



First crowdvouching platform

v.1.5

<https://www.ico.surety.com>

# Short description

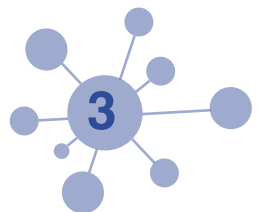
**Suretly** is a provider of an international crowd vouching platform. The company offers users an investment alternative called *crowdvouching*, which allows customers to make money vouching for people who need an urgent loan. This system works in a similar fashion with peer-2-peer lending, but customers do not lend money to each other directly. Instead, they vouch for borrowers who apply for a loan through lending partners. Customers can find borrowers that are looking for their loan's guarantors.

The voucher can check the borrower's profile and choose whether to vouch for the borrower if their default risk and earning amount suit them.



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# Introduction

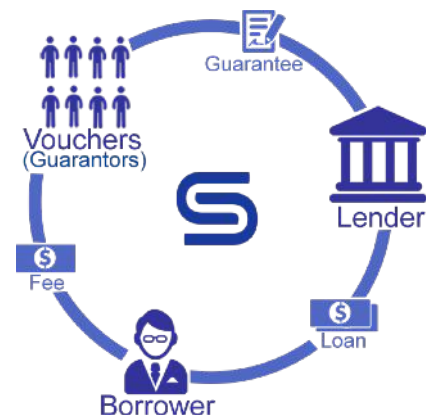
The idea of peer-to-peer lending (P2P) was just perfect, and it seemed people could finally lend money to others without clumsy and costly financial institutions involved as intermediaries. P2P platforms, however, were not able to successfully deal with regulatory pressure, and had to give up the idea of direct-user interactions. In 2008, the SEC forced the largest market players to go public with their securities, and this led to a situation where investors were no longer financing borrowers directly. Instead, they had to buy medium-term bonds backed by loan repayment notes.

How to remedy this situation? Enter crowdvouching, which allows Vouchers to potentially receive an immediate payout for their vouching, while the risk of having to cover a portion of a bad loan is deferred to a future date.

## What is crowdvouching?

**Crowdvouching** is the practice of financially securing a loan repayment by vouching monetary contributions from a large number of people.

Unlike P2P lending, Vouchers do not lend money directly to the Borrowers but guarantee to repay the loan to the Lender in case of Borrower's default.



Vouchers act as a collective mind in order to determine whether to approve loans or not. Liability for each loan is divided among all Vouchers. Each Voucher approval serves like an insurance of the loan capped at \$10 USD. Since the vouching range is between \$2 and \$10, each Borrower needs to find dozens of Vouchers provided by Suretly platform. In order for the loan to be approved, the entire loan amount should be guaranteed by the Vouchers.

# Crowdvouching benefits

**No cost for investors.** The major difference between crowd-vouching and P2P-borrowing is that investors or co-signers on crowd-vouching platforms do not loan any money to anyone. They do not buy securities either. What they do is act as dozens of co-signers, who guarantee to pay part of the borrower's debt in the event of a default. At the same time, investors receive compensation, depending on a borrower's credit rating.

**Distribution of risks.** As in P2P-lending, investors co-sign only for a portion, and not the whole amount of a loan. Each borrower should get several dozens of co-signers. Only in this case is he guaranteed to get a loan. At the moment, crowd-vouching technology is tested on short-term loans (up to 30 days), which are more profitable for investors, but assume a higher level of risk. However, the risk is distributed between several investors.

**Quick return on investment.** Compensation to investors in most cases is paid out of the loan amount. They can receive their profit the day after a loan is issued to its borrower.

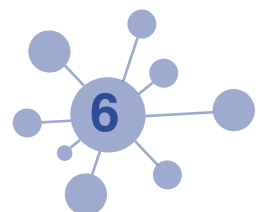
**No costs are paid by investors.** A licensed financial institution (bank or another organization that is authorized to issue loans) acts as a direct lender. The crowd-vouching platform is, in fact, the marketplace. Acting as an interactions administrator for all parties involved, it assumes 100% liability to recover money from investors in the event of the main borrower defaulting.

**Lower borrowing rates.** Minimizing risk lightens investors' needs to incorporate higher interest rates to cover potential defaults and expenses working with problematic borrowers.

**Anonymity.** A borrower's personal data is not disclosed to investors – they have to make their decisions solely on the basis of profit/risk ratio evaluation. Data remains undisclosed even in the case of a default.

**Good opportunity to improve credit history.** People with less-than-perfect credit history, so-called sub-prime borrowers, are worthy of separate consideration. According to CFSI, 121 million Americans, which counts as almost half of the country's population, have a FICO score of less than 600 points. This means that they are locked out of access to traditional bank loans. Where else can these people borrow money? A borrower's card, with a minimal set of data about them (photo, name, city, and age) is disclosed to potential investors for decision-making purposes. It is presented along with data on the percentage of people with similar credit ratings, who have repaid their loans in full.

**Low default rate.** Collective responsibility can affect the default rate, even in groups of people who don't know each other. As demonstrated from 4 months of crowd-vouching test results in Eastern Europe, the default rate is significantly lower than in other credit products.



# Crowdvouching in micro-financing

Crowd-vouching can be potentially used for any type of loans or credits. But briefly we're focusing on small, short-term loans market (including payday loans). It allows us to offer bigger rewards to investors with a higher risk level.

Besides, the micro-financing market is one of the largest among loan markets. The main group of consumers of micro-loans is the so-called “underserved customers” - people who struggle with one, two or all three of these financial challenges, according to CFSI:



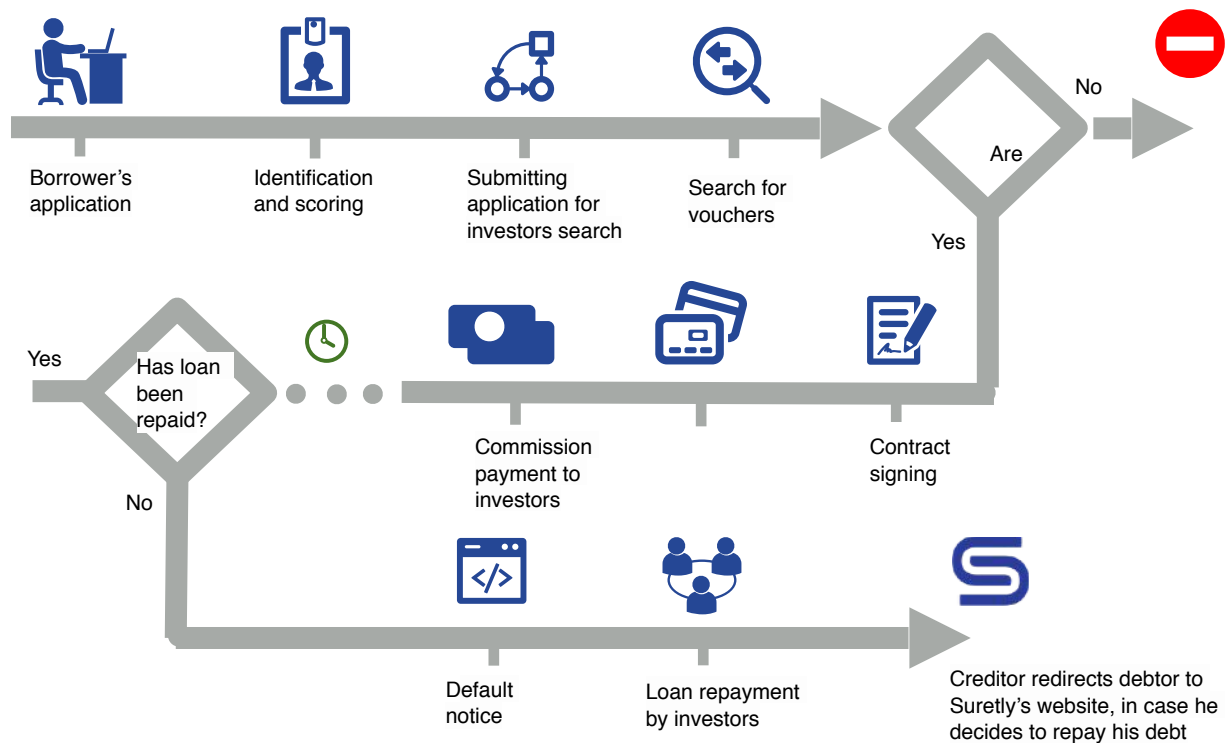
Sources: Unbanked, Underbanked, and Income Volatility: “2015 FDIC National Survey of Unbanked and Underbanked Households,” FDIC (2016); Credit: CFSI calculated unscorable consumers from FiveThirtyEight. “[FICO Wants to Create Credit Scores for People who Don't Have Them](#),” 2015, and added subprime consumers based on VantageScore. “[How Many Americans Have Bad Credit](#),” 2016. LMI: For this analysis, CFSI calculated LMI households not included in the income volatility category based on those with incomes at or below 200% of the federal poverty level as defined by the 2015 [US Department of Health and Human Services](#), and 2015 household income data from the [United States Census Bureau](#).

Underserved customers spend more than \$40 million annually on short-term loan interest payments in the United States only.

Demand for such loans in developing countries is even higher. For example, according to the results of August 2016, the overall portfolio of micro-finance companies in Russia amounted to as much as 80 million rubles (<http://raexpert.ru/releases/2016/Aug29e/>)

# Lending process

All loan applications come to the lending partners. Suretly interacts with its partners through API:



In addition to working directly with lenders, Suretly plans to work with providers of software solutions for micro-finance companies that can include the Suretly interface in their cloud software. This will create a stable sales channel to quickly connect new lenders.

## Monetization

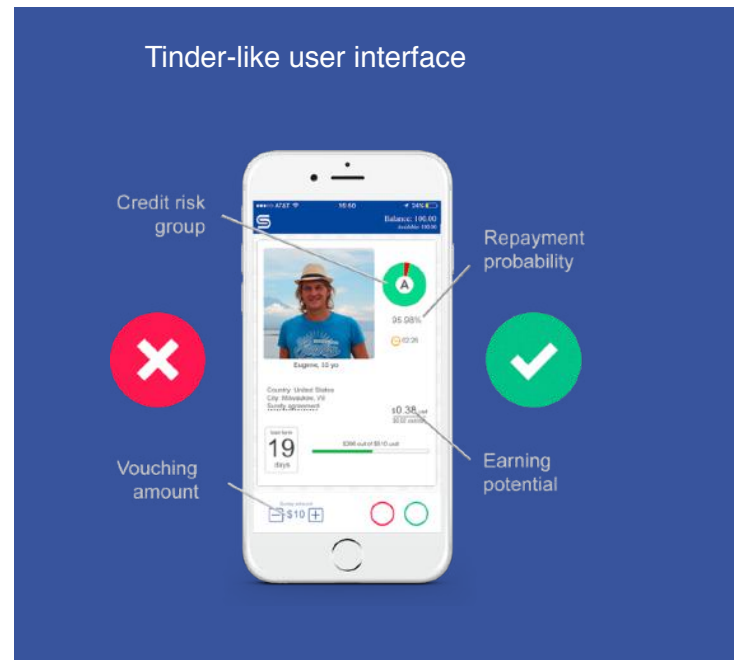
Suretly charges 3% commission on each approved loan, regardless of whether the loan is repaid by its main borrower or not.

This project has great scaling potential. A larger number of new partner-creditors and users-investors is needed for its continued growth.

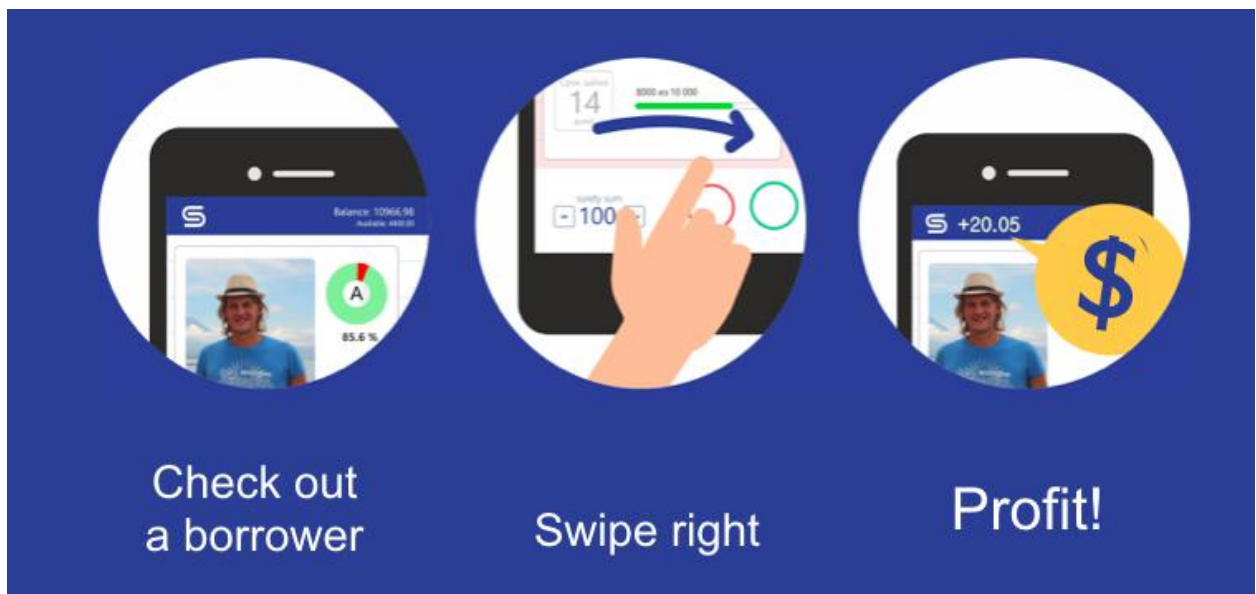


# Suretly UI

As was already mentioned above, crowdvouching can be used for any type of loans or credits. But, at the moment, our team is focused on working with micro-financing companies. Among other things it allows us to use Tinder-like User Interface, in which investors are presented with cards of borrowers' information (photo, city, age, and sex), the remuneration amount, and the statistical probability of the loan repayment. If an investor is comfortable with the reward/risk ratio, he makes a swipe to the right, guaranteeing this borrower a small amount. If not, he moves cards to the left and goes on to the next borrower.



Each voucher approval serves as an insurance of the loan capped at \$10 USD



# Are vouchers interested?

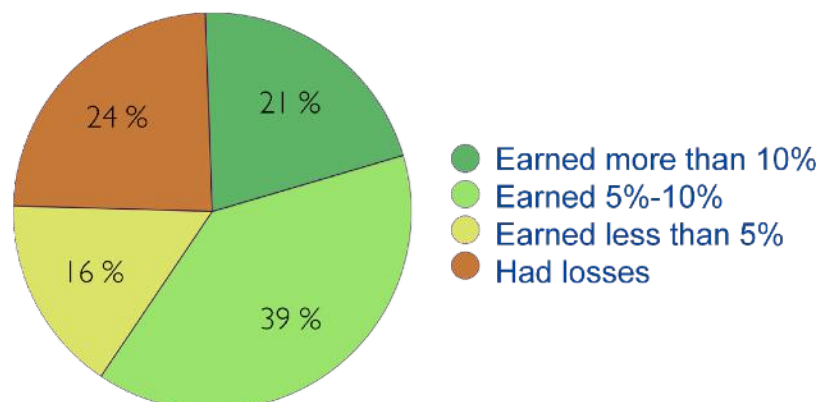
In October 2016 Surely's financial partner in Europe did a little survey that shows that 46% of their customers want to use Surely from time to time. Also, our partner asked this question to gamblers - people who paid for some gambling service the previous month - and 82% of them said that they possibly will use Surely in the future.



\* - "gamblers" - active partner's customers in the last month paying at least one of the categories: bookmakers, betting, forex, lottery

## Beta-testing results

We've already tested our business model in Eastern Europe - first crowd-vouched loan was issued 5 months ago, and statistics show that 76% of our customers earned a positive return.






# Crossing borders

One of crowdvouching technology's advantages is that it is global. Any investor can work with any transaction in any country where Suretly is present and can legally operate.

In March 2017, crowdvouching technology was presented at LendIt-2017, the world's largest loan technologies exhibition. Lenders from the USA, Mexico, India, Europe, and Africa showed interest in this technology.



# Early Investors & Accelerators

	<p>As a resident of HSE {Inc}'s business incubator, the Surely team got its first investments from the Higher School of Economics, which is Russia's largest economic research institute.</p>
	<p>Surely was one of the finalists in Generation-S, Europe's largest business accelerator.</p>
	<p>Since February 2017 the team was among the top 10 projects which passed a selection for the New York Starta Accelerator. The Starta Accelerator became one of the first venture initiatives, which attracted investors' funds by conducting their own ICO.</p>

# The Core Team

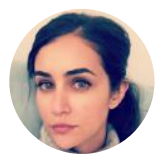
Our diversified team consists of 10 people and has a solid expertise in the micro-lending field as we have created and successfully sold one of the first online lending platforms in Russia. We have an extensive background experience in investment banking and business consulting, marketing and advertising, micro-finance and international legal practice.

**Eugene Lobachev, CEO**

Eugene, founder of Suretly, is a serial entrepreneur and has created multiple startups in the last 10 years. He has two master's degrees in IT & Economics. <https://www.linkedin.com/in/elobachev/>

**Anna Paulova, CMO**

Seven years in marketing & design, two years of experience with SMM & context ads at Yandex.ru, two years of experience in financial lid generation at Krediman.ru.

**Svetlana Eydelman, CFO**

Two years in investment and banking, three years in business consulting, eight years in business development. Completed MBA at the City University of New York and was Trading and Compliance Analyst at New York Stock Exchange

**Vlad Zubarev, Business Development & Advising**

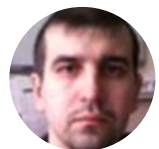
15 years in software development working at prominent Silicon Valley based start-ups and large corporations such as Cisco Systems as an engineering manager heading large development organizations. 10 years running his own consulting company.

**Andrey Zverev, Business Development & Advising**

Twenty years of experience in the financial technology and payment processing space. Completed post-graduate courses at Harvard University. Ex-founder of Cashoninternet.com, one of the first fin-tech companies in the U.S. to provide micro loans online.

**Eugene Kovalev, Regional Director for Russia and CIS**











More than 10 years of experience in management in different federal banks in Russia, worked closely with microfinance organizations to establish online lending in CIS and was responsible for business development, sales and new product launching.

**Konstantin Vishnivetsky, Lead developer**

14 years of experience in C++, Java, SQL. 5 years in fintech industry. Three years of experience in AI scoring industry.



# Media coverage

	What's Coming Up in July? Suretly's ICO is On its Way! <a href="http://www.newsbtc.com/2017/06/22/whats-coming-july-suretlys-ico-way/">http://www.newsbtc.com/2017/06/22/whats-coming-july-suretlys-ico-way/</a>
	Suretly, a Crowdvouching Alternative to Peer-2-Peer Lending Announces ICO <a href="https://coinidol.com/suretly-a-crowdvouching-alternative-to-peer-2-peer-lending-ico/">https://coinidol.com/suretly-a-crowdvouching-alternative-to-peer-2-peer-lending-ico/</a>
	Suretly raises \$350,000 in pre-ICO round <a href="http://thefintechtimes.com/suretly-raises-350000-pre-ico-round/">http://thefintechtimes.com/suretly-raises-350000-pre-ico-round/</a>
	Tinder for microloans: How to share lending risk with strangers <a href="http://rbth.com/science_and_tech/2017/04/19/tinder-for-microloans-how-to-share-lending-risk-with-strangers_746448">http://rbth.com/science_and_tech/2017/04/19/tinder-for-microloans-how-to-share-lending-risk-with-strangers_746448</a>
	The fintech-startup Suretly acquaints New York with the technology of crowd-vouching. <a href="http://en.generation-startup.ru/news/articles/28925/">http://en.generation-startup.ru/news/articles/28925/</a>
	Loans without borders: how American p2p-services helps Africans people (in Russian) <a href="http://www.forbes.ru/tehnologii/340149-kredity-bez-granic-kak-amerikanskije-p2p-ploshchadki-pomogayut-razvivatsya">http://www.forbes.ru/tehnologii/340149-kredity-bez-granic-kak-amerikanskije-p2p-ploshchadki-pomogayut-razvivatsya</a>
	Tinder for Borrowers (in Russian) <a href="http://www.rbc.ru/newspaper/2016/08/26/57bdb3f9a7947539d803d2a">http://www.rbc.ru/newspaper/2016/08/26/57bdb3f9a7947539d803d2a</a>
	Suretly plan to raise \$10M in ICO (in Russian) <a href="http://forklog.com/startup-suretly-planiruet-privlech-10-mln-v-hode-ico/">http://forklog.com/startup-suretly-planiruet-privlech-10-mln-v-hode-ico/</a>
	Moscow High School of Economics invested in crowdvouching platform Suretly (in Russian) <a href="http://www.rb.ru/suretly/">http://www.rb.ru/suretly/</a>
	HSE{inc} business accelerator released the first fintech alumnus (in Russian) <a href="http://bankir.ru/publikacii/20160907/biznes-inkubator-vysshei-shkoly-ekonomiki-vypustil-pervyi-fintekh-10008007/">http://bankir.ru/publikacii/20160907/biznes-inkubator-vysshei-shkoly-ekonomiki-vypustil-pervyi-fintekh-10008007/</a>
And much more...	

# ICO

Date of ICO start: **July 11, 2017**

Date of ICO end: **August 11, 2017**

Investor dashboard: <https://secure.suretly.com>

Suretly is planning to raise between \$1.5 - \$10 million USD in the next round of financing by selling 15% of its shares. This money will help to accelerate penetration into new markets and countries.

A major investor of this round will be a Singapore company "SURcoin pte.ltd" which will get options to buy 15% of Suretly's shares and will initiate tokens issue. SURcoin pte. Ltd will issue SUR-tokens which will be offered for a crowdsale to all willing parties in exchange for different cryptocurrencies: Ether, BTC, LTC and Waves.

**The initial exchange rate for 1 SUR token will be 0.1ETH** or equivalent in bitcoin, litecoin or waves.

All investors who will purchase SUR-tokens during the first hour after the ICO start will receive 70% bonus, which means that each ETH token will be exchanged for 17 SUR tokens. After that, all investors who will purchase SUR-tokens during the next 23 hours will receive 50% bonus. In the future, the bonus will decrease in a linear progression every day, until it reaches zero.

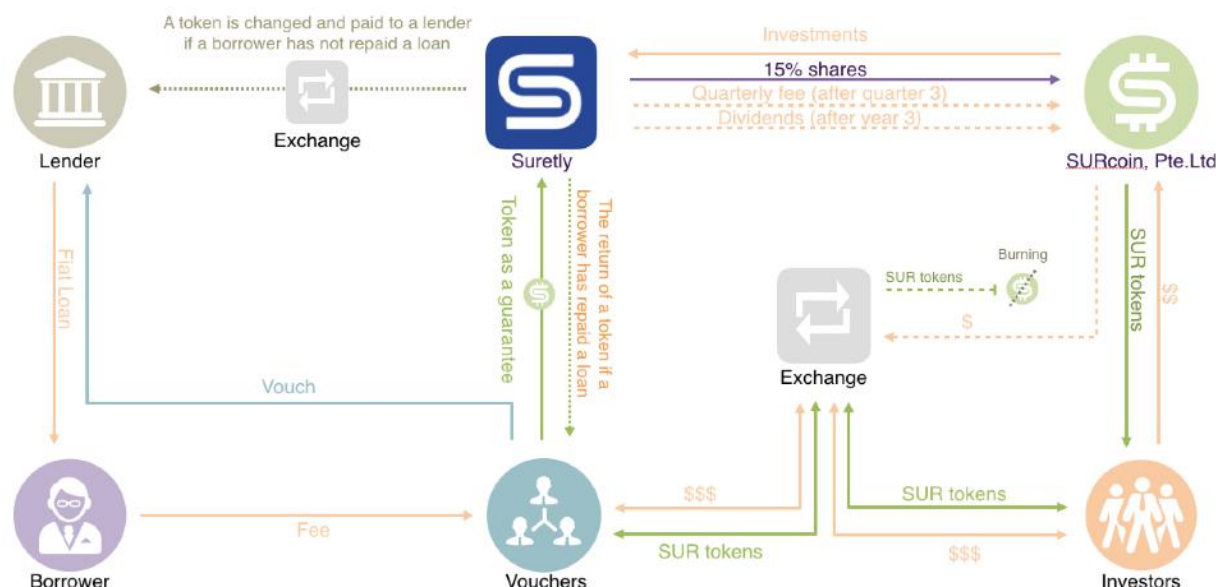
The creation of new tokens will stop after an equivalent of \$10 million USD is raised or after the ICO expiration date.

If the campaign is successful, an additional 10% will be issued to the option pool for rewarding current and future employees. These tokens cannot be sold for the next 12 month period. Also, 2% bounty will be issued for rewarding people who help us with marketing campaign. No new tokens will be created after ICO.

All funds raised via ICO will be exchanged for 15% of Suretly, Inc.'s shares.

There will be two types of tokens available based on Ethereum and Waves. Each investor will personally determine which type of token he wants to get.

There will be a possibility to use all issued SUR-tokens as a method of ensuring guarantee on a granted surety in the Suretly app.



As by agreement between Suretly, Inc and SURcoin pte.ltd, Suretly, Inc. will be transferring 0.2% of each loan secured by Suretly's investors to SURcoin pte.ltd. It will begin doing this on a quarterly basis, after the 3rd quarter following the ICO is completed. This money will be used by SURcoin pte.ltd to buy tokens from exchanges. All purchased tokens will be burned.

The expected loans amount will depend on the number of lending partners and the active system users number, which, in turn, will depend on the amount of raised funds.

#### *Expected quarterly buyback volume*

	ICO vol	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
min	\$1.5M	10 176	14 784	25 133	35 482	87 226	118 272	153 754	189 235	366 643	473 088
med	\$6.0M	25 440	40 960	61 440	92 160	138 240	207 360	311 040	466 560	699 840	1 049 760
max	\$10.0M	27 350	60 088	90 132	135 198	202 797	304 195	456 293	684 440	1 025 629	1 539 989



During the first 3 years after the ICO, all profits will be reinvested into the company's development and penetration into new countries. After that, Suretly, Inc. is anticipated to be able to pay dividends to SURcoin pte.ltd.

All dividends will be used by SURcoin pte.ltd to buy tokens from different exchanges for burning.

## Escrow

All money raised will be deposited to an escrow account. Management will be able to access this money only if a minimum of \$1.5 million USD or more is raised.

## PreSale tokens

During pre-sale campaign on 16<sup>th</sup> May 2017 we issued 50 741 preSUR tokens and attracted:

- ETH 1612,21;
- BTC 65,22;
- LTC 340,73;
- Waves 1652,36.

275 investors participated in the pre-ICO.

All 50 741 preSUR tokens will be converted into SUR tokens at a 1 to 2 rate.

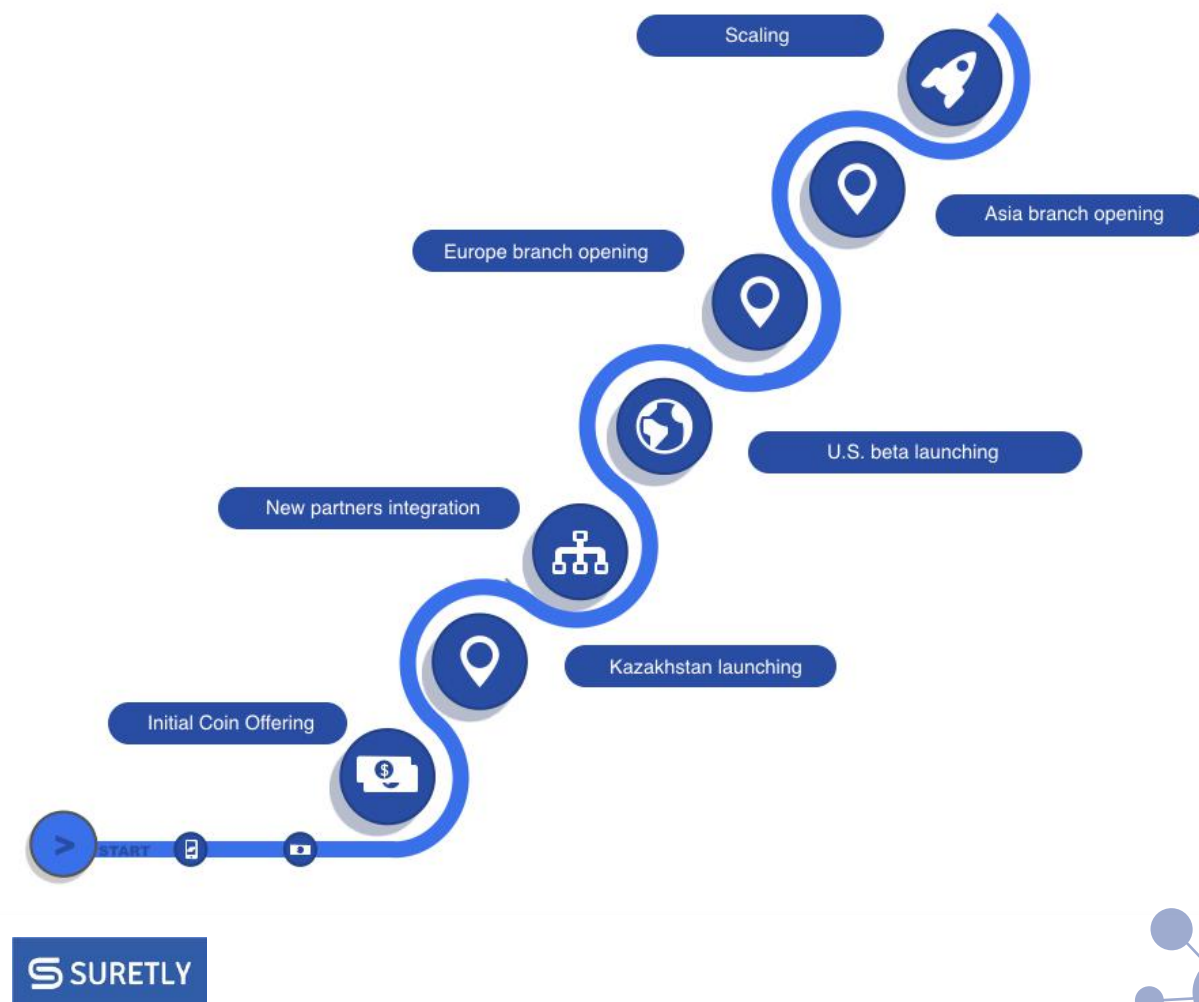
# Current project's status

Presently, the application is working in beta mode in Russia. Integration with new creditors from Russia and Kazakhstan will be completed in a few months. Also, technical and legal work for entering the US market is in progress.

All money raised from the ICO will be used for a fully functional application development and for penetration into new countries' markets.

Suretly has been nominated for the Benzinga Global Fintech Award-2017 in the "Best Lending Platform, Tool or App" category.

## Road map



# Preliminary financial plan

The preliminary financial plan is available here:

[https://suretly.com/docs/Suretly-Financial-Plan-wp1\\_3.xlsx](https://suretly.com/docs/Suretly-Financial-Plan-wp1_3.xlsx)

The turnover growth is calculated on the basis of the average year revenue of \$100 million USD after 3 years

## Contacts

Email: [info@suretly.com](mailto:info@suretly.com)

Suretly website: <https://suretly.com>

ICO website: <https://www.ico.suretly.com>

Forum: <https://bitcointalk.org/index.php?topic=1879035.0>

Facebook: <https://www.facebook.com/suretly/>

Twitter: [https://twitter.com/suretly\\_com](https://twitter.com/suretly_com)

LinkedIn: <https://www.linkedin.com/company-beta/17951587/>

Slack: <https://suretly.herokuapp.com>

iOS app: <https://itunes.apple.com/ru/app/suretly/id1145003569>

Android app: <https://play.google.com/store/apps/details?id=com.suretly.app>