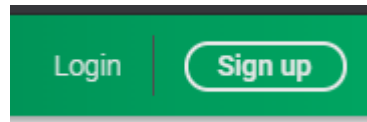

Contents

1	Opening a 2key Account.....	2
2	Creating a 2key Wallet	4
3	Creating a 2key Page.....	7
4	Creating a Zoom SmartSession	9
4.1	Designing your Zoom Live Video Call message	9
4.2	Configuring your call specifications:.....	10
4.3	(Optional) Configuring 2key referral promotion campaign	11
5	Deploying the Zoom SmartSession.....	13
6	Inviting People to Your Zoom SmartSession	14
7	Tracking your Zoom SmartSession's Sale	15
8	Uninstalling Zoom SmartSessions	16

1 Opening a 2key Account

1. Go to <https://2key.io/>.
2. In the top right corner, click **Sign Up**

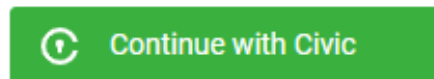
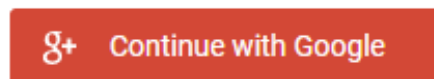
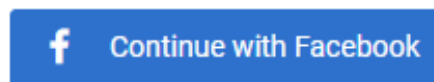


3. Select the method to use to create your account.

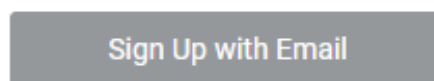
[Back](#)



Create your 2key Account



or



By creating an account you agree the 2key
[Terms of Service](#) and [Privacy Policy](#)

Already a member? [Login](#)





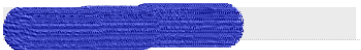






The system generates a default user name based on the signup method you selected

4. (Optional) To modify your username, from the top right corner, click **Change Username**.

If you want to change it - please do so from the Profile Settings. After registering your wallet it will be impossible to change the username (will be possible in future version).

Change Username

a. Enter the required details

UserName (Handle) *	usermanual	
First Name *	User	
Last Name *	Manual	
Gender		
Email Address *		
Phone Number		
Country		
State		
City		
Address		
Zip		
Member Since	April 3, 2020	
Disable My Account		
<p>Save</p>		

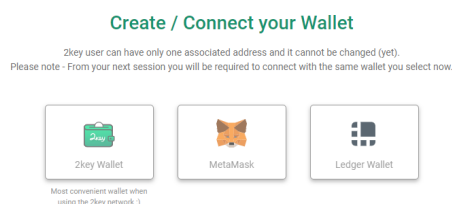
b. Click **Save**.

2 Creating a 2key Wallet

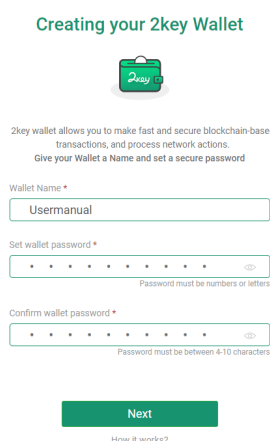
You will need to create or connect a wallet to collect payment for your Zoom SmartSession. This is an integral part of the Web 3.0 architecture.

Your wallet is used to store your cryptocurrencies, collect payments and pay for services and products. You can find more information about cryptocurrency wallets in general and about 2key wallet [here](#).

1. From <https://2key.io/i/home>, select **Create my Wallet**.
2. If you already own a wallet, from the newly opened window, select the wallet you want to connect.
3. (Recommended) To create a 2key wallet, click the 2key wallet icon.



- a. Enter the name you want to give your wallet.
- b. Enter a password.
- c. Confirm the password.
- d. (Optional) If you are unfamiliar with the concept of crypto-wallets, click **How it Works** below the Next button to understand the core concepts.
- e. Click **Next**.



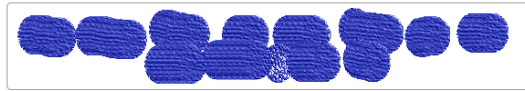
A new window opens.

- f. Save the string of words displayed and store them in a safe place.

12 Secret Words



Your 2key wallet has just been created and only you control it!
To be able to always have access to it, please write down these
12 words in the correct order and store them in a secret place.
Use these secret words to restore access to your wallet if you lose your password or access.
These words are the only way to restore your wallet.


[Copy Phrase](#)
[Download Phrase](#)

I Have Saved My Recovery Phrase

[How it works?](#)

WARNING!

This string of words, the Recovery Phrase, is essential to recover your wallet if you lose your password or for any other reason.

It is critical to save in the exact order, as entering them in the exact order is necessary to recover your wallet.
Without the recovery phrase words in the right order, it is technically impossible to restore your wallet.

- g. Click **I Have Saved My Recovery Phrase**.

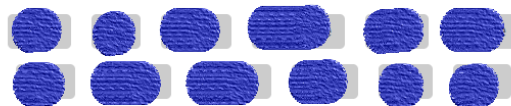
A new window opens.

- h. Click the words displayed in the order they appear in your Recovery Phrase.

Test Time!



Now let's check that you wrote your secret words correctly.
Please click on the words according to their order



⚠ If you lose it, your wallet cannot be recovered!

Next

[How it works?](#)

As you click each word, it appears in the blank field. If you want have clicked a wrong word, click it again to remove it.

When all the word have been entered in the right order, the **Next** button is activated.

- i. Click **Next**.


Note

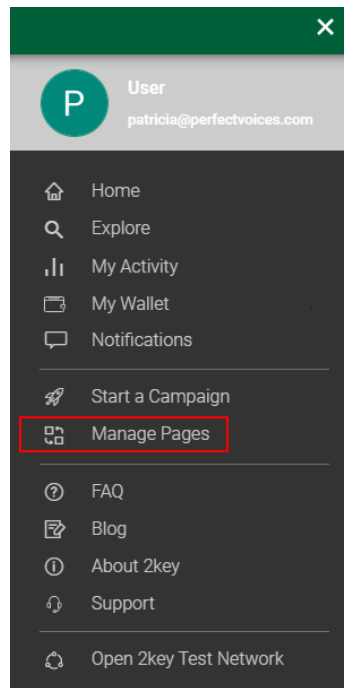
This might take a few moments.
This action registers your wallet on Ethereum blockchain.
This is immutable and cannot be undone.

- j. Copy the wallet address and store it in a safe place.
- k. Click **Continue**.
- l. (Optional) Transfer cryptocurrencies to your wallet or buy some with your credit card.

3 Creating a 2key Page

To create a Zoom SmartSession, you need to create a professional page on your 2key account. Your Zoom SmartSession will be associated to that professional page.

1. From <https://2key.io/i/home>, in the top left corner, click the menu bar .
2. In the displayed menu, click Manage Pages.



3. There are 2 options to create a page:


Let's Get Started!

Create a 2key page for your Business, Foundation, DAO, or yourself, and start creating smart links and campaigns for various use-cases with the 2key technology.

Create your Page

or

We can extract all the information from your existing Facebook Page in a few seconds

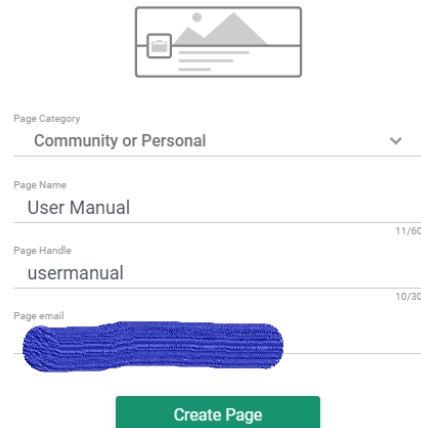
 Continue with Facebook

We won't publish anything on your behalf

Already have a page? Choose from the menu

- a. Click **Create your Page**.

Create your 2key Page



The form includes a preview of a 2key page at the top. Below it are four input fields: 'Page Category' with a dropdown menu set to 'Community or Personal'; 'Page Name' with the text 'User Manual' and a character count of 11/60; 'Page Handle' with the text 'usermanual' and a character count of 10/30; and 'Page email' with a blue textured input field. A green 'Create Page' button is at the bottom.

- i. Select your page category
- ii. Enter a name for your page

Note

This will automatically generate your Page Handle

- iii. Click Create Page.
- iv. On the newly opened window, click Next.

Your 2key Page is Ready!



it's time to customize your page with some basic details.
Please add a Profile image, a Cover image, and fill with information such as Website, Phone, Address and a short description about it and it's purposes.
You can always edit this information.

Next

- v. (Optional) Design your Page.
 1. Add a Cover Photo
 2. Add a Page Photo

4 Creating a Zoom SmartSession

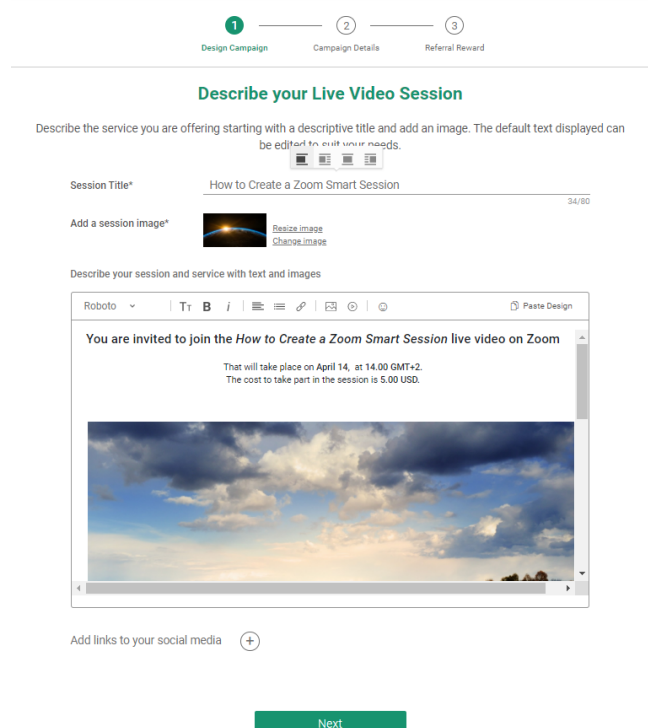
A Zoom SmartSession enables you to create a Paywall for your Zoom call, manage registration, collect payment, generate the Zoom link when a SmartSession is paid for, send that personal link to the buyer. Zoom SmartSessions are also integrated with 2key incentivized organic referral campaigns. You can take advantage of that feature to promote your SmartSession at no upfront cost.

4.1 Designing your Zoom Live Video Call message

1. In the Session Title field, enter the name of your Zoom session as it will be displayed in the invitation.
2. Upload an image that will be displayed in the thumbnails of social media.
3. In the “Describe your session and service with text and images” section, edit the default text to adjust and the date, time and price of your session describe its content.

Note

The default text includes a description of the procedure to follow to purchase admission to your session. The recommended course of action is to leave that section at the end of your personal message.



The screenshot shows the 'Describe your Live Video Session' step in a three-part process. At the top, there are three numbered steps: 1. Design Campaign (active), 2. Campaign Details, and 3. Referral Reward. Below this, the title 'Describe your Live Video Session' is followed by a description: 'Describe the service you are offering starting with a descriptive title and add an image. The default text displayed can be edited to suit your needs.' There are three icons for image selection. The 'Session Title*' field contains 'How to Create a Zoom Smart Session' with a character count of 34/60. The 'Add a session image*' field shows a selected image of a sunset with 'Resize image' and 'Change image' links. Below this is a rich text editor with the text: 'You are invited to join the How to Create a Zoom Smart Session live video on Zoom. That will take place on April 14, at 14.00 GMT+2. The cost to take part in the session is 5.00 USD.' There is a large image of a sunset sky. At the bottom, there is a 'Add links to your social media' section with a plus icon and a green 'Next' button.

4. (Optional) Add links to your social media.
5. Click **Next**.

4.2 Configuring your call specifications:

1. In the Price per Participant fields:
 - a. Select the currency.
 - b. Enter the price per session per attendee.

Note

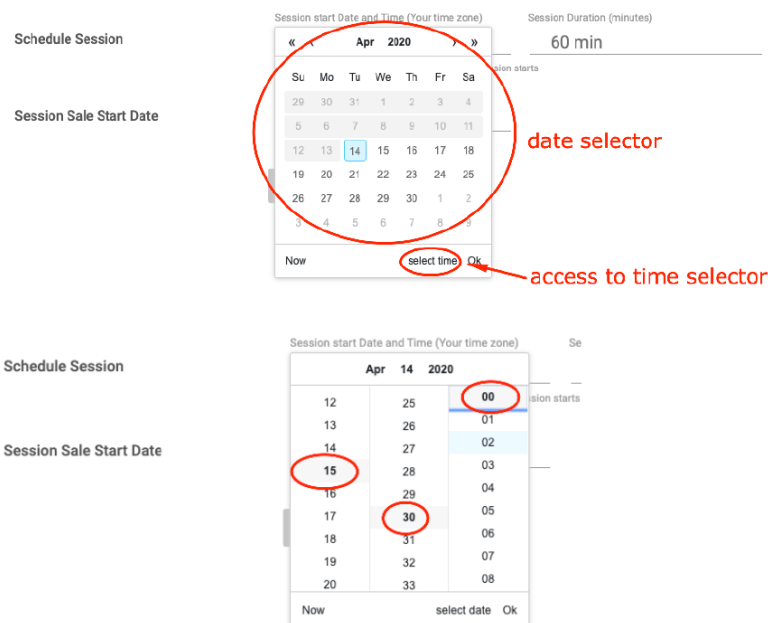
The minimum admission price for a session is \$5.

2. In the **Max Number of Participants** field, enter the maximum number of participants allowed.

Note

You will only be able to select up to the maximum allowed participants for your Zoom subscription level.

3. In the Schedule Session field:
 - a. Select the session date and time.



The screenshot shows the 'Schedule Session' form. The 'Session start Date and Time (Your time zone)' field is highlighted with a red circle, and the 'Session Duration (minutes)' field is set to 60 min. The date selector shows April 14, 2020, and the time selector shows 00:00. Red circles and arrows indicate the 'date selector' and 'access to time selector'.

- b. Enter the session duration.

Note

You will only be able to select the parameters in compliance with your Zoom subscription level.

4. In the Session Sale Start Date, enter the date at which the session sale is starting. This is the time from which people will be able to purchase the ticket to your Zoom SmartSession.

Session Sale Start Date

Start Date (Midnight UTC)

14 Apr, 2020

Note

- We recommend leaving the default settings, which enables purchasing tickets to your Zoom SmartSession immediately after your Zoom SmartSession is created.
- Ticket purchasing is enabled from Midnight UTC of the **Session Sale Smart Date** and ends when the session is already running for 50% of its scheduled duration, enabling people to purchase tickets until halfway through your SmartSession.
- Entering a date in this field schedules a future SmartSession sale opening at midnight UTC on the date entered.

5. Click **Next**.

4.3 (Optional) Configuring 2key referral promotion campaign

2key incentivized organic referral campaigns allow users to take advantage of the integrated self-managed word-of-mouth promotion tool.

This enable the SmartSession creator to distribute a reward to anyone part of a referral chain that leads to the purchase of a SmartSession. The system is entirely automated and requires no upfront payment as the reward is automatically deducted from the paid for admission fee.

1. To define the percentage of a session admission fee reserved to reward referrers, slide to the elected percentage.

Promote your Zoom SmartSession

2key Zoom SmartSession is integrated with an optional fully automated Refer-a-Friend campaign. To incentivize your existing customer to tell their friends about your services, you have the option of offering them a reward each time a user they referred buys your Zoom SmartSession. That reward is split between all referrers leading to that purchase.

This is fully automated. The only actions you need to take is to define the percentage of your Zoom SmartSession fee you want to grant as a reward, and how you want to split that reward between all those who referred the link to your Zoom SmartSession.

Referral Reward
Will be automatically deducted
from the paid access rights



2. (Optional) Select the Restrict referral rewards to campaign participants option.

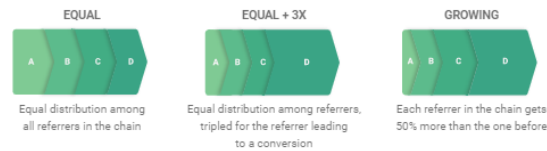
Note

This allows only people who bought a ticket to benefit from the potential of earning a reward by referring your SmartSession to their community, friends and family.

3. Select the way the referral is divided between referrers in the referral chain leading to a conversion:

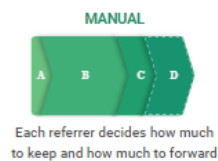
- a. (Recommended) To select from a template, select the **Vanilla** option.

- ☒ **Vanilla** - Pre defined reward distribution
☐ **Manual** - Let the referrer choose what part of the reward to keep and what part to forward.



- i. To select the reward distribution method that is applied to the referral chain when a conversion occurs, click the icon corresponding to the requested option.
- b. To enable each referrer to determine how the reward is distributed to their downstream referral chain when a conversion occurs, select the **Manual** option.

- ☐ **Vanilla** - Pre defined reward distribution
☒ **Manual** - Let the referrer choose what part of the reward to keep and what part to forward.



4. (Optional) Restrict the use of the referral program .

Additional options - Referral Restrictions ^

Limit the number of invites per referrer	Maximum number of referrals allowed per referrer Unlimited
Limit the number of users allowed to start a referral chain	Maximum number of users allowed to start a referral chain Unlimited
Limit the number of referrers per referral chain *	Maximum number of referrers in the referral chain Unlimited Referrals length chain is a required field

This helps to focus your referrer on targeting who to send a referral to, as they only get a reward in case a smart link recipient participates. This unique 2key feature designed to limit spamming or to address specific business requirements.

5. Click **Next**.

5 Deploying the Zoom SmartSession

As a SmartSession is a smart contract, it needs to be deployed on the Ethereum blockchain before it can be shared with your customers or on social media. Once deployed, your smart Session smart contract is immutably recorded on Ethereum blockchain. Smart contracts are self-executable and will automatically performed all the tasks encoded in the smart contract.

1. From the Review Contract screen, carefully check that all the details displayed are correct.

WARNING!

Once the contract is deployed, it will run until the date of the SmartSession. The only parts that can be edited after deployment are the Campaign Design content, excluding the title and thumbnail image.

2. Ensure that your wallet contains the funds to deploy the contract.

Note

You need a minimal amount of ETH in your wallet to deploy the contract, typically less than US\$1. This is necessary to pay the Ethereum blockchain transaction fee required to deploy the smart contract. You can purchase ETH with a credit card from your wallet.

2. Click Deploy Contract.

CAUTION!

Note

Deploying a contract on the blockchain takes up to a few minutes. Closing the window before the deployment is completed may cause the deployment to fail.

6 Inviting People to Your Zoom SmartSession

Once your Zoom SmartSession is created, invite people to join your session by sending them the link to the SmartSession content you created. You can share it widely directly from your 2key page using the sharing options providing or simply by copy pasting the link to your target destination.

1. Click **Publish SmartSession**.

Note

find your Campaign at any time from your Page homepage.

2. To turn your link into a link readable by humans, click **Shorten Link**.

- Share your Zoom SmartSession

Tell your friends and supporters about your campaign

- Explain what your Zoom SmartSession is about.
- Shorten your SmartSession link and invite people.
- If you set the Referral Reward, let people know about it and expand your reach.

Create your own engaging message [Edit text](#)

You are invited to How to Create a Zoom Smart Session! You can register and pay to book your place straight from this link.



How to Create a Zoom Smart Session

You are invited to join the How to Create a Zoom Smart Session live video on Zoom That will take place on April 14, at...

Share your Zoom SmartSession link on Social Networks or invite them directly

Click on the "Shorten Link" button to make your link readable by humans

Your Zoom SmartSession link

<https://test.2key.io/QmWcM1r5T8NuyxT4cn2abcPYfYkR7nXpEx1D1AUDDqJHkz7s=RS1602541abdt140ccebca86a9e0x2a8d9aa991cd8be655adaff0f6a2c071601>

Shorten Link

[Copy original link](#)

Share it directly or widely

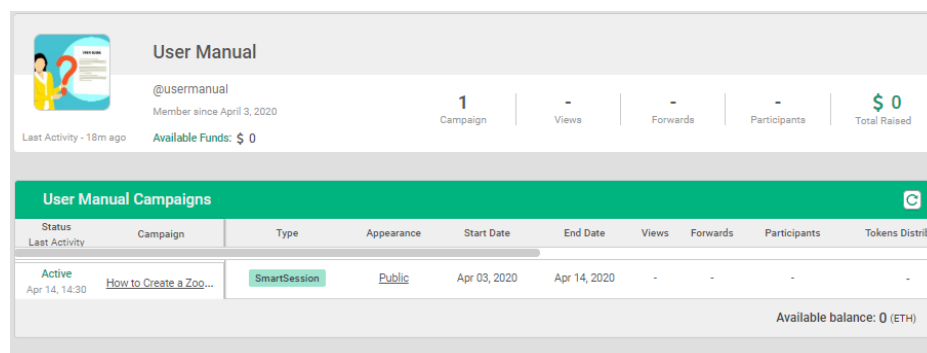


3. To share your Zoom invitation by email or through social media, click on the relevant icon.

7 Tracking your Zoom SmartSession's Sale

Once your Zoom SmartSession is published, you can track how many people saw your invitation , how many people shared it and how many admission tickets were sold.

1. From your page, click Dashboard.



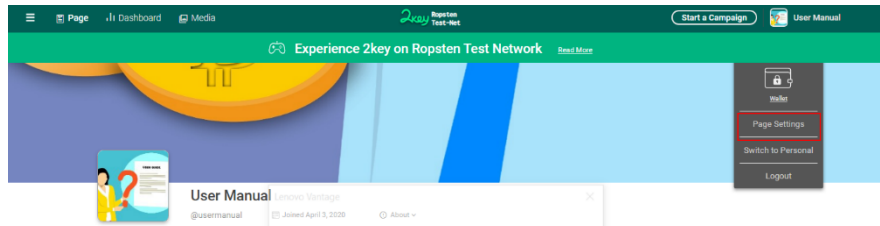
The screenshot shows the 'User Manual' dashboard. At the top, there's a profile section with a question mark icon, the name '@usermanual', and 'Member since April 3, 2020'. Below this, it says 'Last Activity - 18m ago' and 'Available Funds: \$ 0'. To the right, there are five statistics: 1 Campaign, - Views, - Forwards, - Participants, and \$ 0 Total Raised. Below this is a section titled 'User Manual Campaigns' with a green header. It contains a table with columns: Status, Campaign, Type, Appearance, Start Date, End Date, Views, Forwards, Participants, and Tokens Distributed. The table has one row with the following data: Status: Active (Last Activity: Apr 14, 14:30), Campaign: How to Create a Zoo..., Type: SmartSession, Appearance: Public, Start Date: Apr 03, 2020, End Date: Apr 14, 2020, Views: -, Forwards: -, Participants: -, Tokens Distributed: -. At the bottom right, it says 'Available balance: 0 (ETH)'.

Status	Campaign	Type	Appearance	Start Date	End Date	Views	Forwards	Participants	Tokens Distributed
Active Apr 14, 14:30	How to Create a Zoo...	SmartSession	Public	Apr 03, 2020	Apr 14, 2020	-	-	-	-

2. Watch the numbers grow!

8 Uninstalling Zoom SmartSessions

1. From the 2key page linked to your SmartSession:
 - a. In the top right corner, click the page name. A menu window opens.
 - b. Click **Page Settings**.



- c. Click **Disconnect Zoom**.

Page Name *	<input type="text" value="User Manual"/>
Page Handle *	<input type="text" value="usermanual"/>
Email Address *	<input type="text" value="patricia@perfectvoices.com"/>
Landline Number	<input type="text"/> <input type="text"/>
Mobile Number	<input type="text"/> <input type="text"/>
Country of Incorporation	<input type="text"/>
Registration Number	<input type="text"/>
State	<input type="text"/>
City	<input type="text"/>
Address	<input type="text"/>
Zip	<input type="text"/>
Preferred Language	<input type="text" value="English"/>
Joined Since	April 3, 2020
Archive Page	Disconnect Zoom
<input type="submit" value="Submit"/>	