EAVE

The Cryptoeconomy of Digital Services

Final Version: 31 August 2017 | Confidential

Motivation

The extinction of the Stone Age was not due to a lack of stone, but the discovery of a superior technology, the Bronze Age.

A new decentralized economy is forcing traditional companies to take a drastic shift in the way they operate their traditional business. With increasing activities within the blockchain ecosystem developing blockchain assets like cryptocurrencies and new ground breaking blockchain services, the market sentiments about the future have never been more optimistic.

The age of a centralized economy as we know it is also aggressively changing and adapting itself into a decentralized one.

However, there are still concerns that remain in the society:

The public understanding of blockchain technology is still rather vague. Many in the public still remains unsure about the purpose and function of cryptocurrency due to a lack of exposure and education about its importance resulting in the perceive value of cryptocurrencies falling behind traditional assets like gold, sliver, property and even dollars.

Leveraging on blockchain technology, we could actually solve one of the biggest problem in the society today; reaching out to the 2 billion unbanked population in the world.

http://www.worldbank.org/en/programs/globalfindex
* http://finteknews.com/73-of-se-asia-is-unbanked/ (over 73% population of Southeast Asia remains in the unbanked population).
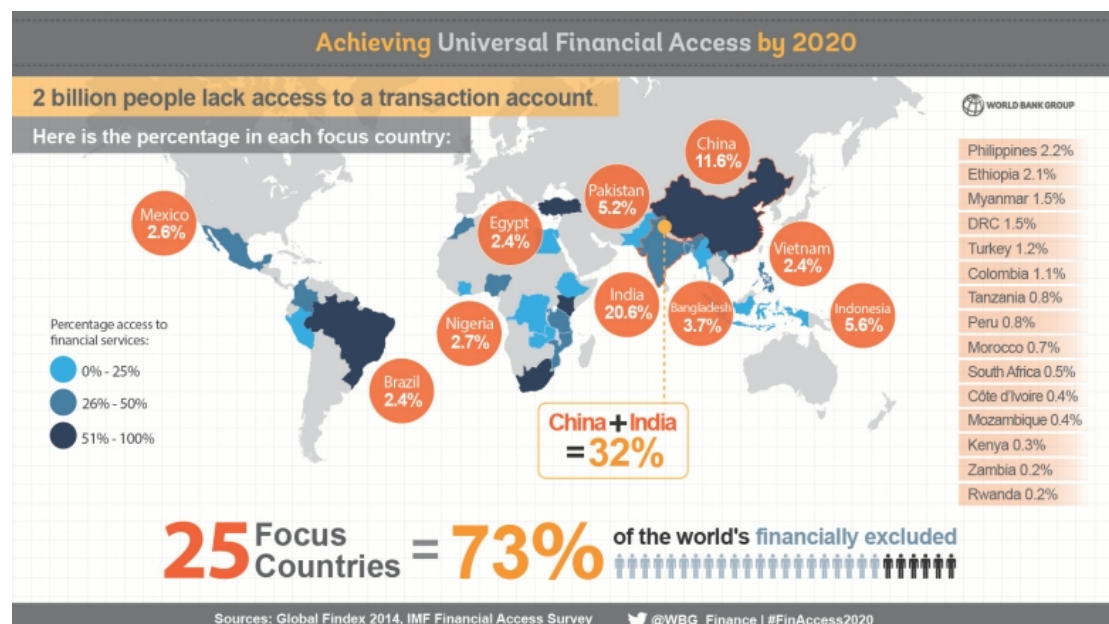
Today, most developers can create a new cryptocurrency but apart from **creation**, to have a successful cryptocurrency, lies in the **distribution** of the currency.

Bitcoin, for example, fell short in it's distribution of money. Bitcoin essentially swapped bankers for miners -who sees the loop hole in the system-. Miners force unnecessary hard forks in order to decrease it's value and scoop up more coins at a depressed price.

EAVE is working to **create a distribution system** that would create relevance for the economy. The key to success is in how EAVE distribute the money at the moment of creation. *refer to page 11*

The value of cryptocurrencies is highly dependent on the demand of it, with more blockchain services, businesses and users transacting it, the higher its value will become. In another words, there is a strong need for the digital & physical economy to drive the cryptocurrencies up by creating demand for it. We need to push for an economy that will transact with cryptocurrencies on a daily basis.

The Depth Of The Problem

EAVE is working to create income-earning opportunities and allowing easy spending of cryptocurrency throughout the ecosystem for –primarily- the unbanked population across the world.

Having operated out in Indonesia for the past 8 years allowed EAVE to witness the first-hand experience of the repercussion the 78% unbanked population within Indonesia brings to the society.

If we could reach out to the unbanked population and create income earning opportunities for them, EAVE will be able to truly leverage on the blockchain technology to change the way people live their life and create a real shared economy instead of an aggregated economy.

And you may ask, why haven't this problem been solved?

There are many attempts by technology companies trying to solve this problem but the biggest roadblock technology companies face is due to the regulatory restriction of a central government, and a lack of understanding from the general public.

For banks, improving their customers' prosperity is their main focus and that means not taking unnecessary risk in managing the poorer community who are either not able to maintain a minimum balance in their bank account or issuing a loan to the unbanked population that the bank might face defaults from.

For other technology companies, they might solve 1 problem (example: remittance) but not another (example: creating income earning opportunities).

Creating Income-earning Opportunities Is The First Block To Build A Better Life

EAVE perspective to solving the unbanked problem starts with creating income-earning opportunities for the unbanked population and allowing them to spend their earning **with ease.** EAVE is working to create the cryptocurrency we actually need.

As shown below is an example of EAVE Ecosystem:
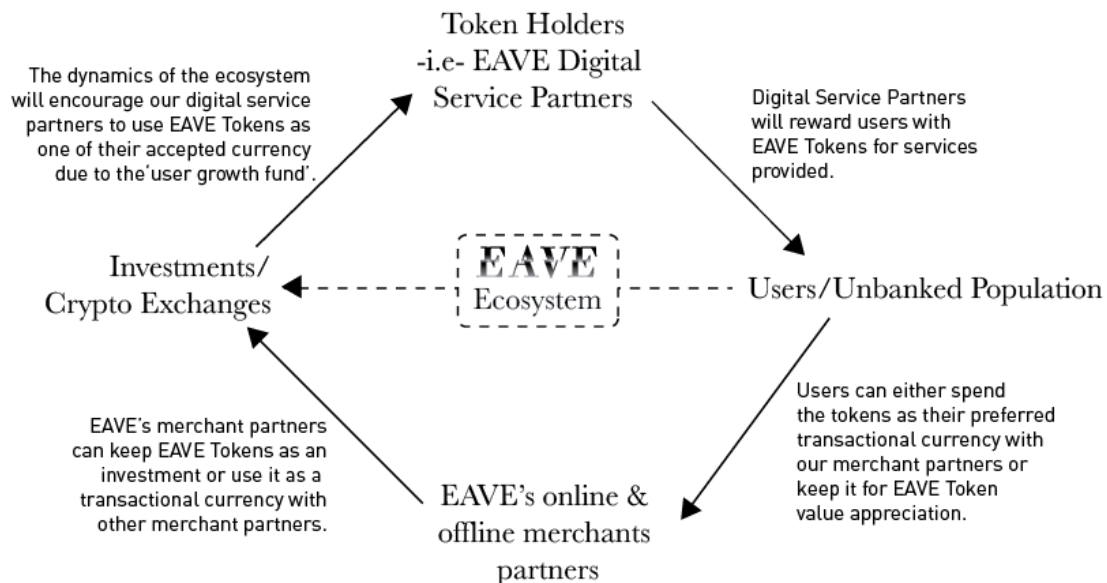
The creation of EAVE tokens will bring value to the unbanked population as we not only offer our token holders a way to spend EAVE Tokens like a fiat currency on a daily basis but also expand their earning opportunities to cryptocurrency investment.

If they acquire EAVE Tokens by simply providing a service on EAVE or for the other digital service partners on our 'Discover' platform, the exponential investment increment that the currency has will be of a tremendous value to them.

Many of the existing cryptocurrencies are **not** built as a token to be used on a day-to-day basis. And even if some of the cryptocurrencies can be used, they might not have the same ambition as EAVE in reaching out to the unbanked population.

For a cryptocurrency to be of value and purpose to the unbanked population, the cryptocurrency must first possess value that allows them to use it on a daily basis on products and on merchants relevant to them.

By creating our own currency, EAVE will be able to work with partners to create the most relevance for our target audience. The relevance could be –for example- as simple as using EAVE Tokens as one of the payment method in foodcourts,

restaurants or using EAVE Tokens to buy a cup of coffee in cafés. Although Bitcoin is used as a form of transaction, there is no driving force behind Bitcoin with the same intend to create the relevance for the unbanked population.

When offline merchants' starts accepting EAVE Tokens as a form of payment, we are confident that traditional financial institution like banks will also start classifying EAVE Tokens and other cryptocurrency as a form of asset class. Such plans will benefit not only EAVE token holders but also other cryptocurrency holders.

A New Digital Currency: EAVE Tokens

At the heart of this initiative is to create a new cryptocurrency used within EAVE ecosystem and amongst all our partners' (both online and offline merchants): EAVE Tokens. EAVE is an abbreviation of Electric Avenue, the first market street to be lit by electricity. We are developing EAVE with the same motivation of making a similar innovative impact in this new cryptoeconomy for the unbanked population.

However, the creation of solely a cryptocurrency is insufficient for the ecosystem to function. For EAVE Tokens to be viable, it must be able to create value to the society –for all merchants, investors, users and stakeholders-. To establish an economy around the new currency, digital service partners within the network of partners must do its part to establish EAVE Token's fundamental value and relevance within the society.

Establish An Ecosystem With EAVE

To businesses, users and stakeholders within the ecosystem, we offer EAVE. A platform launched with the vision of piecing the fragmented economy back together by bringing together a network of digital services startups to adopt our new cryptocurrency, EAVE Tokens.

EAVE facilitates a customised and individualised relationship between peer to peer.

There are 2 stages to the development of EAVE. Currently it is developed as a peer-to-peer communication mobile app (downloadable through iOS App store & Google Playstore).

It is our intention to bring it to the next level by developing EAVE as primarily a decentralized DApp store –developed on Ethereum- where other digital service partners are able to list their blockchain digital services DApp on and creating a wider range of option for users on EAVE.

The basic functions of this platform include **Messaging, Discover & Free Marketplace.**

Below is an illustration of the development in stages:

Current Stage As A Mobile Development

EAVE

Messaging
A peer-to-peer messaging function that allows free flow of open communication between all users of EAVE.

Discover
The current 'Discover' function within EAVE allow our users to post and share their projects/ideas and/or businesses that have been launched. Other users can comment, advise and share the projects they like, to encourage organic growth for the projects.

With the Token Sales, we aim to improve the current platform and build a real sharing economy instead of an aggregated one:

Goal: To Develop EAVE As A Decentralized DApp Store Platform

EAVE

Encrypted Communications
The new EAVE allows messages sent to be encrypted, secure and private. Ensuring no centralized source will be able to gain access to all our valuable & precious conversations.

Open Source Discover
The new blockchain-powered 'Discover' function connects and enable our users to have access to a wider option of digital services partners that shares an align vision of creating income earning opportunities through their business. All these digital service partners will also use EAVE as one of their accepted currency.

With the growth of this ecosystem, digital service partners will gain brand exposure, strong community support and maximize their profit without having to pay/trade/connect without the need of paying a middleman.
[i.e bank or a platform to mitigate the transaction]

EAVE Wallet
The EAVE mobile wallet allows transfers of EAVE Tokens to be almost free and instant. In time to come, we will also support other blockchain assets like Bitcoin and Ether.

EAVE wallet will deploy AI to automatically calculate personal credit scores, credit-worthiness and risk exposure based on the users behavior and social data.

With the blockchain technology and the smart contract system on the Ethereum network, a EAVE wallet will also be integrated, allowing users and businesses to transact amongst themselves securely and without restriction.

The network of digital service partners will bring fundamental value and demand to this cryptocurrency by establishing an economy around it, providing true purpose and need for it. For a start, apart from participation within EAVE, our digital service partners will also start integrating EAVE Tokens as one of the currency accepted within their platform.

Users on our platform are able to earn EAVE Tokens by providing value to other members through curation, content creation, and commerce. EAVE users will also be able to spend EAVE Tokens on products, services, and other valuable assets offered by merchants, developers, influencers, and other merchants (including offline merchants, starting from Jakarta and Singapore).

The value of EAVE & EAVE Tokens has been bringing purpose and relevance to what the currency can do instead of developing a token for only investment purpose. EAVE Tokens will sit at the center of a new digital economy, driving demand and fundamental value for the cryptocurrency.

Example of creating income-earning opportunity:

. User A, a student from Indonesia, uses the 'Discover' function within EAVE and found our DApp partner, Populens. User A can now ad-stream for a merchant through Populens as a means of generating additional revenue.

. User B, a street vendor from Thailand, opts to sell on the "Free Marketplace" function to establish his online presence.

EAVE Wallet

The primary function for EAVE mobile wallet serves as a platform to transfers EAVE Tokens to be almost free and instant.

On top of providing only transfer service, the wallet will also be a platform that will assess our users' credit score in bid to provide more service to them, such as micro financing and remittance in the next phase.

The key of growing the value of EAVE Tokens includes:

- Growing the network of digital service DApp partners within EAVE

- Partnering companies with similar values and vision who are willing to adopt EAVE Tokens in their business

- Engage more users by growing the closest market - Southeast Asia- for a start before focusing on the rest of Asia.

EAVE will use an economic incentives model (page 19, Incentize Program) to attract other digital service partners to adopt EAVE Tokens and be part of this ecosystem, building the value of the currency, and in turn encouraging new partners to join this initiative.
* The EAVE ecosystem will not impose any restrictions or tolls on monetizing its partners.

The EAVE Foundation will be set up and tasked to manage and distribute a specific amount of EAVE Tokens to be shared among our digital service partners in the ecosystem. The reward that each partner and user receives will be proportional to a measure of the utilization of EAVE Tokens within that digital service. All rewards will be transparent, auditable, and secure with through the Ethereum blockchain.

Ethereum is the industry standard for issuing custom blockchain assets and smart contracts. Ethereum's ability to deploy Turing-complete trustless smart contracts enables complex issuance rules for cryptocurrencies, digital financial contracts, and automated incentive structures.

These advanced features and active ecosystem make Ethereum a natural fit for EAVE.

Example of use-cases for the EAVE wallet:

. User A, a migrant helper from Myanmar, is frustrated with the exorbitant cost of remittance to send money back to her family. She uses EAVE Wallet to send EAVE Tokens back to her family in Myanmar and the receiver cashes it out with a local cryptocurrency exchange.

. User B, a seller on the 'Marketplace' sends a smart contract via EAVE wallet to her buyer. Both parties agree to the terms, buyer transfers the fund via EAVE wallet.

How Can EAVE Token Holders Benefit?

In a nutshell, the more transaction happening within the EAVE ecosystem, the more valuable EAVE Token is. The value of this token is driven from the transaction volume from all the participating partners (both digital and offline merchants).

As compared to other cryptocurrency where the value of the token is difficult to gauge, it is more straightforward to calculate the valuation of EAVE Tokens because of how the value is driven.

The value of EAVE Token is a combination of
(1) The number of EAVE Token users
(2) Average spend per user
(3) The number of online & offline merchants accepting EAVE

Summary

With EAVE Tokens being developed as an asset that could be spent in the digital world and the 'real' world, it will truly be a major change for the unbanked population across the world.

The key feature that defines EAVE would be the 'Discover' function as it empowers EAVE to connect users and other digital server partners –with the same align vision of 'creating income earning opportunities'- to build a more wholesome and decentralized ecosystem. With the blockchain technology, digital service partners and users can now pay, trade, transfer funds and earn like a true sharing economy without restriction and a centralize governance.

With a lesser-known cryptocurrency today, there is no way we are able to spend it as an asset like USD to even buy a coffee. We aim to change it with EAVE Tokens.

With EAVE progressing to become a decentralized DApp store platform for other digital service partners, we will work to enable our users and partners the ability to manage, spend their EAVE tokens through their smartphone either via QR code or NFC.
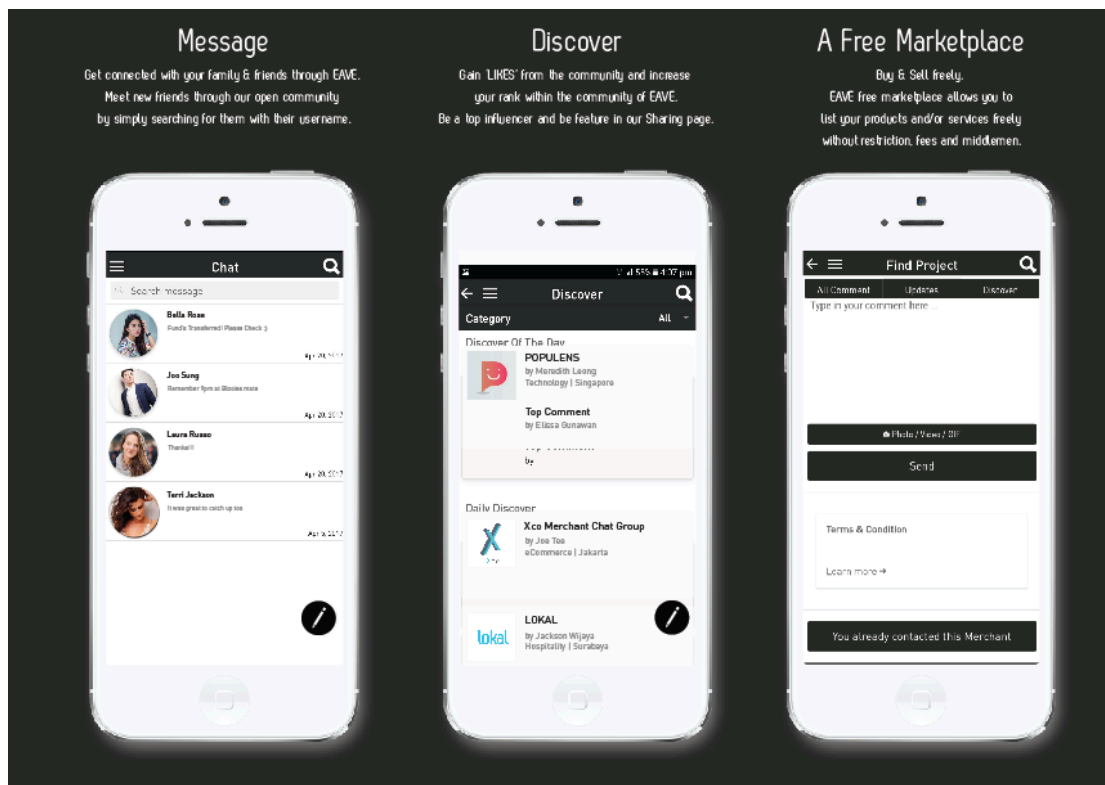
Example of earning on EAVE compared to a non-blockchain platform:

. User A, Singapore DApp service partner who pays their users for every content their users creates, as an early adopter of EAVE Tokens and with the User Growth Fund (page 20 -Incentize Program-), has an economic incentize to pay their users using EAVE Tokens instead of other cryptocurrencies.

. User A will not be able to pay to their overseas users without being charged a hefty remittance fee. The savings from the remittance fee will be pass on to both User A and their overseas users.

EAVE Tokens, an Earnable Income

One of the most compelling features that can create income earning opportunity & reach out to the unbanked population in EAVE is allowing users the ability to earn simply by performing valuable actions.

As a cryptocurrency that possess real value both in the digital and 'real' world, the economic options for users are endless. This incentize program will facilitate the entire ecosystem's transition to a fully decentralized and autonomous network.

Through this incentize program, our digital service partners and users will earn an extra 0.3% EAVE Token for every successful transaction. This incentize will encourage more users to be a token holder and there will be further benefit from a potential value upside of the tokens.

As part of this process, the network's membership and governance will become open to other ecosystem partners. The EAVE Foundation will support them in the adoption of EAVE Tokens and developing digital services with integrated transaction economies. It will also oversee the development of important fundamental components shared across the entire ecosystem, such as identity and reputation management, cryptocurrency wallets, and compliance solutions.

The EAVE Foundation

EAVE will set up The EAVE Foundation, a non-profit organization with its purpose to oversee the reserve of uncirculated EAVE Tokens and with the mandate of promoting adoption & growth of EAVE Ecosystem.

10 percent of the total supply of EAVE Tokens will be secured in a smart contract, allocated to The EAVE Foundation, and introduced into circulation as periodic rewards.

The rewards will be distributed among ecosystem digital partners and users. 20 percent of the remaining rewards allocation will be issued as periodic incentive payments every year, diminishing over time as the currency gains overall value. For partners and users in the ecosystem, the rewards will constitute strong economic incentives for integration with EAVE Tokens.
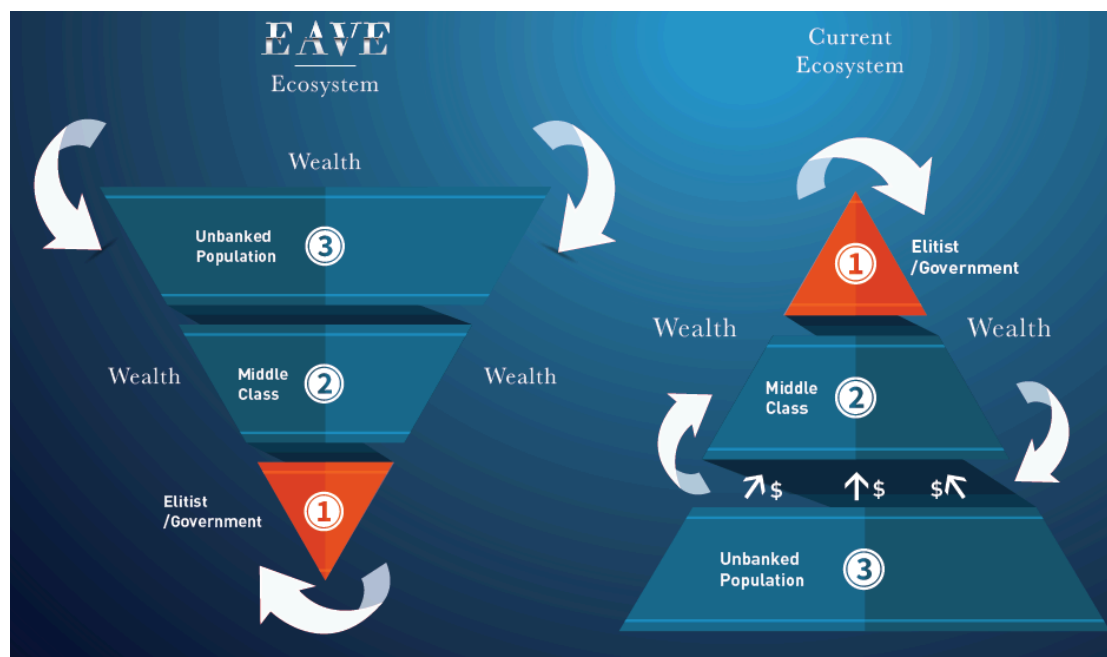
EAVE Token Distribution System

To achieve our goal of a widespread end-user adoption, **distribution** of EAVE Token is the most important aspect of the project.

The fundamental concept of EAVE revolves around improving the efficiency of a decentralized digital economy by creating a transparent form of exchange between merchants, advertisers and users. The value of the cryptocurrency is built around on the ecosystem that EAVE is developing with its partners involved.

The EAVE Token Distribution System is based on a reserve pyramid concept as oppose to the traditional pyramid concept of a central governance, where the government & central banks holds the rights and license to printing and distribution of fiat currency.

In the EAVE Token Distribution System, digital service partners within the EAVE ecosystem (we shall term them as EAVE Drivers) can offer users financial incentize -in the form of EAVE Tokens- for simple task like: Live streaming, creating content, using of the Drivers' platform etc, on a cost-per-action basis.

For the last 12 months of researching about the EAVE Ecosystem, we had the opportunity to experiment this distribution system using fiat currency as both a digital service partner and also a user, which helped us develop an essential understanding what is needed from both perspective.
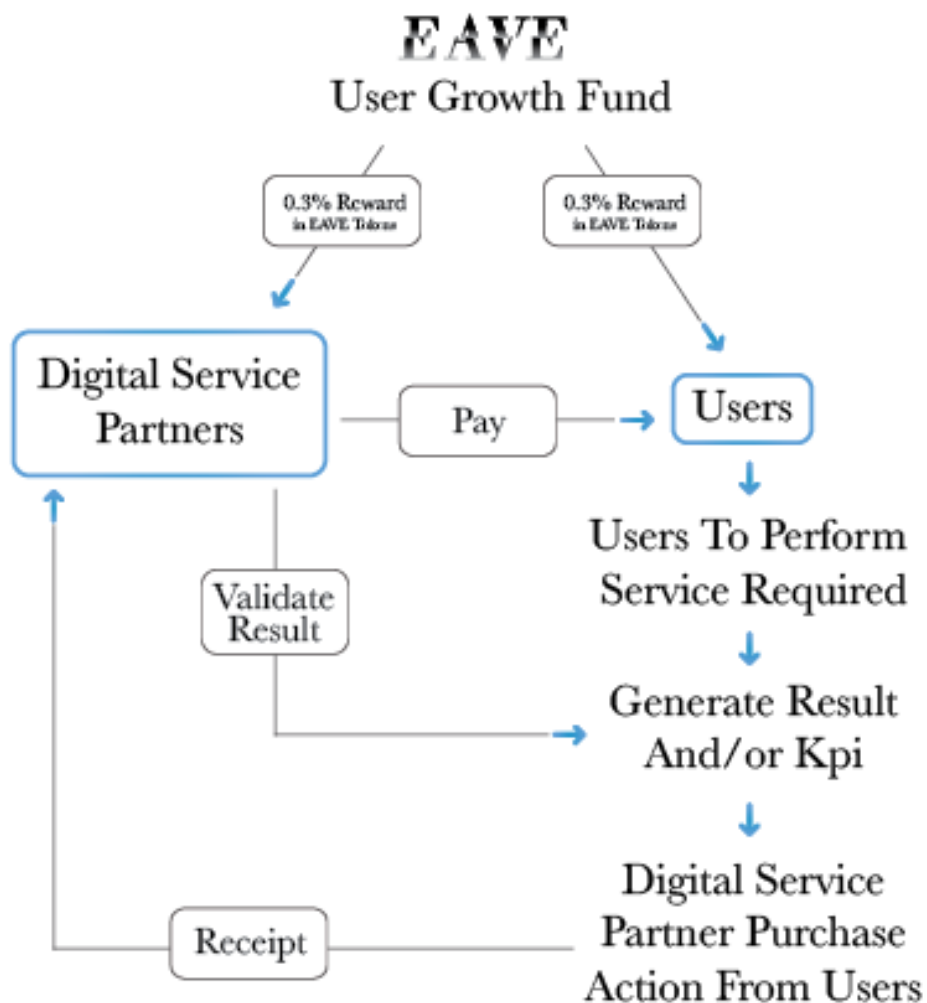
Building on EAVE, we will work toward creating the first open and sustainable decentralized ecosystem for our digital service partners.

Within our decentralized ecosystem, both economic value and governance are shared among the ecosystem's stakeholders rather than concentrated in a single and centralized organization. The stakeholders are its founders, partners, investors, supporters, operators and, most importantly, its consumers.
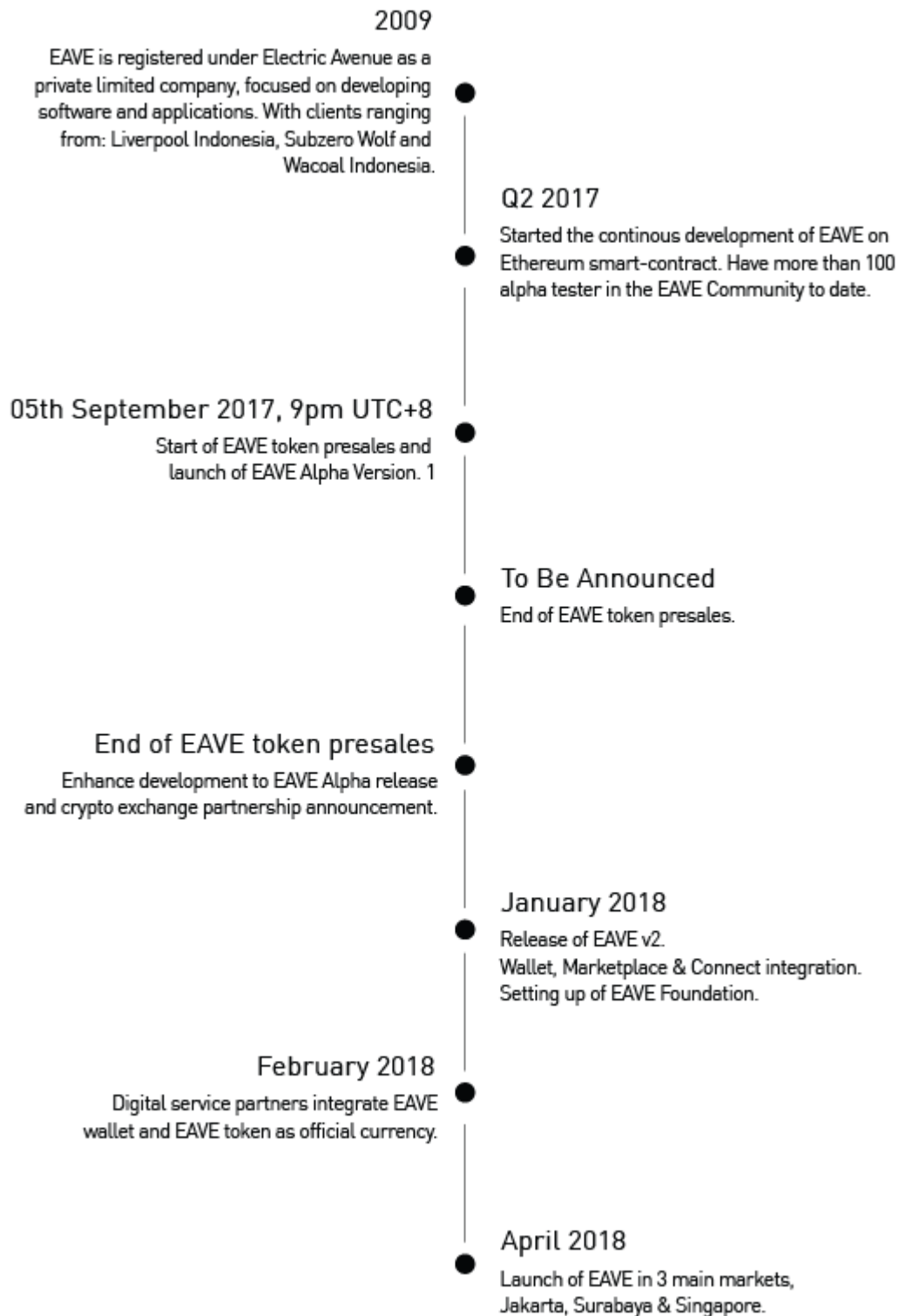
EAVE will ensure Businesses, Token Holders and Users within EAVE Ecosystem enjoy massive growth with the increased demand and usage of EAVE. Users will also benefit from a diverse digital experience, and option to access to a wider range of commercial services.

* The EAVE Distribution System is a dynamic component of the project thus it is subject to change and improve as time goes by.

The architecture diagram as shown below is an example of how EAVE Drivers are able to create income-earning opportunities for our users and the incentize in doing so.

Roadmap

2009

EAVE is registered under Electric Avenue as a private limited company, focused on developing software and applications. With clients ranging from: Liverpool Indonesia, Subzero Wolf and Wacoal Indonesia.

Q2 2017

Started the continous development of EAVE on Ethereum smart-contract. Have more than 100 alpha tester in the EAVE Community to date.

05th September 2017, 9pm UTC+8

Start of EAVE token presales and launch of EAVE Alpha Version. 1

To Be Announced

End of EAVE token presales.

End of EAVE token presales

Enhance development to EAVE Alpha release and crypto exchange partnership announcement.

January 2018

Release of EAVE v2.
Wallet, Marketplace & Connect integration.
Setting up of EAVE Foundation.

February 2018

Digital service partners integrate EAVE wallet and EAVE token as official currency.

April 2018

Launch of EAVE in 3 main markets, Jakarta, Surabaya & Singapore.

Company Background

Electric Ave Pte Ltd was founded in July 2009. Although we have been operating in Jakarta, Indonesia for the past 8 years, there are a few main considerations we had before deciding to have retain our base in Singapore:

● The reputation of Singapore as a financial hub, stable & supportive government allows us to leverage on the assurance of being regulated in Singapore to subsequently expand into Southeast Asia, China and India.

● Over the past 8 years, we have been operating mainly in Indonesia, the fourth-largest populous country in the world. This will be a great springboard for us to penetrate the Southeast Asia market.

● According to the World Bank Group, 50% of the population is still unbanked across the world, 73% in Southeast Asia alone. Being in the center of Southeast Asia will allow our outreach to be much easier.

EAVE Team

- Aloysius Liang: Founder

Perceived as the architect of the team, Aloysius is tasked to identify & develop technology business ideas.

Equipped with a strong communication skill set & innovative ideas, Aloysius is also in charge of all B2B strategic alliances, presentation engagements and brand building of EAVE.

Aloysius founded EAVE in 2009 and have participated in projects like Liverpool Indonesia, Subzero Wolf and Wacoal Indonesia.

- Joe Tee: CEO

Joe Tee is the CEO of EAVE and he oversees the company's operational activities and product development.

Having spent more than 5 years as an entrepreneur, Joe brings with him years of management experience in both investment and real estate. As the CEO of EAVE, Joe is focused to bring EAVE beyond Singapore & Indonesia, and to carve brand name on an international platform.

- Meredith Leong: COO

Meredith began her career as a designer but found her true calling as an entrepreneur. She has the penchant for the UI/UX of technology developments with distinct characters in the aesthetics that results with the birth of her concept of "handcrafted technology", which is the signature of EAVE.

Leading the team as a COO, she is continuously seeking ways to further escalate the startup, and actively fine-tuning EAVE to keep up with today's user expectations while highlighting the uniqueness.

- Nigel Pang: CMO

Nigel started his entrepreneurial journey technology developer back in 2012. Today, he is mainly leveraging on his experience, network & market penetration expertise to bring EAVE to the international platform.

- Elisa Dana : Business Lead

Elisa prior professional experience spanned across both Australia and Asia for over a period of 8 years including working as a consultant in PWC, BTPN bank and even started her own startup, Core Attire, in 2016.

Having spent more than 8 years in Australia, Elisa decided to further her career in Singapore, bringing back with her years of international consultancy experience.

Purpose of Token Sales

The Token Sales will allow EAVE to accelerate its continuous development into a decentralized DApp store platform and conduct the required marketing works to reach out to our targeted market of the unbanked population within Southeast Asia for now.

The proceeds will be an acceleration for EAVE to bring together an experience team of developers, business development, a legal team, user experience designers and many other talented people on board.

Offering a Token Sales instead of a traditional venture capital round allows the community to participate in EAVE journey. We want to tap into the power of the people rather than limiting it to a selected number of traditional venture capital funds.

Lastly, having our own token allow us to create value to our target market by creating income earning opportunities and paying them in the form of EAVE Tokens.

General Token Sale Overview

Starting from September 05th 2017 starting at 2100 UTC+8, we will offer 40% of all EAVE Tokens for purchase by the public in EAVE Token Sale under the ticker symbol "EAVE".

20% of all EAVE Tokens created will be retained by The EAVE Foundation and the Distributors for distribution of community initiatives, business development, academic research, education and market expansion, to name just a few.

The remaining 40% of EAVE Tokens created will be distributed to EAVE founders, employees and early investors as an incentive to ensure long-term alignment of interests and commitment to the tokens and their future value.

Further details of the distribution of tokens are set out below. 1 EAVE TOKENS token will be sold for 0.001 ETH, meaning 1 ETH will give you 1,000 EAVE Tokens. Other accepted cryptocurrencies will be converted live in ETH. There is a minimum purchase amount of 1,000 EAVE Tokens per purchase.

Should the maximum amount of 40% be reached, we will cut off the sale with immediate effect. In the case of an amount of contribution falling below the maximum target, of 40%, the total tokens will be adjusted accordingly, with the difference between the lower amount and the maximum amount being reserved for future token sales. The development of EAVE will start once there is a minimum amount of 4 million EAVE Tokens sold.

The above is an illustration of calculation accruing to the token holders. Please bear in mind that all numbers are assumptions based on our best estimates.

Important Milestones based on different amounts of funding received in connection with EAVE Initial Token Sale

EAVE Deliverables:

- EAVE will be developed as a decentralized DApp store platform built on Ethereum
- EAVE Tokens
- EAVE Wallet
- The EAVE Foundation

Example scenario of EAVE Token Sales reaches a target of 25,600 ETH, EAVE will be able to improve the current development into a blockchain DApp store platform.

Funds Dedicated	Milestone Reached
Ca. 6,400 ETH	Programming, testing and going live with the new EAVE Network platform without Wallet. Includes Beta tests, stability tests, market and user analysis
Ca. 6,400 ETH	Integration, testing and going live with The EAVE Network Wallet. Includes Beta tests, stability tests, market and user analysis
Ca. 6,400 ETH	Recruiting a team of support staff & marketing team going forward to evangelise the EAVE Network and adoption of the EAVE Cryptocurrency
Ca. 6,400 ETH	Appointing and coordinating with external auditors to certify the quality of EAVE operations and internal controls in connection with the EAVE Wallet On the financial side, a Big 4 firm, such as Deloitte or PwC will provide ongoing monitoring of our financial and accounting standards From a security and IT perspective, EAVE will hire a best-in-class external auditor to establish a long term working relationship with them

Fund Raising/Token Launch Summary

Project Description	EAVE aims to create income earning opportunities for the unbanked population. EAVE token holders will be able to spend their EAVE token as easy as spending a dollar.
EAVE Description	EAVE is an decentralized DApp store platform that allows developers to list their respective DApps. Primary function: Message, Discover, EAVE Wallet.
Ticker Symbol And Token Background	EAVE. EAVE is built as an ERC20 token on the Ethereum blockchain
Pre-Sale Start Date	05th September 2017, 9PM Singapore Time (UTC+8)/ 3PM Munich Time/ 9AM New York Time/ 2PM London Time

EAVE Token Price	1 ETH = 1,000 EAVE tokens.
Total Percentage of all EAVE tokens available for public	60%
Percentage of all EAVE tokens available during EAVE Token Sale	40%
Percentage of all EAVE tokens for long-term alignment of interests	40%
Total Amount of EAVE Tokens Created	250,000,000 (250 million EAVE Tokens)
EAVE Token Sales Target	100,000,000 (100 million EAVE Tokens) Equivalent to 100,000 ETH (100 thousand Ether)
Fund Escrow	Funds secured in multi-signature escrow account
Accepted cryptocurrencies for EAVE Token Sales	Ether (ETH) and Bitcoin (BTC)

- Maximum financing for 40% of EAVE Tokens: 100,000 ETH -this may change with exchange rates.

- Token contract address: TBD (Published through various channels 48hrs before crowdsale launch date).

Incentize Program

A part of the 20% EAVE Tokens dedicated for community building will be used for our incentize program, we shall term it as the User Growth Fund for now. The purpose is to incentivize users to participate in EAVE's ecosystem by creating income-earning opportunity.

- EAVE Tokens received as a reward can only be used within EAVE ecosystem for value added services.

- Unused EAVE Token Rewards after 6 months will be sent back to the user growth fund, which can then be used for new users.

- No new EAVE Tokens will be created once the user growth pool is exhausted.

- Users, digital service DApp partners and merchants will get up to 0.3% reward for every successful transaction for the next 4 years, until the User Growth Fund is exhausted.

Budget Allocation

To build a decentralized ecosystem, we require liquidity, so proceeds received will be used as liquidity for EAVE. Any successful exchange requires liquidity to commence and maintain operations.

Only with strong foundation, we can attract more partners, startups and users to increase the demand and transaction volume.

Budget Allocation

- EAVE Development 40%
- Admin Cost 10%
- Marketing 35%
- Contingency 15%
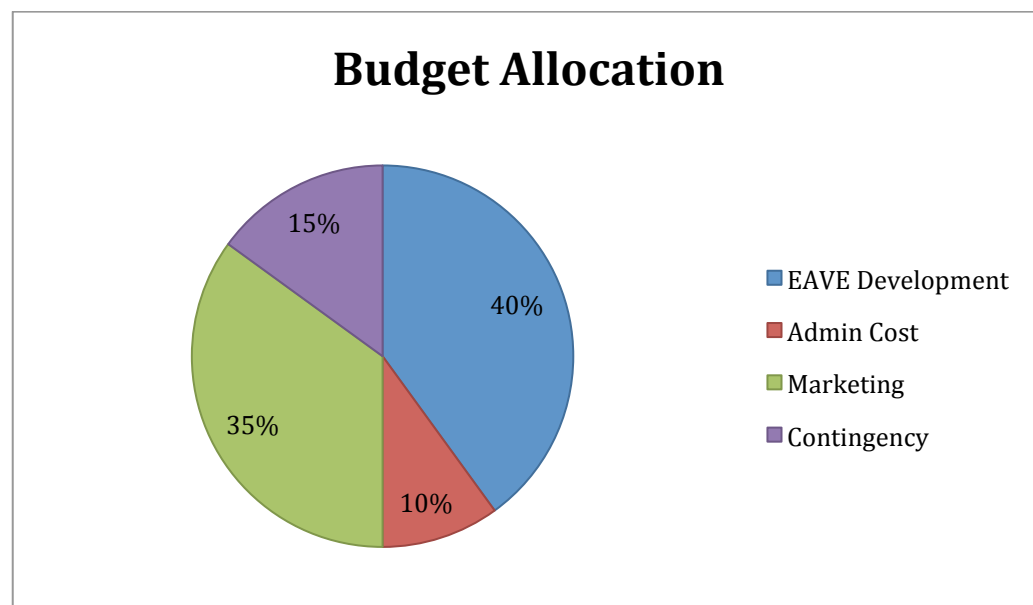
- EAVE further development: 40% of proceeds
    - We will build a team of over 20 professionals in various departments from developers to user experience designers. This financing also allows for the rollout of The EAVE Foundation, including the necessary adjustments to and development of the existing EAVE digital service partners. It will also be directed at third-party providers offering engineering, marketing, growth-hacking, PR, partnerships, affiliate programs and more.

- Administration: 10% of proceeds
    - Consists of EAVE's legal, security, accounting and other associated administration costs.

- Marketing: 35% of proceeds
    - Marketing will focus on expanding awareness and adoption of EAVE TOKENS amongst digital service partners and EAVE users, merchants and advertisers. This also includes the growth and maintenance of the world-wide community to further develop the ecosystem partnership to drive up demand and usage of EAVE.

- Contingency: 15% of proceeds
    - This is a set-aside for unforeseen costs.

Detailed Breakdown Token Structure

1) 60% of all EAVE Tokens will be distributed to the public in the long run: This will ensure long term growth of EAVE's ecosystem and EAVE Tokens.

2) 40% of all EAVE Tokens will be sold during EAVE Token Sales: The proceeds raised will be used to finance the operations of EAVE for the next 4 years. This includes funding development, administration, marketing, financial and legal costs.

3) 20% of all EAVE Tokens will be distributed for community initiatives for the next 4 years; the tokens allocated will be used for community building initiatives such as business development, research, and market expansion. This budget will be securely held in publically viewable cryptocurrency wallets and are subject to scrutiny by the entire community.

    ● 10% out of point 3 will be used for Business development

    In order to grow the adoption of EAVE Tokens and promoting the businesses & partners within EAVE's decentralized ecosystem, EAVE Tokens will be dedicated to the funding of strategic planning, project support and coin swap initiatives as detailed below.

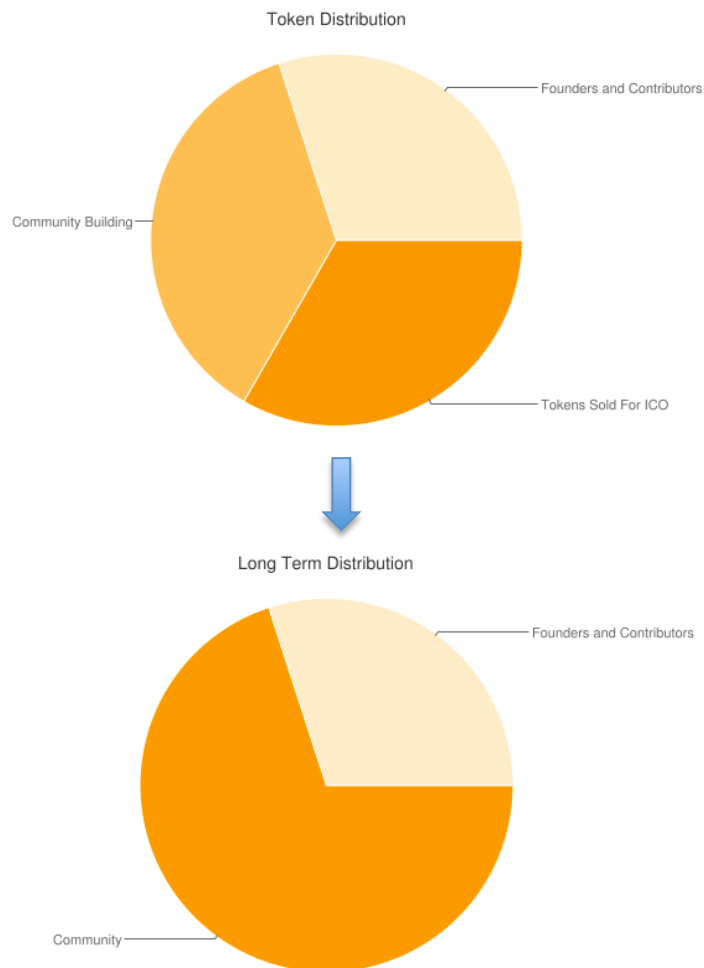○ 5% will be used to facilitate the adoption of the EAVE Tokens in selected industries

○ 5% will be used for coin swaps of EAVE Tokens with cryptocurrencies of other blockchain ecosystems and/or other businesses/startups. The cryptocurrencies acquired this way will be distributed among EAVE Tokens holders and stakeholders

4) 40% of all tokens will be distributed amongst founders, early backers and development team.

Founders, early backers and development team will be rewarded with tokens for their efforts contributed to the development of EAVE Tokens and EAVE.

● 10% will be reserved as an asset in the company to bring value to early investors.

● 30% will be used by EAVE to incentivize founders, employees and the development team. Each EAVE founder and employee will receive part of his or her compensation package in EAVE Tokens, which will vest over 4 years.

Token Distribution

Founders and Contributors

Community Building

Tokens Sold For ICO

Long Term Distribution

Founders and Contributors

Community

Conclusion

1. EAVE will launch a cryptocurrency, EAVE Tokens.

2. Proceeds from the EAVE Token Sales will be used for the further development of the decentralized DApp store platform, EAVE, EAVE Tokens Management and The EAVE Foundation.

3. As part of our outreach, EAVE will launch an incentize program, User Growth Fund, for both the digital partners & users to adopt EAVE Tokens.

4. The EAVE Foundation will also be launch as a non-profit organization with its purpose to oversee the reserve of uncirculated EAVE Tokens and with the mandate of promoting adoption & growth of EAVE Ecosystem.

5. EAVE will consist of a network of Ethereum digital service partners and it's 'Discover' function will enable users to explore more partners with the same align vision of creating income-earning opportunities through blockchain technology.

6. The EAVE Wallet will manage the users' EAVE Tokens with convenience and security.

Since the birth of our vision in 2009, EAVE business model has been built around development of startups, but we now want to cement its legacy in the development of an ecosystem that can contribute significantly to the unbanked population.

With the new cryptocurrency at its core, this ecosystem will be open and sustainable while putting users first. The partners within EAVE ecosystem will be essential in driving up the demand and usage of EAVE Tokens.

With the Token Sales proceeds, we will be able to further strengthen this ecosystem while developing EAVE Tokens for maximum convenience and security for our users and partners. EAVE Token Sales will be conducted by the Distributor, a wide range of individuals will have the opportunity to participate in our long-term growth and success story to fundamentally change the world of that we live in.

EAVE will bring to reality a new era of decentralized community ownership and the development of a purpose-driven currency focused on bringing value to users, enabling a vibrant ecosystem of digital services that power daily life and the unbanked population.

Join us in EAVE Token Sales and we look forward to having you as our partner in our mission of reaching out to the unbanked population.