



Bringing the power
and reach of
word of mouth
to the blockchain

WOM Token Sale

WOM Token Lightpaper

The WOM Token

An estimated 2.1 billion daily product recommendations are made online, yet brands and advertisers do not have an effective and scalable way to properly incentivize, monetize, and measure peer-to-peer recommendations. Until now.

We are introducing the WOM Token as a simple and transparent means for rewarding peer-to-peer recommendations in a scalable and robust economy leveraging the power of the blockchain.

Based on blockchain technology, the WOM Token enables brands and advertisers to connect directly to these 2.1 billion digital word-of-mouth conversations and rewards the creator for their product recommendations.

How it Works

- 1 Content creators share word-of-mouth recommendations online.
- 2 Curators identify and validate the recommendations and earn WOM Tokens.
- 3 Consumers engage with the WOM content and the creators earn WOM Tokens.
- 4 Publishing platforms earn WOM Tokens as consumers engage with content on their platforms.
- 5 Brands use WOM Tokens to access user-generated content.
- 6 Smart contracts are dynamically generated between brands and content creators.
- 7 Brands track word-of-mouth performance across their content creators' networks.

The WOM Ecosystem

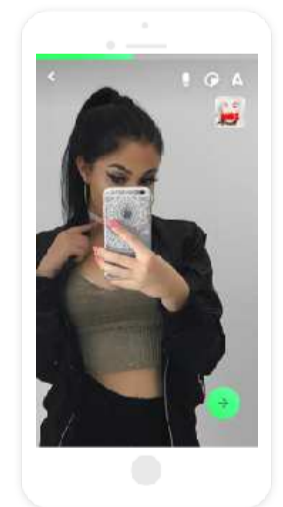
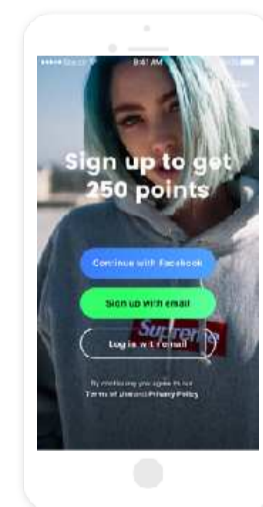
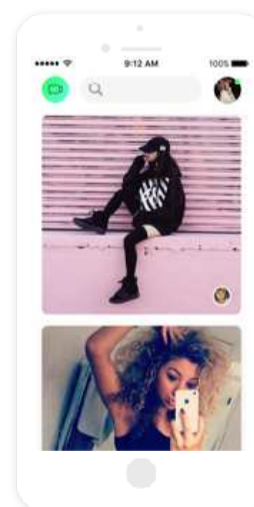
WOM Token Ltd. will facilitate the creation of an entire ecosystem that will enable any brand, advertiser, and content distribution platform to adopt the WOM Token and connect with content creators and their peers on a global scale.

The WOM dApp will enable brands to access word-of-mouth content, allocate budgets, and trigger dynamically-generated smart contracts so that, when the content creator shares content with friends online, they are rewarded for their word-of-mouth recommendations.

Brands will be able to track and analyze the engagement with the content and measure the success of their influence. They can also enrich that data with their own tracking links placed behind the content.

The WOM Go-To-Market Strategy

To kick-start the process, WOM is partnering with YEAY, a fun, easy, and smart mobile video commerce platform. Launched in 2017, the YEAY app has a global network of creative, active, and predominantly GenZ users. This makes YEAY the ideal platform to discover the power and flexibility of the WOM Token.



170k
registered users

717k
downloads

22
languages

58%
GenZ

WOM Token Sale*

Country registered	Malta
Token symbol	WOM
Token type	Utility
Platform	Ethereum
Token standard	ERC20
Crowdsale mechanism	Second-price Dutch auction
Initial Market Cap	ETH equivalent of \$350 million
Payment	ETH
Tokens for private sale and crowd sale	35% (350,000,000 WOM)
Total supply	1,000,000,000
Private sale	Q2 2018
Bonus structure for crowd sale	20% bonus on day 1 15% bonus on day 2 10% bonus on day 3 5% bonus on day 4
Crowdsale	Q3 2018
Countries excluded	USA

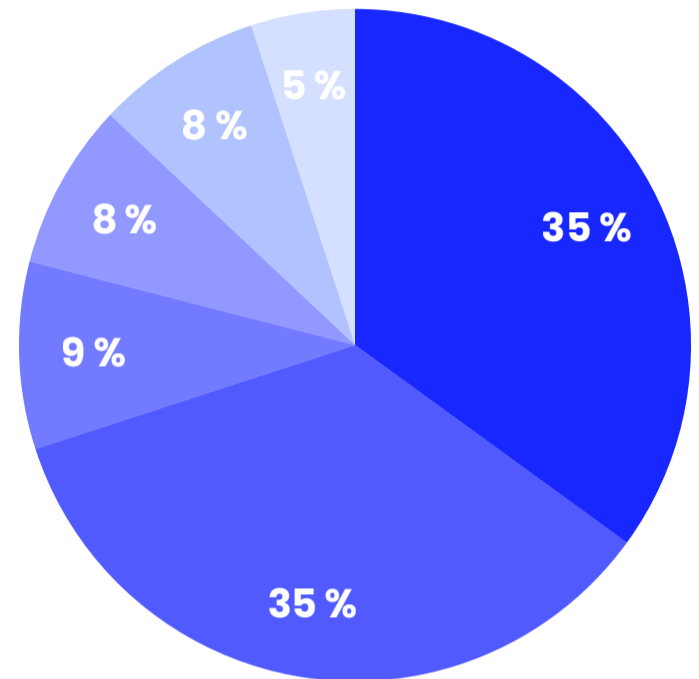
*WOM Token Ltd. reserves the right to adjust the figures subject to market conditions

Roadmap

- Q3/2018: Token Generation Event
- Q4/2018: Simple Reward Token Phase
- Q1/2019: Basic Smart Contract Phase
- Q1/2020: Trustless Oracle Phase

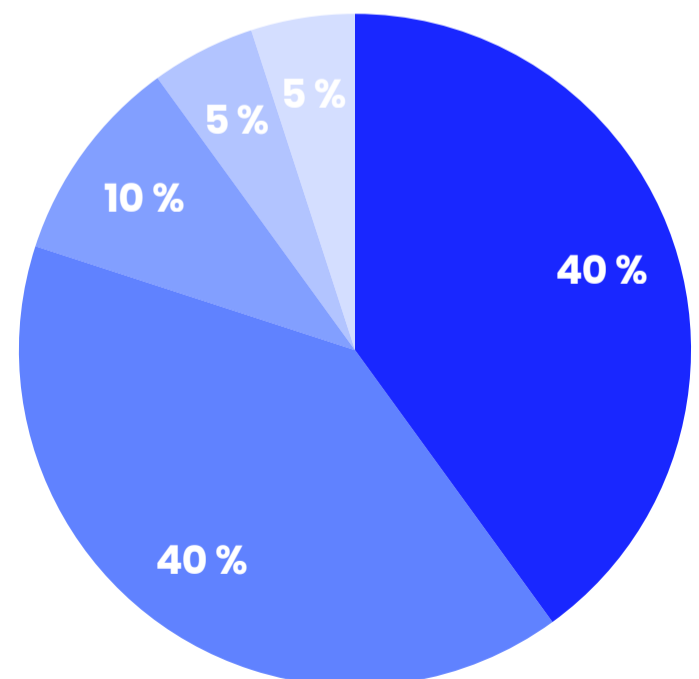
Token Supply and Distribution

Total token supply: 1,000,000,000



- Token Sale
- Value Creation Rewards & Economy Scaling
- Advisors, Early Supporters, & Bounty
- Long-term Reserve
- Team
- YEAY

Use of Token Sale Funds



- Marketing and Partners
- Development
- Operations
- Legal, Tax, and Consulting
- Advisory Board

Team & Advisors

Core Team



Melanie Mohr
CEO



Kristian Mandrup
CTO



Clemens Riedel
COO



Ben Hochberg
CIO



Stefan Schulz
CMO



Lukasz Belza
Executive Counsel



Oliver Grigoleit
CFO



Daniel Wingen
Blockchain
Economics Designer



Conner Howe
Lead Blockchain
Developer



Vivienne Rudcenko
Communications
Manager



Jeremy Lindström
Business Development
Strategist



Stefanie von Jan
Token Engineer

Advisors



Björn Wagner
Co-founder, Parity
Technologies



Hartej Sawhney
Co-founder, Hosho



Christopher Emms
MP, Decentralised
Ventures & CEO,
TokenKey



Samson Lee
Founder & CEO,
Coinstreet



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