

WhitePaper

VOTES

An international platform based on Simpoll.ru, Russia's
largest online service for polls

votesplatform.com

VOTES is an international platform for polls. It uses Blockchain technologies and smart contracts providing transparency and honesty of polls and surveys on the base of the platform.

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Benefits of VOTES

1

Working prototype – Simpoll.ru

It is Russia's largest online service for polls. More than 10 million respondents have used our platform.

2

Base of 50000 customers

Among the system's clients there are such large companies as Samsung, Bosch, Adidas and tens of thousands of other companies.

3

Large market capacity

SurveyMonkey.com has \$150 millions annual revenue and \$2 bln capitalization.

4

Clear investment strategy

Soft cap: \$100 000. Hard Cap: \$10 000 000.
Strong and clear plans for exchange listings.

5

Attractive conditions on ICO

During ICO period you can buy VOTES with good discount.
Additional bonus can reach +40%.

Current condition of the project

VOTES is based on the Simpoll.ru project. More than **10 mln** people have become the users of the service during the whole time of its existence. Among the system's clients there are such large companies as Gazprombank, Megafon, Adidas, Medsi, Mail.ru Group, and tens of thousands of other companies.

The following companies also work with us:



Operating principle of the VOTES token

For the purposes of organization of taking polls and votes, the platform is going to issue 100 mln VOTES tokens within the framework of ICO and pre-ICO. They will be secured with the possibility of taking votes on the base of the platform.

Monetization of the platform is performed at the cost of the service's commission fee for taking polls and/or recruitment of respondents.

VOTES tokens would be used as a discounted payment method while using the service. We plan to introduce discounts in following periods:

2nd quarter of 2018 - **10%**

3rd quarter of 2018 - **30%**

4th quarter of 2018 - **50%**

1st quarter of 2019 - **80%**

Possible variants of voting organization

A poll with no value declared (invaluable poll)



The scheme is suitable for taking public opinion polls and other activities where the main motivation for the respondents is the expression of their civic position.

When votings are organized according to this scheme, the budget is calculated by the platform based on the number of respondents and does not include any remuneration for the respondents.

In this case, the poll initiator uses tokens only to pay the service fee, which is defined based on his requirements to the service's functionality.

A poll with no value declared (valuable poll)



The initiator of a poll or of a testing defines the value (in VOTES tokens) of the created questionnaire; the cost of creating a questionnaire in this case will be equal to the service's fee + the declared value. The value of the poll will be distributed equally among the respondents or among the participants who have passed the tests successfully.

This operating principle is used for encouragement of the people who have passed the tests successfully, or for motivation of the respondents participating in the poll.

Scopes of application of the platform:



Public opinion polls



Sociological surveys



Testing and questionnaire surveying of employees

Platform structure

VOTES platform is being created based on a local invention of Simpoll. This will allow for using the best practices of the classical model and for adding the contemporary Blockchain technologies and smart contracts to it.

Main blocks of the VOTES platform:

Respondent Profile

Decentralized Data Storage



User's backend

Analytics and Statistics

The market and the industry

Let's consider the world's largest online voting project:



SurveyMonkey.com

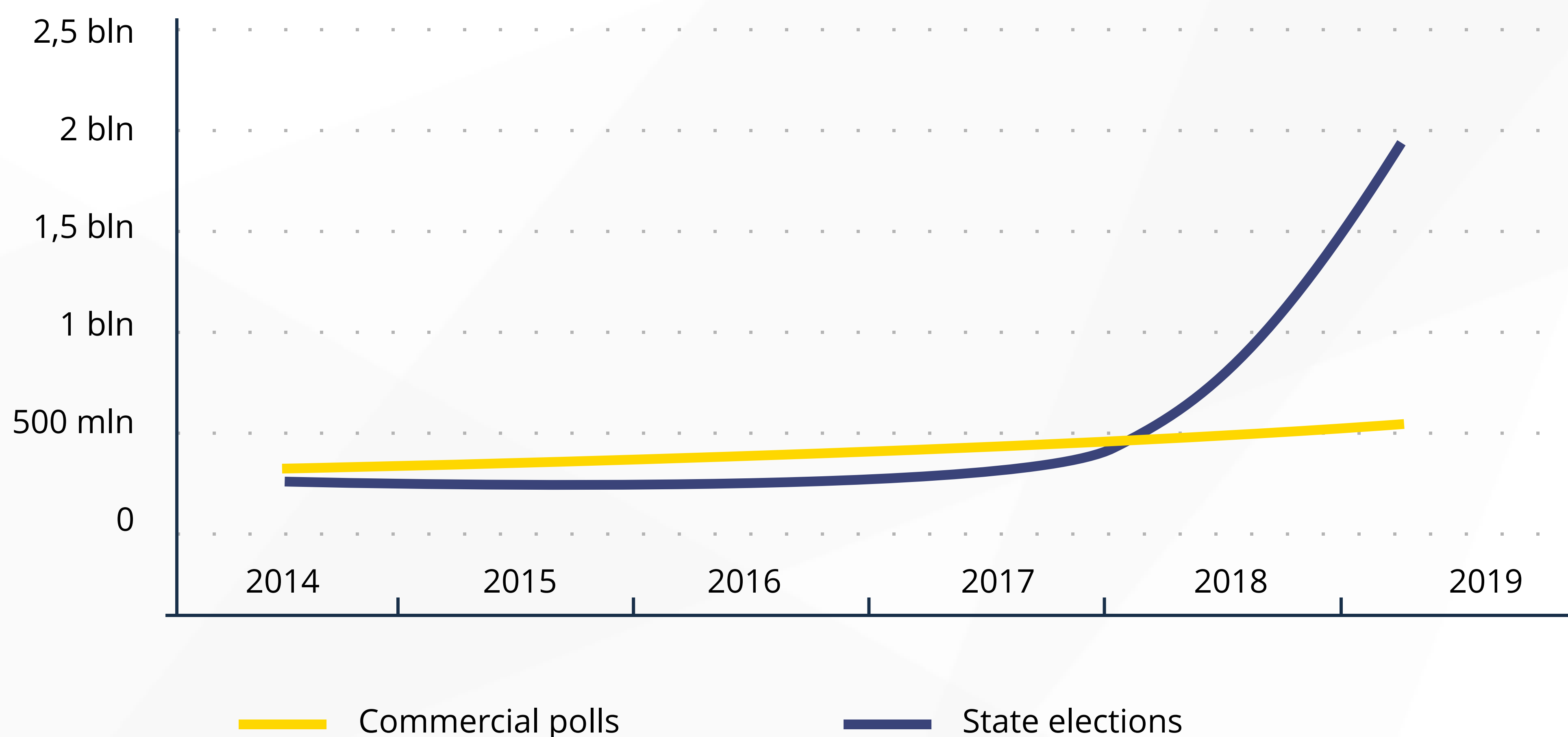
Capitalization: more than 2 bln dollars

Annual proceeds: more 150 mln dollars

Audience: 32 mln people

Facts: The company has attracted 250 mln dollars for its development from such companies as Morgan Stanley Investment Management, Baillie Gifford & Co., Google Capital and Tiger Global Management.

Total audience of online voting services in the world:



According to our forecasts, in 2020 the size of the market of polls with the use of modern technologies and blockchain will reach **2 bln** people.

Roadmap

pre-ICO

August 1 - September 1
2017

10 mln tokens, \$0.05 each

Gathered: 650 ETH

The funds collected within the scope of Pre-ICO will be directed to the organization of the process and marketing of the next ICO stages.

ICO Round 1

October 3rd - November 3rd
2017

20 mln tokens, \$0.10 each

Soft Cap: \$100 000, Hard Cap: \$2 500 000

ICO Round 1 is the preliminary stage of sales before the main round for all those who wished to take part in the Pre-ICO but failed to make it.

\$500,000 from the funds collected within the scope of ICO Round 1 will be directed to the marketing and organization of Round 2. The remaining funds will be added to the funds of Round 2.

ICO Round 2

December - January
2017-2018

50 mln tokens, \$0.15 each

Hard Cap: \$7 500 000

ICO Round 2 is the main stage.

2nd – 3rd quarter
2018

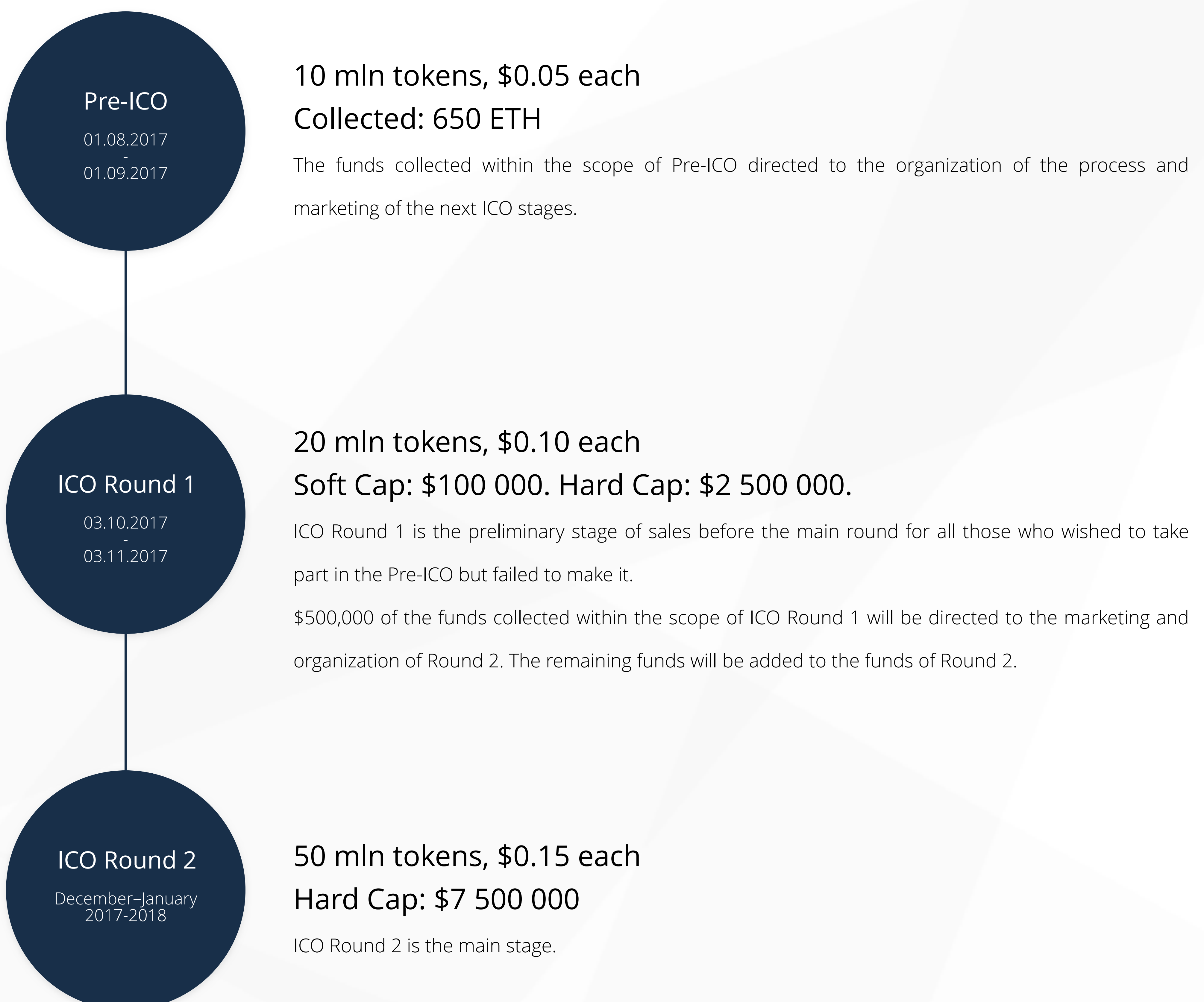
Launch of the operational product for polls
Marketing activities, attracting users

Issuing of VOTES tokens

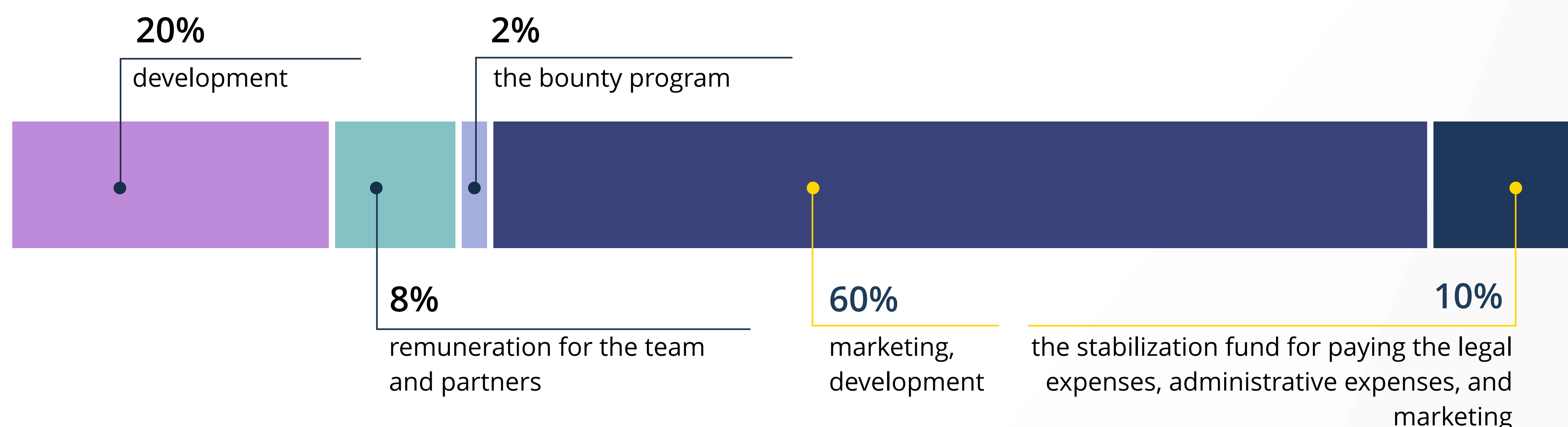
Within the ICO, the platform will issue 100 mln of VOTES tokens.

10 mln tokens will be reserved for the purpose of subsequent payments to miners and assessors. 10 mln tokens will be reserved for paying remunerations to the team and partners. The VOTES tokens secured with the possibility of taking polls on the base of the platform.

The ICO will be held in several rounds:



Funds collected within the scope of the ICO will be spent in the following way:



Within the scope of the bounty program, the tokens will be distributed in a following way:

- ✓ 150,000 VOTES tokens will be transferred to the translators
- ✓ 200,000 VOTES tokens will be paid for support of the campaign on bitcointalk
- ✓ 150,000 VOTES tokens will be paid for support of the campaign on Facebook
- ✓ 200,000 VOTES tokens will be paid for support of the campaign on Twitter
- ✓ 300,000 VOTES tokens will be paid for support of the campaign on Slack/Telegram
- ✓ 1,000,000 VOTES tokens will be paid for support of the advertising campaign within the scope of other projects

Team

VOTES platform is being created by the team of Russia's largest online voting service Simpoll.ru. We know all the problems and drawbacks of the industry from the inside, so we want to solve them with the aid of the modern technologies.

The key employees



Aleksandr Khasanov

CEO

Graduated from CMC MSU, mathematician, systems programmer.
For more than 15 years he has been engaged in launching, development, and investing into Internet projects including website builders, dating services, browser games, blogging platforms, online media, and other projects. Today he is the CEO of Russia's largest voting service Simpoll.ru.



Aleksey Zyuzin

CVO

Graduated from CMC MSU, mathematician, systems programmer.
Since 2000, he has been developing his skills in the field of Internet marketing. He was the founder and the head of a number of Internet projects including theme-based and city Internet portals, online media, video portals, and mass-use services.



Ivan Yundev

CMO

He specializes in development of international Internet services and platforms.
His key competences are: marketing and advertising on the net. In the team, he performs the role of strategic management of the marketing policy. Ivan's working experience includes both management of the full-cycle digital agency NIOTEK and development of large portals and services.



Aleksey Povetkin

CTO

Graduated from CMC MSU, mathematician, systems programmer.
Since 2002, he has worked in the field of automation and management of large volumes of data on the base of ERP systems. Aleksey's competencies include both management of large automation projects within the Intacs company and working with BIGDATA and distributed databases on the base of Blockchain technologies.

Links

Site: <https://votesplatform.com>

Product: <http://simpoll.ru>

WhitePaper: https://votesplatform.com/assets/whitepaper/votes_whitepaper_en.pdf

Youtube: https://youtu.be/_7B1gFuxwtI

Github: <https://github.com/votesplatform/Votes-Presale-Smart-Contract>

Telegram: https://t.me/votesplatform_global

Facebook: <http://fb.me/votesplatform>

Twitter: https://twitter.com/votes_platform

Bitcointalk: <https://bitcointalk.org/index.php?topic=2029061>

Bounty: <https://bitcointalk.org/index.php?topic=2035211.0>

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