

Enkronos d.o.o.

03.05.2018

LIGHT PAPER TGE/2018

VERSION 1.4



Abstract

Definitions	
<p>“Enkronos Apps” - ico.enkronos.com</p> 	<p>The platform that constitutes the common environment of all the applications and products in it available.</p>
<p>“EnkronosTokens (ENK)” - apps.enkronos.com</p> 	<p>(Also “ENK Tokens”, or “ENK”, or “Enkronos Tokens”), the utility tokens of the “Enkronos Apps” Platform used in all transactions related to distributed credits on the Enkronos Apps Platform.</p> <p>ENK follows ERC20 token standard on the Ethereum blockchain.</p>
<p>“Enkronos d.o.o.” - www.enkronos.com</p> 	<p>(Also “Enkronos”), the company which has developed and is improving “Enkronos Apps” and manage the “EnkronosTokens (ENK)” sale phases here described.</p>



Project Goals	
What	<p>“Enkronos Apps” constitutes a unique data driven multi-application platform developed by Enkronos. It is in continuous evolution thanks of the releasing of new products and solutions already scheduled in their development as detailed in chapter 5. It´s credit system is already tokenized on a private ledger and it is a shared resource among all the products published in Enkronos Apps platform. The final goal is to adopt ENK token as the only “internal fuel”, creating a public ledger blockchain-based “Enkronos Apps” platform.</p>
Why	<p>Enkronos Apps platform powerful advertising, marketing, AI and big data possible usage (as it happens for any other advanced solution) raises a problem of respect of ethical conduct that until now has not found any acceptable answer also in any other available platforms. This unsolved problem is the main reason of the recent uncertainty that has created collapses in the stock exchange even for giants like Facebook (see Cambridge Analytica case).</p> <p>The natural evolution of “Enkronos Apps” is therefore the realization by Enkronos of a full trusted not manipulable publicly available accountability system to guarantee its ethical usage.</p> <p>This is the main reason why blockchain technology is the answer to this issue, since it is the only way to assure everybody that any usage of Enkronos Apps, that will be possible only with ENK tokens, will be registered and traced in a secure way that can't be deleted or changed.</p>
Who and Where	<p>Enkronos d.o.o., a digital strategy company based in Slovenia organizes the ENK Token Selling Phases</p>
How	<p>This document illustrates how Enkronos will realize this project, its total cost, the value associated with its utility tokens, the precise modality of their selling with a public smart contract and the advantages of buying ENK tokens and of usage of “Enkronos Apps” platform and of its different products.</p>
When	<ul style="list-style-type: none"> ❑ First Release of Enkronos Apps: 15.05.2018. ❑ Private Sale, Pre and Public Sale: between 14th June 2018 @ 16:00 CET and 20th November 2018 @ 14:59 CET, as detailed in paragraph § 7.6. ❑ Realization of Blockchain based Enkronos Apps: 31.03.2019



Advantages in using ENK

Plus	
ENK	<p>ENK will be the only way to use “Enkronos Apps” Platform and any of its applications inside available.</p> <p>Its value will be directly expression of the value of the entire platform and applications.</p>
Enkronos Apps	<p>The platform will give access to many different apps, all unique, that vary from marketing and promotions, to AI/AR engagement, to IoT+AI monitoring and prediction, to mass interaction. Furthermore, the interactions among single applications will create in “Enkronos Apps” a powerful common view of users data.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, wine producers, agritech, public sector (air pollution, water management, waste management, smart city, defense), construction sector, automotive, security, energy, health, wearables, public sector (governments, regions), civic groups and associations, developers, tech companies, VC, startups.</p>
FeelGrid	<p>An IoT empowering platform for Wide Areas monitoring, predictions and actions.</p> <p>Target Groups: wine producers, agritech, public sector (air pollution, water management, waste management, smart city, defense), construction sector, automotive, security, energy, health, wearables.</p>
Contest Dream	<p>A contest and promotion creation and management platform. It empowers marketers with the best tool to engage with their audience, generate leads, attracts an audience to a point of sale, gathers feedback and rewards customers. Contest dream enables you to build and run promotions that you can implement into any website. With Contest Dream, you no longer have to pay for expensive custom solutions for your promotions.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
Loyalty Venue	<p>Loyalty Venue is a web based systems for loyalty programs, gift cards programs, and incentives for employees loyalty programs. Our mission is to help maximize customer retention and increase customer spending.</p>



	<p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
YourGamify	<p>A gamification app, that allows to create and manage challenges and nested competitions, each composed of different types of mechanisms. On the same initiative you can involve your users with a basic questionnaire, a photo contest, and instant victory based on destiny.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
McAudience	<p>McAudience allows you to create and manage challenges and nested competitions, composed of different types of mechanisms. You can engage specific audiences in social networks by creating advertising campaigns aimed to specific targets. Thanks of it you can build new pre-defined audiences of interested users and provide them with more targeted communication.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
Swee.io	<p>A location based augmented reality engagement app, that allows to create and manage rewarding events on specific locations.</p> <p>Target Groups: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.</p>
Crypto-State	<p>Blockchain based application for the digitalization of an entire country or region, with the goals of easing everyone’s life with day-to-day tasks, actions and decisions.</p> <p>Target Groups: public sector (governments, regions), civic groups and associations.</p>
Third Parties Applications	<p>“Enkronos Apps” will let any developer or company to publish their custom apps in the platform. They will benefit of the same and secure SSO environment and the RESTful API connection of “Enkronos Apps”.</p> <p>Target Groups: developers, tech companies, startups.</p>



Introduction

Enkronos Apps is a full trusted decentralized blockchain-based accountability system for ethic advertising, marketing, and data driven campaigns and projects in a total market of 700 billion USD

It is increasingly evident that with the growth of the volume of data and their possibility of application in disparate contexts, the observance of basic ethical principles in their use is becoming increasingly important. **Recent cases of Facebook-Cambridge Analytica** show that the price to pay in case of ethically questionable conduct is **the loss of public trust**, which can involve the entire sector. This will increasingly be a crucial aspect with the progressive technical evolution that is rapidly affecting different areas, from artificial intelligence to IoT, from Augmented Reality to Big Data and so on.

Today there is a lack of trust that needs to be filled.

Enkronos's mission is precisely the creation of a **full trusted decentralized blockchain-based accountability system for ethic advertising, marketing and data driven campaigns and projects**. We protect personal data and privacy while the total usage of the platform is publicly available to guarantee ethical conducts.

EnkronoTokens (ENK) are the utility tokens, used for operations on Enkronos Apps Platform.

That means that they are the guarantee of public availability of any credit operation inside our Platform that include any of the application released in "Enkronos Apps", indifferently if they have been developed by Enkronos or by Third Parties. No credit token data manipulation could be possible thanks to the use of blockchain technology, to gain public trust in the respect of both, data privacy protection and ethical conduct in campaigns building and management.

That will be also more important in our multi-platform that will make available a large amount of very heterogeneous platforms, for many different target groups of users. Application examples range in various

types: mobile & web app, augmented reality app, solutions for management of customer loyalty and loyalty campaigns, solution for management of digital multichannel prize competitions, solutions for configuring systems, creation, storage and distribution of digital passes, ticketing, couponing, e-commerce and delivery, platforms for e-voting and e-democracy, for e-payment and fintech solutions. We have also integrated different technologies: GPS tracking, social media, Multimedia, fantasy games, sensors, semantic web etc.

In addition, the fields of application are multiple: **Energy, Finance, Legal, Voting, Mass Brands, Large Retail Organisation, Publishing & Media, just to name a few.**

“Enkronos Apps” will show that an integrated approach to the needs of data integration with every possible architecture, from p2p, to smart contracts, to public and private ledger technology (and not forgetting, of course, traditional databases) will be the main asset of each winning digital platform in almost every business sector that requires interoperability.

In short, we think that blockchain revolution probably will be a necessary step towards business evolution. Beginning precisely with its ethic dimension, assured by Enkronos Apps.

Enkronos Apps

“Enkronos Apps” is the platform that constitutes the common environment of all the applications and products that will be published inside it. “Enkronos Apps” will be publicly available starting from **15 May 2018** logging in apps.enkronos.com.

The logo for ENK APPS features the letters 'ENK' in a stylized, orange, blocky font. Below 'ENK', the word 'APPS' is written in a clean, black, sans-serif font.

The platform will give access to many different apps, all unique, that vary from marketing and promotions, to AI/AR engagement, to IoT+AI monitoring and prediction, to mass interaction. Furthermore, the interactions among single applications will create in “Enkronos Apps” a powerful common view of user’s data.



There are many sectors and industries that could have strong advantage in using “Enkronos Apps”. For example, some **Target Groups** could be: financial services, healthcare, manufacturing, retail, wine producers, agritech, public sector (air pollution, water management, waste management, smart city, defense), construction sector, automotive, security, energy, health, wearables, public sector (governments, regions), civic groups and associations, developers, tech companies, VC, startups.

“Enkronos Apps” are driven by a focus to centralize the entire concept of companies engaging with their consumers. Multiple applications, with each having a unique approach to engage their users, create an environment where the creators can quickly publish complex solutions. Each solution solves a different problem that, not only answers a specific issue for the company or the creator of the solution, but also reduces the time required to do this to a bare minimum.

“Enkronos Apps” are build on a highly modular concept, where removing, adjust, scaling or improving any aspect is simple and clean. All applications of the environment use a centralized single sign-in (SSO) environment. This removes any authentication or data authorization issues that an

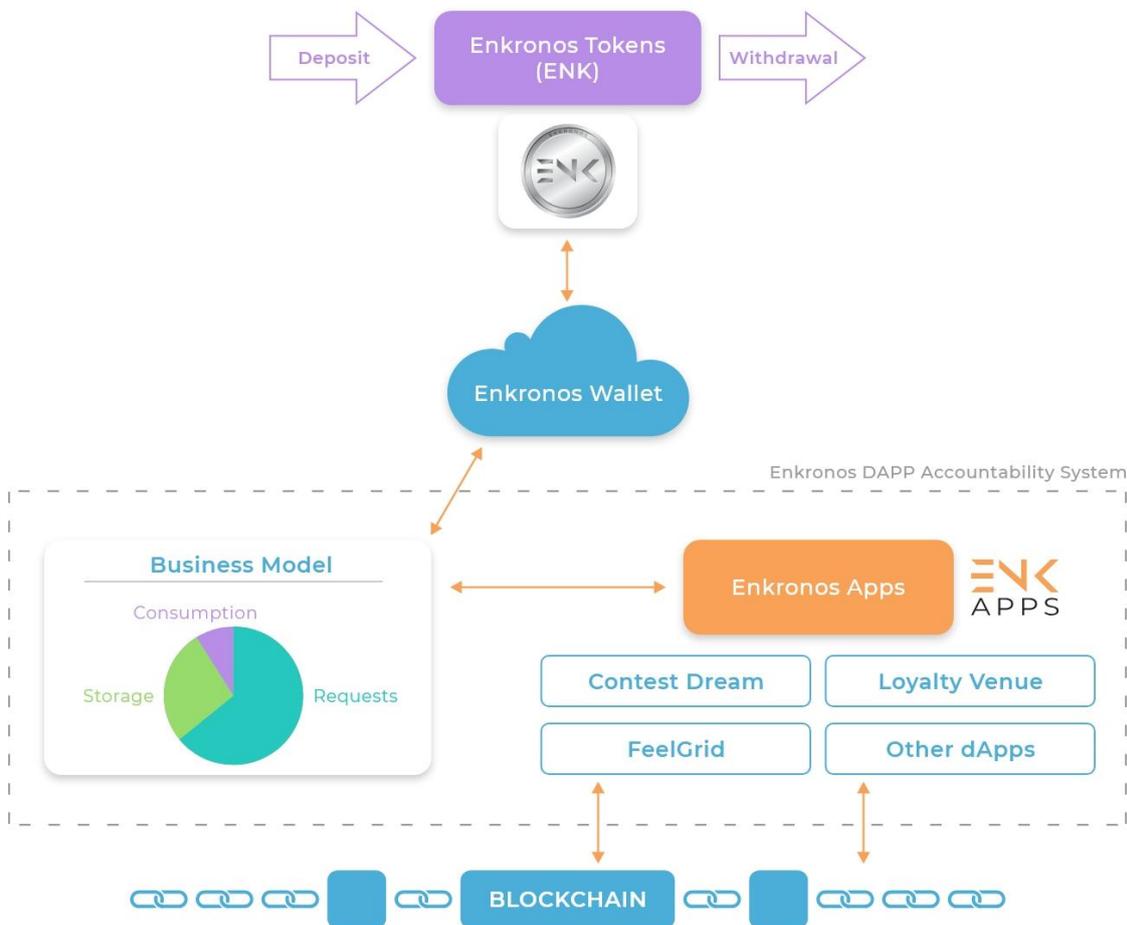
application could have and eases the use of all applications throughout the world of “Enkronos Apps”.

Creators of content on “Enkronos Apps” can see their feedback from all applications in a common cloud-based environment. They have the ability to manage all sources of data, which applications gather, from one single and easy to use dashboard. **Examples** of common data available:

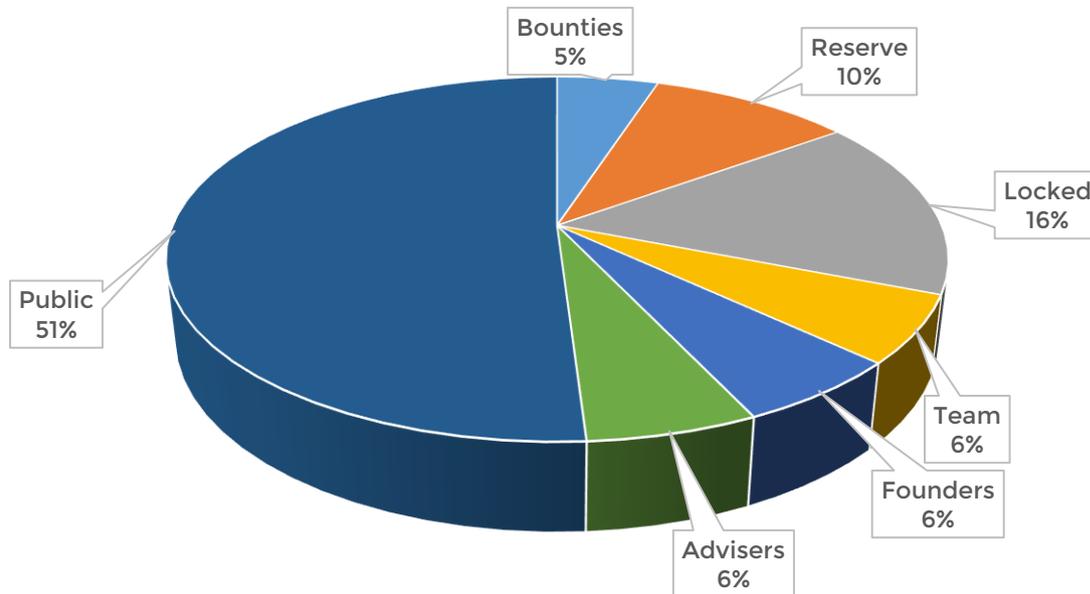
- ✓ Application usage and Credit consumption
- ✓ Real time state of their consumers and what applications they are using
- ✓ Segmented users in to blocks made of interests or behavior

ENK will be the only way to use “Enkronos Apps”. Depending on resources consumption, storage and requests to the platform, the Enkronos Wallet will update its balance of available ENK.

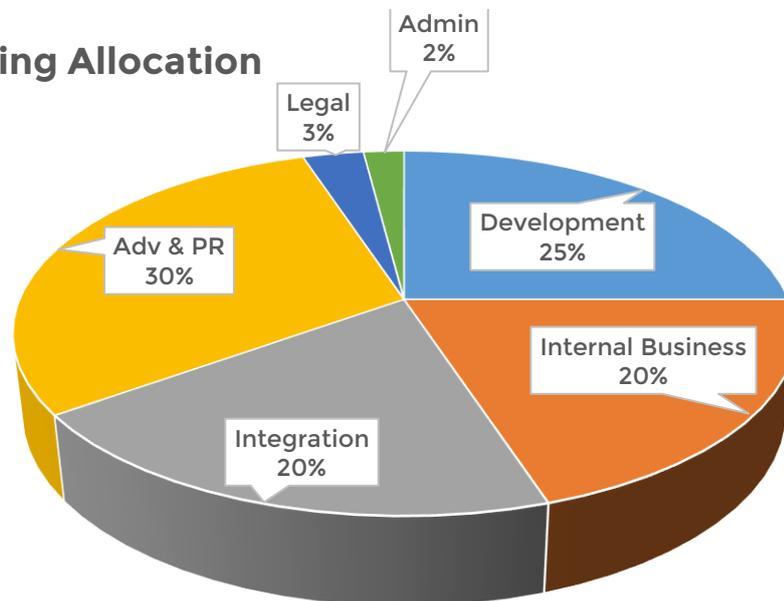
Tokenomics



ENK Distribution



Spending Allocation



Token Sale

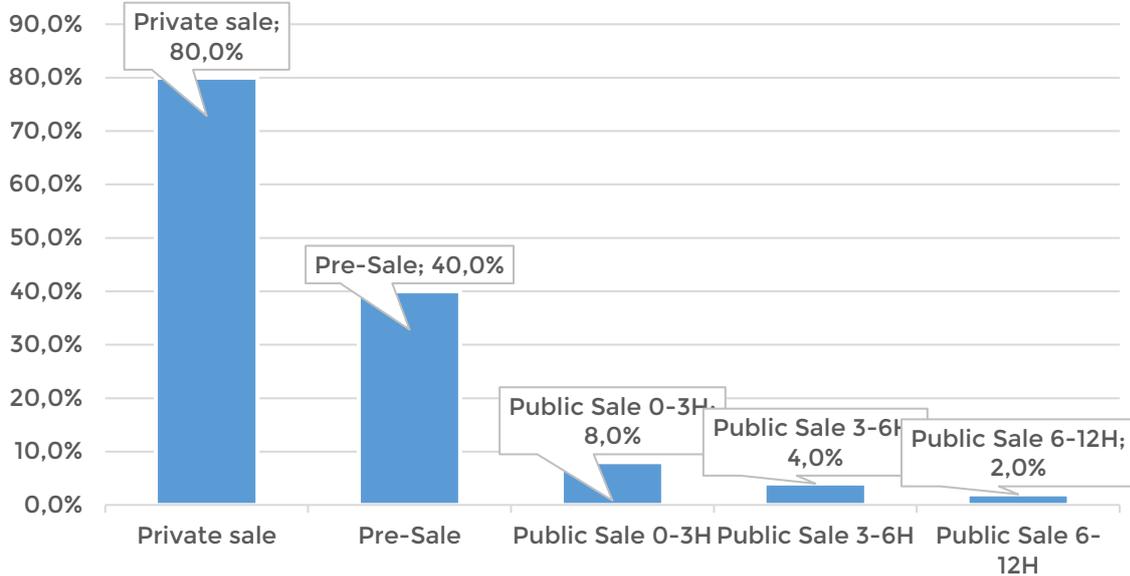
TGE Figures	
ENK distribution cap	500.000.000 ENK tokens
Soft Cap	2.500 ETH
Hard Cap	500.000 ETH
Currency accepted	ETH
Initial Price	1 ENK = 0,003 ETH

Private Sale	
Hardcap	50.000 ETH
Start	14th June 2018 @ 16:00 CET
End	25th June 2018 @ 15:59 CET
Minimum transaction amount	10 ETH
Maximum transaction amount	5.000 ETH

Pre-Sale	
Hardcap	50.000 ETH
Start	27th June 2018 @ 16:00 CET
End	16th July 2018 @ 15:59 CET
Minimum transaction amount	10 ETH
Maximum transaction amount	5.000 ETH

Public Sale	
Hardcap	400.000 ETH + unsold from before
Start	18th September 2018 @ 16:00 CET
End	20th November 2018 @ 15:59 CET
Minimum transaction amount	0,1 ETH
Maximum transaction amount	Unlimited

ENK Bonuses



Vesting

Team and Founders: 24-month vesting schedule with a 6 month “cliff,” no vesting occurs for the first 6 months, but at the 6-month point the token holders receives full credit for 6 months of vesting. After the “cliff” is met, vesting would continue monthly thereafter.

Locked Tokens for future use: 50% with 12-month vesting and another 50% with 24-month vesting.

Unsold tokens

After the ICO, all the unsold tokens shall go back to Enkronos d.o.o.. At the end of the process, pre-ICO and ICO pool will represent 51% of total tokens.

Legals

ENK, a utility token

ENK is the utility token of the “Enkronos Apps” Platform used in all transactions related to distributed credits on the Enkronos Apps Platform. ENK will be the only way to use “Enkronos Apps” Platform and any of its applications inside available. Its value will be directly expression of the value of the entire platform and applications.

ENK do not qualify as securities since their sole purpose is to confer digital access rights to our multi-application ecosystem. ENK doesn't function in any way, solely or partially, as an investment in economic terms.

ENK do not even qualify as a means of payment and is not intended to be used as such.

On these fundamental assumptions of ENK tokens, then, in accordance both with the slovenian law and also the doctrine that is going to be established at many levels in different countries and jurisdictions, such as the ICO guidelines recently published by the Swiss Financial Market Supervisory Authority FINMA, there is no need at this stage to apply the procedures known as “Know Your Client” (KYC) and “Anti Money Laundering” (AML) to any person or entity interested in buying ENK during our “Token Generation Event - Initial Coin Offering” (TGE).

Anyhow, since the legal framework is still in development and any change can happen anytime, Enkronos is already prepared to introduce in any time the necessity of apply KYC - AML procedures if in future it could be possible that, independently from the Enkronos will and plans, ENK tokens could assume value depending on transactions that could happen outside “Enkronos Apps”, or that could be interpreted as payment tokens, cryptocurrency, or asset token and hence interpreted as a securities in jurisdictions related to Enkronos activities.

In that case, KYC and AML procedures will be conducted by a primary reputable Company that offer this service in an better integrable procedure, better if through API. In that case, the KYC-AML provider will be announced on TGE web site ico.enkronos.com.



ENKRONOS

The logo features the letters 'ENK' in a stylized, white, sans-serif font. The 'E' is composed of three horizontal bars with a diagonal cut on the left side. The 'N' is formed by a vertical bar on the left and a diagonal bar on the right. The 'K' is formed by a vertical bar on the left and a diagonal bar on the right. Below the 'ENK' logo, the word 'ENKRONOS' is written in a clean, white, sans-serif font.