

SuchApp

Blockchain-enabled, multi-channel messaging platform.

White Paper

January 10, 2018

v.2.2



EXECUTIVE SUMMARY

The Problem

Today's messaging apps are fundamentally anchored to a very limited paradigm of one-on-one conversations and small unstructured groups. Largely, they fail to provide the necessary tools required to foster community, stimulate economic activity and encourage lively human interaction.

The Opportunity

The social media/messaging industry now represents \$90 billion worldwide and is expected to grow to over \$120 billion by 2020. However, the functionality that is offered to their 3 billion users leaves much to be desired. With a prepared rollout scheduled for 178 countries and 16 planned localized versions of the app, SuchApp will provide a new, full-featured messaging ecosystem based on blockchain technology.

The Solution

The app which will enter into public alpha in January 2018, not only provides realtime messaging but incorporates powerful new features such as location based messaging, 4K broadcast video, granular security and powerful community and business communications capabilities.

Thanks to the integrated cryptocurrency ecosphere based on our ERC20-based SPS token, users will be able to buy, sell and trade all types of assets and services directly from within the app. Additionally, anyone in the world can create and administer a group on SuchApp leveraging advanced community features such as a custom loyalty program based on the integrated token.

The Strategy

Unlike most initial coin offerings, SuchApp is far from an abstract project waiting to be commenced. Thanks to over \$1.5 million already invested in development, the application is nearly ready to launch globally to the public. Our goal is to position ourselves as one of the top 5 messaging apps in the world within 5 years.

To accomplish this we will utilize the funds raised in our initial token sale to catapult our user growth through strategic acquisitions and sustained organic promotion.

The Offering

SuchApp will soon announce an initial public crowdsale of its SPS token. The total supply of tokens will be 2.5 billion with a maximum fundraise of \$40 million. The ICO price of each token will be \$0.05. Pre-sale phase participants will receive, in addition to significantly discounted token prices, lifetime Gold Membership within the application.

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OVERVIEW

The social media and messaging industry now represents \$90 billion worldwide and is expected to grow to over \$120 billion by 2020. However, the functionality that is offered to their 3 billion users leaves much to be desired. With a prepared rollout scheduled for 178 countries and 16 planned localized versions, SuchApp will provide a new, full-featured messaging ecosystem based on blockchain technology.

With SuchApp, anyone in the world can create and administer a group on SuchApp leveraging advanced community features such as a custom loyalty program based on the integrated SPS cryptocurrency token. Group administrators will be able to cultivate a direct relationship with their customers and can offer them uniquely targeted promotions.

SuchApp, includes an open searchable marketplace built over a robust blockchain ecosphere. This will bring exceptional value to endusers, community organizers and businesses alike.

Our goal is to bring on board more than 400 million active users in the next 5 years.

WHAT IS SUCHAPP?

SuchApp combines best-of-class messaging with the power of a social network architected over a robust, enterprise-level blockchain economy to create the world's first 5G messaging ecosphere.

From one easy-to-use app users will be converting their smartphones into a single point of contact for talking to friends; socializing and networking with like-minded people; buying, selling and trading goods and services and making payments with our own digital currency. This is SUCHAPP.

SuchApp's utility SP Coin (SPS) provides a combination of Digital Currency and bonus-based loyalty plan features. It is built on the Ethereum Platform making the integration with the blockchain community smooth and simple.

SuchApp is not an early stage conceptual design. Instead, our mobile application is already in an advanced technical development stage.

We have a proven development team working on it and will be entering our alpha testing stage in January, 2018. The business development strategy explained in this white paper is also well on its way towards full implementation.



WHY ARE WE RAISING FUNDS?

We have already invested over \$1.5 million of our own funds into the development of SuchApp.

However, to reach our goal of becoming one of the top 5 messaging apps in the world much more will be needed. We are not too shy to put the actual figure we need to raise on the 1st page of our white paper.

Our hard cap is 40 million dollars, and there is good reason for that.

Our marketing target is to become the messenger of choice for the blockchain community and our business target is to enter the top-5 list among Messaging Applications, measured by active users within 5 years. By that time, the market will be worth over \$120 billion, and we will be strategically placed to act as a market leader thanks to the goodwill of the blockchain community and our loyal supporters across the world.

To achieve the targeted growth strategy, we will need to invest considerably into both organic user growth as well as executing a well planned acquisition strategy. We also plan to continue developing our application, adding features and integrating it even more tightly into the blockchain.

It is not a secret that most of the messaging apps are cash-negative during the first few years of operations; and we must have enough cash on hand to finance our longterm strategic goals.

WHAT WILL TOKEN SALE PARTICIPANTS RECEIVE?

First and foremost, token sale participants will be acquiring SPS tokens at their initial highly discounted price.

The token will have several clear utility functions within the SuchApp application:

- It will serve as the basis of all product and service purchases within the application.
- It will serve as measurement token of all SuchApp loyalty programs.
- It will serve as the exchange mechanism between all user-created loyalty programs.

In addition to these inherent utilities, we are offering lifetime Gold Membership Levels to all the original qualified investors.

This means that you will be rewarded with certain in-app services for free for as long as your account stays active.

TOKEN SALE FACTSHEET

SuchApp combines best-of-class messaging with the power of a social network architected over a robust, enterprise-level blockchain economy to create the world's first 5G messaging ecosphere.

Our funding strategy is based on introducing our proprietary SP (SuchApp Token) cryptocurrency in a phased manner. Our goal is to become a top-5 messaging app within 5 years as well as to become the messenger of choice for the blockchain community.

Hard cap - ICO ROUND 1		\$ 40,000,000.00	
ICO landing page:	01 March 2018	www.suchapp.io	
Total supply	2,500,000,000	SPS	
Pre-ICO sale	350,000,000	14.0%	
ICO Round 1 sale	700,000,000	28.0%	
ICO Round 2 sale	200,000,000	8.0%	
TOTAL token sale	1,250,000,000	50%	
Bounty	5,000,000	0.20%	
SP Coin Reward Reserve	540,000,000	22%	
Founders	395,000,000	12%	
New Contributors	400,000,000	16%	
100%			
Token type	ERC20		
Issuance Type	Full - single time		
Token price	1 SPS	\$ 0.050	
Minimum contribution Pre-ICO round 1	\$ 1,000.00	\$ 0.050	20,000 SPS
Maximum contribution Pre-ICO round 1**	\$ 1,000,000.00	\$ 0.050	20,000,000 SPS
Minimum contribution ICO round 1	\$ 1,000.00	\$ 0.050	20,000 SPS
Minimum contribution ICO round 2		TO BE ADVISED	
Accepted currency 1	ETH	online rate to USD	
Accepted currency 2	BTC	online rate to USD	
Private Registration of Interest Bonus:	1%	applied for everyone who registered before 31st December 2017	
Pre-ICO	30%	pay for 100 get 100x1.3=130SPS	
ICO round 1 bonus	20%	pay for 100 get 100x1.2=120SPS	
Value bonus 1	1%	\$2000 - \$5000	
Value bonus 2	2%	\$5001 - \$15000	
Value bonus 3	3%	\$15001 - \$25000	
Value bonus 4	4%	\$25001 - \$40000	
Value bonus 5	5%	\$50001 - \$60000	
Value bonus 6	6%	\$60001 - \$70000	
Value bonus 7	7%	\$70001 - \$80000	
Value bonus 8	8%	\$80001 - \$90000	
Value bonus 9	9%	\$90001 - \$100000	
Value bonus 10	10%	\$100001 and over	
TOTAL:	41%	max bonus	

*the full list of altcoins will be confirmed before Pre-ICO starts

**KYC and AML rules may apply

MOTIVATION

OUR STORY

Unlike many ICO projects that start on a mere promise, we bring to the table a solid, robust history of successful business development with an over 6 year proven track record of genuine customer acquisition.

SuchApp is an instant messaging service developed by Footprint Media Holdings Corporation the parent company of the satellite TV networks [High TV 3D](#) and [High 4K TV](#).

Together **our media channels reach an audience of 1.3 billion people spread all around the globe.**

Headquartered in New York, Footprint Media Holdings Corporation was founded in June 2011 to provide innovative media services. We now serve 198 countries around the planet providing quality ad-free content on a daily basis thanks to our 24 full-time production teams. Due to the international nature of our service, we regularly hold conferences and passionately collaborate to achieve ambitious goals. The development of SuchApp started with one such meeting by tech professionals in the communication industry.

The idea for SuchApp emerged in 2015. A group of tech professionals from the communication industry met and realized that popular messaging apps used across the world lack some highly needed features. The discussion continued and a project was launched around the idea of developing an app with features unseen in the current realtime social and messaging apps on the market. Ideas quickly started pouring in from all quarters. We had many fruitful brainstorming sessions that reflect the synergistic group dynamics of our team. What started in one of our humble conference rooms steadily grew into SuchApp.



We began by discussing the need to develop a popular messaging app that would help people navigate the world with ease. WeChat was one of the few messengers that provided the enhanced tools that transformed the basic messenger app into a social and trading network for the Chinese market. Unlike WeChat, we realized that there was a bigger niche for the full-stack new-era social communication tool for the growing audience of smartphone users.

By the end of 2015, the project's main goal of becoming the UBER of online communications had evolved into a clear technological concept. In 2016, the original concept and the team was extended due to the overwhelming interest in blockchain development and the growing popularity of the Ethereum platform.

With these ideas in mind we set out to integrate the best of blockchain technology with an entirely new realtime messaging ecosphere. This is SuchApp.

WHAT DRIVES US?

We are on a quest to build a truly global blockchain messaging app. All the beneficial features of the distributed ledger will be deeply integrated into one universal product that combines many common functionalities spread across numerous different apps currently in use. Not only will this enhance the user experience, comfort and convenience, but it will also open up entire new opportunities for entrepreneurial thinkers.

SuchApp is 80% ready and contains the most up-to-date features of any messaging app on the market. Thanks to our state of the art blockchain implementation, we will launch far ahead of the major players in the market.

Unlike any other messenger (whose popularity differs drastically from country to country), we are building a product that will become LOCAL in every country due to our advanced RADAR functionality. Location based messaging means that you will always feel at home no matter where you are.

Furthermore, all our users are united by our SPS coin. The token will be tradable on major exchanges and will be widely used as a payment alternative for a variety of national currencies.

At the end of the day, we believe that our app will become an important driver for cryptocurrency adoption all around the world. As people realize the ease of use of making purchases within SuchApp and begin to receive SPS as loyalty rewards at businesses they already frequent, both our growth and that of the entire community will be assured.

That is our mission and that's what drives us to make SuchApp as awesome as it can be!



MARKET OVERVIEW

Immense changes are underway in mobile messaging. Despite the fact that SMS messaging is over 20 years old, it feels as if the medium itself is on the brink of a new era.

One obvious reason for this is the emergence of so-called 'OTT' apps, which let users send messages over IP. Apps such as WhatsApp, Facebook Messenger, WeChat and Viber give people the ability to send video and photos and to easily set up closed groups. These are features that are not readily available via traditional SMS text messaging.

The Mobile Ecosystem Forum 2016 Messenger Report reveals that internet based apps are now favored by a majority of end users. For example, 56% of people say they regularly use Facebook Messenger, while only 42% use SMS messages.

While there has been a shift away from SMS in person-to-person messaging, the same is not true in the A2P (application-to-person) space. MEF's study reveals widespread adoption of A2P messaging across many verticals, with financial services being the most active. Analysts expect the market to keep growing. Juniper Research says the market may be worth almost \$100 billion by 2018, up from \$55 billion in 2013. Some intriguing market developments could drive this expansion. More and more developers are using simple APIs in their apps to send messages to users. Further ahead is the intriguing prospect of 'conversational commerce' in which brands use bots to talk to customers as if they were human operators.

It is expected that by 2020 the market will grow to \$120 billion, and we believe that SuchApp will be strategically placed to gain a significant share of it. Our time-to-market strategy is competitive and is supported by the high level of readiness of the core application. Also (as you can see from the table below), some of SuchApp's features are going to be exclusive and it will take substantial time and investment for the existing players to replicate our functionality.

Features	SuchApp	WhatsApp	WeChat	Skype	Hangouts	Viber
Mobile, Tablets & Desktop	✓	✓	✓	✓	✗	✗
Group Chat	Unlimited	Upto 50	Upto 100	✗	Upto 25	Upto 100
Public Groups	✓	✗	✗	✗	✗	✗
Group Video Conferencing	✓	✗	✗	✓	✗	✗
1000+ Stickers	✓	✗	✗	✗	✗	✗
Search by Location	✓	✗	✗	✗	✗	✗
Blockchain Enabled	✓	✗	✗	✗	✗	✗
Share Images & Videos	✓	✓	✓	✗	✗	✗
Secure Chat	✓	✗	✗	✗	✗	✗
Advertising / Promotions	✓	✗	✗	✗	✗	✗
Meet Through Radar	✓	✗	✗	✗	✗	✗
Live Filters	✓	✗	✗	✗	✗	✗
Social Media Friends	✓	✗	✗	✗	✗	✗
Digital Wallets	✓	✗	✓	✗	✗	✓
Digital Currency	✓	✗	✗	✗	✗	✗

PRODUCT DESCRIPTION

INTRODUCTION

SuchApp combines best-of-class messaging with the power of a social network architected over a robust, enterprise-level blockchain economy to create the world's first 5G messaging ecosphere.

We understand that communicating seamlessly is an essential requirement in today's world. We also know that negotiating the financial landscape with ease is equally important. SuchApp integrates both of these requirements into a solution that fits in the palm of your hand.

Some of our innovative features:

- **Connect:** Connect effortlessly with friends, family and colleagues anywhere at any time.
- **Groups:** Form, find or join groups of all sizes.
- **Broadcasts:** Share live broadcasts of life's most unforgettable moments.
- **Video Chat:** Live video chats as well as VOIP conferences - Personal and Group. Exclusive feature of up to 4 people being able to zone in for chats.
- **Full featured business messaging:** Multiple channels with granular security support.
- **Marketing:** Branding, promotions, offers and customer support that enables business entities to market products after seeking individual or group approval.
- **Loyalty Programs:** Create and manage your own fully functional loyalty programs.
- **Live Filters and Video Editing:** Enhanced resolution to 4K for high-clarity photos and videos.
- **Digital Wallet and Digital Currency:** Carry money digitally, pay bills and manage financial assets and transactions in a hassle-free manner with our integrated digital wallet.
- **Exclusive debit/gift card for managing your digital currency:** Manage all assets with ease and in one place with digital currency stored exclusively in a custom debit/gift card.
- **Stickers:** 1000+ unique and animated stickers to enliven all your virtual conversations.

Flow screens for an intuitive, responsive and dynamic experience:

Flow screens help people to easily connect and navigate through SuchApp. Flow screens incorporated in SuchApp include Chat Flow Screens, Group Flow Screens, Activity Flow Screens and Settings Flow Screens.

Chat Flow Screens: Chat flow screens are dedicated to your chats with friends, family and colleagues in an exclusive screen just for that. They also allow people to indicate when they are free to chat with the following indicators: Available, Busy, At Work, In a Meeting. If you are meeting up with friends during the weekend, chat flow screens allow people to share the exact meeting location via GPS mapping. This is in addition to enabling the sharing of media like photos and videos.

Group Flow Screens: Group flow screens house the group features: Private, Open, Secure as well as location based RADAR groups. These screens enable users to easily and seamlessly navigate between all of the groups that they belong to.

Activity Flow Screens: Activity flow screens are dedicated to the social, cultural and sporting activities that are coordinated and showcased through SuchApp. These screens that help people to easily discuss and share their opinions about activities that they are passionate about.

Settings Flow Screens: Setting Flow Screens allows users to easily set and alter their profile and to manage privacy and safety options such as blocking contacts.



RADAR

Search for “Such & Such” on your radar

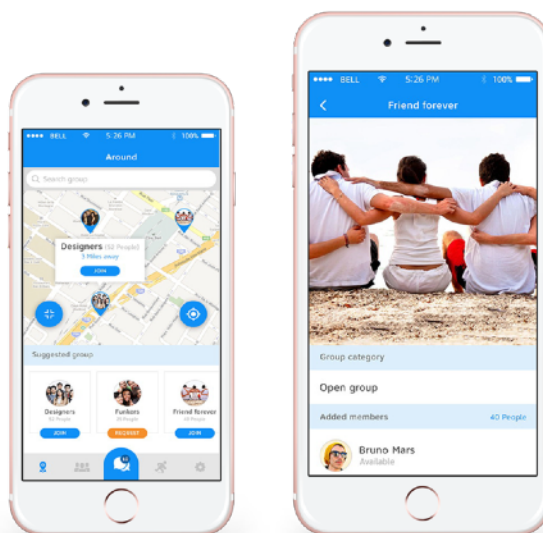
GPS-enabled social and lifestyle feature

Feel at home in any part of the world and “on-the-go” with the location-enabled radar feature. With RADAR, you can find like-minded groups, restaurants, B&Bs, hiking trails and much more nearby. This can be anywhere within a 2 to 5 km radius. You can search for groups or businesses by location and by category. This enables an easy and hassle-free search for nearby groups and locations.

Makes traveling memorable

“It’s a small world after all.”

RADAR helps you connect with social groups and businesses in any travel destination. You can easily connect with the people on the radar group through messaging, voice or video calls. You can participate in video conference calls with up to 4 people on your RADAR at a time wherever you are.



Make your moments memorable wherever you are - cherish and share them.

Make wonderful friends, fight for causes, form meet-ups, share interests, do projects, attend music festivals within your vicinity. View moments shared by people on your RADAR and share yours too.

How does SuchApp RADAR transform traveling?

Meet Dora. She is an avid traveller and loves to trek.

Dora is excited to be on the US-Canada border. With SuchApp RADAR, she finds affordable lodging, just 3 km from Niagara Falls. She also finds and joins a SuchApp RADAR trekking group.

SuchApp Radar helps you find others who share your interests.

Dora treks with a group of 20 through Niagara Gorge, passing woodlands, meadows and streams. They finally arrive at Niagara Falls and are mesmerized by the whole experience. They share amazing moments like spotting a busy woodpecker to singing old folk songs along the way. They share these moments with all their friends through SuchApp.

What makes the RADAR feature stand out?

Forming groups and meeting people through RADAR is a totally new feature found only on SuchApp. Also, finding cool spots and social events in your vicinity is another aspect not found in other apps.

SUCHAPP GROUPS

Most messaging apps have very limited group functionality. This is not the case with SuchApp. Our app is designed from the bottom up to support vibrant engaged communities of like minded people.

Private Groups — For Confidentiality

Stay connected with friends, loved ones and passionate groups

Create a group and include only people you like and trust. Enjoy confidentiality with our Private Group feature. Admin approval is required to join. Only the admin/creator of the group can add members from her/his contacts. No one else has rights to add members. The group is discoverable only among the contacts of the admin, and they can join the group only after seeking approval. A private group can be family groups, friend circles and close knit interest groups. Only group members can view and take part in what is going on.

Open Groups – Public and Open to All

Enjoy the Spirit of Democracy and Camaraderie within SuchApp

Anyone can create an open group that is easily discoverable and allow anyone to join. Admin confirmation is not required for joining public groups. Anyone who finds the group can join the group without approval from the creator of the group. It is completely open.

Open groups are great for public discussion forums, interest groups, social activism, environmental campaigns and much more.

The administrators of the group have granular control over the group's activity and can easily moderate and assure that participants comply with the group's code of conduct. The app also incorporates clear mechanisms for preventing unwanted spamming.

Secure Groups – For Safety, Security and Confidentiality

Feel secure and communicate to your secure group with confidence

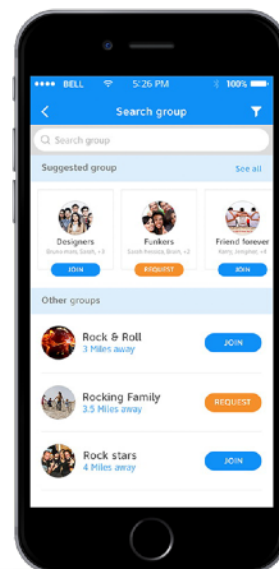
Anyone can create a secure group and approve who should join. Enjoy extra confidentiality within the secure group. Admin approval is required to join, and admins have the ability to keep the group confidential and choose who can know about it. A secure group can be a family group, a circle of friends, an organization or a business group. Everything discussed and any information shared within the group will remain secure and will not be visible outside the group. The secure group feature allows for secure real-time messaging with team members and supports multiple channels such as departments or specific side conversations. You can also manage and upload files and other important confidential documents with security and confidence.

Greet your group members with scheduled greetings or broadcast messages

Greeting flow feature: The group admin can send scheduled greetings, be it a birthday or holidays. This is done by setting date and time with the option to send images and videos as well.

Start campaigns and conduct polls

Start campaigns in all the groups, open, private and secure, for all that you care about. From a blood donation appeal to environmental protection campaigns, any a campaign about any idea that you are passionate about can be started.



Conduct polls, fun quizzes and surveys through the poll option. From conducting opinion polls on the latest pressing issues to conducting social impact surveys, the poll option helps you to easily gauge the opinion of your group members.

Push notification screen enabled: Any campaign or poll can be started by the admin or creator of the group. They can customize the campaign or poll with engaging images. Polls and campaign options encourage interactivity and participation among group members.

Live Group Multi-Video Chats

Instantly start an Exclusive Live Video Broadcast in your Group instantly

Surprise your group of friends and family spread across the globe with live video broadcasts. You can instantly send special broadcasts of birthday parties, school programs, college festivals, music gigs, weddings, graduation ceremonies etc. Are you laughing at your kid's latest pranks? Instantly share live video broadcasts, and bring your loved ones closer, no matter the distance. From videos of pristine nature to vibrant scenes of daily life, broadcast the joie de vivre and share your passions with everyone in your group.

Share your excitement live, whether it is a match, an exotic place or a live performance.

Let your group feel the excitement too. Broadcasts can be conversation starters. You can inspire your group to be part of the real experience, even from across the globe.

Make use of Live Broadcasts to Enhance Your Corporate Culture

Broadcast important messages and updates in an effective manner with Live Office Broadcasts. You can enhance office synergy and use broadcasts as a productivity and motivation tool to foster your unique company culture.

Explain and resolve problems in realtime

Broadcast live explanations, solutions and suggestions on diverse topics. Are you a math tutor? You can explain solutions to tricky problems with a live broadcast to your group. Did your friend's car breakdown? Broadcast a live step-by-step procedure on how to resolve the problem.

What makes these features so unique and powerful?

SuchApp will be the first realtime messaging app to include the Open (Public) group feature.

From Whatsapp and WeChat to Skype, none of the existing communication apps in the market have an Open Group feature. The Secure Group and Live Broadcast feature can be used by corporate groups and is secure and confidential. Compared to other communication apps like Whatsapp and Google Hangout, SuchApp has more enhanced group options, offers better security and integrates our Live Video Group Feature for instant broadcasts.

GROUP ADMINISTRATION AND CONTROL

Control Every Part of Your Business Effectively

Managing your group is easy when you are an admin of a SuchApp group. We provide an all-in-one app with great chatting, editing and marketing features built in. When the group contains your customers and you are building your business and serving your customers through the group, focused management is crucial. Every part of the group and every product and services you offer should be carefully administered whether it be it a small local business or a global corporation.

Manage Members

With the inbuilt features of SuchApp, you can easily manage who should be in your group and the level of access you wish to provide them. You can also choose which messages should be sent to which members in your group.

Manage Offers & Discounts

Offers and discounts can be sent to select customers within your group. Offers can also be customized specifically for your SuchApp customers. Discounts can be setup and provided based on spend level or product category. SuchApp's built in loyalty features help you create unlimited discounts with as many customizations as you need.

Manage what you Sell

Products and services can be customized based on customers and product type. Product stock levels, discount periods, offer periods and other criteria can be meticulously managed making SuchApp an excellent e-commerce platform to grow with.

Manage Greetings

Customers love being greeted on special occasions. Customized greetings for every customer can be designed, scheduled and sent making your customers feel unique and special. Customized greetings can be combined with one-time offers and discounts making their occasion truly special!

Manage Files, Photos and Videos

Your files and photos can contain sensitive data and not all information can be shared with all members in your group. Provide different levels of access to different members and ensure the information shared remains in safe hands.

VIDEO CHAT

Bring your family, friends and colleagues right into your living room or conference room

Video chats have brought the world community closer together. Just decades ago, people had to communicate with their friends and family through letters which often took weeks to reach the other party. Also, conducting professional meetings and collaborating with like-minded people in far away places was an ordeal. Video chats have transformed the way we communicate and are an integral part of the information revolution.

Chat to your heart's content with your friends and family (as if they're right next to you)

With the video chatting feature, you can connect and do live video chats with your friends and family in an instant and with perfect clarity. Your friends and family, whether they are overseas, in another neighborhood or in another part of the country, will loom life-like on the screen. You can share many memorable conversations through the video chat. The chat flow screens help people share and record wonderful moments, video included.

Join and have engrossing conversations with all your SuchApp groups

With SuchApp, you will be able to meet new people and widen your circle of friends becoming more involved in the causes that are important to you. The friends you make through RADAR groups can be national or international, and you can always keep in touch once you have finished traveling through video chats. With the interest groups you join in SuchApp, from book clubs to music clubs, you can keep in touch and have wonderful discussions through video as well. Sometimes, the weather may prevent you from attending a meeting of like-minded people, so video discussions can help you do that. You can do the same if you join any business group. Whether it is a secure, open or private group, video chats can further help in strengthening group dynamics. Also, save and share all your memorable video group moments through the group flow screens.



VOIP Conferences - Conduct video conferences in an instant

Video conferencing is becoming smoother with the power of the internet. There is no need to feel flustered if the video comes into focus but there is an audio problem. With the aid of our VOIP implementation, conducting video conferences with teams across the globe is no longer mired by interruptions due to poor audio. This is sometimes the case when conducting video conferences through the more traditional route of PTSN (public switched telephone network).

Make your video conversations more with Stickers, Filters and Frames

Add that extra flavor to your video conversations by sending stickers, adding frames and enhancing through filters. This will make your video conversations more colorful and unique.

Up to 4 People can come into Focus and Video Chat on SuchApp

SuchApp enables up to 4 people to come into focus on the screen and video chat. The screen gets divided into four. This enables a group of 4 to video chat with ease and clarity in an instant.

MARKETING

Branding, Promotions, Offers and Customer Support

Increase your Brand Impact with a Powerful Digital Presence

SuchApp's revolutionary instant messaging app features can be leveraged for strengthening your brand. Each and every feature from RADAR to digital currency can become a transformative part of your business.

Let any customer passing through a vicinity find you easily

The RADAR feature allows businesses to list their services and presence in a particular vicinity. Restaurants, hotels, department stores and any other service provider can make use of the RADAR feature to promote their business. This will help to bring in considerable traffic and enhances your visibility and presence in the areas that you operate. Customer support can also be provided in a more effective and timely manner with RADAR as a tool. This can further enhance the reputation of your business in the neighborhoods that you offer your services.

Promote your brand to Potential Customers and Groups and Reach Out to Them

The Groups feature – Private, Open and Secure, can be used for improving brand presence. The admin of a private or secure group can add subtle or compelling campaigns of their products based on their audience.

Likewise, similar business strategies can be used to do corporate marketing digitally through an Open Group. Businesses can also offer customer support in an enhanced manner through virtual SuchApp support in the resolution of product-related queries or complaints. They can offer customer support through their own Secure SuchApp Groups.



Live Video Broadcast and Advertise Your Brand and Be Compelling in a Matter of Minutes

The live broadcast feature can be leveraged for advertising your brand in a compelling manner in a matter of minutes. You can send live broadcasts of ad campaigns to your SuchApp groups based at your discretion in either a subtle or compelling manner and create brand impact far and wide.

Promote your Brand through Video Chats

Your brand can also be promoted through the video chat features to SuchApp individuals, groups or during VOIP conferences. You can do an entire brand promotion through a VOIP conference complete with graphs and other info. You can discuss, clarify and answer all questions instantly and make an awesome impression.

Leverage Push Notification Features for your Brand

You can also make use of the push notification feature and create ad campaigns in an interactive manner with fun quizzes and polls. While the greetings push notification feature is mainly for social purposes, it can be used in a respectful manner for certain brand-related activities.

Make use of Corporate and other Unique Stickers for Branding and Promotion

Any campaign, branding communicate to groups, or product post can be enhanced with the unique stickers on SuchApp. If your business provides table tennis racquets and ball, you can include unique stickers featured among our extensive 1000+ range of stickers.

Increase the Clarity of Your Corporate Promotional Videos with 4K Resolution using H265 Technology

In SuchApp, live video filters in 4K Resolution using H265 (high-efficiency video) technology can make your corporate promotional video broadcast crystal clear in any part of the world. Any promotional video will be a success if the video streaming and broadcast is of excellent quality. The message of the promotional video then becomes impactful and resounding.

Provide good offers and discounts for the discerning customer

With the help of all the features of SuchApp, corporate marketing can also be further enhanced by providing good offers and discounts for discerning customers.

LOYALTY PROGRAMS

Easy Digital Loyalty System to Grow Your Business

Loyalty programs are great structured strategies for businesses to encourage their customers to shop more and use their services more frequently.

Loyalty programs have been a great tool for years, but until now setting up and managing your program has been difficult and expensive. This is no longer the case with SuchApp.

Our loyalty programs provide a range of options from reward points, promotions, discounts, seasonal offers and gifts. Research has shown that one loyalty card customer is more active than two non-loyalty card customer as they tend to spend twice per visit. Raising customer retention by just 5% can boost a business profit by up to 75%. Research also states that 47% of consumers who actively use smartphones usually choose a store that offers a mobile loyalty program.

SuchApp offers this great marketing strategy to every group administrator to increase interest in their products or services. This is an excellent tool for small and medium sized businesses as well as large corporations. Our SuchApp platform seamlessly integrates this great organic marketing feature into our app. Once customers sign up for loyalty programs, group administrators can send messages and promotions to increase sales during off-season times.

Every Group Administrator has an option to create and launch their own custom loyalty membership program for their group. Group also administrators have the option to create Gift Cards for their group, create promotions, setup discounts and provide points.

B2B groups can also benefit from SuchApp loyalty programs for the purchase of goods and services from their suppliers.

Exchange products and services with other group administrators

You can have good partnerships with other group admins and exchange your products or services between your groups. You can also transfer/migrate offers, loyalty programs between groups. This will further help expand the reach of your brand for marketing purposes. This will also be mutually beneficial and can enhance synergy among like-minded groups, etc.

INTEGRATED DIGITAL WALLET

Lighten your pocket and do business easily with our integrated Digital Wallet



Digital wallets enable people to carry money safely and easily and help lighten one's pocket. They help people make transactions digitally without the hassle of carrying around and handling notes and coins. Digital wallets are being used alongside notes and coins in countries worldwide.

Fully functional ERC20 compatible digital wallet

SuchApp includes a fully functional ERC20 compatible digital wallet. This allows our users to store and transact with any Ethereum based cryptocurrency.

While our focus is on SPS tokens, the SuchApp digital wallet will also be extended into the future to handle other cryptocurrencies like BitCoin, etc.

Exchange money, make bill payments with ease from the comfort of your home or lodging

From smartphone to electricity and water bills, all your bill payments can be made digitally from the comfort of your home or in any location, when you are free. You do not have to worry about running around to pay bills or to recharge.

Do bookings easily through the Digital Wallet

Movie, train, hotel, flight, bus bookings, etc., can be done easily through the Digital Wallet. You do not have to go to a travel agent or surf through websites to do certain bookings. It can be done easily and smoothly with the all-purpose instant communication app, SuchApp, within minutes. Also, if you are traveling, finding and booking a hotel, B&B, etc., (within a particular vicinity or in a wider geographical radius) becomes extremely easy.

Go shopping with the Digital Wallet

You can stock up and shop for anything, from your daily needs to smartphones and clothing, through the digital wallet. You do not have to feel lost if you are in a new or unknown neighborhood. With SuchApp, you can order and shop at any location that accepts SPS wherever you are. The digital wallet shopping feature comes in handy not only when you are at home but also when you are traveling. With the RADAR feature, you can easily search through the department stores, etc., in a particular vicinity and order what you require based on your needs. You can also connect with your SuchApp groups and ask for advice on reliable stores, good deals and so on.

Exchange money with individuals and groups through the Digital Wallet

From paying rent to paying donations to an interest group such as a social or environmental group, you can exchange money securely and easily with the help of the digital wallet feature. Since the Digital Wallet is integrated into what is predominantly a social media app, paying individuals and groups also becomes easier and hassle-free.

Tracking of your payments and bills is quick and simple

With our digital wallet, you can easily budget and track your payments and bills through the passbook feature. You do not have to go through the time-consuming job of collecting bills, noting down each transaction with dates and other details. You also do not have to do rough estimates of certain transaction details. Our wallet saves you from recording all the info in your PC. because all the pertinent information is saved in the digital wallet for you to look up and check. If something

goes wrong, you can address the complaint in a hassle-free manner without having to hunt for bills, etc. You can access the information anywhere, on any device.

SPS DIGITAL CURRENCY

Transforming how we handle money

All transactions that occur within SuchApp are handled in our own digital currency called SPS. This ERC20 compliant token serves as the basis for the entire financial ecosphere included in the app.

Not only can users purchase products and services from businesses that create groups within SuchApp, but the token serves as the basis for all of the individual loyalty apps that group administrators implement.

This is especially powerful.

For example, imagine that you run a local restaurant. Perhaps you decide to create a group especially for your most loyal customers and give them a bonus every time they come in and eat at your restaurant. This bonus would be stored as SP coins within their digital wallet. Later, after they've accrued enough SPS they could exchange them for a free meal.

However, the system gets even better! Next imagine that close by there is a retail store that sells children's toys that also has a SuchApp group and has set up a similar loyalty scheme. In this case, your customers could use SPS that you've awarded them to buy a gift for their kid's birthday! All of this happens thanks to the power of the blockchain ecosystem fully integrated into SuchApp.



EXCLUSIVE DEBIT/GIFT CARD

Carry an Exclusive SuchApp Debit/Gift Card for handling your digital currency



SuchApp is offering an exclusive debit/gift card for handling your SPS. Handling the special digital currency requires a special card in most markets where digital currency is not that widespread. We make it easy for you to start using digital currency. You can use the SuchApp debit/gift card alongside your ATM card for the exclusive handling of our digital currency.

Be in control of your assets and digital currency with the exclusive SuchApp debit/gift card

SuchApp's special debit/gift card helps you easily stay in control of your digital currency assets. It helps you track all your business deals and transactions anywhere. You are in control and will feel more secure than you would with a bank card, especially when you have to deal with more expensive assets.

How does the SPS debit/gift card available through SuchApp work?

All you need to do is to do top-ups on your SuchApp debit/gift card through your bank card. It will automatically get converted into digital SPS currency. You can then buy, sell or own assets with ease wherever you are or happen to go. Unlike a credit card, you can be in control, set limits and track digital currency spending, especially since you need to be extra careful with large assets.

Immediate freezing option if your card gets lost, misplaced or stolen

You can go to SuchApp and simply tap freeze immediately if your card gets lost, misplaced or stolen. At SuchApp, we understand that losing your card can be extremely upsetting. We make it easy for you to immediately freeze your account if something like this happens (hopefully, it will not).

All your assets can be managed in one place smoothly

The card helps you to manage all your assets in one place and track all your business deals. You can switch between dominant currencies like dollars, pounds, euros and much more and do currency conversions with a simple swipe.

We make safety the number one priority with this Exclusive SuchApp Asset-Managing Card

The card and app are extremely safe. Like all banking cards, we follow all security protocols. You can key in a confidential passphrase, which is also easier to remember. You can handle your assets easily on any device. The digital wallet for the exclusive SuchApp asset-managing card is triple-audited for extra security.

Gift and pay at any international locale with digital currency stored in your Debit/Gift Card

With the special SuchApp debit/gift card, you can easily give gifts while traveling and visiting friends and family worldwide. Also, you can make payments in an instant in any country with digital currency stored in your debit card. You do not have to worry about foreign exchange and currency conversions while traveling. With the card, you can easily switch between dominant currencies like dollars, pounds, euros and much more. You will feel much more secure and travel lighter. You will be able to handle any challenging or unforeseeable financial eventuality overseas with ease. You will also save much more time before you travel and also when you land with the help of digital currency saved right in your card.

LIVE FILTERS IN 4K

Enjoy every Selfie and Photographic Moment with Stunning Live Filters in 4K Resolution

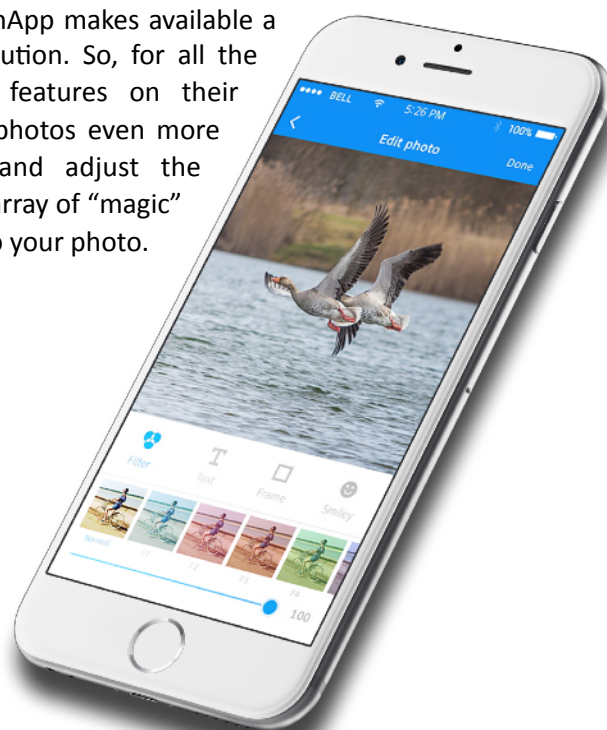
The Selfie is one of the latest phenomena to hit the world of photography. Whether you are bringing your friends and family into focus through a Selfie or “clicking away” on your smartphone, live filters in 4K resolution will save the awesome moments for years to come with crystal-clear clarity.

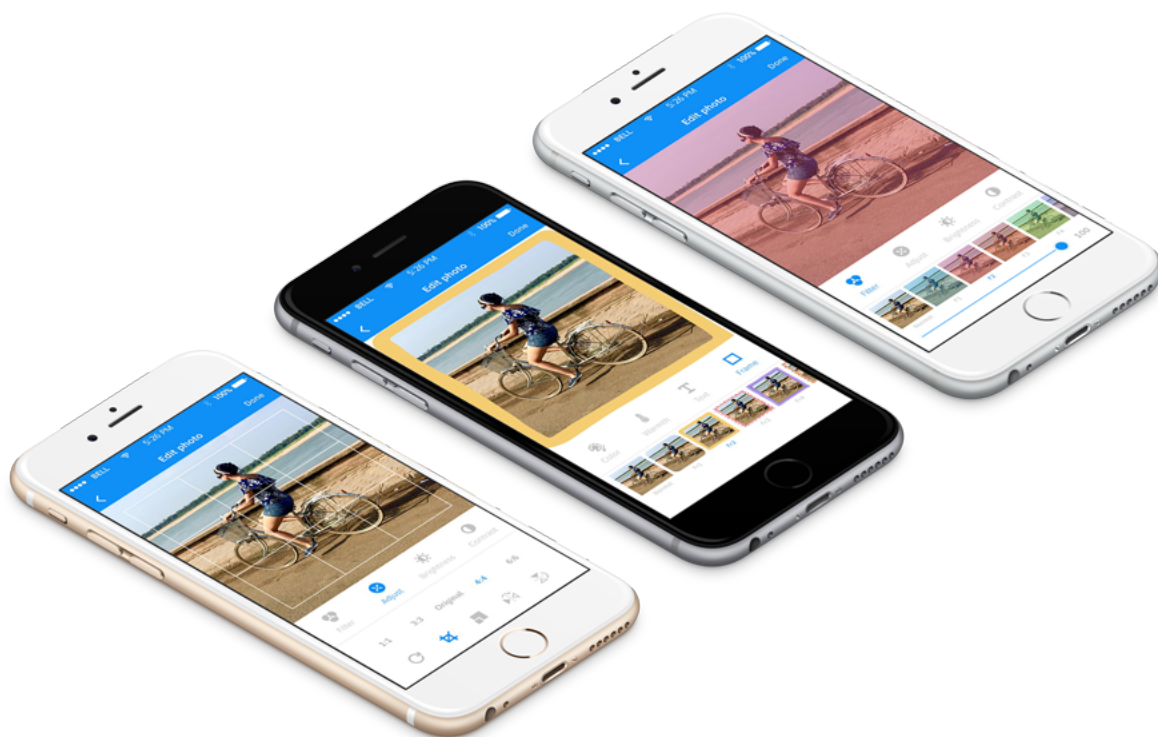
Enhance your smartphone photographs with 4K for High Definition and Click like a Pro

4K is the latest development in video technology. You do not have to carry around a professional camera for looking back on life’s memorable moments. Live filters in 4K resolution offers 4 times the resolution of full high definition (full HD). In pixels, 4K resolution refers to a horizontal resolution of 4000 pixels. Full HD in itself offers enhanced clarity. So, with 4K, photography enthusiasts can take their passion to greater heights. Moreover, even amateurs can perform “magic” at the touch of a screen. People do not have to spend hours trying to take a satisfactory photo. With SuchApp it’s easy, hassle-free and fun.

“Magic” Live Filters in Selfie, Portrait, Landscape, Sports, Close-Up and Night Modes

In all the modes, from Selfie to Night Modes, SuchApp makes available a whole new set of “magic” live filters in 4K resolution. So, for all the people who like to fiddle with the camera features on their smartphone, this new addition will make taking photos even more exciting. You can adjust for color, contrast and adjust the background and do much more with an increased array of “magic” live filters to choose from to add that extra flavor to your photo.





Do Live Broadcasts in 4K Resolution and Reach Your Audience in Very High Definition

Live Video broadcasts in 4K resolution will ensure that sharing all of your moments to groups and individuals is at maximum resolution. The live filters in 4K resolution enable you to record any moment from a school basketball match to a protest march with greater clarity. All the details of what is going on including what is happening in the background, the landscape contours and much more will be well defined with 4K. You do not have to stare or squint at the video to notice the deep essence of what is being broadcast.

Share all Wonderful SuchApp Group Moments in Group Flow Screens in 4K Resolution

SuchApp is mainly an instant and social messaging app with RADAR and groups brought into focus. You can send 4K resolution photos and videos through the group flow screens. Likewise, others can share their wonderful moments with you in 4K, even if you know you cannot attend a program in person.

Live filters in 4K resolution for photographing and broadcasting fast-moving action

Live filters in 4K resolution enable people to click fast-moving action, be it during a sporting event or wildlife photography and much more. If you take the case of wildlife photography or videography, the most difficult part is when you need to photograph or broadcast fast-moving wildlife. From birds suddenly diving in to catch fish to a fox hurriedly sprinting away, with SuchApp's live filters in 4K resolution, you can enthrall your audience with awesome footage.

Enjoy Video Chats with Live Filters in 4K resolution

Video chats will be greatly enhanced with live filters in 4K resolution. You will be able to see your loved ones, staying far away, and all that is going on at the background with incredible clarity with the 4K resolution feature.

4K VIDEO EDITING

Learn the art of Video Editing with 4K Resolution in H265 Technology

The latest advance in video editing is 4K resolution using H265 technology. It enables people to do video editing for conferences, etc., with great clarity and ease.

What is H265 Technology?

H265 technology is a technical term for high-efficiency video-coding technology. It is the technology behind 4K resolution for enhanced high definition photos and videos. It is also slowly but steadily being used in video editing also. The predecessor of high-efficiency video-coding technology or H265 technology is advanced video coding technology or H264 technology. So, it is an upgraded version of the same technology. It allows for enhanced compression without compromising on quality.

Create impressive corporate presentations, do video editing through 4K-H265 technology

Any corporate presentation needs to be carefully crafted and requires numerous edits. Impressive and comprehensive corporate presentations can be made through the powerful and dynamic medium of video. These require repeated edits until the finale is ready. From pointing out and explaining graphs and other data to a technical presentation of a product, any corporate video presentation can be enhanced with 4K resolution in H265 technology.

Release Soul-Stirring Video Presentations for Social and Environmental Causes with Enhanced Editing

Documentaries and other such video presentations also require meticulous editing. Through SuchApp, you can widen your circle of like-minded people who really care. If you think of the Arab Spring, it all started through the power of social media through repeated heart-rending posts and brave appeals on Facebook, etc. Tunisian liberation and peace groups were awarded a Noble Peace Prize, and Tunisia is in the throes of a fledgling liberation movement. Dictatorships are being overthrown, but what situation will come next?

You can make a documentary or video presentation that helps bring together millions of people who have been manipulated, silenced or intimidated for too long. This requires keeping your eyes, ears and heart open and passionately editing, updating and coming up with a heart-stirring documentary or presentation. With 4K resolution through H265 technology as a tool, you can be an integral part of the hope and resilience that is part of our human existence.

Make adjustments to your video smoothly with 4K resolution in H265 technology

You can make adjustments to your video and do video edits with ease by re-sizing, cropping and editing according to recent updates and requirements. You can do playbacks with ease due to 4K resolution in H265 technology. Higher definition gives that extra advantage to playback and pause and do video editing in a hassle-free manner. Your graphs, images and other details will show up clearly in your presentation for you to do explanations in a calm and effective manner.

Check all the movie transitions and video edit in an organized manner

The movie transitions will be displayed in a page-like sequence. After finishing the first draft of your video presentation, you can do a step-wise editing of it. Also, you do not have to go hunting for a particular point in a presentation. You can just check the screens for the required movie transition phase, tap on it and do the required edits or updates. The 4K resolution in H265 technology allows for all the transitions of the video to play in a greatly enhanced high definition format.

SUCHAPP USER ACQUISITION STRATEGY

In order to reach the full potential of the network, a sufficient user base needs to be established.

We understand that the future of the platform relies on attracting and maintaining an engaged and ever-growing audience of users, which motivated us to create an incentive program for new and contributing users according to the following guidelines:

1. A multi-level, viral referral system- Not only will new users receive SP Tokens when their friends sign up through their personal referral URLs, but they will also receive an additional bonus for the friends their friends bring in! During the first year following our official launch, we will dedicate monthly pools of SP tokens that will be awarded proportionally to all SP users based on the number of new users they have brought into the app.

2. A gamified community participants award program- We will award tokens to users that enhance the reach of the platform, according to predetermined goals. Build a following - get tokens, offer services or products that increase user interaction - get tokens, forward an offering to a friend - get tokens, build new communities - get tokens, and much much more. All of these programs will be presented in a gamified system of earning points for participation and contribution to the network, that will amount to token awards for advancing in the rating and reaching new levels, thus creating an interaction with the users that is both fun and rewarding.

In addition, the SuchApp business development team has already prepared detailed user acquisition strategies, including initiating serious deliberations with two international social networks. Each of these candidates has over a hundred million active monthly users and both are interested in merging their user bases into the SuchApp community.

These will grant the network its first two major user boosts, in addition to enabling rapid adoption of the tokens which will be widely accepted in businesses around the globe.

SuchApp has reserved 540,000,000 tokens for this program!



SUCHAPP BLOCKCHAIN SMARTPHONE



SuchApp will be releasing its own branded Android smartphone with custom functionality for administrators of SuchApp groups. **This smartphone will be sent free of charge to the administrator of any groups with over 1000 members.**

This smartphone is a standard android smartphone that is delivered with a customized software application that will not be available on any app store.

Together with the digital wallet included in SuchApp, this new app allows the group administrator to leverage all of the business insight garnered from the activity within his or her group. It provides in-depth statistics and facilitates the day to day management of their specific loyalty program.

State-of-the-art Secure Mobile Phone for Group Admins with 1000+ Members

This highly secure mobile phone that includes our custom software will be offered to each group administrator who crosses 1000+ members. Whether you create a RADAR, Secure, Open or Private Group, we understand your passion. Group administrators can hugely benefit from the SuchApp phone as it is specifically designed to support crypto wallets and secure exchanges.

What is blockchain technology? How is it 100% secure, wallet secure?

SuchApp is not only a social and messaging app but an excellent application to promote your business. While promoting your business, you will have to ensure all your digital finances and transactions are safe and secure. Blockchain technology was developed by an anonymous team who designed bitcoin. This technology was subsequently used in the release of one of the earliest digital currency forms, bitcoin, in 2009. Unlike in banks, in blockchain technology, there is no central repository/central admin for keeping your finances safe. It is decentralized and utilizes cryptography for enhanced database programming and security of confidential information. This way your wallet, finances and assets will be extra secure.

A Great Way to Manage Corporate Customers

Businesses usually have concurrent offers running during different seasons. These offers often are complex including discounts, vouchers, gift cards for exclusive customers or first-time shoppers, etc.

Businesses also often run campaigns only for certain products and services. These are also bound by a time period which makes it even more complex to successfully manage, read analytics, statistically analyze the success and make profitable decisions. Using the powerful combination of SuchApp Loyalty Management Application and SuchApp Phone, you can read and analyze statistics, make secure transactions, effectively manage revenues at the touch of a few buttons. Every loyalty program can be efficiently and accurately managed and analyzed. Historical data can be retrieved to compare year-on-year or month-on-month data.

Based on in-depth analysis using our Loyalty Program App, you can then plan and execute your next campaign successfully. No other Mobile Application has come close to what SuchApp can offer in terms of marketing or online trading. Topping all these benefits lies the highly secure blockchain database, so all your transactions, trades and purchases are safe and undisclosed.

Secure and Anonymous Credit Card/Debit Card/Digital Wallet Payments

Since SuchApp Phones work on a shared populated database, each transaction is confirmed and encrypted in a decentralized environment. This is a great digital alternative to the regular banking process which is usually time-consuming, expensive, bureaucratic and expensive. With our special SuchApp Credit Card, Digital Wallet and SP Coins, every transaction can be made inside the world of SuchApp. This truly makes SuchApp self-sufficient, highly secure, confidential, fast and super-efficient yet super-simple business application to run and maintain.

TECHNICAL PAPER

Introduction

The following describes the architecture and future implementation to be used on the blockchain layer for the SuchApp project. It describes the technicalities of the highly secure decentralized blockchain database programming for the use of digital currency in SuchApp.

Protocol

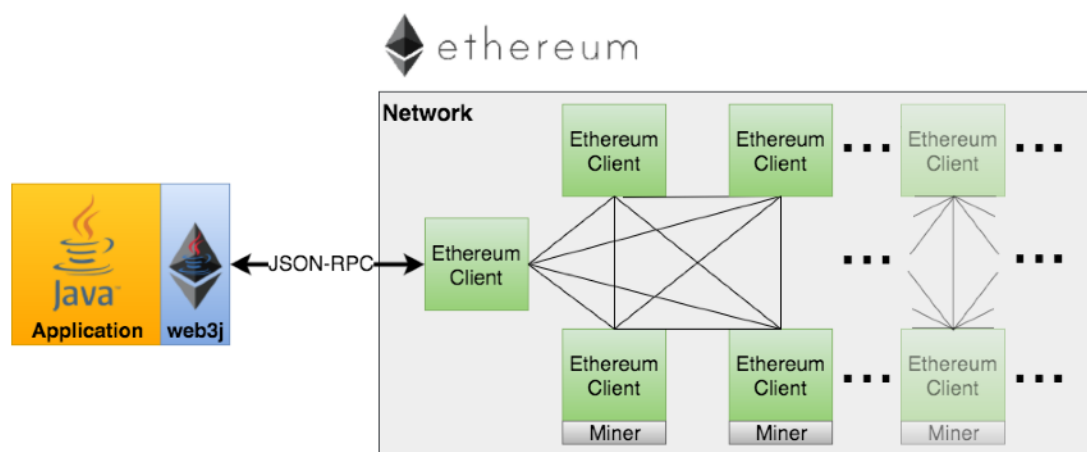
We will be using a lightweight node implementation to be run on mobile devices and embedded into SuchApp. A lightweight node also known as Simple Payment Verification (SPV) node does not download the entire blockchain locally to perform transaction validations. It downloads only the headers of the blocks. This avoids having to download the entire blockchain which would take too much time and consume too much space on a mobile device. Also, all SuchApp digital currency and digital wallet users will be assigned private keys which are large integers. The private key is a security key which is known only to a particular user and is used during transactions. Through an algorithm, a public key (another large integer) is derived from the private key of the user which reflects the address of the user. Users can send cryptocurrencies to the address of the user in this manner and vice versa and do transactions through the private/public key algorithms securely.

For validation, blockchain layer of the SuchApp app on the device will connect to a random full node. It will request all transactions from the blockchain that are derived by the set of private/public keys stored in the wallet.

The initial sync of the blockchain will take some minutes, but once it is done, we will be able to detect transactions involving that wallet in seconds.

The Blockchain Event Manager class of the application will notify when we are in sync (or out of sync) with the blockchain.

The Java implementation of the SPV node will create contracts and transactions under the ERC20 protocol by adhering to Web3j standards.



The blockchain layer will hold the private keys secured in the wallet and interact with the blockchain, submitting smart contracts and reacting to triggered events.

SP Coin Issuance

SuchApp Coin (symbol: SPS) will be issued with the following characteristics:

Amount	2,500,000,000
Issuance Type	Full - single time
Coinbase frequency	0
Funds destination	SuchApp Admin

SPS (SuchApp Token) coin will be issued on Ethereum blockchain by creating a smart contract to issue the tokens.

Full amount of tokens will be delivered to SuchApp admin address upon creation.

The SP issuance smart contract will allow exchange operations to acquire SPS by any interested party.

SP Coin Wallet

The embedded SP Coin digital wallet will be a vault of private keys. It will consist of a password-protected file on the mobile device that will expose the private keys only when a transaction needs signing (to be safely broadcasted through algorithms to public keys).

Upon creation, when a new user for the first time executes SuchApp, the wallet will generate a set of private/public keys maintained and encrypted inside the local file. When needed and when those first time generated keys are used and exhausted, a background process will take care of generating a new set of keys for future usage. The wallet will take care of generating new crypto-addresses and maintain transaction histories of user-owned transactions.

Security

Password protection

Wallet file storing the private keys will be secured by the password defined by the user. We will allow changing of passwords as many times as needed. The user will need to provide the password each time a signature is needed. User-generated transactions like sending coins to someone else requires signing the transaction and using the private key. So, before sending the money, password will be requested in order to access private key vault. This will prevent a stolen device from emptying the owner's wallet.

Wallet Backup

We will enable the user to perform a backup of the wallet (for stolen, lost cases, etc.) by exporting the wallet file to an SD card or even send it over a chat to someone else. Backup (as the wallet itself) is password protected and only usable upon entering the correct password.

The backup of the wallet will contain the seed of all keys generated, meaning that it will allow the creation and incorporation of all transactions ever executed in the blockchain of the original wallet. In case of a stolen or lost device, the user will be able to recover the wallet with all transactions and funds by restoring from backup and providing original password.

Gift Cards

The physical gift cards will be mapped to an SP address with SP funds already assigned to that address. In order to assign SPs to the card, SuchApp blockchain admin would generate a transaction to change balance for the gift card address.

The gift card in addition will include the private key data in order to redeem those SPs assigned to the address.

The Gift Card holder will be able to register gift card on his/her own wallet by reading the QR code printed on the card. This event will trigger the blockchain layer to search for available funds of the gift card in the blockchain and update wallet's balance accordingly.

Shops or businesses accepting SuchApp gift cards will be able to swipe and read assigned private keys of the Gift card. The validated balance will still be assigned to the address of the card. The available balance will be displayed. Depending on the available balance, they will continue with the trading operation and generate a new transaction to deduct the purchase value of the service being offered, in exchange of the denomination in the gift card. Once card funds are exhausted, the same card can reset the cycle, and more funds can be granted again by blockchain admin.

Gift cards and transactions "Gas" Payment

Every smart contract transaction requires "gas" for a miner to process it and include in the block. This is the miner "gas" fee and requires ETH (ethereum coins) in the user's wallet.

For example, a user receives a gift card with SPs that are included into his wallet as new fund. In order to transfer those SPs to another user over the blockchain, he may need to pay the fee for a miner to process this transaction.

We want to help SuchApp users from not having to spend real money to acquire ETH. In order to do that, they will be able to call SP smart contract to exchange SPs for real goods; and the gift card will be used in the following way:

- Business Owner, upon swiping and validating funds are available for the gift card, will be able to generate a smart contract call to deduct funds from the gift card. Business owner will be paying for the transaction (smart contract call) and must have ETH positive balance.
- Card holder app will respond to the new event triggered by the new gift card transaction generated by the business owner, verify the transaction affecting the address of the gift card previously registered, and update balance in the wallet.

In this way, the gift card holder does not need to spend money on getting ETH to be able to generate a smart contract call to update balance, and it is the business owner's responsibility to pay the fee of this transaction.

Card holder balance is updated from the blockchain itself and not from generating new transactions when funds on the card are used.

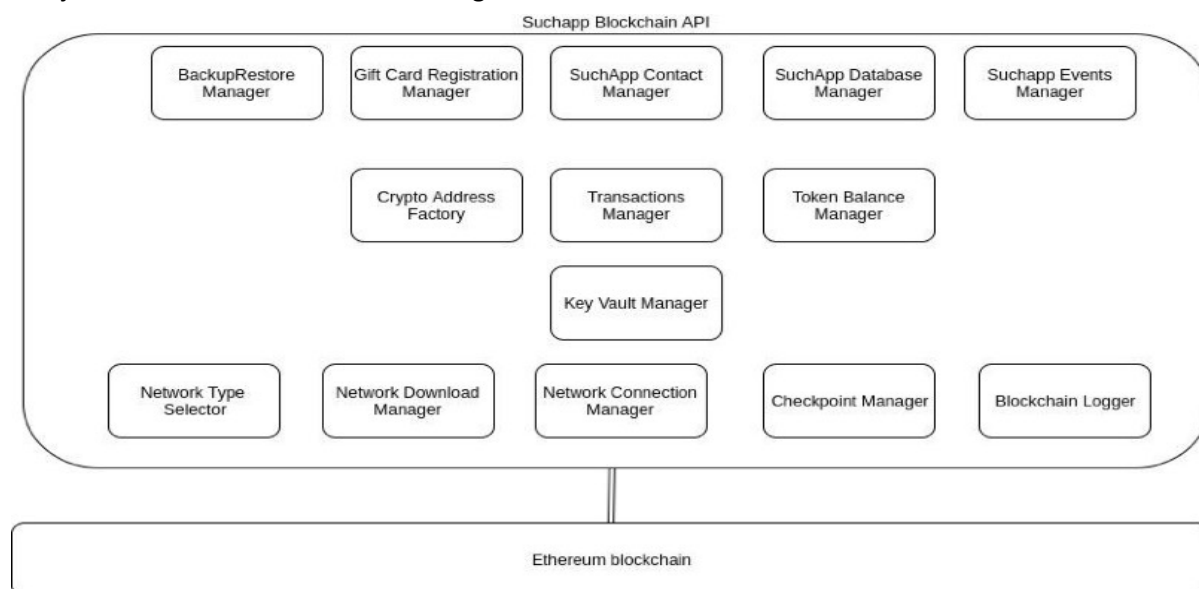
Transactions between users

Transactions between users, like sending SPs gained by registering a Gift Card, will not be enabled for transfer to another contact, unless the user owns ETH to be able to pay the miner fee.

In this case, the wallet is loaded with ETH; then, the user will be able to transfer his SPs to another contact.

API Architecture

The java API will consist of the following modules:



Backup Restore manager: Responsible for generating backups of the existing wallet or creating a new wallet from an existing backup.

Gift card registration manager: Responsible for reading Gift card QR code and sending information to lower layers.

SuchApp Contact Manager: Responsible for getting contacts information from application.

SuchApp Database Manager: Module will generate connection to database and translate all db related queries.

SuchApp Events Manager: Responsible for securely making public, from the app, all-related events on the blockchain.

Crypto-Address factory: Responsible for using vault public keys to generate address and track contact information

Transaction Manager: Responsible for making public crypto-transactions related to wallet keys.

Token Balance manager: Responsible for safe conversion to public all available balances people might have in their wallets, SPs and ETH.

Key Vault Manager: Holds the private key and is unlocked by user password only.

Network Type Selector: Switcher between testnet and mainnet networks.

Network Download Manager: Responsible for downloading block headers from blockchain to detect incoming transactions.

Network Connection Manager: Responsible for finding full nodes and connecting them.

Checkpoint Manager: Handler of blockchain checkpoints to reduce download time.

Blockchain Logger: Standard output logger of blockchain actions.

Application Tech data

iOS Application Development

Language: Swift 3.0 / Objective C

Front End: Xcode 8.2.1

Back End: SQLITE 3.0 / Core Data

Android Application Development

Language: Java

Front End: Android Studio 2.3.1

Back End: SQLITE 3.0 / GSON

Server Backend Development

Language: PHP

Back End: Mongo DB / MySQL (This will be for Activities, Settings etc..)

Chat Protocols

XMPP Protocol

Chat Server: Ejabberd

Database: MongoDB / Mnesia

Audio / Video: WebRTC Library for iOS and Android.

TOKEN UTILIZATION WITHIN SUCHAPP

Token utilization within SuchApp is one of its key features.

We promote open and transparent dialogue with our contributors and followers. So, we have been using William Mougayar’s approach to clearly define the value and benefits of the SP coins for our supporters. The framework provides 3 tenets for the token utility: Role – Features – Purpose.

A Guide to Crypto Tokens Usage and Value

ROLE	PURPOSE	FEATURES
RIGHT	→ Bootstrapping engagement	Product usage Governance Contribution Voting Product Access Ownership
VALUE EXCHANGE	→ Economy creation	Work rewards Buying Spending Selling something Active/Passive work Creating a product
TOLL	→ Skin in the game	Running smart contracts Security deposit Usage fees
FUNCTION	→ Enriching user experience	Joining a network Connecting with users Incentive for usage
CURRENCY	→ Frictionless transactions	Payment unit Transaction unit
EARNINGS	→ Distributing benefits	Profit sharing Benefits sharing Inflation benefits

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APPLICATION OF THE MOUGAYAR’S TOKEN FRAMEWORK IN SUCHAPP MESSENGER

THE RIGHTS

The holders of SP coins would have certain rights based on several factors:

ICO Value contributor’s rights

All our original supporters who acquired more than 200,000 SP Coins during Pre-ICO and ICO get the right:

- To own and become original users of the special ICO-edition of SuchApp blockchain smartphone with the first versions of SuchApp App downloaded and ready to use when SuchApp is launched.
- To claim the Golden Status of Group Administrator features in the SuchApp app for the period of 3 years after the launch of the product

SP coin Value Holders rights

In the post-ICO period, the value holders of the SP Coins in excess of 250,000 SPS who would like to become active members of the SuchApp community have the rights:

1. To claim the Silver Status of Group Administrator features in the SuchApp app*
2. To use selected paid SuchApp app services for free*

Notes:

*- to qualify for this right, the holder of SP Coins must keep in excess of 250,000 SP coins in SuchApp's Reserve Wallet. This right would be ceased when the SP Coins are withdrawn from the Reserve Wallet by the owner.

In addition the holder will receive 2 months of benefits stated in sections 1 and 2 for free AFTER the SP Coins are withdrawn from the SuchApp's Reserve Wallet.

VALUE EXCHANGE

SP Coin will be the fundamental measure of value for all products and services sold within SuchApp.

User Case 1:

John is a writer. He writes articles for magazines. He is a member of the fan group of Portland Trail Blazers NBA basketball team in SuchApp which has 23123 members in it. He also loves music and would like to learn to play the piano. John has a SuchApp wallet with 1000 SPS on it. Here are some of the options that he can use them with:

1. He can buy a Shout message from the SuchApp's Ad Service that targets particular areas for 100 SPS advertising his services.
2. He can search the shouts database and acquire the contact details for the Piano teaching services that are offered in his area for 10 SPS.
3. He can also buy a Shout message from the Trail Blazers's Group Administrator for 50 SPS to either sell his service or buy the one he requires.

User Case 2

Marina sells hand-made dolls and has a small catalogue of her products with a shopping cart on her SuchApp profile page. She can advertise her products in the same way as John above. When somebody likes her blond doll worth 1000 SPS, this customer can pay for it via a SuchApp Debit or Gift card using the simple Smart Contract built-into the Checkout algorithm within SuchApp's Shopping Cart feature.

TOLL

The toll feature in SuchApp is used in the following ways:

- Access fee for the closed/VIP Groups
- Access fee for certain resources and information within SuchApp
- Monthly Membership fees for Group Administrators
- Monthly Exposure fees for the Service providers in RADAR service.

There are more features to come.

FUNCTION

Some of the features within SuchApp will require payment for accessing some services or content, connecting to the users and providing the incentives.

User Case 1

Fred was searching SuchApp's RADAR service and the map showed several girls within 3 miles from his house, one was looking totally his type. Since Emma (the girl he liked) was not part of his circle, he has an option to pay 35 SPS in order to send her a private message and introduce himself.

User Case 2

Zhang Wei (张伟) is hungry and would like to order some takeaway (带走). He searches his RADAR and finds Lao Sze Chuan restaurant few blocks away. Connecting and making an order would not cost anything to Zhang Wei, but the restaurant would pay SuchApp 40 SPS fixed commission for the placed order through SuchApp.

User Case 3

Every Group Administrator who reaches 1000 subscription target will receive a reward of 1000 SPS and SuchApp's blockchain Smartphone for free.

THE CURRENCY

SPS token shall be openly used for internal payments for products and services in SuchApp. It would also be one of the currencies that our Debit and Gift Cards can be denominating in.

We realize the importance of the liquidity, volatility and value issues surrounding any currency (fiat or crypto) in circulation and SP Coin is not the exception here. Saying that, we are taking measures to mitigate these issues:

1. We have reached preliminary agreement for SPS token listing on 2 major exchanges from the top-20 list.
2. We are to introduce the SuchApp's Reserve Wallet system for the variety of services that would cut the supply of SP Coins to the open market for the short-term speculative gains.
3. We are planning to use up to 5% of the funds raised during the ICO crowd sale to support the Market Maker trading strategies on the exchanges to fight off the attacks on SP Coin by the speculators.

EARNINGS

SuchApp's SPS token is not a security, and nothing in this document should be construed as an offering of a security interest. SP Coin (SPS Token) is a utility token that would be utilized within SuchApp's messaging app in the best possible manner to make SuchApp's popularity among users grow and drive the value of SPS tokens up as well.

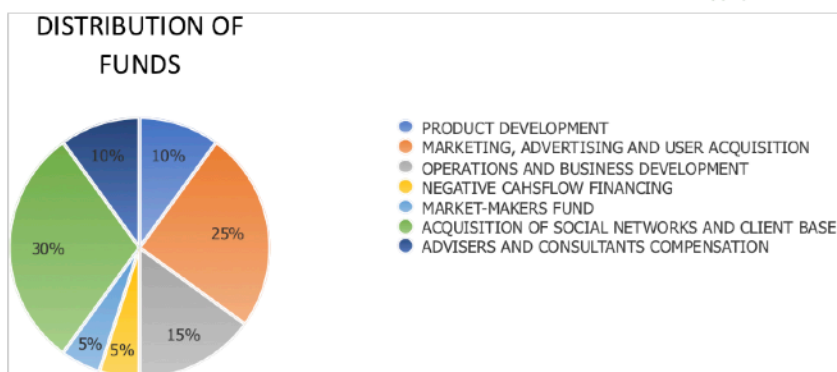
It is in our plans to become one of the top Messengers (by active user numbers) in the world within 5 years of operations.

DISTRIBUTION OF FUNDS AND TOKENS

TOTAL SUPPLY OF SPS TOKENS 2,500,000,000

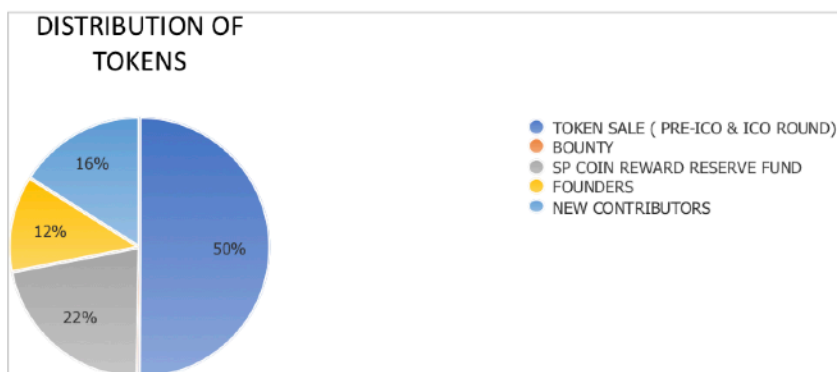
DISTRIBUTION OF FUNDS

TARGET AMOUNT OF SPS TOKENS FOR SALE:	1,250,000,000
PRODUCT DEVELOPMENT	10%
MARKETING, ADVERTISING AND USER ACQUISITION	25%
OPERATIONS AND BUSINESS DEVELOPMENT	15%
NEGATIVE CAHSFLOW FINANCING	5%
MARKET-MAKERS FUND	5%
ACQUISITION OF SOCIAL NETWORKS AND CLIENT BASE	30%
ADVISERS AND CONSULTANTS COMPENSATION	10%
	100%



DISTRIBUTION OF TOKENS

TARGET AMOUNT OF SPS TOKENS FOR DISTRIBUTION:	2,500,000,000
TOKEN SALE (PRE-ICO & ICO ROUND)	50%
BOUNTY	0.20%
SP COIN REWARD RESERVE FUND	21.60%
FOUNDERS	12.00%
NEW CONTRIBUTORS	16.00%
	100%



ROADMAP

Our history dates back from 2011 when the parent company was formed. Since that time, the business has evolved into a driving technology company that is ready to traverse the world with a breakthrough product that we all are passionate about – SuchApp.



TEAM

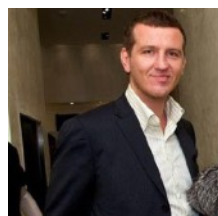
The SuchApp team consists of 26 engineers, marketing specialists and legal and financial experts, along with an advisory board of world-class talent in the field of blockchain, finance and media.

Executive Team:



Mr. Ronny Shany, Co-Founder & CEO

Ronny is a senior executive with over 16 years of experience in the field of Media & Entertainment. He is also the co-owner of Footprint Technology Ventures and invests in cryptocurrencies and blockchain technology. He also owns and operates Fintech and Media Spheres software and IT companies.



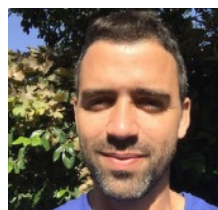
Mr. Vladimir Dobrov, Project Manager and Chief Crypto-Officer

Vladimir is an experienced ICO advisor and blockchain entrepreneur with a top level corporate financial background of 15 years and has worked for multinationals across the globe. He also holds two degrees in Economics and Finance and is a retired chartered accountant of the Institute of Chartered Accountants, Australia and New Zealand.



Mr. Justin Borrelo, Head of Business Development

Justin is the Head of Business Development with a vast working experience in the entertainment and blockchain industry. He is skilled in digital strategy, mobile content, consumer electronics, television, and web video. He also possesses strong business development skills and holds an MBA in Business Administration.



Mr. Jo Nakav, Chief Technology Officer

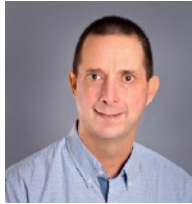
Jo leads the blockchain, debit card and mobile development teams. He holds 12 years of experience in system design and software architecture. Jo built up a team of award-winning engineers and is an accomplished full-stack developer with deep knowledge in Java, iOS, Android platforms. He is also an avid Blockchain enthusiast.

Jo is responsible for overseeing the activity of all four of the SuchApp development teams.



Mr. Idan Lakritz, Chief Financial Officer

Blockchain and Crypto specialist with a vast financial background that includes taxes, audit, and analysis, while working for top-tier firms PwC and E&Y. Involved with crypto assets since 2013, he initially started mining coins, and today advises several companies around the world.



Mr. Dennis Lewis, PR & Marketing Director

Dennis is a seasoned digital storyteller and ICO marketing specialist with a proven track record in both Europe and the United States. He has successfully lead to market and exited multiple startup companies, and prides himself on his ability to make complex projects easy to understand and relatable.

In a marketing landscape increasingly obsessed with shiny objects and overly complicated sales funnels, Dennis still believes that the key to any successful marketing campaign are the words on the page.



Mr. Rafael Deramas, Marketing Manager

Rafael is a digital marketing executive with more than 10 years of experience, and has successfully built marketing campaigns for more than 20 start-ups in the blockchain field.

Advisors:



Mr. Remigio Bongulielmi, Contributing member of Crypto Valley Association

Remigio is a manager at KPMG, contributing member of Crypto Valley Association, worked as an operational excellent expert at Nielsen for many years and is passionate about helping companies grow into digital, leaner, and more agile organizations through blockchain-led transformation, and dedicated to advising startups on ICO strategy and Tokenomics.



Mr. Hans (Namkyu) Choi, CEO of Openchain

Hans is the CEO of Openchain as well as co-founder of Korean Blockchain development community with various IT experts from many fields like financial systems, AI, big data, processing design and Fintech.

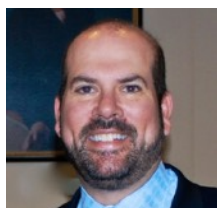
He is also co-organizer of the largest Blockchain event with ISSAC-KAIST and Korean blockchain community. He has been a software developer for more than 20 years and focused on fintech field for 10 years. He has participated in various huge financial projects, ordered by major banks, insurance, stock and fintech firms, as a Business analyst.



Ms. Deniz Erkut, CFA Fintech & Blockchain Expert

After 25 years in financial services, working at senior executive level with market leaders including JP Morgan, State Street, Brown Brothers Harriman and PwC, covering clients, operations and projects in Europe, Asia, the GCC and the USA, Deniz established her Swiss consultancy practice.

Deniz focuses on supporting Fintech businesses with their ICO, Blockchain and exchange projects and on driving impact investing, in addition to supporting investment funds with their regulatory compliance, risk management, strategic project and business analysis needs.



Mr. James Haft, Entrepreneur and Merchant Banker

James has a broad experience in all aspects of forming, managing, advising, fund raising, and business development for entrepreneur-powered businesses, including, business strategy and M&A. He is also the co-founder of PALcapital, PALgenesis Fund, NXTPLabs, ClimateCoin, FairPay (FairCoin), Condo.com, Houses.com, and StartupHub.nyc.



Mr. Jason Hung, MBAT Bank co-founder and Entrepreneur

Jason is an entrepreneur and inventor in mobile technology, blockchain ecosystem, digital marketing, AI and ERP related business. He is the co-founder or advisor of Treascovery, Chidopi, MBAT bank, GoldPower, MiroBTC and BeeSocials. He has more than 20 years proven track record on managing RD, IT, sales, consulting service with 9 technology related patents which using at more than 2000 Apps. He was also formal PeopleSoft and JDE solution head in Greater China. He is also a blockchain expert of ICOBench and International Blockchain Consulting Announcement Group. He recently served at famous movie production company and online education company as CTO.



Mr. Eric Klein, CEO of High TV 3D

Eric is the CEO of High TV 3D, High 4K and NKOR, as well as co-owner of Footprint Technology Ventures, a company that invests in crypto-currency blockchain as well as owns and operates software and IT companies in Fintech and media spheres.



Mr. Desmond Marshall, Founder of Rouge Ventures

With over 23 years of strategic experience, Desmond Marshall is the founder of Rouge Ventures, an investment and strategic consulting firm in Asia, that serves numerous Fortune 500, governments, traditional and new global companies. They conduct capital raising and advisory on investments, IPO/ICO/Blockchain projects, and other multi-industry businesses, for strategic repackaging and operational enhancements. He serves on a number of ICO advisory boards. Mr Marshall is one of the very first individuals in Asia to be a member of the global Enterprise Ethereum Alliance, joining fellow ranks like Accenture, BP British Petroleum, Credit Suisse, JP Morgan, Microsoft, UBS, and many other Fortune 500 companies.



Dr. Sead Muftic, IT Security Expert

Sead Muftic is working in the area of IT security for more than 40 years. He received his M.Sc. degree (1974) and Ph.D. degree (1976) at The Ohio State University, both in the area of IT security. Sead Muftic has been full professor at The Royal Institute of Technology (Stockholm, Sweden) for 25 years and also visiting professor at the George Washington University (Washington, DC, USA) for several years.

Dr. Muftic is registered as an International Expert for security of blockchain technologies and virtual currencies by the European Commission (Brussels, Belgium). He has been collaborating with the EC for more than 25 years as an expert, consultant, or project manager. Dr. Muftic is the founder and CEO of two IT security companies: SETECS, Inc. and BIX System Corporation.

Dr. Muftic is the author of four U.S. patents, more than 50 research papers, expert reports and three books. He is the member of several Advisory Teams and Boards with companies working in the area of blockchain technologies.



Mr. Dmitry Perman, Investment Banker

Dmitry is an investment banker with over 10 years of experience working for Morgan Stanley, Merrill Lynch and Rothschild in London and Moscow. Holds MBA from Duke.



Mr. Stuart Semark, CEO of Isle of Media

Isle of Media is a joint initiative with the Isle of Man Government. Stuart leads this initiative to create entertainment and start-up environment cluster on the island.



Mr. Ken Tachibana, Advisor of LENDO

Ken, managing principal of Intelligence Capital based in Faro/London, is an ICO producer assisting a number of leading ICO's in various stages of development from seed financing, presales funding, worldwide ICO marketing and post-ICO implementation including completing engineering and development, business development and retained executive search. Has been an advisor to leading ICO's including Pundi X, InsurePal, Flux, thrivelabs and Discoveri Inc.



Mr. Kyle Wang, Senior Consultant at IBM Global Business Services

Kyle Wang is a senior consultant at IBM Global Business Services and the director of business development at the blockchain & DLT advisory firm Chain Agnostics. With a background in financial services, he is an avid investor, writer, and startup addict hoping to draw more people into the blockchain space.

DISCLAIMERS

DISCLAIMER SECTION IS TO BE READ VERY DILIGENTLY. CONSULT YOUR OWN LEGAL OR FINANCIAL ADVISOR BEFORE ENGAGING IN ANY ACTION OR ACTIVITY IN RELATION TO THE SUCHAPP PROJECT.

SuchApp hereby disclaims that neither we and/or any third-party service provider shall be liable for any type of damage or loss, including direct and indirect, that may fall upon you in relation to accuracy and completeness of any information this white paper presents. This disclaimer also includes any other information material produced or published by SuchApp or any other third-party.

VERSIONING

This white paper might be subject to change in several additions up until the token sale. We reserve the right to change information that we deem necessary to reflect current trends or changes that are happening in the markets and as per industry legislation. The last version will be announced and time-stamped as final version leading to the token sale.

NO OFFERS OF SECURITIES, ADVICE OR SOLICITATION

This white paper is intended for informational purposes only and is not considered a prospectus offering any kinds of securities or related products. SP Coins (SPS Tokens) do not represent any security in any jurisdiction. The information presented here is not intended to be solicitation or investment advice of any kind. Any decisions or actions taken based on information presented in this white paper, the SuchApp website or other informational media is done at your own risk and discretion.

NO GUARANTEES

There is no guarantee whatsoever that the value of SuchApp Tokens will rise. SuchApp Tokens are specifically used as utilization token in the whole SuchApp Venture. You accept the risks and uncertainties with engaging in any activities and decisions in relation to the SuchApp Project. No guarantees in terms of token value or future performance are made.

FORWARD-LOOKING STATEMENTS

All information set forth in this white paper, press-releases or any other information media include forward-looking statements regarding the future of the project and milestones regarded to it. Some of these statements may be constructed by, but not limited to, words and phrases such as "will", "possible", "could", "intend", "estimate", "may", "if", "believe", "expect", "project", "plan", "anticipate", or words of similar meaning. Such forward-looking statements are also included in other publicly available SuchApp materials. Information contained in this white paper constitutes forward-looking statements and includes, but is not limited to:

- I. Execution of set milestones and deliverables
- II. Expected timeline on development and delivery of the project
- III. Liquidity and capital (bankroll) requirements

The forward-looking statements involve known and unknown risks and uncertainties. These risks and uncertainties may surface as a consequence of numerous factors present in the cryptocurrency markets and political or regulatory environments. These risks and uncertainties may as such impede the actual performance and progress which would cause SuchApp to differ from expectations set by the forward-looking statements. By acting upon forward-looking information received from the

white paper, SuchApp website and other information media produced or published by SuchApp or any other third-party:

You hereby accept full responsibility in the case of forward-looking statements not being satisfied. However, we will use all diligent efforts to update our users and token holders on such delays or changes in forward-looking statements.

EXCLUSION OF LIABILITY

SuchApp makes no representations, warranties or undertaking in any form whatsoever and hereby disclaims any liability and responsibility to the maximum extent of the law for any statement or informative material, communicated and published. The SuchApp team takes all reasonable steps to ensure the accuracy and integrity of information communicated as well as updating our readers on any changes that might arise in the future.

REPRESENTATIONS AND WARRANTIES FOR YOU

Upon taking action on the basis of information presented in this white paper, the SuchApp website or other information media produced or published by SuchApp, you confirm that:

- a) This white paper, the SuchApp website or any other information media produced or published by SuchApp is not an offering, solicitation or prospectus of any kind.
- b) You agree and acknowledge that SuchApp (SPS) Tokens do not constitute or represent any security in any jurisdiction and that SuchApp (SPS) Tokens are classified as a utility token.
- c) SuchApp is exempted from any direct or indirect liability to the maximum extent of the law.
- d) You are fully aware that you are engaging into a project revolving crypto currency markets and blockchain technology, and you are familiar with workings of this technology as well as upsides and downsides the market can present.
- e) You are fully aware that you are not eligible to purchase any SPS Tokens if you are a citizen or a resident (tax or otherwise) of the United States of America and China.