



Returning Power and Freedom to Creators and Makers

PROJECT WHITE PAPER V7

2018 August

In collaboration with Boostinsider Inc.

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1. Executive Summary

BOOSTO is a merging of two revolutionary movements: influencer marketing and decentralized applications. BOOSTO offers a protocol that provides tools and libraries for developers to build decentralized applications (dApps), as well as assistance in reaching millions and millions of end users. These dApps will then be distributed through an ever-increasing pool of 350,000 social media influencers to their 2 billion (and growing) global fans and followers. The entire dApp ecosystem allows developers and companies to easily build dApps that directly interact with individual influencers, influencer networks, social media platforms, and brands with consumers, services, companies and much more.

BOOSTO's platform aims to return power and freedom to influencers and developers through unleashing the full potential of influencer-led communities. This will be executed by using blockchain as a foundation of trust and Tokens as incentives to build various interactive decentralized applications. The developers then tap into the influencer network and collaborate, providing more interactive functionality with audiences and sponsors.

The BOOSTO Token is the main currency that will be used as a means of exchange, used on BOOSTO's platform, which is built on top of the influencer infrastructure.

1.1 The Problem

1.1.1. Problem for creators.

Content marketing and influencer marketing, driven by ads, is a broken model - these modalities reflect wrong incentives and poor economics, all of which have previously driven influencers to serve their content for big name advertisers.

Many startups, and even blockchain projects, have set out to disrupt the old model by providing alternative revenue avenues for influencers. While evaluating the current market, BOOSTO realized that most companies are working to solve their existing influencer problems, but required more reliable tools and resources.

It's also clear that while some influencers have a large amount of followers, most do not have the technical capabilities to develop applications which enhance interactions and relationships with their fans. Through an open ecosystem, and by adding developers to the mix, even the least tech-savvy social stars can develop smart contracts, integrate and improve both data and payment on the blockchain with existing social network data, and be even more empowered to create positive change.

1.1.2. Problem for developers

On the other side of this ecosystem, there are more than five million apps in centralized app stores like iOS store and Google Play. Developers, especially indies, have to extend huge amounts of money and effort to get their apps discovered by their target demographic. In addition, they have to contribute 30-50% of their revenue to those centralized monopolies. It's a game that very few developers can actually win.

1.1.3. Problems with building dApps

Nowadays, most blockchain users are using it and other decentralized technologies merely as a digital currency, but the potential of these technologies is much greater. A wide range of other options could also run as decentralized applications, providing a high level of security and privacy for their users.

This is truly the beginning stages where the blockchain community is embracing and finding success with this expansion. As an example, based on the latest statistics, only 1,700 dApps are running on Ethereum network¹ and most users are using Ethereum merely as a cryptocurrency, not a framework for building dApps.

BOOSTO has witnessed the dApp community suffering from these core issues:

- The blockchain community is very small compared to social networks and smartphone users
- Many smart contract use cases are impossible to execute

1 <https://www.stateofthedapps.com/stats>

- The dApps ecosystem is not rich enough and most blockchain users are not familiar with dApps
- Lack of a good marketplace (store) for dApps
- Lack of a good SDK for developing dApps
- Lack of a good marketplace(store) for dApps
- Lack of a good SDK for developing dApps

BOOSTO products provide solutions for all of the above issues. The goal is to simplify and streamline the entire development process, enabling participants to impact the masses and see substantial successes in a much faster, more empowered fashion.

1.2 Our solutions

The Project Company partners with Boostinsider, Inc. ("**Boostinsider**"), which is a San Francisco based company, focusing on B2B solutions with a team of developers who are passionate about creating tools to enable customizable DApps to take innovation to the next level. We understand that by adopting blockchain technology, we can create even better transparency for data and payment.

By incorporating tokenization mechanics to decentralized network, we can remove rent-seeking intermediaries and provide direct incentivization to ecosystem players, especially independent developers and early adopters.

The BOOSTO Platform will provide a high level framework for dApp developers and also connect them to users utilizing already proven influencer marketing solutions.

Users: Communities led by influencers

Contributors: Influencers and developers

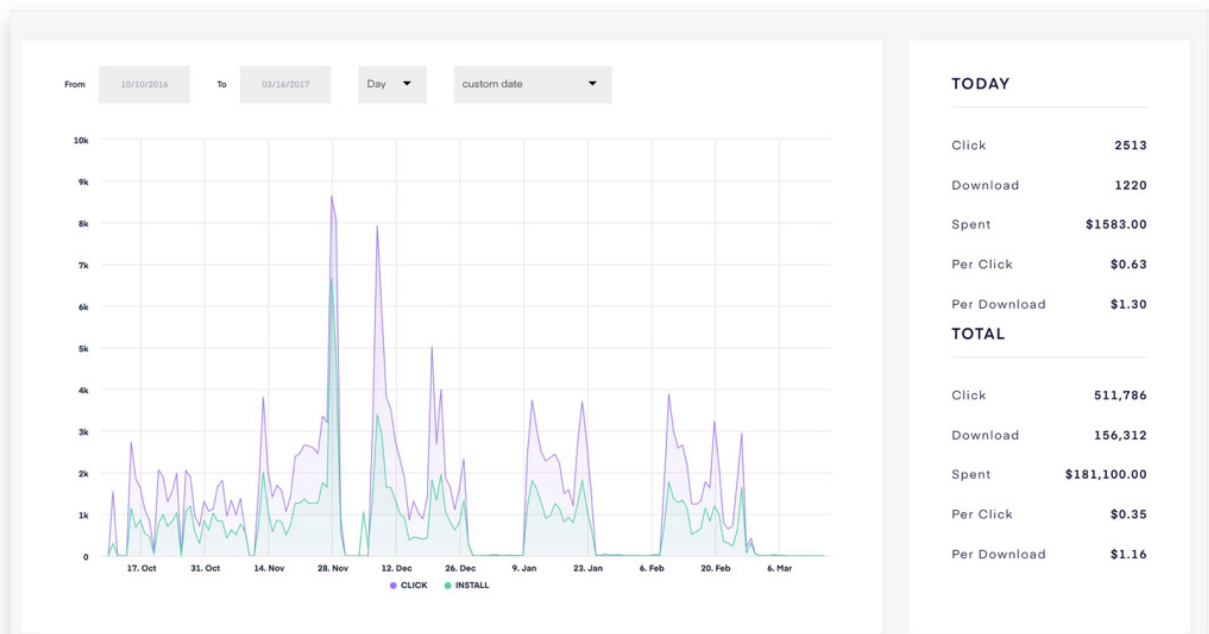
BOOSTO tools: Data, analytics, payment, development library, Oracles, APIs,

social media marketing solutions, etc.

1.3 Background of BOOST Labs

Development of the BOOSTO platform will be carried out by the BOOST Labs Pte. Ltd. (the “Project Company”), a Singapore based blockchain and big data marketing research company. The Project Company has access to database and influencer networks from Boostinsider, a leading influencer marketing platform with a community of 350,000 influencers and more than 300 brands. Boostinsider’s product suite includes:

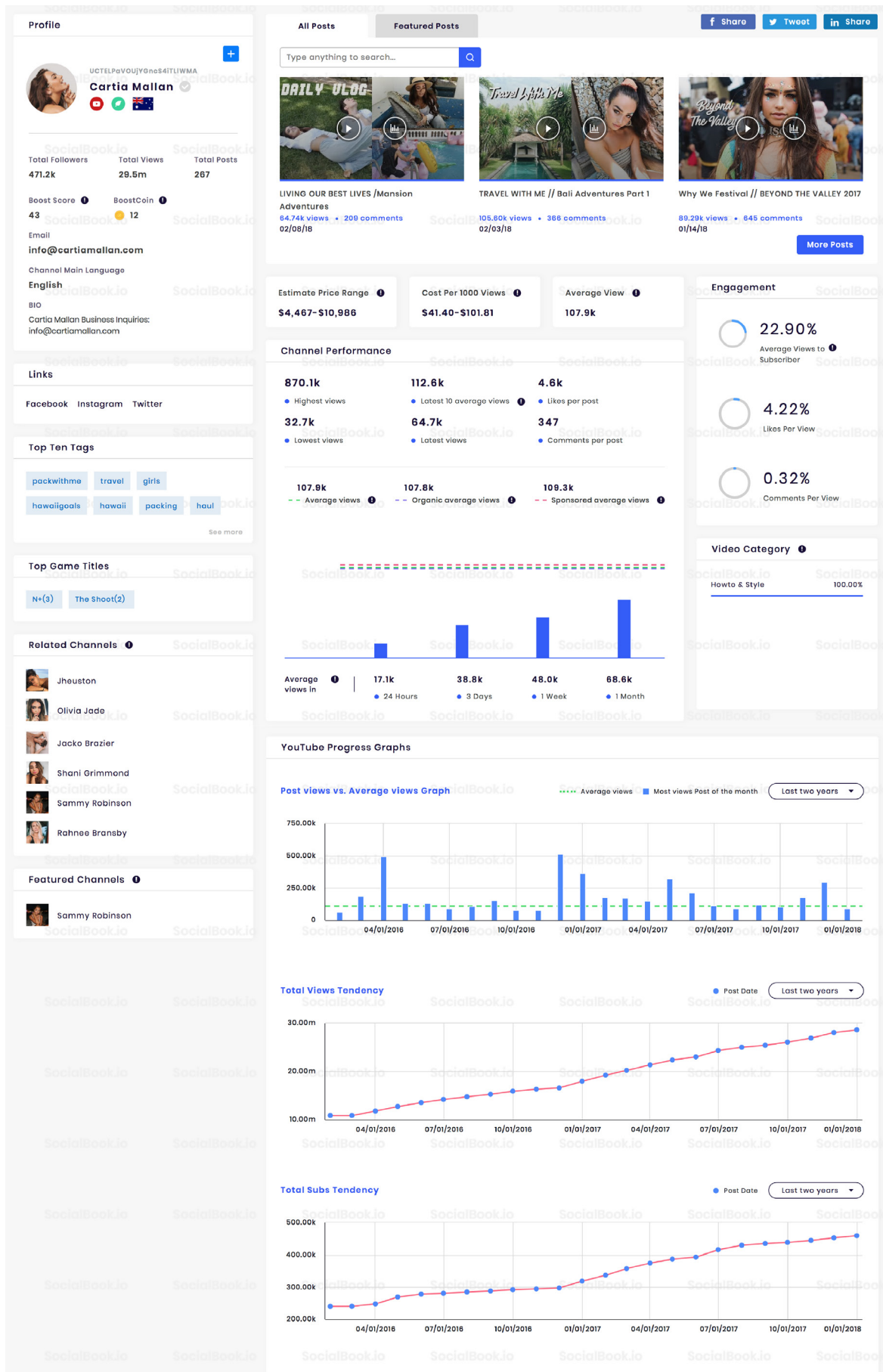
(1) Social Adwords (socialadwords.io), an automated performance based influencer marketing platform that generates multi-million USD revenue each year.



(2) SocialBook (socialbook.io), an influencer performance analytics engine powered by machine learning technology. SocialBook allows advertisers to retrieve demographic and psychographic data from any influencer on YouTube and Instagram. Advertisers can search in real-time for influencers by their audience data, including country, age, gender, and even price. Since its debut in October 2017, SocialBook has accumulated more than 20,000 business users.

Boostinsider also operates an education program in China which coaches local companies on how to leverage global social media to engage worldwide audiences.

Boostinsider completed its A-round equity funding with \$3.3 million. This round was led by top investors such as VentureLab and Giant Networks.



2. BOOSTO Stakeholders

Platform Participants

- Influencers
- Developers
- Audiences/Fans
- Companies

2.1. Influencers

An influencer is an individual who has significant impact on a specific niche. Influencers are often connected to key roles of media outlets, consumer groups, industry associations or community tribes.

Prominent influencers have many followers viewing their content, yet the way that they are monetizing their reach is through referral links and advertisement. Moreover, the main cut of advertisement is still earned by the platform itself.

Jason Calacanis, a well-known Silicon Valley entrepreneur, was part of YouTube's professional partners program, said that to make 10 videos, [he would spend \\$25,000 to \\$75,000 in costs before a dime was earned with advertising](#). But he is not creating content anymore because it's simply not sustainable.

"YouTube is an awesome place to build a brand, but it is a horrible place to build a business." – Jason Calacanis

New monetization model

By using the BOOSTO platform, Jason could now utilize dApps with existing users and their data to launch crowdfunding campaigns with transparent processes and payments enabled by smart contracts. The new generation dApps are much quicker to deploy because of the Project Company's tools and the user data layer makes it easy for developers to customize software, which allows each influencer to optimize user experiences.

Influencers like Jason can now have more channels of income through interacting with their fans, using the dApps created by developers. DApps on the blockchain help to ensure the transparency and trust during the exchange of goods and services. Additionally, with the BOOSTO platform now on the blockchain, payments will be in real-time, rather than payouts on a weekly or monthly basis. The cost savings will be passed down to all stakeholders, since there will be no more need for intermediaries.

2.2. Developers

Developers will gain an opportunity to work with influencers, leveraging the influencer's network and helping the social star strengthen bonds and interactions with target audiences.

Influencers will not have to pay the developer upfront, but will instead receive fees based on transactions via his or her applications. This will give the developer a constant stream of income as long as the application is running. This is where having a smart contract would be critical.

2.3. Fans/Audiences

Fans can now interact with their favorite influencers in more diverse ways than just commenting and liking. For example, influencers can sell their time to allow fans to play a live game together with him/her, interact, have dinner with him/her, and buy/auction limited items in the dApp, which are added into the influencer's store by the influencer his/herself.

2.4. Merchants

Merchants that wish to interact with the influencers and check statistics can buy BOOSTO Tokens to access the influencer's audience data. They can also work on sponsorship programs, organize auctions, or even create additional dApps, designed to work with specific influencers.

3. BOOSTO tokens

The BOOSTO Token will initially launch as an ERC20 Token on Ethereum blockchain and will be used as the main medium of exchange on the BOOSTO platform. Our intention is to focus on building the protocol layer and launching BOOSTO first instead of building blockchain foundations. Despite the limitations of current blockchains, BOOSTO, as a well encapsulated protocol, will easily switch between different public chains. When BOOSTO protocol matures, we will also consider developing our own public chain specifically designed for this space.

The BOOSTO Token as a platform Token will power the transactions built on top of BOOSTO protocol. DApps in conjunction with BOOSTO can use either their own Token or BOOSTO Tokens to reduce the transaction cost. All ecosystem tools and applications will preferably use the BOOSTO Tokens as the main currency for payments. Additionally, BOOSTO Token holders will gain additional privileges such as access to exclusive promotions and different levels of activities.

Here are a few prime examples:

- Brands and advertisers pay influencers in Tokens in order to buy influencers' services.
- Influencers can deploy a third party dApp built upon the BOOSTO platform into their personal marketplace ("Personal Store").
- Fans who own X amount of BOOSTO Tokens can access products within category Y.
- Developers who own X amount of BOOSTO Tokens can gain access to influencers with followers $\geq Y$.

4. Platform Components

4.1 Decentralized App Store(dApp Store)

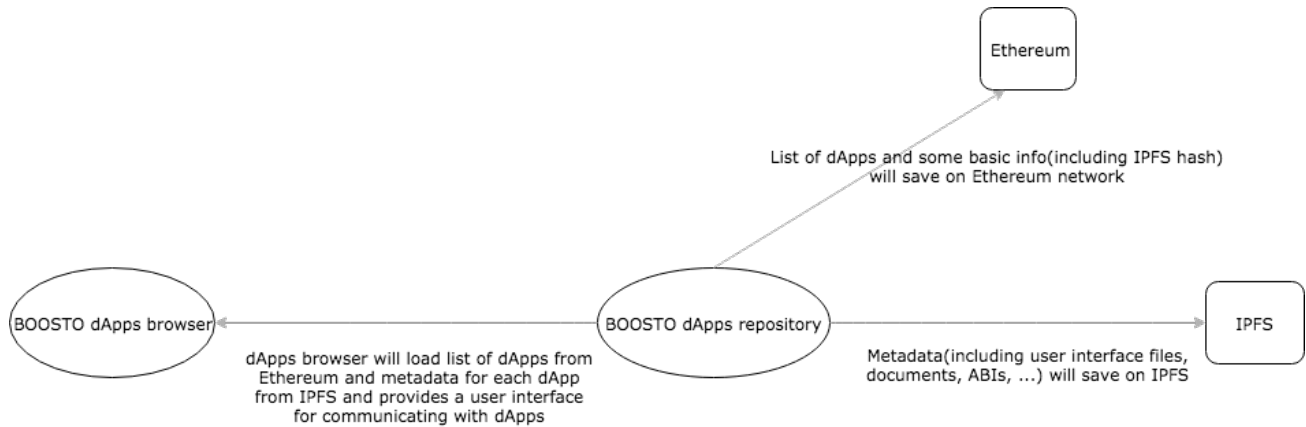
4.1.1. *Decentralized dApps repository*

Let's consider Linux and GNU projects as good and mature examples of community-driven technologies. People can install different distributions of Linux (or Android) on their devices these days and use package manager platforms like APT or YUM to install a wide range of software. It is obvious that end users do not need programming skills and can simply use their Linux OS system. Some years ago when Linux OS was not mature enough, people had to compile most open source software manually and then install and execute. Linux was actually an OS for "experts" and tech-savvy users were not able to use it easily. Not anymore.

The dApps ecosystem is not simple enough for non-technical users just yet. As an example, when launching an ICO on Ethereum, people need to know Solidity, which is not an intuitive process. There is not currently a good solution for non-technical end users to launch and manage an ICO. That's where BOOSTO comes in.

In the BOOSTO Platform, we will provide a protocol for developers and set-up a decentralized repository for dApps, as well as provide tools for end users to be able to deploy and use dApps more easily and efficiently

How dApps repository work?



A list of dApps and some other details will be saved on the smart contract enabled blockchain such as Ethereum:

- Name of dApp
- Address of owner
- Category
- IPFS hash

Metadata and other details will be saved in IPFS or other decentralized storages:

- Description
- Helps and instructions
- ABI
- Web interface template
- Additional metadata about the UI

4.1.2. DApps browser

The current solution of communicating with dApps is also not simple enough for end users. In order to communicate with smart contracts, users need to load an ABI via a wallet and submit the form to run the transaction. From the end user's point of view, this is not as simple as other technologies that we are more sononymous, like web-based and smartphone apps.

Another problem is that developers can't validate the forms on the client side. For example, in a web based application, a developer can have a numeric input field and restrict the value to be in a specific range. In dApps, when people use

ABIs and wallets to communicate with the smart contracts, there is no way to customize and validate the forms. However, the cost of sending wrong data to dApps is a lot more than for other apps. In a web-based app, when the value of a field is wrong, the app will show an error message and the user can fix and re-submit the form. But in a dApp, the transaction will fail and the user needs to pay gas fees. Of course, developers can create their own user interface (e.g a web based app). But there is not a standard solution for developing rich interfaces for dApps at the moment.

How dApps browser works?

The dApps browser is the end user client for the Marketplace and will run on different platforms. Just like wallets, there will be different versions of the dApps browser for desktop, mobile, and web.

The dApps browser will work as such:

- 1- Like wallets, end users can install the dApps browser on different platforms
- 2- People can unlock their wallets and let the browser sign the transactions and communicate with dApps
- 3- The browser will load list of dApps from the BOOSTO repository. Additional details for each dApp (ABI, description, user interface templates, etc.) will load from IPFS or other decentralized storages.
- 4- Users can browse dApps and immediately gain access

How dApps browser can improve user interfaces for dApps?

When communicating with dApps, users need to use ABIs and load them into wallets to be able to interact with smart contracts. This solution suffers from issues such as:

1- Validating the data on client side is not possible

For example, let's consider in a given game, the minimum amount for participating is 0.1 ETH; there is no way to validate the form on client side to show an error when the value is less than 0.1.

2- Rich input types like date and time are not available.

Users have to convert date and time fields to integer (e.g. unix epoch), and sometimes the user also needs to enter different Ether units (for example Wei, Gwei).

3- Showing additional info(e.g placeholders, comments, etc) is also not possible

4- Filtering the actions based on the status of the dApp and user roles is not possible either.

For example, in a game, some actions can be called by the developer and other users do not need to see them. The sequence of actions also depends on current state of the dApp.

The BOOSTO Platform will allow developers to generate a metadata file for each dApp to customize within the UI. The dApps browser can use the metadata file to customize the UI.

4.1.3. Decentralized dApps Marketplace

As mentioned before, the blockchain and dApps community is very small compared to social networks and smartphone users. At the end of March 2018 the total number of blockchain users was around 24M² while more than 2.5 billion users were using social media and smartphones³.

2 <https://www.statista.com/statistics/647374/worldwide-blockchain-wallet-users/>

3 <https://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores/>

The BOOSTO Platform will provide a decentralized dApps marketplace for developers and end users. It will also use Influencer marketing solutions as effective channels for connecting social media users to the blockchain community, while exploring new ideas for developing dApps.

The Marketplace will support multiple blockchain platforms and users can manage their dApps in a single place.

The Marketplace will also provide payment solutions for developers and content providers and allow them to sell dApps/content directly from the dApps repository.

BOOSTO will provide 2 secure payment solutions:

1- On-chain payments

With this method, the smart contract will handle the payments. For example, an ICO dApp can provide a solution for users to be able to pay some ETH and deploy their own Token while launching an ICO. The payment will be completed when the end user sends the transaction for launching the Token.

2- Off-chain payments

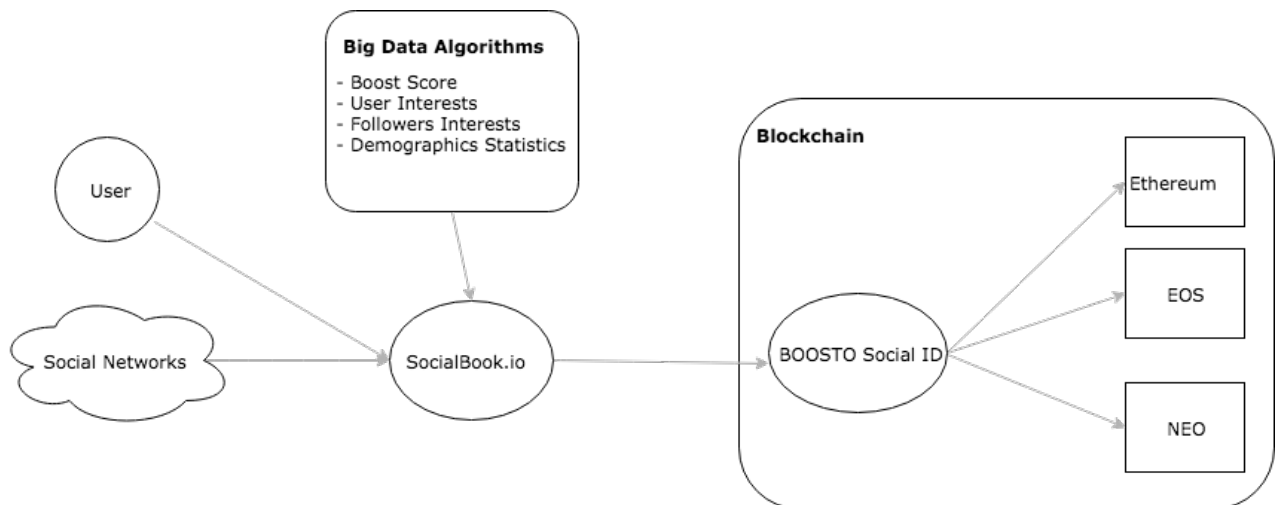
With this solution, people can deposit funds to BOOSTO's off-chain wallet and pay the costs directly. For example, a content provider can ask end users to pay some fees before having access to their content.

4.2. BOOSTO Social ID

Blockchain networks are like an isolated jungle of wallets, and the identity of users (wallets) is not known. But in social networks the identity of users and the connections between users are accessible .

The goal of a BOOSTO Social ID is to connect social media users to the blockchain and create a unique ID for each user on different blockchain platforms.

DApps can use BOOSTO Social ID to validate their users and will also have access to social networks data from the blockchain.



How BOOSTO Social ID works?

- 1- Social media users can register on cryptoinfluence.io and claim their social media accounts using social network APIs
- 2- BOOSTO big data algorithms will process all users and assign Boost Scores to each user. Real users will get higher Boost Scores and fake users will get lower Boost Scores

3- BOOSTO big data algorithms also extract other details such as topics of interests for users, interests of their fans, and many additional future parameters

4-Users can also add additional info such, as KYC documents, to their profiles

5- Users can PUSH or UPDATE their profile to a BOOSTO Social ID smart contract on different blockchain platforms. Each user will have a unique ID and users can push or update their Social ID profile from cryptoinfluence. Social ID smart contracts will save the following information for each user:

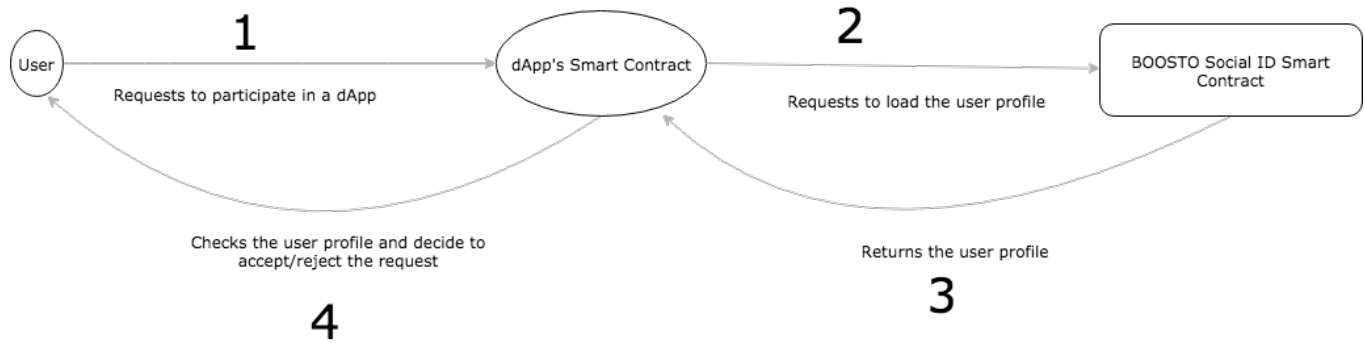
- Followers
- Followings
- Topics of interests
- Country
- Topics of interests for followers
- Boost Score
- Number of posts
- KYC info

6- DApps can communicate with BOOSTO Social ID smart contracts, which grants access to user profiles as well as offers secure validation of each follower

How dApps can use BOOSTO Social ID platform?

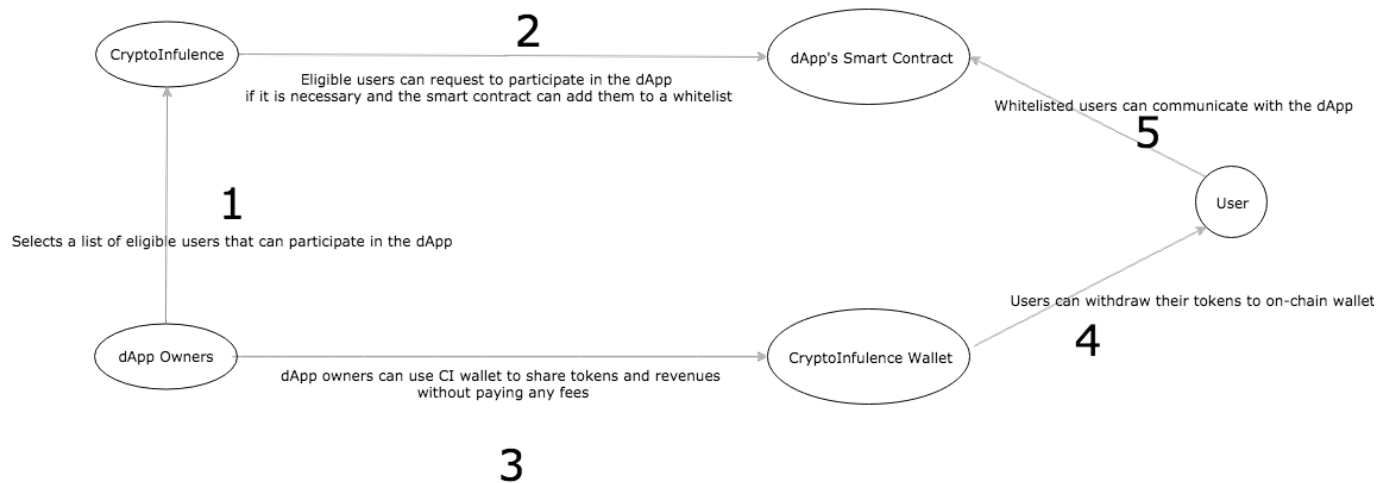
On-chain applications

With this method, dApps can communicate with BOOSTO Social ID smart contracts to get the details of all their users.



Off-chain applications

This enables dApps to filter any users on cryptoinfluence.io and let them participate in a dApp.



Sample Use Cases

1- Airdrop application

Type: Off-chain

- DApp owners can filter a range of CryptoInfluence users that can participate in the airdrop
- DApp owners can send Tokens to the CryptoInfluence wallet

- Users can fill out a form and ask to participate in the airdrop
- At the end of the Airdrop, the Tokens will distribute between participants and they can withdraw Tokens to their own wallets

✕

Build Your AirDrop Template

We will use this information to customize your AirDrop page.

BASIC ✓

ACTIVITY ✓

DISPLAY ✓

COMMUNITY (OPTIONAL) ✓


Basic information


Let's start with the basic information

Project name *

Token symbol *

Logo (200x200px) *



 replace image

Telegram group link (https://t.me/YOURGROUPNAME) *

Next >

2- Influencer marketing for dApps(Referral program)

Type: On-Chain

- DApps can allow a list of influencers (based on different conditions) to participate in a referral program
- Eligible influencers will join the dApp and invite their fans to participate
- Influencers will get rewards based on the total number of users that they invited to join the dApp

3- A new solution for *Proof of Identity/Proof of Person* algorithms

Pol (Proof of Identity) or PoP (Proof of Person) algorithm addresses a hard problem in crypto: How can you prove that a person has only one account in the system?

Unlike blockchain networks, the identity of a user in a social network is almost always known. Since there is a lot of data for users, detecting fake nodes in social networks is easier than on blockchain networks.

People can use BOOSTO Social ID to collect initial seed nodes and build communities of unique people.

For example, an advertisement dApp can use BOOSTO Social ID to allow users to mine a Token via watching advertisements.

4- Using the power of big data on blockchain

DApps can use CryptoInfluence and BOOSTO Social ID to filter their users based on different fields like hobbies, interests of their fans/followers, number of followers/followings, etc. These are collected or extracted from social networks using big data algorithms.

Here's a tangible example: A dApp can allow users with specific interests to

participate in a voting contract. The results could be interesting and extremely valuable for brands and companies.

4.3 Influencer's Personal Store

Motivation

The Influencer's Personal Store is not a new concept. When influencer Michelle Phan promoted some cosmetic brands, she contributed a substantial amount of revenue to these companies, while she herself only received advertising payments from YouTube. Since she's a savvy business woman herself Phan started her own brand, called IPSY <https://www.crunchbase.com/organization/personalized-beauty-discovery>. She has since raised \$100MM at the value of \$50

Total Funding Amount **\$103,235,793**

CB Rank (Company) **990**

ipsy

ipsy is an online beauty community that home delivers a box of 5 beauty samples for a monthly subscription fee.

San Mateo, California, United States

Categories [Beauty, Cosmetics, E-Commerce](#)

Founded Date Nov 2011

Founders [Jennifer Jaconetti Goldfarb](#), [Marcelo Camberos](#), [Michelle Phan](#)

Operating Status Active

Funding Status Early Stage Venture

Last Funding Type [Series B](#)

Number of Employees [101-250](#)

Also Known As [Personalized Beauty Discovery Inc.](#)

SimilarWeb

TRAFFIC ENGAGEMENT

Monthly Visits **4,989,005** Monthly Visits Growth **-0.13%**

Site's traffic by country:

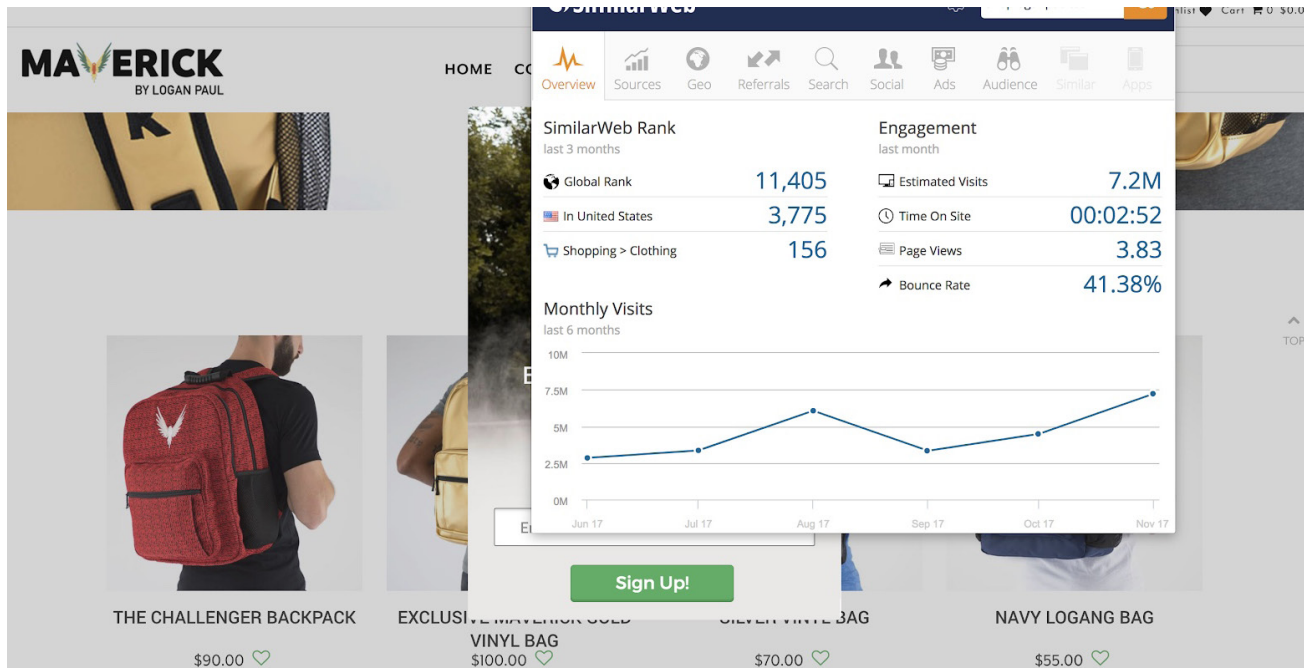
Country	Share of Monthly Visits	Monthly Visits Growth	Site's Rank in Country	Monthly Rank Growth
United States	19%	-3.54%	2,894	0.31%
Canada	1%	-2.39%	8,015	7.12%
Dominican Republic	0%	-38.84%	2,717	32.47%
Georgia	0%	1.47%	2,699	8.87%
Spain	0%	18.53%	127,026	-5.52%

Michelle Phan may have got a humble start on YouTube, but she is well on her way to helping a billion-dollar unicorn: her subscription beauty sampling business, **ipsy**, last month raised \$100 million to value the company at over \$500 million. Oct 5, 2015

[How Michelle Phan Built A \\$500 Million Company - Forbes](#)
<https://www.forbes.com/sites/.../10/.../how-michelle-phan-built-a-500-million-company/>

Michelle Phan's Entrepreneurial Drive | Forbes - YouTube
<https://www.youtube.com/watch?v=ln7g5LTT02U>
 May 6, 2015 - Uploaded by Forbes
 YouTube star turned entrepreneur, **Michelle Phan**, talks about her to reinvent herself through ...

Half of the top 10 YouTubers who made the most money from YouTube ads have their own personal stores. Logan Paul is a perfect use case: <https://blog.boostinsider.com/happy-2018-which-youtuber-had-the-best-2017-4e647d9fd43b>. His merchandise store <https://shoploganpaul.com/> has roughly 7.2 million monthly visits and more than 90% of the traffic comes from his YouTube channel.



BOOSTO performed an internal survey with our influencers, . And the answer is almost universal: Nearly every influencer would love to own a store. The reason why so few influencers have a store is due to lack of resources. They name obstacles like production, logistics, design, and technology as barriers that prevent them from diving in. The BOOSTO platform obliterates every single issue.

What is an influencer personal store

When we talk about influencer's personal stores, we are not referring to traditional affiliate stores with existing products that can be found all across the web. An "Influencer Personal Store" on the BOOSTO platform is an social star's fan club, connecting influencers, advertisers, and audiences. The products and services sold in an influencer personal store are derived from the brand that each star creates.

Within an influencer's personal store, an influencer can:

- Utilize data provided by a Boostinsider platform and pick recommended items, adding his or her own design, and then directly selling to their target audience.

- Partner with brands, designers, and fans to create customized virtual items, such as an influencer's exclusive hero skin in a game, or emoji in an app.
- Engage with their audience by offering exclusive rights. For example, they can offer offline dinner time, one hour of one-on-one coaching time, and much more , through an online auction or by selling any type of service.
[See: How dApps work, 9.1; Auction Platform]

Advertisers can now:

- Directly purchase performance based influencer services, such as sponsored posts and shoutouts from his/her personal store. **[See: How dApps work 9.2; Performance-Based Advertisement Smart contract]**
- Consult or communicate with influencers directly with incentivized messaging.
- View the demographics and psychographic data of influencers to find brand target audiences.

Fans can now:

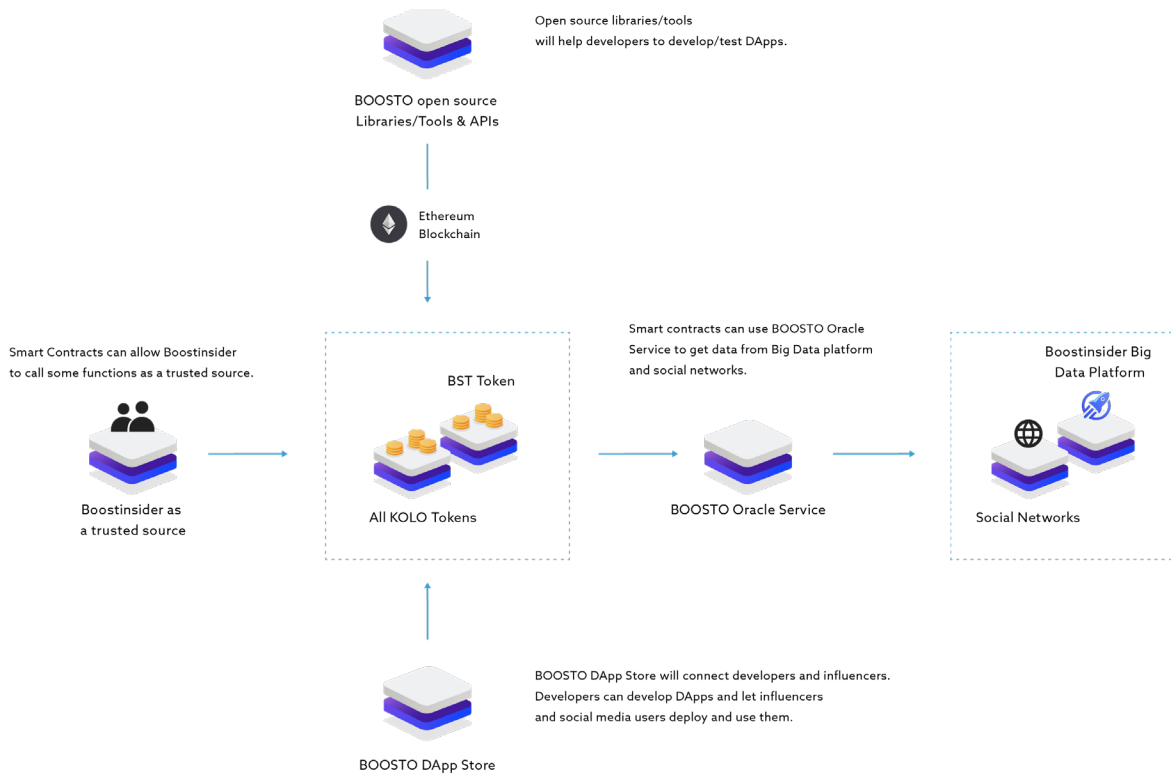
Purchase different items from influencers **[See: How dApps work 9.3; Purchase limited edition products]**

Interact with their idols in a much more diverse and engaging way.
[See: How dApps work 9.4; Giveaway Programs]

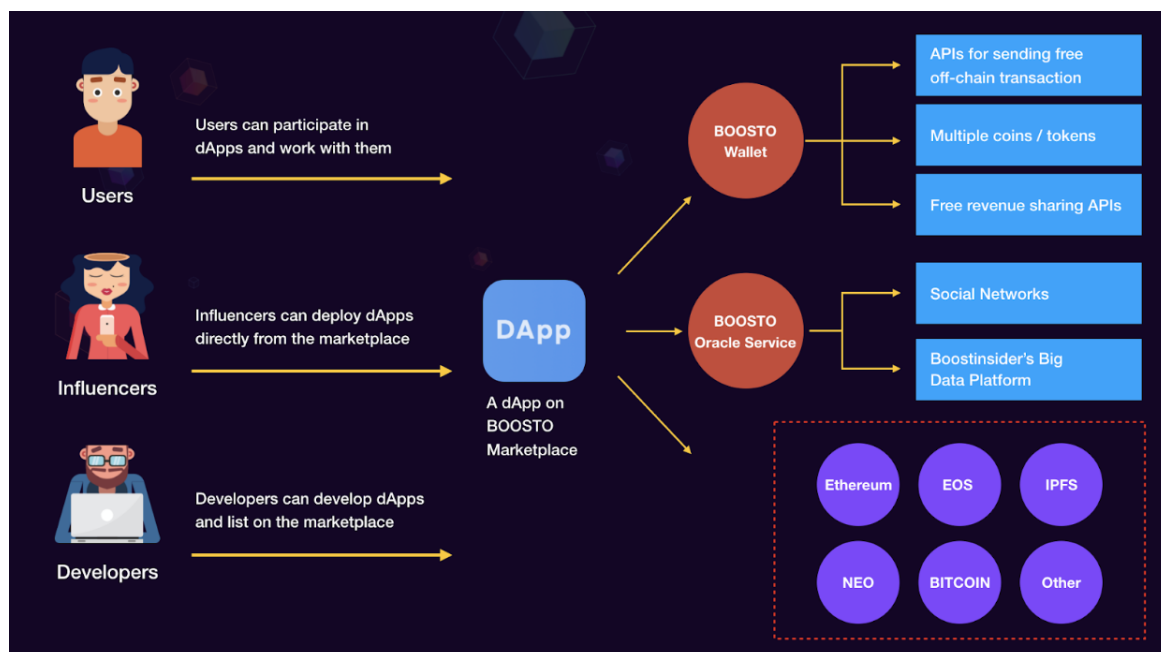
There are various types of items that can be sold in an Influencer's Personal Store. In a later section, many more of these options will be presented.

From a high level, however, there are two types of transactions: a) On-chain transactions and b) Off-chain transactions. **[See: How dApps work 9.5; Transactions]**

4.4. Development Framework & dApp Store



The BOOSTO Platform will provide a suite of tools such as SDKs, Oracle Services, and Stores to help developers easily get onboard.



4.4.1. BOOSTO Wallet

The BOOSTO Wallet beta version is already deployed on both our current products: socialbook.io and cryptoinfluence.io. Our wallet provides the following functions:

1. Revenue sharing APIs.

The revenue sharing function is one of the most important features provided by the BOOSTO protocol. The dilemma traditional app developers are facing is that after the apps are launched into the centralized store, it is challenging for apps to get discovered by people. The same situation will also occur with decentralized app stores). The BOOSTO approach is to bring influencers into the equation, and embed revenue sharing APIs into the BOOSTO SDK for dApp developers.

The most direct revenue sharing occurs between influencers and developers. The API itself, however, provides different layers of revenue sharing. This means that an influencer can also recommend dApps from his store to other influencers, thus enjoying the revenue stream coming from another social media star.

2. Support free small transactions

Most current blockchains have issues with sending small account transactions as the fees are prohibitive and the transaction time is slow. This prevents developers from building real world dApps. The BOOSTO wallet will serve as a transient layer, and support both on-chain and off-chain transactions.

3. Cross chain support

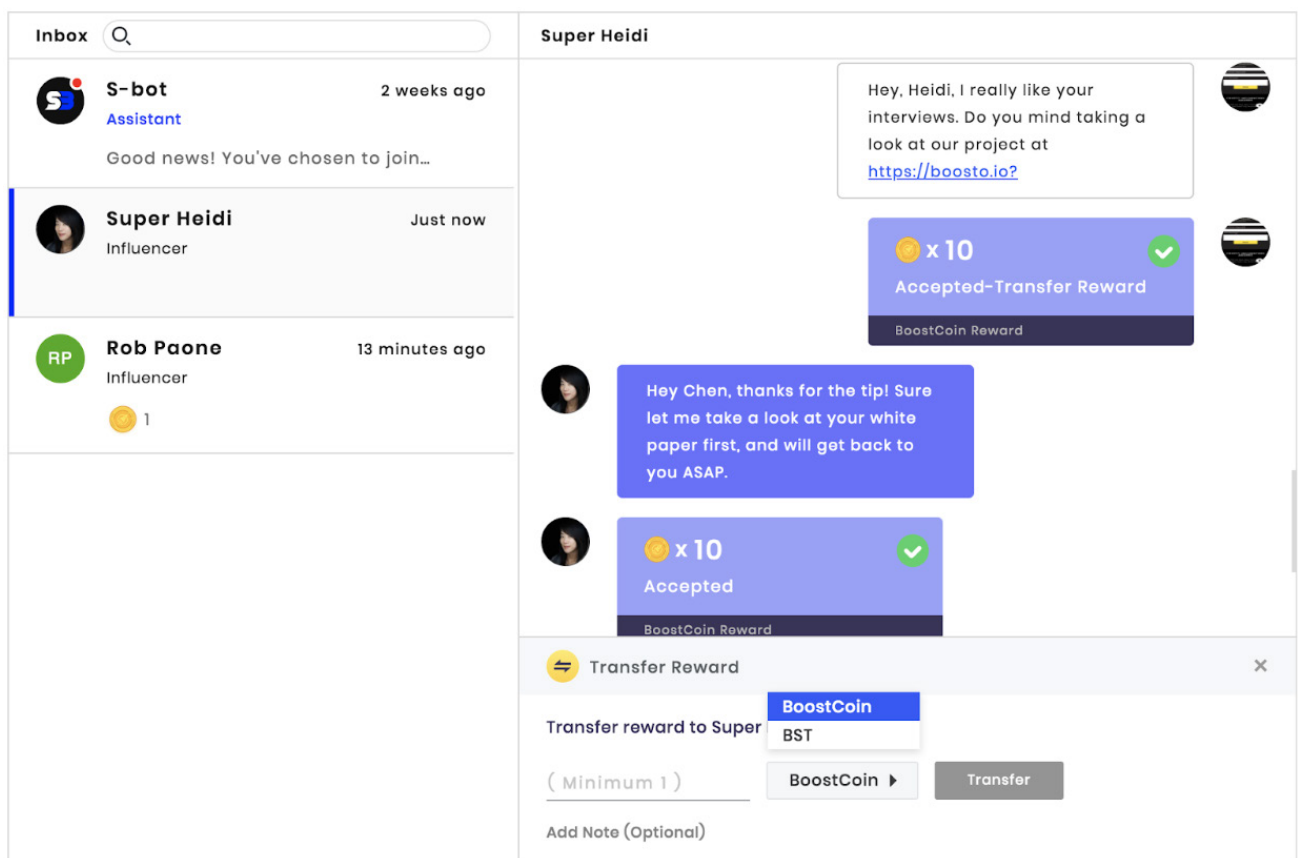
Initially, the BOOSTO wallet only provides support for well known blockchains like Ethereum and Bitcoin, but its ultimate goal is to perform as an adapter layer and support all blockchains.

4.4.2. CryptoInfluence Social Chat

CryptoInfluence Social Chat is using the BOOSTO wallet as a micropayment solution, providing a paid chat inbox for influencers and other social media users.

Adopters can use the Social Chat service to chat with influencers and pay the fees in BST Tokens. CryptoInfluence users can also leverage the chat service to transfer Tokens internally between different BOOSTO wallets.

The beta version of Social Chat is live.



In the next version, we will launch an API and allow developers to use the BOOSTO wallet as a micropayment solution for developing similar applications. Social Chat APIs will also allow developers to use the chat service in their applications.

Additionally, people can use the chat service as a new social media marketing channel to communicate with influencers and promote their products and dApps.

4.4.3. Oracle Services

Consider a dApp that wants to allow big social media users (number of followers > X) to participate. This is currently impossible with existing infrastructure. The smart contract does not have access to social media and there is no way to validate users and check their followers.

In the BOOSTO Platform, we will provide two solutions for connecting smart contracts to real-world data sources, like social media accounts and other trusted sources.

1- Providing on-chain databases

BOOSTO will push data to blockchain and other smart contracts and use on-chain databases to get the data.

BOOSTO Social ID is an example of on-chain database.

2- External off-chain services

In this solution, dApps will allow the BOOSTO wallet as a trusted data source to call smart contract functions and push data.

BOOSTO Oracle Services will allow smart contracts to have access to real-world data such as social networks and other trusted data sources, allowing developers to create a wider range of dApps.

4.4.4. Intelligent Recommendation

The principle of getting high-quality users from influencers for any dApp (or app) is based on relevance. It is therefore important to match relevant influencers with dApps. BOOSTO will utilize the data from SocialBook.io to make recommendations, which has the most advanced audience profile information for influencers.. The main component of any recommendation engine is reflected by

the validity of the data and knowledge. In the BOOSTO system, the core of all the knowledge is an extended influencer profile.

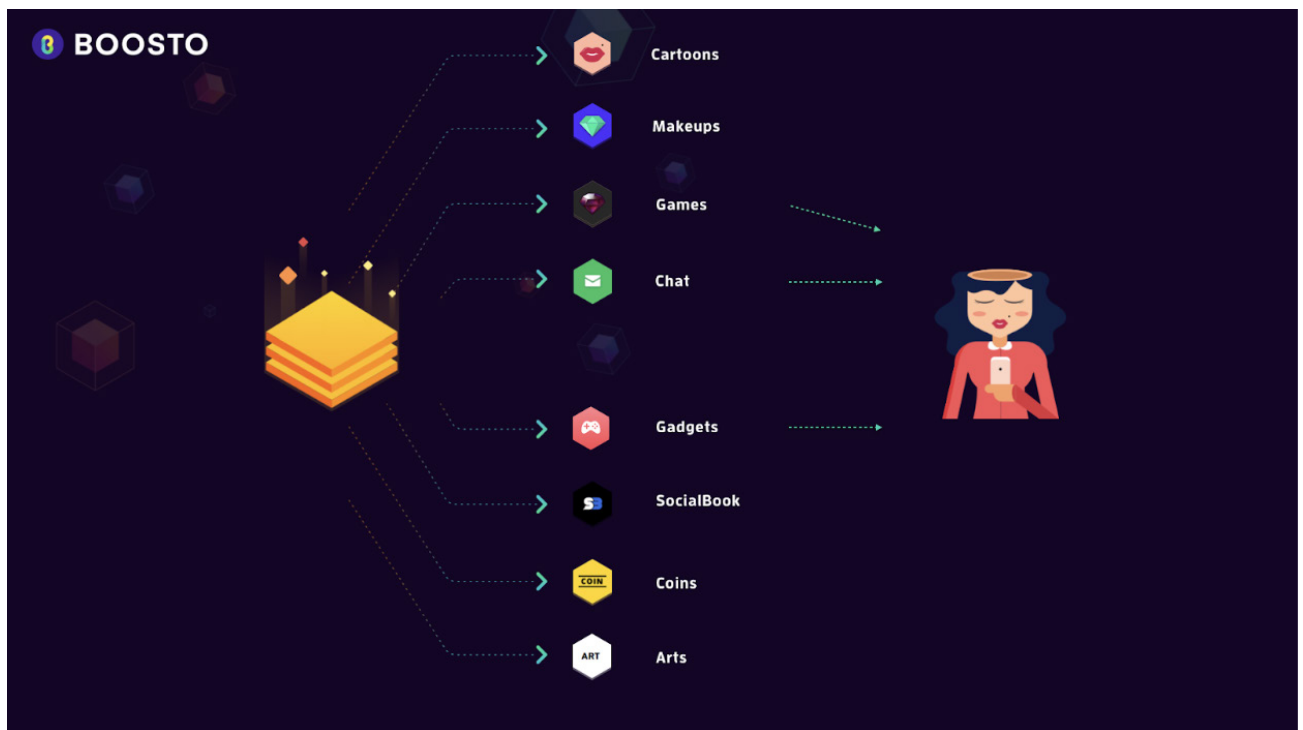
What is an extended influencer profile?

Normally, the information modeled is about an influencer's personal information (age, gender, profession, and education). However, for influencers, their audience also needs to be profiled, and this is a rather complicated process. Interested users can refer to [<https://socialbook.io/blog/how-to-calculate-the-demographics-of-any-youtube-channel-in-detail/>] which shows how SocialBook calculates the demographics and psychographics of an influencer's audience. These are the metrics we use for such recommendations:

Profile Info	Number of followers Number of followings Number of posts Bio
Statistics	Total likes/comments/views Average number of likes/comments/views Min/max number of likes/comments/views Engagement rate
Audience Demographics	Audience country distribution Audience age/gender distribution Audience interests distribution
Interests	Top tags Top game mentions Brands mentions Topics of interest
Related users	Similar users Top commenters Most engaged users

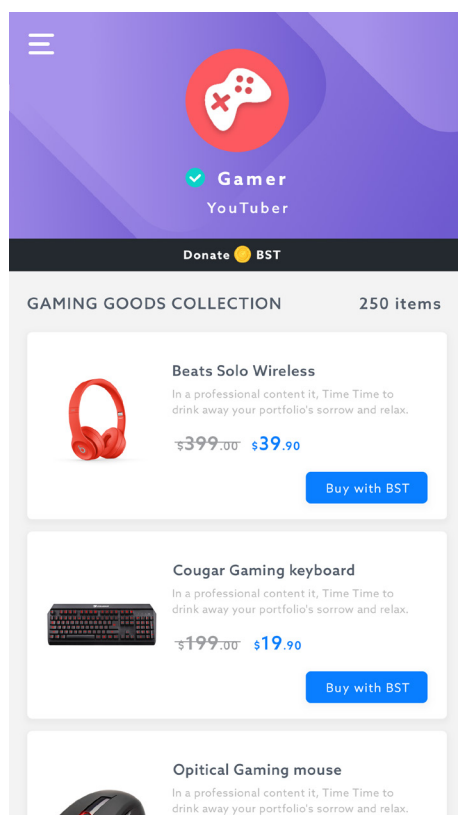
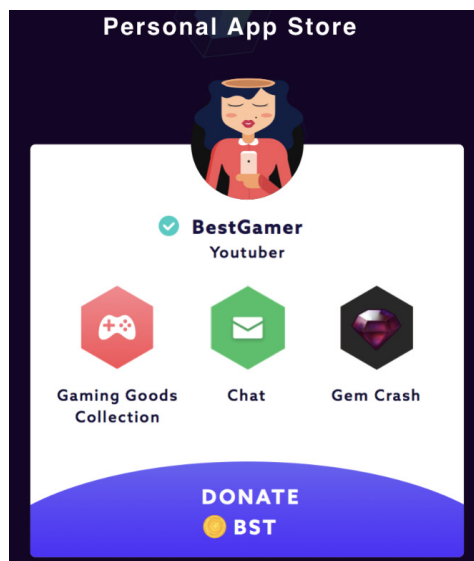
5. Product

Despite the complicated backend logic behind the BOOSTO platform, the user interface has to be straightforward and user friendly since it targets social media users and their audiences. As we discussed above, each influencer can choose different recommended dApps from the dApp store, and deploy into their own Personal Stores as shown in the graph below.

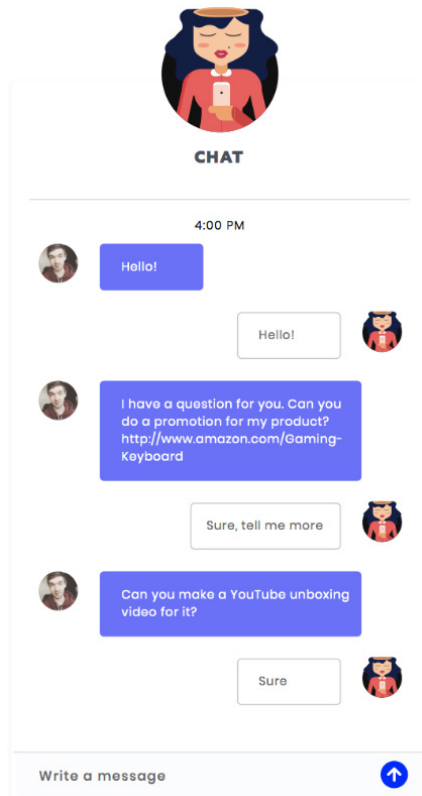


5.1. Influencer Store

For example, a YouTube game influencer can pick the following three dApps for his/her personal store: Gem Crush(Game), Game Goods Collection, and Chat Box



The Gaming Goods Collection can be a dApp focusing on selling the YouTuber's exclusive commodities. Fans can directly purchase these using fiat currency. However, if they choose to pay using BOOSTO Tokens, they will enjoy a substantial discount.



Chat Box will be another dApp that allows advertisers, fans, and anyone who is using the dApp to communicate with the influencer directly. They can tip the influencer with BOOSTO Tokens to increase the chance of receiving replies. They can also directly make offers to influencers.

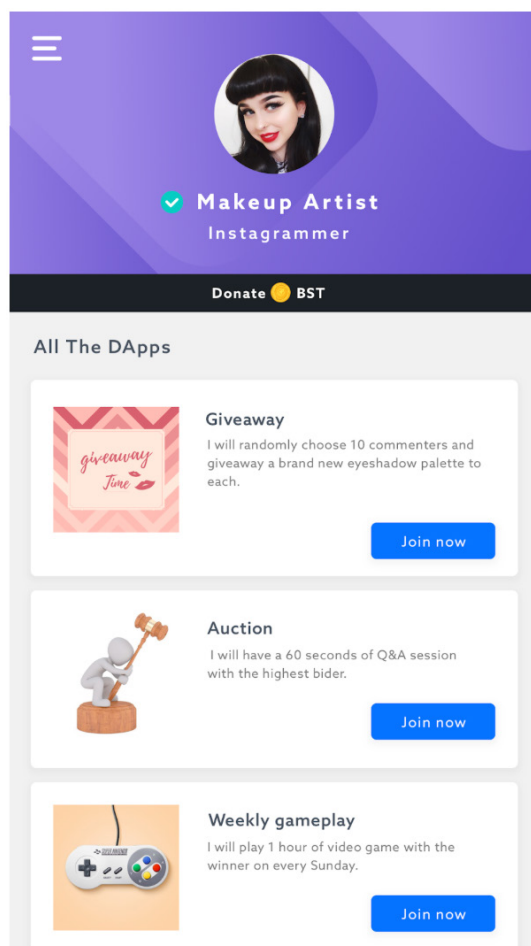


Gem Crush is a dApp game that allows influencers to play together with their fans. All the revenue generated through in-dApp purchases can be shared between developers and influencers.

Other Deployable dApps

When we build a blockchain based influencer Personal Store for social stars, blockchain developers also play an important role in this ecosystem. For example, if an influencer would like to run a Giveaway program in his/her Personal Store as an audience reward,, he/she can deploy this application from our secure dApp Store.

There will be customizable dApps that are built for specific influencers. There will also be generic functional dApps that can be used by all influencers. For example, there can be an auction app which allows real-time bidding for items in any Personal Store. This can provide an optional real-time bidding mechanism for dApp rankings in the influencer's Personal Store, since stars with large audiences will likely have large selections of dApps.



Blockchain developers can use the Boostinsider Big Data Platform (via REST APIs or our SDKs) and also the blockchain platform (BST Token and smart contracts) to develop various applications. We also will provide a secure market and connect developers, influencers, and brands together.

The above are sample ideas of dApps that can be developed on top of the BOOSTO protocol. It is important to emphasize that BOOSTO is a framework, and similar to iOS SDK, it provide tools and libraries to help developers easily build dApps.

For example, developers can also create a dApp that helps influencers to launch their own Token and tokenize their IPs.

5.2. Influencer Trading Platform & KOLO tokens

While the current product focus is to built up the dApps store, when BOOSTO matures, future developments such as a BOOSTO Influencer Trading Platform (ITP) could be developed where individual influencer Tokens are inter-traded.

A dApp can be downloaded for influencers when they reach a certain achievement, depending on follower count and Boost Score. This dApp will help influencers generate their own Tokens. These personalized Tokens will be known as KOLO Tokens ("KOLO Tokens"), which will be a more concrete representation of each influencer's brand, and gives influencers an increased sense of ownership. Technical aspects of the "KOLO Tokens" will be expanded upon in a future paper.

5.3. The Influencer Personal Store Management Portal

There are multiple roles in the Influencer Personal Store and each role has its own entry.

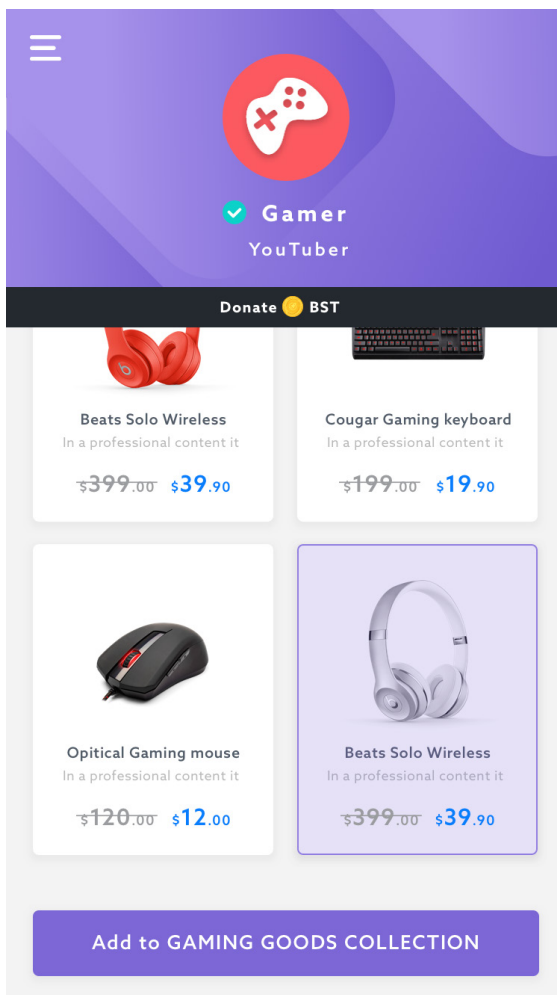
Product developers can:

- Upload their own design

- Check whether designs are chosen by influencers
- Tack sales records
- Receive fees for products that they created

Influencers can:

- View sales records
- Tack service orders (Choice to take up the offer/contract)
- Access the fan club ranks (leaderboard)
- Manage the personal store
- Communicate with fans



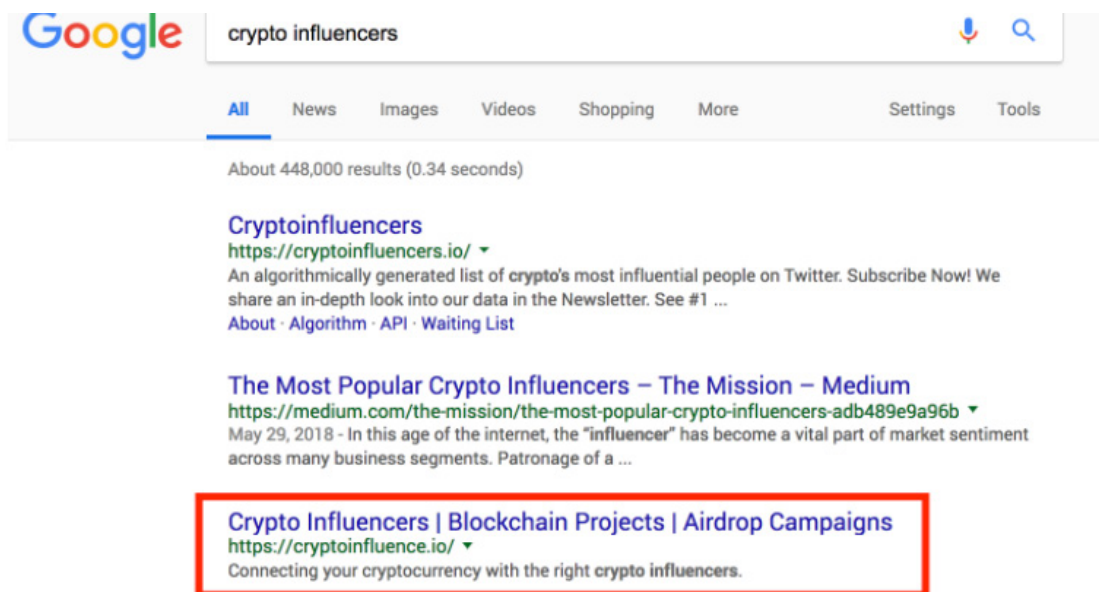
- Receive payments for products and services sold through their Personal Stores

Fans can:

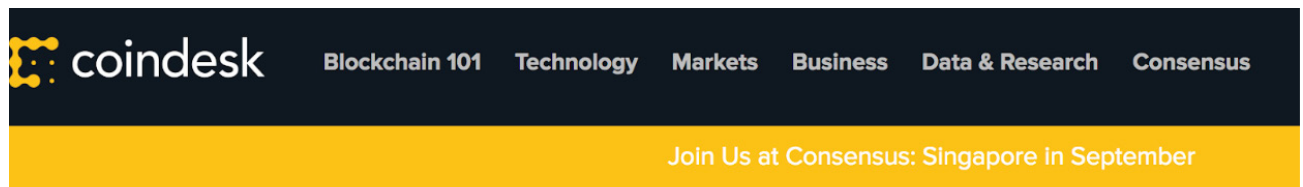
- Purchase influencer items and check order status
- Communicate with the influencer and the community
- Access the fan club ranking (leaderboard)

5.4. BOOSTO Community

Communities are one of the key components for a blockchain project to succeed. A strong community will not only accelerate the process for mass technology adoption, it will also help build a better and stronger Token economy. Knowing the magic and power of an influencer economy, BOOSTO created the world's first crypto influencer community, called CryptoInfluence, back in January 2018. It started with only 60 but has grown into a community of more than 500 crypto influencers boasting more than 4 million followers in just a few months. All of these folks are active crypto evangelists and advocates in the community, providing the most influential opinions in the crypto space.



In order to strengthen the ties between individual influencers in the community and the BOOSTO project, we hosted the world's first cryptoinfluencer summit in New York. This epic event turned into one of the iconic moments in the crypto space. Famous Rapper MIMS and other top-tier crypto influencers like Coin Mastery, Crypt0, and Crypto Crow attended and shared their valuable insights regarding the evolution of the industry. The Crypto Influence Summit was covered in more than 30 top blockchain media outlets and community news sources; furthermore, CryptoInfluence ranked No.3 in Google search result for keywords like "crypto influencers," and the BOOSTO project itself was broadcasted by more than 40 crypto influencers, influencing more than 10,000 enthusiasts. CryptoInfluence now has the highest sign up and engagement rate among all the community platforms. Users are encouraged to interact and donate Tokens to crypto influencers.



Search results for "boosto"



Rapper Mims to Promote 'Tune' Token for Artists

May 10, 2018 at 16:30 | Nikhilesh De

Award-winning rapper Mims is to talk about his new artist-focused blockchain project, and perform, at a crypto event this month.

While building a top-notch influencer community, we are also actively partnering up with different pioneers around the globe to enhance our presence and further the cause.

6. Team & Advisors

6.1 Core team members



Heidi Yu, CEO, serial entrepreneur. MBA graduate from Seattle University. After exiting ecommerce platform Pocomaru, she founded Boostinsider at the end of 2014.



Chen Wang, CTO/Crypto Design Architect of BOOSTO. 12 year former WalmartLabs principal engineer and served in Microsoft cloud computing for six years. Computer Science master degrees from Shanghai Jiaotong University and University of North Carolina at Chapel Hill with twelve years of working experience.



Rock Zhang, Head of product, Graduate from Stanford GSB. Former 360 Anchorfree senior product manager and Apus oversea BD director with 12 years of working experience.



Adam Charles, Campaign Manager, former country manager for Adways USA.



Reza Bakhshandeh, Crypto Design Architect/Blockchain Developer and AI/Big Data Expert. Software Engineering bachelor's and AI master's degrees from Shiraz University, Inventor of patent US9489401B1 with 14 years of working experience

Team member

Mahdi Heydari, Senior Algorithm Engineer/BlockChain developer. Computer Science graduated from Shiraz University with 12 years of working experience.

Yi Hong, Data Scientist, Computer Science PhD from UCLA, Bachelor from Shanghai Jiaotong University. Former Data Science Tech Lead at AppDynamics(Acquired by Cisco) and staff machine learning engineer from Walmartlabs with five years of working experience.

Shunran Jia, Senior Software Engineer/Blockchain Developer. Computer Science bachelor degree from Hunan University with 5 years of working experience.

Wen Nie, Frontend Developer. Bachelor degree from Sichuan University with 3 years of working experience.

Jinchun Xia, Full Stack Developer Bachelor degree from Dongruan University

with 3 years of working experience.

6.2 Advisors



Paul Veradittakit, Partner at Pantera Capital and focuses on the firm's venture capital and hedge fund investments. Pantera Capital is the earliest and largest institutional investor in digital currencies and blockchain technologies, managing over \$1B.



Andy Tian, CEO of Asia Innovations Group. Successful serial entrepreneur (AIG, his fourth startup). Previously general manager of Zynga China and while at Google, introduced Android to China. MIT BS & MA degrees in computer science.



Danny Yang, CEO of Blockseer. One of the earliest pioneer in blockchain technology. Artificial intelligence veteran. AML expert. Inventor. Serial entrepreneur: like.com, Maicoi n, ScoreData, and Seravia. Harvard BS and Stanford Ph.D. degrees.



Mark Mai, a serial entrepreneur and a pioneer in China's venture investment field. He started his venture capital career back in the mid 90's and co-founded Shanghai Pudong Ventures, one of China's first venture capital firms. He was also the venture partner of DFJ Dragon fund in Silicon Valley in the early 2000s.



Addison Huegel, a communications and marketing specialist with a degree in Physics from UC Berkeley. He previously worked with the Ethereum Foundation and DEVCON1.



Melody He, founder of Spartan Group, a blockchain advisory and investment fund. She was an early investor in TenX and strategic advisor to Gifto and Appcoins.



Matthew Liu, CEO/Cofounder of Origin, was the 3rd PM at YouTube (acquired by Google) and VP PM at Qwiki (acquired by Yahoo) and Bonobos (acquired by Walmart). He has an MS and BS from Stanford.

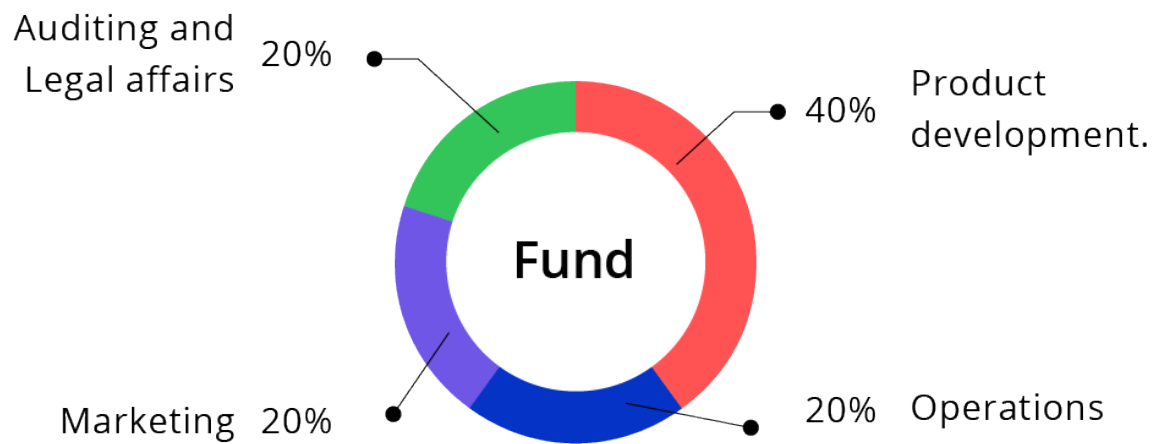


Josh Fraser, Cofounder of Origin, started coding at the age of 10. Prior to Origin, he co-founded three other venture-backed companies: EventVue, Torbit (acquired by Walmart Labs) & Forage.



Crypto Bobby, A popular key opinion leader within the crypto community, who in just half a year managed to grow his YouTube channel to over 5 million views & 150 thousand subscribers.

7. Allocation of resources



8. Project milestone



OCTOBER 2017

Launch of SocialBook.io - The world's most advanced influencer search engine.



Q1 2018

Product design and concept validation.



Q2 2018

Launch of SocialBook DApp built on BOOSTO protocol, and participation of 10 selected influencers.



Q3 2018

BOOSTO Wallet beta launch, supporting major blockchains like Ethereum and Bitcoin



Q4 2018

BOOSTO protocol beta launch, allowing 3rd party DApps.



Q2 2019

BOOSTO protocol official launch, open to 350k influencers.



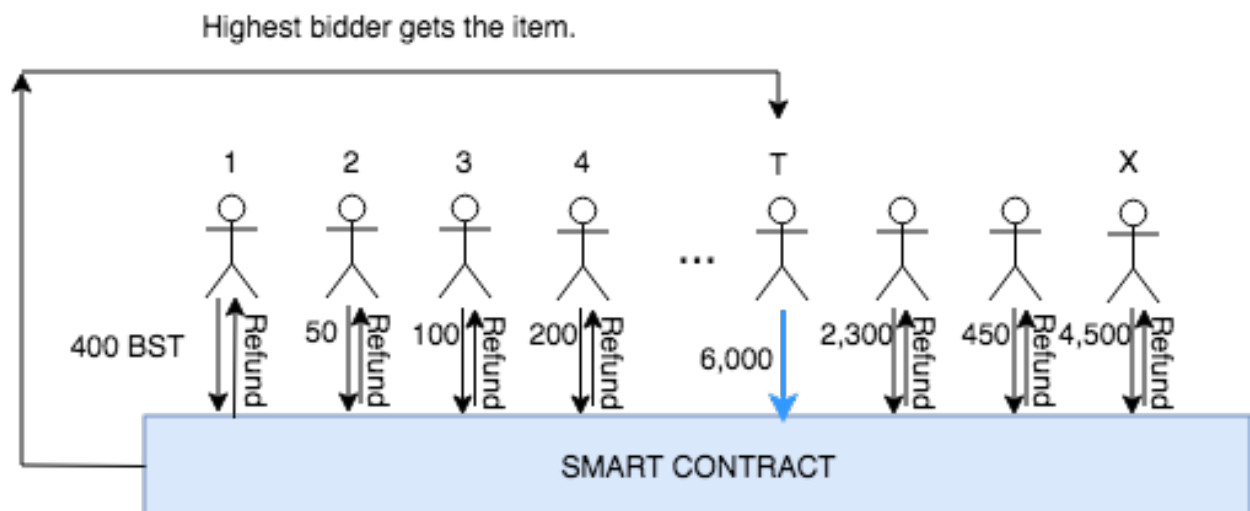
Q3-Q4 2019

Product iteration and expansion.

9. How DApps work on BOOSTO Platform

The goal of the BOOSTO dApp Store is to bridge the gap between developers and influencers. Developers can use BOOSTO SDK to develop various dApps and add them to the dApp Store. In addition, influencers can customize and deploy dApps found on the dApp Store and immediately utilize them. Developers also can use the dApp Store to invite influencers to join their dApps and gain additional funds. This section details each process flow for the different examples of dApps.

9.1. Auctions Platform (Goods and Services)



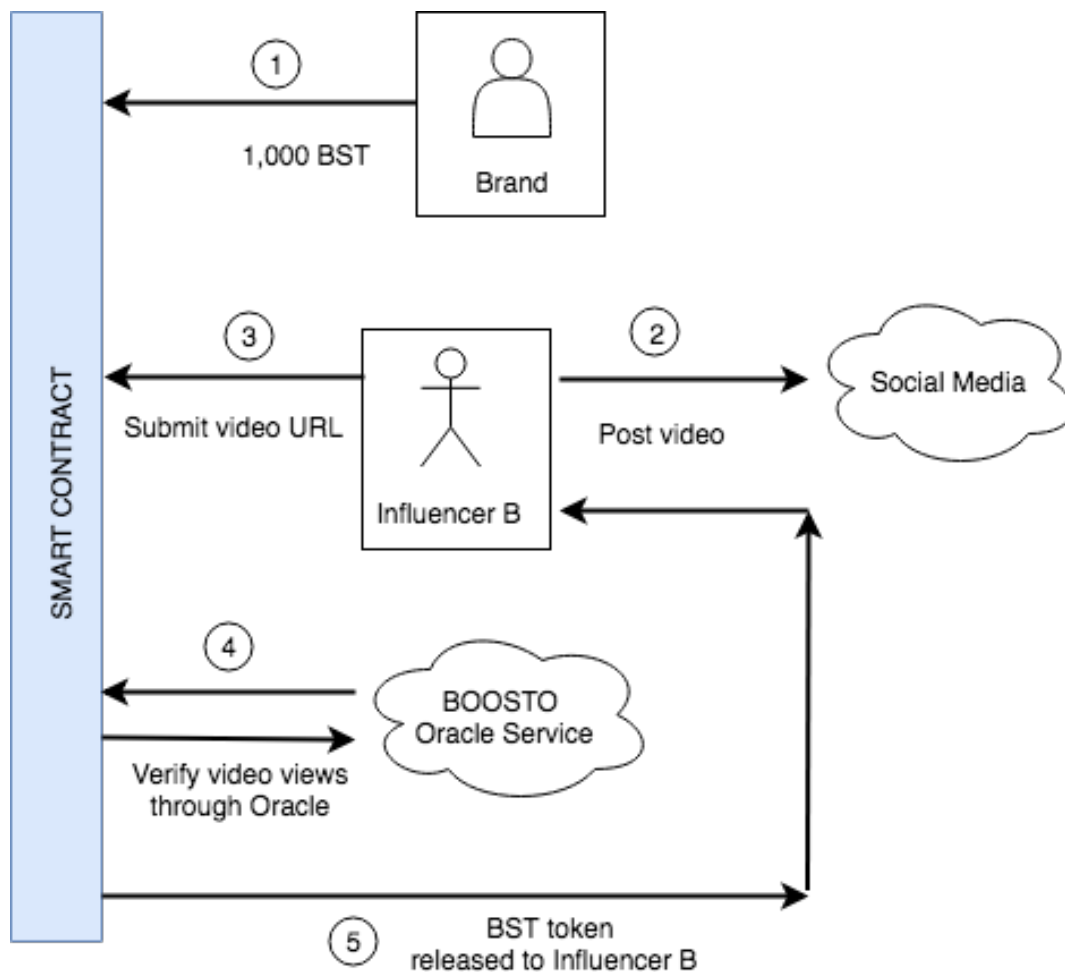
Rare auctionable items, e.g. one hour of gameplay with [Pewdiepie](#)

Notes

- Each user can bid on the item with a different amount of Tokens.
- When the auction ends, the highest bidder (T in the graph) will receive this item.
- All other bidders are refunded.
- The winner can choose to materialize the item, or sell it again on the Influencer Trading Platform.

9.2. Performance-Based Advertisement Smart Contract

Brands buy one sponsored video from Influencer B with 1,000 BOOSTO Tokens(BST). Once the video reaches 10,000 views at the end of seven days, payment will be made. If the number of views is less than 100, no payment will be made. Otherwise, proportional payments will be granted based on number of views.



Notes:

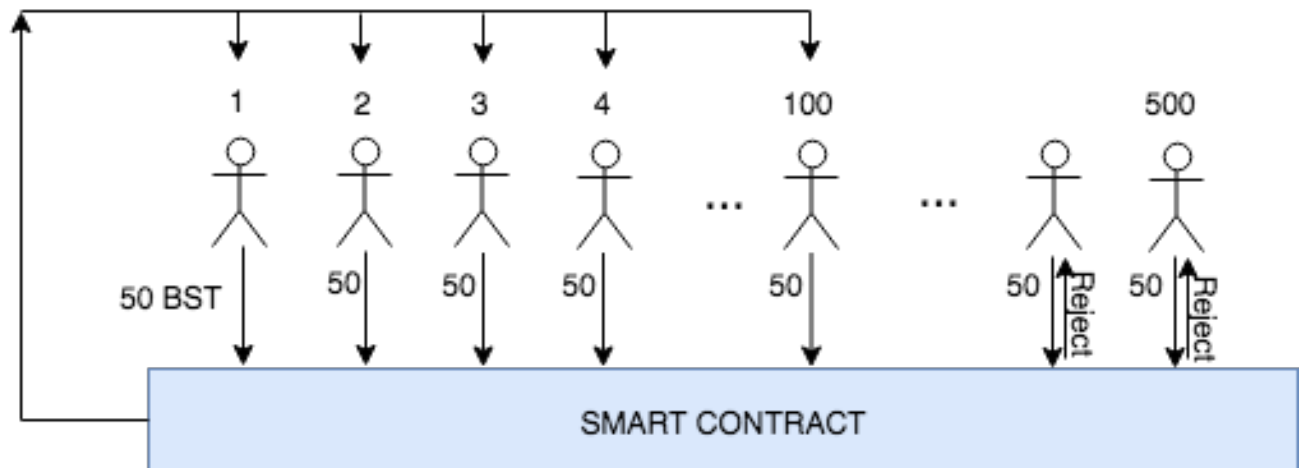
- Brand transfers 1,000 BST. Tokens held in escrow status on smart contract.
- Influencer B then starts producing video. Once video is approved by the brand, Influencer B posts this video on his/her channel (e.g. YouTube)
- Influencer B submits the video URL to smart contract.

- Once seven days has passed, smart contract will communicate with BOOSTO oracle services to validate the number of views for this post.
- Depending on the number of views, Tokens will then be released to Influencer B's wallet automatically (or be refunded to brand if the result is not satisfactory).

There are unlimited ways for influencers to interact with brands and audiences within their influencer personal stores. In fact, an influencer's personal store is an open platform that allows them to deploy different dApps into their stores. All the above use cases are just samples of dApps: some can be developed by BOOST Labs, many others will be contributed by developers around the world. BOOSTO as a platform will provide a development framework for engineer to create various social media dApps and allow influencers to choose different dApps from the Store and deploy to their Personal Stores.

9.3. Purchase of Limited Edition Products

Limited edition products, e.g. 100 units of a t-Shirt with an influencer's signature, each costs 50 BST, with an expiration date of X



Notes:

- All users try to purchase one t-shirt by sending 50 BOOSTO Tokens (BST) to the influencer.
- The first 100 transactions will be recorded on smart contract.
- When 100 shirts are sold out, or the expiry date is reached, purchases will be end, and the "t-shirt" receipt will go into the first 100 users' wallets. All other transactions will be rejected.
- The brand is responsible for logistics such as shipping and customer service.

Brands and influencers will be able to negotiate on the sales terms. Once established, the terms will be coded into smart contract and deployed on blockchain. When conditions are matched, such as when 100 shirts are sold out, or an expiration date is reached, each party will respectively receive its Token share.

An example of the how the Tokens might flow between the stakeholders:

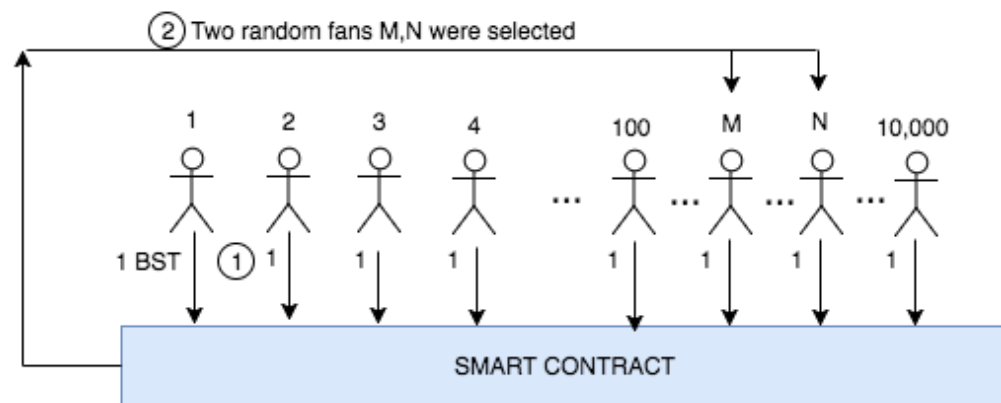
For physical products that are purchasable in BST Token, the BOOSTO platform

will receive 5% of the total Token spent. For digital products, the BOOSTO platform will receive a 10% commission cut. In the case of digital products, such as an in-game character skin, game developers would need a buyer's in-game ID and can directly award the character skin to him or her once the transaction is complete.

9.4. Giveaway Programs

Influencer C runs a giveaway program for 1,000 fans. Each fan needs to pay one BST to enter the program. Two random winners will receive an iPhone.

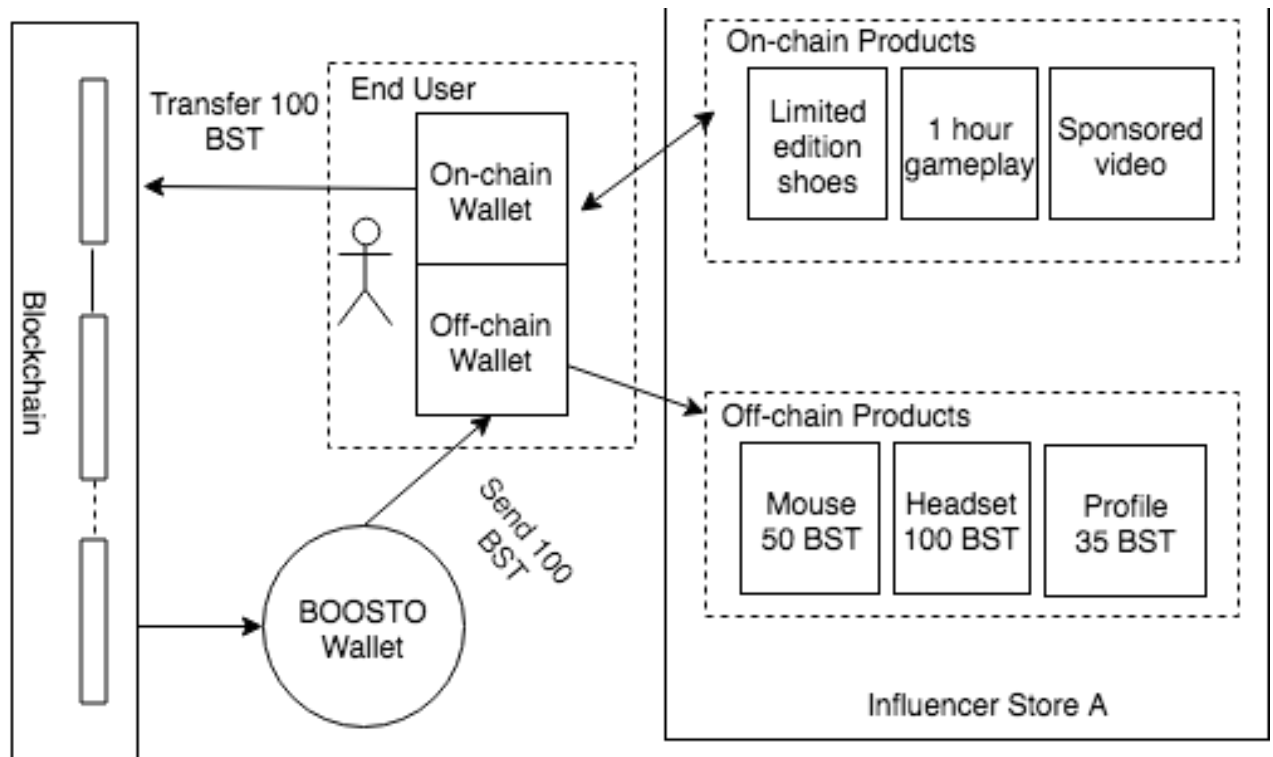
Giveaway is another common way for influencers to interact with their fans. Currently all such programs are either conducted offline by influencers, or through other centralized web services in a non-transparent way. Within BOOSTO platform, all the rules are programmed into smart contract, which ensures the transparency and fairness of these programs.



Notes:

- Each fan can transfer 1 BST to the influencer through smart contract.
- Once there are 10,000 participants, any other Token transfers will be automatically rejected.
- Two random fans (M and N) will be selected, and "iPhone" receipt will go into their accounts.

9.5 Transactions



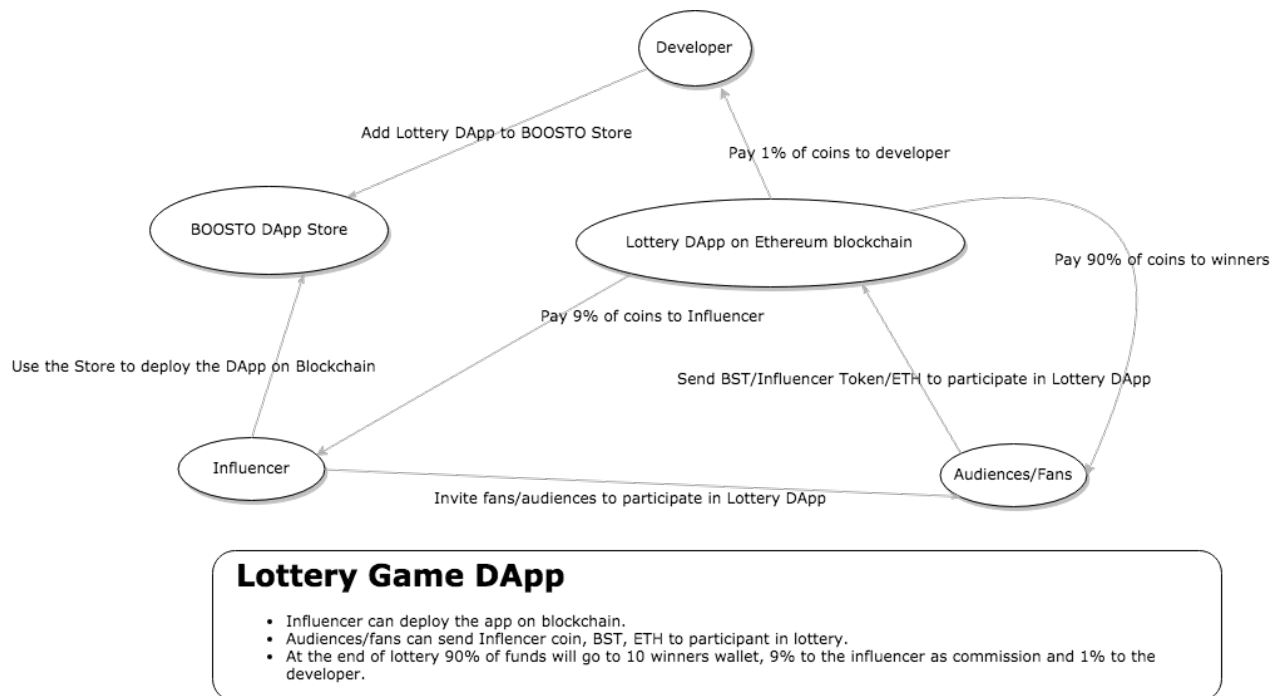
Off-chain transactions aim for simple communications that only involve two parties and need real-time responses. Items involved have fixed prices. For example, when one brand purchases an influencer's demographics data, the brand would want to view the data in real-time, once payment is made. This operation is better performed off-chain for a smooth user experience. Off-chain transactions can also save in gas costs, since Influencer Personal Stores are built upon Ethereum blockchain and each on-chain transaction involves a certain amount of gas. If one brand wants to view the demographics data of 100 influencers, instead of performing 100 on-chain transactions and paying the gas cost for 100 transactions, it is better to allow the brand to deposit Tokens first to the BOOSTO platform, pay a one time gas fee, and then the BOOSTO platform allocates corresponding virtual coins into an account. The brand can then directly transfer virtual coins without any gas costs.

Most transactions in Influencer Personal Stores will be on-chain, regulated by ethereum smart contracts. Let's examine some of the on-chain products in detail.

9.6 DApp examples

1- Lottery Game dApp

The influencer can deploy the dApp and run a lottery game on blockchain and invite their fans to participate in the game.



2- Coin Award dApp

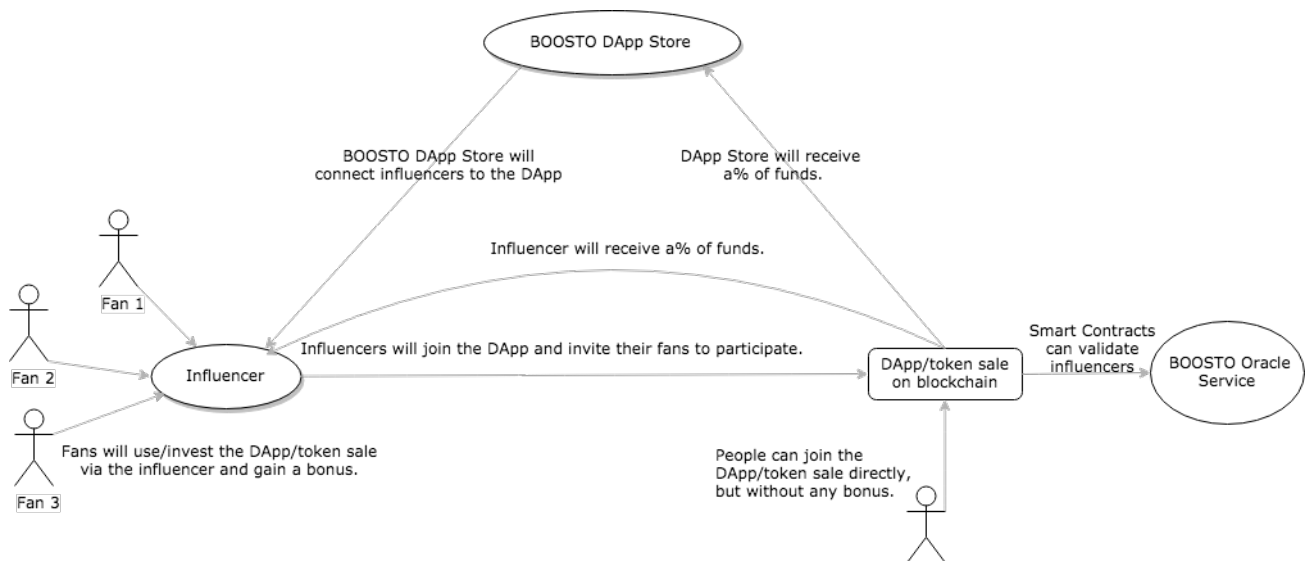
The Influencer can deploy the dApp to award coins to his/her fans. Fans/ audiences will participate in the game and the dApp will send some BST Tokens to the winners. The influencer can also send coins to a developer's wallet as a donation.

3- Influencer Marketing for dApps/Token sale

DApps and Token sale events can use influencer marketing to grow their community. For example, a Token sale event can define a role for influencers and allow them to invite fans to participate in the Token sale and receive various awards. All the rules will be defined clearly in the smart contract and influencers

and fans (investors) will receive their shares.

BOOSTO SDK will provide tools and libraries for developing these kinds of applications and the BOOSTO dApp Store will help developers invite influencers to join their community.



Influencer Marketing for DApp/token sale

- Developers can use BOOSTO SDK to develop DApps and Smart Contracts that are supporting Influencer Marketing.
- Influencer can join the DApp and invite their fans/audience to participate in the DApp/token sale.
- The Smart Contract can use BOOSTO Oracle Services to validate influencers.
- Fans/Audience will participate in the DApp/token sale and gain some awards.

RIDER A

IMPORTANT: YOU MUST READ THE FOLLOWING DISCLAIMER IN FULL BEFORE CONTINUING

The sale ("**Token Sale**") of the BOOSTO Token ("**Tokens**"), the exchange medium for participants on the BOOSTO platform as detailed in this whitepaper ("**Whitepaper**") is only intended for, made to or directed at, only certain persons. Moreover, this Whitepaper is not a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment, or a solicitation for any form of investment in any jurisdiction. No regulatory authority has examined or approved of any of the information set out in this Whitepaper. This Whitepaper has not been registered with any regulatory authority in any jurisdiction.

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to Boost Labs Pte. Ltd. (Singapore company registration number: 201801417R) (the "**Project Company**") and BOOST Labs Co. Ltd (BVI Company No.: [1969798]) (the "**Token Issuer**") that:

- (a) you are not located in the People's Republic of China and you are not a citizen or resident (tax or otherwise) of, or domiciled in, the People's Republic of China;
 - (b) you are not located in the United States of America and you are not a citizen, resident (tax or otherwise) or green card holder of, or domiciled in, the United States of America, unless you are a U.S. Qualified Person (as defined herein);
 - (c) you are not located in a jurisdiction where the Token Sale is prohibited, restricted or unauthorized in any form or manner whether in full or in part under its laws, regulatory requirements or rules;
 - (d) you agree to be bound by the limitations and restrictions described herein;
- and

(e) you acknowledge that this Whitepaper has been prepared for delivery to you so as to assist you in making a decision as to whether to purchase the Tokens.

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This Whitepaper in current form is being circulated for general information and to invite investor feedback only on the BOOSTO platform as presently conceived, and is subject to review and revision by the directors of the Token Issuer and/or the Project Company, the advisers, and/or legal advisers of the Token Issuer and/or the Project Company. Please do not replicate or distribute any part of this Whitepaper without this note in accompaniment. No part of this Whitepaper is intended to create legal relations between a recipient of this Whitepaper or to be legally binding or enforceable by such recipient against the Token Issuer and/or the Project Company. An updated version of this Whitepaper may be published on a date to be determined and announced by the Token Issuer and/or the Project Company in due course.

PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED "DISCLAIMER OF LIABILITY", "NO REPRESENTATIONS AND WARRANTIES", "REPRESENTATIONS AND WARRANTIES BY YOU", "CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS", "THIRD PARTY INFORMATION AND NO CONSENT OF OTHER PERSONS", "TERMS USED", "NO ADVICE", "NO FURTHER INFORMATION OR UPDATE", "RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION", "NO OFFER OF INVESTMENT OR REGISTRATION", "PREVAILING LANGUAGE" AND "RISKS AND UNCERTAINTIES" CAREFULLY.

IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).

The Tokens are not intended to constitute securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment, or a solicitation for any form of

investment in any jurisdiction.

This Whitepaper does not constitute or form part of any opinion or any advice to acquire, sell, or any solicitation of any offer by the Project Company or the Token Issuer to acquire any Tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

The proceeds from the sale of the Tokens will be deployed to support ongoing development and growth of the BOOSTO platform, business development, marketing and compliance activities.

No person is bound to enter into any contract or binding legal commitment in relation to the acquisition of Tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper.

Any agreement as between the Token Issuer and you as a participant in the Token Sale, and in relation to any purchase of Tokens, is to be governed by only a separate document setting out the terms and conditions (the **"Token Sale Terms"**) of such agreement. In the event of any inconsistencies between the Token Sale Terms and this Whitepaper, the former shall prevail.

PLEASE NOTE THAT THE TOKEN ISSUER WILL NOT OFFER OR SELL TO YOU, AND YOU ARE NOT ELIGIBLE TO PURCHASE ANY TOKENS IN THE TOKEN SALE IF: (A) YOU ARE LOCATED IN THE PEOPLE'S REPUBLIC OF CHINA OR IF YOU ARE A CITIZEN OR RESIDENT (TAX OR OTHERWISE) OF, OR DOMICILED IN, THE PEOPLE'S REPUBLIC OF CHINA; (B) YOU ARE LOCATED IN THE UNITED STATES OF AMERICA OR IF YOU ARE A CITIZEN, RESIDENT (TAX OR OTHERWISE) OR GREEN CARD HOLDER OF, OR DOMICILED IN, THE UNITED STATES OF AMERICA, UNLESS YOU ARE A U.S. QUALIFIED PERSON; OR (C) SUCH TOKEN SALE IS PROHIBITED, RESTRICTED OR UNAUTHORIZED IN ANY FORM OR MANNER WHETHER IN FULL OR IN PART UNDER THE LAWS, REGULATORY REQUIREMENTS OR RULES IN ANY JURISDICTION APPLICABLE TO YOU, AT THE TIME OF YOUR INTENDED PURCHASE OR PURCHASE OF THE TOKENS IN THE TOKEN SALE. No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under

the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, and the BOOSTO platform. Please refer to the section entitled “Risks and Disclosures” set out at the end of this Whitepaper.

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted.

No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled “Disclaimer of Liability”, “No Representations and Warranties”, “Representations and Warranties By You”, “Cautionary Note On Forward-Looking Statements”, “Third Party Information and No Consent of Other Persons”, “Terms Used”, “No Advice”, “No Further Information or Update”, “Restrictions On Distribution and Dissemination”, “No Offer of Investment Or Registration”, “Prevailing Language” and “Risks and Uncertainties”.

DISCLAIMER OF LIABILITY

To the maximum extent permitted by the applicable laws, regulations and rules, the Project Company and/or the Token Issuer shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

NO REPRESENTATIONS AND WARRANTIES

The Project Company and the Token Issuer do not make or purport to make, and hereby disclaim, any representation, warranty or undertaking in any form

whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this Whitepaper.

REPRESENTATIONS AND WARRANTIES BY YOU

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to the Project Company and the Token Issuer as follows:

(a) you agree and acknowledge that the Tokens do not constitute securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment in any jurisdiction;

(b) you are not:

(i) located in the People's Republic of China or a citizen or resident (tax or otherwise) of, or domiciled in, the People's Republic of China;

(ii) located in the United States of America or a citizen, resident (tax or otherwise) or green card holder of, or domiciled in, the United States of America, unless you are a U.S. Qualified Person (as defined herein); OR

(iii) located in a jurisdiction where the Token Sale is prohibited, restricted or unauthorized in any form or manner whether in full or in part under the laws, regulatory requirements or rules in such jurisdiction;

(c) if you are located in the United States of America or a citizen, resident (tax or otherwise) or green card holder of, or domiciled in, the United States of America, you are a "U.S. Qualified Person", being a person (being either an individual or legal entity or a person, including without limitation a governmental authority) who is an "Accredited Investor" as defined in Rule 501(a) of Regulation D under the U.S. Securities Act of 1933, as may be modified, amended or supplemented from time to time;

(d) you are not a citizen or resident of any jurisdiction in which either the purchase of, receipt, or holding of Tokens is prohibited, restricted, curtailed,

hindered, impaired or otherwise adversely affected by any applicable law, regulation or rule;

(e) none of you or (and in the case of a corporation) any of your subsidiaries (if any), any of your directors or officers nor, any of your employees, agents or any other person acting on behalf of your or any of your Subsidiaries is an individual or entity that is, or is owned or controlled by an individual or entity that:

(i) is listed by the Monetary Authority of Singapore ("MAS") as designated individuals or entities defined in the respective regulations promulgated under the Monetary Authority of Singapore Act (Chapter 186) of Singapore, the United Nations Act (Chapter 339) of Singapore or the Terrorism (Suppression of Financing) Act (Chapter 325) of Singapore or such other law, regulation or rule as may be prescribed by the MAS from time to time;

(ii) is currently the subject of any sanction administered by the United States Office of Foreign Assets Control of the United States Department of the Treasury ("OFAC") or any other United States government authority, is not designated as a "Specially Designated National" or "Blocked Person" by OFAC or subject to any similar sanctions or measures imposed or administered by the United Nations Security Council, the European Union, Her Majesty's Treasury of the United Kingdom or similar sanctions administered or imposed by the government of Singapore or any other country (collectively, the "Sanctions");

(iii) is located, organised or resident in a country or territory that is the subject of such Sanctions (including, without limitation, the Democratic People's Republic of Korea, the Democratic Republic of Congo, Eritrea, Iran, Libya, Somalia, South Sudan, Sudan and Yemen); or

(iv) has engaged in and is not now engaged in any dealings or transactions with any government, person, entity or project targeted by, or located in any country or territory, that at the time of the dealing or transaction is or was the subject of any Sanctions;

(f) none of: (i) you; (ii) any person controlling or controlled by you; (iii) if you are a privately-held entity, any person having a beneficial interest in you; or (iv) any person for whom you are acting as agent or nominee in connection with your participation in the Token Sale is a senior foreign political figure, or any immediate family member or close associate of a senior foreign political figure, as such terms are defined below;

(g) you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in a business trust, units in a collective investment scheme or any other form of investment in any jurisdiction, or a solicitation for any form of investment, and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;

(h) you acknowledge and understand that no Token should be construed, interpreted, classified or treated as enabling, or according any opportunity to, tokenholders to participate in or receive profits, income, or other payments or returns arising from or in connection with the Tokens or the proceeds of the Token Sale, or to receive sums paid out of such profits, income, or other payments or returns;

(i) you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;

(j) you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the Token Sale, or future trading of Tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Project Company, the Token Issuer, the Tokens, the Token Sale, and the BOOSTO platform;

(k) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to the Project Company and/or the Token Issuer;

(l) you agree and acknowledge that in the case where you wish to acquire any Tokens, Tokens, Tokens are not to be construed, interpreted, classified or treated as:

- (i) any kind of currency other than cryptocurrency;
- (ii) debentures, stocks or shares issued by any person or entity;
- (iii) rights, options or derivatives in respect of such debentures, stocks or shares;
- (iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
- (v) units in a collective investment scheme;
- (vi) units in a business trust;
- (vii) derivatives of units in a business trust; or
- (viii) any form of investment;

(m) you are legally permitted to participate in the Token Sale and all actions contemplated or associated with such participation, including the holding and use of Tokens;

(n) the amounts that you use to acquire the Tokens were not and are not directly or indirectly derived from any activities that contravene the laws and regulations of any jurisdiction, including anti-money laundering laws and regulations;

(o) if you are a natural person, you are of sufficient age and capacity under the applicable laws of the jurisdiction in which you reside and the jurisdiction of which you are a citizen to participate in the Token Sale;

(p) you are not obtaining or using Tokens for any illegal purpose;

(q) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology, and smart contract technology;

(r) you are fully aware and understand that in the case where you wish to purchase any Tokens, there are risks associated with the Project Company and the Token Issuer and their business and operations, Tokens, the Token Sale, and the BOOSTO platform;

(s) you bear the sole responsibility to determine what tax implications a purchase of Tokens may have for you and agree not to hold the Project Company, the Token Issuer and/or any other person involved in the Token Sale liable for any tax liability associated with or arising therefrom;

(t) you agree and acknowledge that the Project Company and the Token Issuer are not liable for any direct, indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you;

(u) you waive the right to participate in a class action lawsuit or a class wide arbitration against the Project Company, the Token Issuer and/or any person involved in the Token Sale and/or with the creation and distribution of Tokens; and

(v) all of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession of this Whitepaper or such part thereof (as the case may be).

CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by the Project Company and/or the Token Issuer or their respective directors, executive officers or employees acting on behalf of the Project Company and/or the Token Issuer (as the case may be), that are not statements of historical fact, constitute "forward-looking statements". Some of these statements can be identified by forward-looking terms such as "aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "probable", "project", "should", "would", "will" or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding the Project Company and/or the Token Issuer's business strategies, plans and prospects and the future prospects of the industry which the Project Company and/or the Token Issuer is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to the Project Company and/or the Token Issuer's prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding the Project Company and/or the Token Issuer are matters that are not historic facts, but only predictions.

These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of the Project Company and/or the Token Issuer to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others:

- (a)** changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which the Project Company and/or the Token Issuer conduct their business and operations;
- (b)** the risk that the Project Company and/or the Token Issuer may be unable to execute or implement its business strategies and future plans;

(c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;

(d) changes in the anticipated growth strategies and expected internal growth of the Project Company and the BOOSTO platform;

(e) changes in the availability and fees payable to the Project Company in connection with its businesses and operations or in the BOOSTO platform;

(f) changes in the availability and salaries of employees who are required by the Project Company and/or the Token Issuer to operate their business and operations;

(g) changes in preferences of users of the BOOSTO platform;

(h) changes in competitive conditions under which the Project Company operates, and the ability of the Project Company to compete under such conditions;

(i) changes in the future capital needs of the Project Company and the availability of financing and capital to fund such needs;

(j) war or acts of international or domestic terrorism;

(k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of the Project Company and/or the Token Issuer;

(l) other factors beyond the control of the Project Company and/or the Token Issuer; and

(m) any risk and uncertainties associated with the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, and

the BOOSTO platform.

All forward-looking statements made by or attributable to the Project Company, the Token Issuer and/or persons acting on behalf of the Project Company and/or the Token Issuer are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of the Project Company and/or the Token Issuer to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.

None of the Project Company, the Token Issuer or any other person represents, warrants, and/or undertakes that the actual future results, performance or achievements of the Project Company and/or the Token Issuer will be as discussed in those forward-looking statements. The actual results, performance or achievements of the Project Company and/or the Token Issuer may differ materially from those anticipated in these forward-looking statements.

Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of the Project Company and/or the Token Issuer.

Further, the Project Company and the Token Issuer disclaim any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

THIRD PARTY INFORMATION AND NO CONSENT OF OTHER PERSONS

This Whitepaper includes information obtained from various third party sources ("**Third Party Information**"). None of the publishers of Third Party Information has consented to the inclusion of Third Party Information in this Whitepaper and is therefore not liable for Third Party Information. While reasonable action has been

taken to ensure that Third Party Information has been included in their proper form and context, neither the Project Company and the Token Issuer nor their respective directors, executive officers, and employees acting on its behalf, has independently verified the accuracy, reliability, completeness of the contents, or ascertained any applicable underlying assumption, of the relevant Third Party Information. Consequently, neither the Project Company and the Token Issuer nor their respective directors, executive officers and employees acting on their behalf makes any representation or warranty as to the accuracy, reliability or completeness of such information and shall not be obliged to provide any updates on the same.

TERMS USED

To facilitate a better understanding of the Tokens being the subject of the sale conducted by the Token Issuer, and the business and operations of the Project Company and the Token Issuer, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.

NO ADVICE

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding the Project Company, the Token Issuer, the Tokens, the Token Sale, or the BOOSTO platform. You should consult your own legal, financial, tax or other professional adviser regarding the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, and the BOOSTO platform. You should be aware that you may be required to

bear the financial risk of any purchase of Tokens for an indefinite period of time.

NO FURTHER INFORMATION OR UPDATE

No person has been or is authorised to give any information or representation not contained in this Whitepaper in connection with the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, or the BOOSTO platform, if given, such information or representation must not be relied upon as having been authorised by or on behalf of the Project Company or the Token Issuer. The Token Sale shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of the Project Company and/ or the Token Issuer or in any statement of fact or information contained in this Whitepaper since the date hereof.

RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION

The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements, and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to the Project Company and the Token Issuer.

Persons to whom a copy of this Whitepaper has been distributed or disseminated, provided access to or who otherwise have the Whitepaper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

NO OFFER OF INVESTMENT OR REGISTRATION

This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in

a business trust, units in a collective investment scheme or any other form of investment, or a solicitation for any form of investment in any jurisdiction. No person is bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

PREVAILING LANGUAGE

The English language version of this Whitepaper is the only official version in force. If there is any inconsistency between this Whitepaper and other translations of this Whitepaper, the English version of this Whitepaper shall prevail. You acknowledge and agree that any translation you may have reviewed or which may have been made available to you is for your reference only and are not certified by the Project Company or the Token Issuer. Names of any laws and regulations, governmental authorities, institutions, natural persons or other entities which have been translated into English and included in this Whitepaper and for which no official English translation exists are unofficial translations for your reference only.

RISKS AND UNCERTAINTIES

Prospective purchasers of Tokens should carefully consider and evaluate all risks and uncertainties associated with the Project Company and the Token Issuer and their business and operations, the Tokens, the Token Sale, and the BOOSTO platform, all information set out in this Whitepaper and the Token Sale Terms prior to any purchase of the Tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of the Project Company and/or the Token Issuer could be materially

and adversely affected. In such cases, you may lose all or part of the value of the Tokens.