to present your service in a qualitative way. Often, on existing sites, small business receives very limited opportunities to describe its services for the placement of photo and video materials. The client does not have the opportunity to see the real opinions.
- Technical imperfection of most existing sites. In particular, it is impossible to automate the work of an online store.
- Expensive marketing. Only large corporations can benefit from the offered opportunities, which easily win in the competitive struggle with small business.



2.4 Problems of customers

The situation that has developed on the market also creates a number of serious problems for buyers, including customers' services which are focused on small businesses:

- A potential customer easily finds on the Internet the offers of large corporations. However, searching for unique products provided by small businesses is difficult. In many cases, the services of this segment are not represented at all in online stores.
- There is not enough presentation material. Often, small business services are presented so poorly that a potential client cannot receive objective information about the quality of the product and its essence. As a result, the buyer refuses to purchase, turning their search to the proposals of large corporations.
- It is impossible to verify the reliability of customer feedback on the services offered. Of the Internet-resources often published, there are only those reviews that are beneficial to the supplier. Often they are organized by the company itself and mislead the client.
- Many Internet sites require prepayment, but do not provide any guarantees. This also discourages customers who fear the risk of financial loss, even if it is a question of a very small amount. In addition, the global network is full of warnings and stories about fraud and one-day websites that accept pre-payments but do not provide any goods or services for them.



2.5 The potential of online trading and prospects for small businesses

Despite all the existing problems, the world's online trade demonstrates a high dynamic of development. If the total turnover of online stores in 2013 was 900 billion dollars, then in 2017 it reached 2 trillion. And in 2018, according to preliminary forecasts, this figure will grow to 2.24 trillion dollars.

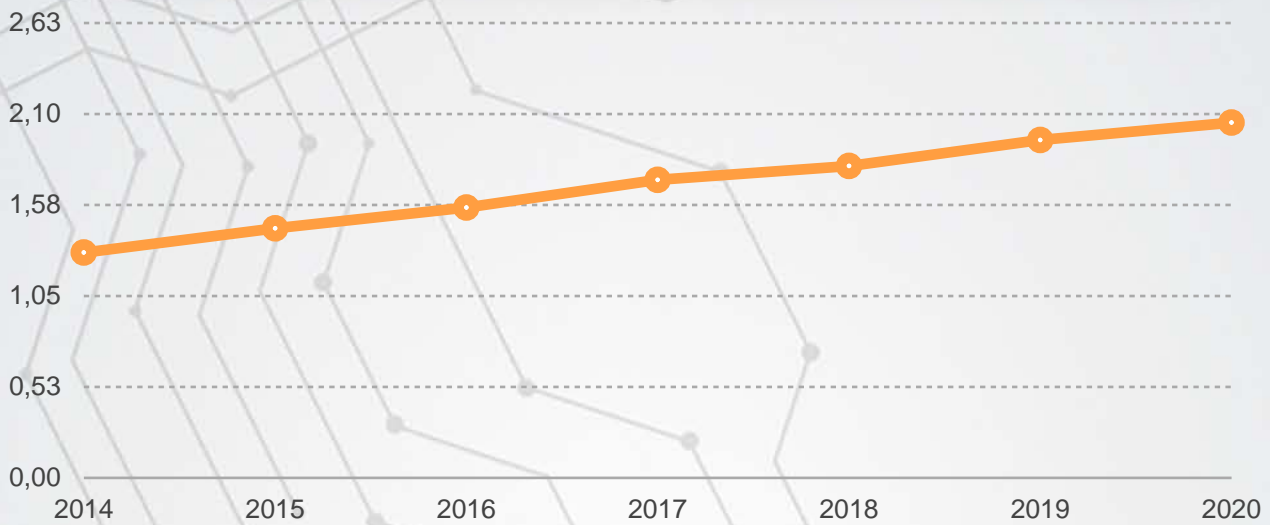
WORLD'S TRADE TURNOVER (\$, TRILLION)



Today, approximately 1.66 billion people all over the world order goods and services through the Internet. Annually, this audience grows by an average of 16%.

Compared to 2014, the number of clients on the market will increase by about half until 2020.

TOTAL AMOUNT OF BUYERS PER YEAR (BILLIONS OF PEOPLE)



Much of this huge turnover is concentrated in the markets of the US, China, Britain, and Japan. The dynamics of the growth of Internet trade depends both on the general purchasing power of the population of different countries, and on access to modern online technologies.

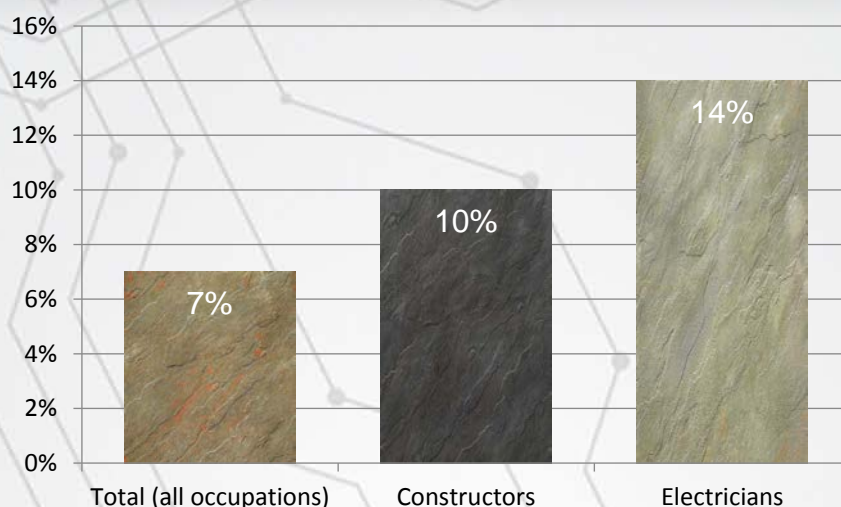
Marketplaces provide a number of important advantages for the business as well as for its customers:

- Expansion of the market (there are more sellers and more buyers on the same site at the same time)
- Simplify the introduction of new products to the market
- Reduction of marketing costs
- Simplifying of ordering and payment process

Despite the fact that so far the opportunities for small businesses to use online trading channels have been limited compared to the capabilities of larger companies, the demand for small business services will grow.

It is estimated that until 2024, the revenues of electricians serving real estate in the United States will increase by 14% compared to 2014. On average, they earn about \$53k/year, which is a good financial base for the development of their individual activities or small businesses. The incomes of other professions related to the maintenance of real estate objects will increase on average by 7% during this time.

PERCENTAGE CHANGES OF EMPLOYMENTS, PREDICT 2014-2024



Notice: All occupations included all occupations in US economics.

Source: U.S. Bureau of Labor Statistics, Employment Projections Program.

Taking into account these and other forecasts, we can state that in the US and Canada there are all the objective conditions for the active development of small businesses. Taking into account the prospects of the online sector, we see the need for the emergence of new marketplaces that will create more favorable conditions for small businesses. In fact, we see a need for marketplaces that will focus exclusively on this segment of the economy.

Focused on the small business and its customers, Internet resources should solve three important problems:

- Get rid of fake reviews, creating an atmosphere of distrust between the seller and the buyer. Note that for today biased reviews on the Internet appear mainly on the initiative of large companies that use them as a tool to increase their rating. At the same time, positive reviews about the offered products are organized and negative ones are deleted. Sometimes fake reviews are used to lower the rating of competitors. Fake reviews have recently become an indicator of unfair competition.
- Substantially reduce advertising costs, lowering them to a level acceptable for small and medium-sized businesses.
- Create the conditions under which companies that conduct a transparent pricing policy will be represented in a favorable light.

Having solved these problems, Internet resources will open new opportunities for the development of small and medium-sized businesses. So, for example, in existing

services, you can find a supply of services for the replacement of sanitary ware worth \$375. At the same time, calculating the cost of labor, travel, depreciation of the instrument and average profit, we will receive an amount close to \$150. Why is the proposed price more than double the estimated price? It turns out that the company bears huge expenses on advertising and various dubious marketing events, including to organize fake reviews. As a result, an unacceptably high price is obtained for the consumer. However, the seller's profit does not increase.

Returning marketing to the principles of normal honest work will, on the one hand, reduce prices, and on the other hand, increase the potential demand due to the confidence of customers and increase their real purchasing power. Studies show that this is exactly what the consumer expects from the business. So, when making a purchase on the Internet, most buyers pay attention to the following factors:

- Price (70%).
- Speed and cost of delivery (80%).
- Availability of discounts and promotions (71%).
- Ratings, reviews of companies and their services (85%).

When choosing a Marketplace, the buyer, first of all, pays attention to guarantees of payment security, payment speed and burden of commissions/fees. However, the following factors are also important:

- High volume of traffic
- Simple rules of use, working in the interests of the consumer
- Availability of an effective support service
- Emphasis on quality products

The same requirements are put forward to the online sites and representatives of small business.

2.6 Market competitive environment

The total world amount of annual transactions of the consumer market - \$49,8 trillion out of them 0,003% is carried out in cryptocurrencies.

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According to BI (Business Insider) report, over the period 2015-2020 the annual average growth of mobile online payments in the amount of 40% is expected, the volume of such payments will grow to \$128 billion by 2021, and the number of people making payments will grow at the same rate and will make up about 150M people by 2021.

EBAY, Amazon, Aliexpress, etc. are indirect competitors among global marketplaces, but for today they didn't adopt blockchain and opportunity to pay with crypto currency.

FrelDO claims to get significant competitive advantage with the use of blockchain-technology and cryptocurrency payments.

Bob's Repair and OpenBazaar are the closest competitors. But BobRepair deals with construction and repair specialist. FrelDO deals with all kinds of business owners. Absolute advantage of FrelDO is the atmosphere of trust established between the participants in communication.

OpenBazaar is fully decentralized it is prone to darknet-like transactions because there is not monitoring and screening of postings.

There are the following competitors on the decentralized market:

Bob's Repair - in the course of ICO \$18M was raised, capitalization - n/d.

Storiqa – in the course of ICO \$25M was raised, capitalization - \$64,2M, ROI USD - 1.14x

INS Ecosystem - raised - \$41,5M, capitalization - \$23M, ROI USD - 0.30x

Soma - raised - \$6M, capitalization - \$0,8M, ROI USD - 0.20x

Popularity of proposals of competitors is mainly based on the opinion of the majority of users, and there is no guarantee of reliability of evaluation and screening of fakes. Advantage of FrelDO is that the customer receives feedback only from friends, their friends and acquaintances, and also provides a simple way of communication with the person who leaved feedback. Moreover, FrelDO pays for the reviews not with invent bonuses and discounts, but with real money.

FrelDO doesn't charge money for submitting and promotion of the brand, no members' fees; the popularity of business grows with the popularity of the network. Payment is made after the transaction. Every participant gets benefits – both customer and seller, person who leaved review and FrelDO as well. The FrelDO system will also face the competitive fighting with both classical and cryptocurrency payment systems, which can be integrated in any trade sites. High daily volatility of cryptocurrencies over 10% is an additional risk of the project development (it may also touch FRECN(X) token), as well as high fees of crypto currency conversion in fiat. The

stability of good price is a very important aspect for online retail, since sellers have low marginality to 10%.

The largest MasterCard, Visa, PayPal, Alipay are indirect competitors among traditional payment systems, which actively study the opportunities of adopting blockchain-technologies into their systems. Decentralized payment systems Bitcoin, Ripple, IOTA, Zcash, Monero and others are also competitors. In addition, projects with the use of stablecoins present on the cryptocurrency market, which volatility rate is within 8%.

In the near future leading cryptocurrencies plan provide buyers with single payment solution, where payment gateways will be integrated, which allow making payment not only in crypto currencies but also in fiat. However, the legislative regulation of the crypto currencies of majority of countries is in its infancy.



3. WHAT IS FRELDO

FrelDO Inc., registered in Canada in 2011, is located in Toronto, Ontario. The company has developed a new social network called FrelDO frelDO.com. The name was chosen not by chance and derives from the word Friend. The motto of the company is «Trust Your Friends!».

Its uniqueness lies in the fact that from the very beginning it was created as a free public place, where small businesses and their customers – who are close friends and acquaintances – could communicate. At the same time, FrelDO has become an example of successful implementation of new technologies in the interests of small and medium business development.

The developers of FrelDO have set themselves the goal of eliminating all the major problems that small business today faces in the online space.

In particular, we are talking about the power of feedback, the high cost of advertising on popular Internet resources, the existing distrust of potential customers to service providers. FrelDO also solves problems in the field of pricing, simplifies the calculations, which positively affects both the financial condition of small businesses and the wallet of ordinary consumers.

The FrelDO network is now exploring who to transition to using blockchain technology, with the support of experienced specialists in this area. Thanks to these modern technologies, it will be possible to establish direct communication between the seller and the buyer, excluding any interference or influence of intermediaries.

The popularity of FrelDO is growing rapidly in the US and Canada. This positive trend is due to a number of objective reasons. The main among them is that FrelDO's capabilities meet the needs of the modern real market.

As a supplement to the basic functionality, FrelDO developers plan to make the most of the technical capabilities of gadgets available to ordinary people. For this, the FrelDOApp mobile application is being developed.

Another trend observed around the world – every year more and more Internet users spend an increasing amount of time on social networks, where:

- Communication occurs between users who personally know each other.
- Information is disseminated by the group members themselves, which increases the credibility of it.

In addition, advertisers are increasingly interested in social networks. This is because it is easier to identify the target audience and deliver the right information directly to

the interested person. This feature of social networks turns them into a more attractive channel for advertising distribution in comparison to any other Internet resources.

The high interest of marketers to social networks is explained also by the fact that they can easily get feedback from the consumer. Thus, it is easier, cheaper, and more effective to study changes in real demand in the market. It is possible to react quickly to newly emerging factors, to correct mistakes in marketing policy, to save money on advertising, and to increase sales volume of the company.

In particular, marketers (without using vast amounts of resources) can understand using social media data how to communicate an offer of one or another product to different demographic groups based on:

- Interests
- Ages
- Professions
- Education
- Social status
- Material well-being
- Worldviews, etc.

In a social network, you can effortlessly get real feedback about your work. To do this, it is enough just to organize honest communication in groups, avoiding those same fake reviews, which have already been mentioned above.

Another undisputed advantage of social networks is that in an environment of fair communication the consumer ceases to be a simple object of influence of advertising. They become a direct active participant in the discussion of the proposed products, a source of new ideas, which in itself helps to further develop the business of sellers.

However, working in this way in ordinary social networks is not easy due to the fact that through them there is a huge amount of the most diverse information, and the interests of the audience are often far from the problems of the consumer market. It is much easier to create groups with the necessary target audience in a specialized social network, which FrelDO has become. Here the subject of communication is centered around services provided by small businesses. And you can create groups of sellers and their customers, concentrated in such small locations as a small city, quarter or district.

Another absolute advantage of Frelido is the atmosphere of trust established between the participants in communication. Often they are familiar with each other, which does not allow them to exaggerate or downplay the merits of a particular small business, distribute fake untruthful reviews, etc. Also in Frelido there are rules according to which the user can evaluate only the business whose services they have actually used. And Frelido, for its part, creates conditions for the material interest of the participants in communication in the dissemination of objective information about the work of small businesses.

Thus, Frelido has become an effective communication platform on which the consumer can easily find a supplier of quality and low-cost services. And the entrepreneur has only to make sure that their work was satisfactory to the customers. Advertising of their activities, in this case, will be effective automatically. Today, no other social network will offer you these conditions.



4. PRINCIPLES OF FRELDO

To understand how FrelDO works, let's briefly focus on the main principles and benefits of this network:

- 1) FrelDO is a special social network created as a practical solution to the everyday problems of ordinary people and the fostering of small and medium business development. The idea behind creating such a resource appeared about 10 years ago, when the members of the current FrelDO team tried to find at the distance of the "extended hand" an ordinary electrician for some simple work. It turned out that it was not so easy. Likewise, it was difficult to find a plumber, a mechanic, a good hairdresser, a confectioner, etc.
- 2) Every family, every person, needs to be in the services of different professionals at times. Such specialists, as a rule, live and work next to us. However, to contact them, despite the presence of the internet and mobile phones, we spend too much time. FrelDO solves this problem.
- 3) FrelDO is created for the exchange of real experiences. It is known that the best way to find a good offer on the market is to ask a friend. In this social network, you will have friends who will advise you exactly on a specialist who knows their business well, fulfills orders on time, and does so at a reasonable price.
- 4) FrelDO brings business and clients to the same site. We are unlikely to be interested in an experienced babysitter living hundreds or thousands of miles from our house. And the plumber is unlikely to agree to go change the water tap in the neighboring state. On FrelDO, customers and service providers find each other based on proximity.
- 5) FrelDO is an effective advertising platform for small businesses. Here you cannot just place an announcement about your services, but also open a full page with a detailed description of your work, quality assurance, prices, with real customer feedback, etc.
- 6) FrelDO allows you to earn even ordinary users. Objective assessments of the work of service providers bring real financial benefits to their customers – monetary compensation, discounts, bonuses, etc.
- 7) Even for small businesses, FrelDO is convenient for carrying out their small market research. You will easily find out whether your offer is in demand in the market, which helps with setting the price. You will also receive answers to other important questions.

- 8) The seller can use as much as possible all the marketing tools to promote their business, including applying discounts on the sale of their goods and services, independently conducting various actions, etc.
- 9) In the near future, access to FrelDO will be possible with any device connected to the Internet. It will be enough to have in hand an ordinary smartphone with support for iOS and Android.
- 10) FrelDO will be issuing its own cryptocurrency FrelDOCoin (FRECN(X)), in which it will be possible to invest funds in the same way as in other financial assets. FRECN(X) can be used as a means of payment within the network, while the possibility of calculating the usual fiat money will also be preserved.
- 11) After the development and implementation of the transaction within FrelDO, it will be carried out on the basis of blockchain and smart contracts technology. This will allow customers to pay for goods and services using popular cryptocurrencies (Bitcoin, Ethereum) without leaving home or from anywhere simply by using a mobile device. Blockchain technology will ensure the maximum security of transactions performed on the FrelDO network. The supplier of the product or service will be sure that they receive payment. And the client will receive the product that they ordered.
- 12) The conquest of the market will allow FrelDO to attract a huge number of entrepreneurs who together can offer millions of goods and services. Starting first in the US and Canada, FrelDO will then expand its activities to other countries. Orders can be made all over the world.

The FrelDO network operates under the slogan: "Trust your friends!" The goal is to create the most favorable climate for small businesses and ordinary people using their services around the world. Today, FrelDO works effectively in the US and Canada.



5. SYMBIOSIS OF SOCIAL NETWORK FOR COMMUNICATION AND TRADING SITE FOR BUSINESS MANAGEMENT

The Frelido platform is a symbiosis of a social networking for communication and a trading platform for doing business. Thus, this social network is used as a new type of marketplace. In particular, this is evident from the functionality offered to users of Frelido.

5.1 Service search

To find necessary services, users of the Frelido network can apply a number of available sorts and filters in the network. Producers can express themselves, talk about new proposals for the means of creating news, distribution of information about discounts and promotions. They have a wide choice of sorting and filtering methods. They can add their own hashtags for easy search.

According to statistics, 68% of consumers who make purchases on the Internet, declare that they intend to continue to order services and goods online. At the same time, they see a clear advantage. Nevertheless, tens of thousands of products offered can surprise even the most experienced Internet shoppers, since the search for goods in the Frelido network is simplified as much as possible. To my surprise, the consumer, for example, can find the desired product of high quality at a distance of "outstretched hand" if they use the "Remoteness from your location" filter. In addition, Frelido offers such filters as "Rating," "Price," "Category," etc. This method of shopping is fast, convenient, and easy.

5.2 Rewards

Every Frelido user can get a financial benefit from the active use of the network. So, for the invited participant, both client and business, the user is guaranteed to receive a free certificate, which is then used when paying for services of a number of entrepreneurs.

Also, in Frelido, it is beneficial to leave objective feedback about the work of those small businesses whose services you have already used. If your feedback is useful to the participants and with their help a new transaction will be concluded, you are guaranteed to receive remuneration to your referral account.

5.3 Affiliate Programs

The Affiliate program allows earning without active participation in a network. Partners of the Frelido Network get access to the partner's personal account and referral link, where new entrepreneurs are registered. Thus, the partner earns from transactions of the users without having personal participation in the sales process.

5.4 Ratings

The reputation of the FrelDO network is very important. Moreover, it concerns both entrepreneurs offering their services and their clients. After all, communication in the network is based on trust. It is assumed that any information published on the pages of FrelDO will be fully consistent with reality. It does not matter whether we are talking about the description of the services offered or about the reviews of the work of any business.

To assess the objectivity of the authors of publications, FrelDO developers will initially introduce a special trust rating for business. Later a similar rating will work for consumers. It is assumed that such ratings will be calculated automatically. However, assessments will require confirmation of the "other side." At the same time, for greater objectivity, the system will retain complete anonymity of people expressing their consent or disagreement with the ratings.

When making ratings, FrelDO undertakes to observe a number of important principles:

- Transparency. All participants in the communication on the network should understand how ratings are presented
- Legitimacy. For example, only the real customers will be able to influence the ranking in the rating table of the entrepreneur
- Integrity. Developers of FrelDO intend to not only significantly hamper, but also completely eliminate the possibility of manipulation in this issue
- Confidentiality. The data of the participants who make the assessments are not disclosed



5.5 Order Status

The order status report is generated automatically during the execution process. It will contain the following confirmations:

- Business: the delivery request is received, accepted, paid, executed, or rejected
- Consumer: the order is sent, received, paid, executed, or rejected

In the order menu of each member of the FrelDO network, information about current and archived orders is stored.

5.6 Dispute resolution

Developers of the FrelDO network hope that the number of disputes among the participants will be minimized since communication is initially built on complete trust. However, even in these conditions, it is impossible to exclude the possibility of misunderstanding between business representatives and their clients.

To resolve disputes, FrelDO offers the simplest way, free from complex and lengthy procedures with the reference to some third-party arbiter. If possible, the FrelDO employee will act as an arbitrator. At the same time, the results of the dispute resolution may affect the rating of both the "plaintiff" and the "defendant."

5.7 Stimulation of participants of FrelDO network

For all its participants, FrelDO offers a number of incentives that help increase the activity of both small and medium-sized businesses and ordinary consumers.

Incentives for business:

- Publication of the full range of all services, simplification of the order procedure.
- The ability to establish fair market prices for their services, comparing them with information published by competitors.
- Effective advertising among consumers in order to increase the frequency of repeated orders.
- Supporting a high level of trust in customer service, helping to increase the rating, attracting more consumers.
- The ability to conduct various promotions, provide discounts that increase the number of customers.
- Real feedback from clients, objective feedback on business performance.

Incentives for consumers:

- Ability to order services and purchase goods at prices lower than in the regular market.
- Possibility to save time on making orders.
- Opportunity to take advantage of real reciprocal links with service providers and goods, and also influence the quality of their offers, working conditions, etc.
- The ability to receive various types of material compensation in the process of communication in the network Frelido and the fulfillment of orders.
- Registration and use of all the functional of the network is completely free of charge, and only the business pays the referral remuneration for the reduced customer, after the transaction is made and paid for.



6. DESKTOP AND MOBILE VERSIONS. PAYMENT METHODS FOR SERVICES

In the near future, you will be able to take advantage of all the advantages of the FrelDO network not only with the help of the FrelDO.com website, but also with the specially created mobile application FrelDOApp. Thus, the network will become an accessible resource in which you can communicate and make orders from anywhere with any device that has access to the global network.

The mobile application will not limit the user's ability in comparison with those participants of communication in FrelDO, who work through the Internet site. And the users will be free to order services, buy goods, leave comments, etc. There will be no difference in functionality for business representatives. The mobile application implements both the consumer and the production side of the model. It will include access to smart contracts, any products and services that will be presented in FrelDO at the time the application is launched.

The Web interface can work in a Web browser without requiring a local installation. It allows you to perform all actions, including viewing and editing the list of orders or goods lists, reviews, using received rewards, etc.

To simplify the work with the application, FrelDO will present the FAQ package, as well as relevant training materials and documentation. Third-party application implementations will not be branches of the FrelDO platform or the FRECN(X) token, but will be alternate clients for the same network.

FrelDO will offer its users the widest possible opportunities in choosing the method of payment for services and goods. You will be able to make payments in PayPal, used as a means of paying in bitcoins and an agreement with the supplier to be paid in any way convenient for both parties. In the system, using the system's own cryptocurrency, FrelDOCoin, will allow you to save money on commissions when transferring funds and converting.



7. CONVENIENCE OF USE

In a huge market it is difficult to find a small business that really provides high-quality service. Entrepreneurs, of course, always try to place a bright advertisement on various media resources, in which they communicate about their advantages. They claim high professionalism in the performance of a particular job. But such information does not always correspond to reality.

In practice, we are faced with serious problems. The electrician arranges a closure during installation, the plumber breaks the thread, the delivery service overstates the price, significantly increasing the final cost of the order, etc. There are too many cases in our life. They literally discredit the very idea of small business development. Therefore, the question arises: how to choose the right service provider, so as not to burn yourself on the first order?

It turns out that this is not so simple. For example, if we want to determine the real quality of work offered by small business representatives, we will have to turn over a lot of Internet pages. We are trying to understand how to distinguish between really realistic proposals and fake ones or those that contain significant exaggeration of business opportunities. But we cannot do anything, because we receive too much information for analysis. If we start reading the reviews, then very often we come across sets of specially organized and posted on the sites laudatory comments, which also have nothing to do with objective reality.

In most cases, we do not have the tools to verify all this information. The consumer has to risk his money, testing out seller after seller. However, FrelDO solves this problem.

In the FrelDO network, businesses are categorized. You can compare them. Reviews are left by real people who used the services of a particular entrepreneur. You can check them by contacting the author directly. After all, he, like a businessman, has his own page. He is also interested in communication. Maximum transparency and direct access to truthful objective information is a distinctive feature of FrelDO.

The created system is useful not only for consumers, but also for the smallest business. Analysts at FrelDO tried to find the answer to the question: why a significant portion of small businesses go out of business in the first year of work? As a result, they identified a number of factors that hinder the development of private entrepreneurship.

According to statistics, about a fifth of startups fail in the first year of work. Only one third of small businesses, having opened their business, continue it for ten or more years. The majority leaves the market, and not having achieved the set goal. It turns

out that almost always the cause of failure is the gross mistakes made by people when starting their own business. FrelDO specialists decided to correct the situation and help novice entrepreneurs avoid fatal mistakes. In particular, we are talking about six major problems that can be avoided by becoming a member of the FrelDO network:

- 1) **Starting your own business.** Often an entrepreneur misunderstands both the main task of the business, and the amount of work that will have to be provided at the very start. So, many believe that a small business will immediately earn more money and they will be able to spend more time with their family. In fact, the opposite is true. The profit does not always appear in the first month of work. In addition, a beginning businessman, in order to organize a business properly, sometimes has to literally work day and night. Are you ready for this?

The goals of any business are, first of all, the opportunity to fully realize their professional abilities, translate their ideas, and achieve financial independence. But to achieve such goals, it is necessary to work hard.

Becoming a member of the FrelDO network, you can always find a business that looks like yours. You will be able to learn from someone else's experience, analyze other people's mistakes and in general – in advance – create for yourself the most complete idea of how your life will change after you open your small enterprise. You will learn what you need to do, and what is best not to do. You will get rid of delusions.

- 2) **Disadvantages in management.** Many beginning businessmen do not have sufficient skills and experience in managing personnel, finances, and production processes. This also becomes a typical cause of failure. The FrelDO network will help to avoid these problems, providing an opportunity to communicate directly with specialists who managed to achieve success.

In addition, FrelDO simplifies a lot of organizational moments. Managing your page on the network does not require the hiring of specially trained staff. Here everything is so simple that you yourself will do the work correctly, having spent not much time on it. Feedback from customers will help to correct mistakes.

- 3) **Lack of capital.** Beginners usually do not have enough money to purchase the necessary tools and equipment, a deficit for them is working capital. In this situation, thinking about advertising is difficult. But without advancement in the market, your business has virtually no chance of survival.

FrelDO will not only help with advice. Registration in the network is absolutely free. You will not need any preliminary financial costs to post information about your services and bring it to the target audience – the end user. The business pays only the referral fee for the reduced customer, after payment and the transaction.

When this happens, customers can find information about you in Frelido, thanks to a convenient and free search. They themselves will leave positive feedback about your company. Of course, this requires that you do your job qualitatively.

4) **Location.** The right choice of location often plays a decisive role in business development. If you expect to open an office in which customers should come and place orders, then you will have to ensure the fulfillment of such requirements:

- Work in a place where there are many potential customers
- Take into account the proximity of the offices of your direct competitors
- Provide convenient access to your office (it is easy to find, you can park the car, special lighting in the dark, etc.)
- Ensure all requirements for office security, compliance with various standards, etc.
- Frelido eliminates all this. You can rent a cheap room around the corner, in the attic or in the basement. Your customers contact you online – they do not need to come to your office.

5) **Excessive expansion.** Many beginning businessmen consider the speed of expansion of their business to be an indicator of success. They open additional offices, hire as many staff as possible, when, in fact, there is no real need. As a result, expenditures are not justified by adequately increasing incomes, and the business is on the verge of bankruptcy.

Of course, the growth of the enterprise is not necessary to suppress. However, expansion should take place only when this really does arise, and when the entrepreneur is ready for it. Frelido helps transform the growth of your business into a natural process. Network functions can replace, if not the whole team of analysts, then half. You will be able to track the real demand in the market, how quickly the business of your competitors grows. It will be easier for you to understand whether your new service will be in demand, etc.

6) **Without the Internet you are nobody.** Recently, the number of consumers who are ready to place an order in an unfamiliar company is rapidly decreasing without first getting acquainted with information about it on the Internet. This means that for any business it is critically important to be present in the global network. The classical way is to have a good website and active presence on social media networks. But all this also costs a lot of money ...

Note that only in the US, Internet is used by approximately 88.5% of the population. In 2016, sales of electronic commerce reached 394.9 billion dollars.

This figure is growing rapidly yearly. Just 10 years ago, online trading was seen as an additional driver of business development, now it has become the main one. And in the near future most of the goods and services will be sold through Internet channels.

The consumer behaves differently than before. For example, to have dinner, he now simply pulls out a smartphone from his pocket and enters into the search phrase: "Italian restaurant next to me." Online he books a table and can even see the menu and place an order. Approximately the same thing is already happening when choosing a hotel for overnight, calling a plumber at home, ordering a cake for the birthday of a son or daughter. The client refers to those entrepreneurs they find on the Internet. The others are more and more out of the zone of the client's attention.

If you become a member of the Frelido network, your little company is on the "most prominent place" in the virtual Internet space. At the same time, your expenses, as we have already mentioned, equal zero or remain at a very low level.

Frelido plays the role of your website and allows you to communicate with clients in a social network at the same time.



8. CONDITIONS OF PARTICIPATION OF INVESTORS AND CONDUCTING ICO

The financial world is now experiencing a boom in the popularity of the cryptocurrency. After the dizzying success of bitcoin, investors are increasingly focusing on other assets. And many companies have discovered a new way of capitalization – the release of tokens. The FrelDO network is no exception. Wishing to remain among the companies using the most modern technologies for development, FrelDO launches its own cryptocurrency.

8.1 Why FrelDOCoin (FREC(X)) – a new type of cryptocurrency and what are its advantages?

Each of us would like to invest in assets that differ on the one hand and offer high profitability, while on the other offer good reliability. When investing in cryptocurrency, we always try to understand on which real economic foundation the assets that have interested us are based.

Speaking about the success of bitcoin, we recall that its distinctive features were:

- The innovative essence of the technology of the bricks, first introduced in the global market and accessible to all comers
- Impossibility to forge this type of cryptocurrency
- Finiteness of bitcoin emission
- Constantly growing demand for a new tool for investment

However, not much time passed, and the demand for bitcoin soared. New technologies have been actively used in many other places. Other promising cryptocurrencies appeared. From bitcoin others began to invest elsewhere, and its rate fell.

Everyone knows other bright success stories. For example, the shares of the company Amazon in just six years have grown about 10 times. Why? Yes, because Amazon was able to become the most powerful global company in the field of online trading. And the very trade through the Internet at the same time experienced a period of unprecedented rapid development.

These shares are also considered very reliable and will most likely bring good profits in the future. But we note that they rely on the success of one large company operating in one area of economic activity. Here, FrelDO has an undoubted advantage. The FRECN(X) cryptocurrency will rely on the full range of activities in which small business owners are engaged. That is, almost not all branches of the economy simultaneously.

And providing FRECN(X) is not speculative demand, not the availability of real estate and equipment, but the work of many ordinary people.

What can be more reliable than such a basis? Can you imagine that in the future the demand for services provided for ordinary households in ordinary cities and villages by ordinary specialists will drop? Even if the demand for any type of small business activity in the future disappears altogether, this is unlikely to affect the state of affairs of FrelDO. At the same time, this social network plans to start working in other countries after the conquest of the US and Canadian markets. Its development potential is huge. The future of FrelDOCoin is to go up for as long as there is a small business, and people will earn with their labor.

Similar success stories can be seen in the example of Uber and Airbnb. However, here we are dealing with highly specialized businesses that depend on the state of affairs in specific sectors of the economy. Compared with them, the FrelDO business is universal, which means it is more stable. FrelDO realizes an innovative idea, being a leader that does not have any real competitors for today. This is a guarantee of rapid development and resilience to any economic shocks that may occur in the future. The FrelDO network is preparing to conduct ICO, after which the internal cryptocurrency FrelDOCoin will be available for full use and will play a role:

- A financial asset that is stable and gives the opportunity to repeatedly increase the capital invested in FRECN(X) after the initial placement
- The domestic currency, which will be profitable to be calculated inside FrelDO, as well as the means of accumulation
- A popular steadily growing cryptocurrency, which can be used in those countries where the FrelDO network will successfully operate. In the future, FRECN(X) should reach a global level

8.2 Token Sale

Token Sale phase 2 is scheduled to begin at 12 hours 00 minutes (GMT) on Sep 17, 2018. Payment for purchasing of FrelDO token is accepted in ETH, USD, EUR and CS. Payment for purchasing of FrelDO token is accepted in Ethereum. According to the smart contract, FrelDOCoin is automatically credited to the investor's wallet.

ICO Soft cap - 5 000 000 USD and Hard cap - 20 000 000 USD.

Exchange rate:

- 1 FRECN(X)=0.08 USD (Sep 17, 2018 – October 31, 2018)
- 1 FRECN(X)=0.2 USD (Nov 1, 2018 – Nov 30, 2018)
- 1 FRECN(X)=0.4 USD (Dec 1, 2018 - 31 Dec, 2018)
- 1 FRECN(X) = 0.2586 CS.

Total amount of FrelDoCoin is 800 million tokens (maximum).

The minimum amount of purchase – 0.02 ETH/10 USD/100CS.

During the ICO Phase 2 on Sep 17, 2018 - Dec 31, 2018, there is such a bonus program:

Bonuses based on the amount of contribution:

- 15 – 70 ETH - 2% bonus
- 70 – 300 ETH - 5% bonus
- more than 300 ETH - 10% bonus

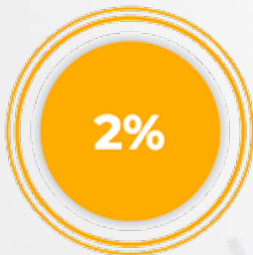
Bonuses for investors who would like to buy FRECN(X) for Credits (CS):

- 100 – 500 CS - 10% bonus
- 500 CS and more - 20% bonus

Bonus program

Bonuses based on the amount of contribution

15 – 70 ETH



70 – 300 ETH



more 300 ETH



Bonuses for investors who buy FRECN for Credits (CS)

100 – 500 CS



more 500 CS



Please, note the following conditions:

- Totally 800,000,000 FrelidoCoin will be created. 75% of tokens will go for sale, 5% – bounty, advisers, and advisors
- After the ICO additional tokens will not be generated and mining is not applicable
- Token Sale will be allowed after the completion of the ICO period
- If the minimum goal is not achieved, ICO is canceled, the funds are returned to the participants
- The ICO will be terminated immediately if the maximum goal is achieved
- Unsold tokens from the crowdsale will be burned

The generated tokens are distributed proportionally between the following groups:

- ICO participants – 75%
- Team – 10%
- Bounty and advisors – 5%
- Reserve - 10%

Bounty and the referral company:

- Signature Campaign –20%
- Instagram Campaign - 5%
- YouTube Campaign – 15%
- Twitter Campaign – 15%
- Facebook Campaign - 15%
- Medium Campaign - 5%
- Translation Campaign – 5%
- Media/Blog Campaign – 15%
- Reserve - 5%

Thus at the end of the ICO, all sold tokens will be 75% of their total amount, 10% will be distributed among Frelido team, 5% will go to bounty program and advisors. The remaining 10% of the tokens will be transferred to the Reserve Fund. The Tokens of the Reserve Fund will be used to encourage new users to join the network, and to

speed up the adoption of the network by a broad audience. All tokens allocated for Team, Advisors, Partners and early investors will be lockup 1 year after ICO.

8.3 Business plan

According to the business plan, the funds raised during the ICO will be used in accordance with a pre-compiled road map (see paragraph 9 below).

The FrelDO development roadmap assumes funding for the development of all necessary functions for the social network and marketplace, creating multi-functional applications and interfaces accessible to all FrelDO participants. It also provides for the development of its own technology blockchain and strong marketing support to attract the largest possible number of business and consumer representatives to the network as soon as possible.

Most of the resources will be used to create content, research and conduct marketing and sales:

- Marketing and sales
- Hiring of qualified staff
- Licensing and creating the conditions for the operation of the FrelDO network exclusively in the legal field of different countries of the world
- Maintenance of the system
- Research and development. It is supposed to open a special center, in which only experienced professionals will work. Their task will be the design and development of smart contracts, cryptographic mechanisms, FrelDO platform, applications, interfaces, etc. It will also be necessary to translate content into the languages of different regions of the world: Asia, Europe, South and North American

Employees of FrelDO, engaged in administration and operation, will receive official salaries. The only exception is the attracted specialists for research and development.

The share of unforeseen expenses is laid at the level of 5% of the total budget.

The use of funds received for the sale of tokens is planned as follows:

- 1) As a result of a successful ICO campaign, we will be able to replenish our team with new, highly qualified specialists who will contribute to our rapid growth and development of the project.

- 2) We will immediately begin work on introducing blockchain and smart-contracting technology into the transaction system, which will allow us to interest both existing and new customers, thanks to user-oriented functions.
- 3) We will also create, an innovative mobile application, the most effective in the service industry that will help us attract many new users.
- 4) Increase platform security. To protect themselves from the greatest number of threats, in the systems of transactions between customers and businesses, additional layers of security have been implemented, and critical processes for safety have been abstracted to enable the separation of servers. Allocating some of the funds raised during the crowdsale to security is a good proof that FrelDO is a safe platform for ordering services.
- 5) Complete renewal of the partner program with the most attractive incentive methods and commissions in the service industry.
- 6) We will introduce all popular cryptocurrencies as payment methods (deposits and withdrawals), which will distinguish us from competitors.
- 7) After successful improvement and modernization of our platform, it will be time to further popularize and promote the FrelDO brand using the most sophisticated technologies for marketing campaigns in America, Asia, and Europe.
- 8) Simultaneously with the marketing campaign, we will launch an advertising campaign using channels with a clear target orientation, designed ONLY to promote small and medium-sized businesses in developed countries.
- 9) We will apply for a license in the most attractive countries, where clear requirements and regulations are applied so that we can work freely and legally in their developed market.
- 10) Upon reaching all these goals, we will release an updated basic version – FrelDO v.2.0 with many new additions and functionalities that will make our website one of the most attractive sites for ordering services from small and medium-sized businesses.
- 11) We hope that after launching the initial wave of marketing and advertising campaigns, the number of our users will increase significantly.

We expect a 100% increase in the number of users in the first month and 500% in the first six months.

- The company will allocate funds for the implementation of blockchain and smart contract technology, research, and development. In this regard, a team of developers will be created, including specialized and experienced

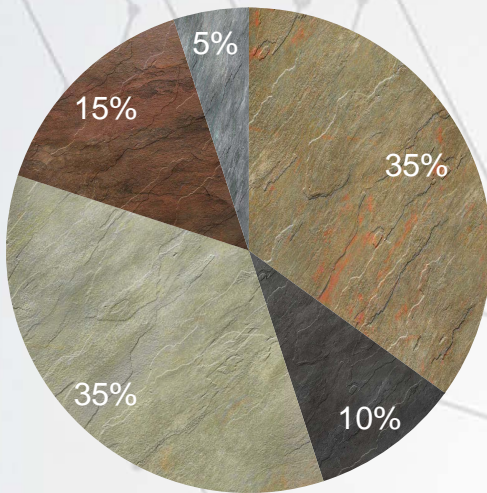
engineers, who will consider various aspects such as developing applications for mobile devices, testing the date for operations, developing an appropriate platform, and in this respect, resources have been determined to 35% of funds, received from the sale of tokens

- The company will also allocate about 35% of the sale of tokens for marketing, business promotion, public relations, and company presentations in various forums, both public and private, including such as trade exhibitions and seminars organized under supervision world crypto companies and investors. In accordance with these aspects, Frelido Inc. in the long-term will benefit greatly from the point of view of client flow, which is also inevitable for stable growth in the developing competitive social and trading environment
- Also, 5% of the funds will be provided for legal and regulatory services. In this regard, in accordance with the rules and regulations for securities and audits of exchanges, a commission test will be conducted containing such aspects as, for example, whether such investments are related to cash or cash in kind, whether such investments are related to a common activity or commercial organization, the prospects for profit from investment, the benefits received by third parties, for example, as syndicates in an ICO, underwriters or other third parties charging a commission for their professional e services.
- There will also be costs for licensing, operational, and administrative aspects and other costs that are considered necessary for network integration and other professional issues at all levels

The distribution of funds for technical, operational, legal support, as well as marketing is carried out in such proportions:

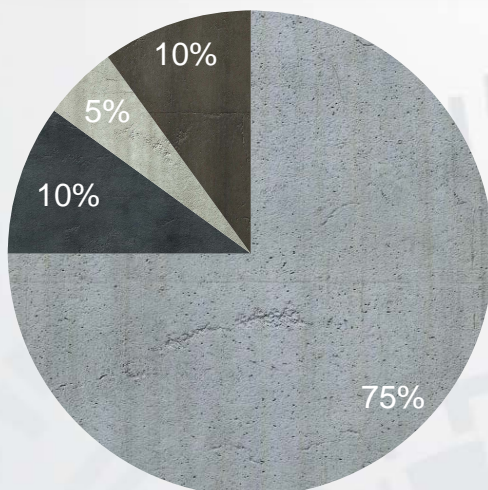
- Development of new software and implementation of blockchain technology - 35%
- Increase platform security - 10%.
- Marketing and attracting new users in the developed countries of the world - 35%.
- Customer service and support - 15%
- Administrative and legal services - 5%

FUNDS ALLOCATION



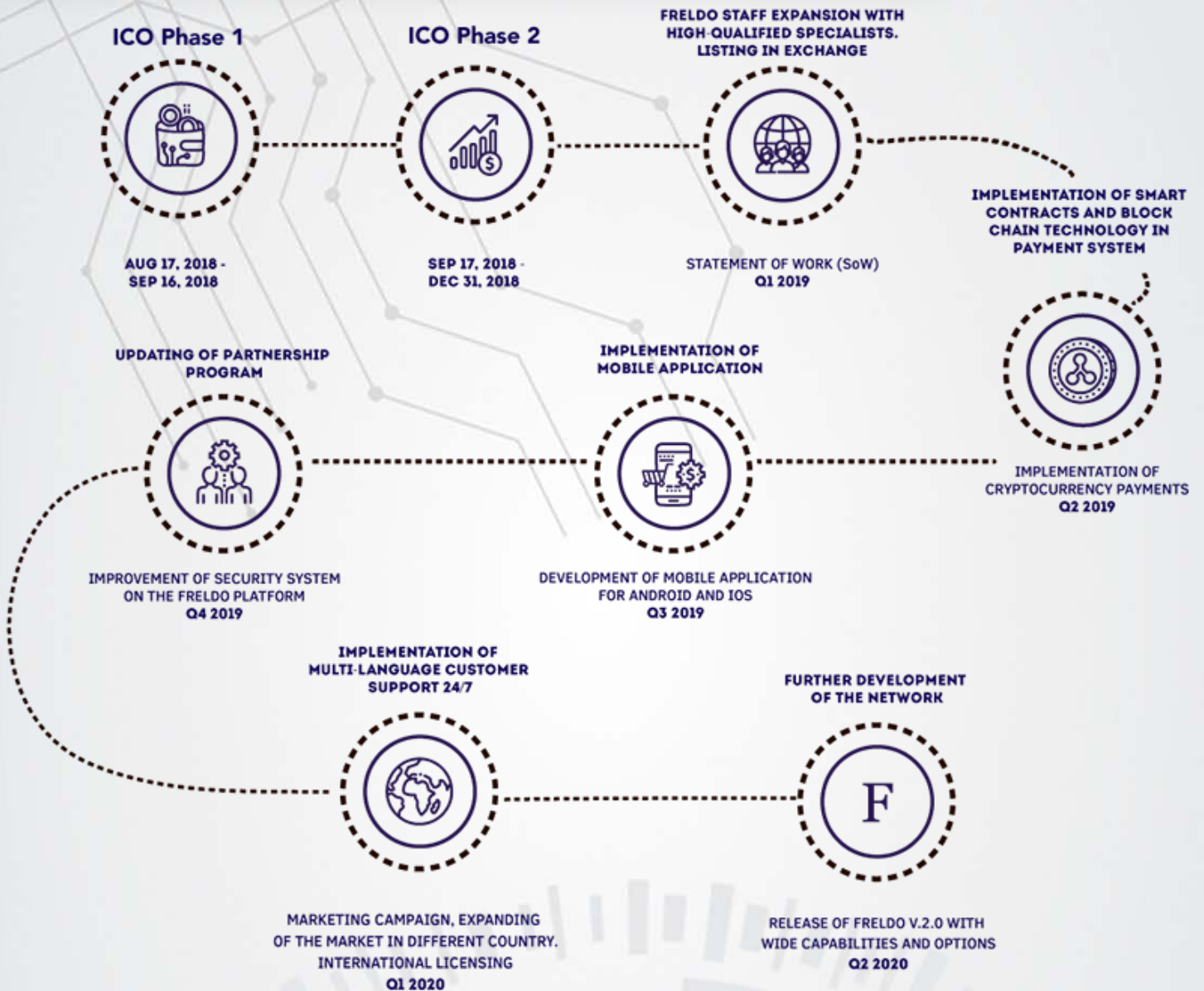
- Development and implementation of blockchain technology
- Increase platform security
- Marketing and attracting new users
- Customer service and support
- Administrative and legal services

TOKEN ALLOCATION



- ICO participants
- Team
- Bounty and advisors
- Reserve

9. ROADMAP



10. DEVELOPMENT STRATEGY

Having initially launched in the USA and Canada, the FrelDO network plans to expand its activities to other countries and continents in the future, turning FrelDO into a global social network, whose goal will be to support small businesses and create the most favorable conditions for consumers using its services. At the same time, FrelDO should become the most accessible, reliable, and modern resource.

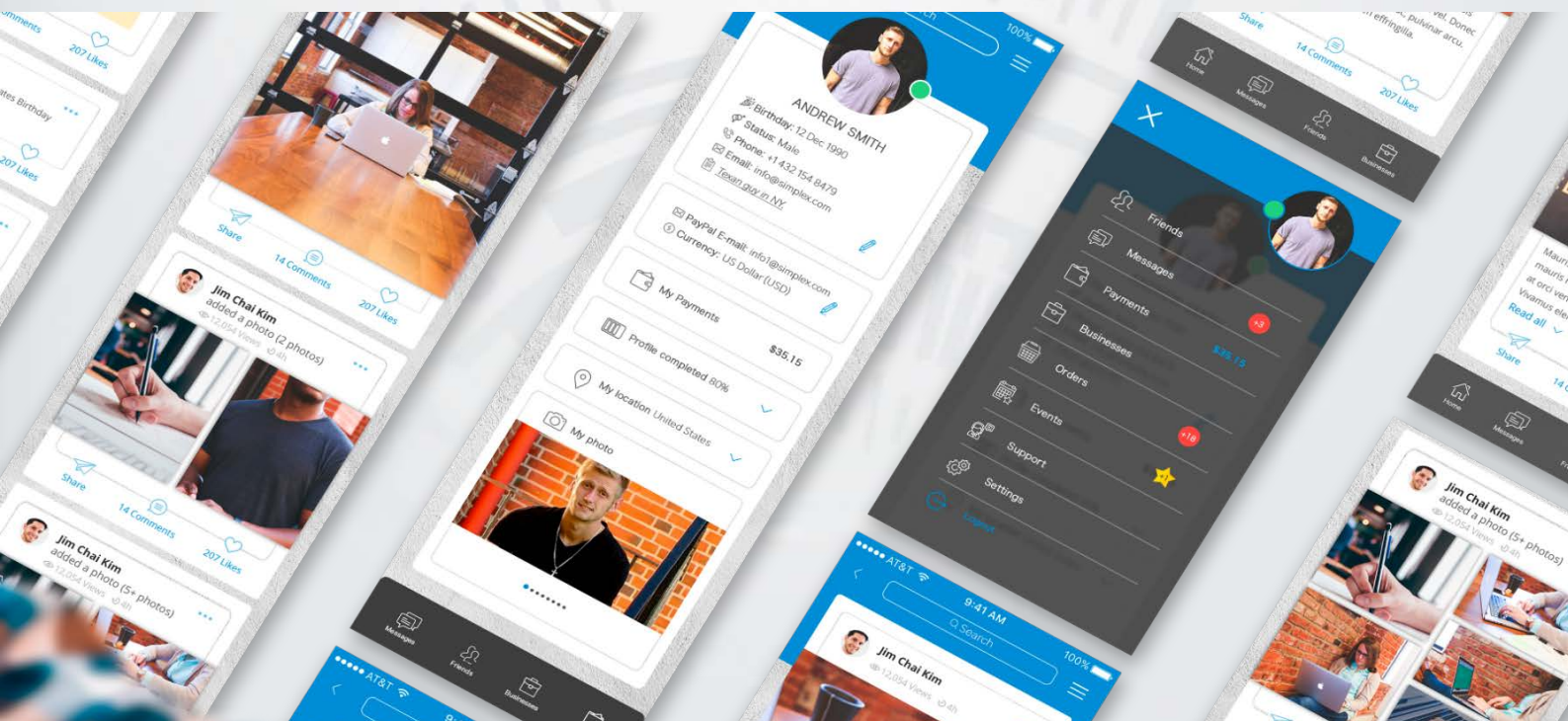
The immediate strategic objectives are:

- Launch our own FrelDOApp mobile application
- Development of technology blockchain and provision of users with the conclusion of smart contracts

10.1 Mobile Application – FrelDOApp

Launching our own mobile application will help the FrelDOApp network to reach a new stage of development. Users of the FrelDO social network will be able to communicate, make orders, make payments, publish offers of their business, etc. with not only home computers, but also with a regular smartphone or tablet as long as it has access to the Internet.

According to the idea, the functionality of the mobile application will provide the participants of the FrelDO network with the same opportunities as computer users. Thanks to this, FrelDO will become available for small businesses and their customers, regardless of whether they are at home, at work or on the road. At any time, from anywhere, consumers will be able to find a specialist to perform a particular job, register through the app, and pay for the order. Entrepreneurs will be able to accept this order, receive payment, and start work.



FrelDoApp is a unique modern product with high performance and multi-platform solutions for hybrid applications. It uses HybridApp technology, compatible with both MobileApp and Mobile Website. Both platforms are used during one development cycle.

With the introduction of its own mobile platform, FrelDo is going to achieve the following goals:

- Substantially improve working conditions for all users
- Increase the audience of the network
- Optimize the search business algorithms

The FrelDoApp mobile application easily brings the user to the Amazon web service (AWS). Buyers and Sellers will be able to receive real-time notifications of new transactions, reviews, and news. For this, AmazonPinpoint and SNS technologies are used. Communication between business representatives and their participants takes place through the use of an in-app messenger.

The advantage of a mobile application before the usual web version of FrelDo is also the ability to more easily and efficiently use hardware devices. For example, FrelDoApp allows users to:

- Take a photo with the built-in camera, immediately attach it to their message or place it on the network
- Create a block of news from their media files in their smartphone
- Customize their own analytics panel
- It is easy to find a nearby friendly business using Mobile Location Services

Thus, the mobile application of the FrelDo network not only does not narrow, but it in fact expands the possibilities for users. Launching FrelDoApp will significantly increase the popularity of the network and increase the efficiency of its use for both small businesses and ordinary consumers.

10.2 Blockchain and smart contracts

The use of block technology and smart contracts in FrelDo helps to achieve better service for network users. In particular, due to the blockchain technology, security is ensured with the safety of user data, and also when money transfers are made.

Smart contracts also simplify the procedure of transactions, save time and money on commissions. The convenience and security of smart contracts in the global network is beyond doubt.

Recall that the blockchain is called the technology of the decentralized database. Blockchain was used to create bitcoin, which gave this technology popularity among Internet users. Storage and transmission of information on the technology blockade proved its reliability and security.

Smart contracts are called self-executing contracts based on blockchain technology. Here, the agreement between the seller and the buyer is recorded directly in the program code. All information is stored in a decentralized network. Smart contracts allow you to quickly implement safe transactions and transactions between unrelated anonymous parties. There is no need to create a central regulatory body, a legal system or an external enforcement mechanism. Smart contracts make transactions tracked, transparent, and irreversible.

Despite all its advantages, the previously created block-platforms have a number of drawbacks. For example, the credit card has very limited bandwidth, which makes it difficult to accelerate transactions. Therefore FrelDO developers pay so much attention to the development of this direction and create their own modern and reliable block-platform.

Blockchain and smart contracts provide tools and a basis for creating new generation marketplaces where supply and demand parties can participate in secure trading and business transactions based on various rules without having to contact intermediaries. Just as online trading has once significantly changed many established businesses, blockchain and smart contracts will create a new kind of marketplace where the principle of equality of parties to the deal operates, which will lead to changes in existing markets.

Soon FrelDO will present a number of templates of smart contracts in which all parties will be linked directly and equality between all participants of the system will be ensured. Note that today, to ensure the usual payments in e-commerce, it is necessary to perform about a dozen actions each time. Wherein there are about 15 separate commission fees, which means that the usual transfer of money leads to the need to pay between 2% and 6% of turnover. With the help of block technology this can be avoided. With blockchain technology, high transaction speed is associated with low financial costs.

It is assumed that payment inside FrelDO will be carried out directly, without intermediaries. Thus it will be possible to use various assets and currencies (PayPal, BTC, ETH, etc.). The use of internal cryptocurrency as a means of payment will ensure payments are the fastest, safest, and free.

So, under the terms of a smart contract, money can be transferred to the supplier only when the work is completed. On the other hand, the service provider can be sure that the customer will not under any circumstances avoid paying for a quality work done. Thanks to blockchain technologies, even feedback on the work of

entrepreneurs can be left only by those network members who actually used them. In addition, blockchain allows set up effective systems of discounts, bonus awards, return money to the customer within 14 days after placing the order if the work is not performed, etc.

The use of block technologies and smart contracts in the FrelDO network will be equally possible both with stationary computers and with devices running on a mobile application.



11. TEAM



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13. OUR PARTNERS

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CLCXX

14. CONCLUSION

Having started work in the North American market, FrelDO from the first steps demonstrated the ability for rapid development and high potential. This social network has already become a vivid example of a new type of Internet resource, which will obviously help transform the global service industry, bringing it closer to the real needs of ordinary consumers and providing new opportunities for all types of small businesses.

FrelDO has everything necessary to become a leader in its field of activity. First, it is based on a unique innovative idea of combining a popular social network with a market-wide system. Secondly, FrelDO builds its business on the principles of general availability for both entrepreneurs and their customers. Perfect for launching small and medium business. It provides the support that they really need to start their professional activities.

Thirdly, the work of FrelDO is based on the latest achievements of the modern IT industry. The plans for the development of the network, involving the introduction of new services, confirm this. Finally, FrelDO does not limit itself to either geographical or sectoral frameworks. And this, as we noted above, is a guarantee of stable development in the future, which will least of all be hampered both by local and global crises.

In this case, the resource is maximally protected from the main problems of ordinary social networks used to promote certain businesses. There is no place for organized fake positive feedback, unfairly praising this or that business. Here, the right content is not dispersed and is not lost in huge heaps of information junk. Members of the FrelDO network know exactly why they come to their groups. Users/consumers find exactly the kind of advertising here that really helps them find the services they need at the moment. And users/entrepreneurs easily go to the target audience in which their potential customers are located.

FrelDO is also a platform where you can meet the needs for quality services, as well as an excellent place to earn money. Financial benefit can be received not only by entrepreneurs, but also by consumers, thanks to partner programs, bonus calculations, and real payment for attracting new participants, orders that people make out on the network, as well as objective assessments and comments that they leave.

The FrelDO network is constantly being improved, thanks to the efforts of a team of experienced professionals. Access to it is simplified for all participants (the introduction of a mobile application). FrelDO will save not only marketing activities and services, but also financial transactions (the introduction of its own cryptocurrency

and the provision of instant, absolutely safe money transfers without additional commissions).

Also, Frelido is now an object for profitable investments. After the ICO, of which we have also described the terms and conditions, investors have the opportunity to repeatedly increase their invested capital. The forecasts show that this will be another great success story. Of course, Frelido will have its copycats. Most likely, all of them will be far behind, while Frelido will remain the leader.

