

'Rewarding the Token Economy.'

White Paper v1.0 June 8, 2018

A trustless bounty hunting network with a staking and token burning based review system for submitted work.

Join us on Medium, Twitter and Telegram.

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## Special Thanks to

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### Abstract

We believe in a tokenized economy. Bounty0x.io will advance the vision of a decentralized future and streamline bounty management by accomplishing three keys tasks: (1) enabling anyone to host and manage bounty campaigns by posting bounties, and disbursing payments to bounty hunters (2) enabling users seeking to participate in a bounty program (hereinafter "bounty hunters") to search bounty listings, participate in said bounties, complete bounty tasks, and receive rewards and payments (3) automating the process of reviewing bounty task submissions by enabling third party reviewers (hereinafter "bounty sheriffs") to ensure the accuracy and quality of bounty submissions by staking BNTY tokens in exchange for value.

Companies utilize bounties as a means to recruit community members to complete tasks in exchange for receiving a reward. Currently, the options available for teams seeking to have tasks accomplished is inefficient. In order to have bounties completed, startup teams are often required to spend time posting on forums or chat groups in order to advertise what bounties are available to potential bounty hunters. It can be difficult for users to locate which (companies/organizations/ICOs/entities) are accepting bounties and which have already been completed.

Additionally, ensuring that all bounties have been completed accurately, and that the user who completes the bounty receives payment to the correct address can be difficult. The entire process is inefficient and time consuming. Because the process is inefficient, it limits the scope and breadth of bounties that bounty hosts can outsource to bounty hunters. Bounty0x.io will enable companies and startups to accomplish more tasks thanks to the help of thousands of bounty hunters who contributed to the project.

Bounty0x.io will be a one stop shop for Bounty Hosts and Bounty Hunters to collaborate in a mutually beneficial arrangement. Teams will be able to easily and efficiently disburse payments to contributors who have fulfilled the requirements of any bounties using their own native token. A verification process and reputation system will be built in to verify that each task was successfully completed before payment is disbursed.

# **Table of Contents**

Special Thanks to	1
Introduction	4
Vision	5
Case study	6
Distinguishing Bounty0x from existing platforms.	8
Our solution - Bounty0x	10
Meet the players  Bounty Hosts  Bounty Hunters  Bounty Sheriffs	<b>11</b> 11 12 12
Bounty types	13
BNTY Token	13
BNTY token distribution values	14
Pre Sale Stats	15
Main Sale Stats	15
Token allocation	16
Development Roadmap	17
Expenses	18
Management of Contributions	19
Transparency Policy Development disclosures Financial disclosures Contact information	<b>19</b> 19 19 19
Modules	20
District0x - Bounty0x Decentralized Governance	20
Core Team	20
Contribution Period Risks	22
Disclaimer	23
Appendix	24

## Introduction

In the 'Old West', the government used to post bounties for the capture of dangerous criminals. Nowadays, a bounty program is an offer made by many startups, companies, and entities which enables individuals to receive recognition and compensation for performing highly specific tasks. Bounties are often used in the context of online marketing, consulting, research, journalism and software development.

Bounty programs are also a frequently used tool used by ICO startups. In 2017 blockchain entrepreneurs raised more funds through initial coin offerings (ICOs) than through traditional venture capital investments. So far in 2017, blockchain entrepreneurs have raised over \$2 bln through ICO offerings and even exceeded the funds raised through VC's in the months of June and July. This will only continue to grow in 2018 and beyond. Startups are accordingly relying even more on bounty programs in conjunction with upcoming ICO's to accomplish pre-ico tasks.

Bounty0x was conceived as a <u>district0x proposal</u> and was selected among the top four district proposal. The proposal is <u>currently being voted upon</u> in order to become the next district which will be built on the district0x platform. The Bounty0x network will eventually migrate over to the district0x network platform when the d0x infra protocol is ready, and at such time enable DNT token holders to stake their DNT in order to take part in Bounty0x platform governance.

Bounty campaigns nowadays are highly centralized, which makes them susceptible to fraud, highly inefficient and limited in scope. Bounty0x solves these problems with a decentralized bounty hunting network and an automated review system for submissions.

### Vision

In the short term, we will develop a trustless platform where bounty hunters will be able to receive payment in tokens in exchange for completing bounty tasks for ICO startups. With hundreds of new blockchain startups being formed and holding ICO's every month, this is already a very significant market. Our ultimate goal is to increase the efficiency of industries that would benefit from a decentralized workforce and bounty-oriented reward model.

### 1. Online marketing

Banner advertisements are losing effectivity due to a fenomena known as "Ad Blindness". On the other hand, influencer marketing on social media and blogs is exploding in popularity. Our platform brings influencer marketing to the crowd by allowing anyone from anywhere, to endorse brands through our marketing bounties.

#### 2. Software development

Bugs and security issues are a growing pain in our digital world. A small team of developers might miss a bug that could potentially be disastrous for a company. Security audit firms charge astronomical sums for their services and companies often want to get a second or third opinion. Our platform enables Bounty Hosts to expose their code to thousands of programmers that carefully analyze and review it. Bounty hunters only receive a reward if they actually find a vulnerability.

#### 3. Consulting

Adapting to the latest industry trends is a big challenge for global consulting firms. It often involves extensive training of their employees and the hiring of new ones. This is an unsustainable process in a world where industries change at an accelerating pace. We believe that the solution to this problem is to completely decentralize the consulting industry. On our platform, Bounty Hunters can submit improvement suggestions and solutions to highly specialized business situations.

#### 4. Research

Governments, Corporations and NGO's can set bounties on the completion of certain research oriented goals e.g. Finding a cure for breast cancer.

## Case study

The following are three use case studies illustrating the shortfalls of bounty programs as they are presently handled. Bounty0x offers a streamlined bounty management platform which diminishes the opportunity for fraud, expands the scope of potential bounty tasks, and enables teams to easily distribute rewards and monitor contributions.

#### 1) For Bounty Hosts.

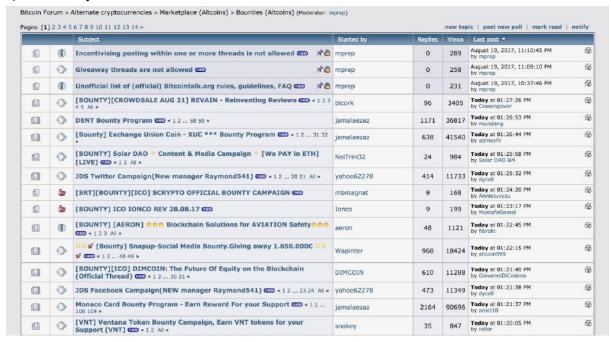
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How startups manage submissions today using excel (pictured above).

During the Status and Bancor ICO, the two platforms each received thousands of submissions by bounty contributors. Verifying that each bounty was completed successfully and that individual users received their rewards was time intensive. Members of the Status and Bancor team sorted through slack channel archives in order to identify contributors, utilized a makeshift system comprised of post reactions, and created various spreadsheets containing lists of contributors addresses and the amount each contributor was entitled to receive. Naturally the process was very time consuming, and was susceptible to fraud. Despite the efforts made by the previously mentioned companies, there were still numerous complaints about long waiting times until the bounties were eventually reviewed and moderated, as well as complaints of incorrect distribution of tokens once the campaign was completed. Bounty0x offers Bounty Hosts a better alternative.

Bounty0x is not only beneficial for difficulties faced by bounty campaigns receiving thousand of contributions, but can also be useful for smaller programs expecting to receive, a couple hundred submissions. Even a few hundred bounty submissions can be completely overwhelming for a small team.

#### 2) For Bounty Hunters.



How bounty hunters find and participate in campaigns today (pictured above).

Bounty0x also solves a big pain for Bounty Hunters. Currently, it is difficult for Bounty Hunters to find bounties that they want to participate in. Usually, Bounty Hunters find bounties through word-of-mouth on forums. Consequently, bounty campaigns only receive a fraction of the contributions compared to if there was a platform that startups and Bounty Hunters could use. Also, Bounty Hunters with a track records of success are unable to gain recognition for their prior work and command a higher price since there is no proper reputation system in place. Genuinely good startup bounty campaigns are unable to attract bounty campaign contributors because of difficulty locating their bounty campaigns.

At the present time, Bounty Hunters spend countless hours searching forums in order to identify interesting campaigns. Thereafter, they must message team members and offer to complete bounty related tasks. Moreover, the team can not be sure if there has already been someone assigned to complete a bounty. It can be difficult to determine which tasks have already been completed, and what tasks are available. Furthermore, team members spend countless hours communicating individually with contributors verifying the contributions meet the minimum job requirements and have been completed adequately.

## Distinguishing Bounty0x from existing platforms.

At the moment there are no existing platforms that enable Bounty Hosts to manage bounty programs in a decentralized and autonomous way, and Bounty Hunters to receive trustless payment for completing bounties. As mentioned earlier, the interaction between the Bounty Host, and the Bounty Hunter usually occurs through forums or email. All organization of the bounty campaign requires Bounty Hosts to maintain detailed excel spreadsheets with payment addresses, and lists of bounty submissions. This has proven to be highly inefficient and time consuming. More importantly, it limits the potential scope of the bounty campaign. As it requires companies to hire dedicated bounty campaign managers to organize and verify all bounty submissions. Consequently none of the existing platforms solve these problems.

We have extensively researched whether any of the freelancing sites like Ethlance or UpWork could potentially solve the problems that are unique to bounty campaigns. At the moment Bounty Hosts and Bounty Hunters do not utilize freelancing sites in order to manage bounty campaigns because they are not specialized enough to meet the demands of bounty campaigns. Some will draw comparisons between Bounty0x, Bug Crowd and Hackerone and other sites. The latter are focused on cyber security issues whereas Bounty0x offers support for broader bounty targets and none provide a decentralized verification mechanism.

Our conclusion is that current freelance and job platforms are <u>not</u> ideally suited to take on the task of bounty management <u>for 4 main reasons</u>:

#### 1) Bounty task reviewing system

At present, there are no freelance job sites which enable users to perform a reviewing service of the quality of the submissions. Bounties receive thousands of submissions during the course of a bounty campaign, this makes them uniquely positioned to benefit from an automated verification system.

### 2) Payment system

Bounty0x differentiates itself from freelancing sites by enabling Bounty Hosts to allocate a certain percentage of their ICO tokens in such a way that they will be automatically distributed to bounty contributors upon completion of the ICO. Currently, freelance job platforms don't have a structure in place that could track the work of Bounty Hunters and later disburse payment once the tokens are transferred from the genesis contract to an escrow account. Furthermore, with the exception of Ethlance, which is focused on freelancers, most websites do not even support payment in ERC20 compliant tokens. Finally, few platforms enable management of hundred or even thousands of submissions.

### 3) Individual assistance

It can be very challenging for a company to decide on the mechanics behind their bounty campaign. Some of the most common doubts are associated with the tasks that should be offered and the amount that should be allocated to rewards. These factors vary greatly depending on the nature of the company.

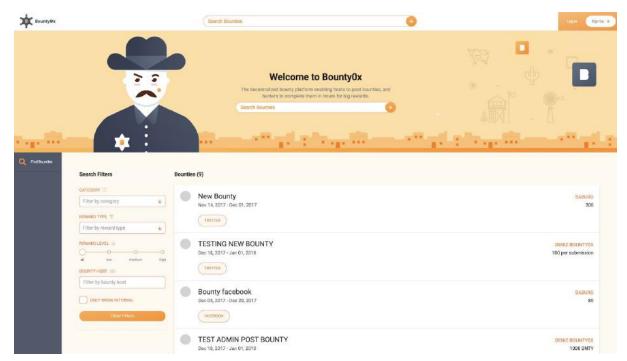
Freelance platforms today are unable to provide guidance with regard to bounty platform management. On the other hand, at Bounty0x there will be a section of the website dedicated to educational content to educate companies interested in holding bounty campaigns as to best practices in a bounty campaign. If a customer needs a more personalized assistance, we will provide a how it works section similar to Seller Central on Amazon, and "How it works" on Upwork.

### 4) Advertising and marketing audience

Because of the fact that Bounty0x will be specifically built for bounty management, it will be the go to solution for anyone holding bounty campaigns. Today multiple platforms exist for hiring freelancers. Bounty0x is unlike any of these platforms as it is specifically tailored towards assisting Bounty Hosts with the unique requirements associated with bounty campaigns. At the moment, no other job site enables third party reviewers to verify that submissions are completed appropriately allowing them to receive payment in exchange for doing so.

## Our solution - Bounty0x

At Bounty0x we are building a network enabling anyone to post bounty tasks which Bounty Hunters will be able to accept and complete. Bounty0x makes it easier for users seeking to complete bounties to search and accept bounties. The benefit of this approach are twofold. First, this allows Bounty Hosts to focus exclusively on developing their product, and second, it makes it easier for Bounty Hunters to find new campaigns to join. By using the Bounty0x Network, companies, governments, and entities, will have access to a pool of reputable Bounty Hunters, and a verification mechanism to ensure the tasks are performed correctly.



Alpha platform search page (pictured above)

The <u>Bounty0x Alpha</u> platform launched on October 15th and already has over \$750k worth of bounties on it. Bounty Hunters can sign-up and start earning rewards. Companies or start-ups can get in touch with us at <u>contact@bounty0x.io</u> to post a bounty campaign. Start-up registration will be released in the next update.

It is important to note that the Alpha does not even scratch the surface of what Bounty0x will ultimately become. It's main purpose was to test the concept before raising any funds.

## Meet the players

### **Bounty Hosts**

Anyone can post bounty tasks and set a reward for the completion of each task. In the past, in order to manage a bounty campaign, Bounty Hosts would need to verify that users are legitimate, assign tasks to individual users, verify completion of each task, determine the payout address of the Bounty Hunter, and eventually disburse payment and resolve potential mistakes which occur throughout the process.

With Bounty0x, companies, entities or governments simply sign-up, setup a campaign, post a new bounty listing which indicates the requirements of the bounty and bounty details and payouts. Thereafter, users search and accept bounties they seek to complete. Upon completion, the bounty is thereafter flagged for review by a Bounty Sheriff, who confirms the accuracy of the bounty task.

Bounty Hosts may elect to post and hold campaigns for a variety of bounty tasks. The bounty completion verification mechanism may vary depending on the type of bounty task that the startup seeks to complete. For example, some bounties may be verified through an automated process, other bounties may be verified solely through the Bounty Host, and still other bounties may be verified through the use of Bounty Sheriffs .

## **Bounty Hunters**

Bounty Hunters can directly participate in any bounty they wish. Following a search of available bounties, Bounty Hunters can accept bounties, and submit their work directly through the platform. Bounty Hunters will find a reward counter in their profile. Bounty Hunters need to manually withdraw the tokens from their Bounty0x dashboard to a compatible wallet.

Bounty0x has a built-in reputation system to enable startups to use our platform to identify potential candidates to hire. Every time a Bounty Hunter receives tokens for his work, Bounty0x will convert those coins into their ETH value and rank users based on that figure. Overtime Bounty Hunters will build up a trustworthy reputation for completing work, and will have incentive to provide quality work in order to maintain their reputation, and to continue completing tasks on the Bounty0x Network in order to build their reputation score for future bounties. The network will also have a leaderboard ranking Bounty Hunters for each bounty category.

## **Bounty Sheriffs**

Bounty0x will support an option enabling Bounty Hosts to verify that bounty campaign tasks have been successfully completed prior to disbursing payment. This review role will be filled by third party reviewers called "Bounty Sheriffs". Anyone will be able to purchase BNTY tokens on the open market, and stake their BNTY coins in order to earn a badge and become a Bounty Sheriff who is authorized to verify that bounty submissions are completed correctly.

Staking BNTY and performing correct reviews entitles users to a payment. If a Bounty Sheriff performs an incorrect review, a portion of his staked BNTY will be burned.

## **Bounty types**

Bounty0x seeks to become a one stop platform for Bounty Hosts seeking to launch their bounty campaign. In order to achieve this, we will be supporting popular bounty tasks. There will be a feedback form enabling users to submit suggestions for additions of new bounty tasks.

On the Bounty0x network, bounties are sorted according to the following three categories: Simple bounties, Sheriff bounties and Super bounties. This categorization system allows Bounty0x to expand into any imaginable bounty task.

### 1. Simple bounties

Bounties belonging to this category will be automatically checked by Bounty0x algorithms and API's. No humans are involved in the reviewing process. This approach works for tasks that are of a quantitative nature.

### 2. Sheriff bounties

Bounties belonging to this category will be reviewed by Bounty Sheriffs on our platform. These users receive a reward for performing correct verifications. This approach will be used for bounty tasks that are of a qualitative nature, but that can be reviewed by non-team members of the startup.

### 3. Super bounties

Private bounties are tasks where the project owner or admin decides whether a submission will be accepted or not. This approach will be used for highly technical or subjective bounty tasks.

### **BNTY Token**

500mln Bounty0x tokens (BNTY) will be minted in the genesis contract. BNTY will be distributed during a pre-sale, and a main sale (details of each below). The BNTY token is a Utility token, and has 4 primary purposes on the platform:

#### 1. BNTY will be used by Bounty Hunters (Q4 2018)

- How: Bounty Hunters need to stake BNTY to participate in 'Super Bounties'. If a Super Bounty submission is rejected, like for example a bug report, the Bounty Hunter will lose a portion of his staked tokens. Bounty Hunters also need to stake BNTY for opening a dispute, if a Hunter thinks that a Bounty Sheriff made an incorrect verification, he can open a dispute which will be reviewed by a Bounty0x admin. If the dispute is not legitimate, staked BNTY are burned.
- Why: 'Super Bounties' are checked manually by a team member of the startup. Therefore, it is important to ensure that all submissions are of a superior quality to avoid wasting the individual's time. By incorporating a staking mechanism for disputes, Bounty Hunters are incentivized to only open legitimate ones.

### 2. BNTY will be used by Bounty Sheriffs (Q2 2018)

- How: Bounty Sheriffs will be able to stake BNTY to review bounties. If a verification is
  performed incorrectly, staked BNTY are burned. If performed correctly, they will gain
  additional BNTY.
- **Why:** As a quality control mechanism. Bounty Sheriffs are financially incentivized to perform reviews correctly.

### 3. BNTY will be used by Bounty Hosts (Q3 2018)

- How: Bounty Hosts need to purchase BNTY which will be used for rewarding Bounty Sheriffs. Bounty Hosts can also stake BNTY for upgrading their bounty listing to a "trusted" one.
- Why: Incentivizes Bounty Hosts to only post qualitative bounties.

### BNTY token distribution values

The launch of Bounty0x and the corresponding token creation process are organized around smart contracts running on Ethereum. The BNTY genesis contract will mint a total of 500mln BNTY tokens. The main contribution period will last two weeks. Based on the feedback we have received from the community, we have determined that the crowdsale structure should be based on the following principles.

### Distribution

We are seeking to maximize contribution distribution. We are also seeking to enable anyone who wants to contribute to the token during the crowdsale the opportunity to do so. In the spirit of decentralization, we want to avoid centralization of the coin by preventing a few people holding all the tokens. We aim to achieve this through a variety of strategies ranging from the token sale structure, to the use of bounty campaigns, and community development incentives. We also want to prevent the token sale from selling out prematurely before everyone who wants to participate is able to do so.

### Coin Price

The price of BNTY is fixed. Each BNTY will cost \$0.0165 during the contribution period and \$0.0132 during the pre-sale. That's a 20 percent discount for pre-sale contributors.

## Pre-contribution period Stats

- Date:
  - For pre-sale whitelist contributors: Nov 20th at 15:00 CET until Nov 21st at 15:00 CET
  - For everyone: Nov 21st at 15:00 CET until hard cap is reached.
- Max cap of \$250k.
- 3.79% of BNTY supply for sale.
- Price per token: \$0.0132. 20 percent discount relative to Main Sale.

## Main Contribution period Stats

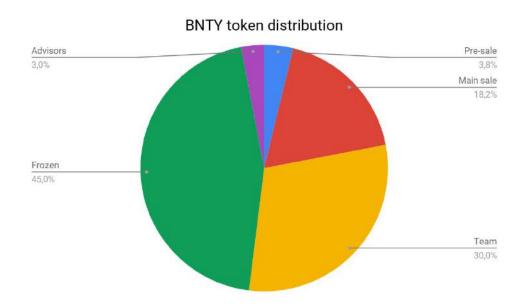
- Date:
  - For main sale whitelist contributors: Dec 15th at 15:00 CET until Dec 16th at 15:00 CET.
  - o For everyone: Dec 16th at 15:00 CET until hard cap is reached.
- Hard cap of \$1.5mln.
- 18.18% of BNTY supply for sale.
- Price per token: \$0.0165. No discounts.

## How to participate?

- Pre-sale guide
- Main sale guide

## Token allocation

After the main sale has concluded, 500mln BNTY tokens will be created. The distribution of these tokens is as follows.



### Pre-sale

3.79 percent of the total BNTY supply will be sold during our pre-sale at a 20 percent discount.

### Main sale

18.18 percent of the total BNTY supply will be sold during the main sale at no discount.

## Frozen pool

A 45.03 percent of the total BNTY supply is frozen for 18 months. The purpose of this pool is to hold future bounty campaigns, balance the natural burn rate of the BNTY token and for hiring future team members.

### **Team**

30.00 percent of the total BNTY supply will be allocated to team members and is subject to a 18 month vesting period. First vesting as soon as crowdsale concludes.

### **Advisors**

3 percent of the total BNTY supply will be allocated to advisors and is subject to a 6 months vesting period. First vesting as soon as crowdsale concludes.

## **Development Roadmap**

#### Q4 2017

- Automate review process of twitter and facebook bounties.
- Add public list of upcoming bounty campaigns
- Assign a unique URL to every bounty campaign.
- Allow bounty hosts to create a bounty campaign.
- Allow Bounty Hosts to unlock extra features on our platform with BNTY.

#### Q1 2018

- Improvements to platform based on feedback on Alpha.
- Allow hunters/sheriff's to stake BNTY in order to review and make submissions respectively.
- Add more bounty tasks.
- Add a reputation system for bounty hunters.

### Q2 2018

- Add a bidding system for reviewing bounties.
- Start marketing bounty campaigns outside of the cryptocurrency space.
- Add additional bounty task types (referral bounty type)

#### Q3 2018

- Greater granularity in payouts and managing bounty campaigns.
- Support consulting bounties
- Transition Bounty0x governance to a district on the district0x network.

#### Q4 2018

- Allow cross-chain compatibility with Ethereum/Waves
- Support research bounties

## **Transparency Policy**

We are going to follow the example of District0x and publicly disclose all information that could be of some relevance to our community.

### Development disclosures

- Weekly updates will be published to http://blog.bounty0x.io and shared across all our social media accounts.
- Our current roadmap can always be accessed at http://bounty0x.io/transparency

### Contact information

- A link to our Telegram group will always be available at http://bounty0x.io
- The email address of every team member will be displayed at http://bounty0x.io/
- Links to all our social media profiles can always be found at http://bounty0x.io

### Modules

Bounty0x will enable Bounty Hosts to incorporate bounty campaigns with external platforms such as GitHub for bounty tasks that would benefit from this integration, like for example security audits.

## District0x - Bounty0x Decentralized Governance

Bounty0x will eventually operate as a completely decentralized DAO following the implementation of the district0x district creation platform and d0xInfra protocol. The Bounty0x platform will transition into a district on the district0x platform. Staking DNT in the Bounty0x district will entitle users to a quarterly profit distribution and to participate in the governance of the platform through the associated Aragon entity.

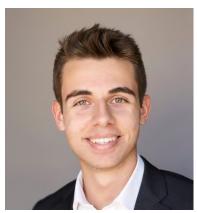
The bounty0x district will be the primary location for managing and governing the Bounty0x platform. We believe that bounty hunters should be able to assist in the governance of Bounty0x, since changes made to our platform have a direct impact on them. Bounty0x district stakers will be able to utilize the corresponding <u>Aragon</u> entity to participate in the bounty network governance. Turning our platform into a district is a key milestone on our roadmap. In the meantime our district proposal can be voted on <u>here</u>.

## Core Team



Angelo Adam Co-founder - Operations

Attorney. District0x Community Manager, WeTrust Freelancer. Crowdfunded ethereum. Member of the <u>Digital Ledger Defense Coalition</u>. Equities Trader at a Hedge Fund.



Pascal Thellmann Co-founder - Sales, Marketing and PR

PR and Marketing in the crypto world. Contributor at CoinTelegraph. Copywriter. Previously co-founded a successful German ecommerce site.



Deniz Dalkilic Co-founder - Lead developer

Software Engineer Thomson Reuters. Working in Applied Innovation team on Blockchain/Ethereum projects. In particular concentrating on public Blockchains and DApp development via extensive use of JavaScript and Smart Contracts.

### **Advisors**



Uwe Thellmann
Partner at Aurelius Equity

Uwe has +20 years of experience in Marketing, Finance and Sales at P&G, Danone and Energizer. Responsible for portfolio companies in the consumer goods industry at Aurelius Private Equity.



Sean Hoge Director VentureCoin

Sean has been involved in the San Francisco tech scene for years. He was a co-founder of crossfader.fm, and later served as Head of Product at NVOLV. For Q2 of 2017 his personal holdings ranked in the top 1000 ERC-20 token holders in the world.



Yuan Li Partner Nirvana Capital

Yuan is a researcher and investor focusing on the blockchain sector. She has advised numerous public companies and blockchain startups during the past few years.



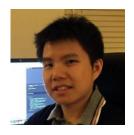
Cathy Tao
Director at Symphony SEA

Cathy has advised over 500 startups. She cofounded TourBoarding, a sharing economy startup, which was hired by AirBnB to launch in China.



George Li CEO WeTrust

George is the Co-Founder and CEO of WeTrust.io, a financial dApp platform. Previously with Google Business Strategy and McKinsey & Co. Stanford University Alum.



Ben Chan Engineering Director BitGo

Director of Engineering at BitGo and has vast experience in creating blockchain and wallet platforms. He created Ether.Li - the world's first multi-signature web wallet for Ethereum.

### Contribution Period Risks

BNTY Bounty0x coins are not securities, equity or profit-share mechanisms. Coin sale members should understand the risk of purchasing coins and read this Bounyt0x whitepaper in full before participating. Bounty0x staff are available to answer any questions at https://bounty0x.io\_live-chat\_and\_contact@bounty0x.io\_Technical\_Risk:\_Bounty0x\_BNTY contract is based on the ERC20 standard. All efforts will be made to ensure the contract is free from technical bugs but once submitted to the Ethereum network, it is unable to be modified. Contributors should be intimate with Ethereum and blockchain technology to understand these risks. Contributors should understand the risks around private key storage and transmission. Hackers and criminal intervention: The Bounty0x contract address will be made available via https://bounty0x.io. History has shown that sometimes criminal elements attempt to take over computer and email servers in order to trick people into sending money to the wrong address. This may include social engineering. Bounty0x will implement all best practice security measures to thwart potential attacks. Contributors must make all reasonable efforts and follow all instructions from Bounty0x to ensure they are dealing with the correct contract address. Contributors should not use any smart-contract address published outside of https://bounty0x.io as it could be a scammer pretending to represent Bounty0x. Buyers should follow all security best-practice procedures as directed by Bounty0x. Tax & Regulatory risk The coin buyer must conduct their own due diligence to ensure that the jurisdiction they operate in complies with all local laws regarding cryptocurrency, tax, securities and other regulations. The Bounty0x contribution period may in the future be subject to local regulation. Disclaimer

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# **Appendix**

### [1] Bitcointalk statistics:

'https://bitcointalk.org/index.php?action=stats'

### [2] ICO funds raised:

'https://www.cnbc.com/2017/08/09/initial-coin-offerings-surpass-early-stage-venture-capital-funding.html'