

AUTOMATED SOLUTION OF MARKETING PROBLEMS.





**Token BANG**, or token, is issued within the Initial Coin Offering, or ICO, by the project Bounty Angels. This token is an internal payment mean for activities of Bounty Hunters and an external payment mean between token holders.

**Token BANG has the attributes of a digital currency, particularly, a cryptocurrency since:**

- it is a mean of payment between the founders of the projects and individuals (Bounty Hunters);
- it can be used as a mean of payment between the individuals and a unit of a value in transactions between the parties for services or goods provided;
- a holder can exchange the token to another digital currency / cryptocurrency or fiat currency.

***Token BANG cannot be defined as a security or another financial instrument falling within its definition. ICO and token circulation is not regulated by government authorities regulating securities such as SEC in the USA, CMNV in Spain, SFA in the UK, MAS in Singapore and others since:***

- token holders are not a part of the project team. They are not able to determine the future of the project, the direction for development, affect team's decisions. They are not considered as team members or members of any entity founded by the team for project development.

- token buy is not an investment in term of financial regulation. The holders do not have any profits from token possession. Token possession does not involve dividend / a part of profit / other financial payments to the holders.

- token holders are not creditors in relation to the project. Token buy during ICO is not considered as a loan to the project.

- token holders are not able to request a return of investments unilaterally.

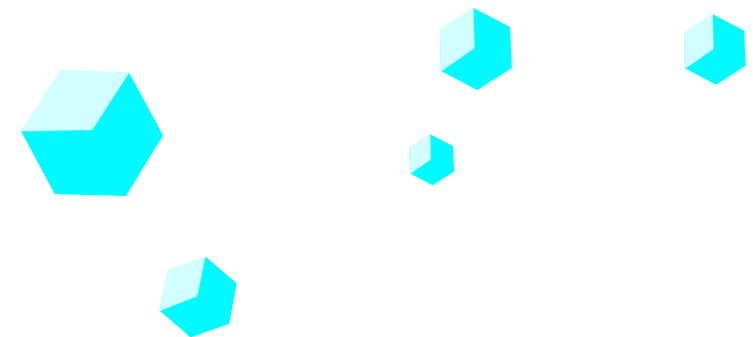
The information given above confirms the status of token as a digital currency, particularly, a cryptocurrency. The purchase of tokens allows the holder to use services provided by the project, use tokens as a mean payment for provided services and accomplished works of Bounty Hunters and other people connected with the project.

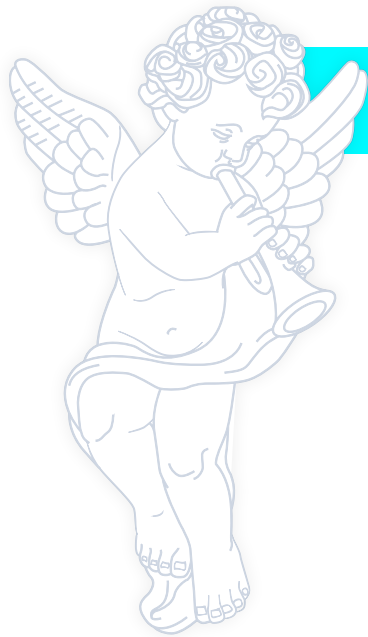
The project doesn't provide or sell any securities, don't ask investors to place any securities, participate in negotiations about potential investments, sell or buy securities or so any other things with them.

The information in the whitepaper is a public offer. The project makes its commitments to fulfil the obligations given in this document including token transaction proportional to the amount of investments. The number of tokens in the transaction is defined by the modalities of ICO stages given in this document and cannot be changed unilaterally by the project team. The team undertakes to provide all the benefits to the token holders in accordance with this document.

The project is not responsible for token loss in case the loss is happened owing to incorrect address of transaction (while transferring to third parties), loss of the digital wallet key by the token holder, or other actions that do not depend on the project team.

The activities of project team are transparent and regulated by this document. The project is the only token issuer. The project team is fully responsible for meeting its obligations to the persons who invest money into the project at any ICO stage to get tokens. The project team is not responsible for any deals between the persons who want to buy tokens and any third parties that provide the services to buy / sell BANG tokens.





## Short Description

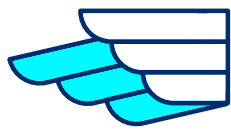
The Bounty Angels Platform is a solution for semiautomatic Bounty campaigns. It is meant to simplify work of Bounty Hunters, overcome difficulties related to running a Bounty campaign for blockchain projects and advertising agencies. Apart from that, the platform will bring the quality and accessibility of Bounty campaigns to a completely new level.

The main advantage of the platform is the fact that the project will automatically receive feedback about the work of Bounty Hunters in accordance with strict criteria without any markups, while Bounty Hunters will be guaranteed to receive their fee in project tokens or in our internal currency.

Such a concept is planned for implementation on the basis of creation of a program code that will be able to analyze activities of Bounty Hunters pursuant to the set parameters, elaborated rating system, selection of best project analysts and improvement of the remuneration system that depends on individual achievements of Bounty Hunters.

Apart from development of advertising tools, the platform will create an easily accessible pool of qualified advisors, software developers, designers and other specialists necessary to implement a project.





# INTRODUCTION

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Blockchain is not just a new technology, now it is a new dynamically developing market. The number of startups and full-fledged fintech companies is growing every day and they all need an infrastructure. A marketing platform is one of the required services in this sphere.

At present, a number of marketing agencies have appeared in the market, but they are limited by human resources, which means human mistakes and low scalability. The quality of most of them still remains unsatisfactory. Demand for services related to promotion of blockchain projects exceeds their supply to such a degree, that an economic bubble starts appearing. At this stage, creation of an infrastructure to facilitate development of high-quality projects is a priority task since in a year the situation will no longer be so favorable.

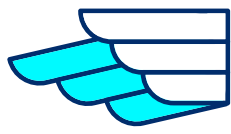
A Bounty program is a remuneration program for performed work. It has proved to be the most profitable and efficient marketing tool in promotion of startups.

In 2017, more than 1,200 campaigns were conducted and they collected in total more than \$4.2 billion. Each third ICO used a Bounty campaign and allocated in average 4% of their tokens. Analysts forecast that in 2018 the number of campaigns will go down, but their returns will grow on the back of large investors in the market and improvement of the campaigns' quality.

The range of opportunities is quite substantial from placement of posts in social networks to hightech counseling. A Bounty program allows the companies to get a service of high quality without significant financial investments, since the company may pay for the services using a share of the total number of tokens that may be sold after the ICO. Thus, Bounty Hunters are highly motivated for the project to receive high returns and the quality of their work improves.

Also, such a system is interesting for freelancers with different levels of competences because it allows them to quickly find a job in this developing and high-margin market.





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### ICO

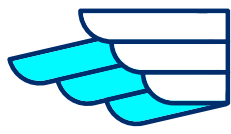
Creation of the Bounty program and its maintenance poses a big problem for companies' ICOs.

**The problem is that there are no clear standards for such programs.**

In the market, there are too few qualified specialists in this sphere, thus it is quite difficult to hire a specialist who will tackle this problem and conduct a high-level campaign. Besides, even a high-quality product does not always succeed to stand-up in the media noise and attract sufficient numbers of Bounty Hunters.

Each project organizing a Bounty campaign basically does it from scratch and makes a lot of mistakes. Ultimately, many projects get negative Bounty experience and have no wish to further participate in a similar program.

Also, many Bounty campaigns are run inefficiently because it is close to impossible to track really useful Bounty Hunters. Existing criteria, such as the number of subscribers, just create an image of selection. Bounty Hunters are able to boost the number of subscribers artificially, and the tokens will be lost in vain. Basically, there are no automated control systems that can make a campaign effective, and to do it manually and check a large amount of accounts is too expensive and time-consuming.



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### BOUNTY HUNTERS

Bounty Hunters face a large amount of issues as well.

**First of all, no one can be one hundred percent sure that some token will go public, so in many cases Bounty Hunters will not receive a deserved reward for a well done job. It is difficult for a Bounty Hunter to show how valuable he/she is for the customer, and this is why in some cases he/she earns less than it could be possible.**

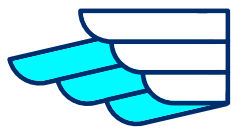
A situation, when a Bounty Hunter who artificially boosted the number of friends/subscribers/views gets more than a real account, is unfair. This way those Bounty Hunters, who really work effectively, lose.

A novice faces similar problems, because on the one hand, a beginner will have few subscribers, but on the other hand, he or she may be doing a really good job. Also for Bounty Hunters, it is difficult to choose promising projects, they may regret their decision about participation in this or that project.

People who are only getting interested in becoming a Bounty Hunter often do not find the required information and stop their activities in this area after they get a negative experience and lose time.

### ADVERTISING AGENCIES

Those advertising agencies having conducted several Bounty campaigns know that this is very labor consuming work. They face the same problems as do the companies who conduct their Bounty campaigns by themselves: **search for a sufficient number of Hunters, evaluation of the quality of their work and accounting issues.**



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### ICO

We plan to solve the issue of Bounty campaigns on a fundamental level and take care of all issues related to these campaigns. Our auditors will analyze the projects and define the level and format of the Bounty campaign in order to choose the most efficient one. Bounty Hunters will be hired via an automated platform, and this platform will also perform semiautomatic control. A ready-to-use database of loyal Bounty Hunters will facilitate quick preparation and efficient running of the campaign.

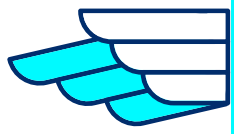
### BOUNTY HUNTERS

We offer you a choice: to get your fee in our tokens or in project tokens. Each Bounty Hunter will have his/her personal account where it will be possible to track the work record and present it as one's own portfolio. Each personal account will also be assigned a trust rating having a direct impact on the earnings of the Bounty Hunter and that will encourage a more fair distribution of coins.

Since in many cases we will have to pay remuneration with our tokens instead of tokens of companies, the frozen pool may be exhausted, and we will have to buy out our own tokens to pay the fees. We will be able to compensate our costs only from the money we get from exchange of customer tokens. This fact makes us highly motivated to work only with promising companies. This means that Hunters will trust our selection of projects admitted to the programs because we risk our own money and will not let everyone in.

Also in the platform, we will grant access to manuals that will teach Hunters and will facilitate promotion of one's profile and help them make sure steps towards increased earnings from participation in Bounty campaigns.





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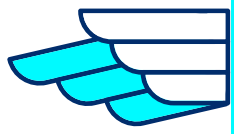
## ADVERTISING AGENCIES

Advertising agencies can participate in the partnership program. Two options are available to them:

- 1.** We organize everything for them by ourselves and they get a certain share of transactions.
- 2.** They can get administration access to the platform and manage the campaign in semiautomatic mode.

**In both cases, partners will get a more efficient campaign where most wishes of their customers will be taken into account. They will also be provided with simplified access to trained Bounty Hunters and the system that will allow them to calculate the reward automatically or semiautomatically (depending on the campaign type).**





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Our task is to develop the product that will allow bringing Bounty campaigns to a new level, as soon as possible. Automated technologies when coupled with the expertise of professionals and, going forward, artificial intelligence, will allow to create an all-new image of Bounty programs.

Since Bounty Angels is not just a platform, but a full-fledged service that will let us solve a number of problems, we will be fully liable for provision of services which makes us interested in continuous improvement of our product.

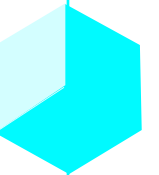
From the technical point of view, our task is to create the platform that will automatically control activities of the Bounty Hunters and calculate their remuneration, automatically upload a report for the distribution of tokens and define efficiency and input of each Bounty Hunter into the campaign.

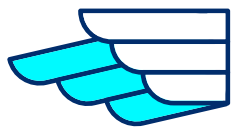
For a Bounty Hunter it will be enough to enter his/her nickname, wallet, select campaigns he/she wants to participate in and receive remuneration for the done work without any reporting. In future, we plan to develop and implement in the platform our own wallet that will support tokens. After that, we will be able to develop a smart contract that will let us make automatic payments after the work is done.

From the personnel point of view, our task is to create a pool of professional analysts who will be able to create and optimize a Bounty campaign for each customer.

The platform will go beyond conduction of common subscription campaigns or translation services. It will enable Bounty Hunters to provide high quality services, such as scientific research, search for mistakes in the code, participate in the development of the product and provide advisory services.

**Our platform is able to solve the problems of people from a global perspective. Everyone with an Internet connection can join blockchain community. People will help to develop the whole blockchain network and make money anywhere in the world.**





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## 1. Token distribution just in one click

You have certainly ever sent some payments with cryptowallets. These payments do not take much time and efforts. In ICO you have to make them for lots of people. Each participant gets different number of tokens. It is crucial not to make a mistake and get confused. The founders face this challenge when they distribute tokens, in particular, for Bounty campaigns. One of our tools is going to take care of this problem and make the processes easier, faster, and safer.

## 2. KPI Analytics and KPI control

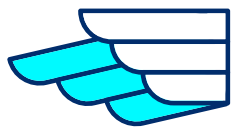
Now Bounty campaigns are managed manually. Most of founders use MS Excel to record and systematize Bounty Hunters actions. That approach makes hard to define the benefits of each campaign. It does not allow to react quickly to overexpenditures and ineffective token distribution. Note that one ICO can make dozens of Bounty campaigns.

Our platform is going to track Hunters activity in real time and organize the obtained data in dynamic shape reports. It will enable to adjust the prices and manage the campaigns. As a result, Bounty program will get more effective and tokens will not be wasted.

## 3. Bounty Hunter's Account

We faced up that most Bounty Hunters take part in numerous campaigns. Some campaigns are got lost. Sometimes Hunter doesn't get full payment for work. In some cases, there are misunderstandings about the situation with campaigns that Bounty Hunter took part in. It takes a lot of time and efforts to deal with it. Private Account will demonstrate all the information about Bounty programs that Hunter is interested in. Bounty Hunters will see all chosen campaigns, confirmation of their activities, and the whole information about token payments. Also, they will be able to find the markets to change these tokens.





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## 4. Training guidelines

One of our purposes is a blockchain community expansion. We are planning to form a course for everybody to take part in Bounty campaigns effectively. It will help people with financial problems and disabled.

## 5. Rating system for Bounty Hunters

At the moment Hunters participate in numerous campaigns on equal terms. Differentiation is determined by the number of subscribers and the account levels. Bounty Hunters do not have any motivation to provide improved services.

We are going to make a rating system that will grade the quality and the effectiveness of activities automatically and semi-automatically. The rank will depend on KPI rates.

Payments will be in proportion to the rank. It will reward high-quality work and level up the services provided.

## 6. Automatic search of activities

In the later stages of our platform Bounty Hunters won't have to send a lot of reports with links.

The system will find Hunters activities for most campaigns and determine the conformity of works with the program. It will make Hunters work and Bounty programs management easier.



# HOW IT WORKS

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- 1.** The customer's company forms a concept that serves as a basis for the ICO.
- 2.** The company contacts Bounty Angels.
- 3.** Bounty Angels security specialists analyze the company and make a decision about cooperation or rejection (in case of any suspicions about the company).
- 4.** Analysts of Bounty Angels create an efficient Bounty program tailored for specific needs of the specific ICO.
- 5.** The Bounty program is placed at the platform in accordance with various categories where each registered Bounty Hunter may start working with it.

- 6.** For the performed work, the customer transfers a set amount of tokens to the account of Bounty Angels.
- 7.** The Bounty Hunter sees incoming remuneration in his/her personal account and makes a choice about which tokens he/she wants to get this in – in BANG or in the customer's tokens.
- 8.** The customer gets a real benefit from the performed work.

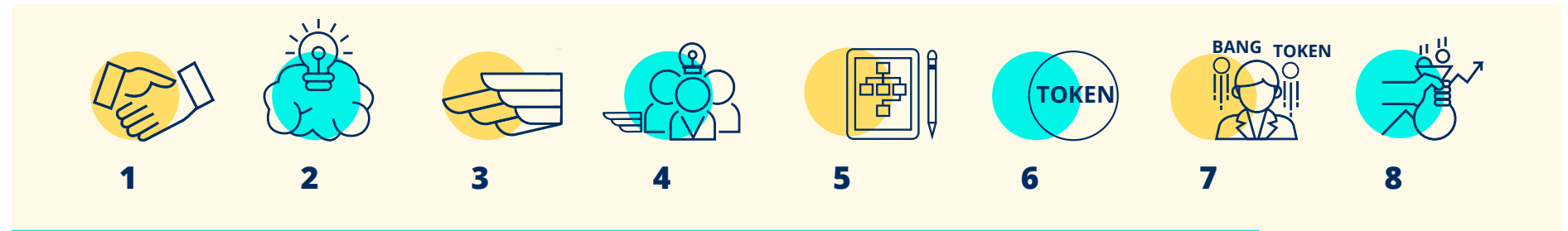
# HOW IT WORKS

## II. Working with advertising agencies as a platform

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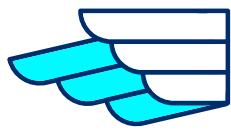


- 1.** An ICO with a formed concept signs an agreement with an advertising agency.
- 2.** The advertising agency (AA) develops a Bounty program.
- 3.** The AA contacts Bounty Angels to get access to the platform (in case of previous cooperation, just publishes the program directly).
- 4.** Analysts of Bounty Angels analyze the ICO and make a decision whether to leave the option of remuneration in BANG for this campaign.

- 5.** The Bounty program is placed at the platform in accordance with various categories where each registered Bounty Hunter may start working with it.
- 6.** For the performed work, the customer transfers a set amount of tokens to the account of Bounty Angels.
- 7.** The Bounty Hunter sees incoming remuneration in his/her personal account and makes a choice about which tokens he/she wants to get this in – in BANG or in the customer's tokens.
- 8.** The customer and the AA get a real benefit from the performed work.

## III. Working with advertising agencies under the intermediary scheme

Similar to working directly with the ICO. The only difference is that the agency gets a partnership percent.



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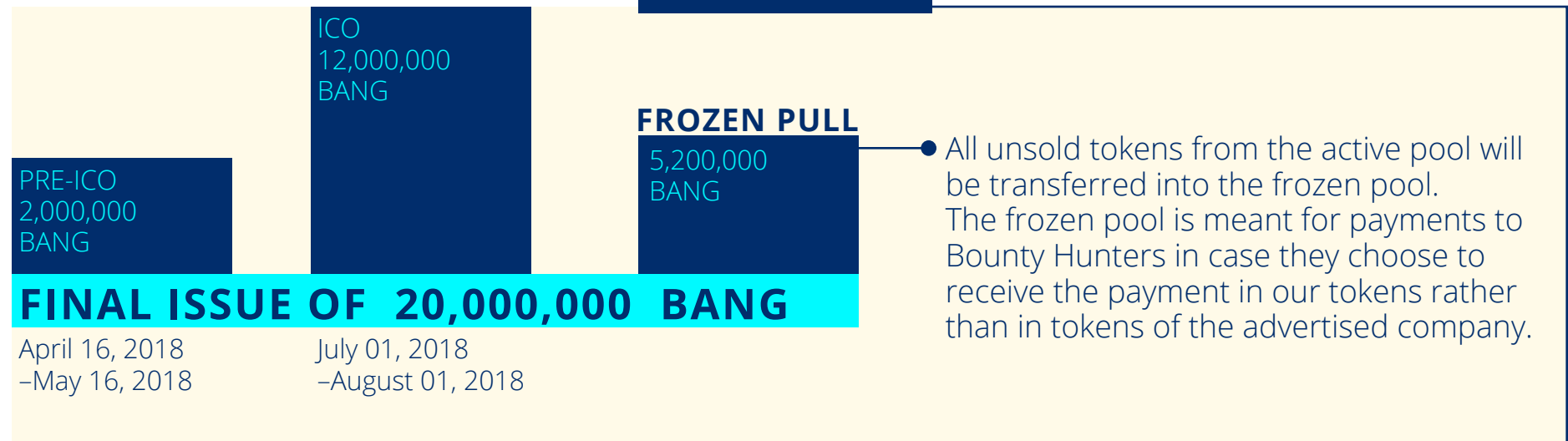
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- All unsold tokens from the active pool will be transferred into the frozen pool. The frozen pool is meant for payments to Bounty Hunters in case they choose to receive the payment in our tokens rather than in tokens of the advertised company.



- The team shall not use their tokens until January 01, 2020

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**We issue a limited number of tokens and promise not to issue a single additional token.**

## BONUS SYSTEM:



### Our tokens shall be used:

- to pay remuneration to Bounty Hunters and external employees
- to buy our services





# WHY WE NEED MONEY

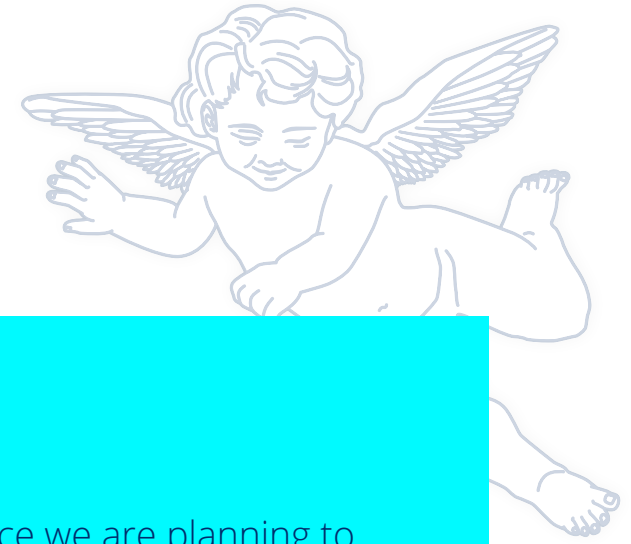
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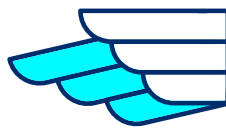
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We need money for the development of the most efficient and quality platform. This is a rather ambitious project where we need highly qualified developers. Writing of a complex smart content that will make it possible to automate distributions. Legal counseling costs.

Marketing costs since we are planning to launch advertising of our service around the world and to attract the highest possible number of customers and Bounty Hunters. Assurance of sustainability of the Bounty ecosystem.





## ECONOMIC ATTRACTIVENESS OR "WHY THE TOKEN WILL GROW"

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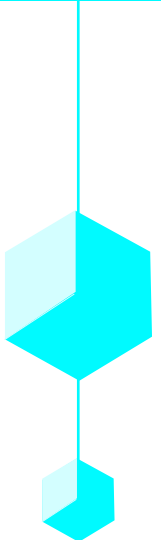
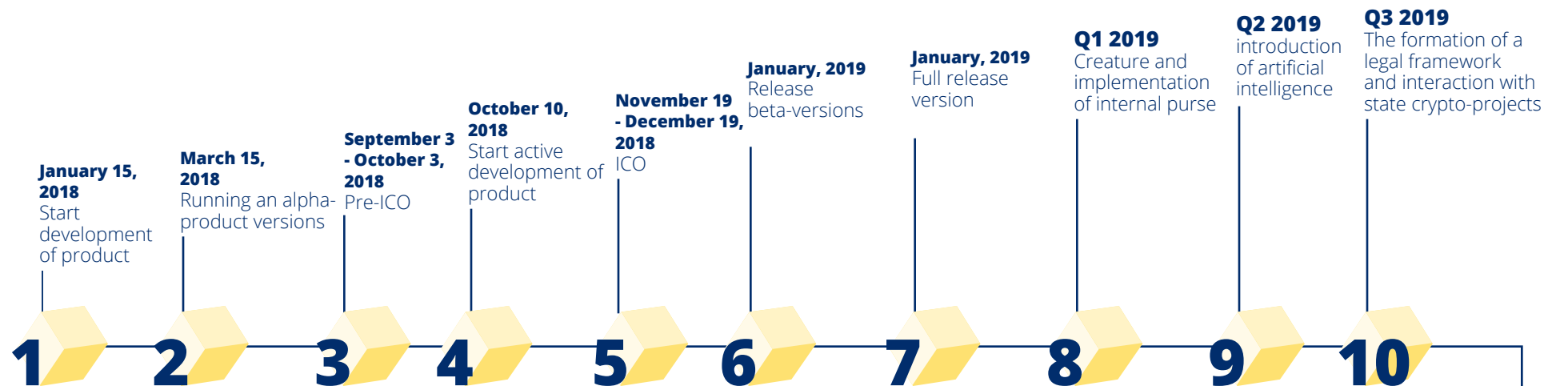
We plan to take payments for our service only in our BANG this means, that before our customers can buy our services, they will have to buy BANG in the market.

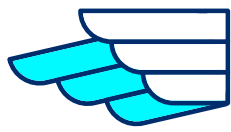
Since our systems will be automated, and the market is highly competitive, we will be able to grow our revenues with the highest possible rate. As the number of our orders grows, the cost of BANG will grow as well.

The cost of our services will be significantly lower than our payments to Bounty Hunters.

When our frozen pool is exhausted, we will have to buy out our tokens to pay to Bounty Hunters. This will also stimulate the token price growth.

It is necessary to understand, that in this case we will not get tokens confirmed by the customers for these needs, but we will give BANG financed by our own funds, and this poses a risk for us. In order to secure ourselves against bankruptcy, we will only work with those companies whose tokens, in our opinion, will repay our costs.





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**At the moment, we have only identified one similar project - bounty0x. The idea is similar, but there are differences.**

### **Advantages:**

**1.** In our case the platform is centrally administered; trained specialists will perform complete quality analysis of the entire campaign and will be responsible for it. Those will be specific people whom the customer can meet personally. In case of our competitors, Bounty Hunters have to pay to some Bounty Sheriffs out of their own pocket for the inspection of the Hunters' work. Those Sheriffs are also third party Bounty Hunters but they were assigned to do administration of the work. We believe that such a system is not reliable and, what's more important, it is not fair for Bounty Hunters.

**2.** In the competitors' system, Bounty Hunters can pay in order to raise their status. We believe that any Hunter should really deserve his/her level doing the work, and each person should get remuneration in accordance with their results, and not based on the amount of funds they have invested. This system will facilitate trust-based cooperation of higher quality.

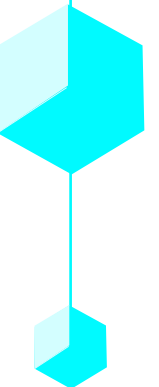
**3.** Our tokenomics is aimed at the token price growth, and we focus on that because this is also a priority point for investors.

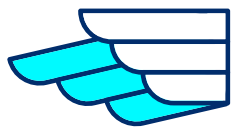
**4.** We operate as an advertising agency for projects, thus we are focused on resolution of all customer's issues. Our analysts will conduct thorough professional audit of companies and select strategies on an individual basis providing a full range of services.

**5.** The companies will go through a very strict selection process before they can get onto our platform, which enhances the level of trust in our company.

### **Disadvantages:**

We will be able to provide these services only on a paid basis, thus, unlike in case of our competitor, not all companies will be able to use our services. We also risk our own funds when cooperating with companies with doubtful future perspectives, that is why projects will be thoroughly selected and we will only work with high-quality projects.





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### Freelance Marketplaces

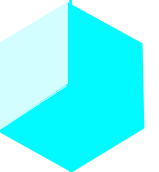
**Beginners or inexperience people may draw a parallel with freelance exchanges. One of the distinct features is freelancers are paid by fiat money and Bounty Hunters are paid by company's tokens. Such an approach has both advantages and disadvantages.**

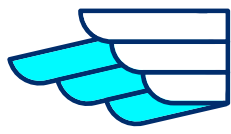
### Advantages:

- 1.** On average, a reward in tokens is higher than a reward on freelance marketplaces.
- 2.** Token price is speculative. if the project is successful, token holders make a significant profit.
- 3.** Startups do not need large amount of seed money. The Company is able to get a wide range of services without money spending. Using freelance exchanges the company will have to make money donations.

### Disadvantages:

- 1.** This days the market is still establishing. If you need to get a reward in fiat currencies, you will have to use exchanges. It will take some time, and fees will reduce your amount of money.
- 2.** Token price is hardly predictable. The price can fall down. Token may be not listed at exchanges. The project can collect too little funds and terminate the activity. All the above can significantly reduce your reward.





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**Bounty Angels** - is a project targeted at automation of marketing processes when promoting blockchain companies. Our task is to create automated platforms for each promotional media. This strategy will let us tackle the issue of business scalability and will help us create an organization that will occupy a substantial market share, as well as perform a large amount of orders.

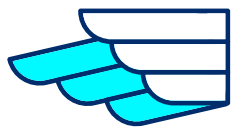
We chose creation of an automated platform for conduction and accounting of Bounty campaigns as our first official project. We are planning to focus on its creation and development during 2018.

This choice was no accident. The team described below has its own background. All team members work in a very large international company that covers events in the cryptocurrency world.

We are forbidden to disclose the name of this company by NDA provisions, thus it is also problematic to disclose the official work record and experience of the team.

Our team analyzed ICO projects; that is why we are aware of the needs of this market. We revealed a number of problems in this area when Bounty campaigns were conducted for the ICOs.

In future, we plan to attract artificial intelligence and machine learning specialists into our team to organize automated and semiautomated solutions for business processes. To make our aspirations real, we have decided to attract funding through the ICO because we believe this method to be the most effective one.



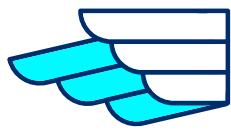
## THE TEAM

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 <b>Anatoly Krasovsky</b> CEO	 <b>Andrew Tar</b> CTO	 <b>Nikita Varlygina</b> PR manager	 <b>Sadonin Nikolay</b> Bounty Manager
 <b>Alen Ismailov</b> Designer	 <b>Vladimir Alekseenko</b> Lead Developer	 <b>Вадим Новиков</b> Front-end разработчик	

**ADVISORS:**

 <b>Andrew Antonovich</b> Legal Advisor	 <b>Kseniya Zhuravleva</b> Product Development Advisor
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## CONCLUSION

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**Having reviewed this document, you can make the following conclusions:**

- 1.** The market has to be tapped and needs provision of a high-quality scalable service.
- 2.** Bounty programs have a huge potential for improvement, and this project will allow to develop this marketing tool into a full-fledged human resources market.
- 3.** The team has sufficient experience to implement this concept.

**We would like to point out that the project will not lead to something completely new; we do not start a revolution; we do not change the world. We create a highly demanded market product; we will do something that will make you richer and improve life of many people.**

