wisepass

anything | anytime | anywhere

Lifestyle platform

_____whitepaper

v 2.0.0 | June 2018

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Highlights of WisePass' ongoing business

Founded:
2016

Venues Listed:
150+

Capital raised:
$400,000

Cities:
4 (in 3 countries)

Team:
15 people

Revenue Growth:
50% (QoQ, past 6Q)

Headquartered:
Singapore

Services:
- **Meals**
- **Drinks**
- **Coffee**

+ **Fitness & Movie theatre in the pipeline**

Introducing WisePass

WisePass Pte Ltd. is a Singaporean-based **lifestyle platform** connecting its members and its partners. The members are entitled to a free lunch, dinner, coffee or bottle of alcohol everyday from partners at five-star hotels, restaurants, bars, and nightclubs. We started the business in January 2016 and membership sales officially began in August 2016.

WisePass is currently available in Ho Chi Minh City, Hanoi, Bangkok, and Manila. We have set a target to open a new city every quarter in 2018, and we received funding of US$400,000 on September 2017 by Expara, a VC located in SIngapore.

Currently Wisepass has seen a revenue growth of 50% on average for the past 6 quarters and has driven more than 20,000 visits to our partners thanks to our loyal user base. People can become a member by subscribing through the app for a flat monthly fee. In Vietnam, the fee ranges from $265 US to $700 US.

Startup Growing at a Fast Pace

Started in early 2016, WisePass has grown its revenue by 50% for the past 6 quarters straight. Operating in three countries and providing a unique lifestyle solution, the company is now entering the growth stage and is scaling its business by opening a new market every quarter.

VC Backed from Singapore

After a fruitful investment day in April 2017 and a tight due diligence, WisePass successfully completed a $400,000 USD Seed round in September 2017 led by the Venture Capital firm Expara and a handful of prominent investors.

Crypto economy ready

Unlike many other ICOs, the tokens issued will be used to enjoy goods and services from global brands cooperating with WisePass in everyday life. The world is changing faster than ever and at WisePass we believe in the power of the blockchain and are looking forward to being a part of the crypto economy.

PASS and beyond!

PASS tokens will be used to purchase WisePass monthly subscriptions at half the price of purchasing with fiat. It will also be used to purchase individual goods and services offered on the WisePass platform. We've already gathered agreements with several tech CEOs to accept PASS as a payment method.

Our Mission

At WisePass, our goal is to ensure our members always have a good time through the technology that we're building. From choosing a place to eat, enjoying a cup of coffee at Starbucks or drinks with some friends at a trendy bar, we aim to build the best recommendation platform of the future.

Our approach to lifestyle

For WisePass, lifestyle means to have a good time. From that specific credo, we ask ourselves everyday if selecting each individual partner will match consistently with our definition. When we started with drinks, we realized that having a good time can be many different things. We listened carefully to our members to know what they wish they could get on Wisepass in order to decide about the direction to take anytime we add a new service.

Why creating a cryptocurrency?

As of now, we have yet to see a product on the market that is truly able to connect the crypto world with tangible products and services that you can consume everyday. By building our own cryptocurrency we believe that WisePass can become the main bridge between cryptocurrencies and the real economy. The aim is to become global, armed with the funds collected during the token sale and through rapid expansion both in terms of services and geography. The company has built a fast-paced roadmap for expansion in order to succeed.

Our technical stack

At this time, WisePass is running on our initial Minimum Viable Product dating from late 2016. For the past few months, our developers have been working on building a new backend system and mobile application WisePass 2.0. This new system is more reliable, faster and, easier to maintain and update. It enables us to properly address the different needs of our customers, integrate new services and scale to new horizons.

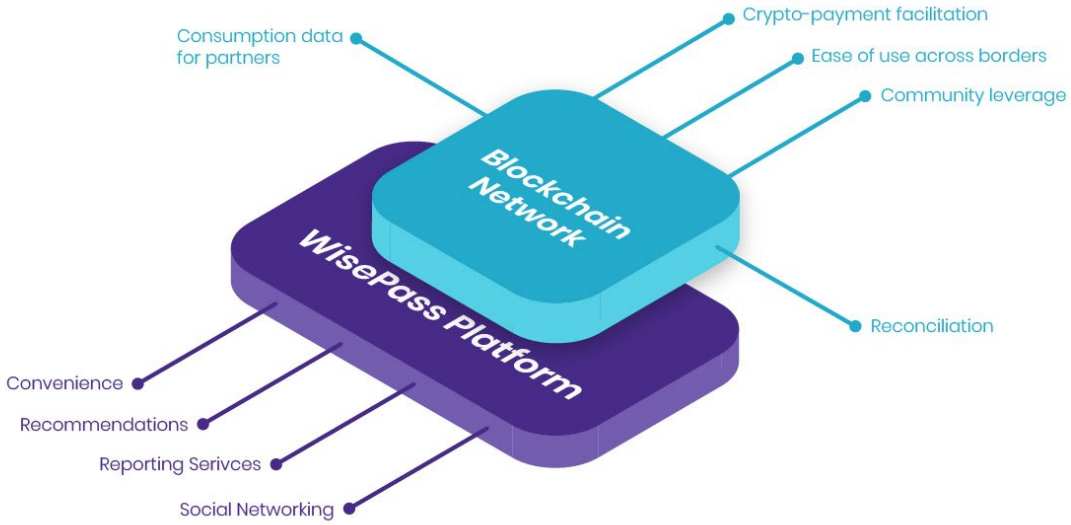
Blockchain Integration

In late 2017 we have started to investigate a number of issues and potential improvement for WisePass. Questions such as: how to reduce the transaction costs on our platform while keeping a similar level of security usually provided by payment gateway leaders such as CyberSource, Stripe and Braintree? How could we improve our supply chain from purchasing to inventory management with a robust, reliable and immutable system? Then, looking one step further, how could we guarantee that the market data we collect is accurate and untampered?

One cryptocurrency: whether on the Ethereum blockchain or Raiden Network, our token would become the standard payment method on WisePass with faster transaction times and at a high level of security.

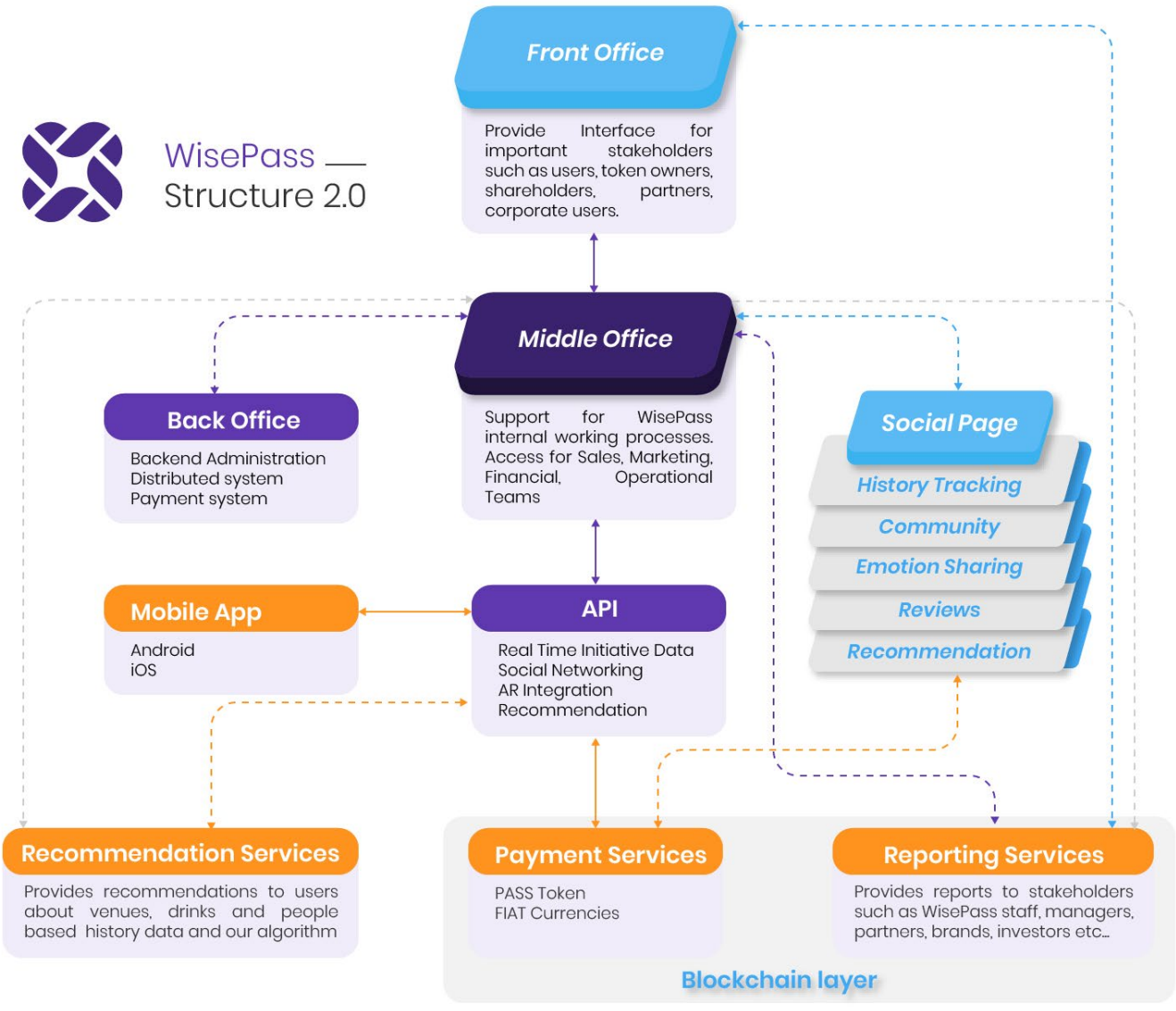
Blockchain technology: the digital ledger being immutable, it will allow us to reconcile our inventories with our merchant and store our market data, analytics and reports on-chain.

WisePass and the Blockchain:



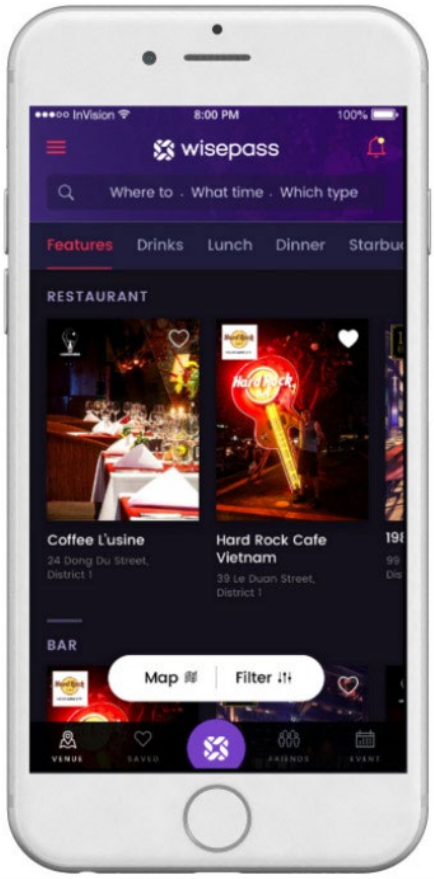
WisePass 2.0

The upcoming WisePass system and mobile application (est. release May 2018)



WisePass how it works

While the new mobile application will have an brand new User Interface and enhanced User Experience, the actual 5-steps process of using WisePass will remain similar.



1 Select Location

Select the location you may see fit for the activity you're planning to have

2 Find the Box

At the location, make sure you can find the box by asking the staff at the hotel, restaurant or bar

3 Scan the Box

When you find the box, you can open the app and tap on the WisePass button to start scanning the QR code on the Box

4 Choose an Item

When your scan is valid, it will display a set of available items you can pick

5 Confirm the item

After you made your decision, you just need to slide right and show it to the staff so they can confirm and serve you

★ Relax and Enjoy

Sit down and relax. You're all set to enjoy your time now with your friends, clients or partner.

This version 3.0 of our mobile application will be used during phase 1 while we develop the next version. A few updates to the v. 3 will allow us to accept PASS payment for the membership. Additionally with partners such as KyberNetwork, Coss.io and other cryptocurrency payment gateway providers, WisePass should be able to connect external APIs to meet the requirements for Phase 2.

Phase 3 & 4 will require major changes to incorporate the payment systems and live PASS prices of each items. During Phase 2, WisePass will look at the potential existing and "in development" solutions to build the best mobile solution. Recruitment of a dedicated blockchain and crypto payment solutions team will take place to ensure a proper deployement of Phase 3 & 4.

Stakeholders

There 5 major stakeholders: users, shareholders, venues, brands and partners. Users are people using the WisePass platform and our token. Shareholder's have an equity stake in WisePass. As our investors they help us develop the business by providing capital and guidance while expecting a return on investment. Below we take a closer look at our venues, brands and partners.

Venues

Wisepass has developed long-lasting relationships with the leading HORECA dining and entertainment venues in Southeast Asia. As the amount of venues offered on our platform grows, use cases for developing a cryptocurrency economy become clearer.

From international 5 stars hotel chains

JW MARRIOTT

InterContinental

Renaissance Hotels

to Global & Regional Brands

CGV Cinemas

Hard Rock Cafe

to well-known local establishments

'NAMO Artisanal Pizzeria

Blanchy's Table

L'USINE

SOHO

Brands

Including premium wine, liquor, and coffee brands from around the globe, the product offerings on the Wisepass app are expanding daily. To name a few, our spirit selection currently includes:

Absolut Country of Sweden Elyx

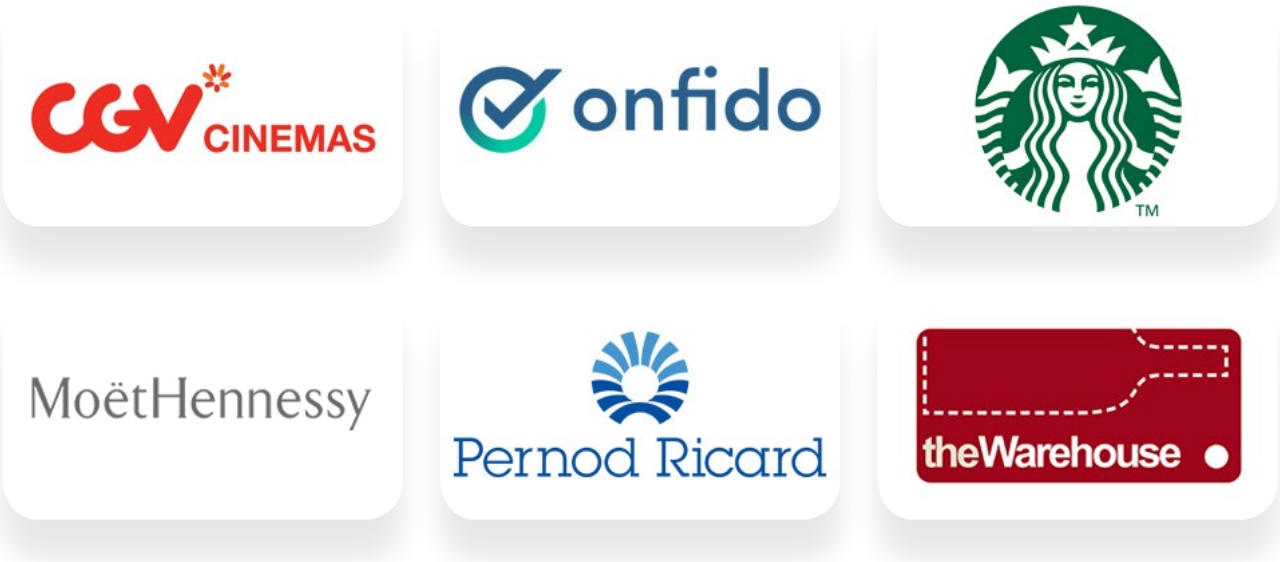
Chivas Regal 18 Gold Signature

Champagne Taittinger Reims

Beefeater London

Partners

Over the past two years we have developed long-lasting partnerships with leading companies in the entertainment, fitness, and HORECA segments to make our product offering even more enticing.



WisePass' Solutions

WisePass for Partners

Usually apps and businesses that try to partner with restaurants, hotels, and bars ask for a commission or a fee. An example of this is TabbedOut, a popular payment app for restaurant and bars whose main revenue stream relies not only on commission but also a monthly recurring fee charged to the establishments using their platform[1]. Consequently, the partnership stipulations eat up the partners margins for the promise of a spike in sales.

WisePass is an app where partners get traffic and sales without charging fees or a commission. WisePass buys directly from the partners. Period. That preserves the partners margin and makes the relationship truly sustainable.

WisePass for Brands

Brands selling in the HORECA segment (five-star hotels, restaurants, bars, and clubs) have a really hard time measuring the effectiveness of their marketing spend. They do events and partnerships and the process is usually labor intensive without a clear measure of how effective the campaign was. In fact, according to HubSpot's 2017 State of Inbound Report, proving the ROI of marketing activities and generating traffic and leads are the leading marketing challenges for companies today. This has led marketing departments to become increasingly data driven[2].

With WisePass, brands can set aside a specific amount of money and get a guaranteed, quantifiable ROI quickly across multiple countries and markets. Every marketer dreams of putting brands on a platform and cost effectively reaching a large number of qualified users in multiple countries with a significant amount of sales within a short amount of time. That is the vision of Wisepass—to build a platform that seamlessly makes life easier for users, brands, and marketers.

WisePass for Consumers

Whenever people in cities want to grab lunch or go out to have a good time, there's the eternal question of where to go. The problem becomes even more complex when they are in another country for business and they must dig through Facebook and TripAdvisor for venues that might not even be relevant to them. Of course there are apps in existence such as Yelp and FourSquare which provide user-generated recommendations for restaurants and venues, however these apps can merely perpetuate the existing problem of having too many options to choose from.

With WisePass, the app will offer personalized recommendations for every user based on their use history, time of day, gender, age, location and purpose. These data points will be used to ensure the highest relevance to the end user in every city they end up in. As the user base grows and gets updated daily in real-time, Wisepass will become indispensable as a lifestyle tool for the modern man or woman.

Cryptocurrency adaptation

We have yet to see a service successfully implemented to the market that allows for cryptocurrency investors to use these earnings to seamlessly purchase tangible products and services in the real world. Using Ethereum's blockchain technology, Wisepass will revolutionize the process of purchasing items with cryptocurrencies through the utility of PASS tokens which can purchase items to be consumed in everyday life. Currently, there are ICO's such as REQ which promise to apply cryptocurrencies in real world application however this is a payment system that requires merchants to first be willing to accept cryptocurrencies. It is also gambling on the possibility that companies such as Amazon will replace their current PayPal model for this new untested technology[3].

Wisepass is different in that we are operating in the here and the now. We are buying the products from our partners using either fiat or cryptocurrencies and this allows our users a guarantee that their purchases will be accepted. Wisepass members will be able to utilize their PASS tokens at certified Wispass merchants (merchants or companies that are part of the Wisepass membership platform) to purchase the items they wish. This is just the first step before we begin developing the technology that will allow 'uncertified' merchants to accept PASS tokens as a form of payment.

A similar technology in the works is Crypterium, a decentralized cryptobanking system, which promises to be more cost and time effective than the current banking system[4]. Ripple, or xrp is another cryptobanking service that similarly focuses on a payment system that utilizes cryptocurrencies as an alternative to traditional fiat currencies[5]. These companies are focused on technology. Wisepass is different in that we are currently focused on creating the supply - the necessary business development needs. This is our primary focus as we utilize our existing technology for the time being before we begin implementing our developments in large scale systems.

Another differentiating factor that we have chosen to focus on that is mentioned above will be our recommendation system using our algorithm to ensure that individual members have a unique and personalized experience based on their previous uses and other related information deemed valuable in this process. This is a departure from the services to be offered by crypto-currency such as Ripple and Crypterium in that our system will not only allow our users to purchase items using our PASS tokens but our system will identify the probable wants and needs of each individual consumer.

Team

The WisePass Team

The WisePass team has been working hard since January 2016 to build a comprehensive lifestyle platform, bringing a variety of experience from three main industries: Branding, F&B, and Technology.

Lam Tran
CEO

Aymeric Matencio
Head of Ops

Trung Dang Duc
Head of Tech

Jérémy Lemaire
Global Business Development Manager

Carey James
Global Corporate Sales Manager

Vy Bui
Operations Manager

Khanh Vo
Event & Marketing Manager

Tien To
Senior Business Development Executive

Céline Francois
Senior Account Manager

Jean-Baptiste Charbonier
Purchasing Manager

Linh Nguyen
Marketing Assistant

Ha Tran
Business Development Manager (Hanoi)

Ranchaya Phongphipat
Business Development Manager (Bangkok)

Will James
Community Manager & Lead Editor

Tien Tran
PR Marketing Assistant

Pham Kieu
Front End Developer

Yen Vu

Corporate Sales Manager

Nikol Bilíková

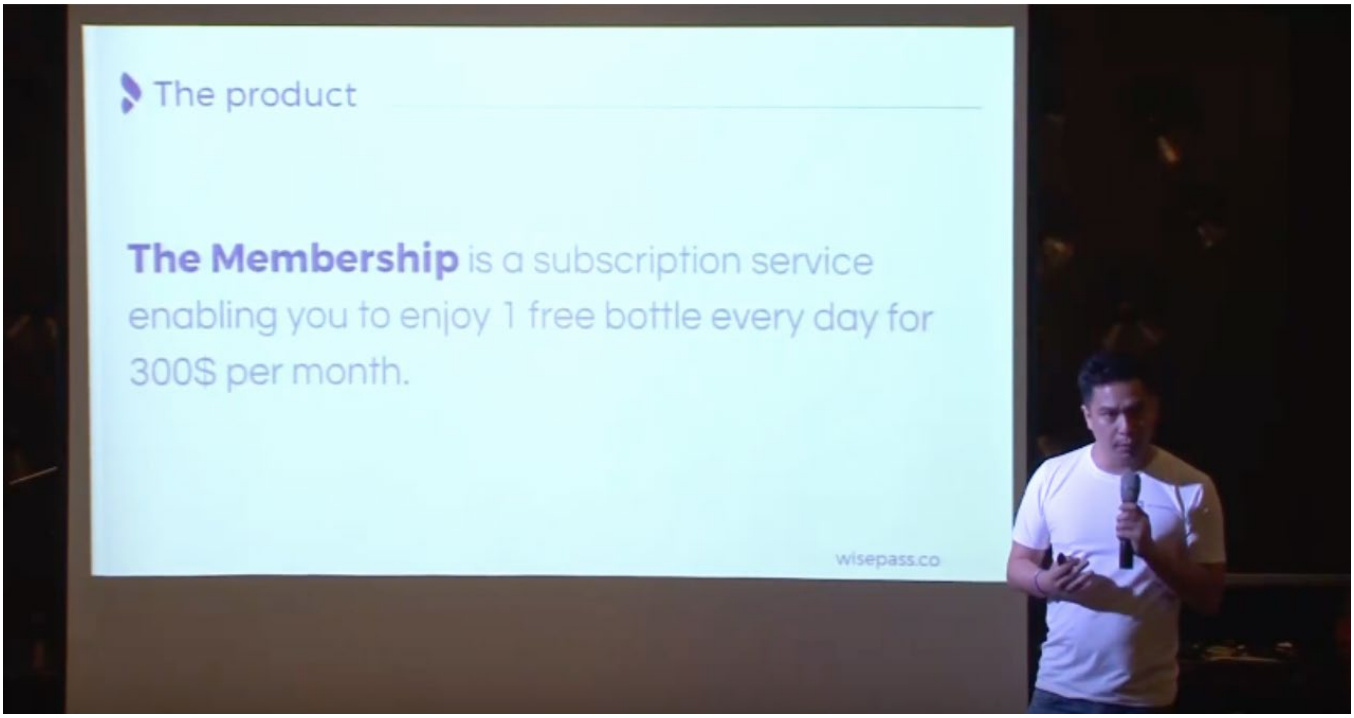
ICO Marketing Manager

A company is like a living organism and each team member represents a part of it. We ensure that every member can perform and connect well with the other employees to guarantee sustainable work relationships.

Consequently it's not just the KPI's that are important. Every team member must also adopt the right attitude and collaborate well with other team members. These 3 elements are the fundamental ingredients to build trust between each department and ensure productivity.

Track Record

In January 2017, we were selected by the startup accelerator VIISA and presented our progress in April 2017 in front of more than 20 international investors. You can watch the pitch on this link.



Following that investment day, we've got in touch with several VCs and closed a seed round of USD$400,000 US led by Expara on September 2017. The round was joined by a handful of well-known tech CEOs who visited VIISA and chose to take the opportunity to bet on WisePass. Learn more about it at this link.

Investors

Christian Geissendoerfer
CEO/Founder
Yoose/German Accelerator SEA

Adrian Tan
Program Director
VIISA

Theodore Kim
Head of DevOps
GoPro

Van Anh Nguyen
Account Director
Cheil Worldwide

Ching Tseng Tse
CEO/Founder
Dragon Vault

Alan Van Toai
CEO
Crew Fire

Angie Nguyen
Public Relations Manager
CHANNEL

Arthur Piffoux
Asia Pacific Sales Manager
Giffard

Advisors

We are actively looking for the best advisors in the HORECA, lifestyle products, blockchain, cryptocurrency and crypto-economics segments. Our first seven advisors have an outstanding reputation in the region.

Douglas Abrams
Expara.com
Founder & CEO @ Expara & Expara IDM Ventures

Douglas is a Wharton MBA graduate with 14 years experience in Investment Technology with JPMorgan and 18 years in venture capital management through Parallax Capital Management and Expara funds and ventures.

Christian Geissendoerfer
Yoose.com
Founder at German Accelerator SEA, CEO at YOOSE, Advisor

Chris is an International business builder, entrepreneur and mentor with extensive experience in location advertising and mobile startup businesses.

Eunielle Lee
CutandCurl.co.kr
CEO & Founder @ beex, inc.

Eunielle is a marketing expert in business development & cross-channel marketing in the beauty industry. Founded Cut & Curl App & Style Bar X in Seoul, Advisor of Cosmochain (blockchain based beauty platform backed by hashed and more).

Roman Imboden
CEO & Founder @ Tiniboo

Roman is an experienced manager in FMCG industries (Unilever). With an MBA in International Business, he has since stengthened his practical entrepreneurial skills through practice in negotiation, economic forecasting, strategic sourcing and manufacturing.

Kimble Ngo
AmBlockchain.co
ICO & Blockchain Advisor, Marketing, Compliance, and Strategy

Kimble is a Blockchain & ICO Advisor, investor, speaker, and communication trainer.

He has extensive experience in Investment Banking, Digital Marketing, Liquor Distribution, and Startups.

Sieng Van Tran
Egg.sg
Founder @ Egg
ICO Advisor, Lifestyle

An advisor and investor to several top Blockchain projects. He has successfully developed and implemented digital growth strategies for hospitality business mainly in the luxury segment and taking them to exit.

Paul Espinas
UpUpApp.asia
Founder of UpUp App
Marketing Advisor

Founder of UpUp App, a new employee engagement app. Paul co-founded multiple start-ups that are now operating in 8 countries in SouthEast Asia and he's a marketing consultant to some local and multinational companies in Vietnam.

Token Launch

To participate in the Token Private Sale, prospective contributors will need to visit ico.wisepass.co/ps where they will be required to be whitelisted for the Token Sale. Once the Know You Customer (**KYC**) is completed and the contributors are on the whitelist, they will receive a **Simple Agreement for Future Tokens** (SAFT) that needs to be electronically signed before they can receive the Private Sale ETH address to send their contribution.

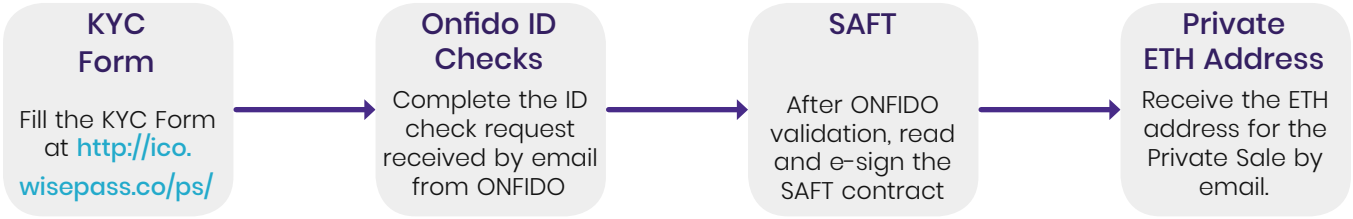
For the Pre-Sale and the remaining public sales, token buyers will be using the Coss.io platform to participate. PASS tokens will be distributed at the end of the Token Sale on the Coss.io platform where contributors will be able to withdraw them to any ERC-20 compatible wallet or start trading them on the Coss.io platform. WisePass reserves the right to reject any potential PASS token purchaser.

Official Website:

ico.wisepass.co

Private Sale

IIn order to participate in the Private Sale, users will have to be whitelisted. The process of getting on the White List is very straight forward:



Users will be required to pass the KYC procedure and their ETH address will be stored on the White List. Once the users are whitelisted, they will receive an email with the ETH address reserved for the Private Sale.

Participating on Coss.io

To participate, contributors will first need to register on the Coss.io platform. After a successful verification and the activation of the 2 steps authentication, users need to fill in their personal information as part of the WisePass KYC process managed by Coss.io. The Coss Identity Document Check consists of several simple steps including a visual image scan, which analyzes identity documents to verify that they are valid. You will also need to upload a selfie. COSS will then validate the user's identity documents quickly and cross-reference them against international watch list databases. Successfully passing the KYC will allow the users to contribute to the WisePass Token sale.

You can find a detailed guide here.

Token Sale Overview

IMPORTANT UPDATE AS OF VERSION 2.0.0
Reduce Hard Cap from 20,000 ETH to 15,000 ETH

Private Sale:
- Increase Cap from 2,000 ETH to **12,000** ETH
- Deadline extended to the end of ICO

Public Sale:
- Removed the Large Volume Sales
- Reduced Pre-Sale Cap from 5,000 to **500** ETH
- Reduced Stage 1 Cap from 4,000 to **1,000** ETH
- Reduced Stage 2 Cap from 4,000 to **1,500** ETH

The WisePass public Token Sale will take place on June 10th 2018 09:00:00AM (GMT+8) and will conclude on the earlier of (**1**) August 10th 2018 08:59:00AM (GMT+8) (the "**Closing Date**"); or (**2**) until the amount of contributions received reaches 15,000 ETH provided that WisePass may extend the Closing Date, in its sole discretion, up to 30 days (the '**Token Sale End Date**"). If on the Token Sale End Date, WisePass has not received a minimum of 1000 ETH in contributions, this will result in contributions being returned to contributors.

Minimum purchase amount: 0.1 ETH

1 ETH = 10,000 PASS

ICO Hosting

COSS.IO

WisePass has partnered-up with COSS.io to host the entire public sale (i.e from the Pre-Sale to the end of the ICO). The Private Sale will be hosted directly by WisePass and interested parties can contact us by email ico@wisepass.co or through our Telegram channel.

Timeline & Bonuses

The exact number of PASS Tokens to be received by a contributor will depend on what day of the Token Sale the contribution is made, as determined by the PASS Token allocation mechanism below:

Private Sale

Capped at 12,000 ETH = 180,000,000 PASS

Lockdown period: tokens release on September 10th 2018

Presale

May 10th 2018 09:00:00 (GMT+8) – June 10th 08:59:59 (GMT+8)

1 ETH = 10,000 PASS + **2,000 Bonus PASS (20% Bonus)**

Capped at 500 ETH = 6,000,000 PASS

Sale: Phase 1

June 10th 2018 09:00:00 (GMT+8) – July 10th 08:59:59 (GMT+8)

1 ETH = 10,000 PASS + **1,500 Bonus PASS (15% Bonus)**

Capped at 1,000 ETH = 11,500,000 PASS

Sale: Phase 2

July 10th 2018 09:00:00 (GMT+8) – August 10th 08:59:59 (GMT+8)

1 ETH = 10,000 PASS + **1,000 Bonus PASS (10% Bonus)**

Capped at 1,500 ETH or 16,500,000 PASS

Final Price 1 ETH = 10,000 PASS
Post August 10th 2018 09:00:00 (GMT+8)

Large Purchasers

Purchasers who agree to purchase a large amount of PASS Tokens during the Sale Period should apply for the Private Sale and contact us directly.

Unsold Tokens

For each single phase, in the event that the maximum cap is not reached, the remaining PASS tokens will be added to the reserve.

Restrictions

Unfortunately, due to recent bans and updated regulations on cryptocurrency, at this time we will not be able to accept contributors who are native or resident of the United States of America and the People's Republic of China. It is possible that during the ICO, regulations of such countries or other countries change. In such cases, our ICO website and hosting platform will be updated promptly.

In case a contributor who has completed the KYC and contributed to the ICO is deemed unacceptable due to change in regulations from his/her country, WisePass will return their contribution minus transaction fees.

Token Sale Structure

- **Instrument:** PASS
- **Hard Cap:** Equivalent of 15,000 ETH
- **Soft Cap (Minimum Raise):** If less than the equivalent of 1,000 ETH in proceeds have been received by the Token Sale End Date (the "Minimum Raise"), then all funds raised will be returned to participants (less applicable transaction costs). Any refunds due to failure to meet the Minimum Raise will be refunded within a reasonable period of time from the Token Sale End Date;

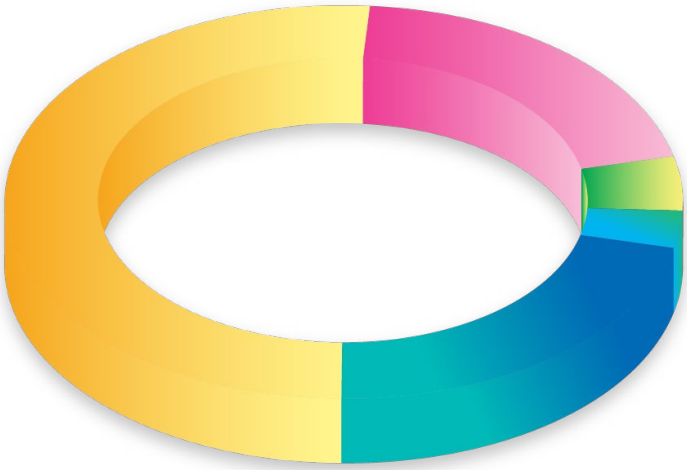
- **Total Token Supply:** 1,000,000,000 PASS (One Billion PASS Tokens)
- **Token Sale Supply:** 214,000,000 PASS (two hundred and fourteen million PASS tokens) are allocated to the Token Sale.

Token Distribution

To participate in the Token Sale, buyers must pay in the Ethereum currency. Tokens will be delivered to the participants of the Token Sale after the Token Sale End Date. Transferability of the tokens is governed by the applicable vesting period, if any.

The breakdown of token allocation is as follows:

- **21.4%** of PASS tokens to be allocated to the Token Sale
- **51.1%** of PASS tokens to be created will be part of the WisePass Reserve and will be retained by WisePass, as described below
- **20%** of PASS tokens created will be distributed to WisePass's founders, employees and future employees
- **4.5%** of PASS tokens created will be distributed to the advisors
- **3.0%** of PASS tokens created will be distributed for bounties



WisePass is wholly committed to a transparent token sale and will notify the public of the total amount of PASS tokens in circulation after the completion of the Token Sale. WisePass will not create any new PASS tokens after the Token Sale.

Vesting

Advisors: 500,000 to 1,000,000 PASS Token per month

WisePass Employees: 2 years, linear vesting.

The WisePass Reserve

WisePass will use the PASS tokens in the WisePass Reserve for future distributions, performing user community initiatives and offering inside-platform promotions (e.g., gifts and bonuses for brands and users taking certain actions or reaching certain milestones).

In addition, the WisePass Reserve will help address issues surrounding fluctuations in the circulation of PASS tokens that might otherwise impact the ability of PASS tokens to serve as a useful medium of exchange for users who will engage in transactions on the WisePass platform. To that end, we may use WisePass Reserve to purchase or sell PASS tokens on the open market.

The WisePass Reserve may not be intentionally distributed to employees and is the sole property of WisePass.

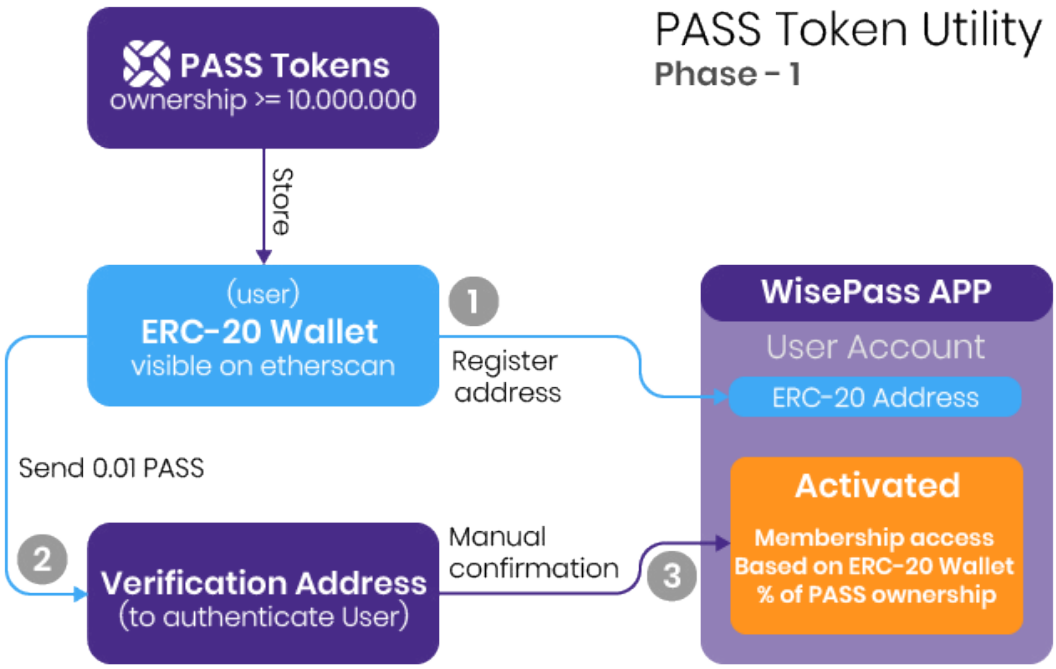
Token Utility

PHASE 1: Enjoying a free membership

During the implementation of Phase 1, WisePass will let token holders enjoy a free WisePass membership based off the amount of PASS tokens held. Depending on the percentage of the total supply of PASS tokens owned, different levels of memberships will be available. Those levels will be organized as Silver, Gold, Platinum, and Dark based on the following criteria:

Silver	Gold	Platinum	Dark
1 % of Total Supply Held for min. **7 days**	**2 %** of Total Supply Held for min. **7 days**	**3 %** of Total Supply Held for min. **7 days**	**4 %** of Total Supply Held for min. **7 days**
Membership Perks • **1** daily use • Anywhere WisePass is available	Membership Perks • **2** daily uses • Anywhere WisePass is available	Membership Perks • **3** daily uses • Anywhere WisePass is available	Membership Perks • **4** daily uses • Anywhere WisePass is available

First the users wallet will need to be certified as the true holder of the wallet through a Deposit Verification Process. Secondly the percentage of PASS tokens held by the holder will be cross-referenced on the blockchain to verify the percentage of PASS tokens they own. Third, we will time-check the user's wallets address to ensure the amount of time they have held the tokens.



To ensure the address of the PASS holder, they will 1 enter their individual wallet address into the WisePass app. 2 they will need to undergo a Deposit Verification Process where they deposit a miniscule but specific amount of PASS into the WisePass verification wallet. 3 WisePass team will manually confirm the authentication and activate the membership access.

PHASE 2: Purchasing a membership at a discount

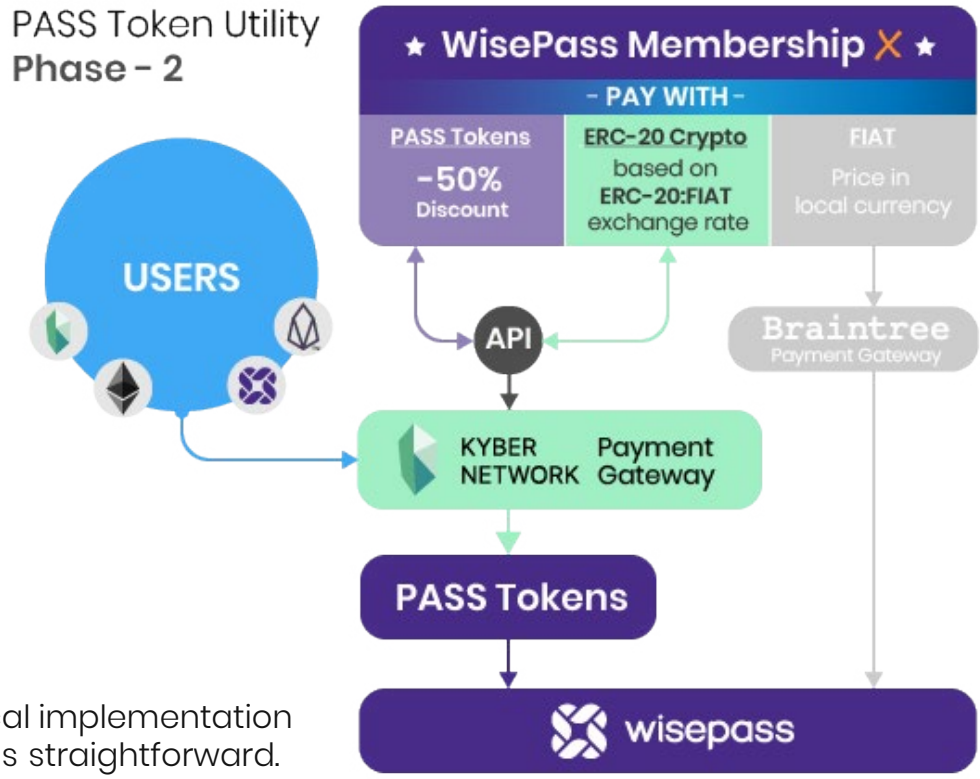
To be implemented in Quarter 1 of 2019, Phase 2 will allow PASS holders to be able to purchase a WisePass membership at a large discount of the normal cost by paying with PASS tokens. This applies for any membership sold in every country.

The process will be simple. The user will download the app, sign up, connect their wallet, and choose to pay for their WisePass membership with PASS tokens. This Phase is intended to allow PASS holders of ANY amount to be able to use the currency our platform.

★This exact amount will be calculated based off the exchange rate of the local currency at the time. For example, VND/PASS, USD/PASS, etc.

Payment Gateway

We have partnered with Kyber Network for the payment processing. The payment gateway solution offered by Kyber will allow users to pay on WisePass with PASS tokens and all other ERC-20 Tokens accepted by Kyber. The considerable advantage of paying in PASS tokens comes from the 50% discount which won't be available for any other currency. FIAT currency payments will remain available through Braintree payment gateway (PayPal company).



The technical implementation of Phase 2 is straightforward.

The goal of Phase 2 is to begin building our own crypto-economy. The discounted membership option during this stage will entice users to begin adopting the use of PASS tokens. As our range of services and offerings on the WisePass platform grows, so will the adoption of the PASS currency.

PHASE 3: Purchasing Anything

PHASE 3.1: Purchasing anything from any certified merchant anywhere in the world

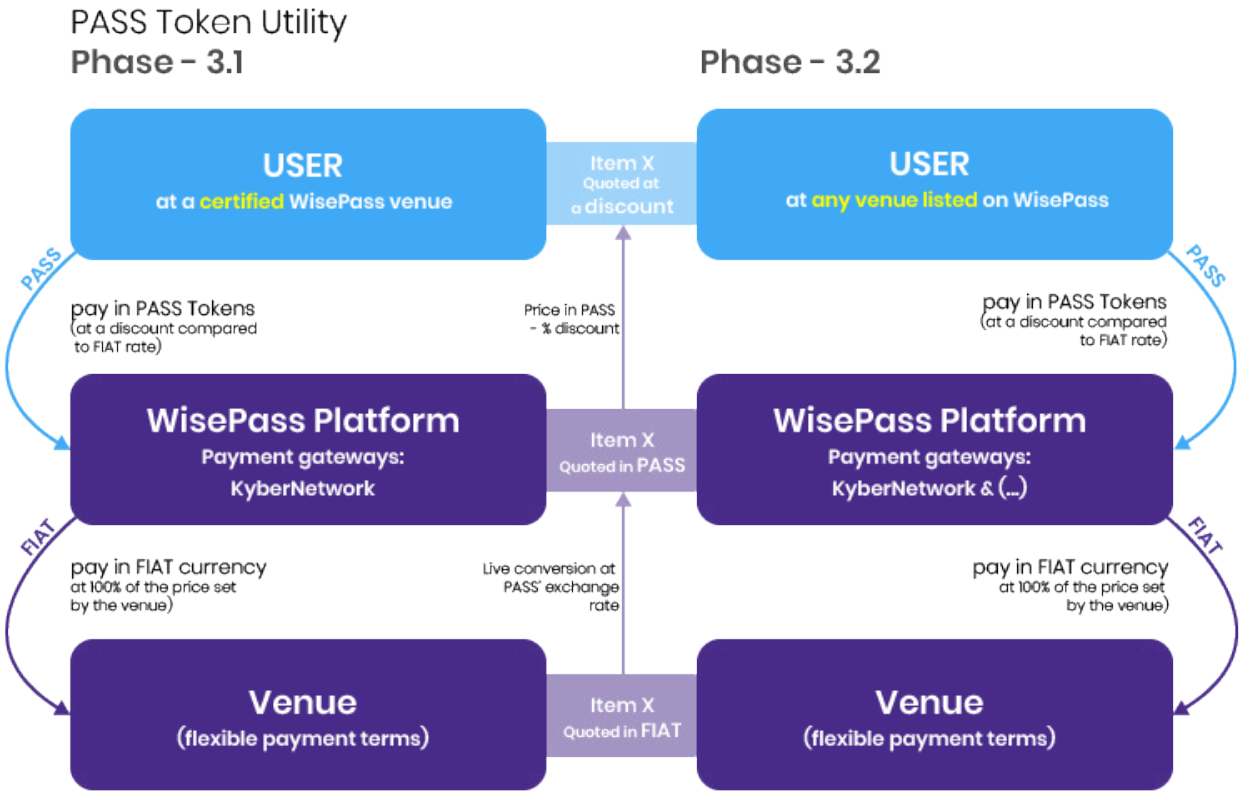
Phase 3 will start in **Q3 of 2019** and will allow PASS holders to begin using PASS tokens to pay for everyday items and services from certified WisePass merchants around the globe. Certified merchants are merchants or companies that are a part of the WisePass membership platform and will accept PASS as a POS payment option.

To pay with PASS, users will scan the WisePass QR code available at the merchant location, enter the transaction amount, and pay. Because it's on the blockchain, all parties involved will be able to prove the details of the transaction.

The goal of WisePass is to build a simplified cryptocurrency payment gateway by leveraging our previously built network of certified merchants on the WisePass platform. This key advantage will make real-life POS crypto transactions not only possible, but easy, widely accessible, and secure.

As we become profitable, WisePass will expand our list of certified merchants even further. The more merchants that accept PASS, the bigger our crypto economy will grow.

As the legal framework surrounding cryptocurrency is not yet clear for every country, we would roll out this feature only in the countries that are crypto-friendly first, and then consult with our lawyers at Osborne Clark in choosing the next markets to open.

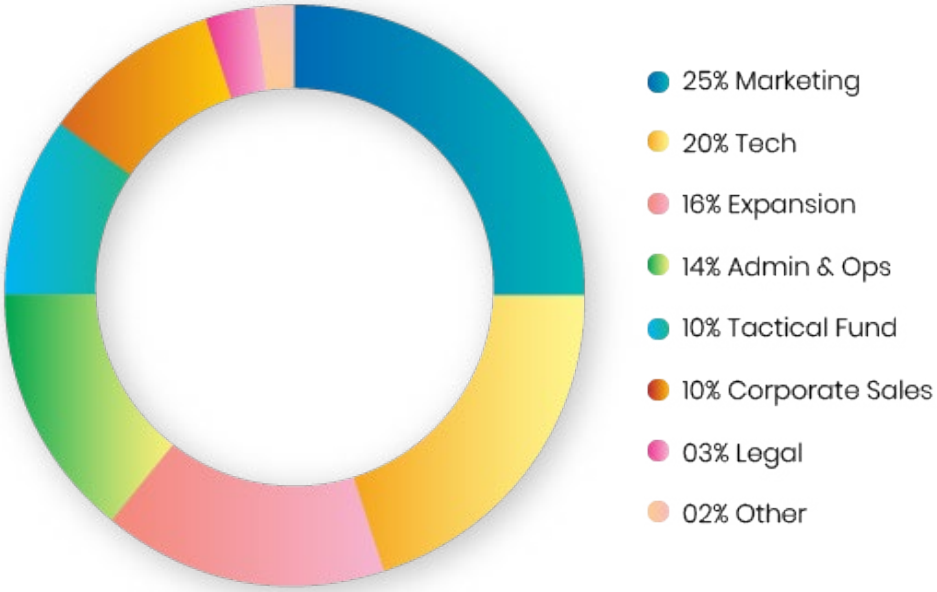


PHASE 3.2: Uncertified Merchants and Beyond

Once Phase 3.1 has been successfully implemented, WisePass will begin focusing on building the technology to allow "Uncertified" Merchants to accept PASS tokens as a form of real payment. This may include but not be limited to: F&B franchises, supermarkets, shopping malls, and general purchases for daily necessities.

Budget Allocation Overview

The proceeds from the Token Sale will be mainly used to improve our current platform, develop its blockchain and cryptocurrency transactional platform, rapidly expand our operations in the region and globally, and for marketing purposes. The following chart illustrates how we will allocates the proceeds.



Use of Funds

- **IT Development:** we are building a strong AI with our developers in order to improve the relevance of our user recommendation system on the iOS and Android apps. The constant stream of updates will help us to refine the UX and work on gathering more and more data points. Simultaneously, we will be building and implementing the blockchain transactional platform.
- **Marketing:** the team is working on driving up awareness and eventually driving traffic to partners of 50,000 visits monthly through a combination of global partnerships and online advertising platforms within Q1 2021 across 30 cities.
- **Expansion:**
  - ***Business Development:*** We will hire more staff locally to reach more than 10,000 venues. Local knowledge is key for this process and we need people with the right connections that have taste and can understand the ethos of WisePass.
  - ***Account Management:*** To handle the volume of partners we will onboard on WisePass, we are hiring a local team of account managers to grow and nurture each key account and ensure we can provide the best service possible.
- **Admin & Ops:** we are working to streamline the process of onbarding vendors through tech automation and a team of four people to process +10,000 transactions monthly in Singapore.
- **Tactical Fund:** To be used for Acquisitions, Financial Investments and as a Development Fund. The goal is to enhance WisePass' revenue streams and ensure it is the leading lifestyle platform in Asia.

- **Corporate Sales:** Our biggest customers are currently large corporations so we will invest in an international sales team to increase our revenue across the region. We've realized that our sales increase faster as we expand into new countries.
- **Legal:** We are currently hiring a global legal firm in order to work on Intellectual Properties, incorporation into each country as a Wholly Foreign Owned Entity and to perfect the Terms and Conditions with our End Users.

Risks to Participating in the Token Sale

Although there are many reasons to be optimistic about WisePass's prospects, participants in the Token Sale should keep in mind potential risks of participation. Those risks are set forth in the Token Sale Terms & Conditions.

Roadmap

Expansion Plan

	2018	2019	2020	2021
User Targets	1,000	2,500	5,000	10,000
Venue Targets	500	1,000	2,000	3,000
Monthly Visits	2,000	15,000	30,000	50,000
WisePass Team	16	35	40-60	80-100
Market Expansions	Manila Jakarta Kuala Lumpur Singapore	Hong Kong Tokyo Seoul Taipei	San Francisco Los Angeles Las Vegas New York	Active in 30 cities
Service Expansions	Movies Flights & Transportation	Accommodation Fitness	Fashion Cosmetics	N/A
Technology	Phase 1	Phase 2 & 3.1	Consolidation	Phase 3.2

Disclaimer: *These projections are forward-looking, are subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of WisePass and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the Token Sale terms and conditions. Nothing in this whitepaper should be regarded as a representation by any person that these objectives will be achieved and WisePass undertakes no duty to update its objectives as circumstances change.*

Marketing Plan

We've designed our marketing plan to rely heavily on data and analytics to optimize our user acquisition and retention costs. We'll explain how we've crafted our marketing strategy.

Acquisition

In order to measure the cost effectiveness of our online user acquisition strategy, we're setting five different steps from the initial click to being able to indulge in WisePass' services.

It's a quick, easy and reliable way to measure the performance of our acquisition process and eliminate any bottlenecks & design flaws. Where required, optimization of individual steps will guarantee a steady flow of new subscribers.

We are using the company Appsflyer in order to measure the performance of our marketing campaigns and to ensure that the cost per new subscriber doesn't get higher than $300 USD. Our main goal is to drive down the cost per new subscriber over a set period of time (quarterly basis) on a global scale and we plan to improve the traffic acquisition by benchmarking each marketing channel.

The typical channels we use for acquisition are Facebook and LinkedIn with target profiles such as the following:

Segment 1	Segment 2	Segment 3	Segment 4
Male	Male	Male / Female	Male / Female
25 to 34 years old	35+ to 50 years old	35+ years old	30+ years old
Single	Single or Married	HR Director/HRBP	Head of Sales
B2C	B2C	B2B	B2B
Smartphone User"	Smartphone User	Desktop/Mobile	Desktop/Mobile
University Educated	University Educated	University Educated	University Educated

Psychographics

The psychographics are grouped into different segments to define WHY customers will buy:

Segment 1 Personal	**Segment 2** Personal	**Segment 3** HR Director	**Segment 4** Sales/Business Development Director
• Single • Conscientious about appearance • Frequently posting selfie pictures on social media • High self-esteem • Outgoing • Craving for new experiences	• Hanging out with friends • Savvy about the F&B industry • Frequently goes out for work purposes • Tech savvy • Career driven aspiring to be successful • Stressful work environment	• Offering WisePass as perks • Using it as a bonus or for rewards • Retaining top employees • Proposing a competitive package for executives	• Inviting clients for casual drinks • Celebrating the closing of large contracts • Motivating sales teams and increasing collaboration

We've designed more than 10 segments in order to test the reactions over time of the efficiency for each one.

Each segment will be getting a different ad with a different message associated to each particular demographic in order to ensure its proper relevance.

WisePass has also produced several announcement videos to keep our user base updated about new partners :

- Starbucks Announcement
- JW Mariott Announcement
- Intercontinental Landmark 72 Announcement

Our goal is to effectively drive **50,000 visits** monthly across **30 different cities** within the next 36 months. At the moment, the average use per member is 10. Therefore, we need to acquire at least 15,000 new subscribers to reach 5,000 active subscribers over the next 36 months. Our total budget for acquisition will be set from $450,000 USD to $600,000 USD.

Our budget will be re-assessed on a quarterly basis depending on the trajectory and the performance of each respective market. The retention rate subsequently impacts the user acquisition and affects the acquisition budget. The rising costs of mass marketing has made it such that customer retention has become increasingly important. This has led to an increase in the relatively affordable direct marketing campaigns to current customers which further helps to identify target markets[6].

In case the retention is higher than expected, our customer acquisition cost will be lower and more capital can be saved or re-allocated.

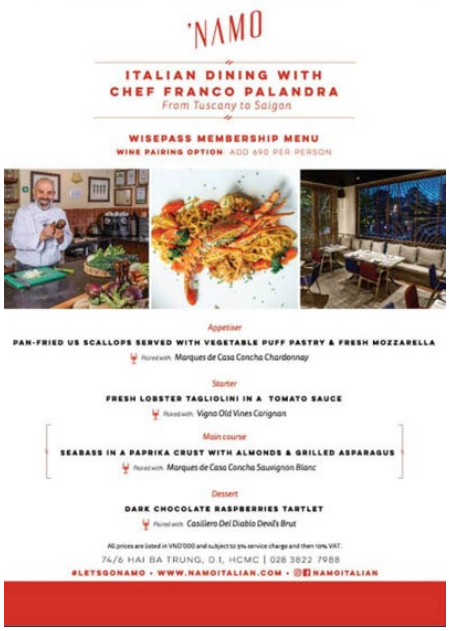
Retention

In order to measure the effectiveness of our retention efforts, we're looking at three different metrics: renewals, cancellations and total months subscribed (TMS).

- **Renewals**: how many accounts got charged again after the first first time[7]
- **Cancellations**: how many accounts have been cancelled[8]
- **Total Months Subscribed**: what's the total amount of time the subscriber has spent with WisePass

In order to improve those metrics over time, the company is setting a special budget for members that have been subscribers for more than three months with special offers like:

Exclusive events access: With events costing on average more than $50 USD, loyal users will have special privilege access to unique entertainment and dining experiences not available to new members. For example, Wisepass recently sponsored free tickets to see The Chainsmokers live in concert in Ho Chi Minh City as well as an exclusive Tuscan guest chef experience at Namo Tuscan Grill. Both events were well-received by our loyal members.



Gamification: In the past we've invited our users to take part in interactive challenges and games within the WisePass platform. Gamification mechanics have been very useful in measuring customers engagement behaviour[9] and we have utilized this process in the past. For example, in the Starbucks Challenge and the Hennessy Challenge, membership rewards were given based on the completion of targeted milestones. The challenges were a success not only in terms of increased membership engagement but also for the brands that we partnered with. We plan to continue using gamification like this in the future in each market we expand to.

Email Marketing

We regularly send out marketing emails to our user base in order to keep them informed of the recent partnerships and activities of the company. We share information about new venues, events, and special announcements like the new cities and services that we're adding to the membership.

We're also fully committed to data-driven decision making, and in order to measure the effectiveness of our email marketing campaigns, we've partnered with the company EMATIC Solutions to track click rates, open rates and changes/trends in the amount of subscribers over time.

Events

Having sponsored or personally hosted more than 100 events since our inception, WisePass has become well-known in each of our markets for being able to throw a good party. We host events for a number of reasons. Originally they began as marketing events with the goal of gaining new users and increasing company awareness. People would come because they were curious to ask questions about our model and learn more about how they could get involved.

As word grew users began coming to network with like-minded individuals for business and social purposes and to discover new venues.

WisePass events have now become synonymous with having a good time not only because of the typical open bar, but because it's a place to see and be seen and to meet the kind of people you want to work with. This is akin to Redbull and extreme sports events, but instead of soap-box racing you have high-flying startup founders, venue owners, and corporate warriors mingling shoulder-to-shoulder over WisePass sponsored hors d'oeuvres and cocktails. And because it's WisePass, they can be sure that they'll always have a good time.

Our brand plans to continue these events as we expand to each of our target markets to increase retention rates on the platform and to maintain a real-life connection with our users. We collect real-time feedback about our application from customers at the events and give them a voice in the future direction of the product they use. This is the way we understand the needs of our members and it's how we plan to keep them around for the long-term.

Roadmap timeline

2018

Q1 - Expansion 1
Manila

Q2 - Wisepass at the Movies
To be implemented in the first half of 2018, members will have access to daily movie viewings at all CGV cinemas across Vietnam before later expanding and being accessible in all cities where Wisepass is available.

Q2 - Expansion 2
Jakarta

Q3 - Free Flights & Rides
The third and fourth quarter of 2018 will see a further market and service expansion to include flights and transportation. Loyal, privileged members will have access to this exceptional offering.

Q3 - Expansion 3
Kuala Lumpur

Q4 - Expansion 4
Singapore

Q4 - Token Ownership
Token holders owning more than X amount of tokens during a certain period of time will be entitled to a free WisePass membership. (see: Phase 1 of Benefits for PASS Holders)

2019

Q1 - Room & Board
2019 will see a further increase in services to include accommodations for members. This Airbnb type service will be available in all WisePass cities.

Q1 - Expansion 5
Hong Kong

Q2 - PASS for Memberships
People owning PASS tokens will have the opportunity to use PASS to pay for any WisePass membership with a substantial discount. (see: Phase 2 of Benefits for PASS Holders)

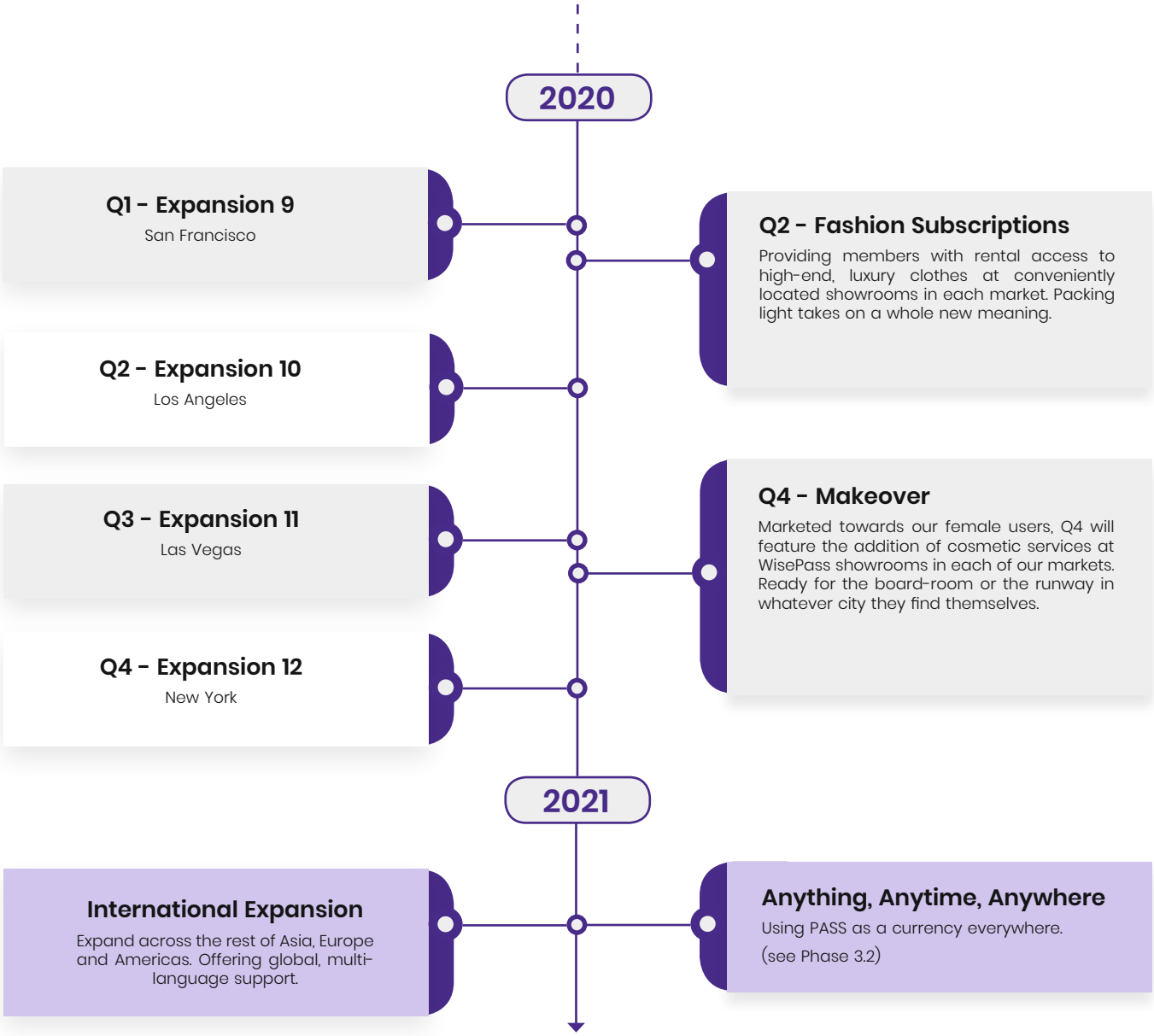
Q2 - Expansion 6
Tokyo

Q3 - Expansion 7
Seoul

Q3 - Gym Passes
Q3 and Q4 of 2019 will see the implementation of fitness service options on our application.

Q4 - Expansion 8
Taipei

Q4 - Pay for Everything
PASS holders will be enabled to purchase goods and services directly from WisePass' certified merchants. (see Phase 3.1)


2020
Q1 - Expansion 9
San Francisco
Q2 - Fashion Subscriptions
Providing members with rental access to high-end, luxury clothes at conveniently located showrooms in each market. Packing light takes on a whole new meaning.
Q2 - Expansion 10
Los Angeles
Q3 - Expansion 11
Las Vegas
Q4 - Makeover
Marketed towards our female users, Q4 will feature the addition of cosmetic services at WisePass showrooms in each of our markets. Ready for the board-room or the runway in whatever city they find themselves.
Q4 - Expansion 12
New York
2021
International Expansion
Expand across the rest of Asia, Europe and Americas. Offering global, multi-language support.
Anything, Anytime, Anywhere
Using PASS as a currency everywhere.
(see Phase 3.2)

Conclusion

Blockchain technology is set to change the world in dramatic ways, and Wisepass is fully committed to adapting to and innovating within the blockchain space. We believe that the F&B and Lifestyle services industries are the next sectors to be disrupted by these emerging technologies, and that secure point-of-sale transactions for real goods and services will be essential to this transformation.

We envision a future where having a good time is simple, personalized, and decentralized, and believe that blockchain technology is a key opportunity to help fulfill that vision. In the end, a blockchain is just a decentralized database that is more reliable. It requires less trust between human beings to transact because they can rely more on technology. That peace-of-mind is part of what we include in our definition of having a good time.

As the Fourth Industrial Revolution begins, it's clear to us that the global economy will begin moving more and more toward the blockchain. The question is now more about which player will take over each industry and how fast they will take over that industry. We at WisePass are more than ready to change how the lifestyle services industry works in Asia and beyond.

Along with our partners, investors, advisors, team members, and most importantly our users, Wisepass is poised to jump headfirst into the new era of innovation and disruption, and are excited to have the blockchain community along for the ride.

The WisePass Team

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