

# **snappup**

*A revolutionary way to shop for premium products*



# Contents

<b>1</b>	<b>SNAPUP - Introduction</b>	<b>1</b>
1.1	THE BIG IDEA	1
1.2	A Changing Market	1
1.3	The Problem	3
1.4	What do we need then?	4
1.5	Our solution	4
<b>2</b>	<b>What is Snapup?</b>	<b>5</b>
2.1	What is A Snapup?	5
2.2	Introducing Snapcoin	6
2.3	Get yourself some good karma!	7
2.4	You are the creator of your Destiny	7
2.5	A Rewarding and Sustainable Economic Model	8
2.6	Benefits for the Users	9
2.7	Benefits for the Investors	9
<b>3</b>	<b>ROADMAP &amp; VISION STATEMENT</b>	<b>10</b>
3.1	The Big “V”	12

<b>4</b>	<b>Business Model</b>	<b>13</b>
4.1	Gross Revenue per Snapup	13
<hr/>		
<b>5</b>	<b>Revenue Projections and Forecasts</b>	<b>14</b>
5.1	Expected Customers Growth & Mktg Expenses	14
<hr/>		
<b>6</b>	<b>ICO &amp; Token Distribution</b>	<b>16</b>
6.1	Bonuses and Distribution Timeline	16
<hr/>		
6.2	Distribution Breakdown	16
<hr/>		
6.3	Snapcoin Value	17
<hr/>		
6.4	Use of Funds	18
<hr/>		
6.5	Escrow & Funds Disposability	19
<hr/>		
<b>7</b>	<b>How will the value of Snapcoin Increase?</b>	<b>20</b>
<b>8</b>	<b>Potential Partners</b>	<b>23</b>
<b>9</b>	<b>Our Team</b>	<b>24</b>
<b>10</b>	<b>Technology Stack</b>	<b>25</b>
<b>11</b>	<b>Contacts</b>	<b>26</b>
<b>12</b>	<b>References</b>	<b>27</b>

# 1

# SNAPUP - Introduction

---

## THE BIG IDEA

There is a fundamental disconnect between the quantity of products that capture our attention and imagination each and every year and the amount we actually decide and can afford to buy in the end, because of the prohibitive prices that such highly advertised or premium goods usually have. Therefore people are forced to face tradeoffs.

However, this problem can be overcome by putting in place a system that allows people to share part of their wealth in a mutually beneficial way.

Snapup is a platform to complete shared purchases that allows people to “smart share” their money, and gain huge benefits in the process. It leverages the power of the cryptocurrency, the latest advances in Information Technology and the power of the community to help people get the products they love and desire most saving from 80% up to 90% on their retail prices.

Our unique mechanism is different from everything that came before us. Takes the best from ideas that have already proven successful in the past, Online Penny Auctions and GPOs, disrupts them with our revolutionary economic model based on meritocracy and brings them in the new era of the web!

## A Changing Market

The birth of our business is rooted in the analysis of several Economical, Social and Technological forces that make this the ideal historical moment for it to raise: Global demand for luxury goods is strong and rapidly growing, with over \$200 billion in annual sales each year. Consumers purchase these goods for a variety of reasons, among them because they convey a sense of status, wealth, and exclusivity.

[1]

These kinds of high quality products are very popular amongst young people aged from 18 to 30, especially technology and clothing, but these generations have also been shown to be more price savvy of their elder counterparts and focused on making the most out of their money. [2]

*“As Millennial and Gen Z consumers become a dominant spending force, their phones are their connection to the world, and it’s only getting easier for them to spend their money by using it.” - Ms. Drucker Mann*

The market of the services that try to address similar needs is facing a period of decline because the businesses in the landscape are not keeping up with changes in technology and the habits of the new generations.

Current solutions are created to fit into a world that doesn’t exist anymore:

- They assume that people are going to interact with their websites using a Desktop computer, so they don’t have an experience optimised for mobile devices.
- They are not ready for a world in which Sharing Economy, Smartphones and Alternative Payment Methods are the buzzwords.

If we think about it, less than a decade ago, you could surf the net only with your Desktop computer while being at home. Businesses like Internet Points flourished, as of today, you see fewer of them for every year that goes by.

Why? Starbucks! Nono, just kidding.

A 2016 Google survey stated that roughly 70% of google searches are performed from Smartphones. [3][4]

Last year, the number of smartphone users reached all time highs and an ever increasing number of people use it to shop online while being on the go:

*Germany, 74%, France, 66%, UnitedKingdom, 83%, Italy, 29%*[5]

Smartphones are becoming an integral part of our lives, in fact the first thing that 7 out of 10 people do after opening their eyes in the morning is, you guessed it, check their smartphone! [6]

## The Problem

Generally, to address this, companies were looking to create mobile apps to launch on the app store. But this comes with a whole series of very strong economical and technical disadvantages, today even more than before:

- The mobile apps market reached saturation. There are millions of apps on the app store but numerous surveys have shown that on average every user is actively engaged with no more than 5 apps installed on her device, besides the stock ones, pre-installed by the manufacturer brand. [7]
- 77 percent of users never use an app again within the first 3 days after the install, which is why of the >1.5 million apps in the Google Play store, only a few thousand sustain meaningful traffic. [8]
- Installing software on devices means having to release updates that people will have to download, and thus having to deal with the complexity of handling different versions of your app simultaneously on the devices. This makes the development and maintenance costs skyrocket.
- Your code is in the hands of a third party. To release an update for your application you have to ask for permission to the store in which the app is deployed and wait for approval. This process can take several days.
- Smartphones run many different Operative Systems: IOS, Windows Phone, Android... These OSs are not compatible, so you must have at least 3 different versions of the same application if you want to be able to use it from any device.

Other important issues that similar businesses face are:

- Keeping up with the interaction of thousands of users at the same time that need to be instantly informed and notified.

In fact if you want to launch such a business you have to take into account the enormous costs and complexities associated with the creation and management of an IT architecture that can serve thousands if not tens of thousands of accesses simultaneously, quickly and reliably, because we are talking about managing financial movements and transactions, and order placements here.

- People are increasingly demanding so the interaction with your application must be fast, interfaces must be intuitive, familiar, and fit perfectly to any device on which the interaction takes place.

## What do we need then?

A Web Application that behaves exactly as a mobile app, that works in the same way on any kind of device, included Desktops, that bears the load of thousands of users who interact at the same time at reduced costs and that offers an innovative sales system aimed at the satisfaction of a specific need: To allow people, in the easiest, most intuitive way, with a few clicks or taps, to save on all the most advertised and premium quality products; and last but not least, accept a large variety of payment methods: Traditional Credit Card, Paypal, Fingerprint, Cryptocurrency etc. . .

This hasn't been possible, until now!

## Our solution

Up to a few years ago the specific technologies to achieve these results did not exist, and the ones that did were incredibly inefficient, overly complicated and costly to manage at scale. This is no longer the case thanks to the latest advances in the IT Industry pioneered by Google and Facebook engineers.

We invested countless hours of study and research on the most bleeding edge technologies, that combined with our revolutionary sales mechanism are brilliantly solving all the problems that prevented such opportunities to emerge in the market.

# 2

## What is Snapup?

---

For young people aged between 18 and 30, that strive to be on the cutting edge of fashion and technology trends, Snapup is a revolutionary platform that allows them to save between 80% and 90% on the retail prices of all the premium products they love and desire most.

*Unlike everything that came before it, it is based on a new economic model that allows people to smart share their wealth in a mutually beneficial and meritocratic way, and is aimed to multiply by orders of magnitude the spending power of all the people who belong to the community.*

It has a virtually unlimited catalog thanks to drop shipping and is built with the latest technologies which allows it to be cost efficient, reliable, fast, intuitive and to work seamlessly on every device, no installation needed.

### What is A Snapup?

A Snapup or Snap is a special event accessible only to Snapup's members, in which its participants can choose how much they are willing to pay for a particular product they desire, between 10% to 20% of it's retail price.

You can think of it as an Auction, and the amount people are willing to pay as their "bid".

Unlike traditional auctions, that sell the item to the highest bidder, and have a cumulative bidding process in which to obtain the product you have to outbid the previous bidder, in a Snap each bid is private to the bidder, and it represents the quantity of "desire" or "will" of the bidder to obtain the product.

The number of participants is limited, and will generally not surpass 300 people. A Snap has always an assignee, or "winner", among the people who joined the event.

*How much are you willing to pay? The amount of your "bid" represents how much you desire that product, and will be taken into account in deciding the assignee, or the "winner", for that event, but will not be the only determining factor.*

Joining an event has a cost in Snapcoins, our ERC20 Cryptocurrency.

## Introducing Snapcoin

Snapcoin is the mean by which all of this is possible.

It serves as a storage of value and it's the blood of our business.

Thanks to its flow from the hands of the customers to ours and back, we are able to close the events and assign the products.

Everyone who owns an amount of Snapcoins can join a Snapup and take a chance on saving up to 90% on the products he loves, and help others do so, while increasing his chances to obtain the reward for himself in future interactions.



*Snapcoin, our ERC20 Cryptocurrency*

## Get yourself some good karma!

Q: How do you determine the assignee for a Snap?

A: With our Meritocracy Based Rewarding Algorithm

Every action you perform on our platform, like inviting a friend to join, sharing your experience or other's on your social media, buying Snapcoins and so on... is awarded KARMA POINTS.

The action that awards the most points is the participation to events, because in doing so, you are helping other people save on the product they desire, while of course trying to take the benefits for yourself.

The reward in Karma Points augments proportionally to the number of Snaps you joined but didn't win.

*Long story short: The more you are an active user on the platform, and the closer to 20% of the retail price of the product you are willing to pay, the higher your chances are to be the assignee for that Snap.*

Our algorithm is carefully calibrated to:

- Reward the participants with the most Karma Points, but not so much that they are the only ones who have a chance to win.
- Reward the participants who are willing to pay more for the product while still leaving good chances for people who are willing to pay less.
- Ensure that virtually everybody will get the reward after a few interactions, because users keep collecting Karma Points proportionally as long as they don't win a Snap. When they do win, their counter is set back to zero.

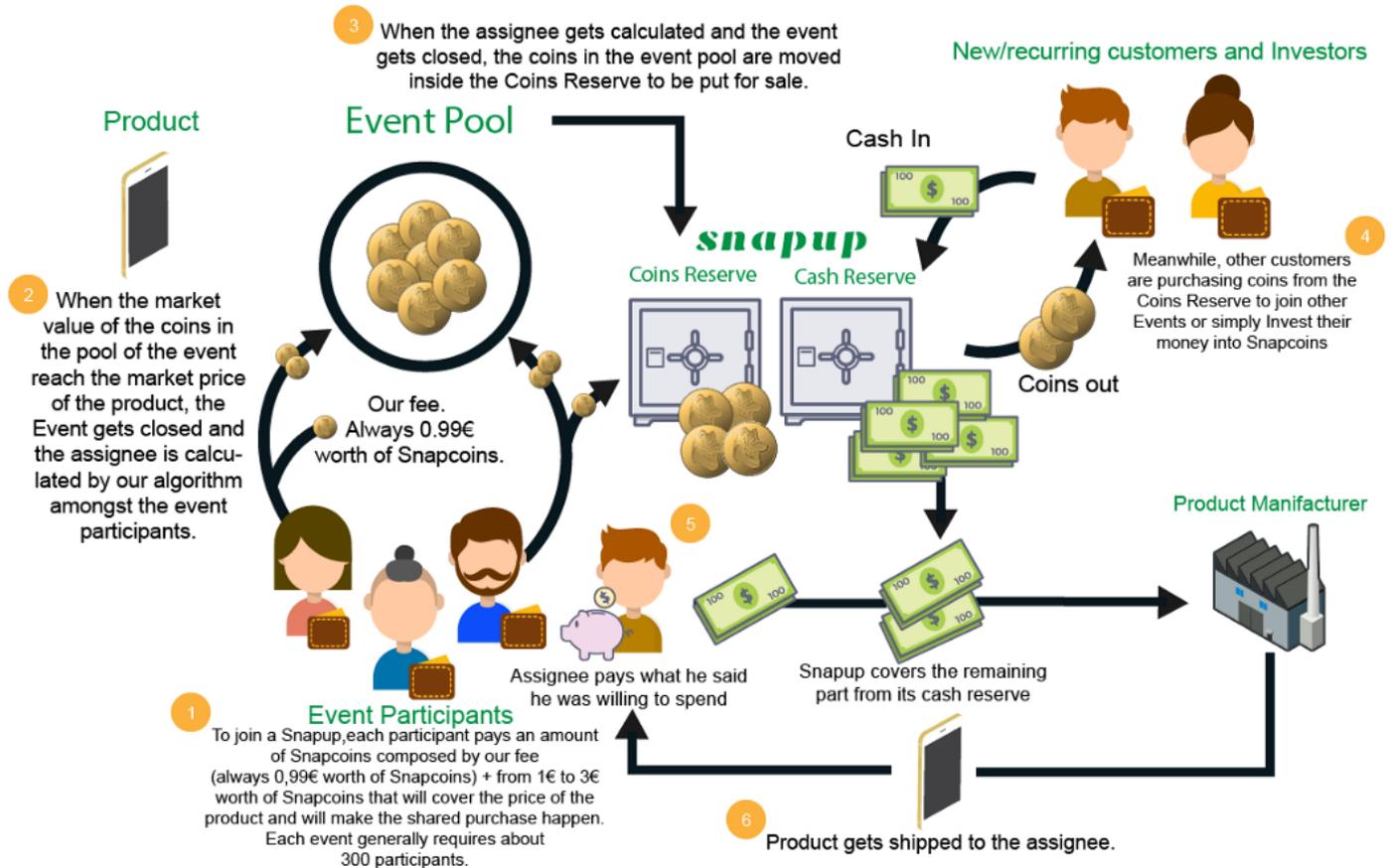
## You are the creator of your Destiny

When you join a Snap, along with the amount of money you are willing to pay for that product, you will be asked to enter a three digit PIN code.

This allows the Draw to be completely user-determined, based on an external and non-manipulable event, and therefore impartial.

Even a one unit change in the pin of a single participant(*you*) can result in an entirely different Assignee.

## A Rewarding and Sustainable Economic Model



A sustainable economic model. Thanks to the flow of Snapcoins from the hands of our customers, to ours and back, and our Meritocracy Based Rewarding Algorithm, this system allows to multiply by various orders of magnitude the spending power of each individual who joins the community.

## Benefits for the Users

- Our catalogue is virtually unlimited thanks to drop shipping.
- Products are always brand new and are shipped directly from the manufacturer or an authorised reseller.
- The system is intended to work for the general public, so all the complexity of having to handle a wallet and a cryptocurrency will be hidden for the user.
- Joining and winning events will increment the circulation of the currency. The more people win, the more people will want to own Snapcoins and join the events, and the more their value will grow.
- The participation cost to the events is the Euro counterpart of the Snapcoins. This allows people to increase the number of events they can join with the same amount of Snapcoins as their value grows over time.

## Benefits for the Investors

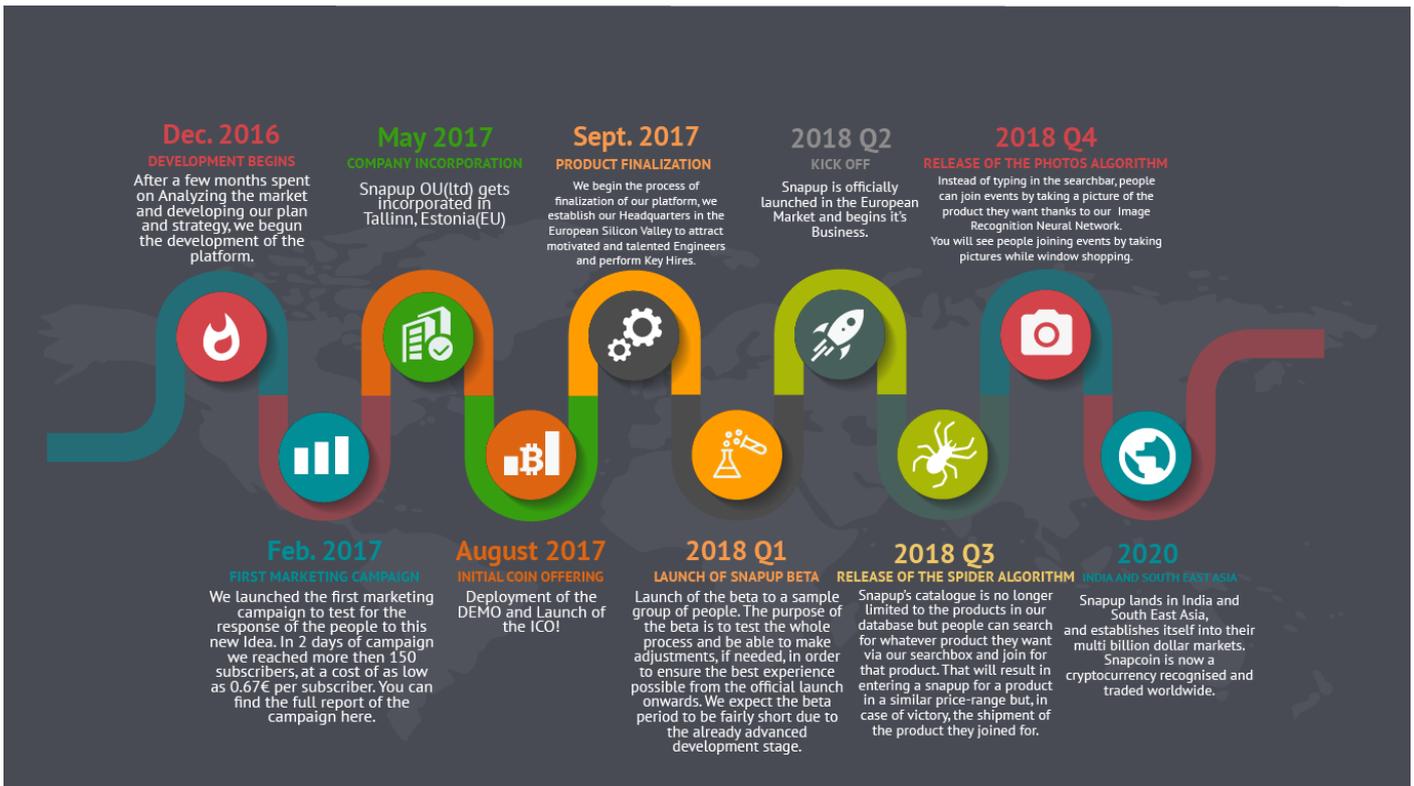
- Snapup will always hold a sufficient amount of money in cash to cover the price of the products and allow an healthy and steady raise in the value of Snapcoin, maintaining a solid disproportion between supply and demand powered by our marketing efforts and the engagement of the community.
- We will list and sell our currency on various exchanges. In the future Investors will be able to sell their Snapcoins directly from our platform, by putting them up for sale in their account page into an “Investor Pool” from which will be drawn 25% of the total amount of coins sold daily with revenue distributed proportionally to the percentage that each investor occupies in the pool. This will allow them to always sell at the best market price possible and allow us to directly control the price at which Snapcoins trade. \*
- Investors can be an active part in the growth of the value of the currency by advertising their success or the ones of our customers on their social networks.

*An engaged and incentivised community will be the secret to our success*

*\*Percentages and modalities may be subject to variation*

# 3

# ROADMAP & VISION STATEMENT



The development of the project started on December 2016 and as of now, a completely working platform has been created and it's viewable and usable by everyone on <https://demo.snapup.biz>

We are expecting the finalisation process of preparation for the launch to span in a period that will be approximately of 5 months and will consist of:

- The establishment of our Headquarters in Tallinn, Estonia
- Key hires (Marketing Manager & IT Engineers)
- Finalisation of the development
- Release of SNAPUP BETA

SNAPUP BETA will be released to a selected group of people that already owns Snapcoins thanks to the ICO that will participate to the events and act as beta-testers for the platform. The events will be real and products will be shipped to the assignees. The purpose of the BETA is to test the whole process and be able to make adjustments, if needed, in order to ensure the best experience possible from the launch onwards.

We expect the BETA period to be fairly short due to the already advanced development stage.

The ICO will help us accelerate this process thanks to the people that will decide to try our DEMO. This will render us able to see how our application behaves in the real world, how it scales and it will greatly accelerate the time needed for the release of the actual application.

We are planning on launching the application in the whole European area by Q2 2018. People from all over Europe will be able to purchase Snapcoins from our platform and they will be listed on all the major coin exchanges.

By Q3 2018 We plan on releasing our SPIDER ALGORITHM.

The SPIDER ALGORITHM will make Snapup's database virtually unlimited. People will be able to search for the product they desire in our Searchbar, that will act like a Search Engine, and will scrape the net to find all the information needed for that product, and will create a Snapup on the spot for that user. Then, when the user joins the Snap, our Matching Algorithm(already developed and actively used in the application) will simply match an active Snap in the same price range, and merge the newly created one inside it.

This is possible because a Snapup is an "idea", and is not linked to any particular product.

By the end of Q4 2018 we will release our Image Recognition Algorithm, that will have it's foundation upon the Spider and will make our users able to join a Snap by taking a picture of the product they desire, instead of typing it into the searchbar.

The Image Recognition Algorithm, or simply Photos Algorithm, is a neural network that will be trained via Supervised Learning(the photos and the feedback of the users), and will learn to extract the names of the products from the pictures, and simply send them to the Spider Algorithm, that will scrape the net and create the event on the spot.

By then you will see people joining events by taking pictures while window shopping!

The last step will be to launch Snapup in India and South East Asia, and we expect that to happen by 2020.

## **The Big “V”**

We want Snapup to become the smartest way to shop online for premium and exclusive products.

We want the participation process to be increasingly simpler and cheaper for people and we want our new economic model to spread because we believe that it will help people improve the way they use their money and the things they can buy with it.

We will expand the categories that we sell from premium Holiday Stays to Tickets for Events such as VIP Packages for famous bands lives.

We want people to be able to “make more of their money” and “live the dream” for a day, thanks to our platform.

We will make this happen thanks to our ever expanding team of Elite experts in the field. Motivated and talented people whose abilities are matched only by their will to succeed and make an impact.

We will create huge innovations in the market and in 10 years we will become an established corporation.

# 4

## Business Model

---

### Gross Revenue per Snapup

<b>Gross Revenue per 1 Snapup</b>	
<b>AVG Product Cost (RRP)</b>	<b>€ 500.00</b>
Shipping cost	€ 15.00
Number of participants	258
Partecipation cost	€ 3.00
Amount paid by the Assignee (15% of RRP)	€ 75.00
<b>Revenues</b>	
Participation cost	€ 774.00
Amount paid by the Assignee (15% of RRP)	€ 75.00
Tot. Revenues	€ 849.00
<b>Costs</b>	
Product Cost (RRP)	€ 500.00
Shipping cost	€ 15.00
TAX (20% of the Amount paid by the Assignee)	€ 12.50
Tot. Costs	€ 512.50
<b>Gross revenue</b>	<b>€ 336.50</b>
Percentage of gross revenue vs RRP	<b>67%</b>

# 5

## Revenue Projections and Forecasts

---

### Expected Customers Growth & Mktg Expenses

<b>Forecast Customers growth</b>	
	<b>Fidelity Customers</b>
year 1	100,000
year 2	750,000
year 3	1,500,000
year 4	2,000,000
year 5	3,000,000
year 6	5,000,000
year 7	8,000,000
year 8	11,000,000
year 9	14,000,000
year 10	17,500,000
<b>Cost of Marketing &amp; Customer retentions strategies</b>	
year 1	€ 2,000,000.00
year 2	€ 10,000,000.00
year 3	€ 10,000,000.00
year 4	€ 15,000,000.00
year 5	€ 20,000,000.00
year 6	€ 25,000,000.00
year 7	€ 25,000,000.00
year 8	€ 30,000,000.00
year 9	€ 30,000,000.00
year 10	€ 30,000,000.00
Customer life time value per year	€ 156.00

<b>Forecast Users/Turnover/EBITDA for first 5 years - Europe - after ICO</b>			
	<b>Users</b>	<b>Turnover</b>	<b>EBITDA</b>
year 1	100,000	€ 17,111,627.91	€ 8,964,790.70
year 2	750,000	€ 128,337,209.30	€ 74,275,930.23
year 3	1,500,000	€ 256,674,418.60	€ 158,806,860.47
year 4	2,000,000	€ 342,232,558.14	€ 208,705,813.95
year 5	3,000,000	€ 513,348,837.21	€ 314,543,720.93
<b>Average EBITDA vs. Turnover</b>	<b>58%</b>		

<b>Number SNAPUP x year</b>			
<b>year</b>	<b>Users</b>	<b>Avg annual spending</b>	<b>Num. snapup</b>
1	100,000	€ 156.00	20,155
2	750,000	€ 156.00	151,163
3	1,500,000	€ 156.00	302,326
4	2,000,000	€ 156.00	403,101
5	3,000,000	€ 156.00	604,651
<b>EBITDA year 1</b>			
	<b>Users</b>	<b>Avg annual spending</b>	<b>Total</b>
cost 3 € x week for users	100,000	€ 156.00	€ 15,600,000.00
AVG amount paid by the Assignee-15% of €500 (€ 75)			€ 1,511,627.91
Total Turnover			€ 17,111,627.91
Gross revenue (67% of Turnover)			€ 11,464,790.70
Total Costs (including Marketing)			€ 2,500,000.00
<b>EBITDA</b>			<b>€ 8,964,790.70</b>
<b>EBITDA year 2</b>			
	<b>Users</b>	<b>Avg annual spending</b>	<b>Total</b>
cost 3 € x week for users	750,000	€ 156.00	€ 117,000,000.00
AVG amount paid by the Assignee-15% of €500 (€ 75)			€ 11,337,209.30
Total Turnover			€ 128,337,209.30
Gross revenue (67% of Turnover)			€ 85,985,930.23
Total Costs (including Marketing)			€ 11,710,000.00
<b>EBITDA</b>			<b>€ 74,275,930.23</b>
<b>EBITDA year 3</b>			
	<b>Users</b>	<b>Avg annual spending</b>	<b>Total</b>
cost 3 € x week for users	1,500,000	€ 156.00	€ 234,000,000.00
AVG amount paid by the Assignee-15% of €500 (€ 75)			€ 22,674,418.60
Total Turnover			€ 256,674,418.60
Gross revenue (67% of Turnover)			€ 171,971,860.47
Total Costs (including Marketing)			€ 13,165,000.00
<b>EBITDA</b>			<b>€ 158,806,860.47</b>
<b>EBITDA year 4</b>			
	<b>Users</b>	<b>Avg annual spending</b>	<b>Total</b>
cost 3 € x week for users	2,000,000	€ 156.00	€ 312,000,000.00
AVG amount paid by the Assignee-15% of €500 (€ 75)			€ 30,232,558.14
Total Turnover			€ 342,232,558.14
Gross revenue (67% of Turnover)			€ 229,295,813.95
Total Costs (including Marketing)			€ 20,590,000.00
<b>EBITDA</b>			<b>€ 208,705,813.95</b>
<b>EBITDA year 5</b>			
	<b>Users</b>	<b>Avg annual spending</b>	<b>Total</b>
cost 3 € x week for users	3,000,000	€ 156.00	€ 468,000,000.00
AVG amount paid by the Assignee-15% of €500 (€ 75)			€ 45,348,837.21
Total Turnover			€ 513,348,837.21
Gross revenue (67% of Turnover)			€ 343,943,720.93
Total Costs (including Marketing)			€ 29,400,000.00
<b>EBITDA</b>			<b>€ 314,543,720.93</b>

# 6

## ICO & Token Distribution

Snapup will be funded via an Initial Coin Offering(ICO) of the duration of 5 Weeks (1 of PRESALE + 4 Rounds of 1 Week).

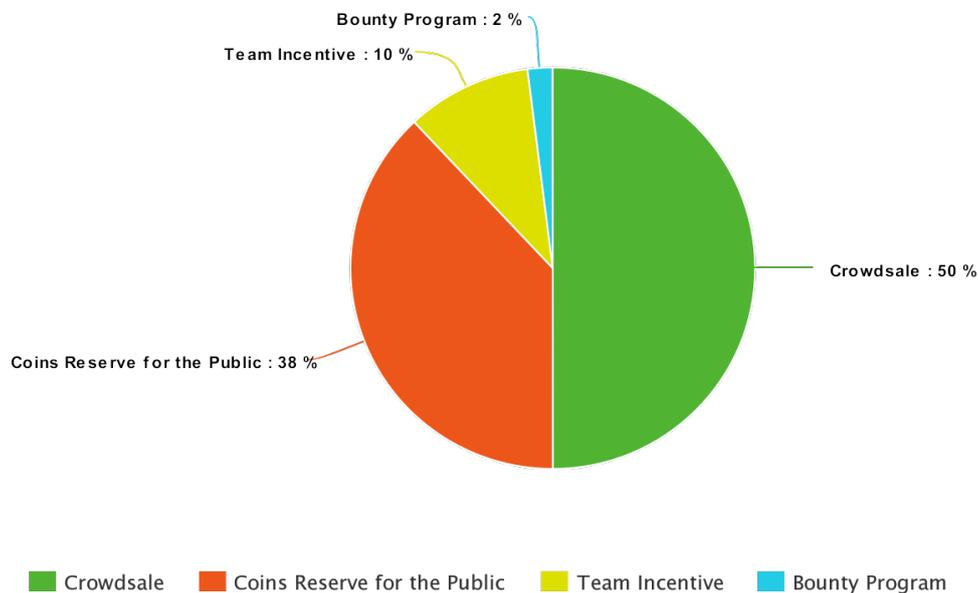
### Bonuses and Distribution Timeline

DISTRIBUTION TIMELINE				
<b>PRESALE</b>	<b>Week 1</b>	<b>Week 2</b>	<b>Week 3</b>	<b>Week 4</b>
20,000,000 SNP	20,000,000 SNP	20,000,000 SNP	20,000,000 SNP	20,000,000 SNP
Bonus: 20%	Bonus: 10%	Bonus: 5%	Bonus: 2%	Bonus: 0%

### Distribution Breakdown

Total token issued	200,000,000 SNP
Tokens Distributed(Crowdsale)	100,000,000 SNP
Tokens Distributed(Bounty)	4,000,000 SNP
Coins Reserve	76,000,000 SNP
Team Incentive	20,000,000 SNP

No other tokens will be issuable after the initial mining.



## Snapcoin Value

1 SNP = 0.33€

1 SNP = 0.38\$

1 SNP = 0.001785809 ETH

1 SNP = 0.000159666 BTC

(as of the €/\$, \$/ETH, \$/BTC exchange rates of Jul 13 2017)

Period	Distributable Tokens	Bonus	Total	Duration
0 (Pre Sale)	16,666,666.67	20%	20,000,000.00	7 days
1	18,181,818.18	10%	20,000,000.00	7 days
2	19,047,619.05	5%	20,000,000.00	7 days
3	19,607,843.14	2%	20,000,000.00	7 days
4	20,000,000.00	0%	20,000,000.00	7 days

**SOFT CAP: 5MLN\$**

**HARD CAP: 33MLN\$**

If the hard cap won't be reached, the value of Snapcoin will be calculated with the following formula:

$$v = \frac{m}{s}$$

*v = value, m = market cap reached, s = distribution supply with s being a constant valued 100.000.000*

and will be distributed accordingly to the following formula:

$$t = \left(1 + \frac{b}{100}\right)a, a = \frac{c}{v}$$

*T = Total Amount to be received; b = Bonus, a = amount; c = capital issued by the investor (EUR), v = value of the token (EUR)*

The calculation will be performed in EURO and the exchange rates taken into account will be the average of the major listing as of the day of closing of the crowdsale.

## Use of Funds

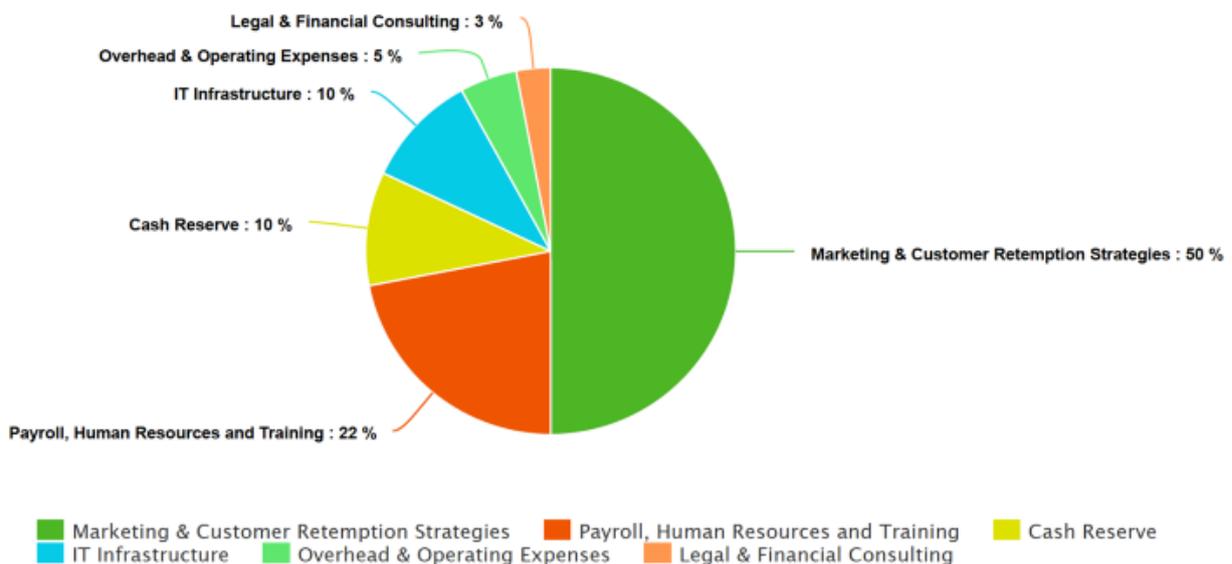
Since Snapcoin has an active use on our platform, and the tokens we are distributing provide the ability and right to join events to their holders, the respective value in EURO has to be allocated to purchase the products in order for the events to have an assignee.

This amount of money will have to be promptly disposable and controlled by SNAPUP since we cannot predict neither the rate of affluence nor the rate at which the events will be closed.

For this reason, we will always have to hold in cash an amount of money congruent with the value of all the Snapups issuable with the Snapcoins in circulation, which with our business model constitutes 50% of the total.

Thus, the amount of money we will allocate for the development of our business will be 50% of the amount raised, which represents our GROSS REVENUE on the amount of tokens sold during the ICO minus 15% (the average price paid for the products sold).

The funds will be allocated in the following manner:



## Escrow & Funds Disposability

As a consequence of the considerations made above, our business model renders the management of funds via escrow largely impractical and a potential source of major distress for our managers, for our market, and therefore a potential threat to the survival of our business of considerable proportions.

Since the value of Snapcoin will be determined by Supply and Demand, being in shortage of liquidity on our side will result in our incapability to cope with the unpredictable closing rate of the events, and thus in our need to sell as many Snapcoins and as quickly as possible. This will inevitably cause a disproportion between Supply and Demand, with catastrophic consequences on the value of our Tokens that will result in huge losses for the Tokenholders.

On the other hand, being able to control the funds will render us able to correctly manage the rate at which Snapcoins are sold, and therefore create the healthiest environment for them to increase in value as our customer base expands and the demand increases along with the closing rate of the events.

This has huge positive implications both for the investors and the customers.

We firmly believe that every business relationship should be founded upon mutual consensus and most importantly trust; therefore, if you are not willing or able to trust our Board for the economically sound management of the funds, we encourage you not to invest in our business.

# 7

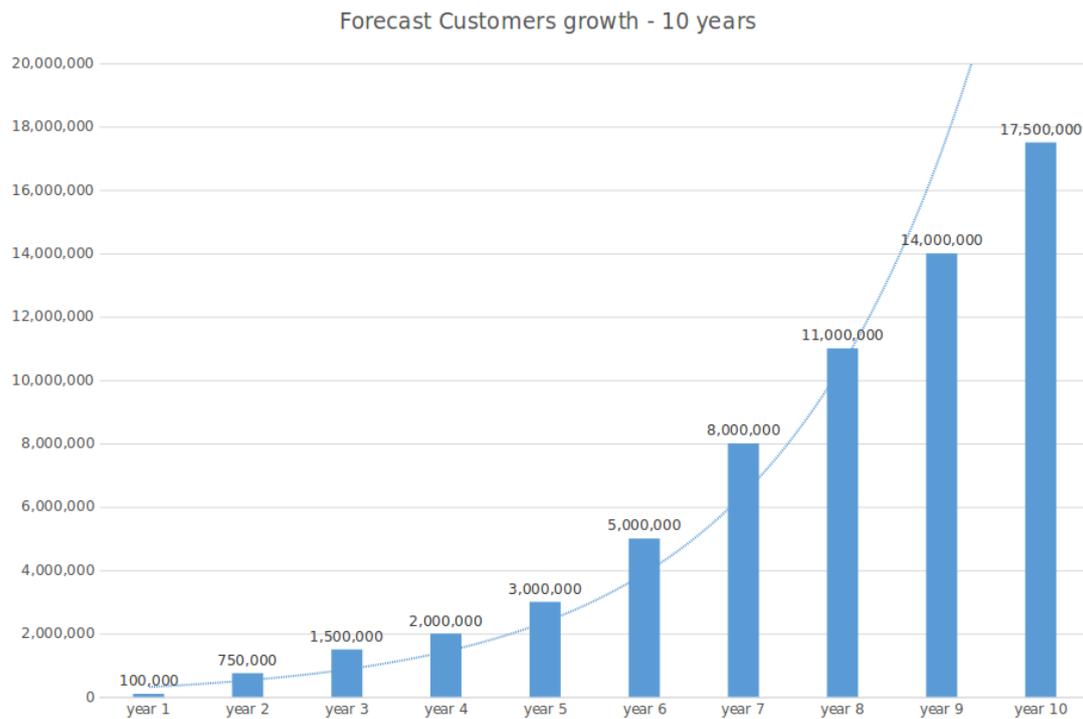
## How will the value of Snapcoin Increase?

---

Snapcoin will be a token sold to the general public.

A person doesn't have to be Cryptocurrency savvy or have any knowledge of the way it works to take advantage of our economic model.

Thanks to our model, customers don't even have to know that Snapcoin is a cryptocurrency at all. In fact, we expect it to act as a bridge for people who aren't already aware of the power of this amazing technology and contribute to it's further spreading thanks to the incentives offered by our platform and it's ease of use.

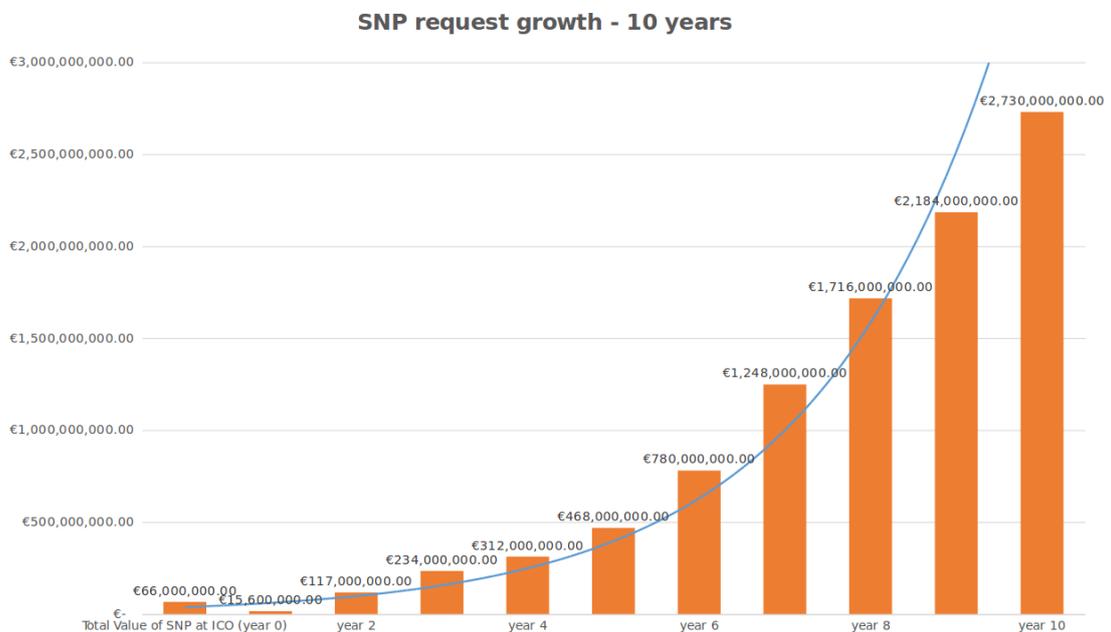


In the coming years we also expect Snapcoin to be accepted as a mean of exchange by various other websites and services, and we expect that to occur when our turnover will reach an amount suitable to the interest of big names in the dropshipping market.

Since we directly choose the retailers whom to do business with, we will incentivize this process by largely favouring the ones who decide to accept Snapcoin as a means of payment.

<b>Forecast SnapCoin (SNP) request growth - 10 years</b>		
	<b>SNP value in €</b>	<b>SNP Request % of Initial Value</b>
<b>Total Value of SNP at ICO (year 0)</b>	<b>€ 66,000,000.00</b>	<b>0</b>
year 1	€ 15,600,000.00	<b>-76</b>
year 2	€ 117,000,000.00	<b>77</b>
year 3	€ 234,000,000.00	<b>255</b>
year 4	€ 312,000,000.00	<b>373</b>
year 5	€ 468,000,000.00	<b>609</b>
year 6	€ 780,000,000.00	<b>1,082</b>
year 7	€ 1,248,000,000.00	<b>1,791</b>
year 8	€ 1,716,000,000.00	<b>2,500</b>
year 9	€ 2,184,000,000.00	<b>3,209</b>
year 10	€ 2,730,000,000.00	<b>4,036</b>

Being this the case, the value of Snapcoin will be granted by the size of the market that backs it up, as more people become aware of our Value Proposition.



The increase in the value of Snapcoin will also positively affect the participation cost to the events, since it is calculated as a fraction of the retail price of the product in EUR.

This implies that a person that bought say 100 Snapcoins at 0.33€, having the value increased to 3.30€, will be able to join 10 times more events with the same amount of coins.

Being Snapup the largest Token Holder, the price of Snapcoin will be largely influenced by our presence on the market.

# 8

## Potential Partners

---

Premium & Consumer Goods DropShipping



Electronics & Technology



Events



Fashion Retailers



**Foot Locker**

brandsdistribution }  
BOOST YOUR FASHION BUSINESS }

# 9

## Our Team

---



**Alessio Cozzolino**

Co-founder & CEO

Chief Infrastructure Architect, Lead Developer and CEO.  
5+ years experience as a Software Engineer and Cluster Administrator.



**Carmine Cozzolino**

Co-founder & COO

20+ Years Experience as a Consultant in the Banking, Insurances and Financial world. Senior Vice President and Board Director.



**Patrick Jusic**

Software Engineer

Senior Undergraduate in IT Engineering and Automation.  
Full Stack & Blockchain Developer, Robotics and industrial automation background.



**Loris Rossi**

Software Engineer

Senior Undergraduate in IT Engineering and Automation.  
Full Stack & Blockchain Developer, Cybersecurity & AI Enthusiast.

# 10

## Technology Stack

Technology stack powered by



Financial Transactions & Security Management powered by



# 11

## Contacts

---

**Join us as we disrupt the way people shop for premium products!**

- Twitter: @snapupofficial
- Facebook: @snapupltd
- Bitcoin Talk: <https://bitcointalk.org/index.php?topic=2036781.0>
- Reddit: <https://www.reddit.com/user/snapupofficial/>

### **BE AN INSIDER!**

You can meet and chat directly with our team via:

- Slack: <http://snapup.herokuapp.com>
- Telegram: @snapup

### **JOIN THE CROWDSALE!**

Official ICO Website: <http://ico.snapup.biz>

### **TRY THE DEMO**

DEMO: <http://demo.snapup.biz>

Have a question or a special request? Shoot us an email at [info@snapup.biz](mailto:info@snapup.biz)

# 12

## References

---

- 1 : <https://www.psychologytoday.com/blog/ill-have-what-shes-having/201405/why-do-we-buy-luxury-brands-and-how-do-they-make-us-feel>
- 2 : <http://www.retailwire.com/discussion/are-millennials-and-gen-z-more-about-convenience-or-price-when-they-shop/>
- 3 : <https://www.theguardian.com/technology/2016/nov/02/mobile-web-browsing-desktop-smartphones-tablets>
- 4 : <https://www.searchenginejournal.com/75-internet-use-will-mobile-2017-report/177433/>
- 5 : <http://ec.europa.eu/eurostat/tgm/table.do?language=en&pcode=tin00096>
- 6 : <http://tech.firstpost.com/news-analysis/61-percent-people-check-their-smartphones-within-5-minutes-of-waking-up-says-deloitte-survey-355141.html>
- 7 : <https://techcrunch.com/2015/06/22/consumers-spend-85-of-time-on-smartphones-in-apps-but-only-5-apps-see-heavy-use/>
- 8 : <http://andrewchen.co/new-data-shows-why-losing-80-of-your-mobile-users-is-normal-and-that-the-best-apps-do-much-better/>