

# Executive Summary

## About the HIPE

The HIPE is an innovative ecosystem for business and personal interaction with many useful functions for business and ordinary users. The main advantages of the product are:

- effective solutions for business B2B and B2C;
- possibility to work, have fun, make payments, communicate in chat rooms and social networks in a single convenient multi-functional area with its own crypto currency and cloud storage;
- availability of a marketplace with the opportunity to pay for goods and services with HIT tokens;
- innovative solutions of such modules as Business cards and Public calendars for optimal business interaction and for private life;
- multi-accountability – one user in the application can have as many business cards as he needs;
- open API with a designer for integration of external services.

## Problem

The number of applications that solve a particular problem is constantly growing, and there are no integrated approaches, especially for business, in the application market. The main disadvantages of applications:

- a small number of functions;
- lack of multipurpose solutions for business and personal communication, interaction of B2B and B2C companies with customers;
- the inability to integrate with third-party services that the user needs;
- the use of generally outdated approaches to business and private communication disregarding the globalization and the need to erase language and other barriers.

## The target audience

The target audience of the HIPE is all the users of applications. Its advantages will be appreciated by ordinary and corporate users – B2B and B2C companies. Innovative ecosystem:

- brings to a new level business and personal interaction between companies, customers, private users, eliminates the use of paper business cards and promotional products. In the HIPE, this is all stored electronically and can be transferred to a partner in one click;
- improves the business and personnel management;

- through the Marketplace helps companies and business which are integrated into the ecosystem to develop powerfully;
- provides users with new tools to find and make payment for goods and services;
- creates new opportunities to apply social networks in business;
- removes language barrier.

## **Solution**

The developers came up with the idea to create a comprehensive ecosystem – an innovative application of a new generation with several dozens of unique services integrated into a single area with simple functionality. The eco-environment is opened through API and graphic designer for external integration, for interaction of users (companies and individuals) on the basis of smart contracts using internal currency (tokens) in payments. In the ecosystem, there created a marketplace with the option of payment in HIT tokens.

The ecosystem HIPE is a logical and intelligent assistant of a businessman and any user. It has a unique system of business cards and internal search, on-line translator into 50 languages, public calendar and marketplace for a multi-faceted, mutually beneficial and effective interaction of contacts. Many author's technical solutions of the HIPE developers have no analogues. The ecosystem uses unique innovations that create an unattainable before level of comfort and efficiency, privacy of personal space due to multiple accounts and protection of personal data.

The eco-environment erases all barriers between software products and services, business partners, companies and customers, between people. The HIPE can be integrated with any application and service, adapted to individual user requests. Companies B2B and B2C, using the HIPE, for the first time receive a tool for effective interaction with customers and partners. Individuals obtain services to find and pay for facilities, to translate into 50 foreign languages and communicate without a language barrier, to transcribe telephone conversations into text, to make a voice response to incoming messages without touching the gadget.

## **Advantages of the blockchain**

For the first time the benefits of blockchain are used in the ecosystem. It has an open API for the integration of external resources. For mutual settlements of users, the system utilizes the internal currency – HIT tokens and the system of smart contracts. The ecosystem has its own cloud storage.

## **Audit of the source code by independent auditors**

The procedure is not relevant for the project.

## Total number and distribution of tokens

1. The HIPE team will get 10% of HIT-tokens from their total amount;
2. 3% will become the property of advisors, experts and partners, in reward for professional assistance in project evaluation, its promotion in social networks and ICO;
3. 22% for the payment of bonuses;
4. 65% will be put up for sale to investors.

## Pre-ICO

**The purpose of Pre-ICO:** to collect 1 000 000 HIT

**Dates:** September 29 - October 13, 2017

**Standard:** Ethereum ERC20

**Cost:** 1000 HIT = 1 ETH

**The maximum goal of Pre-ICO:** 300 000 USD

Unsold tokens will be transferred to the ICO stage.

Terms of sale of HIT tokens are thought out in order to motivate investors to join the crowdsale at the very beginning of ICO, and to buy tokens before its completion. Information on the terms and conditions of the ICO, the bonus system, the total number of issued tokens, the procedure for allocating the budget by directions and years are provided in WHITEPAPER, ROADMAP and TOKEN SALE POLICY.

## ICO conducting

**Beginning:** 08/11/2017 (12:00 CET Time, UTC + 1)

**End:** 30/11/2017 (12:00 CET Time, UTC + 1) or when the limit is reached

**The number of issued tokens:** 35 850 000 HIT tokens

**Token limit:** 23,300,000 HIT tokens (23,300 ETH)

**Accepted currencies:** ETH, BTC

**Exchange rate:** 1000 HIT = 1 ETH

Number of tokens to one investor: unlimited

Minimum transaction amount: 0.1 ETH

Maximum transaction amount: unlimited

Restrictions on regions: no investments by citizens of the USA, Hong-Kong and Singapore are accepted.

Purchased HIT tokens are automatically included to the owner's wallet.  
Return of the raised funds is not provided.

Terms and conditions for the ICO project, information on the total number of issued tokens, the procedure for allocating the budget by years and directions, the bonus system are presented in WHITEPAPER, ROADMAP and TOKEN SALE POLICY.

## **Escrow**

The developers are considering the possibility to attract a guarantor to finance the project with access to manage the attracted investments.

## **Roadmap**

The product development was started in January 2015, the work is scheduled for completion in July 2020. The Ready-made product which works in the test mode, is already created. At this stage, the HIPE ecosystem is ready to enter the market.

Further work on the project will depend on the volume of investments attracted through the ICO in November 2017. The raised funds will be used to improve, test and promote the ecosystem on the world market, to integrate with big market operators, payment systems and trading platforms.

## **Monetization of investments**

The large-scale HIPE project, open to integration with external services and resources, has many ways to monetize. The ecosystem will profit from:

- paid modules - analytics, external calls;
- advertising;
- fees for payment;
- paid entertainment content;
- subscribing options;
- paid search requests, transitions to integrated modules.

As the project develops, other ways of monetization will appear. The project's self-repayment period is 2.5 years.

## **Team**

Muzhik Andrey. Backend developer. Whole system architect. The developer of highly loaded systems based on Erlang.

Rogovoy Vitaly. Mobile developer. Lead Android developer. More than 6 years of experience in application developing. He created many successful projects for different scopes.

Zaparovanyi Ivan. Co-founder, CTO. More than 6 years of experience with enterprise level software. System architect and product manager for high-performance online services. Management of large projects to create software and hardware systems.

Marat. Co-founder. Serial entrepreneur. Experience of business development in various fields of activity (sales, design, security and programming) is more than 14 years.

Denis Volkov. Team Lead. More than 5 years of experience in project and team management in the area of software development. The leading developer on the IOS platform. There are many successfully implemented projects in his portfolio.

Michael Kozhushko. Specialist in SIP and Security. Experience in the field of information security is 14 years, in VoIP SIP – 8 years. Successful implementation of effective solutions for highly loaded systems.

Zamedliansky Vitaliy. Designer. Work experience is more than 10 years. His design received the British award CorpComms in the nomination of the best application for business. He is the winner of the competition "Innovative Breakthrough of 2015".

Vladimir. Co-founder. Business-angel. The entrepreneur with more than 25 years of experience, who founded several companies in different countries. Successful management, development and promotion of innovative projects around the world. Financial analyst and adviser of a number of significant projects.

Krivenko Evgeny. Senior QR. More than 5 years of experience in testing and debugging of software products of varying complexity.

Alexander Rudavka. IOS developer. He took part in the development of many successful projects. He introduced successfully innovative solutions for complex tasks.

Maxim Kazmin— Specialist in digital marketing. 10 years of experience in the field of Internet marketing. The main task in the project is to convey to the general audience about the values of the product.

Alexander Pavlenko - a consultant in product development and enticement

investors to ICO. He has been holding the CEO position in the international agency of Internet marketing. His experience in marketing and management projects is more than 10 years.