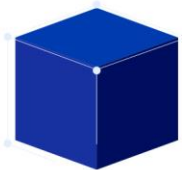


Yizoot White Paper



March 2019
v7.5

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Executive Summary

Yizoot is the world's first blockchain-based social platform where users create their own real world 3D chat rooms with their phones. The project is an innovation of the first photorealistic platform where users can use their mobile camera to create chat rooms as a virtual replica of any real world environment. The vision is to monetize messaging by transforming chat into a 3D virtual experience for users, businesses and brands.

The business model includes an integrated marketplace of AR objects and interactive services which produce a revenue dreamland. The platform unites social users with businesses and brands through virtual chat rooms and showrooms into a digital experience which incorporates every aspect of social and virtual eCommerce.

Three sources of revenue underpin the business model:

1. Users buy 3D models to insert and augment their own and other's chat rooms
2. Businesses buy public chat rooms as virtual showrooms, which are discoverable by geolocation in Yizoot World
3. Advertisers pay for inserting relevancy based 3D products and promotions into private chat rooms

Socially, the target market is generation Z, where users can initiate or be invited to participate in group chats to interact, decorate and move around chat rooms. They experience every social interaction as a 3D recreation of a real environment. Users chat via text messaging, which appears as 3D speech bubbles, or voice. They identify one another via profile pictures or avatars and new members can be invited to a group and users can seamlessly move between chat rooms.

Participants have the option to purchase 3D objects and animations to add to and augment any chat room. Being predominantly location-based, the platform allows users to

search, via an interactive map, for public chat rooms (community, brands, business, social events, etc.).

Yizoot's back-end creates the chat room environment by rendering and returning a photorealistic photogrammetric 3D scene to the user, based on uploaded videos and images, which the users captures. It also contains an AI-based advertising engine, which continuously updates a unique library of relevancy algorithms to deliver a digital, social and marketplace experience to the user. A range of APIs enables marketers, advertisers, developers and 3D artists to participate in the creation of replicated virtual environments of the real world. The process is managed on the blockchain to generate a trusted record of all transactions related to content creation, relevancy and reward.

To date, the Yizoot team has completed a fully functional mobile video application with built-in Augmented Reality and location-pinning. It has also released an application console for user management and the Yizoot World hexagon-based grid system. A number of patent applications have been filed and consolidated, which include a proprietary Interactive Video Format.

The Yizoot Utility Token (YZU) model has been designed to power the commercial attributes of Yizoot with a set of smart contracts. A fixed supply of 400,000,000 YZUs will be released, and 240,000,000 (60%) offered to the public when the crowdsale commences. Tokens not allocated or sold by the end of the Token Offer will be burnt.

The Token Offer

A Token Offer will be launched in the first half of 2019 to fund the development of the Yizoot platform and blockchain solution, as well as the implementation of the go-to marketing strategy. An allocation of 240,000,000 tokens (60% of the release) will be made available to the public and 100,000,000 (25%) to an Incentive Fund to be used to reward partners that come on board. The initial list price of each token will be USD 0,10. A full breakdown and release schedule of the offering can be found on page 24.

In summary:

Soft Cap	USD	2,000,000
Hard Cap (full crowdfund offer)	USD	20,000,000
Tokens Total	YZU	400,000,000
Tokens to Crowdfund (60%)	YZU	240,000,000
Tokens to Incentive Fund (25%)	YZU	100,000,000
Tokens to Bounty (2%)	YZU	8,000,000
Tokens to Founders (10%)	YZU	40,000,000
Tokens to Advisors (2%)	YZU	12,000,000

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1.

What is Yizoot?

Yizoot is the first blockchain based 3D social platform where users can use their mobile phone camera to create a destination chat room as a virtual replica of the real world. Friends and participants in group chats can interact, decorate and move around in the host room. They can also toggle between participants' rooms and experience every social interaction in a 3D recreation of their real environment.



[Watch our Video](#)

Business to consumer messaging is the revenue solution to the future of chat applications. As a business model, Yizoot includes an integrated marketplace of AR objects and interactive services which produce a revenue dreamland. The platform unites social users with businesses and brands through virtual chat rooms and showrooms into a digital experience which incorporates every aspect of social and virtual eCommerce.

The platform enables users to create 3D social scenes instantaneously and control them as their own environments on mobile devices. It enables users to socialize with friends in a hyper-realistic virtual space of their own making, via their mobile phones.

The Yizoot experience is not merely a virtual reality play or game-like encounter. It is the first 3D photorealistic recreation of your real-world environment for social interaction.

Any smartphone user simply opens the app, records the scene they want to use as their chat room with the in-app camera, and shares it with the individual or group of their choice.

Any room or setting becomes an instant chat room, which can be shared with friends to create group chats, parties, events or private social interactions. Participants join the chat room and experience the immersive 3D environment created by the user. They are able to look around, send messages, add additional 3D objects/animations, view video content and play games. Users can also augment their rooms or scenes by buying 3D objects/animations such as gifts, decorations and appliances.

Under the hood, Yizoot's back-end contains an AI-based advertising engine that can push 3D AR content from marketers into the social environment based on relevancy. Content- and location-data propagate and continuously update a unique library of relevancy algorithms that deliver both a social and marketplace experience to the user.

Yizoot encourages and rewards members of its community to participate in creating a virtual replica of the real world. To this end, Yizoot includes a series of APIs that enables marketers, advertisers, developers and creators to participate. The process is managed on the blockchain to generate a trusted record of all transactions related to content creation, relevancy and reward.

2.

Why does the world need it?

The new tech revolution is social media's transformation into a mobile-first digital landscape. The generation Z consumer is expecting the next iteration of social messaging to be immersive and gamified. Moreover, businesses are looking at interacting with consumers via messaging. With 5G on the horizon, Yizoot is positioning its tech firmly to address the social and business needs of the user.

Messenger apps are all about sharing experiences; sharing via text, voice, images and video, with flat 2D content being shared on a flat 2D mobile screen. The logical next step is to share content in 3D, both on a mobile screen, and in a photorealistic fashion. This enables the user to engage more interactively by creating and customizing their own visual canvas and social scene.

User-generated content channels are constantly searching for ways to teleport the virtual traveler into social events. Yizoot provides sharing in 3D, the next level of participation—as a simple and instant solution to create 3D virtual replicas of real locations for social exchange. With access to affordable VR technology on the rise, mobile devices are becoming more ubiquitous. Outside of gaming, it is only video that can motivate virtual reality adoption. The sharing of video in a social context will do to VR what video did to photography. As virtual reality experiences become more popular and the technology finds a stronghold in our day-to-day lives, standard messaging apps will be rendered less appealing. Users will yearn for immersion, story manipulation and control. However, it needs to happen on mobile devices. To participate in this next wave of consumer expectation, Yizoot puts the control of one's social backdrop and location firmly within reach of mobile users.

Generating revenue in the social space can be challenging. Advertisements in social apps are invasive and severely disliked. Yizoot addresses current revenue limitations apps by enabling users and businesses to personalize their own interactive 3D environments through gamified interaction of relevancy based advertisements.

Users do not want to experience floating advertisements and intrusive messages. Messenger apps are struggling to make money unless additional services are plugged in. Very few are able to get this right, with Line and WeChat being examples that have resorted to freemium products to boost income. Along with WeChat and Kakao, Line earn their revenue from more than merely stickers and games. They are integrating with services such as taxi transportation and food delivery. These partnerships are an outcome of the need to look at non-invasive marketing experiences. This is a key reason why Facebook is looking at combining Whatsapp, Instagram and Messenger.

Social apps and eCommerce platforms are forever attempting to blend to create an experience that will thrill the user. Digital consumers are pigeon-holed into orthodox transactional platforms where digital and brick and mortar experiences are yet to connect.

Photorealism as a virtually social experience is the perfect landscape for the digital advertiser. By default, it needs to include an integrated marketplace that delivers product and interactive services to every visitor as a non-invasive and relevant experience. Yizoot has created a photorealistic chat room solution to bring the relevant social and commercial needs of a new 3D social experience to both the mobile user and the marketplace.

3.

Who will use Yizoot? Why?

Teens. Adults. Businesses. Brands.

In any scenario, one or all of these types of users could simultaneously engage and mutually benefit. They could use Yizoot in any combination and at any scale. It could be two friends having a casual chat, or communities of thousands brought together by common interests, causes or events. It's a new way for brands to reach their customers. It could be a brief once-off conversation, or a movement that lasts years. Users will come to Yizoot for myriad different reasons and get value in limitless ways. Why they use it, how they use it and what they get from using it is, literally, infinite. Below are four use cases:



Birthday

Jeannie has just moved to a different city. She's about to turn 15 but will be away from her friends and doesn't know anyone in her new town yet. So she invites her old friends to celebrate with her on Yizoot. A few days before her birthday, she creates a 3D environment of her bedroom, which

none of them have seen. They hang out there every day after school, catching up on news and reminiscing about previous birthdays. Her friends buy her decorations, "happy birthday" emojis and a 3D cake from the Yizoot store to make the room festive. An e-card service offers a free card, which the friends all write messages in and which is sent to Jeannie on her birthday. An online retailer also suggests some gift ideas, and her friends club together to buy her something. It's delivered on her birthday and they all get together in the chat room when she opens it. It's the closest thing to having her friends with her for real, and it makes her day.



Pop-up

Ali is 21 and about to graduate from design school. Like most of her classmates, she doesn't have a job yet and isn't sure what she'll do. She passes an empty store that's available for rent – a good space in a gentrifying location – and has an idea. Ali arranges access to the space and takes a video of it. She creates a Yizoot group and invites some of her friends from college, suggesting it could be a great space to open a Pop-up store. Her friends love the idea. Soon there are a dozen design graduates chatting in the group, sharing ideas on what they could do with the shop and how they might fit it out. A developer friend gets involved and creates 3D versions of the designers' various crafts, wares and products – from fashion to jewelry to furniture – which are superimposed in the space to give them an idea of what the store could look like. They decide to rent the space for 3 months and the group evolves from a private idea-sharing space into a full-blown public marketing channel. They use the group initially to invite people to the launch party at the venue. Once the store has been fitted and their stock is in, they update the environment in Yizoot to show off the different merchandise and designers. They also offer daily discounts, and soon start using the Yizoot channel to host podcasts and interviews with guest designers. Occasionally, other like-minded brands are invited to exhibit in the space and market to the group's audience. Thanks to the publicity generated through Yizoot over a few months, one temporary pop-up becomes two permanent stores with plans to expand to more cities.



Showroom

A specialist car dealership has customers around the country and beyond – he often stocks limited edition models and collectors' items. He wants to extend his famous personal service beyond face-to-face interactions, and also wants customers anywhere to be able to see more about his cars than just photographs and written descriptions. So he creates a Yizoot

environment of his showroom, giving people a sense of the place, the range of stock, as well as his team of salespeople. His sales team are also available there to answer questions. Visitors to the Yizoot group say that even though they haven't physically been to his showroom, they have a great sense of the business and its people just from experiencing it on Yizoot. As the group grows, so does his business. And soon he expands how he uses Yizoot, making each car on the floor its own destination: whenever a new vehicle arrives, he creates a new Yizoot environment of its interior so that interested buyers can get a sense of its customisation, finishes, upholstery and dashboard. All his customers have to do to "get into" any car is click on it from the main showroom. And with both the team and their customers posting videos from the showroom and the cars they've bought there, the group becomes a community of specialist car aficionados around the world.



Tourists

Ben and Amy are planning a holiday, and they've narrowed it down to London or Barcelona. Both cities have well-developed public Yizoot groups, showcasing their respective city's highlights. Through *London Tourism's* Yizoot group, Ben and Amy check out the London Eye, Piccadilly Circus and Madame Tussauds. Through *Ola Barcelona*, they visit La Rambla, Gaudi's Sagrada Familia and Camp Nou football stadium. They decide on London and, once there, use Yizoot very practically. They can tell the London Tourism group what they're interested in and the group can ping them when they're near a place of interest. They can connect with other tourists visiting London and swap ideas and experiences. They can ask for suggestions of pubs in the area they're staying, and those pubs in turn can market to Ben and Amy, for example by inviting them into the interior of their pubs on their own public Yizoot groups and by sending them special offers, like happy hour or Fish & Chip Fridays. Ben and Amy can also create private Yizoot environments from their favourite places and invite their friends back home to check out where they are, so even for those back home, it's less remote and more real.

4.

How does it work?

The Yizoot platform enables users to upload images and videos from their mobile phones of any scene. These are converted into a 3D photorealistic representation of the scene and returned to the user to share with other users as a 3D chat room.

Users create their own chat room environment as a photorealistic 3D replica of what their camera is pointing at. Once rendered as a 3D chat room, users invite friends to join the group and interact within the space, live with friends. They can type messages which appear as 3D speech bubbles and identify one another via avatars as well as add/invite new members or move to other chat rooms. Participants can add AR objects to the rooms and search for public rooms or social parties on the map.

How Yizoot Works

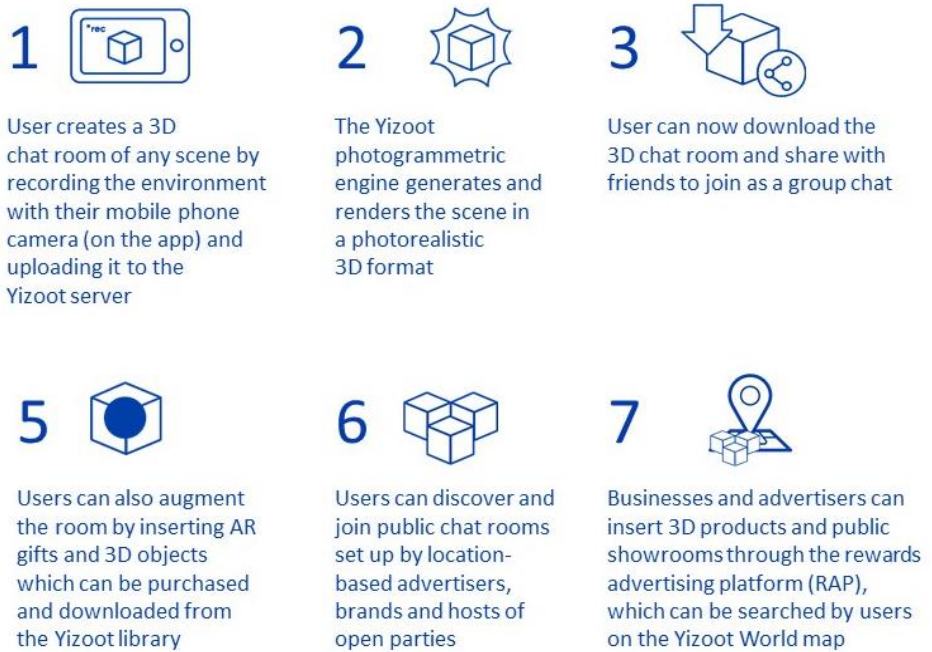


Figure 1: How Yizoot Works

From a technical perspective, the system comprises three main components: Yizoot World, the Yizoot Application Console (YAC) and the consumer-facing app. The three components all interact to enable the Yizoot business model to generate revenue for four role players on the platform.

Yizoot World is a GIS agnostic construct with a visual, actionable and consistent representation of the real world, including a Virtual Reality layer mapped to render the interior and exterior of Earth. The geospatial grid is also overlaid on various web-based mapping services (Google Maps, Apple Maps, Open Street Maps and Bing Maps), and accessible via web browser and natively via the Yizoot Android and Apple app. The default map projection uses a hexagon grid based on the H3 system, with an extended code-base built over it and ported onto mobile platforms and the web, with unique properties (each hexagon is addressable with a unique string). The H3 Resolution 12 comprises a custom resolution, with each of the over 1.5 trillion hexagons (300m² in size) mapped to a specific location on earth and represented by a node and lodged as hash addresses on the Ethereum blockchain. Via YAC, it extracts a meshed output of users' photo/video uploads into a 3D rendered digital experience where users, developers and advertisers experience virtual locations to connect with one another in an immersive digital market and social context. These experiences are rendered in 3D from an adaptive suite of 3D and gaming software including Cinema 4D, Unity 3D and Blender.

YAC (Yizoot Application Console) is the nerve centre of the platform. It consists of an ambient intelligent and geospatial console which includes OLIO—a photogrammetric content converter and RAP, the location-based rewards and advertising console. YAC also includes a number of intelligent protocols, including NLP and object recognition. The Yizoot team is presently formulating the meshing module which enables OLIO to convert 2D photogrammetric content from the app into a 3D simulation for photorealistic manipulation. The method is dependent on 3 strata networks: (1) a locus network, (2) an image input network and (3) a composite network. The locus network maps the extreme coordinates of any in-camera scene related to its field of view. A photogrammetric translation is initiated when

the input network reproduces a skeletal schema from visual cues (both monocular and stereo) such as colour, position and orientation. The input network learns from repeated training sets by querying typical viewpoints every time a new scene is created. The composite network continually refers cavities and ambiguous elements back to the input library until a classification exists, before re-rendering the skeletal form from the input network.

The RAP console provides advertisers with functionality to push relevant content such as rewards, digital stickers and promotions to users by setting up and managing auditable advertising and promotional campaigns. The machine learning capability within YAC enables RAP to effectively segment uploaded content and location via the photosensitive quantitative data extractor based on object recognition and edge detection. The capability which enables RAP to predict which ad/promotion will be the most effective at what time, where and to whom, will increase in effectiveness over time as it learns from growing underlying data sets.

Yizoot APP is the mobile application where videos and images can be recorded, shared and uploaded to the Yizoot World repository. It has been developed to beta stage and set for release for testing on both Android and iOS stores. The app will contain preloaded AR models, which can be recorded and shared to native media channels, and are auto-pinned to a recently completed structure of Yizoot World. The app functions as a paragon of how RAP interacts with mobile devices and will also serve as the source for creating content to build the photorealistic scenery.

Yizoot Token. The process is fueled by the YZU, an ERC 20 compliant token on the Ethereum blockchain, which enables all the role players to earn from the relationship according to the specified smart contract-based deliverables. The entire business model is underpinned by a series of smart contracts on the Ethereum blockchain to automate the transactions between users buying 3D models and advertisers paying for services and creating rewards for customers. The token is necessary for the exchange of utility services associated with the business model.

5.

What are the System Economics?

Yizoot's revenue will be derived predominantly from:

1. Fees from advertisers for ads that users interact with (pay per click model) in public and private chat rooms;
2. Fees from advertisers for the right to make their own chat rooms public and pin it for discovery on the Yizoot World map;
3. Commission on sales of virtual content to users by creators for their chat rooms; and
4. Commission on user spend on goods and services offered by advertisers from the virtual stores.

It is free for users to create and interact in their own chat rooms or any other chat rooms, either public or private chat rooms to which they have been invited.

Users are presented with relevant ads and can be further incentivized to interact with them through token payments from the advertisers. There is no limit to what an advertiser can pay per interaction. Ads presented to users can also take the form of vouchers representing discounts on popular purchases. Users can use the proceeds earned in this way to buy assets like 2D and 3D static and animated models to augment their own scenes or those of other users they chat with. Creators can determine the prices they charge for the assets.

Any user also has the option to buy additional tokens directly, which they can then use to acquire further assets. In time, Yizoot will introduce a paid for premium version of its app.

Ultimately, users will also be able to buy products and services directly from vCommerce stores, and even make peer-to-peer payments.

Both private and public chat rooms present advertisers with a unique platform to reach users in an altogether new way that dramatically improves the chances of campaigns going viral.

6.

The Yizoot Utility Token

The Yizoot Utility Token (YZU) is a fungible utility token that will lubricate the Yizoot system and enable the micropayments inherent in the business model.

YZUs will be ERC20-compliant.

Unlike the holders of security tokens, YZU holders are not entitled to part-ownership of, voting control over, or profit share in the company.

The reason why Yizoot will have its own token, the YZU, as opposed to use an existing crypto-currency like ETH which operates across platforms, is to not be negatively impacted by the price volatility surrounding such crypto-currencies and all the associated external factors beyond Yizoot's control.

Yizoot is building a business for the long term and hence considers the stability and sustainability of the YZU to be paramount. The Crowdfund sale approach is aimed at optimizing these aspects:

- Preventing founders from releasing tokens into the market too soon and flooding it;
- Burning all unsold tokens, so further constraining supply;
- Listing the YZU on an exchange soon after the Crowdfund sale and simultaneously ensuring that the first market-ready version of Yizoot is operational shortly thereafter; and

Yizoot anticipates that the value of the YZU will appreciate given the projected increase in demand from participants in the Yizoot system, driven by the utility and associated benefits they derive from Yizoot.

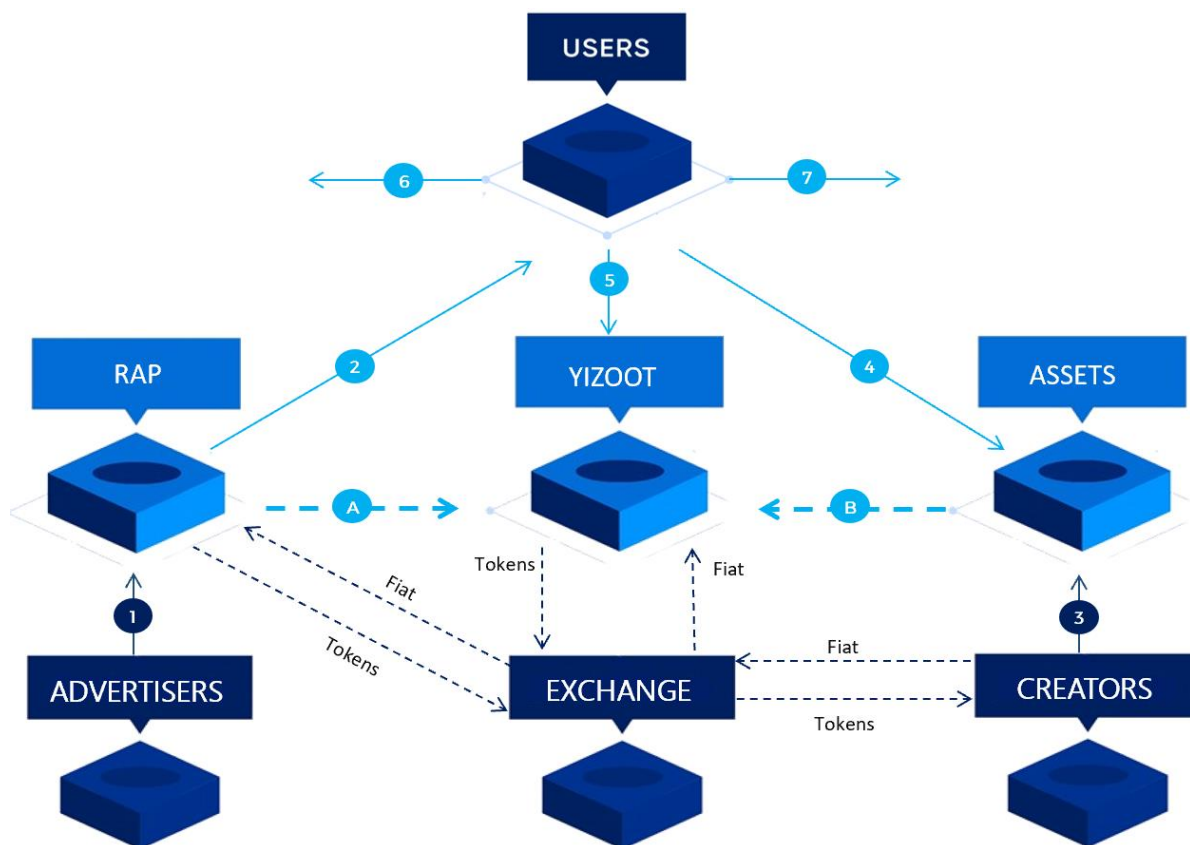


Figure 2: Token Flow Model

1. Brands and businesses buy ad packages (in fiat)
2. Users are paid for clicking on ads (in YZU Tokens), and rewards, cash backs and bonuses are distributed
3. Creators sell Yizoot World assets (priced in YZU tokens)
4. Users buy Yizoot World assets (priced in YZU tokens)
5. Users buy app upgrades (priced in YZU tokens)
6. Users buy goods & services (vCommerce)
7. Peer to peer token payment
- A. YZU tokens are paid by advertisers to Yizoot for ad clicks and making chat rooms public
- B. YZU tokens are paid by creators to Yizoot as commission on sales of assets

Yizoot RAP exchanges fiat on behalf of advertisers for tokens via a third party exchange, and the tokens are credited to the advertisers' account. Yizoot will also facilitate the exchange of tokens for fiat and vice versa via a third party exchange on behalf of users and creators.

7.

The Roadmap

Over the past 18 months, the Yizoot Application Console (YAC) and Yizoot Video app with Augmented Reality and location pinning were developed into a beta tested functional system. The hexagon-based Yizoot geospatial grid framework is also now complete.



Figure 3: Roadmap

The 1st quarter of 2019 will be spent on the Crowdfund sale launch, smart contract release and RAP sandbox. The Yizoot mobile app will also incorporate full AR/VR toggling and digital reward delivery. The balance of 2019 will consist of rolling out a fully capable photogrammetry engine, revenue-ready RAP, and dedicated APIs.

By the end of 2020, Yizoot will be a fully immersive social platform that includes customized animated avatars and full VR headset integration.

8.

The Team

Eben Greyling

CEO



[LinkedIn](#)

Eben is the original founder and CEO of the Yizoot project. An analyst by trade, he specialized in big data analytics and designed the original Whisperer platform for social measuring on Twitter. Eben holds an MBA from the University of Cape Town and has completed a doctoral dissertation on the measuring of influence in social media.

Craig Wessels

CMO



[LinkedIn](#)

Craig is the CMO of Yizoot and founder of South Africa's leading 3D digital content and design studio, Wicked Pixels. Spanning 21 years directing at Wicked Pixels, he is a multiple international award winner, from Cannes Gold Lions to Promax Grand Prix's. Craig is also a seasoned speaker at The Design Indaba, jury member at The Loerie Awards, and has worked with many global brands and broadcasters. He brings an immense amount of creative and strategic direction to Yizoot.

John Stokes

CTO



[LinkedIn](#)

John has more than 25 years of experience in media and fintech product and platform development for international enterprises. During the last three years, he has focused on blockchain tech. He holds several relevant postgraduate degrees and technical certifications. John has also had successful exits as founder/investor in digital start-ups Syncom, Scoreline, PWM, Centre Blue and Fiducream.

Jon Jaaback

COO



[LinkedIn](#)

Jon is a qualified Engineer, MBA graduate and former Accenture Management Consultant. He has co-founded and successfully exited several start-ups, one of which was ultimately sold to Naspers. Jon currently manages Yizoot operations as COO.

Katerina Papaioannou

Technical Lead



[LinkedIn](#)

Kat is our Technical Project Director and has managed numerous technical projects for international clients. She has worked as project manager for the last five years, has a B.Sc in Engineering and a Masters' Degree from the National Technical University of Athens.

Stelios Gkegkas

Lead Developer



[LinkedIn](#)

Stelios has a Masters' Degree in Electrical Engineering and Computer Science and heads up the platform and web development team. He has more than ten years' experience as a Full Stack Web Developer and consultant. Stelios has worked with numerous startups and corporate clients and has played a lead role in the architecture design and development of numerous systems including web-based CRMs, APIs, web applications and large eCommerce websites, utilizing several different web technologies.

Cristian Mungiu

Mobile Developer



[LinkedIn](#)

Cris is a Mobile Applications Developer and the team's IOS Development Lead. He has deep experience in developing secure applications for a variety of clients in the media and financial sector. Cris has a B.Sc in Computer Software Technology.

Radu Grigoriu

Mobile & Security Developer



[LinkedIn](#)

Radu is a security specialist and Mobile Application Development Lead, with specific expertise in Java/Android. He has more than five years' experience developing security protocols and controls for a variety of applications across a number of media and financial enterprises. Radu graduated with a Masters' Degree in Distributed Systems and Web Technologies.

Alex Gavrilenko

Senior Blockchain Developer



[LinkedIn](#)

Alex is the project's Senior Blockchain Developer, with more than 12 years' experience, ranging from embedded software development to development for international mobile firms like Samsung. He was one of the early software developers actively involved in building blockchain services and solutions. Alex has a Bachelors' Engineering Degree as well as a degree in Computer Science.

Jhenya Gavrilenko

Senior Systems Developer



[LinkedIn](#)

Jhenya is a Senior Systems Developer focusing on Java and C/C++. As part of the DevicePros team, Jhenya built simulation software for Samsung and has deep experience in setting up blockchain related systems, like mining farms. Jhenya holds a Bachelors' degree in Computer Science.

9.

What are the Crowdfund sale terms?

Token Name	YZU (Yizoot Utility Token)
Token Price	0.10 USD
Hard Cap	20 000 000 USD
Soft Cap	2 000 000 USD
Minimum Contribution	10 USD
Tokens on Crowdfund Sale	240 000 000 YZU
Bonus Tokens	Pre-sale: 40% during first half of Crowdfund sale and 35% during second half; Main sale starting at 30% and reducing with time
Total Supply	Maximum of 400,000,000 YZU (depending on the Crowdfund sale results)

1. Any tokens not acquired during the Token Offer will be burnt.
2. If the soft cap is reached, all YZUs will be distributed within two weeks of the end of the Token Offer to the wallets of the participants who have met all KYC/AML requirements.
3. If the soft cap is not reached, contributions will be returned in accordance with the smart contract.
4. Vesting of tokens for Founders and Advisors after the Crowdfund sale has been finalised: 2.5% after 6 months; 2.5% after 12 months; 2.5% after 6 months and 2.5% after 12 months; 2.5% after 18 months and 2.5% after 24 months.
5. Tokens sold during the Pre-Sale cannot be sold for one month after the Crowdfund sale has been finalized.
6. The Incentive Fund tokens need to be held by Yizoot for later use, i.e. for distribution to early advertisers to match their ad spend (1:1) and for air drops to users' wallets.
7. A minimum contribution of 10 USD applies.

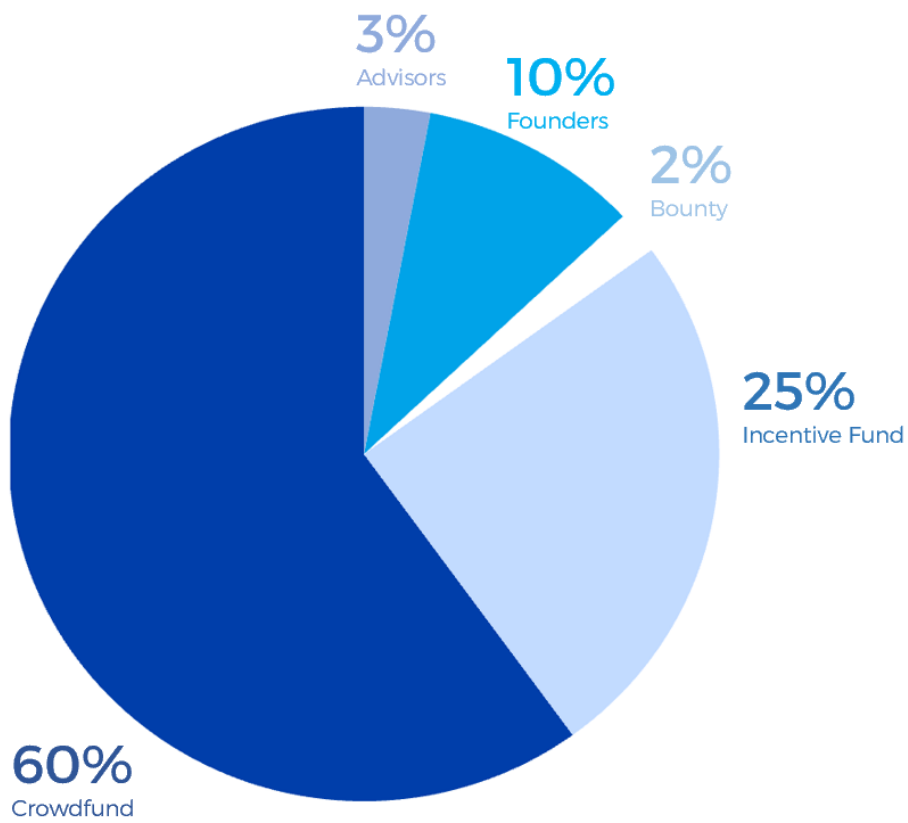


Figure 4: Token Allocation Graph

	Beneficiary	Total Tokens (m)	Percentage Distribution
Allocations	Founding Team	40	10%
	Advisors	12	3%
	Incentive Fund	100	25%
	Bounty	8	2%
	Crowdfund	Public	240
TOTAL		400	100%

Table 1: Token Release Schedule

10.

How are the Funds Distributed?

If the soft cap of \$2.0 million is achieved and the Crowdfund sale is successful, the amounts that Yizoot will invest per area of the business to deliver a sustainable revenue generating business model will depend on how much is raised. Two extreme scenarios are depicted below, one where the soft cap is only just reached, and the other where the hard cap is reached. Any scenario lying between these extremes would be addressed on a proportional basis. If the soft cap is just reached, the funds will be distributed as follows:



Figure 5: Distribution of Funds with Soft Cap

In the event of a sold-out Token Offer, an enhanced technical capacity will ensure an accelerated commercial rollout. The majority of funds will be allocated to increasing development. A larger portion of the funds will also be allocated to the Reward Fund for partners across the spectrum, i.e. users, local businesses and big brands. Yizoot will seek approval from its trusted board of advisers prior to distributing such funds.

If the hard cap is reached, the funds will be distributed as follows:

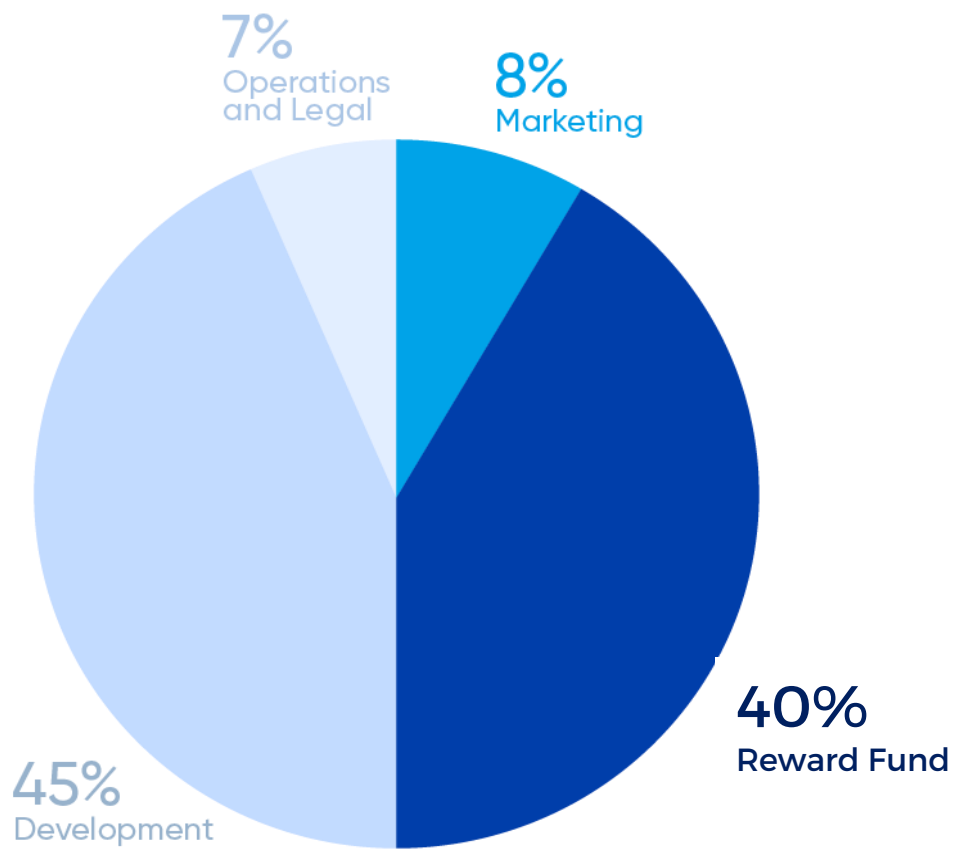


Figure 6: Distribution of Funds if Hard Cap is reached

11.

Frequently Asked Questions

1. Why does this project need to be on the blockchain?

For Yizoot to be an all-encompassing ecosystem, it requires its own unit of exchange. It is a new virtual social world in need of virtual currency. The blockchain is the only environment that can provide a trusted stage for where all transactions involving the token are audited and governed by smart contracts. The blockchain is also ideal for the Yizoot model as a virtual repository for storing 3D assets within one centralized registry and providing a trusted record to the user purchasing assets and other premium offerings. For the advertiser, the need for auditing all aspects of its transacting with the Yizoot RAP engine is managed on the blockchain.

2. Why a YZU and not ETH, or another cryptocurrency?

ETH, or any cryptocurrency functions outside of the Yizoot ecosphere. That renders us vulnerable to external, speculative and regulatory elements beyond our immediate control. We don't believe the value of a Yizoot related currency should be compromised by others.

3. Is the Yizoot model decentralised?

No. Yizoot's aim is not to be on the blockchain to be decentralised as it's not a distributed paradigm. The platform is

on the blockchain to ensure transparency in terms of smart contract governance and auditing around the YZU token, data and security. In terms of records, redundancy and accountability, Yizoot is decentralised by being on the Ethereum blockchain.

4. Is the Yizoot Token a utility token or security token?

It is a utility token. Unlike with security tokens, YZU Token holders are not entitled to part ownership, voting control, dividends or profit share in the company. The YZU enables users to interact only with Yizoot's services.

5. How will the token's value be preserved?

Value preservation and creation comes from the adoption and usage of the Yizoot platform and the users' willingness to transact in a trusted environment. Our job is to make sure this happens by delivering a highly robust and coveted environment. Until then, our focus is to ensure that the token is not dumped in a speculative approach, by not discounting it at all during the token offer or allocating 'free' tokens at large. All unsold tokens will be burnt. In terms of early investor sentiment, we are building a closed economy, so tokens will not be placed in lockup and subjected to staking or cyclic burning.

6. Who are Yizoot's competitors?

We do not view any players in the photorealistic environment as competitors, but rather potential partners. Facebook and Google are working on the photorealism aspect of crowdsourced content generation, which would present several opportunities for integration. The social messenger landscape ranges from common social chat platforms like WhatsApp, WeChat, SnapChat and Line, to fully immersive interactive virtual environments like VR Chat, High Fidelity VR, Second Life, Entropia Universe, Habbo,

Kaneva, Club Penguin, IMVU and Poptropica. With the Yizoot APIs and SDK being open to everyone, every participant in this exciting environment will be able to partner with us. That would include any messenger app, video platform, gaming engine and navigational product or service.

7. Do you have any patents?

We have filed a number of patent applications related to systems and methods for navigating in a digital environment. All submissions have been amalgamated into a single application under PCT/IB2018/051341.

8. Are you partnering with anyone and have any advisors?

We are currently partnering with Priority Token to guide us through the token offer. Dr Misha Sra of the Massachusetts Institute of Technology is advising our technical team.

9. Do you have a competent legal team?

Yes. We are being advised by [Von Seidels](#) around IP related matters, and [Dingley Marshall](#) regarding technology and governance issues.

10. Where are you incorporated?

Yizoot Pty Ltd is a registered company incorporated in South Africa, company registration number 2016/479677/07. The registered office is at 19 Adderley Street, Cape Town, South Africa.

11. Do you have current investors?

Yes. The project is currently funded by seed investors on a private equity arrangement.

12. How much funding has been committed to the project so far?

A total of \$3.3M has been raised to date.