ySign

based on Blockchain
January 2018

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C o n t e n t

Executive Summary

Introduction

The invention of the internet and social media brought on a cultural shift in the way people interact, socialize and spend their time. Since the invention of the internet, we have experienced an enormous increase in written content, because people constantly wanted to connect one with another and share information. Social media has driven people to consume information like never before. Although the internet itself serves as an open content, it is not safe or protected. In recent years, communication apps have become more popular, however, there are various challenges that app developers have to worry about. Currently, there aren't many applications available to connect people and share information freely and safely. Instead, our market has relied on centralized apps and communication platforms.

ySign is a decentralized messenger based on blockchain technology that connects people completely free, safe and anonymous. This application provides the security and anonymity that people want to gain, in order to increase freedom and security while communicating and exchanging information.

About Us

We have developed Information Technology Company with an extensive knowledge of hardware and software, located in Malta. Our staff works in an ever-changing technology environment which requires from us to stay on top of the market. We are not just another IT company, we are a team of enthusiastic individuals with passion and creativity. Our team always strives for best results and successful projects. Good ideas and prosperous projects come from proven collaboration and directing the team to do their best. At our company, each of us comes to work every day to solve problems and develop our ideas in IT. Information Technology is a field of constant change and it requires from us to always move forward and to keep in step with its development. We truly believe in the power of technology and its ability to simplify and forward communication, elevate experience and connect people all around the world. Over the years we gained a lot of experience with exchange platforms and financials, which is the main reason why we wanted to create and develop a new way of communication.

Vision and Mission

We live in a time of constant development of technology and we are aware of the amusement that people get from social media, which can become addicting on its own. We understand that we all have the right for privacy and possibility of anonymity and freedom in communication. The platform was managed to encourage people to consume better, to interact with other people more and secure a free space for participants who are communicating and exchanging information. Our goal is to create and develop an always growing application that helps users connect with other people in an interactive way and benefits by removing stored information.

Our mission is to make the application more transparent because we want to make this application available to as many people as possible. The plan is to have as many users as possible, which will later help us to break into global market together.

Project

Communicating with someone freely and without a stored copy of conversation will be possible with our new application for secure, decentralized communication. When we say freedom, we think that the complete app is decentralized, which means there is no processing and storage of messages or calls. ySign is a new messaging application based on blockchain technology. With our app, we can send messages and make phone calls to others free, secure and anonymous.

Creating and developing an app for communication without stored information was our goal. Instead of storing your chat communications or calls on a central server, ySign uses blockchain technology for decentralized file sharing to carry and distribute encrypted messages. The decentralized blockchain is our way to secure and guarantee users total privacy during the exchange of information. If there is no centralized copy of all data, there is also no possibility to misuse any information about users. Also, the application doesn't require any personal information from users - users are registered just with username and password. This way ySign provides a high level of privacy and security for registered user and all data. We are giving you the chance to interact comfortably with people around you.

Security

How personal data is handled securely is very important to us. Due to the nature of blockchain, information such as names, addresses, mobile numbers and documentation cannot be stored in it. The secure storage will allow accessing the data only through usernames and passwords.

Almost all of world-famous communication applications are built around centralized servers. They also spend a lot of money, time and energy to keep all data secure and protected from hackers, but this protection is not needed if no copy of the sensitive data is available. Our servers are already protected from misuse by using blockchain technology because the messages are encrypted and the inner content remains unavailable to anyone except users who are communicating.
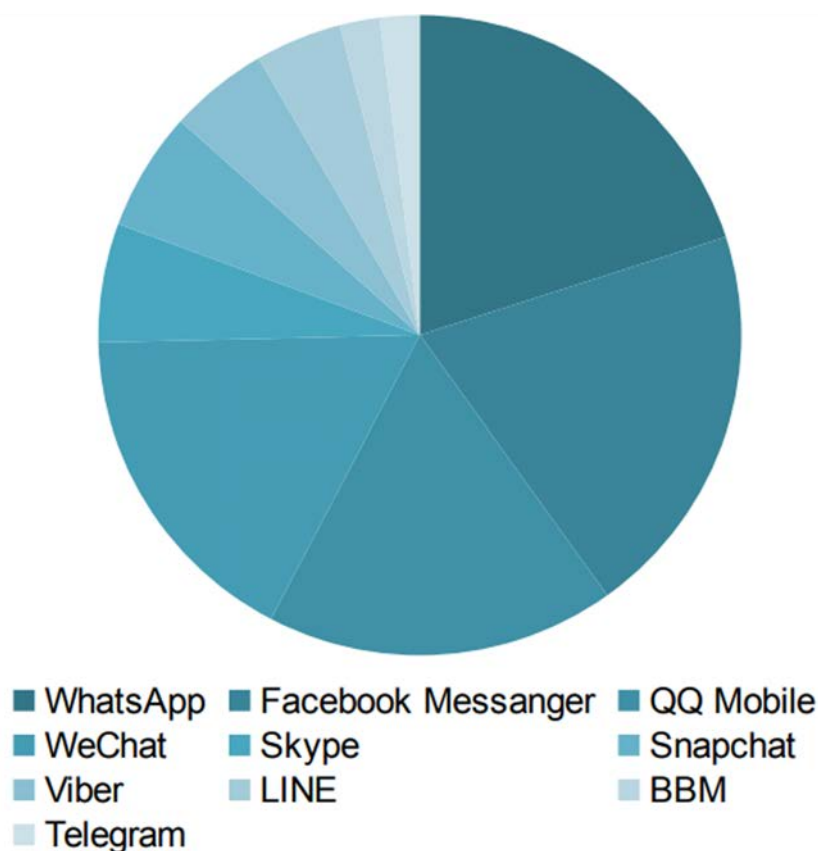
Statistics Overview

Worldwide Texting Statistics

Over 560 billion texts are sent every month worldwide. App messages combine for more than 60 billion messages monthly. People worldwide will send 8.3 trillion text messages in just a year. That's almost 23 billion messages per day which would be almost 16 million messages per minute, and all these messages are being stored on a central server of an application.
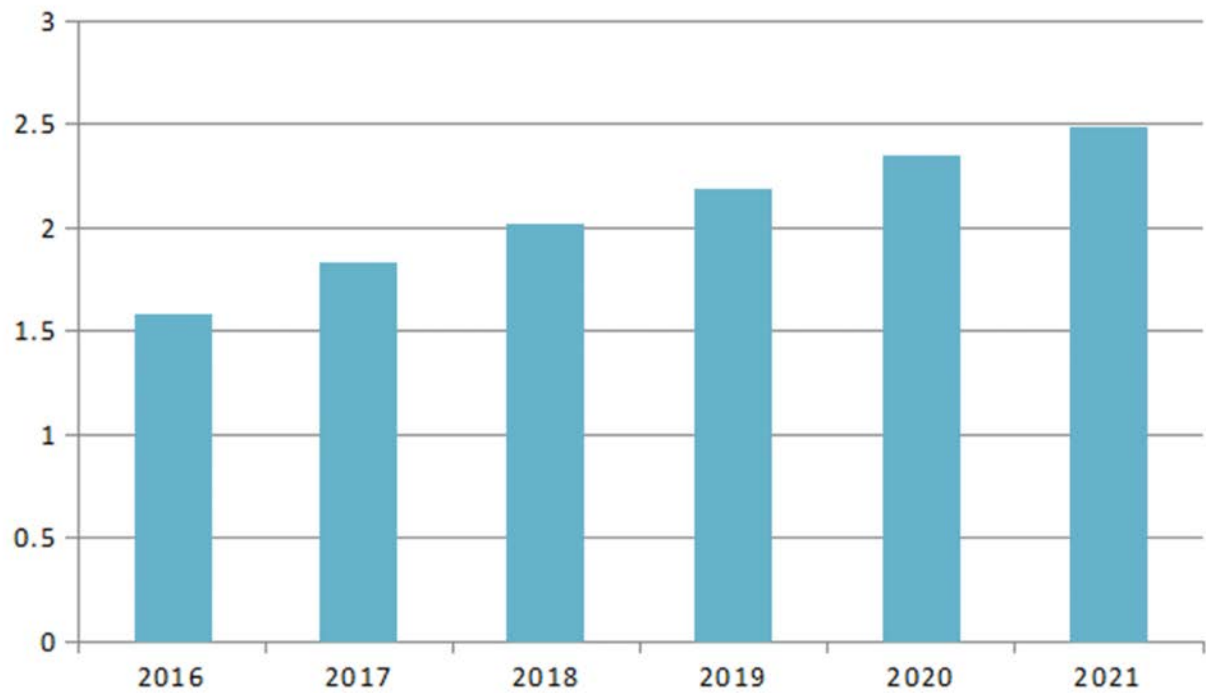
Mobile messaging apps have become a strong force in the mobile app sector, offering users an alternative to SMS-based texting. Photo-sharing apps are no pure messaging platforms; yet, the platforms have seen unprecedented growth in the last few years.

Most Popular mobile messaging apps worldwide based on number of monthly active users (in millions)

- WhatsApp
- Facebook Messanger
- QQ Mobile
- WeChat
- Skype
- Snapchat
- Viber
- LINE
- BBM
- Telegram

Source: https://www.statista.com/

Number of mobile phone messaging app users worldwide from 2016 to 2021 (in billions)
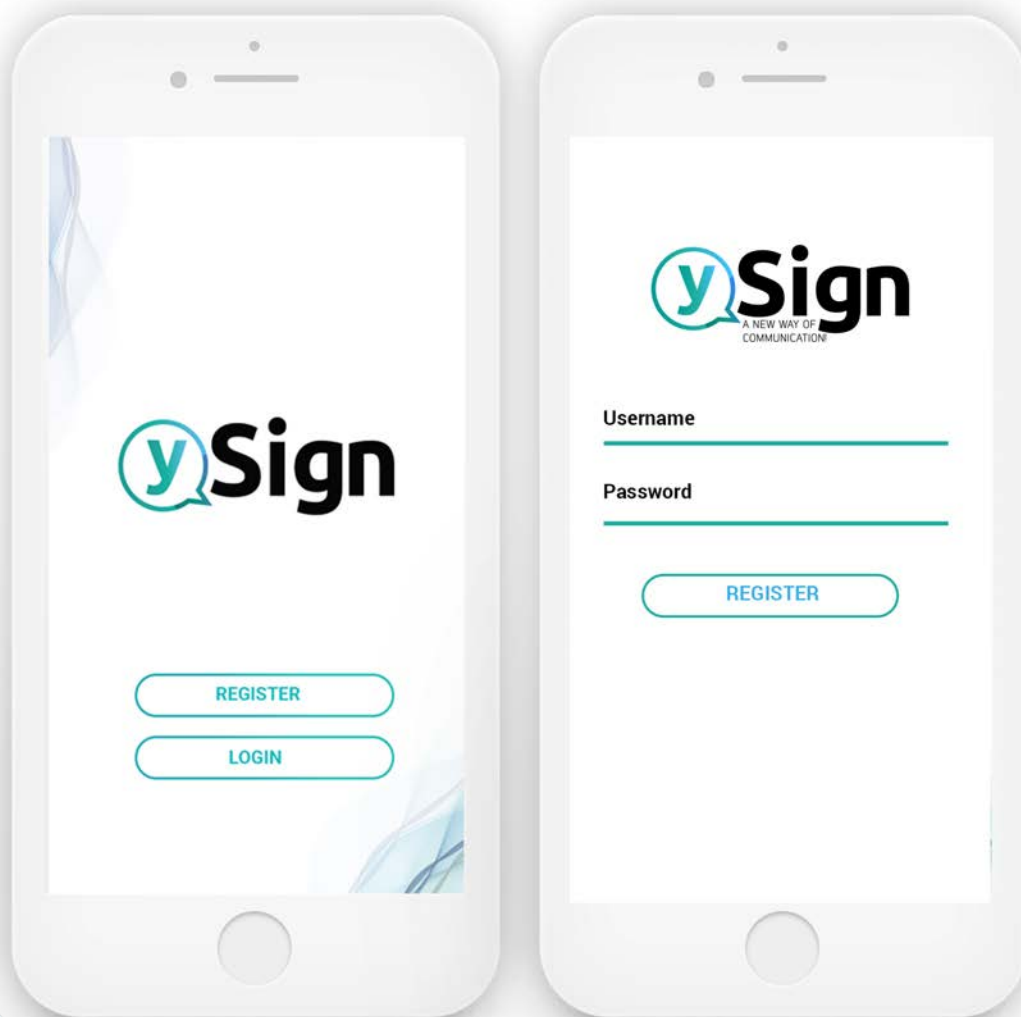

Source: https://www.statista.com/

This statistic presents the number of mobile phone messaging app users worldwide from 2016 to 2021. In 2016, 1.58 billion mobile phone users accessed over-the-top messaging apps to communicate. This figure is projected to grow to 2.48 billion users in 2021.

Application Platform

How our application works

The ySign platform will be designed for a market potential of billions of users, each of them communicating with a huge number of people every day. The main focus is security, so we plan to use the most proven source technologies and constantly generate our vision. With our blockchain-based communication platform and app, a user can send messages and make phone calls to other users.

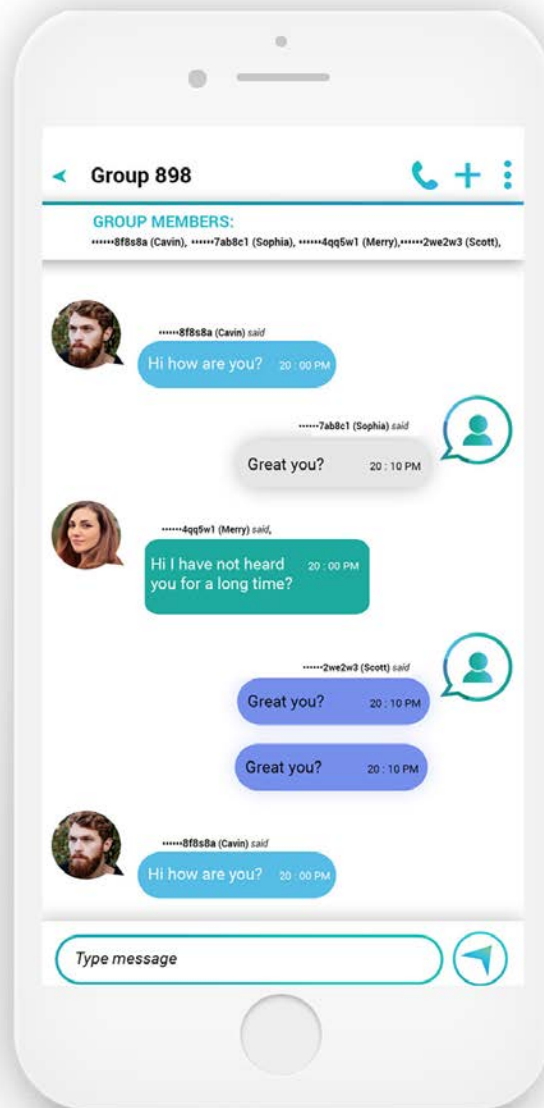Find out more on our website https://www.ysign.online/.

1.   Communication via Chat

Our users are registered on our decentralized chat only with username and password. When one user is registered, he can choose if he wants his username or his ID Address to be shown in communication. Every user has one unique ID Address and the last four numbers of it are displayed. Our app stores all data and messages only on that ID Address. The user can delete them anytime he wants.
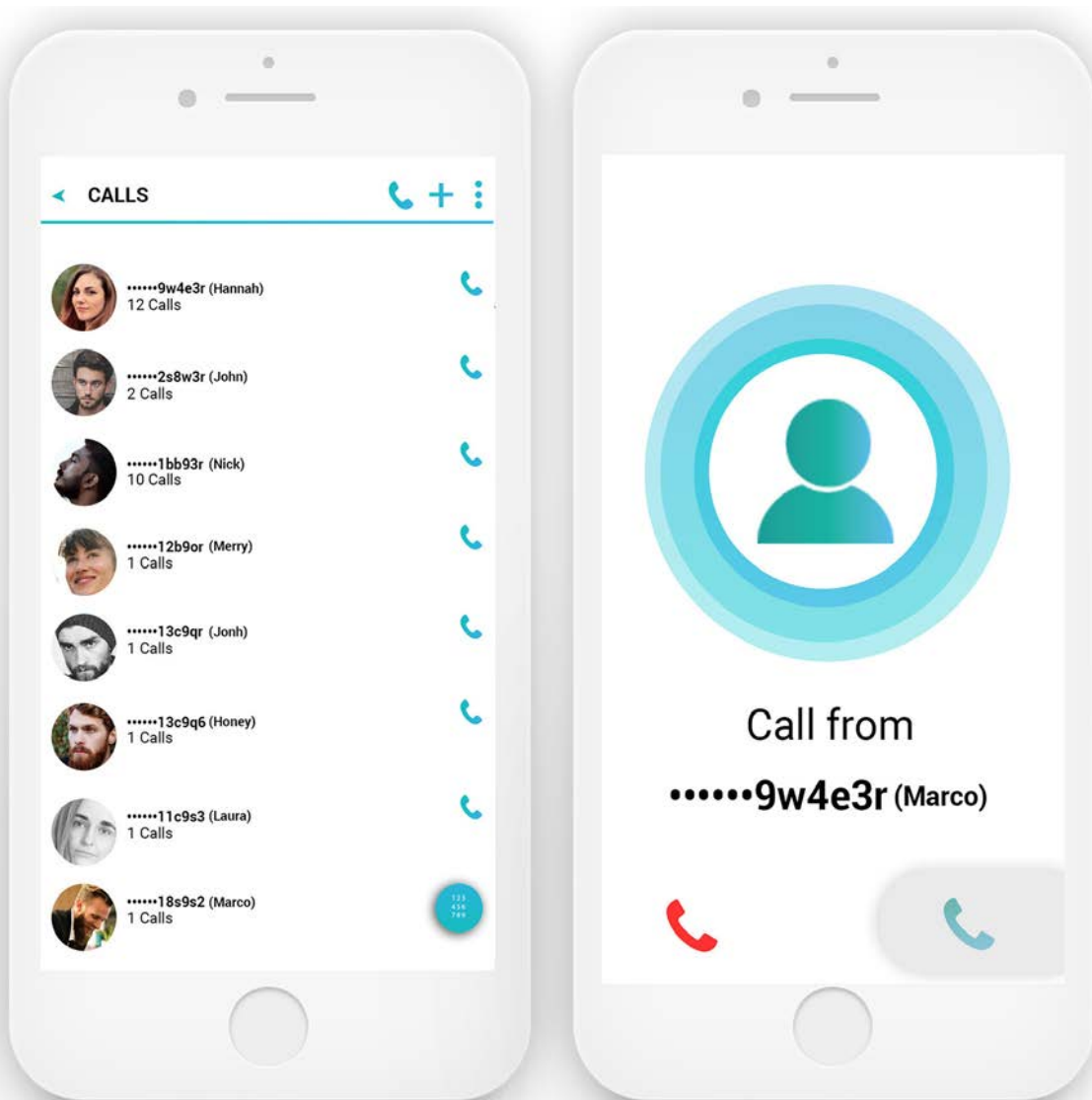
2.   Communication via Group Themes

One of the options on our chat is that users can also create groups with an unlimited number of members. This option is convenient for team gatherings, business chats or simply group communication. We're creating the platform that connects a group of people to make it easy and safe for groups and teams who need to get their work done. At any time, you can send a message or call one user from the team just by clicking on that option and app creates one-to-one conversation. One-to-one or small group messaging keeps conversations secure and accessible only to invited users.

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3.   Communication via Calls

Besides a chat, a call option is also provided. The option of calls is our way to make commu-niction between two users fast and simple.

We are working on our applications website, which is available on https://www.ysign.online/.

Why blockchain technology?

Blockchain-based technologies are decentralized and distributed therefore cannot be hacked or broken, users can rest easy in anonymity. Since the blockchain is based on the cryptographic hash, decentralized and protected against hackers and corporate oversight, our platform will be a permanent solution for users to exercise freedom of speech and exchange information.
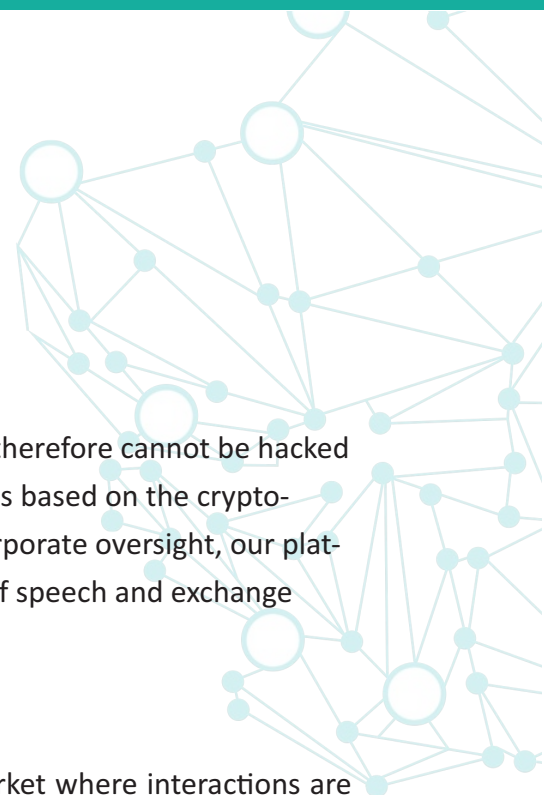
Blockchain and smart contracts provide the tools to create a market where interactions are done without the need of a central entity. Blockchain technology is a method of recording and confirming transactions. Here, instead of a centralized platform, participants each hold a complete record of transactions through peerto-peer verification of transactions.

Why NEM blockchain?

NEM's blockchain platform was designed and coded from the ground up for scale and speed. It exposes its functionality through a powerful API interface that can be used with any programming language, not a specific "smart contract" language.
Unlike other blockchain technologies, NEM is built from the ground up with powerful modular customization for virtually any application. We call it our Smart Asset system. With it, NEM lets you focus on building exactly what you need, whether that's a fintech system, tracking logistics, an ICO, document notarization, decentralized authentication, or much more.
You can read more about this in our technical whitepaper.

Token Sale and ICO

ySign will use an ERC20 Token standard based on the Ethereum Network. Also, we accept XEM Tokens. ERC20 and XEM Tokens are a Token type which will be seen in the user wallet and these Tokens will be available on the users dashboard.

Token Sale on our website https://www.ysign.io will be organized into two phases:

1. **Private-Sale Period**
   Start Date – 15th February, End Date 15th March - 10 000 000 Tokens

2. **Pre-Sale Period** (PreICO)
Start date - March 21st 2018 (00:01); End date – April 18th 2018 (00:00)
- **1st** week 10 000 000 Tokens for 0.00018 ETH/0.43 XEM per Token
- **2nd** week 10 000 000 Tokens for 0.00036 ETH/0.85 XEM per Token
- **3rd** week 10 000 000 Tokens for 0.00054 ETH/1.28 XEM per Token
- **4th** week 10 000 000 Tokens for 0.00072 ETH/1.71 XEM per Token

3. **Sale Period** (ICO)
Start date – April 19th 2018 (00:01); End date – May 4th 2018 (00:00) – 11 600 000 Tokens for 0.00084 ETH/2.00 XEM per Token.

Other benefits for token holders will be app features in the future, invitations for Roadshows and future benefits associated with the growth and success of our project. We can't guarantee, but we strive to get benefits for token holders which will include participation in our project based on and in association with legal terms and law.

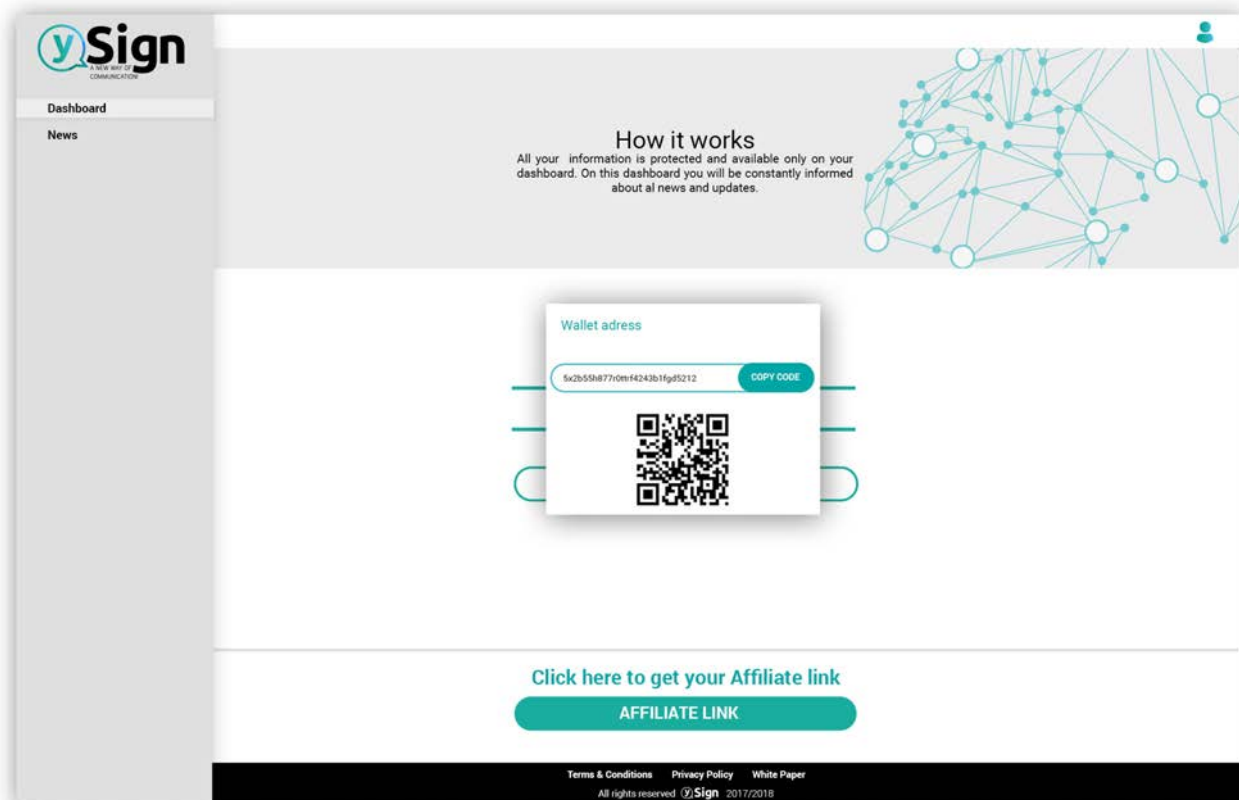Any questions about these instructions should be directed to support@ysign.io

Wallets which support ERC20 Tokens and on which our tokens can be moved:
MyEtherWallet (no download needed), **MetaMask** (Firefox and Chrome browser addon), **Mist** (Desktop), **Parity** (Desktop), **imToken** (iPhone), **imToken** (Android), **depotwallet** (Desktop). NEM: **XEM tokens** supported by **depotwallet** (Desktop).

User Panel

During our Pre-Sale and Sale Period, each registered user will have a *User Profile* (consists of Dashboard, History, Transaction, News) which contains details and a unique username. All user information is protected and is available only to the user on their personal dashboard. The registration on our platform gives users discount benefits and on their dashboard, users will be constantly informed about all news and updates. There is an option to enter wallet address and directly store your tokens on that address or to store tokens on the wallet on our platform.
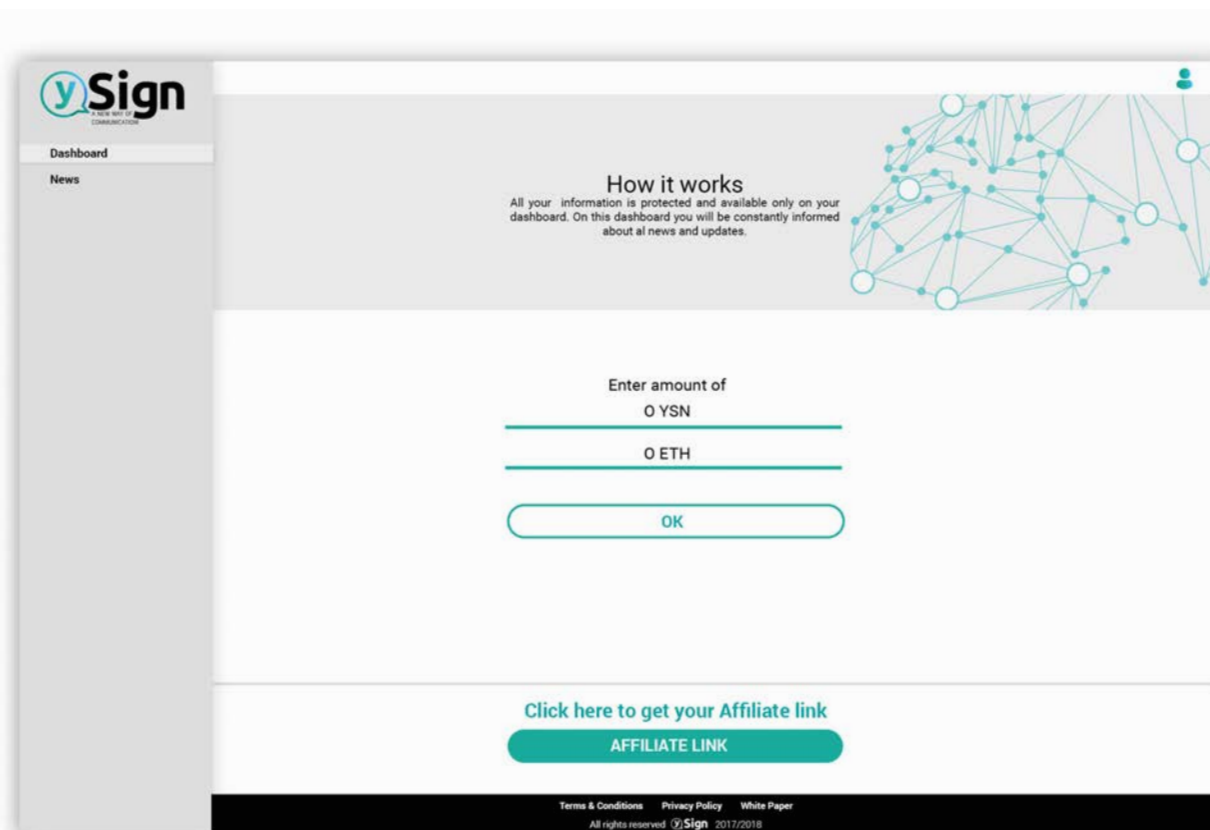
Affiliate address

Each user will have an option to create an unique affiliate address, which will be memorized in our basis. From this address user can share ICO content and posts to others and to invite others to join ICO Sale.

With this address users will have a possibility to earn tokens without investment.

It will be memorized in our system how many users invested and bought tokens following someone's affiliate link. Based on token sale at the end of the month tokens will be summed. Each user who has invited others, shared and helped in token sale will become 3% of tokens sold from that address. Those tokens will be saved on user's wallet.
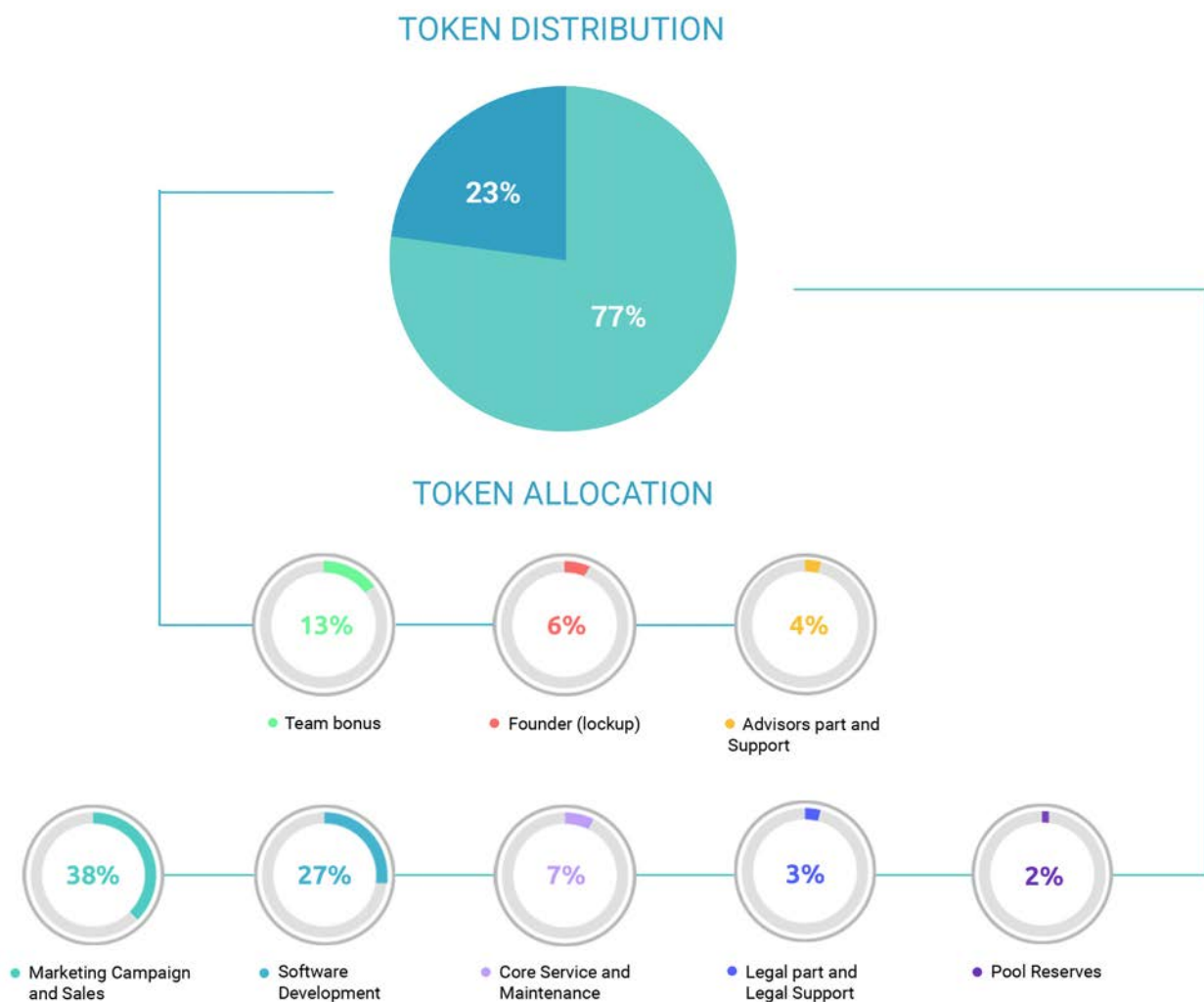
Use of funds

During our phase of market research and technical possibility, we came to the conclusion, that the token sale fund should be shared as presented.

Funds from token purchasers will be used according to the chart below.

TOKEN DISTRIBUTION

23%

77%

TOKEN ALLOCATION

13% Team bonus

6% Founder (lockup)

4% Advisors part and Support

38% Marketing Campaign and Sales

27% Software Development

7% Core Service and Maintenance

3% Legal part and Legal Support

2% Pool Reserves

Our finance part of 100% tokens resolves on 23% which stay locked up for a year or until the launching of the application and it stays for the team, including team bonus, advisors, and founders part. The rest of 77% tokens are for sale period and those earnings we will spend on further development of our platform and application.

If at the end of the sale period, remain still some unsold tokens, they will be burn.

The earnings from the sale of the tokens shall enable our company to fund development of platform and app, app design, which includes IOS app development, Android app development, and blockchain based interaction.

Earnings of 77% token sold during Pre ICO and ICO will be spent on:

- **Digital Marketing** (SEO, Social Network, E-mail Campaign, Public Relation Marketing, Mobile Marketing)
- **Software Development**
- **Core Service and Maintenance**
- **Legal Part and Support**
- **Pool Reserves**

Marketing will also affect increasing general awareness of free and secure communication to the potential users. The biggest part of the fund will be spent on marketing in the first phase so that later costs of service and maintenance remain small. Also, it will assure us a good profit and gaining on a number of users. More users mean also more quality and value of our application. Our planed profit will come from the constant development of the application and new feature which will be paid in order to be used by users.

If we do not reach planned softcap amount, all the money will be returned to investitors.

If a hardcap is transferred, a higher amount of resources will be allocated to optimize and improve the application and to install the application on a larger market than originally planned. Details of the distribution of these funds will be published in the financial and business plan for investors.

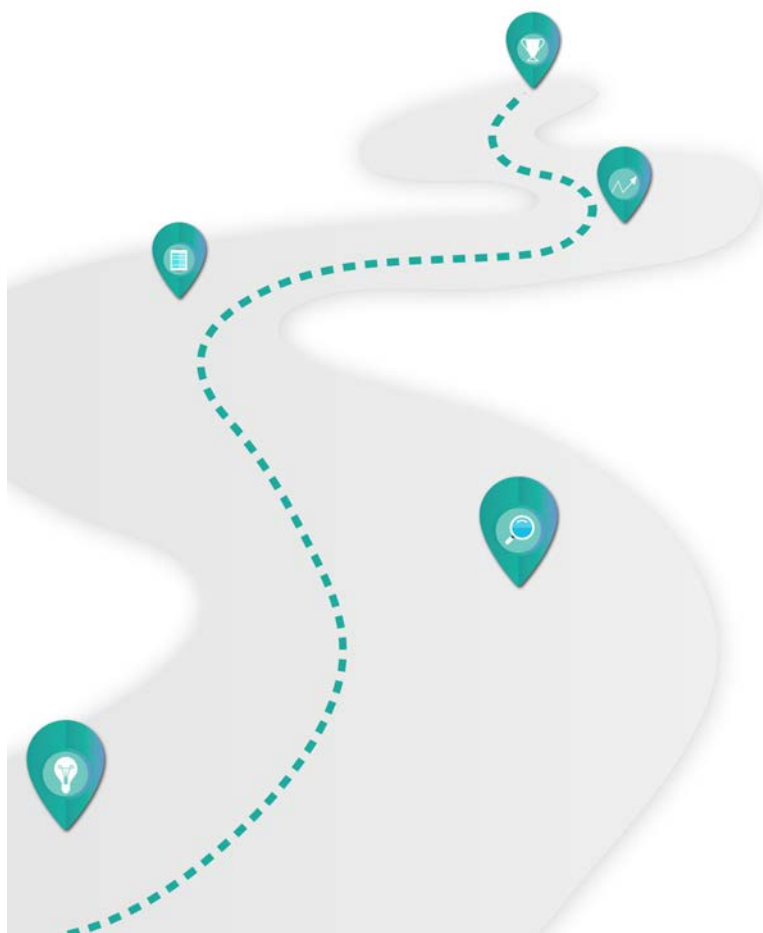**We will have the finance plan with details and business plan for 2019 in the fourth quarter of 2018**.
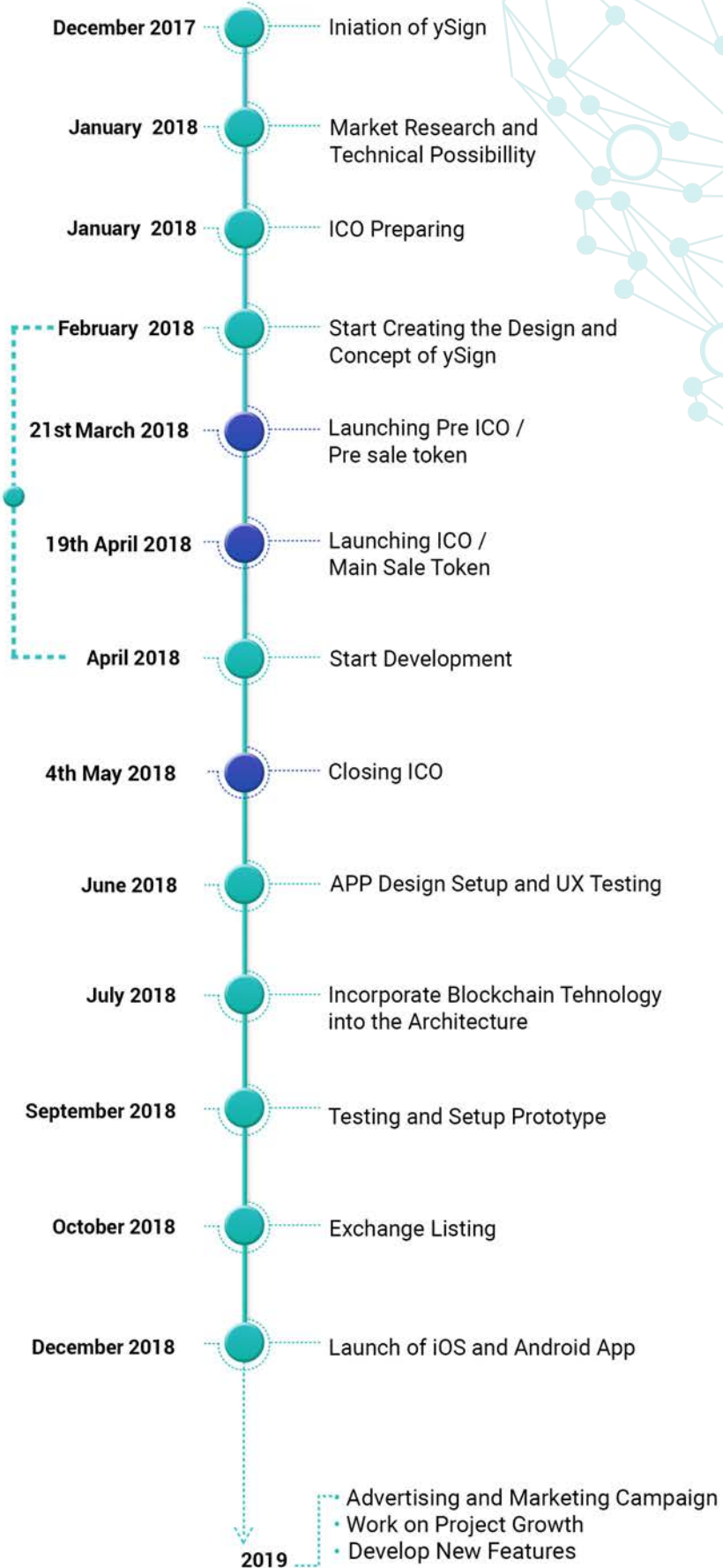
Roadmap

Roadmap of our project involves many different aspects, such as technology development and launching platform and application. Creating and developing an application for communication without stored information was our goal.

The roadmap is presented below.

Dates and activities may be subject to change.

Date	Milestone
December 2017	Iniation of ySign
January 2018	Market Research and Technical Possibillity
January 2018	ICO Preparing
February 2018	Start Creating the Design and Concept of ySign
21st March 2018	Launching Pre ICO / Pre sale token
19th April 2018	Launching ICO / Main Sale Token
April 2018	Start Development
4th May 2018	Closing ICO
June 2018	APP Design Setup and UX Testing
July 2018	Incorporate Blockchain Tehnology into the Architecture
September 2018	Testing and Setup Prototype
October 2018	Exchange Listing
December 2018	Launch of iOS and Android App
2019	• Advertising and Marketing Campaign • Work on Project Growth • Develop New Features

Preparing developing document iOS and Android. Preparing document of smart contracts and blockchain.

Presentation of roadmap phases:

The idea of ySign was created in December 2017, soon after that our team started researching into blockchain technology and market. End of this research phase was beginning of ICO preparing, in January 2018. From February to April 2018 planned phase is a launch of the crowdsale campaign, which includes four phases:

Start Creating the Design and Concept of ySign planned for February 2018. *Launching Pre ICO / Pre-Sale Token* starts on 21st March 2018 and ends in four weeks *Launching ICO / Main Sale Token* starts on 19th April 2018 and ends 4th May 2018. For two weeks in Sale period offer is 10 mil.Tokens for 0.00084 ETH/2.00 XEM per Token. The development team starts to work on a first version of the project during the start development phase, which is planned for April 2018. We are closing ICO in May 2018. App design setup and UX Testing are planned for June 2018, which includes app design and iOS and Android app development. After that, we plan to incoirporate blockchain technology into the architecture in July 2018, and already in September to test and setup prototype. Phase starting in July 2018 will focus on expansion, listing on an exchange and after exchange listing, we strive to get on the global market, expand and develop our project to be worldwide used and accessible and also to provide that the user participates in our project and development of the application. Our plan is to launch iOS and Android App in December 2018 and to focus on having and increasing the number of people using the application in daily operation. Start of application development will be published on GitHub as a code, which will be public and available to investors.

In 2018/2019 we plan to continue to work on three phases, such as:

• *Advertising and Marketing Campaign*
• *Work on Project Growth and Expansion*
• *Develop New Features*

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T e a m

CEO

Ivan Vujic is the executive director, responsible for overseeing the activities of the whole company. He went to the International management school in Europe and later forwarded his knowledge in IT field. He has great confidence in the potential of the cryptocurrency and wants to connect communication and the highest technology.

CTO and Backend Developer

Milano Goykow took part in numerous of international projects. His master thesis is based on computer science, he has almost 10 years of experience in developing and is a big supporter of new technologies.

CTO and Blockchain Expert

Milosch Perian is a developer with experience and very enthusiastic when it comes to new technologies. He has a Business Information Systems degree. He is now utilizing Blockchain technology in web applications.

Project manager

Philip Gaup is a highly appreciated expert, helps in establishment and maintenance of identification procedures, reporting and solving problems of compliance and regulatory issues. He surpassed all expectations with his belief in the project and his idea of free and decentralized communication. And now we are on the top of that mission.

Communication Expert

Ronny Fust studied at the University of Germany and has a degree in international marketing and communication. He also educates himself in the field of marketing management. As he says: "Power of speaking is a privilege of a humankind, therefore we shall use it." He spoke at many conferences and important festivals for digital communication.

Public Relations Manager

Nokthula Mndebele has excellent organizational skills, she pays attention to detail, and easily adapts to change. She also Holds a National Diploma in Public Management and have 5 years administrative.
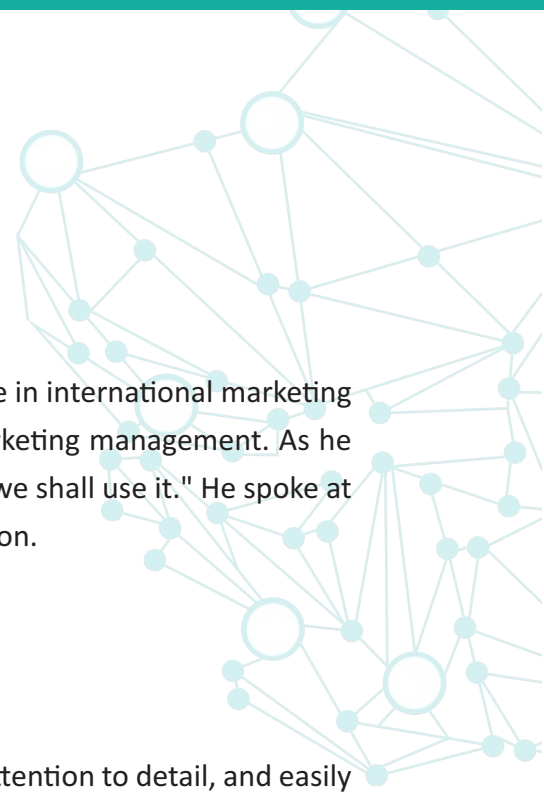
Android Developer

Ajay Malhotra is passionate about networks and applications. He took part in a lot of international projects. His master thesis is based on computer science. He worked on different applications which runs on android platform land and also worked on google location api.

APP Developer

Kulwinder Sandal has a wide experience and he understands exactly what kind of apps users need, se he worked in this field. Advantages which we offer are mobile apps based on different users and their needs. We have a relevant professionalism for development of mobile apps.

Helpdesk

Melanie Louw is a highly motivated young professional who brings strong administrative qualities to the team from her extensive project work. Her relentless commitment and willingness to go the extra mile make her a strong team player. Her polite personality in particular allow her to build trusted relationships and easily collaborate with clients.

Advisors

IT Senior Consultant

Kanwarpal Singh worked on a number of iOS Apps including Gaming, Chat, Business and Social applications. He is involved in project estimation, execution and delivery and responsible for client communication. He is Senior Consultant at SEASIA CONSULTANTS LTD., earlier he worked at Graycell Technologies Exports as Software Developer. His support is very important for us and for our team.

Marketing Advisor

Daniel Nowag is a well-connected entrepreneur from Germany and currently CMO at the real estate company Rivergate Developments Ltd in Dublin, Ireland. He is involved in many innovative projects in the European start-up scene and advises ySign on marketing strategies. Having him in our team is very important for the development of our project.

Business Alignment

Naveen Singh Suhag is a young entrepreneur based out of Switzerland having business interests and investments in various European and Asian countries. His field of interest are Telecommunications, MNO, MVNO, IT and Healthcare start ups. He has done his studies in India and in Switzerland.

Strategic Partners

Our strategic partners are of great importance to us. They are not only an asset to this project, but an advantage to the virtual community. By creating partnerships, we have cultivated a beneficial relationship which brings us access to additional resources, new services and markets, as well as help our project grow. We are regularly seeking new opportunities and partnerships around the world.

Websites/References

ySign ICO
ICO website:
https://www.ysign.io/

ySign APP
APP Website:
https://www.ysign.online/

Sources / Links
Nem Technical References:
https://nem.io/NEM_techRef.pdf

Conclusion

Our whitepaper presents current goals with the new ICO as well as future plans after the release of the application. The space for another messenger application on the market exists, especially if it is decentralized and therefore certainly at the highest level of current technology. It is also a goal to consider for our investors (token holders) on the basis of participation, laws and market regulations the possibility of participating in the project in the following period. Understanding of your and our needs is the basis for the project. Like we said, the plan is to have as many users as possible, which will help us to break into global market together. At the same time, we have a free and safe way of communication.

If you want a great opportunity to invest, this is it. Use it and enter the new era of blockchain with us.

Thank you in advance for your
time and trust!