

The background features a dark blue world map with light blue outlines of continents. On the right side, there is a complex network diagram consisting of numerous light blue nodes connected by thin lines, representing a global network. The text 'WORLD WI-FI' is centered on the left side, flanked by two horizontal lines.

WORLD WI-FI

MISSION

MISSION STATEMENT

In today's modern society it's inconceivable to imagine life without having access to the internet. Ever since its introduction to the public in 1991, the internet has evolved from a mere curiosity, or at most a modern convenience, to what it is today: a modern necessity. Upon reflection it's quite apparent that indeed nearly all aspects of our lives are intertwined, or better yet, interconnected to the internet. Though this observation might appear obvious, even trivial to most in the affluent societies; the importance of having vs not having access to the internet cannot be overstated.

While we can agree that this simple fact is generally accepted and recognized, the matter of fact is that we are still confronted by severe limitations when it comes to having access to the internet.

From our analysis of the global market we've distilled the source of the limitation to two pressing issues we've set out to resolve:

- Getting access to the internet, brings with it a (relatively) high financial cost.
- Access to the internet is geographically limited as a result of a lack of publicly available routers.

The goal of WORLD WI-FI is, simply put; To provide everyone, everywhere at anytime: global and free access to the internet.

Business model

In realizing this goal WORLD WI-FI isn't starting from the ground up. Instead, our project is the natural result of applying BLOCKCHAIN technology to two of our successful companies: "Radius Wi-Fi" (hotspots network) and "Adrenta" (Wi-Fi advertising marketplace) which currently operates in over 80 cities and expanding. Building on top of our established companies, applying our industry-expertise and integrating blockchain technology we're set out to revolutionize the hotspot network and Wi-Fi advertising industry.

- ▶ The new business model we are introducing to the industry can be described as a blend of that of companies such as Uber, AirBnB, Facebook and YouTube.
- ▶ Similar to Uber and AirBnB, WORLD WI-FI allows people to offer direct services P2P (Person to Person) in return for a monetary incentive in the form of WORLD WI-FI tokens.
- ▶ Different from Uber and AirBnB, and similar to Facebook and YouTube, the offered services of WORLD WI-FI will be completely free to its users. Instead, the monetary incentives will be paid for by the advertising industry.

The advantages of WORLD WI-FI

Through WORLD WI-FI everyone will be able to become part of our global network by providing excess bandwidth to the public. In return, everyone, anywhere at anytime will be able to connect to these public hotspots for free. The advertising agencies will cover the costs for its providers by being able to buy targeted, non-intrusive advertising space on our network.

The advantages WORLD WI-FI brings to the industry can be summarised as follows:

- Provide (individual and business) router owners the opportunity to monetize excess bandwidth by providing public internet access.
- Provide everyone, anywhere at anytime FREE access to the internet through public WI-FI connections
- Provide advertising agencies with cheaper and more effective advertising opportunities

In this white paper we provide a more detailed presentation of our platform, and we encourage everyone with an interest in our project to carefully read our presentation and try our publically available DEMO.

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01 BACKGROUND

What are the current issues and challenges faced by ordinary users and advertisers today and how to address them using the World Wi-Fi platform?

Challenges faced by Internet users

01 The first challenge is no possibility to connect to an open Wi-Fi. There are many places in the world where mobile Internet is not available, while usually there are private locked Wi-Fi networks that are impossible to connect to. Even in places with available fast mobile Internet such as LTE there are some common challenges: LTE Internet has limitations on the maximum traffic, speed, and it is generally more expensive. For the tourists and travelers with medium or lower than medium income it is rather expensive to use LTE Internet in roaming. In fact, they are the first group of people who are likely to search out for the free Wi-Fi hotspots.

Solution: the realization of the World Wi-Fi project enables the free Wi-Fi access in the residential area worldwide using private routers, as well as stimulates sharing free Internet access in high traffic areas: cafes, bars, restaurants, playgrounds and sports grounds.



02 The second challenge is the cost for Internet access. For service providers, the provision of Internet access is a business that has a certain cost.

Solution: The World Wi-Fi project enables the free Wi-Fi access worldwide. The Internet access becomes free, as the guest user just needs to view a small ad (10–15 seconds).

03 The third challenge is the lack of financial resources. Most people worldwide would like to make some additional money, particularly if it only involves sharing an asset that they already have.

Solution: The World Wi-Fi platform provides for an accrual of tokens for the actual ad impressions. We offer the opportunity to earn cryptocurrency by sharing Wi-Fi and displaying the ads within your network. You can build your own referral network and feel like you are an actual managing director of a communications provider. The World Wi-Fi project establishes simple and easy-to-understand conditions to earn some extra income. The amount of income will depend on the efforts of the participants and the efficiency of their actions only. You can either obtain a small amount every month spending a minimum of efforts or gain much more money by providing many people with free Wi-Fi Internet.

Challenges faced by advertisers

01 The first challenge is the lack of necessary information about the target audience for whom the ad is displayed. In many cases, the advertiser ends up on the wild goose chase showing the ad to many more than those who are most likely to be interested, which increases the budget of the advertising campaign and decreases its efficiency. In particular, this is the case when promoting non-mass products having a clear-cut targeted audience. Internet resources, such as search engines or social media provide means for ad targeting in a specific way. However, its targeting parameters are extremely limited, and the cost of such an ad is rather high.

Solution: the World Wi-Fi platform enables the advertiser to select the audience on the basis of search history, gender, age, social media profile, location (with any level of detail down to an exact street, house or apartment). It is important to note that unlike the ad shown in search or social networks, a Wi-Fi user anyway will focus on the ad video or banner displayed before accessing the Web. The cost of such advertising is much lower than that of advertising in search engines or social media outlets.

02 The second challenge is complexity and often impossibility of tracking the efficiency of an advertising campaign. Advertisers are unable to obtain the data as to whom, when, and how many times the ad impression was made specifically. This greatly complicates the adjustment process if the advertising campaign does not produce the expected result. Owners of advertising media often intentionally overstate the statistical impressions data in order to receive a higher payment, since they know that the advertiser has no means to check the validity of the information.

Solution: On the World Wi-Fi platform, advertisers are able to monitor in their account the most comprehensive and 100% reliable statistics. The history of all ad impressions is recorded on the blockchain and may not be fabricated.

HOW WORLD WI-FI OPERATES

The World Wi-Fi is a blockchain-based decentralized platform for users and advertisers. There are three key elements:

GUEST USERS

a person who connects to the open network access point and after viewing ads may use the Internet free of charge.



ROUTER OWNER

provides access to the open network and earns cryptocurrency by connecting guest users.



ADVERTISER

broadcasts ads to their target audience and pays to the router owners for actual impressions (see Table 2).



When connected to the system (see Table 1), the router creates and makes available for guests one more wireless network. It is isolated from the in-home network on the software level so those connected to this network will not have access to the computers on the main network of the router owner.

The router owner may set parameters, which are well suited to a public network (speed, maximum number of connections, number of ads to be displayed, and others).

When connecting to the guest network, guest users will view targeted ads, which possibly appeal to them.

The router owner's income depends on who the users of the router owner's guest network are and on how many ads they view. The World Wi-Fi platform analyzes each access point in regard with several parameters required for further behavioral targeting. The more solvent is the audience in the certain guest network, the more tokens are charged for ads impressions and, accordingly, the more expensive are the impressions for advertisers (the more ad impression will cost the advertisers).

The World Wi-Fi team is developing the project with the support of the community so that everyone can make money in proportion to his or her contribution to the development of the World Wi-Fi network. The Referral Program (see Table 3) provides an opportunity for active users to earn more on setting-up the global network by engaging new router owners.

HOW IT WORKS

ROUTER OWNER



EARNS TOKENS PER IMPRESSIONS

ROUTER OWNER

CONNECTS ROUTER TO THE PLATFORM AND CREATES GUEST WIRELESS NETWORK



ADVERTISER

PLACING ADVERTISING



USER

VIEWS TARGETED ADVERTISEMENT



The interface of World Wi-Fi platform is as simple and user-friendly as possible. Router owners are able to easily establish a guest network in just a few simple steps (Steps 1-3, Table 1).

An Invite is required to connect the router to the platform. An Invite is a referral link related to the router owner's wallet in the World Wi-Fi. The referral program operates as follows: all accounts pay a commission on ad impressions to those who have connected them up to the World Wi-Fi platform. In this way, router owners are interested in the expansion of the platform. Anyone is able to connect new router owners via his own Invite and make a profit from ad impressions via their routers. This refers only to the allocation of the advertising budget and router owners never pay anything to each other.

Invite is not a means of payment and does not have the characteristics of a franchise.



Initial Invites goes to TOKEN SALE participants and the project team, in order to launch the network development (initial Invites). The difference between initial Invites and reference Invites is only that the owners of initial Invites do not pay any commission out of ad impressions income (see table 3). In order to connect to the network, one needs an Initial Invite obtained in the TOKEN SALE, or a reference Invite, which could be provided by other router owner members of the World Wi-Fi network. Besides anyone is able to receive a reference Invite at the website of the World Wi-Fi platform.

Step-by-step manual



Table 1. Operating procedure for router owners

	ACTION	COMMENTS
1	RECEIVE AN INVITE	To connect to the system, you may use an initial Invite received in the TOKEN SALE, or a reference Invite, provided by another user. Anyone may receive a reference Invite at the website of the World Wi-Fi platform.
2	REGISTER IN THE SYSTEM AND INSTALL THE SOFTWARE ON THE ROUTER	For the Installation Manual and the software, please visit our website. The installation procedure is very simple so that anyone can get things done very quickly.
3	CREATE AN OPEN NETWORK AND SHARE THE FREE INTERNET	Router owner shall establish an open Internet access network and share the free Internet to those nearby.
4	RECEIVE THE BONUS TOKENS	When the router owner establishes new open network, a welcome bonus is accrued in tokens. The bonus tokens can be withdrawn after internet users, connected to this router, view ads for a cost equal to the welcome bonus amount. This is necessary to obtain the primary targeting data necessary for advertisers.
5	TOKENS ARE ACCRUED TO THE ROUTER OWNER FOR EACH AD IMPRESSION	The amount of the tokens accrued for ad impressions depends on the audience whom the ads are displayed. The more solvent and targeted is the audience in the certain network, the higher is the demand from advertisers and the more is the cost the advertisers are ready to pay for ad impressions. Accordingly, more tokens will be accrued to the router owner. In cases when the demand for the ad display on certain router is low, and there is a shortage of advertisers in the system who are ready to pay a certain amount for displays on that router, then an ad is broadcasted on the condition of payment for the transfer to the advertised site. If this also does not result in ad sales, non allocated ad displays are sold based on RTB (Real Time Bidding) system, an online ad technology based on real-time ad auction, which makes it possible to conduct an ad display auction in a fraction of a second.
6	WHEN NEEDED, SET INDIVIDUAL CRITERIA FOR MODERATION OF THE ADVERTISING CONTENT	If the router owners choose to restrict the range of subjects of the advertisement to be displayed on their guest network, they can set additional restrictions on the website. For instance, some of the network participants can chose to restrict any 18+ ads.
7	TAKE THE PROFIT IN THE FORM OF ACCUMULATED TOKENS BASED ON THE RESULTS OF THE OPERATION PERIOD	Accumulated tokens can be exchanged for another cryptocurrency or fiat money at the cryptocurrency exchange.

Table 2. Operating procedure for advertisers

As for advertisers, everything is quite simple and functional for them as well.



	ACTION	COMMENTS
1	LOG IN	
2	DECIDE ON THE ADVERTISEMENT SETTINGS IN YOUR ACCOUNT	<p>Available formats: banner, ad video, and retargeting ads.</p> <p>The system automatically calculates the cost of your advertising campaign (in tokens). There is information on conducted advertising campaigns and on their conversion rates for each ad point (a router connected to platform).</p> <p>Available target parameters: location, gender, age, place of residence, education, profession, interests, search queries in web search engines, etc.</p>
3	CONFIRM ON THE WEBSITE THAT YOU AGREE WITH CONDITIONS OF THE OFFER CONTRACT	
4	BUY THE NECESSARY QUANTITY OF TOKENS ON AN EXCHANGE AND PAY FOR THE ADVERTISING CAMPAIGN	The World Wi-Fi platform shall charge advertisers a fee in the amount of 5% from the advertising budget. Those funds are used to maintain operation and development of the platform.
5	SEND YOUR ADVERTISING MATERIAL FOR MODERATION	On the World Wi-Fi platform, all advertising materials undergo mandatory review and revision according to common criteria developed in order to prevent broadcasting of any undesired content. There are also additional moderation criteria established by router owners. For instance, some of them can choose to exclude any 18+ ads.
6	LAUNCH YOUR ADVERTISING CAMPAIGN	
7	RECEIVE A DETAILED REPORT	The report contains detailed and reliable statistical information on the conducted advertising campaign.

* The operator of the platform World Wi-Fi will be World WI-FI PTE, Ltd., a company registered in Singapore. The funds received as fee from advertisers will be used to maintain operation and development of the platform.

Step-by-step instructions for those who want to make more money with World Wi-Fi

Table 3. Business models for those who want to make money from development of the World Wi-Fi platform

Wi-Fi sharing (referral program)

	ACTION	COMMENTS
1	RECEIVE AN INVITE (HEREINAFTER INVITE 1)	
2	MAKE AN AGREEMENT WITH ANY OTHER WI-FI ROUTER OWNER, INSTALL THE SOFTWARE ON HIS OR HER ROUTER WITH REFERENCE TO INVITE 1, AND CREATE A NEW GUEST NETWORK	<p>In this case, the system will distribute tokens accrued in the certain guest network (hereinafter guest network 1) as follows:</p> <ul style="list-style-type: none"> - 25% - commission to the owner of the Invite 1, who connected the new router owner to the World Wi-Fi platform; - 75% - income to the new router owner (hereinafter - router owner 1). <p>This distribution pattern shall be applied to all Invites, regardless of where the Invite was received - at the website of World Wi-Fi or from another platform participant.</p> <p>Exclusions will apply only to initial Invites (also named as root Invite) distributed during TOKEN SALE campaign. They won't pay any commission.</p>
3	MOTIVATE ROUTER OWNER 1 TO LOOK FOR ANOTHER ROUTER OWNER (HEREINAFTER - ROUTER OWNER 2) AND PROVIDE ROUTER OWNER 2 WITH INVITE OF ROUTER OWNER 1. THEN ROUTER OWNER 2 SHOULD CREATE NEW GUEST NETWORK (HEREINAFTER GUEST NETWORK 2)	<p>In this case, the system will distribute tokens accrued in a guest network 2 as follows:</p> <ul style="list-style-type: none"> - 18.75% to router owner 1; - 6.25% to the owner of Invite 1; - 75% to router owner 2 <p>The owner of Invite 1 will receive 25% of 25% of tokens belonging to router owner 1. If router owner 2 makes an agreement with someone else, so that router owner 3 appears, the system will distribute tokens for advertisement in new network 3 as follows:</p> <ul style="list-style-type: none"> - 18.75% to router owner 2 - 4.69% to router owner 1 - 1.56% owner of the Invite 1 - 75% to router owner 3 <p>Initial Invites received by TOKEN SALE participants operate in a similar way when new router owners are involved and should create no extra competitive advantage in the creation of a referral network. The owner of the initial Invite just pays no commission from his revenue.</p>



Paying off the internet monthly subscription fee to Wi-Fi router owners from the income received out of ad impressions in their home network.



ACTION	COMMENTS
1 RECEIVE AN INVITE (HEREINAFTER INVITE)	
2 MAKE AN ARRANGEMENT WITH ANY WI-FI ROUTER OWNER TO INSTALL THE WORLD WI-FI SOFTWARE UNDER INVITE AND PAY OFF THE INTERNET COST (TRANSFER THE REQUIRED AMOUNT TO THE PERSONAL ACCOUNT OF A RESPECTIVE PROVIDER ON A MONTHLY BASIS)	<p>There is a special manual and also special software for each business model on the website. After software installation ads will be displayed to the router owner when connecting to the network, and tokens for impressions will be accrued to the Invite owner.</p> <p>Normally in case of a targeted audience, the earnings received from the sale of the tokens accrued for one month will be significantly higher than the Internet use cost.</p>
3 EXCHANGE THE TOKENS ACCRUED FOR ONE MONTH FOR NECESSARY FIAT CURRENCY AND TRANSFER THE MONTHLY INTERNET PAYMENT TO THE PROVIDER'S PERSONAL ACCOUNT	<p>The tokens can be exchanged via a cryptocurrency exchange.</p>

Installation of a router in the locations with high concentration of the audience the advertiser is interested in.

1 RECEIVE AN INVITE	
2 INSTALL THE ROUTER IN SUCH A MANNER THAT THE REQUIRED LOCATION IS WITHIN THE ROUTER'S RANGE	
3 LOG IN AND INSTALL THE SOFTWARE ON THE ROUTER	<p>For the Installation Manual and the software, please visit our website.</p>
4 CREATE AN OPEN NETWORK AND SHARE THE FREE INTERNET ACCESS	<p>Examples of places suitable for this business model: playgrounds, sports areas, parks, garden squares.</p>

CURRENT SITUATION ON THE MARKET OF INTERNET ACCESS

Internet users in the world

According to the UN Report on Global Broadband Progress dated September 18, 2017, **the number of Internet users in the world is 3.58 billion people** (the total population of the planet is 7.6 billion). Most users are now in developing countries at around 2.5 billion, while in developed countries there is 1 billion.

Percentage-wise, the highest Internet penetration rate remains in developed countries at 81% as compared to 40% in developing countries and 15% in less developed countries.

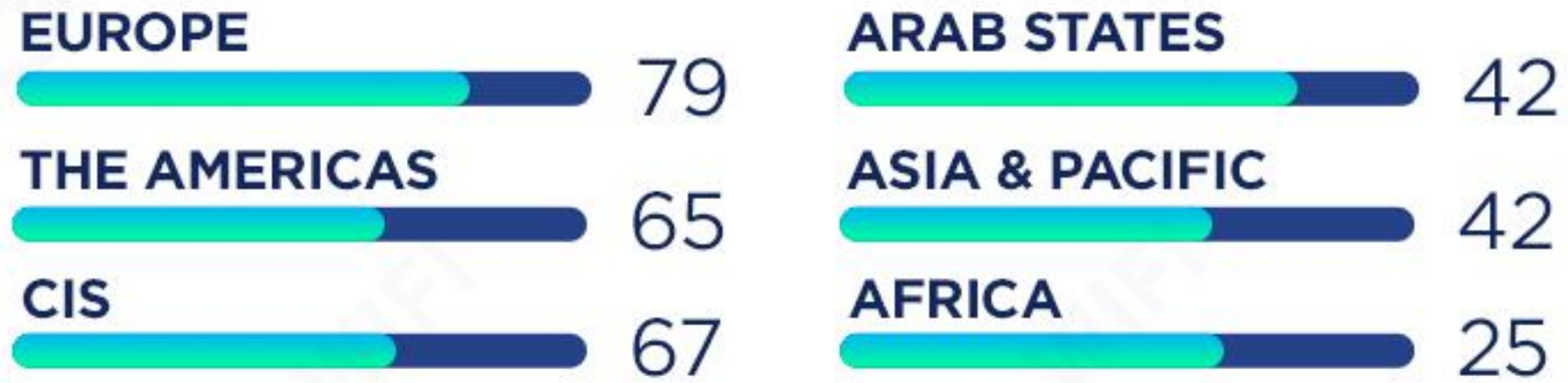
In Europe, 76% of the population has an opportunity to go online. The CIS countries rank second with 67.7%, and the countries of North and South Americas rank third with 65.9%. The lowest penetration rate is in Africa—only 21.8%.

During the period from **2000 to 2015**, the number of Internet users increased almost sevenfold—from **6.5% to 43 %** of the global population.

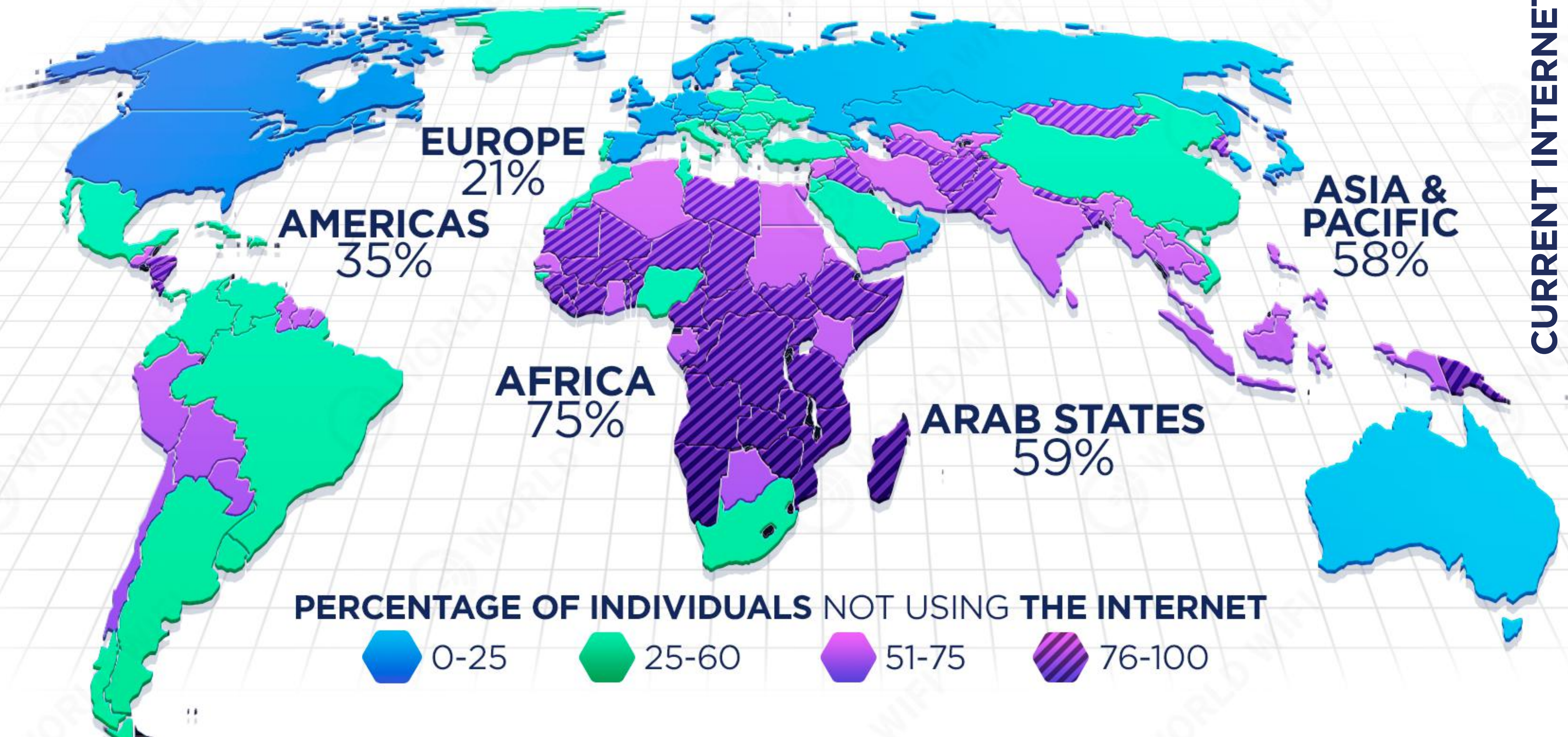
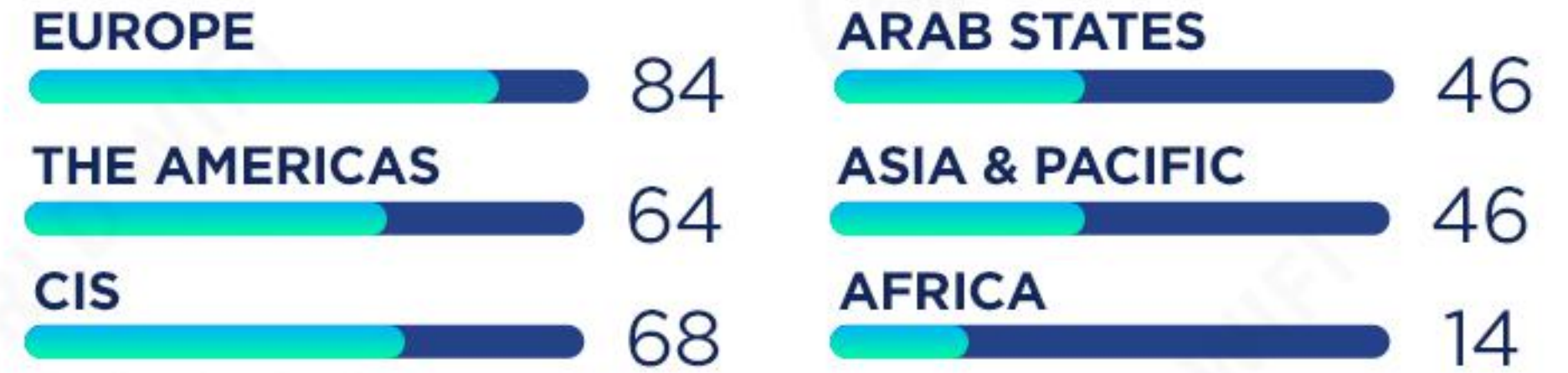
The percentage of households with Internet access increased from 18% in 2005 **up to 46%** in 2015. Over the last four years the highest growth rate of households with Internet access has been in Africa with an annual growth rate amounting to 27%.



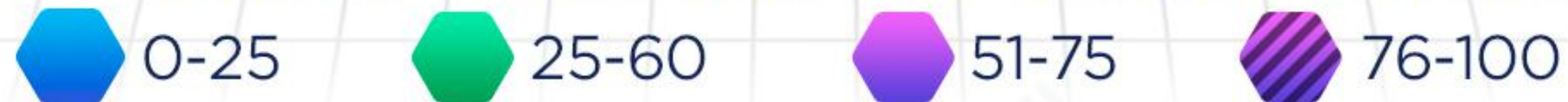
PERCENTAGE OF INDIVIDUALS USING INTERNET %, 2016



PERCENTAGE OF HOUSEHOLDS USING INTERNET %, 2016



PERCENTAGE OF INDIVIDUALS NOT USING THE INTERNET

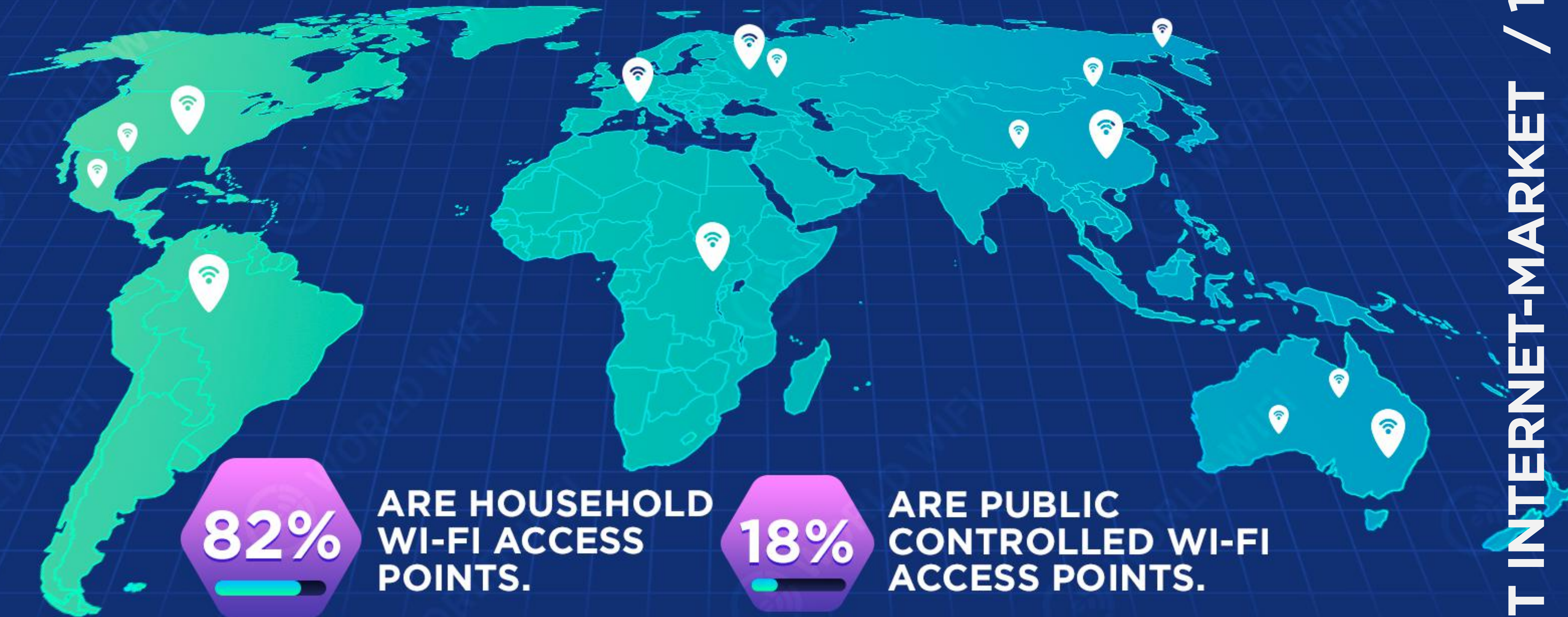


Development of Wi-Fi networks

At the same time, Wi-Fi networks also grow rapidly. Wi-Fi now literally covers the whole world: according to ipass.com at the beginning of 2017 the number of Wi-Fi access points across the world amounted to 177,418,979 units.



AT PRESENT THERE
262 262 359 WI-FI ACCESS POINTS
ACROSS THE GLOBE



82%

ARE HOUSEHOLD
WI-FI ACCESS
POINTS.

18%

ARE PUBLIC
CONTROLLED WI-FI
ACCESS POINTS.

48%

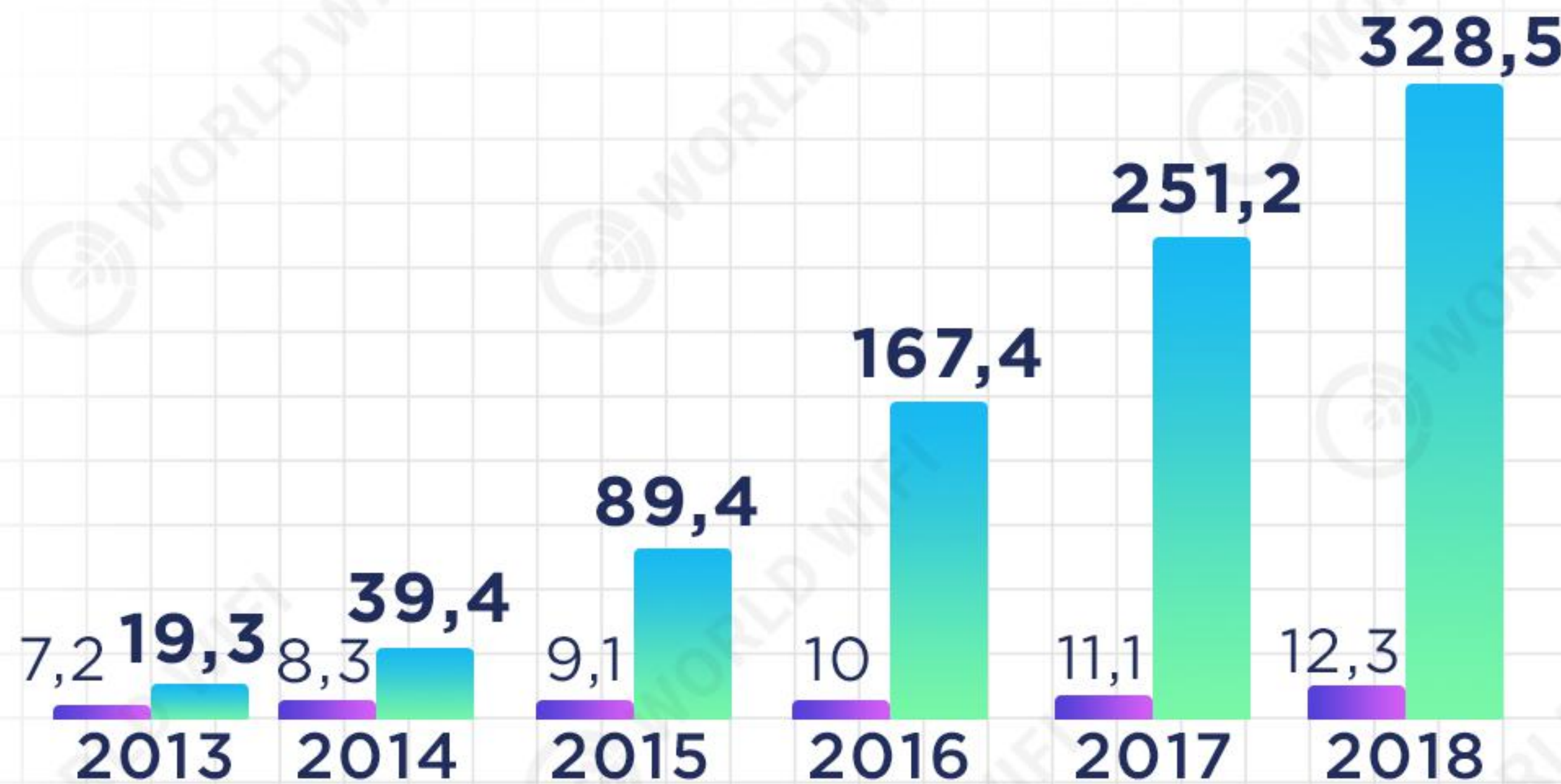
FROM THE BEGINNING OF THE YEAR,
WHEN COMPARED TO 2016, THE
NUMBER OF ACCESS POINTS HAS
INCREASED BY 48%.

900%

OVER THE LAST FOUR YEARS,
THE NUMBER OF ACCESS POINTS
INCREASED NINEFOLD.

NINEFOLD INCREASE

OF WI-FI HOTSPOTS IN THE LAST FOUR YEARS



BY THE YEAR
2018

THERE WILL BE ONE
WI-FI HOTSPOT
FOR EVERY TWENTY
PEOPLE ON EARTH

-  PUBLIC NETWORKS, MILLION
-  PRIVATE NETWORKS, MILLION

According to the forecast of interactive map of WebEnertia agency, there will be one access point shared by 20 people by the end of 2018 across the globe.

CURRENT INTERNET-MARKET / 17



Advertisers

Internet advertising costs continue to increase as well. According to the forecasts by Zenithmedia, **the market will increase by 13% and reach the value of \$205 billion** in 2017. The share of Internet advertising will increase from 34 to 36.9% of the total volume of the advertising market.

It is important to point out the major part of advertising budgets is spent inappropriately. In general, about 44 cents per dollar in the advertising budget are paid to intermediary.

The market is regulated by large marketplaces, whose operations are not transparent: orders are being repurchased by intermediary, traffic becomes untargeted, frequently bots are being used instead of real people to falsify statistics. For this reason, advertisers never know for sure what they have paid for: they cannot be sure whether the target audience has seen the advertisement or not, and what was the reason for a conversion.

The demand for the Wi-Fi advertising is growing for the reasons of a high accuracy and a strong possibility that a real user will see it. The Wi-Fi advertising market has been occupied by local monopolists, based on geographical position.

Restaurant and shopping mall networks broadcast advertisements when customers connect to open Wi-Fi in their premises but often this is an expense item for the venue because of a monthly fee for Internet access. Telecom operators have different targeting and conversion methods. Rarely is there a Wi-Fi access point that does not cost the venue additional money rather than make money based on advertising or sales (click through). At present there is no unified Wi-Fi advertising market, and pricing is often chaotic. Mostly the companies charge per 1000 ad impressions.

The average cost of 1,000 ad impressions is \$30 including targeting.

New advertising network

Modern advertising networks, e.g. AdSense, charge high fees. Advertising sales people need to share 30-50% of the revenue with the advertising network, and the most part of the fee is spent on compensation for financial and bureaucratic costs of the advertising network.

Today, only a few companies and some popular bloggers whose marketplaces have a large amount of traffic may count on a significant advertising income.

The World Wi-Fi platform provides advertisers with great opportunities of delivering ads through the private routers, situated in the locations where the required target audience is concentrated. The owners of Internet access points are able to earn money by broadcasting ads. It is the precision advertising marketplace, based on real needs and actual data. This is the way the advertising market inside the global Wi-Fi network is evolving.

World Wi-Fi Economics

IN THE FIRST 3 YEARS FROM LAUNCHING THE PLATFORM WE EXPECT TO CONNECT AT LEAST

20,000,000 WI-FI ROUTERS

TO OUR PLATFORM

TAKING INTO ACCOUNT THE EXISTING GLOBAL DYNAMICS OF WI-FI NETWORKS DEVELOPMENT AND THE CONSTANT INCREASE OF THE NUMBER OF ROUTERS GLOBALLY, OUR OBJECTIVE IS CERTAINLY ACHIEVABLE.



 **MILLIONS OF CONNECTED ROUTERS**

World Wi-Fi Business Model



World Wi-Fi charges advertisers a fee of 5% of the cost of the advertising displayed in the network of routers, connected to the platform. The above fee applies when advertiser is forming an advertising budget and before the allocation of tokens to router owners.

Averaged calculation of number of views and advertisement cost for 1 router

Network type	Averaged calculation parameters	Calculation of router income ²	Comments
HOME NETWORK	3 people 4 connections per day 1 impression of advertisement video when connecting to the network 0.03\$ average cost of 1 impression of advertisement video including targeting	Number of impressions per month (N), average number of days in a month $=365/12=30.4167$ $N = 3*4*30.4167 = 365$ Router income per month (S) $S = N*0.03=10.95 \$$	Owner of the router who shares an internet access can set the number of ads impressions required to connect to the network from 1 to 3, as well as make a setting to break the connection with an ad display after a certain period of time is expired, thus increasing his income
PUBLIC NETWORK	60 connections per day 1 impression of advertisement video when connecting to the network 0,03\$ average cost of 1 impression of advertisement video including targeting	Number of impressions per month (N) $N = 60*30.4167 = 1,825$ Router income per month (S) $S = N*0.03= 54.75 \$$	

This business model will allow the World Wi-Fi project to be cost-effective, motivate the community for creation of the free global Internet network, and achieve a turnover more than **\$1,000,000,000 per year after 3 years of operation.**

² Router revenue from ad impressions is generated in tokens, but to simplify calculation we calculate advertising costs in \$, based on average cost of targeted advertising in Wi-Fi networks.

³ In calculations we use current average cost of targeted advertising in Wi-Fi networks. However, we forecast a considerable increase of advertising cost as the global market develops. At present Wi-Fi advertising is underestimated compared to other means due to the absence of a unified market as well as chaotic pricing.

⁴ Note



**AUGUST 2017 -
DECEMBER 2017**

1

DEVELOPMENT COMPLETION OF PROJECT'S PROTOTYPE. DEVELOPMENT OF SMART CONTRACT, FINANCIAL AND MARKETING PLANS. INVITING ADDITIONAL TEAM MEMBERS IN BIG DATA, MARKETING AND FINANCIAL MANAGEMENT



**DECEMBER 2017 -
APRIL 2018**

2

START OF FUND RAISING CAMPAIGN (PRESALE STAGE). ALPHA TESTING COMPLETION OF THE PLATFORM. LAUNCH OF WORLD WI-FI MARKETING CAMPAIGN



**APRIL 2018 -
MAY 2018**

3

RUN OF TOKEN SALE AND COMPLETION OF FUND RAISING CAMPAIGN.

ROADMAP

6

JUNE 2018

COMPLETION OF DEVELOPING THE SOFTWARE FOR ALL MAIN MODELS OF PRIVATE ROUTERS. LISTING OF WETOKEN AT MAJOR EXCHANGES

5

MAY 2018 - JUNE 2018

COMPLETION OF BETA-TESTING. OFFICIAL RELEASE OF THE WORLD WI-FI PLATFORM. START OF INTERNATIONAL INFORMATION CAMPAIGN TO INVITE USERS AND ADVERTISERS. LISTING OF WETOKEN AT THE EXCHANGES

4

APRIL 2018

BETA TESTING LAUNCH OF WORLD WI-FI PLATFORM. REFERRAL PROGRAM LAUNCH

7

AUGUST 2018 - MARCH 2019

LAUNCH OF MOBILE DEVICE APPLICATION NEW MODIFICATION AND ADDING NEW FUNCTIONS TO THE WORLD WI-FI PLATFORM OPENING OF THE REPRESENTATIVE OFFICE IN SAN FRANCISCO REACHING 150 000 000 AD IMPRESSIONS PER DAY AND 3 MILLION OF ACTIVE ROUTERS

8

MARCH 2019 - DECEMBER 2019

HOLDING THREE CONFERENCES FOR OUR PARTNERS AND ADVERTISERS. INVITING NEW PARTNERS, NEW COMMUNITY MEMBERS AND ADVERTISERS. REACHING 400 000 000 AD IMPRESSIONS PER DAY AND 8 MILLION OF ACTIVE ROUTERS

9

DECEMBER 2019 - MARCH 2021

EXPANDING INTO MAJOR AREAS OF THE WORLD: AMERICA, ASIA, EUROPE AND AUSTRALIA. INVITING MAJOR INTERNATIONAL ADVERTISING NETWORKS. REACHING 1 000 000 000 AD IMPRESSIONS PER DAY AND 20 MILLION OF ACTIVE ROUTERS



DEPLOYMENT OF WI-FI NETWORK ON A REGIONAL BASIS DEPENDING ON AMOUNT IN USD RAISED IN TOKEN SALE



Stage 1
3 500 000 \$
EASTERN AND CENTRAL EUROPE

Stage 2
6 500 000 \$
EASTERN, CENTRAL, WESTERN AND NORTHERN EUROPE

Stage 3
8 100 000 \$
EASTERN, CENTRAL, WESTERN, SOUTHERN AND NORTHERN EUROPE, WESTERN ASIA

Stage 4
10 000 000 \$
EASTERN, CENTRAL, WESTERN, SOUTHERN AND NORTHERN EUROPE AND WESTERN AND SOUTH-EAST ASIA

Stage 5
15 500 000 \$
EASTERN, CENTRAL, WESTERN, SOUTHERN AND NORTHERN EUROPE AND WESTERN, EAST AND SOUTH-EAST ASIA

Stage 6
20 600 000 \$
EASTERN, CENTRAL, WESTERN, SOUTHERN AND NORTHERN EUROPE AND WESTERN, EAST AND SOUTH-EAST ASIA AND NORTH AMERICA

Stage 7
25 000 000 \$
EASTERN, CENTRAL, WESTERN, SOUTHERN AND NORTHERN EUROPE AND WESTERN, EAST AND SOUTH-EAST ASIA, AMERICAS AND AUSTRALIA

TOKEN SALE scheme

During the TOKEN SALE, ERC223 tokens will be sold.

1 WeToken = 10 advertising impressions in the World Wi-Fi = \$0.134.

Today, the mid-market price of 10 targeted advertising impressions in Wi-Fi networks amounts to \$0.3. Therefore, the initial discount is applied to the token price specified for the TOKEN SALE.

To encourage router owners, advertisers and interested participants of World Wi-Fi project we start PRE-SALE from December 2017.

PRE-SALE Conditions

For all the participants of the PRE-SALE the BTC/WeToken and ETH/WeToken rate will be fixed by the actual value at the Bitfinex exchange on the 17th of April. For all the participants of the PRE-SALE who bought WeToken for BTC or ETH the

BTC/WeToken and ETH/WeToken rate will be fixed as follows:

- If the value of the BTC rate is above \$ 9000 and the ETH rate is above \$ 700, the rate will be fixed by the actual value at the Bitfinex exchange on the 17th of April.

- If the BTC or ETH exchange rate (depending on the currency in which WeToken was purchased) is below the above-mentioned values, the BTC/WeToken and ETH/WeToken rates will be fixed based on rate as of 1 BTC = 9000 \$ and 1 ETH = 700 \$, respectively.

TOKEN SALE Conditions

For all the participants of the TOKEN SALE the BTC/WeToken and ETH/WeToken rate will be fixed by the real rate on Bitfinex on May 19, 2018 (or on the day, next to the end of TOKEN SALE if the Hard Cap is reached earlier than May 18, 2018). For all the participants of the TOKEN SALE who bought WeToken for BTC or ETH the BTC/WeToken and ETH/WeToken rate will be fixed as follows.

- If the value of the BTC rate is above \$ 9000 and the ETH rate is above \$ 700, the rate will be fixed by the actual value at the Bitfinex exchange on the day next to the end of the TOKEN SALE .

- If the BTC or ETH exchange rate (depending on the currency in which WeToken was purchased) is below the above-mentioned values, the BTC/WeToken and ETH/WeToken rates will be fixed based on rate as of 1 BTC = 9000 \$ and 1 ETH = 700 \$, respectively.

The World Wi-Fi team has developed these conditions of fixing courses for participants of the PRE-SALE and TOKEN SALE in order to protect against short-term exchange rate risks. We are implementing a global project, and we are setting long-term goals and believe in the future of the crypto currency

The PRE-SALE bonuses will be added depending on the amount of bought tokens the following way:

1. From \$ 50 000 and above - 25% bonus in WeTokens;
2. Less than \$ 50 000 - 15% bonus in WeTokens.

All participants of PRE-SALE and TOKEN SALE, which participation will amount above \$15000, will receive unique root referral links (initial Invite) with zero commission.

The TOKEN SALE starts at 18 April 2018.

The number of tokens is limited:

Total 600,000,000 WeTokens (WT) will be issued.

During PRE-SALE and TOKEN SALE, 258,000,000 WT will be available for purchase.

Unsold tokens will be destroyed.

With the introduction of the World Wi-Fi platform, a new global and effective Wi-Fi advertising market will be formed.

The emission of WeToken is programmed by smart-contract and will be carried out as described below.

Token distribution

- **PRE-SALE and TOKEN SALE: 43%;**
- **Team: 5%;**
- **Advisers 3%;**
- **Bounty 2 %.**

Frozen assets:

Founders - 7% (frozen for 1 year);

Future development - 40% (frozen for 1-5 years).

Future development and token distribution for next years:

- **The 2nd year - there can be sold no more than 10%;**
- **The 3rd year - there can be sold no more than 20%;**
- **The 4th year - not more than 30%;**
- **The 5th year - the token selling restriction is removed.**

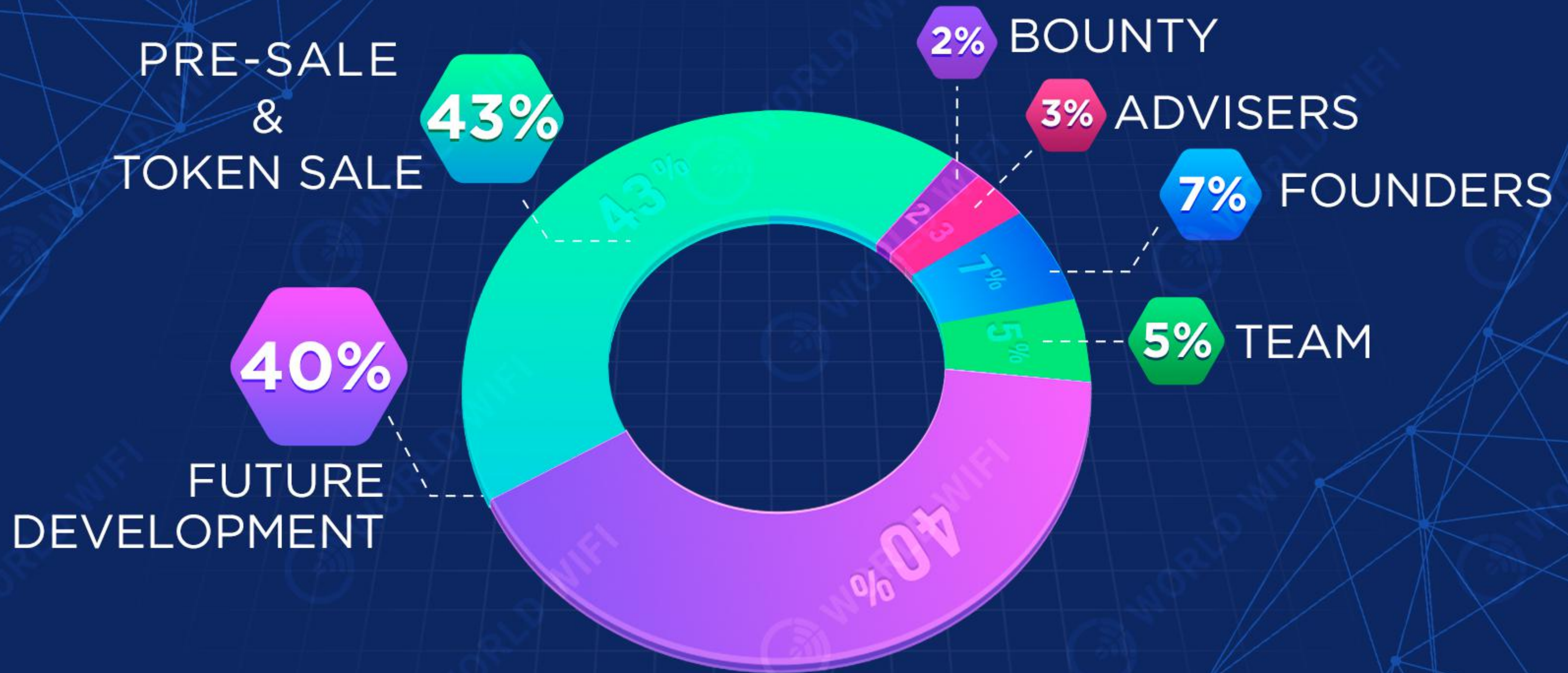
However, the selling of tokens may be distributed for more extended period depending on the project needs.

The tokens selling volume and time frames will depend on the market situation and objectives of the project.

Token buying after TOKEN SALE

The token buying volume after TOKEN SALE will depend on the extent the World Wi-Fi project penetrates the advertising market. As the World Wi-Fi project moves forward, the advertisers will buy more and more tokens on the market to be able to launch advertising campaigns. Therefore, the token market grows, while its amount remains fixed.

TOKEN DISTRIBUTION



MILESTONES AND LEGAL CONDITIONS FOR RAISING FUNDS

Stage I. PRE-SALE of tokens (PRE-SALE) Stage II. TOKEN SALE

On the PRE-SALE stage we will issue the legal instrument, namely SAFT (Simple agreement for the Future Token). This agreement we will be effective until the end of the PRE-SALE. After the end of the PRE-SALE, SAFT will be ceased and converted into WeToken (WT) according to the contributed amount. In accordance with the PRE-SALE conditions, SAFT owners will be able to receive WT tokens with bonus. In its substance the SAFT is the forward contract with the crowdfunding component. The SAFT will protect the rights of the PRE-SALE participants, until the end of the PRE-SALE.

The contribution procedure includes four simple stages:

Step 1: The platform operator (World Wi-Fi PTE, Ltd) shall issue a public offer in the form of SAFT and an offer in the form of a memorandum to SAFT, on <http://worldwifi.io/>.

Step 2: World Wi-Fi PTE, Ltd shall conclude the SAFT agreement with accredited participants of the PRE-SALE, according to the US Securities Law, Regulation S, and Regulation D (for US participants of the PRE-SALE), and with all qualified participants of the PRE-SALE satisfying the criteria of Directive 2003/71/EC. Technically, this stage is crowdfunding, a practice widely used to attract funding for various projects.

Step 3: World Wi-Fi PTE, Ltd shall contribute the received funds to the finalizing the Platform.

Step 4: World Wi-Fi PTE, Ltd shall convert the SAFT into WT tokens according to the amount contributed under the SAFT, including the respective bonus, after the end of the PRE-SALE.

On the TOKEN SALE stage, tokens buyers shall deposit funds in cryptocurrency to the crypto-wallets, and upon completion of the TOKEN SALE, WT tokens will be allocated to them (for those who contributed in Ethereum, the allocation will be made via the smart contract). World Wi-Fi PTE, Ltd. shall contribute the funds received during TOKEN SALE to the finalizing the platform and development of the project.

WT tokens release and selling

WT tokens shall be allocated to the holders of the SAFT including the bonus provided to them. WT tokens shall be allocated to participants of the TOKEN SALE in proportion to their contributions in the corresponding cryptocurrency.

WT tokens will be listed at the cryptocurrency exchanges and the WT tokens owners will be able to convert them into fiat currencies or other cryptocurrencies.

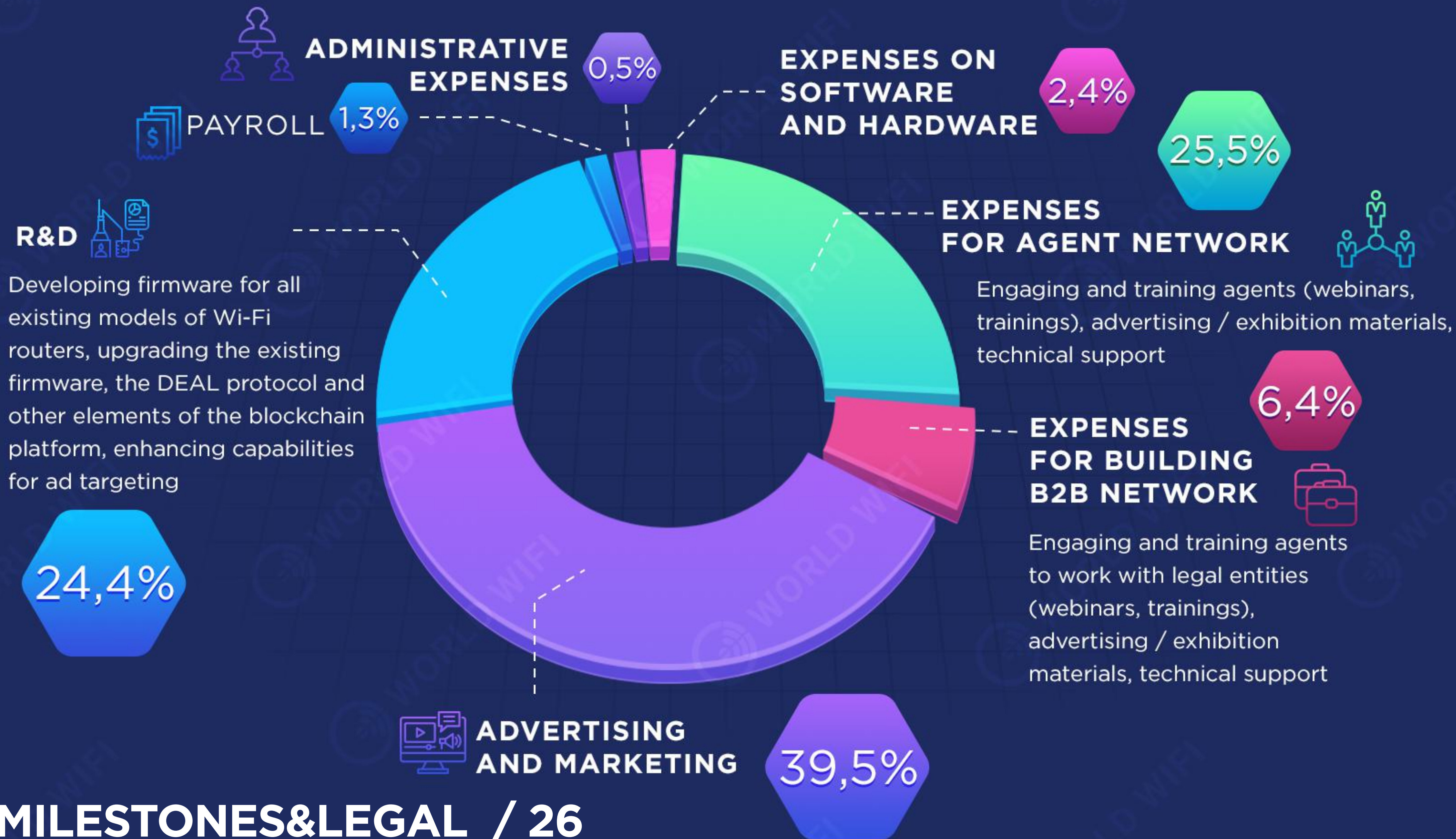
The owners of WT tokens are entitled to sell their tokens at the crypto exchanges², or use them within the World Wi-Fi platform to purchase ads.

WT tokens

WeToken (WT) is an internal currency of the World Wi-Fi platform. All transactions within the platform will be executed only in WeToken. World Wi-Fi PTE, Ltd will act as the issuer of the tokens.

WeToken (WT) shall not be a security since the cost of a WT token will fully depend on the actions of the platform participants, while the platform operator's role is a fully indirect. More details on the legal status of token sale and the tax and the legal status of the WeToken are available in the Initial SAFT Offer Memorandum.

WORLD WI-FI EXPENSES



BLOCKCHAIN



Architectural interaction and blockchain component

The system represents a decentralized network of advertisers, wireless router owners and network users. In order to solve the problem of possible data fabrication and to control whether the advertisement impression was really executed, as well as to ensure obligations have been met as to rewarding the router owners, the World Wi-Fi project initially utilizes the Ethereum blockchain. In a general manner, it is required to use privileged participants to ensure control over the correct execution of obligations between all network participants. The Delegates Reward Program is provided.

The functions of a delegate include storing the replicated database of the network participants' status with targeting information representing data indexed by the following fields: router's geographic coordinates, number of users, age, interests, information on recent advertising campaigns (ROI, conversions).

In fact, the database is the indexed convolution of data from the Advertising Statistics Database. Those data are essential to make immediate choice for the advertising supplier, and to calculate the consumption statistics, that both create the main value for the advertiser. It is imperative that access to those data should be immediate.

It is also possible to use blockchains, which have advanced indexing capabilities "out of the box." It is essential only for the delegates, namely for the software on their side.

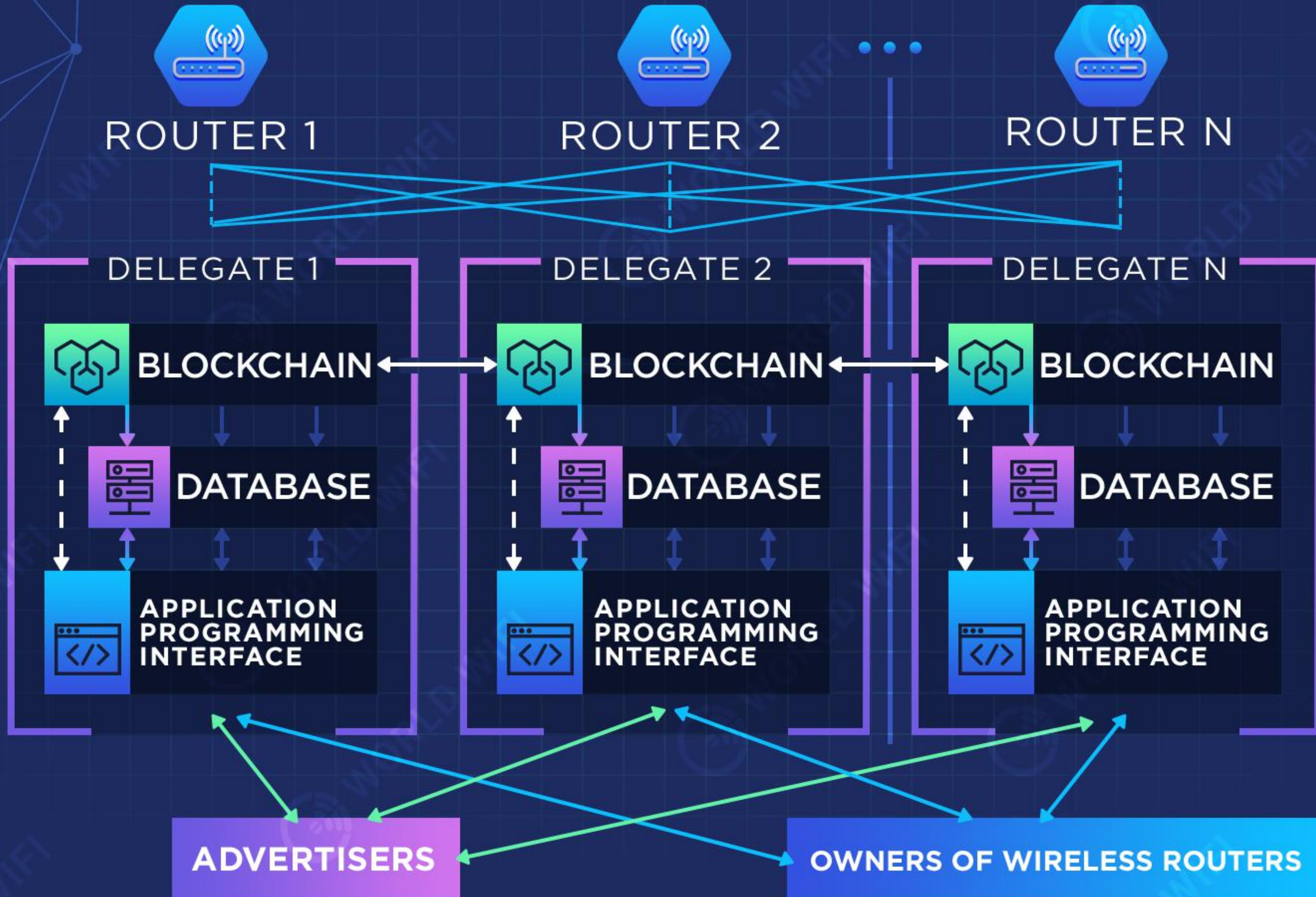
Also the World Wi-Fi project considers developing its own blockchain platform.

Router interaction protocol and p2p Discovery for the delegates are fixed and work regardless of the technical solution for the data storage system and the type of the blockchain.



LAYOUT FOR THE NETWORK PARTICIPANTS' INTERACTION

PLATFORM STRUCTURE



Application layer interface activities include:

- **setting up the advertising campaign with the advertiser's design tool**
- **evaluating the cost of advertising campaigns for each router**
- **allocating the advertising budget among the advertiser's selection of routers**

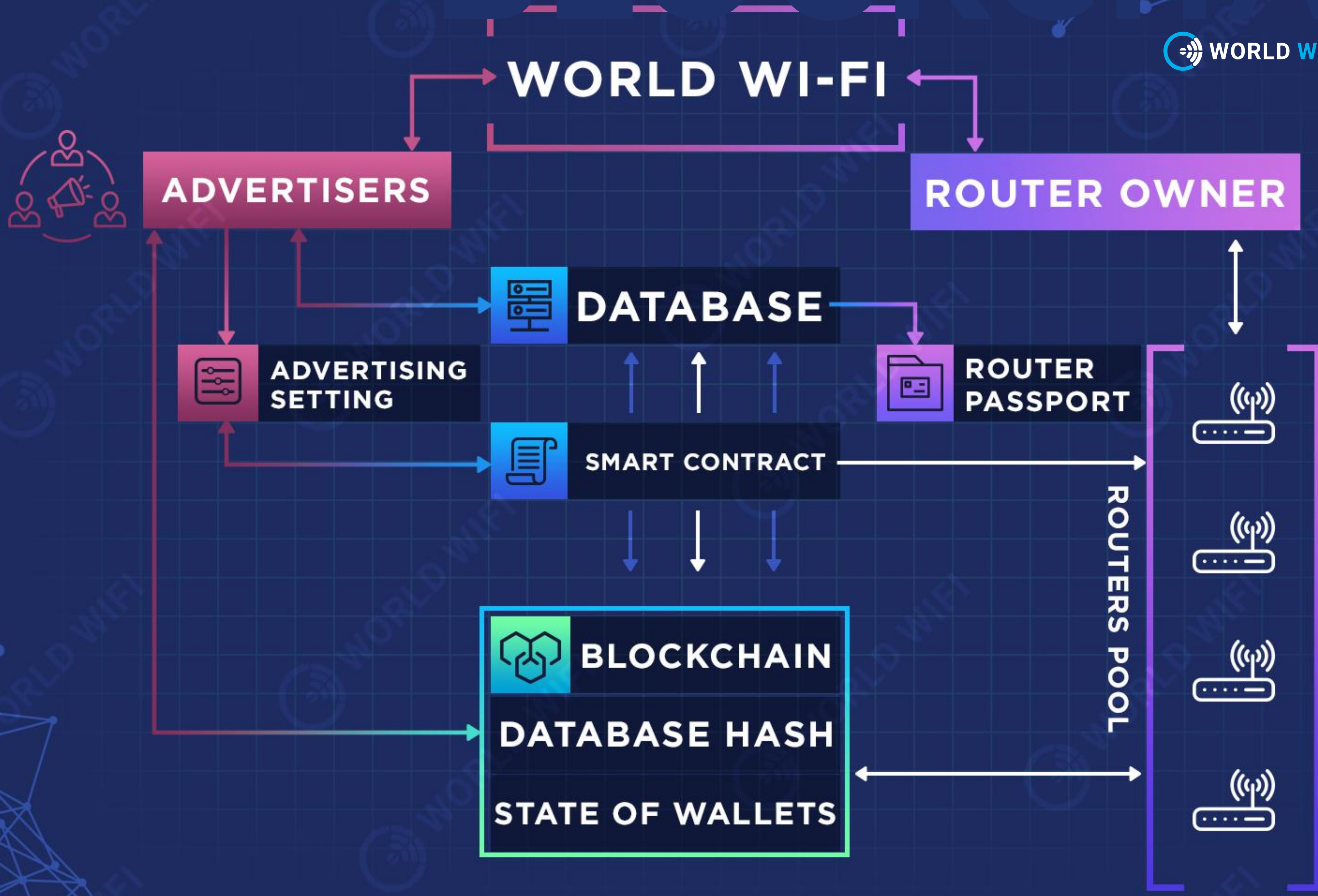
To ensure the delegate's access, for monitoring purposes, an additional abstraction layer may be applied. In this case, both advertisers and wireless router owners are able to access their account using a statistically fixed domain name (which may be used for the IP of the delegate closest to the client). All information is stored in the blockchain and is updated from time to time. The data contained is impossible to lose or fabricate.

The blockchain has become a pivotal link for the entire system.

Each transaction is served by a contract (Deal). In fact, the Deal works like an advertising agency. It is essential for both parties to be sure that advertising budget will reach the target with the agreed number of impressions delivered as planned.

THE DEAL

- ▶ Incorporates data generated from the advertiser's tasks stored on the World Wi-Fi servers.
- ▶ Forms the advertising campaign with the advertising preferences being identified prior.
- ▶ Determines the cost of advertising campaigns for each router.
- ▶ Sets up how the advertising budget will be distributed among all routers selected by the advertisers.
- ▶ When the report on the completed advertising campaign feeds into the database, the Deal shall incorporate the advertiser's report and router's report and make a new entry for that particular router in the database indicating that the router data have been updated on X day of the year X. The advertiser can monitor and assess the updated data.
- ▶ Database hash is recorded in the blockchain.



One entry in the blockchain contains information on one transaction. The number of transactions equals the number of advertising campaigns.

The distributed database contains information on targeting (geo, router coordinates, number of users, age, interests, etc.) in relation to the previous advertising campaigns and their conversion, which is systematized so that these materials can be easily found and processed. The database updates automatically and is complemented by information from new advertising campaigns completed.

The database hash is linked to each router and assure the advertiser of getting updates and reliable information on the conversion of the completed advertising campaigns. The advertisers may see all this using the graphical interface where the settings and parameters of their advertising campaigns can be selected.

Scalability

The operations are processed in project data centers – it is a distributed network to be available for our partners. The transaction will be confirmed via several NODES that allows for acceleration of the processing.

The system is designed to process dozens of transactions (= advertising campaigns) per second.

As the high-load input/output operations do not work directly with the blockchain component, the project has no problems with the scalability and DB blockchain speed.

DISCLAIMER

This document shall not constitute any security offering or pooled investment scheme and shall not imply any contractual relationship within any jurisdiction.

This information shall not be exhaustive. World Wi-Fi does not warrant or accept any legal liability arising out of any accuracy, reliability, relevance, omission or completeness of this document.

This document shall not oblige any party to enter into any contracts or undertake any legal obligations related to any sale or purchase of cryptocurrency.

White Paper of the World Wi-Fi is developed by the project team subject to any legal regulations, and it is checked and approved by our legal advisers.

It is recommended that any TOKEN SALE participants should thoroughly read this document and take reasonable care upon contributing their funds. Before making a final decision, we recommend you to consult any legal, financial, tax, and business advisers.

Technical Features



World Wi-Fi has 5 features distinguishing it from any existing advertising networks.

1. Multilayer Structure

Each placed advertisement may have several parties receiving a fee.

- A fee is paid to the platform.
- A partner (agent) that connected an access point owner to the network may receive an additional fee.
- An agent may also have their own agent, which results in more parties receiving fees from advertising.

This feature encourages any partners to connect more access points to the network.

2. Tokenization

Any transactions are executed by virtual currency, namely "tokens". A token is a means of payment within the system.

The tokens are issued during the TOKEN SALE (initial coin offering). They can be exchanged for any other existing world currency (fiat currency) or cryptocurrency by means of the market.

The use of tokens facilitates payment transactions and makes it cheaper.

3. Blockchain Support

Any information about tokens, transactions, and advertisements is stored in public blockchain. It enables transparency and confidence between the platform and its participants.

4. Smart Setting

The advertising database stores targeted statistics of the advertisements of all connected access points (routers). This allows the to automatically select an access point (or group of access points) complying with all advertiser requirements. The platform also allows setting preferences in terms of any access points (routers), for example enabling the minimum price of an advertisement campaign, or filtering any advertisements that, according to the statistics, do not fit audience of the access point (for instance, adults-only).

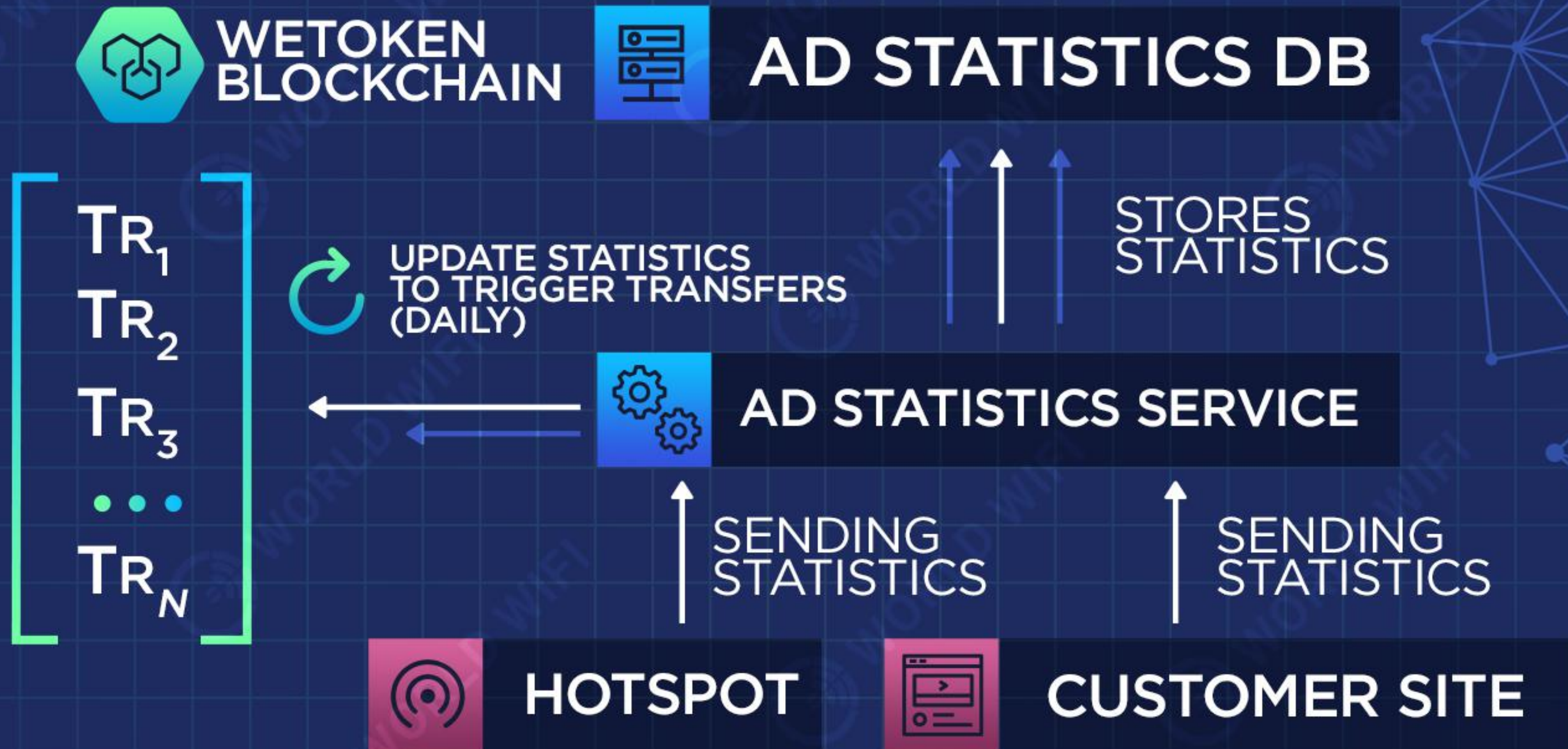
5. CPA/CPM Models

The advertising network allows two deal types: cost per mile (CPM) or cost per action (CPA).

Cost per mile means that a client pays for each impression of an advertisement.

Cost per action means that a client only pays for a certain action, for instance, click on an advertisement or going to a certain page on a client's website.

ARCHITECTURE OVERVIEW



Architecture Overview

Let us assume that an **Access Point** and a **Client have** already entered into a **Deal** and have agreed what advertisement shall be displayed (please refer to the Deal section of the White Paper for more detailed information about a Deal)

Access Point

An access point displays an agreed advertisement to the audience and sends – directly via a GA-like script or indirectly by requesting an URL address of any advertisement images stored on the advertising statistics – any statistical data to the advertising statistics service.

Customer Site (Login Page)

A customer site is the place where the main advertising is shown. A customer site (directly via a GA-like script) sends the statistics of customer interaction with the website to the advertising statistics service, tracking certain user actions on any websites (for example, product ordering or form filling-in), as listed in the Deal.

Advertising Statistics Service

The advertising statistics service is an online service having an API for:

- 1) storage of statistical data;
- 2) receipt of specific statistical data;

It also manages:

- requests to the Access Point database, to find any relevant search criteria, for instance, an audience;
- current conditions of the Deal;
- statistics;
- creation of new Deals.



Any access points may refer to the advertising statistics service to request information:

- a) about closing a Deal;
- b) about availability of a new Deal.

The advertising statistics service updates the blockchain by references to any actual data on any access points and a Deal.

Advertising Statistics Database

The advertising statistics database stores any data received by the advertising statistics service and updates the blockchain daily with any information referred to in a Deal.

The advertising statistics database collects any access point statistics weekly to classify an access point and assign it a preliminary index for any new Deals.

Blockchain

The blockchain is used for storage of any authorized information about any payments and accounts. All transactions are committed in token currency namely WeToken.

Each participant of the network: an access point, advertiser, network developer, and WeTokens owner, has its own WeTokens record entry (account), namely wallet.

The blockchain stores all information needed:

- how many WeTokens are on the account of a participant;
- about existing Deals: information about its purposes, statistics, and a reference to the extended data of Deals in the advertising statistics database;
- about Access Points: any references to their statistical data and accounts.

The blockchain is the only place within the whole network where operations with WeTokens occur. The WeToken smart contract guarantees that payments will be transferred when the goal of the Deal is achieved.

Deal

A Deal is a virtual agreement between an advertiser and one or several Access Points. It plays the main role for the advertising network.

An advertiser places a new Deal (for instance, via Ad Statistics Service front-end). Then the service finds any relevant Access Points. Then the advertiser confirms the Deal, initiating on his behalf the Transaction in the blockchain.

Every time a new Deal is registered in the blockchain, WeTokens are transferred from the account of the advertiser to Escrow (a mediation cash desk) related to the Deal, and they are to be transferred to the Access Points upon completion of the advertising campaign.

A Deal has several properties:

- Unique ID.
- Escrow.
- Purposes (number of impressions, actions etc.).
- Access Point ID.
- Statistical data on each access point.
- Various advertising-related parameters: advertisement images, advertisement preferences (time of day to display ad, region to display ad etc.).

Every time when the Deal statistics meet the goals of the advertising campaign Deal is to be marked as completed and the Escrow is to be transferred to the access points (proportionate to their contribution to the result).

A fee is charged on each transferred WeToken.

5% - transferred to the network (primary account),
25% - a fee transferred to a so-called "agent" of the paid access point (router owner). The "agent" may also have its own "agents".

Deals are stored both in the blockchain and the advertising statistics database, because the blockchain is used as a reliable payment information source, while the advertising statistics database can store more recent statistics that are regularly flushed into the blockchain and store additional extended advertising data and parameters irrespective of payments.

The access points refer to the Advertising Statistics Service for new Deal and the relevant advertisements through the web-API.

WeToken

WeToken is a new cryptotoken, issued according to ERC223 standard of the Ethereum platform, because Ethereum blockchain allows easy and quick designing and testing of user scripts (Smart contracts) to implement WeToken and Deal logics described above.

Token data

Accounts

Type: correlation (address => round unsigned number)

Purpose - preserves the number of tokens for each user.

Deals

Type: correlation (Deal_ID => Deal)

Purpose: storage of transactions to which an access may be granted according to their Deal_ID IDs.

Deal is a structure that includes the following fields:

- Deal_ID - a round unsigned number or a line to be determined.
- Escrow - a round unsigned number.
- Purposes (correlation (line => a round number without 32))
- HotspotCount - a round number without 32
- HotspotStats (HotspotDealStats [])
- DealDBKey (a round unsigned number) - a link to a deals DB key relevant for this record - to obtain an extended information.
- DealDBHash (a round unsigned number) - a link to a hash value of the deals DB for the key to check that the DB is not damaged.

HotspotDealStats has the following structure:

- HotspotID (address)
- DealStats (correlation (line => a round number without 32))
- DealStatsDBKey (a round unsigned number) - a link to a deals DB key relevant for this record (to obtain an extended information).
- DealStatsDBHash (a round unsigned number) - a link to a hash value of the deals DB for the key to check that the DB is not damaged.

Note. Now purposes and statistics are identified as lines, e.g. "Impressions" or "Clicks" to make them extendable. The client code is responsible for provision of proper lines.

Access Points

Type: correlation (address => Access Point)

Purpose: storage of statistics and information on access points.

An Access Point has the following structure:

- HotspotDBKey (a round unsigned number) - a link to an access points DB key related to this record (that contains extended information on the access points)
- HotspotDBHash (a round unsigned number) - a link to a hash value of the access points DB for the key to check that the DB is not damaged.
- HotspotGroupIDs (a round number without []) - an access point may be a part of one or several groups
- HotspotSuzerain (Suzerain) - see below

System accounts

Type: address[]

System accounts that can update statistics.

Agents (Suzerains)

Type: correlation (address => address)

Intended Use: storage of agents for each user.

SuzerainsCommission – agent's fee.

Type: correlation (address => round number without 16)

Purpose: storage of fee value for each agent.

Main transactions NewDeal()

It records a new Deal.

Parameters: uint escrowValue, address[] targetHotspots, mapping (string => uint32) objectives / integer number without escrow sign deal value, address [], mapping (string => integer number without 32 sign) objectives

Refunded cost: Deal_ID – identifier of a new deal

Comments: It records a new deal based on the array of target access points and targets.

ARCHITECTURE OVERVIEW

The escrowValue parameter is checked inside the sender's account, and after that the amount will be transferred to a new Escrow deal account.

The access-point array can be large, but its size

- 1) is limited by Ethereum (approx. 27 thousand addresses);
- 2) the larger size the higher payment.

In order to solve this issue, alternative implementation with a HotSpotGroup ID as a parameter and with operation with pre-built HotSpot groups can be used.

The new Deal is saved to Deals;

UpdateDealStatistics ()

It updates the Deal statistics.

Parameters: Deal_ID [], HotspotDealStats [] new_stats

Return value: no

Comments:

msg.sender shall be in the SystemAccount array.

The updates process the statistics with new values. If the tasks are completed, EndDeal () is called

EndDeal ()

It ends the Deal and transfers funds from the Escrow account to access points and Suzerain "agents."

Parameters: Deal_ID of the deal

Return value: no

Comments: It ends the deal.

Steps:

- 1) Distribute the Escrow amount of the account between access points in proportion to their participation in the task.

- 2) For each access point, find its agent on the agent map and transfer its commission to this agent (in percentage of the full value) as specified by the SuzerainsCommission value for this agent from the total value amount.

If the agent address is the key to the Agent map (so that it has its own agent), do the same for it, and

then repeat the same once again if the agent's agent has its own agent, and so on.

- 3) Transfer the remaining funds to access points.

UpdateDeals ()

It updates the Deal statistics.

Parameters: Deal [] of the deals

Return value: no

Comments: msg.sender shall be in the SystemAccount array. Escrow Account and purposes shall be either absent or correspond to the already existing in the blockchain.

Batch updates process the statistics with new values. If the tasks are completed, EndDeal () is called for it.

UpdateHotspot ()

Updates the data on access points.

Parameters: address hotspot_address, access point description hotspot_description

Return value: No

Comments: Access point statistics updating.

AddHotspot ()

It records a new access point in the blockchain.

Parameters: Access point hotspot_description, agent address.

Return value: No

Comments: It creates an access point, adds the agent sum to the Agents map (access point address is a key). Access point address is taken from msg.sender. It is necessary to check whether the Agent value is acting as a key for a Commission agents map SuzerainCommission (agent is added).

AddSuzerain ()

It adds/updates Agent.

Parameters: Agent address, address suzerain_of_suzerain, commission is a whole number without sign 16

Return value: No

Comments: It adds the Agent and commission to the Commission agents map SuzerainCommission. If value suzerain_of_suzerain is indicated, it adds it to suzerain_of_suzerain in the Agents map as a value, and agent - as a key.

msg.sender shall be in the SystemAccount array or in suzerain_of_suzerain.

TEAM



Co-Founder & CEO

Ilya Yashin

The expert in the IT integration sphere, digital economy and a blockchain technologies. The co-founder of two actively developing Adrenta and Radius Wi-fi services. He participated in creation of the IT integrator in Moscow. Considers that a blockchain is the future of sharing-economy.



Co-Founder

Yan Sepiashvili

Entrepreneur, PhD in Medicine, over 10 year in IT, advertising and real estate projects. Managing partner and co-founder of the Adrenta and Radius Wi-Fi.



Technical Information Security Officer

Larry Cameron

Chief Technology Officer with a proven track record in the information technology industry. Demonstrated skills in working with Data Centers, Systems Architecture, Management, Support and Cyber Security.



Technical Director

Yuri Polovinkin

Launch of Wi-Fi network in the Moscow Metro. Developed and launched his own hotspot solution. Participated in development and implementation of information systems in major companies.



Marketing & PR in North America

Alisha Golden

A growth strategist and media maven with 11 years of experience across 3 continents growing and scaling startups and brands. Alisha is well versed in investment and mainstream media. Alisha's clients have been featured in Fast Company, INC, Wired, Forbes, Origin Magazine, ABC news, The Huffington Post, The New York Daily News as well as developed brand partnerships with the likes of silicon valley's travel, tech giant.



Big Data strategy

Anand Gupta

Graduate of the Indian Institute of Technology. Extensive experience in Big Data solutions for Nokia and Mitel.



App Developer

Bhavik Limbani

Master in computer science. Mobile App Developer, Web Developer, Java, Blockchain Developer.



CBDO

Tim Kosykh

Tech enthusiast and cosmopolite. Founder of IT startups in Ireland. Managed multiple technological projects in Europe, Asia, and USA. Believes in technological singularity.



Chief Operation Officer

Dmitry Koleznev

Previously General Director and stock-holder of WorldTelecom. Prior General Director and stock-holder of National Payment System and Delta Telecom.



Big Data Expert

Jagadish Channagiri

Software Executive with broad experience in product development for Big Data solutions.



Director of Radio Network Development

Valeriy Belousov

Radiophysicist. Was a head of a special testing laboratory, a service of local and international radio monitoring. Developed the communication and control systems for the Army and Emergency services, the systems for calculating radio propagation. Was a Leading expert in the Higher School of Economics.

ADVISERS



Adviser

Fred Ledbetter

CCO of Virgin Connect. CMO of Golden Telecom. CEO of Imaginet/Czech Telecom – executive management in WiFi, Internet, wireless, broadband and mobile in large and medium firms and start ups.



Adviser

Dmitry Dain

Adviser, one of the first developers of 802.11 Wi-Fi Protocol. Member of the world's cryptographers' association. Founder of 'Virgil Security' (USA), a company specializing in cryptography and encryption.



Adviser

Christel Quek

Business Insider as one of the 30 best executives to follow on Twitter. Christel is a technology executive who has built brands and digital businesses since the advent of the digital economy. She was the Head of Content at Twitter across their International Markets, and led Social Business for Samsung Asia. Christel was selected by The Guardian as one of the top global digital strategists, Campaign Asia-Pacific as a Woman to Watch. Was an Advisor in Zilliqa one of the best ICO in 2018.



Media Adviser

Yagub Rahimov

CEO/Co-founder - 7marketz Inc. Group, Yagub Rahimov is serial entrepreneur operating within FinTech ecosystem. Investing since the age of 16, Yagub is an award winning trader and a savvy Crypto/Bitcoin investor since mid-2009. He has a vision that machine learning combined with the Blockchain technology will define the future of the FinTech ecosystem.



Adviser in Japan

Katsunori Kondo

As a serial entrepreneur, established companies in the IT industry, such as human resource services, site trading services, advertising business and online game business. Started new project which is called "BitX" and enter into blockchain/crypto currency related business in 2018.



Adviser

Thierry De Gorter

Has a Princeton University degree in corporate finance. Fascination by modern fin tech, lead him to the deep commitment to the blockchain technology. Currently advising and developing decentralized infrastructure projects. Thierry is bitcoin enthusiast and philanthropist.

ADVISERS



Adviser in China

Wu Fei

Expert at Public Diplomacy, International Communication and International Affairs, just focus on establishing the Sino-Russian ICO and the Block chain Alliance under the framework of the Belt and Road Initiative and the Guangdong, Hong Kong, Macao Bay areas



Adviser in Korea Republic

Yun Keun LEE

Journalist in New York, CEO of CLC Biz global marketing and investor, CEO of block chain Internet newspaper 'Daily Coin News', fluent in multiple languages (English, Japanese, Russian, Korean)

BOTTOM LINE

Why is your support so important for us?

We have designed an ambitious plan:

- to provide free Wi-Fi around the world;
- to provide each router owner with a tool to earn additional income;
- to transform the advertising market in Wi-Fi networks and make it effective.

Our technology in combination with blockchain is one step ahead of the competitors and is designed for the growing market.

The project will be developed on the basis of the existing business.

We are ready for scaling.

The world is ready.

But the global network can be created only through joint efforts of the community.