



TAKE PHOTO — MAKE MONEY!

SELFLERY is a multifunctional social platform for getting rewards in cryptocurrency for social activities related to publication and distribution of visual content and advertisement.

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SELFLERY PTE LTD. Registration No.201629242K

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1. Introduction

SELFLERY is a social platform of a new breed, designed for monetization of the visual content, and a next generation of native advertisement platforms. Each received like on the platform gets converted to SLY tokens, thus letting its users to get money for posting photos and videos on SELFLERY.

SELFLERY CEO and co-founder Vadim Onishchenko is a professional photographer and businessman having a great experience in IT. Another co-founder Vladimir Dmitriev is a professional investor, with expertise in development of economic models. Using all their experience combined, SELFLERY team creates an ecosystem that could serve an example of decentralized user-driven economy.

Any user can buy products and services on marketplace, using SLY tokens. Any advertiser can start an advertising campaign or a photo contest, paying with SLY tokens. The photo stock gallery serves the purpose of buying and selling visual content, also with SLY tokens.

The platform donates 10% of its monthly profit to charity organizations. Users also can set the percentage of contributions and choose from a list of charitable foundations to donate SLY tokens to charity on monthly basis.

SELFLERY Mission

SELFLERY changes the approach to visual content, generated by social network users, making it really valuable and enabling users to earn token rewards for their activities.

The purpose of SELFLERY is to create an ecosystem that:

1. Lets users monetize their photos, videos and live streams in a gamified way;
2. Supports charity organizations and motivates users to participate in charity by making automatic donations of some percentage of their rewards;
3. Provides companies with easy-to-use and effective promotion tools that involve using of user photos;
4. Expands the market of photo and video content for companies and news services, with a convenient search functionality;
5. Integrates modern technologies and capabilities of blockchain into the digital photography market, creating new models of content distribution.

2. Digital Photography Market

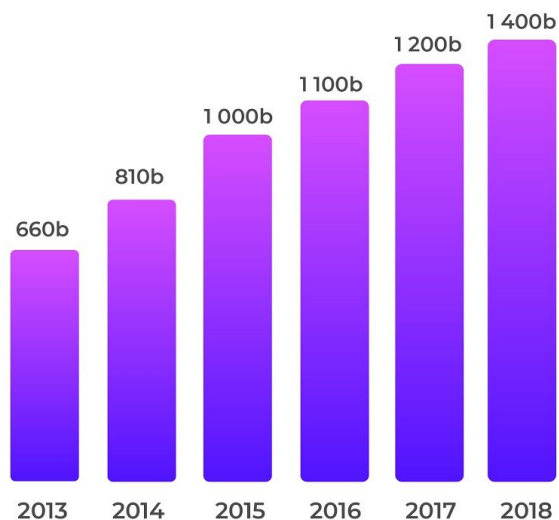
Everyday billions of people take billions of photos and videos, instantly posting them on the Internet. Many photo- and video materials become very popular, or even viral, some of them are highly demanded by mass-media companies, which strive to publish content on trending topics as quickly as possible.

3+ billion smartphones are being used right now and most of them have built-in cameras which allow to take high-quality photos.

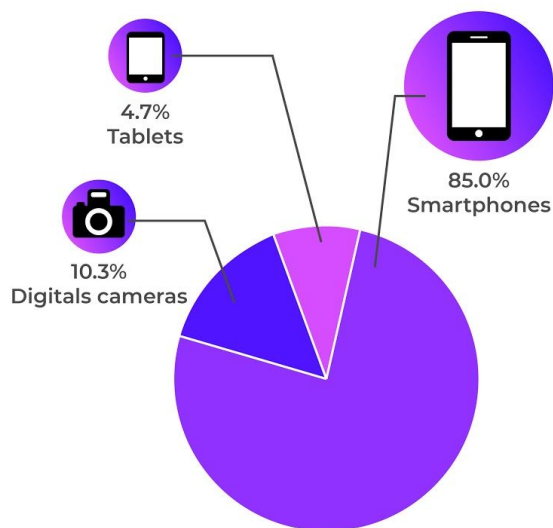
The number of digital photos is growing exponentially every year. 1.2 trillion digital photos were taken worldwide in 2017, that's roughly 160 pictures for every one of the 7.5 billion people in the world.

Smartphones Cause Photography Boom

Number of digital photos taken worldwide



Devices used in 2017



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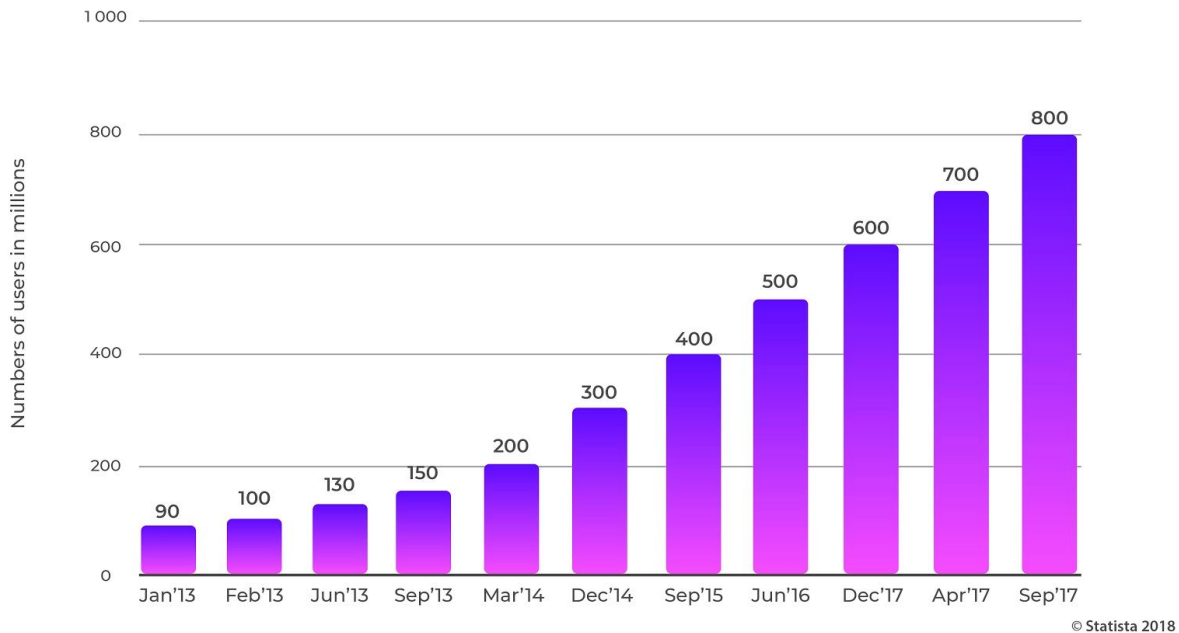
Social media platforms are the primary channel for publishing and promoting digital photos, while at the same time, they have become one of the main sources of Internet traffic for advertisers. Therefore, social media marketing expenses amount to a significant portion of overall marketing spends in companies. The share of social media costs in marketing budget is expected to increase from 9.8% to 18.5% over the next five years.

2.1 The Problem of Visual Content Monetization

Traditional opportunities for photo content monetization are present only in two forms: either by placing advertisements on web pages with photos or via direct sale of the photographs. Both scenarios assume that the shot will be used in a commercial way. Therefore, the requirements for producing such content are high, which creates obstacles for authors. For example, most photo stocks require that uploaded photos meet certain quality criteria (in exposure, lighting, focusing, framing, etc.). When talking about the use of photography for advertising purposes, this requires a mandatory model release and often demands professional equipment and the involvement of a team of specialists.

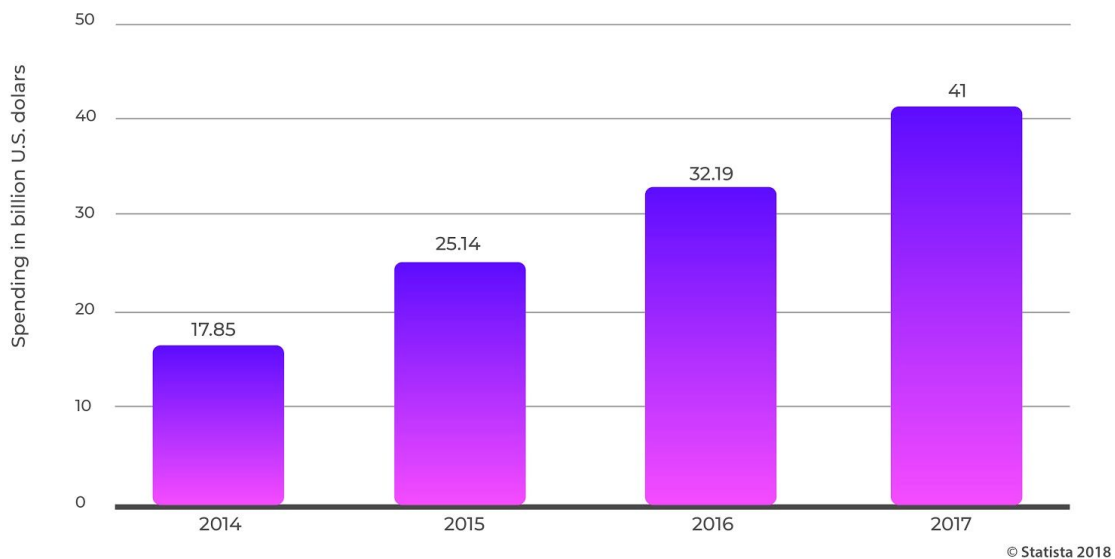
Today Instagram, Facebook, Snapchat and Twitter social networks allow users to post a huge amount of visual content. However, despite the fact that all this content belongs to users, the multi-billion profits generated by this content are collected by shareholders of the companies that own these networks.

Number of monthly active Instagram users from January 2013 to September 2017 (in millions)



The tools for visual content monetization aren't provided to users by default, requiring additional efforts to earn profit with complex monetization schemes.

Social network advertising revenue from 2014 to 2017 (in billion U.S. dollars)



In 2017, global advertising revenue amounted to 41 billion U.S. dollars, up from 17.85 billion in 2014. A different source estimated that mobile social ad spend would amount to 23.39 billion U.S. dollars worldwide in 2017, where desktop social spends would amount to 8.63 billion. According to a 2016 estimate, Facebook and Twitter together hold nearly three quarter of the social media ad market.

Using blockchain technology to monetize visual content.

There are several services on the market that credit cryptocurrency tokens to their users for social activity. It works like this: when users receive likes on their photos or posts, they get a certain amount of tokens.

For example, users of Steemit, a decentralized social network, receive rewards in Steem tokens. Steepshot, and the PhotoSteem applications developed on this social platform, give users rewards in Steem tokens for the likes they receive on posted photos.

In this case the monetization of photo content is very limited, the only way to receive tokens is to get likes.

SELFLERY provides an extensive toolset for user content monetization including:

1. automated rewards in SLY (SELFLERY money) tokens for received likes
2. an opportunity to sell photos in stock photo marketplace
3. rewards for participating in advertising campaigns
4. prizes for photo-quests
5. rewards for taking part in photo contests
6. gamified voting system with rewards to all voters
7. increased reward ratio for top users, who have the most followers and are engaged in many social activities.

3. SELFLERY Project Description

3.1. SLY Token

The SELFLERY economic model is based on an internal asset, the SELFLERY money utility token (SLY token). The SLY token entitles its holders access to paid services on the SELFLERY platform, serves as means of payment to make purchases in the SELFLERY marketplace and stock gallery, donate to charities, make internal transfers and withdraw tokens to Ethereum wallets.

SLY token transfer happens when users receive likes ('Proof-of-Like'). The platform incorporates a deflationary mechanism, the number of likes required to obtain one SLY token is increased every year depending on the number of active users. Also, the total supply of SLY tokens is limited (See 'Token Generation Event').

3.2. Monetization of Social Activities

For every social network, the activity of users and their engagement means everything. Every active user who spends his time on the SELFLERY platform, adds some value to it.

Therefore, SELFLERY rewards these users with SLY tokens.

Likes

Like is one of the key metrics in SELFLERY operations. Likes serve as accounting records and encourage users to be more active. When users get likes, they get SLY tokens credited to their accounts.

Reward ratio

SLY token amount to credit is calculated automatically based on individual reward ratio for each user. This

ratio depends on several indicators including the number of received likes, user rating, the amount of subscribers, the number of comments this user posted, participation in photo contests, etc.

3.3. Rating

Every user is included in the rating system. The Rating is an indicator of popularity, which is displayed on the user profile and affects the SLY token reward ratio. The rating is influenced by the following factors: the total number of received likes, the number of comments and views of the user photos. Also, SELFLERY automatically lists the top-rated photos in different categories. Moreover, every day the editorial team selects the best photos to include in the “Editor’s Choice” section. Every time the user photo is included in “Editor’s Choice”, or top-ratings, it raises the author’s rating.

3.4. Charity

Every month SELFLERY donates 10% of its profits to various charities. In addition, SELFLERY incorporates a charity program, where any SELFLERY user can determine the percentage of donations from his income to a charity of choice. Participating in various social projects, users receive special badges. Thus, most socially active users stand out from the user list. Also, users can choose the charity type (for example, helping children or helping those affected by natural disasters, donations to educational programs, medical research, or animal shelters). All charities receive donations in SLY tokens, which they can withdraw into the currency of their choice. Blockchain technology used in SLY token ensures transparency and security of such transactions. To support this social initiative, SELFLERY is building bridges with international charity organizations.

3.5. Photo Quests & Photo Contests

SELFLERY regularly creates photo quests - single- and multiplayer games for photographers. In a photo quest, users are tasked with taking photos of certain objects, animals or scenes in a limited period of time. Photo quests may include several tasks, more or less sophisticated. After completing all tasks, player can receive a prize in SLY tokens. In a multiplayer photo quest, several players can participate simultaneously.

SELFLERY provides advertisers with a marketing tool set that includes games and contests. A brand or a company can launch a photo contest between users and specify custom conditions that would attract attention to this brand or company. Blockchain provides transparency of the contest as advertisers must use smart contracts to specify the contest terms and the distribution of rewards. Participating in games and contests, users can get additional likes, increase their ratings and receive rewards in SLY tokens. The reward amount is calculated in the following way: the more participants enter the contest, the larger the prize pool becomes.

3.6. Smart ads and Augmented Reality

In our days, banner blindness is a common thing. People instantly recognize ads, when they see them, and ignore them on a subconscious level, thus rendering useless all marketing efforts. A company who wants to succeed and deliver its message to potential customers, must find more creative ways to do it, a different approach. Native ads are the appropriate way to make it work. The only thing that may attract users’ interest and curiosity is a worthy content. SELFLERY platform is a place where anybody can find something interesting, thus making it the right place to advertise various products and services.

SELFLERY platform offers its advertisers an innovative tool, that could help promote their business with native ads. Users don't notice product placements when the promoted product doesn't stand out, fitting in on the image, thus they don't reject it. SELFLERY's Smart Ads tool works as follows: it picks the bloggers that suit the most for campaign promotion, and offers to place ads on their images, incorporating the product into the overall composition. For example, it might be a good idea to place your ads on images of dozens of fashion bloggers if you want to promote shoes or heels. Their subscribers will notice it.

Prior to ad placement, an advertiser can choose various bloggers he wants to collaborate with, or just define a set of rules, so everyone who meets a certain criteria could take his order automatically. This type of advertisement should be paid with SLY tokens.

Another way to promote products on SELFLERY is adding branded masks. This feature uses the Augmented Reality technology and it will be available via SELFLERY mobile app. Anyone taking a selfie can choose one of the masks, it will be overlaid on selfie picture, and this user will receive a small reward from the advertiser for posting this selfie. This feature will help various brands reach their audience in a creative gamified way, and may create a viral positive effect for some products.

3.7. Marketplace for Products and Services

SELFLERY users get access to the SELFLERY marketplace where they can purchase products, related to photo industry (cosmetics, selfie sticks, smartphones, etc.) and various services (cosmetic procedures, plastic surgery, photo prints etc.) with SLY tokens or other cryptocurrency. All suppliers are required to complete an authorization process. Supplier catalog will include their ratings, escrow and reviews.

3.8. Photo Stock Gallery

SELFLERY provides a multifunctional photo stock gallery for buying and selling digital photos. Payments in the stock gallery are made with SLY tokens. All stock gallery users are required to complete verification to ensure the right of ownership for their photos.

3.9. S-Like

After registration each user gets 10 S-Likes (valid for use for 30 days). Also it's possible to buy more (1 S-Like = 1 SLY token).

S-Like can be used to draw everyone's attention to outstanding photos. Each time anyone spends his S-Like on a photo, this photo gets moved from its author's profile to a special gallery, where other users can vote for it, using their S-Likes. This process is similar to an auction, as the picture owner gets 25% of all S-Likes in the end, first voter gets 25%, 40% goes to all voters and 10% goes to SELFLERY platform. To incentivize voting, the last voter gets additional 2.5% of all S-Likes. The auction lasts 24 hours, when it's done, the photo returns to its author's profile and all profits are distributed among voters.

3.10. SELFLERY Data Mining

The use of IPFS lets our users participate in data mining by storing fragments of encrypted photos on their mobile devices. Any SELFLERY user can allocate some space, thus allowing to use this space as a decentralized node. With many running nodes, there's no need to request files from our main nodes, the requester can download them from the nearest device, using CDN distribution. With the spread of fast access Internet, and with the upcoming of 5G networks with increased bandwidth it will be possible for all

users to share, download and upload photos to other devices in SELFLERY network, receiving bonuses for data storage.

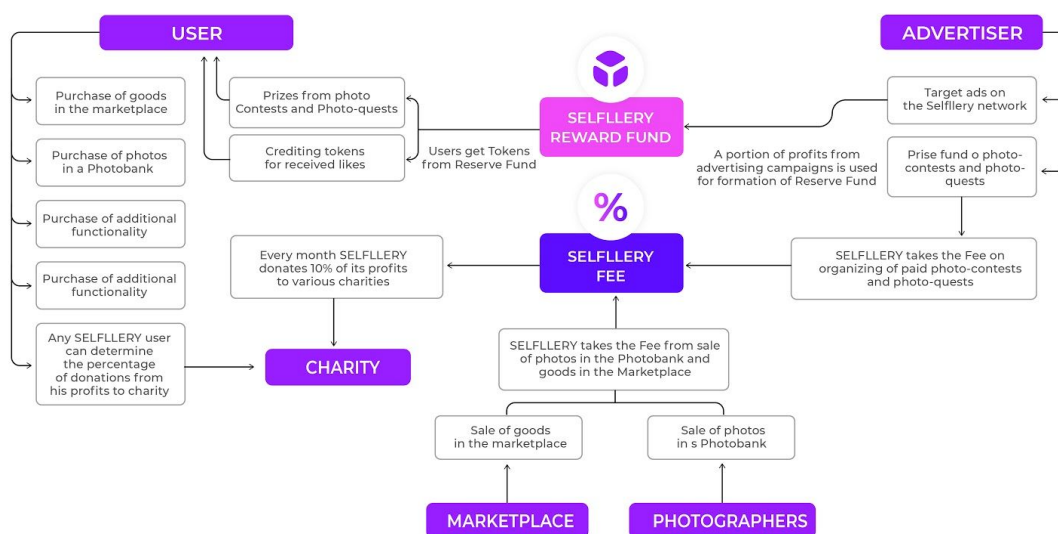
Each user, who participates in data mining, receives some amount of SLY tokens, which is calculated daily, depending on the daily reward fund, his own allocated space for storing data, and the quantity of active users, who compete for tokens in daily fund.

There's an additional reward to encourage users to be a part of data mining activity. Users who store data, and the only data in our case is photo- and video content, receive a small amount of SLY tokens, which depends on the popularity of this stored content. If it gets a lot of likes, the user who stores it or its fragments, gets his share.

This feature adds some value to our platform for those who have a lot of unused space, a good connection, and an interest to put it to good use. It's worth noting, however, that stored files can't be read locally due to encryption algorithms.

4. SELFLERY Business Model

SELFLERY BUSINESS MODEL



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4.1. AdTech and Targeted Advertising

SELFLERY serves as an AdTech platform for companies and individuals who look for an effective way to promote their products and services to platform users, or seek for good quality photos with intention to use them in advertising campaigns.

SELFLERY offers the following advertising models:

- CPA - cost per action (pay for user activity)
- CPC - cost per click (pay per click)
- CPV - cost per view (pay for views)

Advertisers and brands are provided with the functionality to run various promotional campaigns with users, who can promote various brands and products on their pages. Using this tool, advertiser can specify

custom campaign conditions: the number of participants, the amount of rewards, the minimum number of views and likes on the user's page, the requirements for a photograph, etc. If a user's page meets all requirements, the user automatically receives a reward in SLY tokens when the campaign is over. Also, advertisers can launch photo contests with several winners and award users not only with SLY tokens, but also with various merchandise from the SELFLERY marketplace.

4.2. SELFLERY Fees

SELFLERY charges fees for the following services:

1. Sales of products and services in the marketplace
2. Sales of photos in stock gallery
3. Advertising campaigns, photo contests, photo quests
4. Promotional smart contracts

5. Token Generation Event

Token Generation Event (TGE) is an event when anyone can become the owner of SLY tokens. A token is a core element, which is used in the SELFLERY platform operations to allow internal payments between its users. Initially, SLY tokens are generated during the TGE on the Ethereum platform. Buyers receive SLY in exchange for Ethereum (ETH) tokens by sending a payment to a smart contract that generates SLY tokens.

Token name: SLY

Total SLY token amount: 50,000,000,000 SLY

Available in ICO (hard cap): 22,500,000,000 SLY

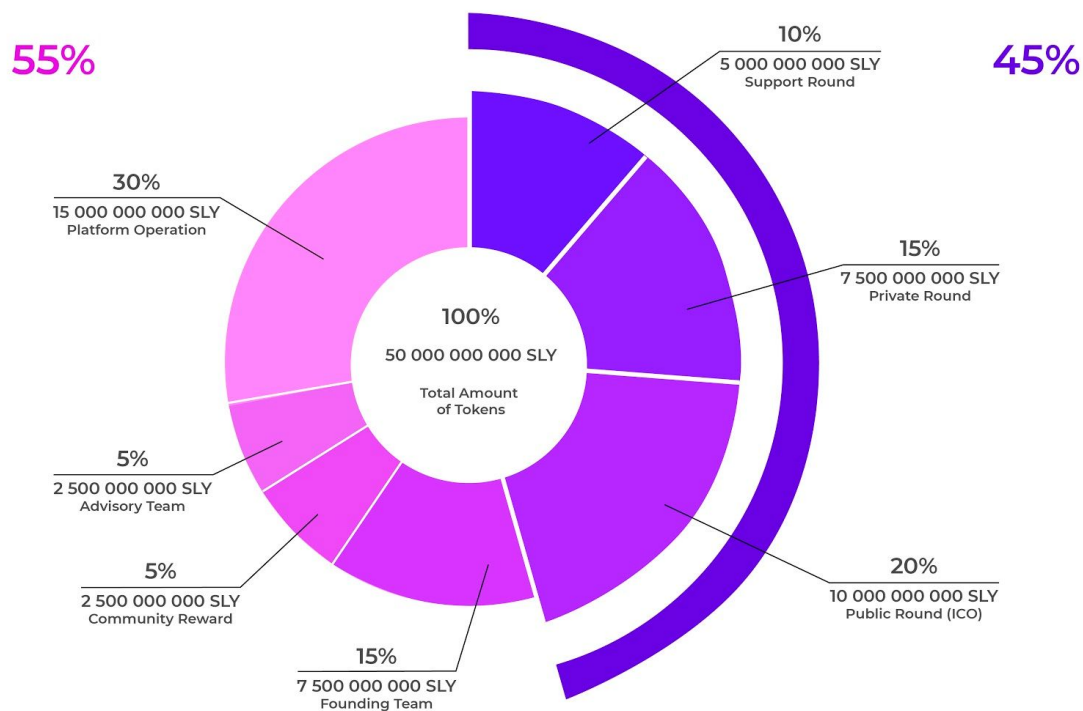
TOKEN DISTRIBUTION

45% of the total amount of tokens created will be available for buying during the Token Generation Event. 30% of the tokens will be stored in the Reserve Fund, that will be used to reward users for their activities on the platform, right after the launch.

15% of the tokens will be rewarded to the founding team for their role and hard work in creation of the SELFLERY platform. Team tokens are locked for half a year.

5% of the total amount of tokens will be provided to the advisors. Advisors tokens are locked for half a year.

5% will be rewarded to SELFLERY community for its contribution and continued support.



TGE has two stages: pre-sale and main sale in two rounds. At the pre-sale stage, SLY tokens are offered only to whitelisted buyers, whereas during the main sale tokens can be purchased by anyone.

6. SLY Token Circulation

The SLY token circulation scheme depends on the type of use.

For SELFLERY end users:

1. SLY tokens are generated during TGE
2. Users can buy SLY tokens during TGE or on the market (after TGE ending).
3. Users utilize SLY tokens to pay for additional SELFLERY features, to buy specialized products in SELFLERY marketplace and other users' photos in stock gallery, and also for charity donations.
4. When users pay for additional SELFLERY features, SLY tokens are transferred to SELFLERY and then distributed according to the current plan for SELFLERY platform development. When users buy other users' photos in stock gallery or specialized products in the marketplace, SLY tokens are transferred from buyers to sellers, after deducting a fee.

For SELFLERY advertisers:

1. SLY tokens are generated during TGE;
2. Advertisers can buy SLY tokens during TGE or on the market (after TGE ending);
3. Advertisers utilize SLY tokens to pay for targeted advertising on SELFLERY;
4. SLY tokens received from advertisers are distributed among all SELFLERY users according to their ratings and activity; Besides paying with SLY tokens for targeted ads, advertisers can award SLY token prizes to users who win photo contests or complete promotional photo quests.

The SLY token supply is limited. Every day, at a certain time, SELFLERY distributes the daily reward fund among all users who have received likes in the last day. SLY tokens are distributed among all active SELFLERY users, since all of them are SELFLERY contributors, it doesn't matter if they allow placing ads on their pages or not.

The more people use SELFLERY, the more value the platform has. Therefore, every user who receives a like, deserves a reward.

To avoid cheating, unverified users can leave only a few likes per day. After completing a verification the number of likes per day becomes unlimited.

SELFLERY provides users with SLY token accounts, where they can make instant internal transfers (offchain transactions) in SLY tokens without any fee. Also, users can withdraw their SLY tokens from their SELFLERY token account to their Ethereum wallets with a miner fee.

The development strategy of SELFLERY user reward model includes implementation of smart contracts that allows advertisers to use not only SLY tokens, but also ETH and other ERC20 tokens to reward users. Once these smart contracts are introduced, advertisers who pay with SLY tokens will receive a discount.

7. Roadmap

2016

Q1 2016 Idea

Product Concept Definition

Q2 2016 Alpha Version of WEB App

Alpha Version of Android App

Q3 2016 Closed Testing of the WEB App

Closed Testing of the Android App

Q4 2016 Beta Version of Android Application

User Testing of the Service

2017

Q1 2017 Market Research and Analysis

WHITEPAPER Preparation

Q2 2017 Economic Model Validation

Consultations with Advisors

2018

Q1 2018 The team expansion

iOS based application

Q2 2018 User engagement

Q3 2018 Launch of large-scale Marketing Company

Photo-contest module connection
Charity module connection
Q4 2018 Advertising cabinet module development
Photo Stock module development
Launch of the advertising platform

>FUTURE

Module development for Marketplace
Smart ads implementation
AdTech technology development
Copyright approval module development on Blockchain
Approval of the photo originality module on Blockchain

8. TEAM



Vadim Onishchenko - CEO, co-founder

Vadim is the founder of the SELFLERY platform. He is a professional photographer with ten years of experience in the IT field. SELFLERY is a synthesis of his improved skills, with the goal of changing the approach towards visual content evaluation.

<https://www.linkedin.com/in/vadimonishchenko/>



Vladimir Dmitriev - co-founder

Vladimir is a professional investor, visionary and futurist, a nuclear physicist by education, he is very fond of professional photography. He creates and develops projects that incorporate AR, VR, AI technologies into children's educational programs. Among his other well-known projects are the largest publishing house "Russian textbook" and "Smeshariki", the popular animated series with a daily audience of 50 million people in 60 countries.



Jason Hung - ICOBench Top expert

Jason is a serial entrepreneur and inventor in mobile business, blockchain ecosystem, digital marketing, AI and ERP related business. He is the co-founder of Treascovery, Chidopi and TimeBox, and the advisory board of BitRewards, BlockLancer, ICONIC, AIDA, EZPOS and Suchapp. 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.

<https://www.linkedin.com/in/jasonhung-earth/>



Rami Khodorovsky - Project Manager

Rami is a specialist in information technology and search marketing. Has more than 12 years of practical experience in marketing and development of IT-technologies, mainly in the promotion of large WEB-projects and search engine optimization.

<https://www.linkedin.com/in/ramikhodorovsky/>



Motti Peer - Digital Marketing Strategy

Motti holds an MBA in Finance and Marketing from Manchester University. As Co-CEO of Blonde 2.0, he is responsible for handling the Public Relations aspects, strategy and crisis management. He's also a mentor and a lecturer at the Executive MBA program of Tel Aviv University, Michlelet Afeka, and IDC's entrepreneurial program. Motti is a member of the board of directors at the Taub Center. Forbes named Motti one of the Startup Nation's "Movers and Shakers".

<https://www.linkedin.com/in/mottipeer>

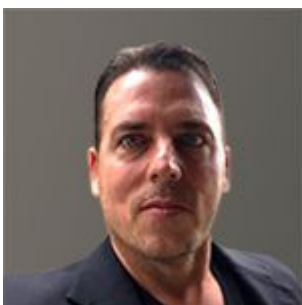


Sergey Kuznetsov - CTO

Sergey is a qualified and gifted frontend and backend developer with more than 10 years of experience.

Skills: MySQL, PostgreSQL, JavaScript, AngularJS, Node.js, vue, Yii, C++, DDD, PHP etc.

<https://linkedin.com/in/sergeykuznetsov4>



Nathan Christian - Blockchain Technology Consultant

Nathan is a technical expert in Blockchain-based accounting and financial applications. He is a Serial entrepreneur with over 35 startups in his portfolio. He is deeply entrenched in the blockchain space and has made it both his career and life passion. He is an accomplished blockchain and Fintech international speaker and is a top 10 ranked member of the 'People of Blockchain'. He has his MBA from the Ohio State University.

<https://www.linkedin.com/in/nathan-christian-90365414a/>



Valentin Gren - Senior Front-end Developer

Valentin is a highly skilled, experienced, detail-oriented, frontend developer with in-depth knowledge of JavaScript and Vue.js. He is engaged in building easy-to-use, user-friendly highly loaded web sites. He is also well versed in such frontend technologies as HTML5, CSS3, SCSS, Vuex, ES6. Also has experience with APIs such as Google API, YouTube API, HTML5 Video API, HTML5 Audio API.

<https://www.linkedin.com/in/valikgren/>



Reuben Godfrey - Advisor

Reuben has worked in sales, business development, finance and operations roles for major multinationals and startups in the tech, telecoms and pharmaceutical industries globally. He has worked as a journalist and is frequently interviewed and asked for comment by tech and mainstream media as well as speaking at and hosting seminars and conferences. He is co-founder the Blockchain Association of Ireland and the Irish Chamber of Commerce in Slovakia with an ambassador role on the GDPR Awareness Coalition and on the NSAI National Mirror

Committee to ISO TC 307. <https://www.linkedin.com/in/reuben-godfrey-1a18055/>



Roman Kravchenko - Blockchain Expert

Roman Kravchenko is a blockchain expert who positions himself as a CryptoDiaspora evangelist. He is fond of traveling and sharing his experience as a speaker at thematic conferences around the world. His alma mater is the Donetsk National University, where he obtained Master's degree in Economic Cybernetics. Professional experience: Assistant of the Department "Applied Mathematics and Informatics", Chief Technology Officer in Remme and 482.solutions. <https://www.linkedin.com/in/romankrav4/>



Amarpreet Singh - Blockchain Consultant

Amarpreet is a professional with 10 years of experience in Tech/Digital industry. His specialties are: Technology Consulting, Operations, Cloud Computing, Fintech, Innovation, ERP, Machine Learning, Account Management, Partner Development, Business Development and Strategy. He holds three Masters degrees from top business schools in Asia.

<https://www.linkedin.com/in/amarpreetsingh2/>



Ekaterina Amanuel - UI/UX Designer

Ekaterina is a professional graphic designer, equally skilled in UX/UI design, mockups design, web and mobile app design. The results of her work can be literally seen each time you open selflery.com or launch our mobile app.

<https://www.linkedin.com/in/amanuel13/>



Nazar Polyvka - Head of Fintech Blockchain & ICO practice

Nazar is an expert in legal advice. He is a co-founder of Axon.Partners, a law firm that serves technocratic business. He specializes in high-tech, intellectual property, venture investment, electronic and crypto currencies, e-commerce and media. Nazar holds a Master's Degree in Law Science from NaUKMA (National University of Kyiv-Mohyla Academy). His professional experience was formed while working with companies such as Foyil, Arzinger, KM Partners and Juscutum. Nazar and his team at Axon.Partners provided legal advice to such

ICO projects as: TAAS Fund, DMarket, DreamTeam, DAO.Casino, Oracles Network, Hacken and others.

<https://www.linkedin.com/in/nazar-polyvka-6133037/>



Kate Dubov - Communication Manager

Kate is a skilled Communications Manager with experience in business communication, lead research, partnership strategy, media and advertising resources communication. She is involved in preparing Kickstarter campaigns, including performing all PR tasks, data collection, SMM content, financial calculations, negotiations with company partners, and document translations.

<https://www.linkedin.com/in/kate-dubov/>



Sandra Mikheeva - Account Manager

Sandra is an Account Manager with big experience in market trends analysis, which greatly helps the team to select and generate useful trendy content. She's a professional in ideas hunting — monitoring relevant sources, SELFLERY competitors and industry solutions to select the best ideas to implement on SELFLERY platform.

<https://www.linkedin.com/in/Sandra-Mikheeva/>



Boris Otonicar - Blockchain consultant

Boris Otonicar has a Masters degree in Economics & Psychology from University of Zurich. Currently he is doing a certificate as a Blockchain Specialist BVS. He advised different ICOs like Coinlancer, Districts and Coinloan. He is very interested in Blockchain and develops his own Blockchain models and Smart Contracts.

<https://www.linkedin.com/in/boris-otonicar-46842231/>



Vladi Krakovetskyi - Board Advisor

Vladi is a motivational speaker, entrepreneur and world traveler. He has a higher technical and economic education, obtained in VNTU (Vinnica National University Of Technologies). Vladi's professional experience: Organizer of Smart Techno™, CEO&Co-founder of ABCname™ and Lemniscate.Capital Foundation, Managing Partner and Co-Founder of Worlax Graphics LTD, Technical Director at MIG Robotics, Managing Partner at Robo House.

<https://www.linkedin.com/in/krakovetskyi/>

DISCLAIMER

This document is intended solely for informational purposes and isn't meant to be a solicitation or an offer to invest in our platform.

No Ownership and Control Rights

Ownership of SLY tokens does not grant its holders the right of ownership or the right to share in SELFLERY. SLY tokens do not give the right to participate in decision making about direction and development of SELFLERY business. However, the opinions of token holders and platform users are very important and can be taken into account when such decisions are being made. SLY tokens can be used as an

internal currency within the project to purchase products and services from companies represented on the marketplace, and to pay for contextual advertising or premium accounts in SELFLERY.

No Income or Profit Guarantees

All examples of income and profit calculation in this document are presented only to demonstrate the average, empirical indicators of the industry. They do not guarantee that these results will be achieved according to the marketing plan.

Regulatory Uncertainty

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. There's a risk that all digital tokens, as an asset, may fall under heavy regulation and restrictions, that may limit the functionality of SLY token or even make it impossible to use. We see it as a highly improbable course of action, but if it happens, we aren't responsible for its consequences.

SLY Token Investment Status

The SLY token is not a certified or legally binding investment. Due to unforeseen circumstances, the objectives set forth in this document may be amended. Although we intend to accomplish all the objectives described in this document, all persons and parties involved in the purchase of SLY tokens do it at their own risk.

Risk of Insufficient Adoption

Although SLY tokens should not be seen as an investment, they will have some value on crypto market. SELFLERY team can't and won't influence the tokens' market price, which depends solely on the proportion of supply and demand, and also on the use frequency. Their value may increase due to high frequency of use and high demand, and decrease when used not often.

Risk of Funds Loss

Funds collected in the TGE process are not insured. In the case of token loss or decrease of the token value, token holders are not provided with a private or public insurance representative.

Risk of Failure

Even though the SELFLERY team is highly confident that the project will be successful, working additional shifts and spending countless hours and resources to achieve all goals, these goals may be not achieved due to some reasons beyond the control of the team.

Risk of Using New Technologies

Crypto-tokens, such as SLY tokens, are a new and unverified technology. In addition to the risks mentioned in this document, there are additional risks which the SELFLERY team cannot foresee. These risks could materialize in other forms not specified in this document.

No Guarantees

Registration on SELFLERY platform or SLY token purchase is a voluntary action and the project team doesn't take any responsibility for this action or its consequences. After emission, SLY tokens are sent to users without any guarantees, including guarantees of increase in value. Some jurisdictions do not allow the

exclusion of implied guarantees, and the above exceptions to implied guarantees may not apply to you, but we still put it here in order to avoid any monetary claims from investors and users.

CONTACTS

Token Generation Event: <https://tge.selflery.com>

MVP: <https://selflery.com>

Smart Contract: <https://github.com/SELFLLERY/selflery-tge>

Contact US: <https://selflery.com/contact-us>

Youtube Channel: <https://www.youtube.com/SELFLLERY>

Video Presentation: <https://youtu.be/sJDuhji2N50>

SELFLLERY - TOKEN SALE on Telegram ENG: https://t.me/SELFLLERY_EN

SELFLLERY Official Channel on Telegram: <https://t.me/SELFLLERY>

Facebook: <https://www.facebook.com/SELFLLERY/>

Linkedin: <https://www.linkedin.com/company/SELFLLERY/>

Bitcointalk: <https://bitcointalk.org/index.php?topic=2759497>

Medium: <https://medium.com/@SELFLLERY>

Reddit: <https://www.reddit.com/user/SELFLLERY/>

Twitter: <https://twitter.com/SELFLLERY>

Instagram: <https://www.instagram.com/SELFLLERY/>

WeChat - Vadim Onishchenko



SELFLLERY PTE LTD. Registration No.201629242K

<https://www.sgpbusiness.com/company/Selflery-Pte-Ltd>