

SHOWMEBIZ

ALL WORLDWIDE
EXHIBITIONS ON ONE PLATFORM

WHITEPAPER
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CONDITIONS OF LIABILITY

The purpose of this White Paper is to present the **ShowMeBiz**¹ platform and the **ExpoCoin**² token, which is specially designed for the potential token owners. We inform you that in connection with the alleged sale of tokens, the information below may not be fully comprehensive and does not imply any elements of the contractual relationships. The direct and single purpose of this document is to provide true relevant information to potential token owners so that they can determine whether a thorough analysis of the **ShowMeBiz Ltd.** should be conducted with the purpose of buying **ExpoCoin** tokens.

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The ExpoCoin **Token (EXPO)** is a utility token and is a means of payment for services within the platform. ExpoCoin is not a digital currency, a security, a commodity or any other type of financial instrument and has not been registered under any securities laws of any country, including laws of any jurisdiction in which the potential owner of the token is a resident. The ExpoCoin token is backed by ExpoBlock virtual exhibition space on the declared platform.

The ExpoCoin token cannot be used for any purpose apart from the ones specified in this White Paper. The ExpoCoin token is not intended for sale or any other manipulation in any jurisdiction where the sale or use of digital tokens may be prohibited. The ExpoCoin token does not give any other rights in any form except those which are specifically described in this white paper.

Some statements, estimates and financial information contained in this White Paper are prognostic and may include possible known and unknown risks and uncertainties that could make actual and expected results differ from the claimed ones. In this case, this White Paper can be changed to provide more detailed information.

This White Paper (its Russian-language version) is the main official source of information about the ExpoCoin token. The information contained in this document may be translated into other languages over time and used for written or oral communication with existing and / or potential customers, partners, etc. Naturally it should be taken into account that, as a result of such translation, the information contained in here may be lost and / or distorted. The accuracy and credibility of alternative translations cannot be guaranteed. In case of any conflicts or discrepancy between such translations, please refer to the Russian-language original version of the White Paper.

¹ ShowMeBiz – Trade Mark

² ExpoCoin – Trade Mark

CONTENTS

1. CAPSULE REVIEW	4
1.1 The exhibition industry today	4
1.2 What is ShowMeBiz	8
1.3 Overview of ICO	9
1.4 Overview of the Global Virtual Expo	10
1.5 Distribution of ExpoCoin tokens allocated to ICO	11
2. CONDUCTING OF PRE-ICO	13
2.1 Pre-ICO	16
2.2 First stage of the ICO	17
2.3 The second stage of the ICO	18
2.4 Completion of ICO	20
3 PROSPECTS FOR DEVELOPMENT AND MONETIZATION	22
3.1 Development of the Global Virtual Expo	22
3.2 Monetization from companies	23
3.3 Monetization from the provision of paid content	24
3.4 Monetization from Organizers	25
4. ABOUT THE PLATFORM IN DETAILS	26
5. THE ARCHITECTURE OF THE SHOWMEBIZ PLATFORM	27
5.1 Storage Level	27
5.2 Level of integration	27
5.3 Processing level	28
5.4 Presentation Level	28
6. THE TARGET AUDIENCE	30
6.1 Investors	30
6.2 Participating companies	31
6.3 Visitors of the exhibition	32
6.4 Exhibition Organizers	33
6.5 Users who for different reasons cannot physically visit the exhibition	34
7. EXPOFUND AND RESERVE	36
7.1 Main directions of use	36
7.2 Terms of use of ExpoFund	36
7.3 Referral program	37
8. ROAD MAP	38
9. TOKENS EXPOCOIN (EXPO)	39
9.1 Basic concepts	39
9.2 Using the ExpoCoin token in the ShowMeBiz ecosystem	39
9.3 Global Virtual Expo	40
9.4 Virtual ExpoBlock	41
10 ECONOMY OF THE TOKEN	43
10.1 Virtual rent of Expocenter	43
10.2 Calculation of dividends to owners of ExpoBlock	43
10.3 Calculation of dividends	44
11. TEAM	45
12. COMPLIANCE WITH ALL LEGAL AND REGULATORY STANDARDS	48

1. CAPSULE REVIEW

1.1 The exhibition industry today

The traditional exhibition industry annually gathers millions of people of the same interests and business areas from all over the world, provides the exchange of new technologies, experience, contacts and contracts. Acquaintance with the market leaders and sharing experience with them, consolidation of established relationships and image support of a modern approach to doing business, the opportunity to use others and share one's own experience, achievements and proposals - all these are the results of participation in international industry and professional exhibitions! However, all this still is available in full only under the condition of the physical presence at the exhibition.

The exhibition industry market is growing every year and is one of the most profitable niches in business. In addition, the exhibition industry is potentially one of the most profitable in the world.

According to statistics¹, the world business economy is about **130 million** of active enterprises, employing more than **600 million** people³.

According to the experts, in the money turnover of the modern exhibition industry is about **\$ 7.5 billion**. ShowMeBiz Ltd. offers a revolution in the field of exhibition business and increase the turnover to **\$ 1.7 trillion**

Now there is a unique opportunity to take part in the project ShowMeBiz, which is dedicated to the implementation of the Global Virtual Expo on the Web and the creation of a business community at a new level of using information technologies.

Obviously, being a co-owner of a Global Virtual Expo and receiving dividends from the lease of virtual space is one of the best opportunities to invest and multiply your money.

³ Sources:

<http://ec.europa.eu>

<https://www.appliedgeographic.com/>

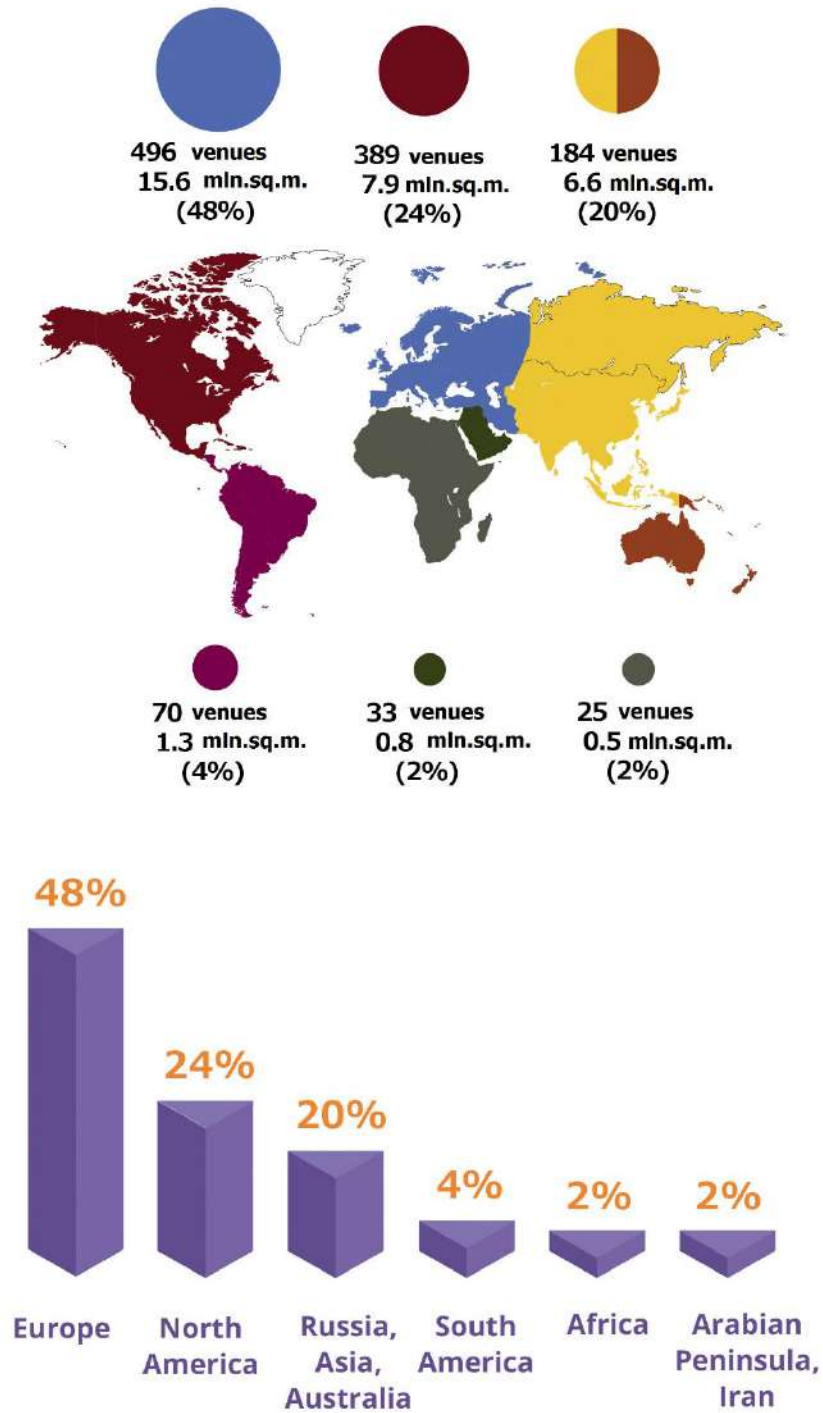


Figure 1 - Annual volumes of leased exhibition space in the world

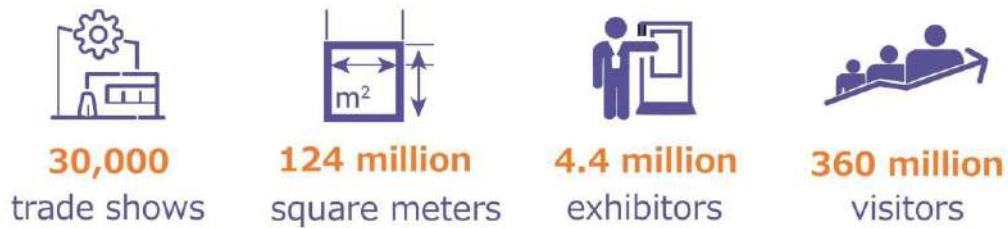


Figure 2 - UFI data

According to **UFI**⁴ data annually:

- more than 30,000 exhibitions are held around the world;
- about 124 million sq meters premises for exhibitions are used;
- more than 4.4 million companies participate in exhibitions;
- more than 360 million people visit the exhibition.

PROBLEMS OF MARKET

Every day there are exhibitions in different cities and countries, but not everyone who wishes can visit them. The reasons may be different: long-distance trip, lack of time, expensiveness of participation. In addition, one person **physically does not have the opportunity to visit all the exhibitions!**

Every day thousands of participating companies lose millions of potential customers who could not attend this exhibition! Moreover, exhibitions are held **only a couple of days** and not all companies benefit from traveling to another country to present themselves.

Every day all organizers of exhibitions lose their potential profit from those people who could not attend their event.

Visitors who come to exhibitions **face difficulties** in filling out questionnaires in a language they do not know, with a waste of time searching for the stand they need, with insufficiently comfortable information and notifying about the running events during the exhibition itself.

Many entrepreneurs would like to own their exhibition centres, but this **niche has been occupied long ago** and is inaccessible to many people.

ShowMeBiz solves these problems by creating a single platform for the entire exhibition industry!

⁴ **UFI** - The Global Association of Exhibition Industry is the leading global association of world organizers of exhibitions and exhibition centers, as well as the largest national and international exhibition associations and individual partners of the exhibition industry



Every smartphone user can visit any exhibition of the world in one click

- to receive detailed information about the exhibition, companies-participants, their goods and services;
- watch live broadcasts from all important events of the international exhibitions;
- watch video in 360° format and use VR glasses to feel the atmosphere of what is happening.



Each company receives additional clients and the international popularization

- information about the company is available to users before, during and after the exhibition itself;
- during the exhibition, users can get acquainted with the information about the company by scanning the QR code directly at the stand;
- events, ShowRoom, conferences are broadcasted live and available to all users of the platform;
- targeting advertising allows companies to notify their entire target audience about their participation in the exhibition;
- the company collects its history of participation in various exhibitions and this information is available to users.



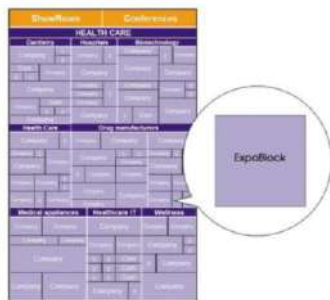
Organizers increase their incomes

- the flow of visitors increases due to international popularization;
- the customer base is replenished at the expense of all interested users;
- arise more companies wishing to participate in events, conferences, ShowRoom through live broadcasts and 360°-videos, which will gradually increase companies' popularization.



Each participant of the exhibition can use a convenient application and earn money from it

- quickly pass the registration;
- easily navigate in space and find the convenient stands with the help of a navigator;
- quickly receive information about companies using QR codes at each stand;
- to mark favourite companies;
- to receive notifications about current events;
- to participate in contests and earn ExpoCoin;
- exchange ExpoCoin for services within the platform, buy new tickets or withdraw to fiat money.



Now everyone can become a co-owner of the Worldwide Virtual Exhibition Center (purchasing ExpoBlock - see section 9.3 in detail) and receive monthly dividends from the rent of these virtual areas to companies

1.2 What is ShowMeBiz

ShowMeBiz Ltd. – an international IT company and officially registered in Hong Kong

The company mission: to make the exhibition industry more accessible and easy for all participants, to help all of them to get their benefits.

The company goal: to create a Global Virtual Expo for the business community.

ShowMeBiz – this is the first platform for the exhibition industry organization based on Blockchain technologies and crypto-currencies.

The **ShowMeBiz** platform was created to solve the above mentioned problems of all participants of the exhibition industry and launches its **ExpoCoin** tokens to simplify access to the exhibition industry and to expand your opportunities in the field of this business at a new information level (in detail about the target audience - see Section 6).



Figure 3 - The ShowMeBiz Platform

1.3 Overview of ICO

Over the past 2.5 years, the **ShowMeBiz Ltd.** team has been working to create a platform for the exhibition industry, which is useful for the international business community. The next stage of the company's work is the creation of the Global Virtual Expo and the implementation of the ICO with the aim of realization of the entire virtual space among investors. To do this, a limited number of ExpoCoin tokens are launched as a means of payment within the platform, backed up by a virtual space unit ExpoBlock (more details see in Section 9.4).

In total, the entire ICO process takes about six months and is divided into pre-ICO and 2 further stages. It happens due to the fact that it is important for the ShowMeBiz Ltd. to fill the Global Virtual Expo with the tenant companies in the process of distributing ExpoBlock so that each owner of the tokens can receive dividends as soon as possible, namely immediately after the ICO finishing (for more details about ICO see Section 2).

The declared platform of the Global Virtual Expo in partial version will be launched in the 4th quarter of 2018. In parallel, the ShowMeBiz platform is launched for the ongoing exhibitions around the world in order to attract the attention of the target audience and potential tenant companies.

In order to minimize the risks of the tokens owners, ShowMeBiz Ltd. undertakes to invest quarterly 20% of its profits for the purchase of ExpoCoin tokens from the stock exchange. Monetization of the platform will occur after the completion of the second stage of the ICO (for more details on monetization see Section 3).

To date, there is already:

- most of the server component of the platform is ready, the administrative part that serves the server, site, MVP for the mobile application (iOS/Android).
- 400 organizers of exhibitions from different countries are ready to further cooperate
- 5 million companies are already in the database of ShowMeBiz platform and are ready for further area lease of the Global Virtual Expo
- representatives of the expo industry from 22 countries are ready to develop their activities with the support of the platform ShowMeBiz and ExpoCoin

1.4 Overview of the Global Virtual Expo

Platform **ShowMeBiz** creates an opportunity for everyone who wishes to become a co-owner of Global Virtual Expo (more info in Section 9.3).

Benefits for the investor:

- dividends from rent of exhibition space are credited monthly;
- thanks to secure methods of smart contracts and Blockchain technologies, all information about transactions is accessible and open;
- 80% of the profit of the Global Virtual Expo is distributed among the co-owners in a % -related ratio.

ATTENTION! Only during the ICO period all the purchased ExpoCoin tokens (+ bonuses) give their owner an additional opportunity to receive the ExpoBlock virtual space in the 1: 1 ratio for renting and receiving a profit monthly. And the more ExpoBlock you own, the more your dividends!

Example 1.1: Ben has purchased 20,000 **ExpoCoin** tokens during pre-ICO or on one of the ICO stages. Under the terms of the company (see Section 2), he becomes a VIP customer and will receive a bonus 3,100 tokens. After completion of all stages of the ICO, all of his 23 100 ExpoCoin tokens in the personal office are backed up by 23 100 **ExpoBlock**. And then Ben will be able to receive monthly dividends for renting an exhibition area of 23 100 **ExpoBlock** (see Section 10.3 for calculation), and also use 23 100 **ExpoCoin** tokens at his discretion, for example, to trade on the exchange of crypto-currency or pay for services on the platform.

The company took into account the possibility of transferring the virtual space ExpoBlock between users of the platform using the functionality of personal offices (see Section 9, 10).

10% of tokens of their total number (30,000,000 tokens) are planned to implement during ICO.

Our goal is to lease 10% of ExpoBlock by January 2019.
The project HardCap is 21 million tokens.

The remaining 90% of the tokens, and this is 270 000 000, are moved to the Reserve for future use and implementation. These two parts (10% and 90%) of tokens are placed on different wallets. The first one is available to the user to view the number of tokens in this wallet, the second is private, it is dictated by security measures.

Recall that the ICO is completed in two cases:

- 1) if HardCap is reached;
- 2) 07/31/2018 at 2359:59 GMT

1.5 Distribution of ExpoCoin tokens allocated to ICO

Based on the fact that there are 30,000,000 tokens allocated for sale during the ICO period, their distribution is as follows:

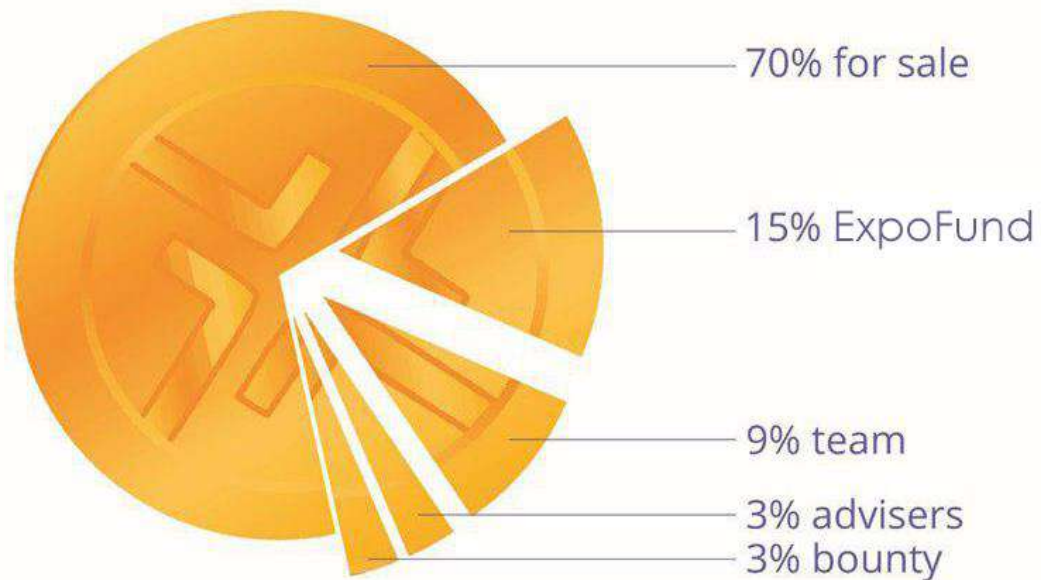


Figure 4 - ExpoCoin launch

So, in total it is supposed to launch **30 000 000 ExpoCoin** tokens during ICO:

- **70%** - 21 000 000 tokens go for sale (HardCap);
- **15%** - 4 500 000 tokens go to the reserve fund;
- **9%** - 2 700 000 - for team development;
- **3%** - 900 000 - receive advisers;
- **3%** - 900 000 - get users on the Bounty program.

You can buy **ExpoCoin** by paying for the purchase of BTC or ETH.

Moreover, 70% of ExpoCoin tokens which are allocated for sale during ICO:

- Pre-ICO - 1% - 210 000 tokens;
- The first stage of the ICO is 19% - 3 990 000 tokens;
- The second stage of the ICO is 80% - 16 800 000 tokens.

All unsold tokens pass to the ExpoFund reserve.

All the necessary information about pre-ICO and ICO, as well as the unique potential advantages of owning **ExpoCoin** are presented in this White Paper. Read more about the economy of ExpoCoin tokens in Section 10.

2. CONDUCTING OF PRE-ICO

The goal of ICO: to distribute the space of the Global Virtual Expo between co-owners (owners of ExpoCoin tokens).

Number of ExpoBlock: 21 000 000

The ICO consists of a Pre-ICO and two ICO stages

The stages are held with a certain periodicity and are expected to end on July 31, 2018 at 23:59:59 GMT. Such lengthy process is explained by the fact that it is necessary to distribute all available ExpoBlock among the owners of the tokens. In this way, the Global Virtual Expo will be fully operational on Blockchain technologies and Smart Contract processes will be launched, under which each co-owner starts receiving dividends.

In addition, ShowMeBiz has a clear plan for implementing the project with time constraints and is ready to notify its participants of the passage of each of these stages. Thus, after completion of all the ICO stages, the project will be fully implemented with a ready functioning platform and database of all participants of the Expo industry.

Each stage is considered thoroughly and has the following algorithm for implementing EXPO tokens:

- **Pre-ICO:** All unsold tokens are distributed between VIP package owners;
- **1 stage ICO:** All unsold tokens go to ExpoFund;
- **2 stage ICO:** All unsold tokens go to ExpoFund.

1st day after the 2nd stage of ICO: Sold tokens are rounded to millions. The number of tokens before rounding is distributed among VIP investors in proportion to their contributions. After that, each ExpoCoin owner get ExpoBlock in the ratio 1: 1 (each ExpoCoin corresponds to ExpoBlock). As a result, in the personal office of each participant will display both ExpoCoin and ExpoBlock. ExpoCoin can be sold on the exchange of tokens, at the same time, ExpoBlock is not alienated, and is the basis for calculating dividends. ExpoBlock is not traded on the stock exchange, but there is a separate opportunity to alienate them in favor of third parties in the internal environment of the platform.

Example 2.1:

16,587,850 tokens are sold. We round up to millions, we get 17 000 000 tokens.
 21 000 000 - 17 000 000 = 4 000 000 go to the Reserve
 17 000 000 - 16 587 850 = 412 150 - are distributed among VIP-investors

A VIP-package is the purchase of
ExpoCoin tokens for \$10,000 or more worth

Bonuses for VIP package owners are accrued on the first day after the completion of the all ICO stages. Accruals go from **ExpoFund**.

Table 1 - Bonuses for VIP packages owners

	Amount of purchased ExpoCoin tokens			
Token purchased	from 10 000 to 19 999	from 20 000 to 49 999	from 50 000 to 99 999	from 100 000 and more
Bonus in tokens for volume	+5%	+10%	+15%	+20%

To support each participant who buys ExpoCoin, at each stage Bonus is up to 50% for speed. The earlier you buy tokens ExpoCoin, the more tokens on your internal account you get!

Table 2 - Bonuses for speed in the pre-ICO period

	pre-ICO period is 21 day				
Day	1 - 4	5 - 8	9 - 12	13 - 16	17 - 21
Bonus in tokens	+50%	+25%	+10%	+5%	0%

Table 3 - Bonuses for speed during the 1st stage of ICO

	31 days	
Day	1-15	16-31
Bonus in tokens for speed	+50%	+25%

Table 4 - Bonuses for speed during the 2nd stage of ICO

	May	June	July
Bonus in tokens for speed	50%	35%	25%

IN TOTAL 30 000 000 TOKENS FOR SALE

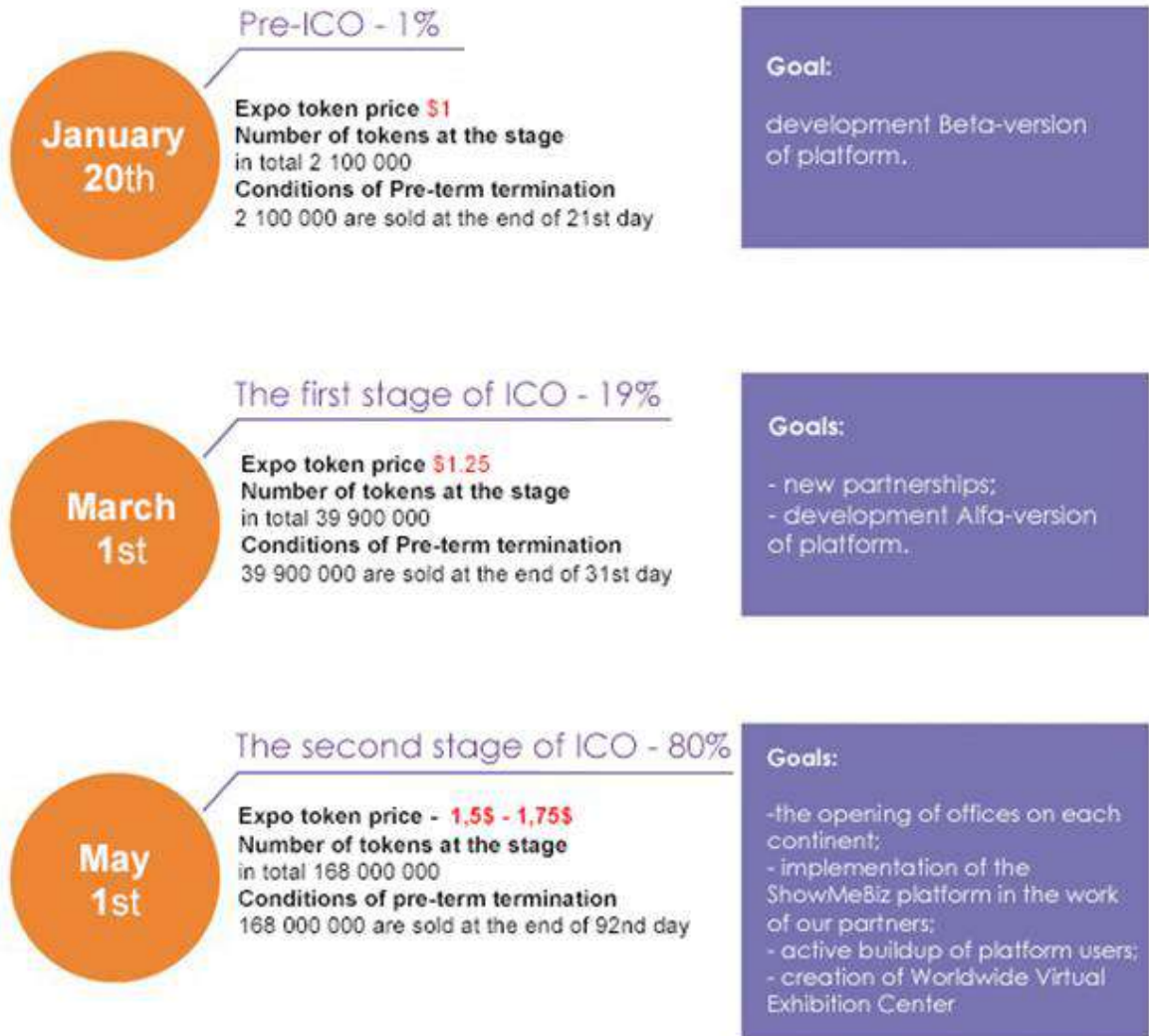


Figure 6 – ICO overview

2.1 Pre-ICO



Figure 7 - Terms and details of pre-ICO



2.2 First stage of the ICO

Total number of tokens: 3,990,000

Duration of ICO: 31 days

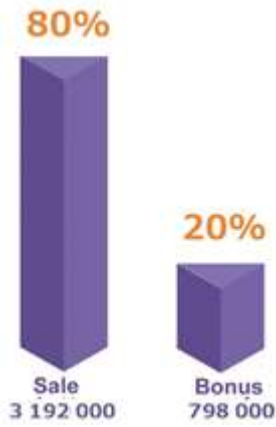
Goal: Beta-version of the ShowMeBiz platform

The first stage of the ICO involves such details (see Figure 8).



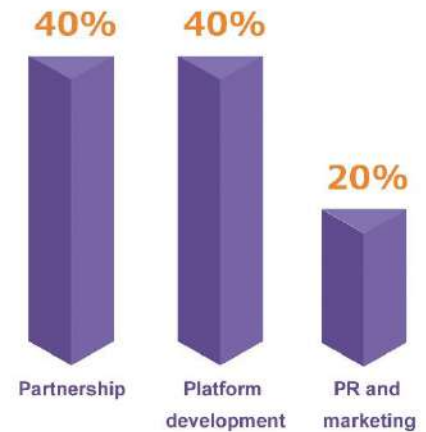
Figure 8 - Distribution of earnings in the 1st stage of the ICO

* - rounding procedure – see Section 2.
Distribution of tokens at the 1st stage of the ICO



The main goal at this stage: development of the **Beta-version of the ShowMeBiz platform**

Distribution of earnings in the 1st stage of the ICO



2.3 The second stage of the ICO

Total number of tokens: 16, 800, 000

Duration of ICO: 92 days

Goals:

- The opening of representative offices on each continent from the list below (1 representative office on each) and training of all staff.
 - ✓ Europe;
 - ✓ Asia;
 - ✓ Africa;
 - ✓ America.
- Implementation of the ShowMeBiz platform at international exhibitions of our partners;
- Active buildup of platform users;
- Creation of the Global Virtual Expo.

The second stage of the ICO involves such details (see Figure 9).

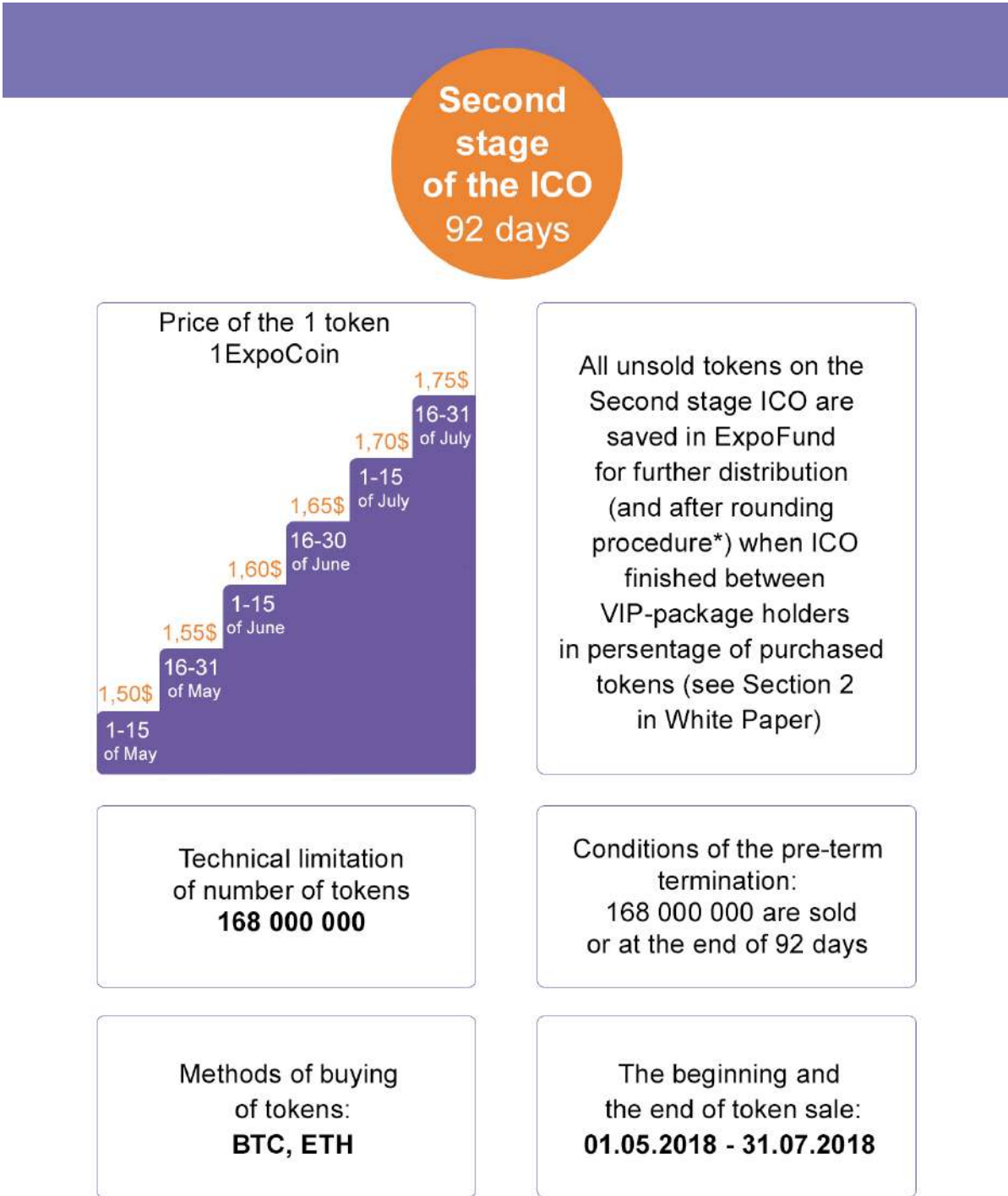
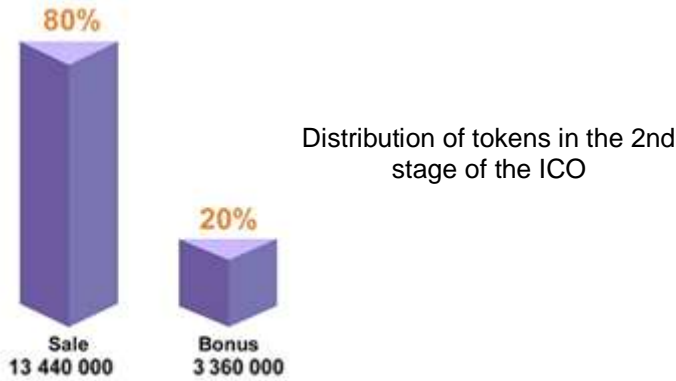


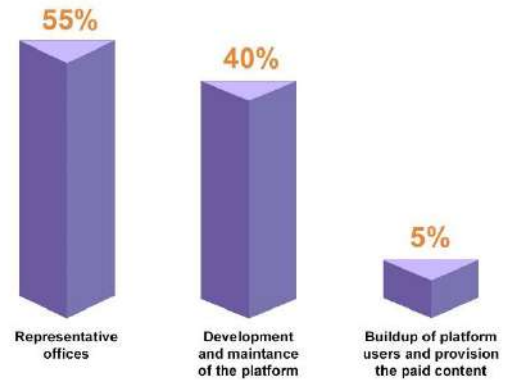
Figure 9 - Terms and details of the 2nd stage of the ICO

* - rounding procedure – see Section 2.



Distribution of earnings in the 2nd stage of the ICO

Distribution of earnings will be undertaken as follows: the biggest intake (55%) will be invested in opening new representative offices, 40% will be used for maintaining and developing the platform and the rest 5% will be used attracting new platform users



Distribution of tokens at the third stage of the ICO

Distribution of proceeds in the 3rd stage of the ICO

ATTENTION! All unsold tokens after the 3rd stage of the ICO are distributed among the VIP packet owners in a percentage (see Section 4).

2.4 Completion of ICO

Completion date of ICO – 31.07.2018.

The completion date of the ICO is July 31, 2018.

On the first day after the completion of the third stage of the ICO (August 1, 2018), the number of ExpoBlock in the ratio of 1:1 is accounted to each ExpoCoin owner. It is this amount of ExpoBlock that will determine how many monthly dividends will be received by their owner. Thus, each user in the personal cabinet will see both the number of ExpoCoin, and the number of ExpoBlock. ExpoCoin can be used to pay for various services within the platform, rent virtual space in the Global Virtual Expo. Also, ExpoCoin can be sold or bought on the exchange of tokens, at the same time ExpoBlock is a reinforcement of tokens and evidence that the user is a co-owner of the Global Virtual Expo and claims for monthly dividends.

In order to ensure the stability and prosperity of the company, 20% of its profit, **ShowMeBiz Ltd.** invests quarterly to buy their own tokens from the exchange. Such an approach will help the course of the **ExpoCoin** token at the exchange to easily withstand the periods of profit-taking by our investors.

Analysts predict a high demand for ExpoCoin tokens due to the use of paid content provided by the company and services provided to companies participating in the Global Virtual Expo. Transaction security is provided by the use of Blockchain technology.



Figure 10 - Company monetization

After the completion of the ICO, the company enters the monetization phase. Monetization will come from:

- Global Virtual Expo and leasing its virtual space
- sales of paid content to platform users:
 - ✓ live broadcasts;
 - ✓ video in **360°** format (VR).
- providing services for companies participating in exhibitions:
 - ✓ provision of live broadcasts and broadcasts;
 - ✓ Targeted advertising for interested audience;
 - ✓ database of potential and existing customers.
- the organization of the process of registering visitors through an additional ExpoScan application, which will allow organizers to save time for keeping records of those coming to the exhibition by using QR codes.
- sales of tickets to the exhibition, exhibition space rent, advertising orders, logistics services, printing and other participants of the exhibition industry in a safe and secure transaction mode - using Blockchain technology.

3 PROSPECTS FOR DEVELOPMENT AND MONETIZATION

Upon completion of the ICO, the first receipt of profits by the owners of ExpoBlock is expected, as the virtual space of the Global Virtual Expo, which will give dividends on a monthly basis, is divided among them in appropriate shares.

ATTENTION! The search for tenant companies and their support is fully handled by the ShowmeBiz Ltd. team.

In the future, the number of users of applications and web-resources of the platform will grow and amount to no less than 10 million active users of the platform.

Let's consider the processes of monetization of the Global Virtual Expo in the context of making profit from all processes and users of the platform.

3.1 Development of the Global Virtual Expo

Showmebiz Ltd. company 80% of all ExpoCoin, which were charged by companies for the rental of ExpoBlock, distributes among all owners of ExpoBlock. The remaining 20% of ExpoCoin's entries remain with ShowMeBiz for further development of the entire platform of the Global Virtual Expo (for details on the Global Virtual Expo, see section 9.3).

┌ 80% of the profit from renting out the
space of the Worldwide Virtual Exhibition
Center belong to all owners of
ExpoBlock ┐

Cost of services for tenant companies:

1 ExpoBlock = 0,1 ExpoCoin/ day
1 hour ShowRoom = 100 ExpoCoin
1 hour Conference = 100 ExpoCoin

Example 3.1: Suppose that only 1% of the space of the Global Virtual Expo is occupied. Consider the calculation when 3 000 000 ExpoBlock are leased by companies for the current month. At the same time, all ShowRoom and Conferences are busy only 5 hours a day.

For one ShowRoom: 500 ExpoCoin/day
Simultaneously acting 50 ShowRoom

Total for ShowRoom:
 $50 \times 500 = 25\,000$ ExpoCoin/day

For one Conference: 500 ExpoCoin/day
Concurrent 50 Conference

Total for Conference:
 $50 \times 500 = 25\,000$ ExpoCoin/day

For one ExpoBlock: $0,1 \times 30 \text{ days} = 3 \text{ ExpoCoin/month}$

For a month ShowRoom и Conferences: $(25\,000 + 25\,000) \times 30 = 1\,500\,000 \text{ ExpoCoin}$

For a month rent 3 000 000 ExpoBlock: $3 \times 3\,000\,000 = 9\,000\,000 \text{ ExpoCoin}$

Total dividends:

$(9\,000\,000 + 1\,500\,000) \times 80\% = = 8$

400 000 ExpoCoin

8 400 000 ExpoCoin – profit, which is distributed among all owners of ExpoBlock: $8\,400\,000/300\,000 = 0.028$ ExpoCoin dividends for each ExpoBlock. If a user has 1000 ExpoBlock, he is awarded 28 ExpoCoin for a given month.

ATTENTION! When the entire Global Virtual Expo will function 24/7 and each ExpoBlock will be rented by the companies, the dividends will accordingly grow 100 times!!! (above we considered the situation when filling in the Global Virtual Expo only is 1%)

3.2 Monetization from companies

Recall that 20% of its profits the company invests quarterly to buy their own tokens from the exchange. This approach will help create the demand for ExpoCoin on the exchange and easily withstand the periods of profit-taking by the owners of the tokens.

The database of the ShowMeBiz platform already has a list of all international exhibitions including 2020. The partner organizers provide a list of all the companies that participate in. Now it's up to companies to determine what users will see about them. By default, the name and description. In the personal account of the company, they can add detailed information about themselves.

The cost of access to a private office for the company is \$ 10. This price is due to the fact that ShowMeBiz Ltd. is profitable to maximize all companies placing more information about themselves, because this is what is becoming valuable for all users of the ExpoBiz application.

Example 3.2: Let's look at the monetization of the entire platform from companies that take part in exhibitions around the world.

Suppose that the Organizer named "ExpoHouse" bases its exhibition on the platform **ShowMeBiz**, where 1000 companies take part. Each company exhibited detailed information about itself and paid for it for only \$ 10. In return, they received a personal QR-code on their stand, and now every visitor can easily get acquainted with the information about the company.

$$1000 \times 10 = \$10\,000$$

Let's say that only 50% of companies decided to use the opportunity of targeting advertising and spent an average of \$100 on the advertising budget.

$$500 \times 100 = \$50\,000$$

The remaining 50% decided to get personal data from the audience that showed interest in them (remote users and those who scanned their QR code at the exhibition itself) and paid \$100 for this information.

$$500 \times 100 = \$50\,000$$

Suppose that among all users of the platform only 1% showed a desire to use the paid content of this exhibition and paid \$50.

$$10\,000\,000 \times 1\% \times \$50 = \$5\,000\,000$$

$$\text{Total: } 10\,000 + 50\,000 + 50\,000 + 5\,000\,000 = \$5\,110\,000$$

According to conservative estimates, holding just one exhibition can make a profit of \$5 110 000.

Until the end of 2019, the goal of **ShowMeBiz Ltd.** to cover the market of the exhibition industry and to introduce a platform with paid content for 30,000 exhibitions⁵. Total by the end of 2019 the company's profit will be:

$$5\,110\,000 \times 30\,000 = \$153\,300\,000\,000$$

3.3 Monetization from the provision of paid content

Example 3.3: Let's look at the monetization from providing paid content to platform users.

It is known that annually more than 300 million people visit exhibitions, experts suggest that at least the same number want to get there, but cannot for various reasons. We invite them to visit such exhibitions remotely! Then such users are ready to pay for paid content of the ExpoBiz application to view live broadcasts and 360°-video.

Consider a minimum program, and suppose that only 5 million users of the application will take advantage of this opportunity. If only 20% of these users will spend \$ 50 for paid content per month, the company's revenue will be \$ 1,000,000/month, \$ 600 000 000/year.

Recall, in the sphere of the exhibition industry with a turnover of \$1.7 trillion. 130 million operating companies are involved and 600 million people are employed, so predicts the **cost of ExpoCoin by the end of 2019 over \$200.**

Analysts predict that ShowMeBiz Ltd. already from the first days of the project launch will receive a high income. So, all investors who buy tokens ExpoCoin can expect to grow and their revenues. After completing the ICO, the company's goal for the year is to cover 300 international exhibitions. And in the next two years, until 2022 - to cooperate with all organizers of exhibitions, including local ones. This is the whole exhibition industry of the world! Then on a regular basis the content about each exhibition will be replenished and support will be provided to all partners. The goal of the ShowMeBiz platform is to create business relations between all participants of the expo industry on a new, high-tech modern level.

Demand for tokens ExpoCoin on the market is created due to the following important components:

- the need for companies to pay for the rent of the Global Virtual Expo.
- paid content inside the platform (live broadcasts and VR).

⁵ According to statistics, 30,000 exhibitions worldwide are held annually

Companies and users can pay in any convenient way, but within the platform calculations are carried out only by ExpoCoin. Therefore, most transactions will occur by automatically redeeming tokens from the exchange at the best price for the user.

3.4 Monetization from Organizers

ShowMeBiz Ltd. closely cooperates with the organizers of exhibitions and gives them the opportunity to earn more in their own exhibitions. The only thing that the organizers pay for is the commissions from the sale of tickets. That in turn is beneficial to the organizers themselves.

The cost of tickets and commissions from their sales are individual for each individual exhibition.

We also consider options for monetization on commissions from recommendations of hotels, restaurants, tourism and other various services that take place in cities near exhibitions.

4. ABOUT THE PLATFORM IN DETAILS

The **ShowMeBiz** platform is an original ecosystem for all participants of the exhibition industry and helps them to solve their problems.

The platform consists of:

1. The server part of the platform, which serves all applications and sites in a single ecosystem with the ability to effectively scale and respond flexibly to the growing number of requests or data. On the server side of the platform, an account is taken of ExpoCoin, their accrual and compliance with ExpoBlock. The server part is reliably protected.
2. Administrative component for the server part with a convenient and functional graphical interface. The administrative part in the future will be available to users with certain access rights.
3. Mobile application ExpoBiz (for iOS / Android) - the user, including, and remote, can visit any exhibition of the world in one click: watch live broadcasts, including in 360°-video format - Video or VR and plunge into the atmosphere of the exhibition, not attending it physically. Also, the ExpoBiz application allows each smartphone user to have access to information about upcoming exhibitions, those exhibitions that are currently held with a full list of companies, and also to the archive of past exhibitions. In addition, the application provides users with a comfortable reading of information about the companies they like - simply by using the QR code. The mobile ExpoBiz application will be able to account for ExpoCoin on your account, the number of ExpoBlock and dividends.
4. A site that expands the use of the mobile application ExpoBiz and provides the opportunity for maximum interaction with content through a browser. Of course, the site will also be able to account for ExpoCoin on your account, the number of ExpoBlock and dividends.
5. Mobile application ExpoOrg (for iOS / Android) - development for organizers for fast registration of visitors of exhibitions. Feature of the application is the ability to access the administrative component of the server part.
6. Mobile application ExpoCompany (for iOS / Android) - development for companies-participants in order to keep records of their transactions in their own private offices using Blockchain technology. Feature of the application is the ability to access the administrative component of the server part.
7. Mobile application ExpoScan (for iOS / Android) - application for reading QR codes for quick registration of visitors at exhibitions, including for remote registration.
8. A separate intelligent data processing module ExpoFund is a proprietary intelligent system that uses cloud computing to save ExpoCoin, and also to maintain, record, process and analyze statistical and analytical data.



Figure 11 - The Platform

5. THE ARCHITECTURE OF SHOWMEBIZ PLATFORM

Software complex of **ShowMeBiz** consists of four self-sufficient levels, each of which is designed for a certain kind of work. All levels are implemented in the format of microservices, which allows them to scale effectively, correspondingly with the growing amount of data/loads.

- **Storage level.** A system that is responsible for the correct storage, caching, consistency and availability of data;
- **Integration level.** Level the only task of which is the delivery of content from a wide range of sources/suppliers;
- **Processing level.** Level that is responsible for processing of data, grouping, analyzing and building offer arrays for users, using their preferences;
- **Presentation level.** Software complex, the task of which is to collect data, output of data to customers, templating them, delivery to the end user.

In general, the architecture of the ShowMeBiz platform is aimed at meeting the high demands of users on reliability, speed and quality of processing/storing/output of information.

5.1 Storage level

This level consists of a cluster of databases designed for efficient storage of large amounts of event data, their additional information, information about users with their additional information (lists of scheduled events, favorite events, lists of tips and suggestions of events for users) and a range of different media content from photo-video materials to streaming content in 360°-video format, prepared for display in virtual reality helmets/cardboards.

In total the storage level consists of several databases, namely: an event database, a company database, a user database, an additional content database for users-events-companies and a media content database in different formats and different quality (for fast streaming to users with different connection speeds).

Together with the physical databases work their management systems, **DBAL** (database abstraction layer), which combines the format of access to one or another database and the data consistency control system, which is responsible for data integrity throughout the level.

5.2 Level of integration

At this level, integration with various data providers (aggregators of companies, event aggregators, direct data acquisition of partners (organizers, companies) and other channels acting as a provider of content required by the system) is carried out.

As the data from different systems come in completely different formats - this level is responsible for "understanding" of this information and its proper storing in the database. The system architecture consists of the following components: Intelligent Content Delivery System (**ICDS**), Content Structuring System (**CSS**) and Content Write System (**CWS**). These systems are developed and supported by the developers of the ShowMeBiz Ltd. platform, and implement all the steps of data processing from third-party sources, using micro-services that are scaled depending on the load.

ICDS. The ICDS system is developed on the basis of neural networks and allows to find and group from data array the information about events, their organizers and companies that take part in these events. The main load for receiving data from third-party sources is assigned to this system, as the data does not have a certain format and, most often, these are arrays of text describing the events in a free style.

CSS. The task of this system is to reduce the output data from the ICDS system to a format that meets the minimum requirements for this data storing.

CWS. The work of this system consists in validating the output data from the system and sending them to 2 different import pools, one for the data that passed the validation (Passed), the second for the data that did not pass it (Incomplete). Next this information is processed by content moderators who verify the correctness of data for the Passed pool and publish them, and supplement the data from the Incomplete pool and publish them, or reject, if it is impossible to add the information.

The level of integration works as the pipeline, the data is processed in turn by each system, and the output can be validated by moderators for their further publication.

5.3 Processing level

This level is responsible for the processing of data that is already stored in the database, and preparing various denormalized imprints of this data for further use by output systems. These systems prepare the following sets of data: a list of recommendations for the user, a list of notifications for users, lists of search hints, various versions of media content for the needs of customers.

Each print is formed by a specialized system, all systems operate in parallel and independently of each other, which allows scaling of the most loaded ones.

The level of processing is the only level that works in a closed environment without external influence, since the data already exists at the storage level, and after processing they arrive there again.

5.4 Presentation level

This level is a spectrum of different systems of data output to the user, in general, these are high-performance API-services that perform many different actions initiated by the user. They perform user authentication, issuance of event lists, detailed information on events and are allowed to qualitatively interact with the storage level.

The speed and reliability of the API services is provided by balancing queries on different physical server-backups, with a query on the "ability" of a particular node by the balancer and the commissioning of backup servers, when there is such a need. Also at this level, the highest level of caching of responses (http cache, full-text cache, static file cache) is performed, with an invalidation of a particular part of data when they are marked as outdated.

6. THE TARGET AUDIENCE

The business community trusts ShowMeBiz Ltd. as everyone here sees their benefits. Practice shows that the main limiting factors of the target audience are time and money. Below are the categories of the ShowMeBiz Ltd. target audience, their basic needs and benefits of cooperation.

6.1 Investors

The following points are important for this group of target audience:

- stably growing income;
- risk minimization;
- maximum control of their investments.

Each investor is interested in getting
the **maximum** income for a **smaller**
amount of time invested

Benefits of cooperation:

- the exhibition industry is one of the most profitable, popular and promising niches of business all over the world. The Global Virtual Expo is based on innovative technologies and brings the entire exhibition industry to a new level of development. Each investor who purchased ExpoCoin during all the ICO stages becomes automatically the ExpoBlock owner and the co-owner of the Global Virtual Expo.

■ And this, in turn, provides the investor with a **steadily growing passive income.**

- at the end of all ICO stages, each ExpoCoin tokens owner receives an ExpoBlock in its 1: 1 ratio on its purse (for details see Section 9.4). As a result, the owners of the tokens in their private offices will see both ExpoCoin and ExpoBlock. The presence of ExpoBlock provides investors with monthly dividends, and ExpoCoin is a means of payment within the platform or can be sold on the exchange of tokens at the current price at a certain point in time. Demand for ExpoCoin is accompanied by a constant flow of new tenants and users of paid content. In addition, ShowMeBiz Ltd. quarterly invests 20% of its profits to buy tokens from the stock exchange.

■ As we see, **risks are minimized to zero.**

- the Global Virtual Expo is based on BlockChain technologies and smart contracts, so that all transactions are freely available. Thus, each investor in his personal office will be able to see in real time the following: the number of tenants, the number of ExpoBlocks leased, the number of ExpoCoin in the system that were received for the services of the Global Virtual Expo, the dividends for each ExpoBlock and, accordingly, its passive income for the current moment of time. Exchange trades allow you to sell or buy ExpoCoin at any time convenient for the investor.

Here the control over own investments and passive income is provided **as much as possible**.

Recall that for investors there is absolutely no difference whether its ExpoBlock is leased out or not. 80% of all profits from the Global Virtual Expo are divided evenly among all owners of ExpoBlock. In addition, ShowMeBiz Ltd. itself is responsible for attracting tenant companies.

6.2 Participating companies

For this group of target audience, the following is important:

- large traffic of visitors;
- maximum popularization;
- target audience database/

Each company is interested in getting the **maximum** number of potential customers for a **smaller** number of invested funds

Difficulties faced by participating companies:

- practice shows that a large flow of people during the exhibition passes by the stands, and without mastering the full information about the companies.
- participation during the exhibition at conferences and master classes does not give the expected results, because not all visitors come to them.
- exhibitions take place only a few days and you have to do a complicated expensive way in order to attract attention.

Obviously, the participating companies are limited only to those people who came to this exhibition.

Benefits of cooperation:

- visitors of the exhibition can easily and quickly get acquainted with the company by going to the stand and scanning the QR code. Thus, the company will be able to cover a larger number of potential customers and partners easily.

In its personal office the company-participant independently places information about himself, its goods and services, photos, promo videos, contacts. And this information can be adjusted by the company at any time before the completion of the exhibition itself ⁶.

- promotion to the worldwide target audience through live broadcasts, which are broadcast during the exhibition from all conferences, showrooms and master classes.

The entire history of the company-participant is preserved and is available to users in the Global Virtual Expo section in the company profile (date of participation in specific exhibitions, recording live broadcasts and 360°-video)

⁶ The cost of services for companies is determined by the company Showmebiz Ltd.

- 360°-video, filmed during the exhibition, allows all interested platform users to plunge into the atmosphere of the event, see the view of each stand and appreciate the company they like.

Such kind of content attracts users and the companies have an opportunity to attract the attention of their potential customers outside the exhibition itself.

- during participation in the exhibition the company has the opportunity to get a high rating due to voting by users of the platform, hold contests among visitors.

The more a company participates in various exhibitions, the more its success story is created and the higher is credibility of clients

- effective targeting advertising, which allows you to announce events before, during and after participation in the exhibition for the selected target audience (by interests and geography)

When registering on the ShowMeBiz platform, the user specifies his/her interests by selecting the proposed tags. And also indicates mobile phone, which determines the geographical location

- to popularize own activities to an international target audience by renting the space of the Global Virtual Expo on an ongoing basis.

The cost of participation for companies is 0.1 ExpoCoin per day / ExpoBlock. For more details, see Sections 9 and 10.

- database of all users who are interested in this platform on the platform and their actions analytics: marks to the favourites from the list of companies in the section of the exhibition itself, scans QR-code near the stand, participates in contests, views live during the conference, comments, shared with friends, visiting ExpoBlock at the Global Virtual Expo, visited a showroom or conference.

Having paid for the package of services, the company-participant in its personal office sees the analytical data in real time

6.3 Visitors of the exhibition

For this group of target audience, the following is important:

- to benefit from the visited exhibitions;
- save on ticket prices;
- do not miss important events during the exhibition itself.

Each visitor wants to **minimize** the number of handouts, while maintaining the **maximum** information about the companies of interest

The difficulties which the visitors of exhibitions are faced with:

- visitors who come from other countries often face difficulties completing registration forms.
- In addition, the premises of the exhibition centers are huge and difficult to navigate in space, even with the aid of a map-guide.
- going directly to the stands does not always have the opportunity to get acquainted thoroughly with the company due to many factors: long lines, lack of representative at the stand and so on.
- it is not always possible to keep track of planned events on time even within the framework of one exhibition.

Benefits of visitors:

- the ability to easily and quickly attend exhibitions without the waste of time to fill in special forms.
- there is a list of all the companies that are participating at the moment in the exhibition and detailed information about them.
- a convenient navigator of the exhibition, which allows you to easily navigate in space and find interesting stands.
- a timetable that makes it easy to mark interesting events and reminders that will help not miss an important event.
- the use of artificial intelligence technologies makes it easy to find the information you need and immediately translate it into the user's language.
- it is easy to find in the search necessary information about exhibitions and / or companies participating in various exhibitions.
- visiting exhibitions incognito, filling in the personal profile only those data that the user himself wishes.
- in own personal office, there is an opportunity to mark my presence at the exhibition, which in turn allows all users to see each other, communicate with each other and share information.
- earn ExpoCoin by participating in various competitions and promotions of participating companies.

ExpoCoin can be used as a payment for tickets to other exhibitions

6.4 Exhibition Organizers

For this group of target audience, the following is important:

- automate one's work;
- involve more companies;
- attract more visitors;
- minimize advertising costs.

Each organizer wants to earn more while spending less time, energy and money

The difficulties which the organizers of exhibitions are faced with:

- all exhibitions fall into two categories: those that still register visitors manually and those who spend a lot of money on specialized software to automate their work. In both cases, the organizer loses both time and money.

Automation programs are relevant only at the time of the exhibition and cost a lot of money for filling and content

- it is difficult to attract new companies to participate because of the great competition in the exhibition industry;
- each exhibition needs to be advertised separately to attract new visitors and this is limited by a huge budget;
- there is no time for the publication of all participating companies on its website, so at best this list of companies is only on booklets-guides.

Benefits of cooperation:

- participation in the ShowMeBiz platform for the organizers is FREE! In addition, the organizers receive additional monetization from their exhibitions;
- all international exhibitions are already on the ShowMeBiz platform and it is in the interests of the organizers to fill out as much information about their event as possible in order to maintain a worthy image;
- convenient accounting of the database of all its exhibitions, companies, visitors, events, as well as all users of the ShowMeBiz platform, who are interested in their exhibition;
- promoting your exhibitions to the world's target audience;
- registration of exhibitors takes place in one click;
- the announcement of upcoming exhibitions takes place on the entire target audience of the users of the ShowMeBiz platform.

Don't worry! The **ShowMeBiz** team makes the following commitments:

- Ensure with the necessary information about the companies and events.
- Provide all the necessary equipment for live broadcasts and 360°-video filming.
- Conduct live broadcasts and shoot 360°-video on a regular basis!
- Conduct visitor registration with the help of QR scanners through our own ExpoScan application

6.5 Users who for different reasons cannot physically visit the exhibition

For this group of target audience, the following is important:

- maximum to extract from an interested exhibition with minimal financial investments;
- minimize the time required to find the information you need.

Each entrepreneur wants to get to the exhibition of interest, while saving time and money for the trip

Difficulties faced by entrepreneurs:

- practice shows that not all exhibitions are worth spending their time and money on their visits;
- physically a person cannot travel around any exhibition of interest, because they are held several times at a time in different cities and countries;
- to find the necessary information about the product or company you need to spend a lot of time on the Internet. And even this does not guarantee the quality of the information received.

Benefits of the business community:

- quick access to the lists of all the exhibitions of the world in a convenient and simple form;
- quick access to the list of all companies that are participating in exhibitions at the moment with detailed information about them;
- possibility to watch live shows of conferences, show-room, events that take place during the exhibition. The archive of all entries is available at any time;
- ability to view the most interesting events in the archive, including 360°-video in the format of virtual reality;
- a user-friendly interface allows you to filter exhibitions according to the interests of the user, and this allows you not to waste time viewing unwanted information. NO SPAM!
- possibility to buy tickets for upcoming exhibitions and / or events through the ShowMeBiz platform application for ExpoCoin tokens;
- use powerful search within the platform, which will help you easily find the right company, exhibition or organizer;
- a convenient calendar allows you to mark only those events and exhibitions that you are interested in;
- the opportunity to earn ExpoCoin within the platform.

7. EXPOFUND AND RESERVE

The **ExpoFund** and its reserve are intended for the development of the business community. According to statistics, more than **5 million** companies participate in the exhibition industry, and our direct responsibility is to provide them with new technological solutions for their further productive growth.

7.1 Main directions of use

ExpoFund initially contains 15% of the initial number of tokens issued, replenished with the number of unsold tokens and serves the company's development and as its own resource in case additional ExpoCoin tokens are required (including additional ICO stages).

ShowMeBiz Ltd. has a plan for holding international congresses and conferences for the most active entrepreneurs for several years to come. Such events will help young businesses to quickly join the market, and experienced enterprises with many years of experience can easily integrate with the latest technologies and keep pace with the times.

The ExpoFund reserve fund will support, on an ongoing basis⁷, the opportunities for conducting and obtaining business intelligence, as well as developing business projects related to Artificial Intelligence, which will help the business community develop on the ShowMeBiz platform.

Throughout the ICO (including during additional stages, if such are required), ExpoFund serves as a lever to support VIP investors in the form of additional bonuses and payments, as well as a referral program.

7.2 Terms of use of ExpoFund

During the ICO, no token is destroyed, as ExpoCoin is backed by ExpoBlock and has a fixed amount of 21,000,000. Thus, the following conditions are provided by smart contracts:

Pre-ICO: All unsold tokens after the expiration of time are distributed between all VIP packages owners in the percentage ratio of the number of tokens.

1,2 and 3 stages of ICO: All unsold tokens after rounding procedure go to the ExpoFund account and are stored there.

In the case of short-term completion of the ICO stages, the Volume Bonuses for VIP package owners will be credited with ExpoFund (for more details, see Section 2, Table 1)

On the first day after the completion of all ICO stages, all sold tokens are rounded and remainder distributed between the VIP package owners in the percentage ratio of the number of tokens.

Thus, the purpose of the ICO is achieved!

⁷ After the completion of all stages of the ICO and during the life of the company ShowMeBiz Ltd. ExpoFund will also operate

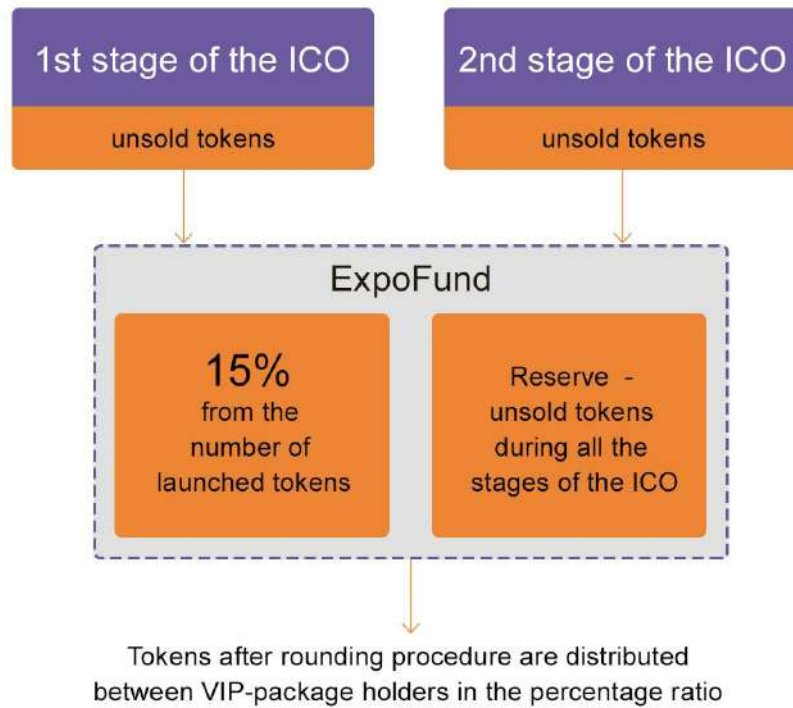


Figure 12 – ExpoFund and its reserve

Goal: to distribute ExpoBlock between the owners of the tokens

7.3 Referral program

The referral program is valid only for the ICO period and is intended to reward active users who attract other tokens owners. Bonuses are awarded in ExpoCoin in the percentage ratio from the level:

- **7%** - the first level (personal invitations for the referral link)
- **3%** - second level (invited users invited by the first line)

The number of invitations to the first and second lines is unlimited. There are no additional conditions for using the referral program.

8. ROAD MAP

November 2016 - Attended the International Web Summit in Lisbon, Portugal as the Startup Project

May 2017 - development of MVP, in the exhibition platform database from 50 countries for 2017-2019

June 2017 - registration of ShowMeBiz Ltd. in Hong Kong

September 2017 - participation in the ICO Startup Battle, Kiev

October 2017 - cooperation with the international association of the exhibition industry UFI

November 2017 - participated as sponsors at the International Congress on the Exhibition Industry in South Africa, organized by UFI

January 2018 - Pre-ICO start

February 2018 - development of the Beta version

March 2018 - 1st stage of ICO

April 2018 - Partnership with the organizers of exhibitions from 15 countries

May 2018 - 2nd stage of ICO

June 2018 - Representative offices in Europe, Asia, Africa, America. Implementing Blockchain on the platform

September 2018 - Implementation of live broadcasts and 360°-video shooting at all partner shows.

October 2018 - Implementation of the Global Virtual Expo

January 2020 - Leadership in the market of the Expo industry. 30,000 exhibitions a year are held with the support of the ShowMeBiz platform. The Global Virtual Expo is functioning 24/7 and all 300 000 ExpoBlock are busy regularly.

9. TOKENS EXPOCOIN (EXPO)

9.1 Basic concepts



The **ExpoCoin (EXPO)** token is a utility token and is a means of payment for services inside the **ShowMeBiz** platform.

Each **ExpoCoin** is backed up by **ExpoBlock** - a unit of the Global Virtual Expo space

ExpoBlock – is a measure of the space of the Global Virtual Expo. All owners of ExpoBlock receive a monthly dividend.

1 ExpoCoin = 1 ExpoBlock
 Total number of ExpoCoin: 300 000 000
 Total number of ExpoBlock: 300 000 000

Dividends - monthly accrual of interest to all owners of ExpoBlock for renting a virtual exhibition center by tenant companies. The more ExpoBlock the investor owns, the more dividends he receives.

The tenant company is a user who registered on the platform as a company and used the services of the Global Virtual Expo

Global Virtual Expo is a platform based on Blockchain technologies and smart contracts. The conditional area of this expo center has a fixed amount of ExpoBlock, set at 300 000 000.

Terms of Use:

1. ExpoBlock is distributed between the owners of the tokens on the first day after the completion of all stages of the ICO in proportion to the amount of ExpoCoin 1: 1 (purchased + bonuses).
2. Dividends are paid monthly only to the owners of ExpoBlock.
3. ExpoBlock can be transferred between users in private offices, but they are not traded on the exchange.
4. ExpoCoin on completion of all stages of ICO is displayed on the exchange and is a token for renting a Global Virtual Expo, services within the platform, and ExpoCoin is a crypto currency for calculating dividends to ExpoBlock owners.

9.2 Using the ExpoCoin token in the ShowMeBiz ecosystem

All Transactions of the Global Virtual Expo are made exclusively using the EXPO token. Companies in order to rent ExpoBlock and post information about themselves pay by ExpoCoin.

Technically, this happens as follows: the user (in this case, the tenant company) chooses a convenient method for payment (crypto currency or fiat), then a quick purchase of ExpoCoin at the current exchange rate (the best course for the user) is made and in his personal account the user sees the quantity tokens EXPO and can then order these or other services. The same method is the withdrawal of ExpoCoin on a user-friendly wallet.

Users of the ShowMeBiz platform who want to watch paid content also pay by ExpoCoin. For this the funds are invested in a convenient way for the user, these funds are sent to the exchange, they are bought by ExpoCoin and are transferred to the internal account already in the form of tokens.

Demand for ExpoCoin is increasing every day from the first day of the launch of the ShowMeBiz platform, the Global Virtual Expo and paid content (September 2018), as the number of tenants is growing, the number of downloaded applications is increasing and those wishing to view paid content are becoming more and more.

The release of EXPO tokens occurs during pre-ICO / ICO and is a pre-sale of the use of the services of the ShowMeBiz platform. Soon, ShowMeBiz plans to go out with its tokens to crypto-exchange in order to expand the user base and realize users' expectations for providing the fullest possible services.

Token EXPO is a token on the basis of ERC20 - a token of smart contracts of decentralized technology Ethereum, which is the standard in the industry. EXPO tokens are generated in Blockchain, are subject to automatic execution upon the arrival of predefined criteria and events under certain conditions, are valid for unlimited time and are the property of their respective owners.

Possession of tokens ExpoCoin does not confer its owner title or right to property in ShowMeBiz Ltd. or ShowMeBiz platform or any other related product or company.

The ExpoCoin tokens are not some kind of official or legally binding investment. Due to unforeseen circumstances, the objectives set forth in this document may be amended. Despite the fact that we intend to reach all the points described in this document, all persons and parties involved in the purchase of ExpoCoin tokens do this at their own risk.

9.3 Global Virtual Expo

The Global Virtual Expo covers 50 sectors of the exhibition industry. In each of the sectors there is a field of 6 000 000 ExpoBlock. There are subsections that are visually highlighted. The user who entered the platform as a "company" can see the entire number of ExpoBlock, busy and unoccupied (Figure 13). A user who logs in as a user can see only those ExpoBlocks that are already occupied by companies (Figure 14).

ShowRoom				Conferences			
HEALTH CARE							
Dantistry		Hospitals		Biotechnology		Health Care	
Company	c	Company	c	Company	Company	Company	c
Com	Company	Company		Company		Company	Company
c	c			Company	Company	Company	c
Company		Company		Company	Company	Company	c
Company		Company		Company	Company	Company	c
Company	c	Company		Company	Company	Company	c
Company		Company		Company	Company	Company	c
Company		Company	Com	Company	Company	Company	Company
Drug manufacturers		Medical appliances		Healthcare IT		Wellness	
Company	Company	Company	Company	Company	Company	Company	Company
Company	c	Company		Company	Company		c
	Company	Company		Company	Company		c
c	Company	Company		c	c	c	Company
Company		Company	Company	c	c	Com	
Company		Company	Company	Company	Company	Company	Company

Figure 13 - How a company representative sees the Global Virtual Expo

ShowRoom					Conferences				
HEALTH CARE									
Dentistry		Hospitals		Biotechnology			Health Care		
Company	c	Company	c	Company	c	Company	Company	c	Company
Com	Company	Company		Company		Company	Company	c	Company
c	c	Company		Company		Company	c	Company	Company
Company		Company	C	Company		Company	c	Company	c
Company	Com	Company	Company		Company		Company	Company	c
Company	c	c	Company		c	Com	Company		c
Company		Company		c	Com	Company		c	Company
Drug manufacturers			Medical appliances		Healthcare IT		Wellness		
Company	Company		Company	Company	Company		Company	Company	Company
Company		c	c	Company	Company	Company	Company	Company	c
c	Company	Company		Company		c	c	Com	c
Company		Company		Company		c	c	Com	Company
Company	Company		Company	Company	Company		c	Company	
Company		Company		Company		Company	c	Company	

Figure 14 - How the user sees the Global Virtual Expo

As you can see, two fields are always visible for all users: ShowRoom and Conferences. These fields are in every sector of the Global Virtual Expo. Real-time events are held here. Companies can rent hourly these services to tell viewers about themselves and their activities. These events are announced to the entire target audience and appear at the top in the form of a scrolling line from all users of the platform, which were noted when the tag was registered with this sector.

The main condition for renting ShowRoom and Conferences is that the company has at least one ExpoBlock leased for 24 hours in a day of the event, since viewers refer to information about the company inside the platform of the Global Virtual Expo.

The rental price of ShowRoom and Conferences is fixed at a rate of 100 ExpoCoin/hour. Simultaneously, only one conference and one demonstration in ShowRoom in each of the sectors can take place, thus 50 in the entire Global Virtual Expo.

9.4 Virtual ExpoBlock

Each ExpoBlock has a limited amount of functionality in its personal account. Thus, 1 ExpoBlock provides the placement of such information:

- 200 characters in the description of the company
- 1 picture
- 1 product (photo + description)
- 1 video

Accordingly, the more ExpoBlock the company rents, the more information about itself will be able to expose.

Each ExpoBlock company can lease for a certain amount of time. The rental price is fixed and is 0.1 ExpoCoin / day. The number of ExpoBlock and duration of lease on time the company-tenant determines independently.

10 ECONOMY OF THE TOKEN

10.1 Virtual rent of Global Virtual Expo

The process of renting is as follows. The tenant company moves from the personal cabinet to the Global Virtual Expo, chooses the sector of the industry, the sub-division, and then - among the empty number of ExpoBlock chooses the quantity that it desires. In a separate field indicates the number of days for which you are ready to rent space. Payment is made only in ExpoCoin. After payment, access to your account is opened and fields for filling in the terms of the lease. The number of functionalities of each ExpoBlock is initially determined by smart contracts that automatically calculate the number of characters in the description, the number of pictures, videos, products with description and price. Fields for the logo and contacts of the company are always fixed in the personal cabinet, regardless of the number of selected ExpoBlock.

Companies benefit from renting bigger number of ExpoBlock as sooner as possible and for a longer time, as the cost of ExpoCoin is projected by analysts to grow, which will accordingly affect the cost of all services for the companies themselves.

10.2 Calculation of dividends to owners of ExpoBlock

During all stages of the ICO, 300,000,000 ExpoCoin are sold. None of ExpoCoin is subject to incineration or destruction, as it is backed up by ExpoBlock. On the first day after the completion of all the ICO stages, each ExpoCoin owner has a number of ExpoBlock in the 1: 1 ratio.

Recall that all unsold and unallocated tokens in the ICO period are distributed as a percentage of all owners of VIP packages (see Sections 3.1-3.3).

Example 10.1: If a company-tenant during the ICO acquired 1000 ExpoCoin, then at the end of the ICO in his personal office the user sees both 1000 ExpoCoin and 1000 ExpoBlock.

Monthly, this user can receive dividends for each of his ExpoBlock, and also use ExpoCoin as a lease of the Global Virtual Expo for personal purposes (ExpoBlock, ShowRoom, Conferences). If the user wishes, he can sell all of his ExpoCoin on the exchange, while still receiving monthly dividends for leasing his ExpoBlock. The user has the right to transfer their ExpoBlock to other platform users, while the new owner of these ExpoBlock will receive the dividends.

Example 10.2: If a user or a lessee company has purchased ExpoCoin on the exchange after all the ICO stages are completed, then only ExpoCoin is displayed in their personal account.

All the functionality of the Global Virtual Expo is based on smart contracts. The data is freely available and displayed in the personal cabinets of each ExpoBlock owner. If the user has transferred all of his ExpoBlock to another user, then the data is displayed already in the personal cabinet of the new owner of ExpoBlock.

We remind that 80% of all ExpoCoin, which were awarded by companies for the rental of ExpoBlock, ShowRoom and Conferences, are distributed among all owners of ExpoBlock. 20% of the received ExpoCoin remains with ShowMeBiz for further development of the entire platform of Global Virtual Expo.

ShowMeBiz Ltd. is responsible for attracting new companies to the platform of the Virtual Exhibition Expo Center and is interested in ensuring that each ExpoBlock is occupied by the tenant companies

for a long period. The more ExpoCoin came from tenant companies, the more dividends each ExpoBlock owner receives.

10.3 Calculation of dividends

All owners of ExpoBlock have the same conditions. It does not matter whose ExpoBlock a company rents, in which sector, in what quantity and for how long. Every month, 80% of all ExpoCoin's revenues in the virtual exhibition center are distributed evenly as dividends under the following formula.

$$D = \frac{\Sigma \times 80\%}{300\,000\,000}$$

Let: **D** - dividends for 1 ExpoBlock⁸, **Y** - the number of ExpoBlock in the personal cabinet of the owner, Σ - the sum of all ExpoCoin, which came from the companies-tenants for the current period of time.

Then **Divid** dividends for each ExpoBlock owner will be:

$$Divid = D \times Y$$

Dividends are accrued on the first day of each month to all owners of ExpoBlock.

⁸ If the tenant company has paid for the services for several months in advance, then the total number of the ExpoCoin receipts is broken down by months and only the figures for the current month are taken into account. The remaining figures are taken into account in the following months with the payment of Dividends

11. TEAM



Olga Amraie

Founder
Chief Executive Officer

An experienced start-up specialist, mentor,
successful leader of business projects



Tetiana Troianovska

Co-Founder
Chief Operating Officer / Product Owner

Technical professional in the field of software
development processes, experienced project manager



Victor Govorov

Team Lead

Technical professional in the development and
implementation of mobile applications
(iOS)



Javier Armendariz

A professional in the field of video editing



Tetiana Gomon

Designer



Ivan Mazur

Blockchain developer



Anton Oberthyukh

Professional in the field of AR / VR and AI



Lyudmila Savitskaya

Public relations



Julia Tokalenko

Content manager

12. COMPLIANCE WITH ALL LEGAL AND REGULATORY STANDARDS

The acquisition of any tokens is associated with a high degree of risk, in particular, with the risks described below. Before buying EXPO tokens, each participant is recommended to thoroughly evaluate all information and evaluate the risks described in this White Paper, in particular, the following risk factors.

Dependence on computer infrastructure.

Dependence of the Showmebiz ecosystem on functioning software applications, computer equipment and the Internet implies that Showmebiz cannot guarantee that the failure of the system will not negatively affect the use of EXPO tokens. Showmebiz implements all reasonable network security measures, but the processing center servers are vulnerable to computer viruses, physical and electronic hacking, and other violations of a similar nature. Computer viruses, burglaries and other failures caused by third parties can lead to interruption, delay and suspension of services, which may limit the use of EXPO tokens.

Limitations of Smart Contracts

The technology of smart contracts - still in the early stages of development, its application is experimental. It may have significant operational, technological, regulatory, reputational and financial risks. Therefore, although an independent third-party check increases the level of security, reliability and accuracy, this check cannot be a guarantee, including there can be no explicit or implied warranty that the EXPO smart contract is in compliance with the stated objective or that it does not contain flaws, vulnerabilities, or problems that could cause technical problems or complete loss of EXPO tokens.

Legal risks

The technology of blocking (in particular, the release of tokens) in some jurisdictions may be a new concept, which can then be applied to existing or newly introduced rules for applications based on blocking technology, and such rules may contradict the current setting of the EXPO smart contract and the concept of EXPO tokens. This can lead to significant changes in the EXPO smart contract, in particular, to its termination and loss of EXPO tokens, as well as to the suspension or termination of all functions of the EXPO token.

Taxes

Token owners may need to pay taxes associated with transactions using EXPO tokens. Responsibility for compliance with the tax legislation of the relevant jurisdictions and payment of all necessary taxes rests with the owners of the tokens.

Circumstances of force majeure

The work of the Showmebiz system may be interrupted, suspended or postponed due to force majeure circumstances. For the purposes of this White Paper, the circumstances of insurmountable force are extraordinary events and circumstances that cannot be prevented by Showmebiz: natural disasters, wars, armed conflicts, riots, protests, epidemics, mass layoffs, slowdown, long-term shutdown and other disruptions in the supply of energy or communication services, ordinances of municipal, state or government agencies, other circumstances beyond the control of Showmebiz, not existing at the time of sale of the tokens.

Disclosures

Personal information obtained from the owners of EXPO tokens, information on the number of tokens owned by them, used purse addresses and other relevant information may be disclosed to law enforcement agencies, government officials and other third parties in cases where Showmebiz is required to disclose such information by law, court or court warrant. In no case shall Showmebiz be liable for such disclosure.

Price of the EXPO token

After the purchase, the value of the EXPO token may fluctuate significantly for various reasons. Showmebiz does not in any way guarantee the specific cost of the EXPO token for a certain period of time. Showmebiz is not responsible for changing the value of the EXPO token. Assumptions about the foregoing include, among other things, judgments about future economic, competitive and market conditions and business decisions, most of which are beyond the control of the Showmebiz team, so they are difficult or impossible to accurately predict. The Showmebiz team believes that the assumptions underlying its forward-looking statements are reasonable, but any such assumption may be inaccurate. Therefore, the Showmebiz team cannot guarantee that the forward-looking statements contained in this White Paper will be accurate. Given the significant uncertainties inherent in the forward-looking statements contained herein, the inclusion of such information cannot be interpreted either by Showmebiz or any other person that the goals and plans of the Showmebiz project will be achieved. Note that the EXPO token of the Showmebiz project may be subject to other risks that the team cannot now foresee.