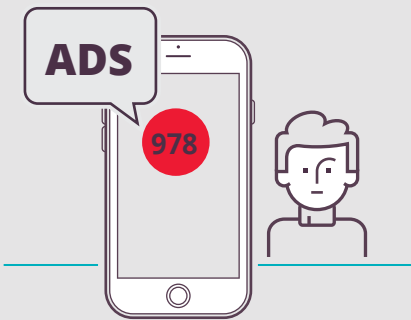


# WeBuy LIGHT PAPER

THE FIRST ON-DEMAND  
ADVERTISING PLATFORM



**WeBuy** is an On-Demand Blockchain-Based Advertisement Platform for buyers and sellers. We are offering an innovative, decentralized, sharing economy oriented solution, aimed at reinventing the relationship between buyers and sellers.



## THE PROBLEM

Online ads continue to stunt the growth of the market by delivering non-targeted ads to passive audiences who are defensive against these intrusive marketing tactics. Potential buyers get overlooked, opportunities get wasted, and businesses keep expanding their budgets blindly, leaving large ad platforms as the only winners in this miserable situation.



## THE SOLUTION

The WeBuy on-demand blockchain-based advertisement platform enables buyers to choose how, when, and why they can be reached by sellers. If the buyer opts in to be reached, he gets rewarded for being contacted, with no buying commitment. Leveraging geolocation tools, sellers can control and wisely allocate their ad budgets, ensuring they are targeting the right market. This breakthrough solution completely removes the congestion that has been backing up the system by eliminating the middleman.

## COMPETITORS

Google

Google Display and Search Networks

facebook

## TOP MILESTONES



World-class Executive Team



Ready for Production by Q4 2018



Solid Token-oriented Financial Model



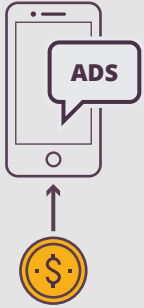
Token Generation using Stellar Protocol



## HOW WE ARE DIFFERENT

WeBuy rewards buyers for their participation in an ecosystem that, up until now, has failed to recognize their importance. With WeBuy, buyers get rewarded in tokens for their activity on the platform. They are invited to create and manage their own Buyer Referral Network (BRN) that is made up of the sellers that they referred to WeBuy. Their private information is never revealed to sellers or 3rd parties, leaving them in complete control of their privacy.

WeBuy enables sellers to geolocalize potential buyers who have expressed their interest in the sellers' products. This is done by using our groundbreaking "SellMe" feature, coupled with an intuitive advertising system that does not require previous advertising knowledge. WeBuy services are 100% free and will stay free.



## GO TO MARKET

To encourage sellers to join the Buyer Referral Networks (BRNs), each seller will receive a joining grant of \$500 from WeBuy in the form of advertisement credits. Income is generated from the seller, based on the fees paid for ads to reach potential buyers. Buyers will be awarded a significant portion of the fee received for agreeing to watch an ad and/or be reached by sellers. The buyers will be awarded the fee in the form of WBY tokens.



## GO TO MARKET

**WeBuy** is revamping the way buyers and sellers communicate, in a middleman-free environment, completely liberating all exchanges for mutual profit.



## STAGE

**Private Sale**



## INDUSTRY

**Advertising**



## NUMBER OF EMPLOYEES

**15+**



## MARKET SIZE

**\$250B**  
**Advertising Market**

# TOKEN GENERATION EVENT



## TOTAL SUPPLY

**1,000,000,000**



## AVAILABLE FOR SALE

**300,000,000**



## TOKEN PRICE

**\$0.25\***  
(\* before discount)



## ACCEPTED CURRENCIES

**FIAT +  
Crypto currencies**



## MINIMUM TRANSACTION AMOUNT FOR THE SALES

**1 XLM = 0.2USD**



## SOFT CAP

**\$5,000,000**



## HARD CAP

**\$25,000,000**



## PRIVATE SALE:

Current – Jan. 6th, 2019

## PRE-SALE:

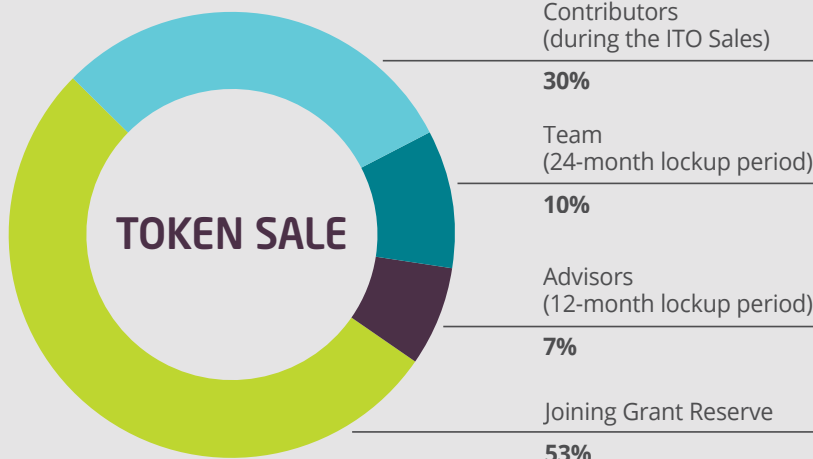
Jan. 7th, 2019 – Feb. 6th, 2019

## PUBLIC SALE:

Feb. 7th, 2019 – Mar. 7th, 2019

# TOKEN DISTRIBUTION EVENT

WBY tokens will be distributed to all participants and contributors 6 weeks after the end of the Initial Token Offering (ITO).



# USE OF PROCEEDS



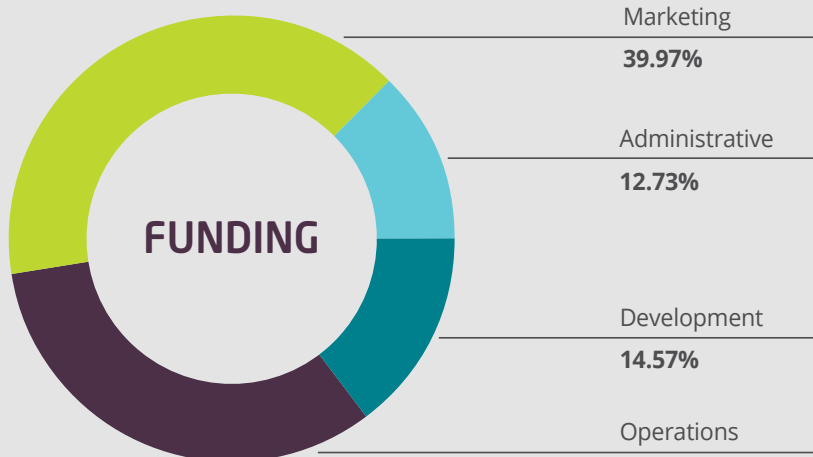
## SHORT TERM TARGET

Completing platform development and deployment of the WeBuy app. Launching a successful Initial Token Offering (ITO).



## LONG TERM TARGET

WeBuy will be completely open source and will operate autonomously with no entity controlling the majority of its tokens. Its data and records of operation will be cryptographically stored on a public, decentralized blockchain.



# MANAGEMENT TEAM



## EMIL GUBERMAN, CEO AND FOUNDER

Founding, financing and managing companies and complicated international projects in Israel, USA, UK, Russia and Kazakhstan.



## VICTOR NEMIROVSKY, CPO

Over 20 years experience in software engineering and leading development teams to successfully deliver solutions and products in several industries.



## YURI VOSCHINSKY, CTO

Leading teams in data processing, big data, cloud computing and real-time control for more than 20 years.



## ILYA YULISH, CIO

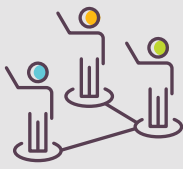
Technology evangelist, cryptocurrency and blockchain enthusiast with over 20 years experience in software and business development.

To learn more about the team:  
<https://wby.io/#team>

# ROADMAP



2020



**DAC Infrastructure development**

- Hosting
- Marketing tools
- Open Source preparation
- Management tools

Q4 2019



**Additional platforms integration**

- Alexa, Google Home (...)
- WIX, Shopify (...)
- WeBuy SDK



**Customized SellMe**

**SellMe Open API**

Q3 2019



**Seller Extended Features**

- CRM
- Stores networks
- Desktop support
- Community based stores KYC



**Matching System**

- Image recognition
- ML

Q2 2019



**Buying Groups**



**Social Network Features**

6 weeks after ITO — **TOKEN DISTRIBUTION EVENT**

**REVENUE GENERATING**

07.03

**PUBLIC SALE**

07.02

06.02

**PRE-SALE**

07.01

06.01

**PRIVATE SALE: CURRENT**

Q4 2018



**Pilot Ready Product**

**FINANCE**

**PRODUCT**

## SOCIAL MEDIA PLATFORMS:

**Telegram:** [https://t.me/wby\\_io](https://t.me/wby_io)

**Facebook:** <https://www.facebook.com/wbyio>

**Twitter:** [https://twitter.com/@wby\\_io](https://twitter.com/@wby_io)

**LinkedIn:** <https://www.linkedin.com/company/wby/>

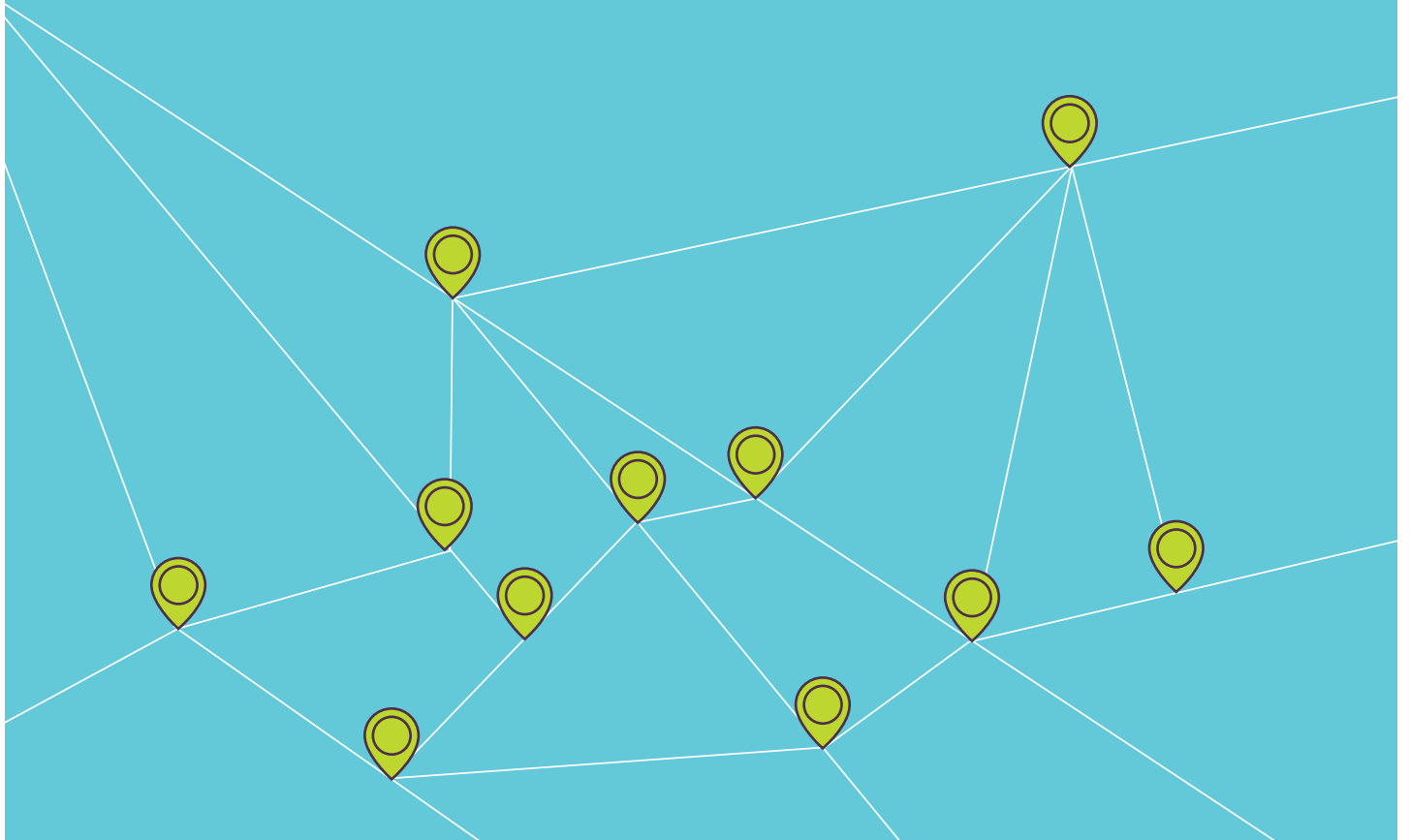
**BitcoinTalk:** <https://bitcointalk.org/index.php?action=profile;u=2150923>

**Discord:** <https://discord.gg/2RwAc3P>

**Medium:** [https://medium.com/@webuy\\_io](https://medium.com/@webuy_io)

**Reddit:** <https://www.reddit.com/user/WeBuyOfficial>

**Quora:** <https://www.quora.com/profile/webuy>



<https://wby.io>

**Telegram:** [https://t.me/wby\\_io](https://t.me/wby_io)