



ICO4YOU.COM

ENKRONOS ICO REVIEW

June 2018

INTRODUCTION

Tickersymbol: ENK

Project type: Blockchain Credit System for Data Driven Campaign

Website: <https://ico.enkronos.com/>

Whitepaper: https://ico.enkronos.com/wp-content/uploads/2018/05/EnkronosApps_WP_1.4.pdf

Pre-ICO details

Private Sale	
Start	14th June 2018 @ 15:00 UTC
Pre-Sale	
Start	27th June 2018 @ 15:00 UTC

Public Sale	
Start	18th September 2018 @ 15:00 UTC

Token sale end date and time (UTC)

Private Sale	
End	25th June 2018 @ 14:59 UTC

Pre-Sale	
End	16th July 2018 @ 14:59 UTC

Public Sale	
End	20th November 2018 @ 14:59 UTC

Fund keeper: Token Sale Smart Contract:

Supply (total): 500.000.000 ENK tokens (of which 51% publicly on token sale)

Team

Team size: 12 active members

Advisors: 10 active advisors

GitHub : N/A

Social Media

- Facebook: <https://www.facebook.com/enkronos/>
- Twitter: <https://twitter.com/enkronos/>
- Telegram Group: <https://t.me/joinchat/Aplk7BMPqcV2UMJHROYh-w>
- Reddit: <https://www.reddit.com/r/EnkronosApps/>
- YouTube: <https://www.youtube.com/watch?v=joK03wdgpF4&t=10s>
- BitcoinTalk: <https://bitcointalk.org/index.php?topic=3738168.0>
- LinkedIn: <https://www.linkedin.com/company/enkronos/>
- Instagram: <https://instagram.com/enkronos/>
- ProductHunt: <https://www.producthunt.com/posts/enkronos-apps>
- Medium: <https://medium.com/enkronos>

LEGAL ADDRESSES

Incorporated company's country: Slovenia.

Enkronos d.o.o.– VAT: SI81857969

Registered office: Cesta Zore Perello Godina 2 6000 Koper – Slovenija

Headquartes – Branch Office: Polje12 5290 Šempeterpri Gorici – Slovenija
+386 (0)5 5555.550 info@enkronos.com

PROJECT DESCRIPTION

“Enkronos Apps” are a unique data driven multi-application platform for advertising, marketing, AI and big data solutions.

Enkronos Applications 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 built on a highly modular concept, where moving, 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 Applications.

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.

PROJECT APPLICATION

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, wearable, public sector (governments, regions), civic groups and associations, developers, tech companies, VC, startups.

Enkronos Apps allow and promote creation of applications that have no logic similarities apart from using the same and secure SSO environment and the RESTful API connection of Enkronos Apps. Any application that would like to integrate Enkronos Apps, can do that, by reading through their extensive documentation.

For developers who want to develop their own dApps they give a framework already integrated with blockchain: they don't need to know anything about blockchain. This will result in an authentic “democratization” of blockchain technology that will also diminish development costs of blockchain projects that now are a prohibitive obstacle for their realization.

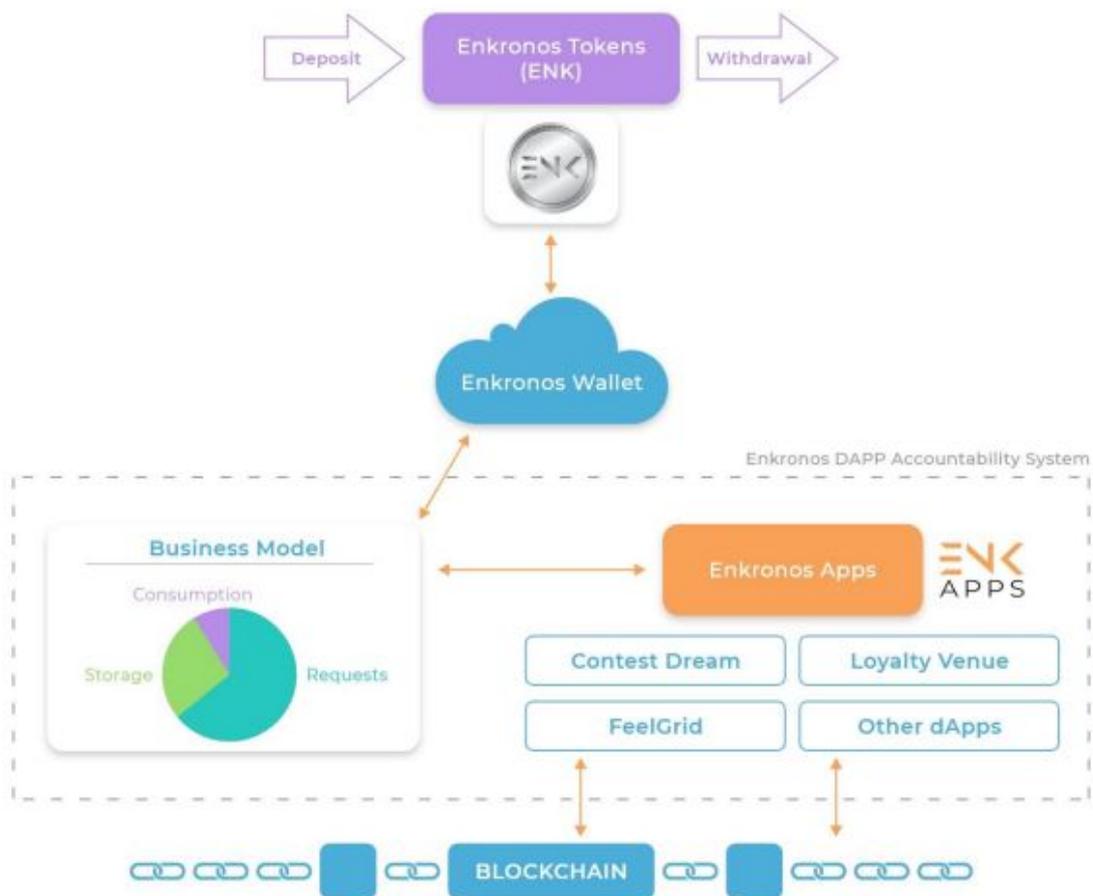
Enkronos apps can also be applied in the following fields.

- **Centralized user database** – Easy to import existing user databases in order to start managing the new centralized environment
- **Universal billing system** – Enkronos is going to realize a payment system that will be universal everywhere while keeping full transparency of who the creator on Enkronos Apps are and who purchased Enkronos Credits or Tokens/Coins.
- **Loyalty campaigns** and its management
- **Multiple contest creation** channels
 - Contestwalls
 - Combinations of contests
 - Location contests
 - Multiple types of contests (Art, Video, Music, Unique code, Location, Quiz, Survey)
- **Digital ticketing** and distribution of passes
- **Coupons**
- **E-commerce** and its management
- **E-voting and E-Democracy**
- **IoT Wide area sensor monitoring**
- **Location** tracking
- **Augmented Reality** engagement
- **AI support** on your decision making
- **Gaming platform**

- **Crowdsourcing**
- In depth report generation of owning data
- **Combined popular Ad management** – Creators can solve their problem of managing multiple ads by using Enkronos Apps solutions.
 - Google
 - Facebook
 - Twitter
 - LinkedIn
 - Snapchat
 - Instagram

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.



Important part of Enkronos Apps ecosystem is how ENK tokens are used to build the circulation of the currency and create supply and demand mechanisms. ENK will be used within the

Crowdholding platform, but they won't be limited by the platform in the future. ENK tokens can be used in the following ways on the platform:

For Crowdholding

- Fuel for the crowdsourcing and crowdfunding processes on the platform.

For Businesses

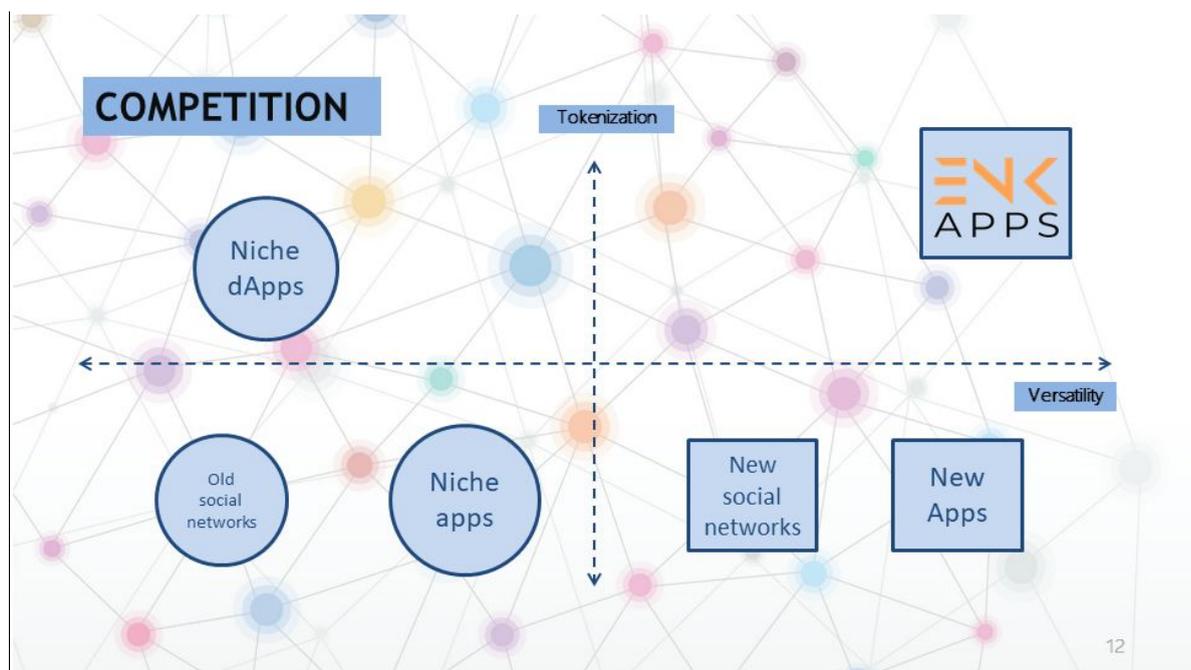
- Payment for Enkronos Apps usage.

For Supporters

- Investing tokens into companies on the platform.
- Purchasing products/services on the Crowdholding marketplace with tokens.
- Crowdholding bonuses paid in ENK tokens paid proportionally to all holders.

REVIEW OF COMPETITORS

Enkronos is fulfilling its business in the fields of infrastructure, marketing, AI and Big Data. So, it has a lot of competitors.



The competitive advantages of the company can be summarized as follows:

It is a blockchain-based accountability system that ensures ethical behavior, complete protection of personal data and privacy and then it is the solution to great often unsolved problems and unanswered questions such as:

- Lack of respect of ethical conduct in data driven projects;
- Lack of protection of personal data and privacy;

- Platform and app development high cost and low financial efficiency.

“Enkronos Apps” is a powerful multi-application ecosystem for advertising solutions, marketing and promotions, gamification, artificial intelligence, augmented reality, internet of things, big data and e-democracy, just to name a few areas and then it creates value to the ecosystem since it enables quick publishing of complex and heterogeneous data driven solutions, it solves different problems (such as the mentioned ones), it reduces the required time and skills to realize complex data driven campaigns and projects.

MARKET AND INDUSTRY REVIEW

“Enkronos Apps” aim to be used in many market segments, from digital loyalty to IoT and agritech, from digital advertising to artificial intelligence applications in marketing, from augmented reality to location based services.

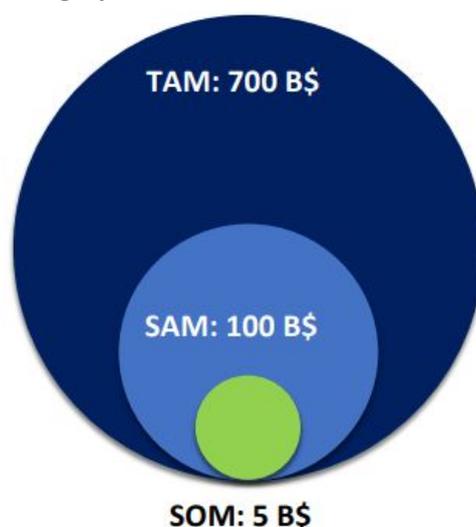
Their loyalty and rewards programs worldwide comprise a multi-billion dollar industry. In the U.S. alone, per data collected by Colloquy, \$48 billion worth of consumer loyalty reward points are being dispensed each year; (and one-third are never even cashed in). The cumulative points liability for all U.S. Programs is estimated to be valued at roughly \$100 billion.

As regards another segment, digital advertising, in its Latest Advertising Forecast Report published last 21 March 2018, MAGNA expects that in 2018 in the U.S. alone the digital advertising market will reach 50% of total \$197 billion in net advertising revenues, with a growth of 5,5% over 2017.

As regards Internet Of Things, market is predicted to reach \$267 billion by 2020, according to Boston Consulting Group.

Speaking about market segments affected by “Enkronos Apps”, it’s possible to make a first estimate of an approximate Total Available Market (TAM) of \$700 billion.

Only to serve these segments, Enkronos estimated a potential of Serviceable Available Market (SAM) of \$100 billion, where their Ethic Approach could make the difference and an actual Serviceable Obtainable Market (SOM) of \$5 billion.

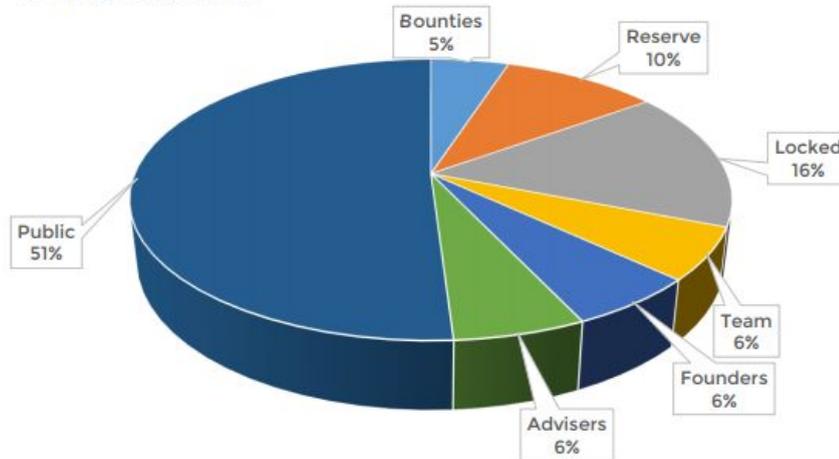


ICO

TOKEN DISTRIBUTION

The initial issue of ENK tokens is programmed by a smart contract and will be carried out in the following order:

ENK Distribution

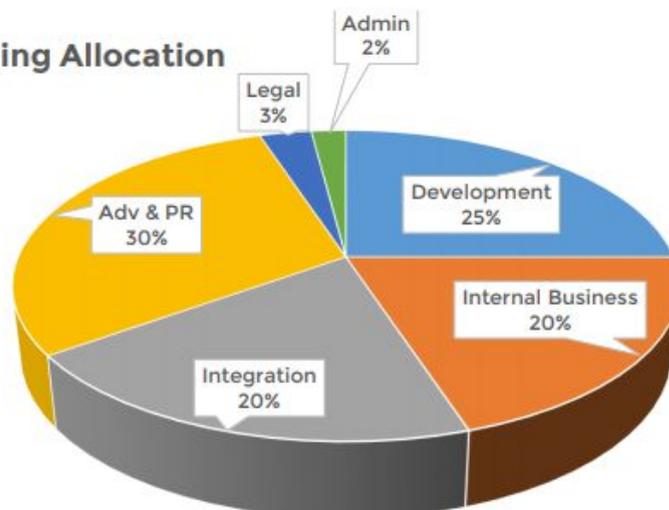


- Bounties (5%) - Bounty campaign promotion
- ENK reserve (10%)
- Allocation for unforeseeable expenses (10%).
- Locked for future use (16%) - Kept as a reserve for future growth
- Team 6%
- Founders 6%
- Advisers 6%
- Public 51%
- Team & experts (18%)
- Pre-Sale & Public Sale (51%)
- Crowdsale (51%) The success threshold is 2.500 ETH (Soft Cap).

If the minimal amount of Soft Cap will not be reach during the TGE then any interested party will be able to be reimbursed.

The main focus of expenses will be on the technical development of the platform. However, marketing & sales will be allocated a growing importance, as the success of the platform depends on attracting the right supporters and businesses through diverse paid advertising tactics.

Spending Allocation



Other expenses include paying for IT infrastructure, rent, patents & trademarks. Enkronos will be cash flow positive soon after the launch and will utilize additional capital to support international expansion and opening of new locations.

- Development. Application and web-platform development, technical developments. Mainly dedicated to the expansion of new applications and business segments in "Enkronos Apps".
- Internal Business. Business development and Employment hire/wages.
- Integration. Worldwide integration of the platform
- Advertising & PR. Inc. Marketing. This segment will be very important particularly to enter different international markets and launch single applications.
- Legal. Set aside in case of any legal issues that arise.
- IT& Admin. Servers, Infrastructure and admin.

Hard and Soft Cap

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

PLANS OF THE PROJECT DEVELOPMENT

According to the Enkronos roadmap, by 15th June 3rd parties will be able to publish their apps on Enkronos Apps.

By the end of this year Enkronos also plans to release three Apps: Swee.io app, McAudience app, FeelGrid app.

As for 2019, they are going to release Blockchain based Enkronos Apps and Crypto-State app.

Basing on different applications and solutions Enkronos has developed for some clients and projects, they also may announce some Future predicted Applications such as:

- Elearning. They plan to introduce a new platform to manage elearning courses and classrooms, with enhanced gamification and gaming features. It will be originated from a previous one standalone application they already developed. Now they can't predict when it will be available.
- Ecommerce. They plan to introduce a new platform to manage an entire ecommerce initiative. It will be originated starting from Loyalty Venue app they already developed. Now they can't predict when it will be available.

MARKETING

The main goal of the Enkronos team is to gather as many platform users as is possible and to arrange their loyal participation.

The marketing methods are:

- traditional – online and offline advertisement, SEO, SMM, sponsorship events, gifts, and so on;
- direct selling
- referral program – the user earns money via referrals.

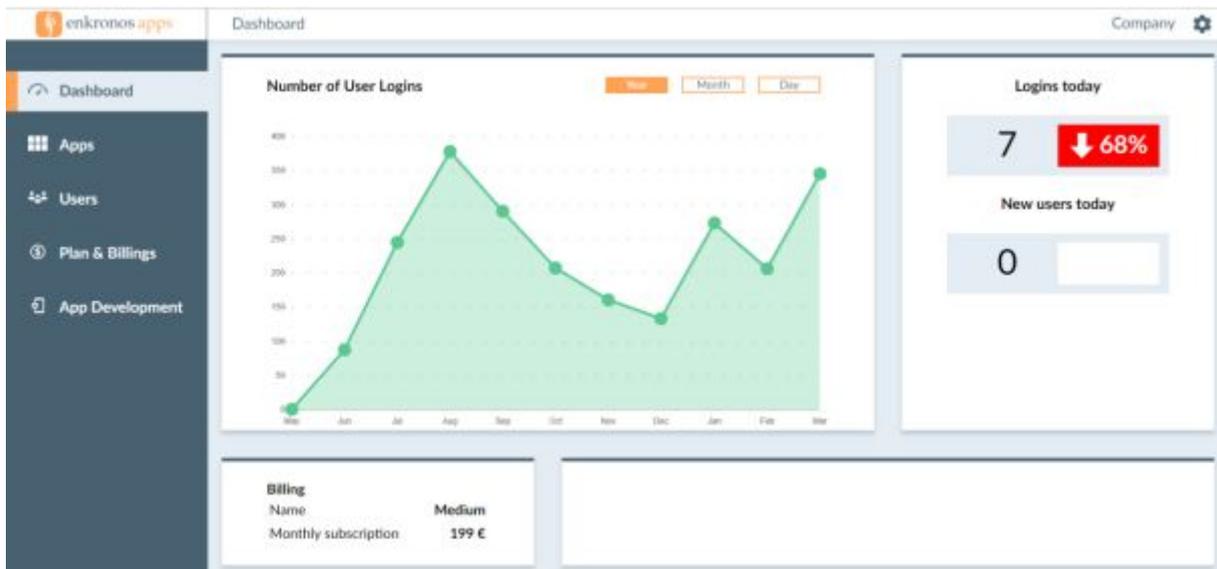
The project communicates with the public via Telegram, Facebook, and Bitcointalk forums. There is also information about the project on Medium and Twitter. Video materials are available on the YouTube channel.

In judging the public interest, we should take into account the fact that the private pre-sale has not been carried out yet.

Enkronos is also launching an active bounty campaign. <https://bountyhive.io/join/Enkronos>.

TECHNICAL ASPECTS OF THE PLATFORM

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.



“Enkronos Apps” are built on a highly modular concept, where removing, adjusting, scaling or improving any aspect is simple and clean. All applications in 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 into blocks made of interests or behavior

On “Enkronos Apps” you will configure each available application and each of them will have its own end-user app that could be of different type, depending on each peculiarity.

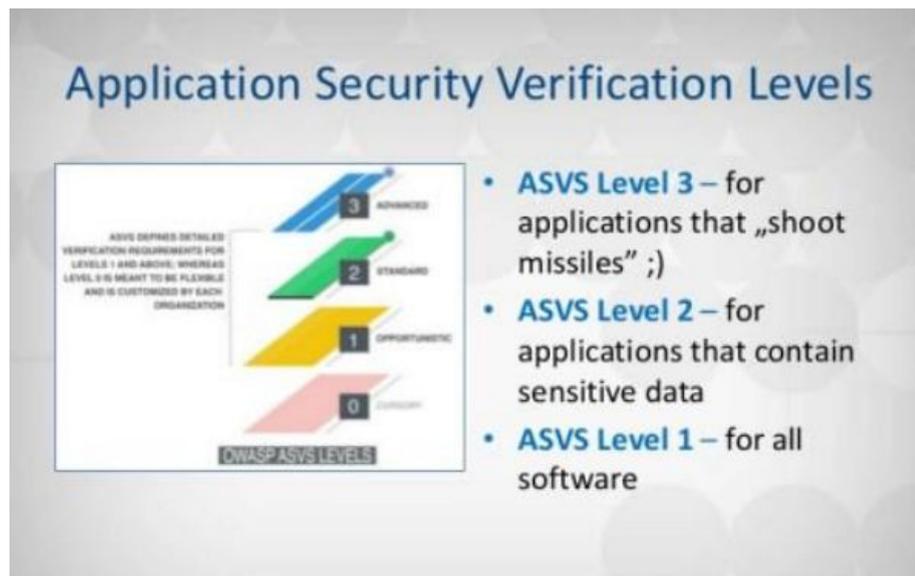
Main Application types will be:

- Android,
- iOS,
- Cloud,
- Google,
- Facebook applications

The already existing applications are:

- Enkronos Apps Login: <https://apps.enkronos.com>
- Contest Dream: <https://www.contestdream.com>
- LoyaltyVenue: <https://www.loyaltyvenue.com>
- FeelGrid: <http://www.feelgrid.com>
- Company Website: <https://www.enkronos.com/>

The software in applications and servers focus on respecting Application Security Verification Standard (ASVS) third level of web security standardization as provided by the OWASP protocol (www.owasp.org)



TEAM

Gianluca Busato, Founder and CEO

<https://www.linkedin.com/in/gianlucabusato/>

48, Master’s Degree in Electrical Engineering, with more than 15 year experience in leading teams and companies in the field of technological innovation and communication, now he is CEO and Founder of Enkronos, a digital strategy company based in Slovenia, where he is in charge for general management, strategical marketing, sales and finance. In short, here is what he likes to do: digital platforms, AI, IoT, blockchain, AR/VR, cloud applications, mobile, SaaS.

Jure Veler

<https://www.linkedin.com/in/jure-veler-944436104/>

Jure Veler is CTO and the technical master mind of Enkronos company. He makes high-level design choices and dictates technical standards, including software coding standards, tools, and platforms. He is an API enthusiast, speaks really quick and he doesn’t like team buildings.

Špela Mermolja

<https://www.linkedin.com/in/spela-mermolja/>

Špela Mermolja is Enkronos Project manager and marketing content creator. She is in charge of partner and project management, creating marketing and social media strategies, researching and analysing market trends. She is very energetic and has strong interpersonal skills, she is an avid mountain biker and a passionate radio amateur.

Luka Mladenović

Luka Mladenović is Enkronos Backend Developer. He develops and maintains the core functional logic and operations of our software. He has great expert programming skills in PHP, JS and other high level programming languages. Luka has an unlimited storage of funny stories to tell about almost any topic you can think of.

Jan Rožič

Jan Rožič is Enkronos Frontend Developer. He creates extraordinary interactions and user experience and brings our platforms design to life. He is expert in JS and PHP programming

language and takes maximum care that our platforms always come up in a perfect shape. His curious nature makes him a very pleasant conversation partner in any topic.

Mojca Mir

<https://www.linkedin.com/in/mojca-mir-95014593/>

Mojca Mir is Ekronos Business Assistant. She is responsible for managing the flow of communication through their company, handling accounting, finance, HR tasks and other assistance based on the needs of the CEO and the team. She is very optimistic and always takes care of everything, she is like a travelling pharmacy and she accumulates cardboard packaging of all kinds for fun.

Matjaž Prijatelj

<https://www.linkedin.com/in/matja%C5%BE-prijatelj-958478132/>

Matjaž Prijatelj is Enkronos system administrator. He has excellent knowledge of administration and configuration of Web Hosting Environments, Linux and Unix OS and MySQL databases. His greatest joy at work is poking hardware like it was software. He is a very caring family man who knows well his responsibilities.

Tomaž Uršič

<https://www.linkedin.com/in/toma%C5%BE-ur%C5%A1%C4%8D-0b1529a8/>

Tomaž Uršič is Enkronos IoT Developer. He is in charge of assembling our IoT physical hardware, programming IoT devices and decides how to displaying data to the device user. He is inexperienced Python, C, Bash, JS programmer and an AI enthusiast. He worked also as Paramedic, loves discovering nature secret places and would like to build the deepest pool in the world.

Niko Bergles

<https://www.linkedin.com/in/niko-bergles-39b617a5/>

Niko Bergles is Enkronos UX/UI graphic designer. He is an aggressive perfectionist who is focused on sculpting well-balanced designs with surgical precision. Niko sweats the small details that others overlook. He is a crazy cat lady who is asking stupid questions and talks smack about hipsters.

Matej Hladnik

Matej Haldnik is Enkronos Frontend Programmer. He is responsible for implementing visual elements that users see and interact with in a web application. Although he lives in one of the windiest areas in Slovenia he is almost always first at work.

Nejc Cotič

<https://www.linkedin.com/in/nejccotic/>

Nejc Cotič is Enkronos Sales Account. He is taking care of our existing customers as well as finding new ones. With his brought knowledge, he is presenting our company via sales and business development processes. From photography, coding, informatics to beekeeping, in his spare time he deals with all possible hobbies.

Yuliana Yarotska

<https://www.linkedin.com/in/yarotzckaya-yuliana-2a9884127/>

Yuliana Yarotska is Enkronos Backend Programmer. She just started in the company so she is still studying and learning the work system.

ICO4YOU RATING DETAILS

№	Name of Criteria	Additional Information	Points	Total (max 10)	Comments
1	Team	Information about the team	3	9	The whitepaper and the website contain information about the team, its bios and even some details about their private lives and hobbies. We would recommend adding some facts such education, and previous experience to a few bios.
		Foreign specialists in the team	2		
		Quality bios, education, work experience	3		
		Information about the projects where the team work before	1		
2.	Website and presentation quality	Presentable design	2	8	The website has a presentable design, it's rather convenient for usage and contains sufficient information. It would be fine to add FAQ and investor's cabinet on the website.
		Convenient for usage	2		
		It has investor's cabinet	1		
		Fullness of given information	2		
		Contacts, feedback message form	1		
3	Idea	Actuality/ demand at present	3	9	The project has good idea of creating a unique data driven multi application platform which can be applied in different fields.
		Freshness	1		
		Reality of fulfillment	2		
		Perspective of development	3		
4.	Risk level	Official registration	3	8	The company has official registration in Slovenia, it has its offices which can be visited and as for a fund keeper they use token sale smart contract.
		Office	3		
		Escrow	2		

5.	Social media	professional forums: - bitcointalk - reddit -telegram	2 1 1	10	Enkronos has an active PR campaign in the social nets and is well presented on the professional forums. Also, they are planning a nice bounty campaign.
		Information in the social media: Facebook, Twitter, LinkedIn, ect.	2		
		Context information in the search engines	1		
		Listings in the trackers	2		
		Bounty program and its quality	1		
6.	Market volume	ICO in one country	4	9	The Enkronos apps aim to many market segments, from digital loyalty to IoT and agritech, from digital advertising to artificial intelligence applications in marketing, from augmented reality to location based services. The market can be global.
		International level	5		
7.	Whitepaper	Introduction	1	9	The document provides enough information about the project together with necessary illustration and data. The last part of the Whitepaper is devoted to their product vision, team and offices.
	quality of information in these sections)	Market Analysis	1		
		Introduction to product	1		
		Product specific section	1		
		Technical	1		
		The pre-ICO	1		
		The ICO	1		

		Roadmap of development	1		
		Financial Projections	1		
		Conclusion	0		
8	FAQ	Availability of FAQ	1	5	This part is not large, just 5 questions, although the information there is essential. We would recommend to move this part to the website and to add a few more vital questions.
		Quantity of questions (at least 5-7)	2		
		Availability and clearness of answers	2		
9	Project uniqueness	Originality/Innovation		9	The fields of application are multiple: Energy, Finance, Legal, Voting, Mass Brands, Large Retail Organization, Publishing & Media. The Apps Platform seems to be really useful and innovative.
10	Competition level	Competitors in this sphere	3	8	The competition in the sphere of the project's realization is rather high although the project seems to have certain advantages over the competitors.
		Advantages over the competitors	5		
11	Roadmap quality	Availability of Roadmap	4	8	All future stages are shown from April 2018, till June 2019. However, the information about the steps is not sufficient
		Fullness of information (stages, terms)	4		
12	Financial plan quality	Business-model is clearly shown	5	8	The Whitepaper contains the information about the business model but it is not designed in a

		Minimal amount of ICO is pointed	3		separate section for the convenience of investors.
13	Technical side, development level	Usage of blockchain technology	2	9	The project employs modern technologies and the information about stages of technological implementation is provided in the Whitepaper. The smart contracts are also available. The level of data security seems to be rather high.
		Issue of tokens	2		
		Usage of Ethereum or Waves platform	2		
		Availability of smart contracts	3		

Total rating: 8.31 points

Long-term investment

RESUME

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 till 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).

The final goal is to adopt ENK token as the only “internal fuel”, creating a public ledger blockchain based “Enkronos Apps” platform.

CONCLUSION

We examined the Enkronos project having thoroughly studied all the available information provided by their website, Whitepaper and other project documents. There are pluses and minuses for the project.

Pluses (strengths):

- Professional team with good background and experienced advisors

- Broad field of project application – from infrastructure to AI market
- Market ready solutions based on their own technology – diverse range of apps
- The documentation provides sufficient information about the project; a detailed description is provided.
- Good perspectives of development

Minuses (weaknesses):

- The market is so global that it is hard to predict if they can occupy a prominent niche in its field.
- The website of the project needs some additional sections, such as FAQ, forum and an investor's cabinet. Currently, the FAQ section is located in the Whitepaper
- The project is a 3 year working business and we are not sure that issuing tokens and a crowdsale campaign can significantly benefit it.