



ZAZA

Decentralized B2B Connections

WHITE PAPER
zaza-world.io

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ZAZA tokens are not and will not be intended to constitute securities, digital currency, commodity, or any other kind of financial instrument and have not been registered under relevant securities regulations, including the securities laws of any jurisdiction in which a potential token holder is a resident. This Whitepaper is not a prospectus or a



proposal, and its purpose is not to serve as a security offer or request for investments in the form of securities in any jurisdiction. However, in spite of the above, legislation of certain jurisdictions may, now or in future, recognize ZAZA tokens as securities. ZAZA does not accept any liability for such recognition and/or any legal and other consequences of such recognition for potential owners of ZAZA tokens, nor provide any opinions or advice regarding the acquisition, sale or other operations with ZAZA tokens, and the fact of the provision of this Whitepaper doesn't form the basis or should not be relied upon in matters related to the conclusion of contracts or acceptance investment decisions. This Whitepaper doesn't oblige anyone to enter into any contract, to take legal obligations with respect to the sale or purchase of ZAZA tokens, and to accept any cryptocurrency or another form of payment. Potential owners of ZAZA tokens are advised to contact relevant independent professional advisors, on the above matters.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. Further, all examples of calculation of income and profits used in this paper were provided only for demonstration purposes or for demonstrating the industry's averages. For the avoidance of doubt, nothing contained in this Whitepaper is or may be relied upon as a guarantee, promise, representation or undertaking as to the future performance of ZAZA and/or ZAZA token, and/or promise or guarantee of future profit resulting from the purchase of ZAZA token.

ZAZA tokens cannot be used for any purposes other than as provided in this Whitepaper, including but not limited to, any investment, speculative or other financial purposes. ZAZA tokens confer no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below. While the community's opinion and feedback can be taken into account, ZAZA tokens do not give any right to participate in decision-making or any direction of business related to the ZAZA service.

Section "Risk Factors" below, does not include all risks that ZAZA project can face. While ZAZA team did its best to identify main risks, you are advised to do your own risk assessment, before making a decision on purchasing of ZAZA tokens.

English language of this Whitepaper is the primary official source of information about the ZAZA tokens, any information contained herein may from time to time be translated into other languages or used in the course of written or oral communications with customers, contractors, partners etc. In the course of such translation or communication, some of the information contained herein may be lost, corrupted or misrepresented. In the event of any conflicts or inconsistencies between such translations and communications and this English language of Whitepaper, the provision of this English language of Whitepaper as original document shall prevail.

By continuing reading this Whitepaper, and/or by making any further steps related to solicitation of information about ZAZA ICO and/or purchase of ZAZA tokens, you confirm that you have read, understood, accepted, and agreed with, the above section "Disclaimer of Liability".

INTRODUCTION

Nowadays is so much easier to establish a company, but more and more difficult to develop the business and succeed in the market.

The facts register more than 200 million SME's in the world, and every year more than 10 million are being established. These are indeed big numbers but how many really succeed?

How many are able to survive and build a success story?

Companies put in lots of effort and spend huge amounts of resources for market penetration, even though most of them fail within the 1st year.

They struggle to get new deals, loyal customers, a fraction of the market and often are confronted with trust issues in finding the right partners. In order to deal with this problem, companies are constantly looking for new ways of doing business, attracting customers and penetrating the market.

To accomplish all of this, the market requires reliable mechanisms and trustworthy partnerships.

MILLIONS OF ENTERPRISES WORLDWIDE ...

DIFFICULTY TO SUCCEED AND CONNECT...

ONE PLATFORM TO UNITE THEM ALL.

GLOBAL BUSINESS PROBLEM

The reasons why companies constantly struggle:

- **Difficulties in getting new deals and clients**
Finding new customers in an increasingly competitive environment is an overriding concern for all businesses.
- **The high cost of advertising**
Marketing became a luxury.
- **Lack of transparency of companies and products**
The authenticity of reviews on the currently existing platforms is usually not confirmed. So, potential partners or customers do not always trust these metrics.
- **Lack of secure and reliable transactions**
Frustration in making a transaction when both parties have no confidence in each other.
- **Lack of B2B network**
Potential future partners don't know about the existence of one another.

Running a business day after day is challenging on its own, the added stress costs and the constant struggle to generate sales makes it more difficult for the business to thrive.

... It's time for market participants to get a revolutionary eco-system which will massively bring solutions and open the path towards Success!

PROBLEM IN E-COMMERCE

Today one of the most important and profitable industries is the E-commerce industry but the small, as well as big enterprises in this sector, are also facing these challenges:

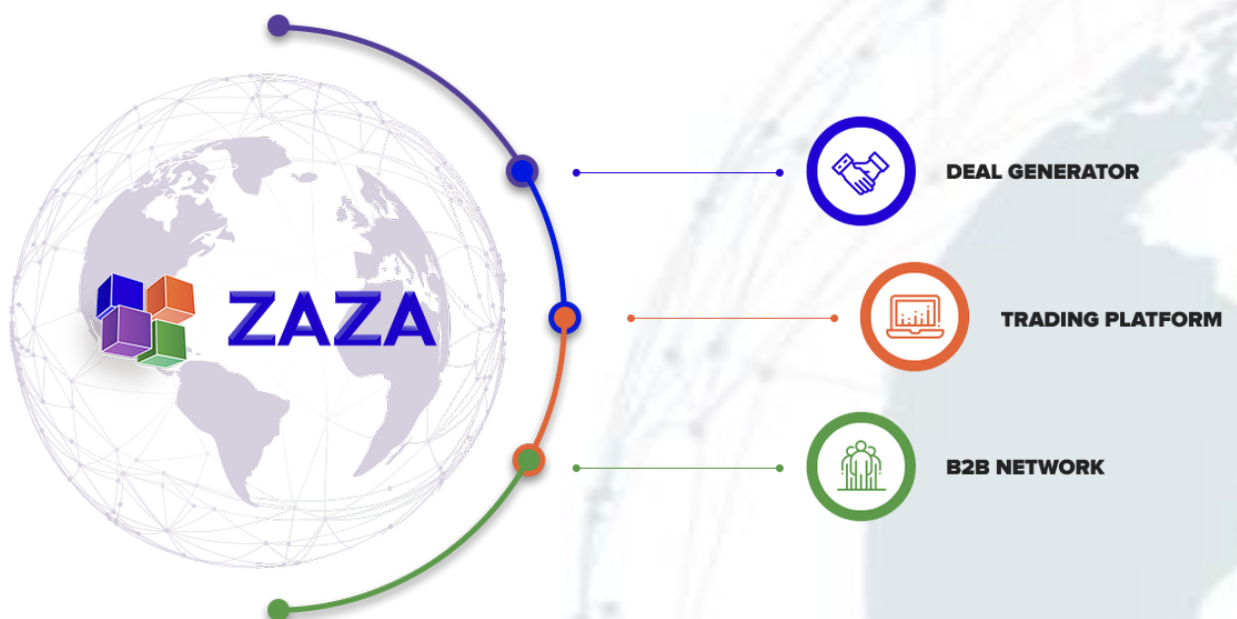
- **High fees charges by the marketplaces**
Marketplace fees could be listing fees, store subscription fees, listing upgrade fees, final value fees. All of these have a very strong influence on the profitability of merchants.
- **High fees for payment processing**
The cost of online fraud and payment gateways often damage merchant's revenue.
- **Return and refund policy**
In some cases, consumers return the purchased products, they are disappointed by the ordered product, caused from lack of reliable reviews. This is time-consuming and all expenses covered by the merchant.

For ZAZA this as a market opportunity and a chance to deliver a product solving all of these problems!

THE SOLUTION IS ZAZA

ZAZA is a decentralized Business Platform powered by Blockchain technology, developed with the sole purpose of helping companies to improve their business activity and their optimal transparency in the market.

ZAZA to be also B2B social network, which connects companies, buyers and sellers, where users of the platform will get access to worldwide business communities, for potential partnerships in regional and international level.



ZAZA helps improve the business activity by providing the following solutions and core functionalities:

Deal Generator

ZAZA helps businesses generate and get new deals. Businesses may place an enquiry (deals), and other users may receive information about placed deals in real-time. The enquirer will be able to receive immediate feedback and offers from businesses.

The platform allows to place or accept a limited amount of deals per day, to protect from mass registrations and fake deals. As a result, the enquirer will be rewarded and businesses will receive the deals.

Trading Platform

The trading platform allows users to promote a wide range of products and services online. Users may list their goods or services with no charges, start receiving a flow of deals and be able to use self-executing smart contracts on the trading platform. These features will provide the benefit of secured and transparent transactions.

B2B Network

The platform will provide the possibility of trustworthy connections. Companies will be able to connect with worldwide potential partners without any barriers and make the searching cycle itself not a time-consuming step. Transparent reviews and references will help them to determine the actual reputation of companies in the market.

THE POWER OF BLOCKCHAIN

Through the implementation of Blockchain technology ZAZA will be able to provide:

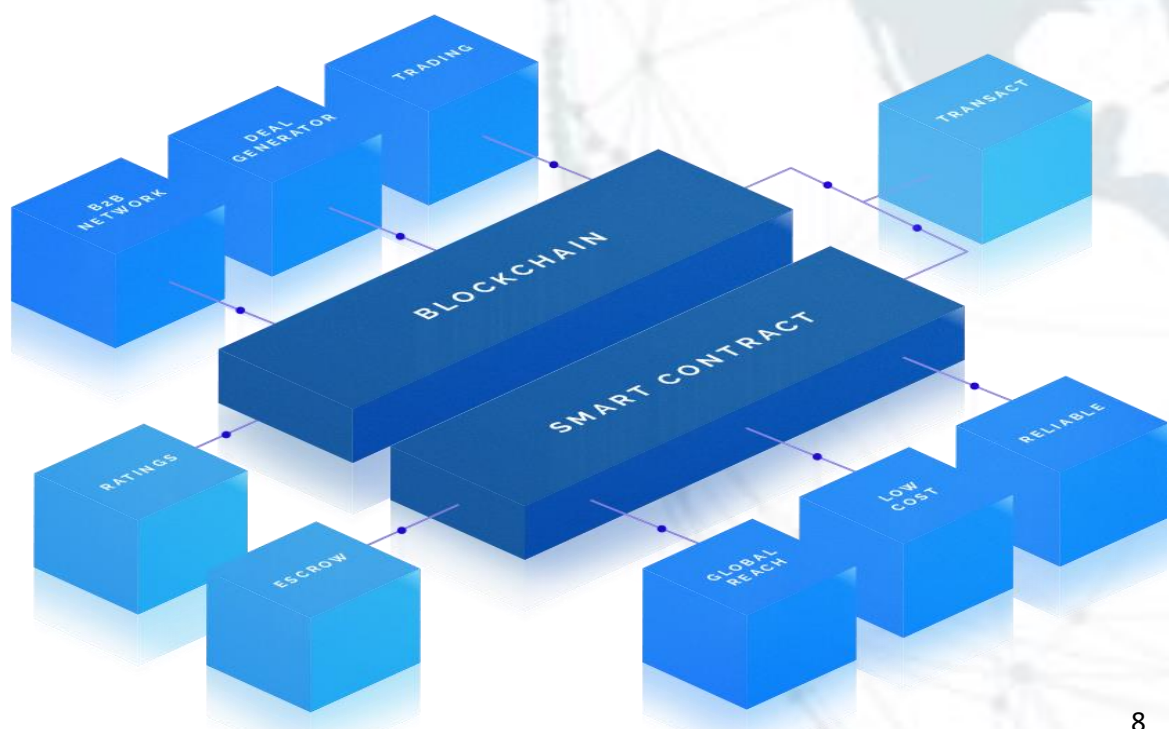
Transparency of Business History & its Reputation

Blockchain allows recording of the business history of registered users: committed deals, profile updates and reviews, where they cannot be changed or deleted. Reviews could be disputed, but the history will be saved forever.

All the data registered in the Blockchain is available publicly, which guarantees transparency and actual reputation of the company.

Transparency of Goods/Services & Secured deals

Through the use of smart contracts, ZAZA provides transparency of the products and services from one end to another by providing correct information and monitoring of the ongoing process status. Partners will be absolutely sure about the delivery, quality and secured payment transactions.



Additional features of ZAZA:

Crypto Cash-Back System

Companies can incentivize users to purchase their goods and services by offering rewards in ZAZA Tokens. In this way, both the buyer and the seller benefit from this system. This feature helps ensure and maintain customer loyalty.

Low Transaction Costs

The platform does not charge transactions for registration, listing of ads and placing enquiries.

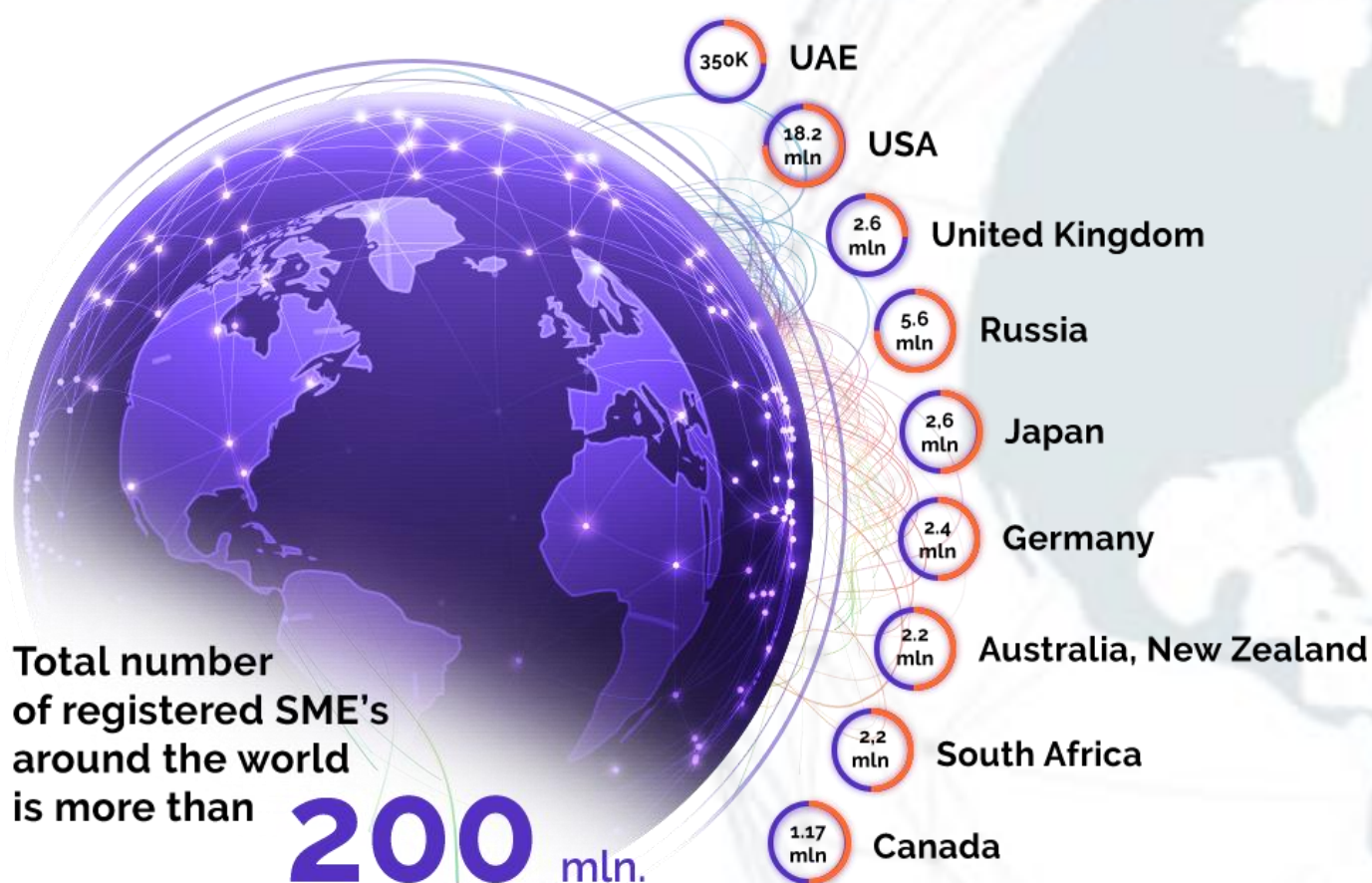
ZAZA's SET OF SOLUTIONS

MARKET PROBLEM	SOLUTIONS
Difficulties in getting new deals and clients	<ul style="list-style-type: none"> - Generates real-time deals - Generates business leads - B2B networking connects potential buyers and partners
The high cost of advertising	<ul style="list-style-type: none"> - Businesses can reach the large customer database of ZAZA free of charge - Self-branding – companies able to promote their brands through the business accounts
High fees charged by the marketplaces	<ul style="list-style-type: none"> - Businesses will be able to register and list their goods & services free of charge
High fees for payment processing	<ul style="list-style-type: none"> - Minimizing payment expenses with ZAZA tokens payment solution
Lack of transparency of companies and products	<ul style="list-style-type: none"> - Blockchain provides transparency of businesses, their business history, reviews and actual reputation of the company in the market
Lack of secure and reliable transactions	Secured transactions through smart contracts implementation
Return and refund policy	Blockchain provides transparency of goods and reliable reviews, avoiding client's disappointment
Lack of B2B network	ZAZA is a B2B social network, which connects potential partners within the regional and international level.

MARKET VOLUME

ZAZA has a solution which will eliminate the problems of Companies through the Business Platform, B2B Social Network, and Blockchain technology. ZAZA will help businesses to expand their customer database and improve their profitability. The market potential is enormous and ZAZA's early adopters can benefit immensely by backing up the platform in the token generation event.

Being decentralized platform we are expecting to acquire 3 mln business users in 36 months. Additionally, the platform will welcome millions of individual consumers.



In the future significant part of the Market will definitely move to BLOCKCHAIN TECHNOLOGY.

*The mentioned countries were chosen randomly as some of the leading in the market.



MISSION

Our mission is to provide a global business platform where companies are able to improve their business activity, achieve their business goals and create worldwide partnerships.

No barriers, no limits, 1 platform to unite them all!

ZAZA aims to:

Create a massive market and great eco-system for the circulation of ZAZA Tokens

Help companies drive their business into success

Become an essential tool for daily operations in any business

Reduce advertising and transaction costs

Become powerful B2B social network and connect all types of enterprises around the world.



BUSINESS MODEL

Integration of ZAZA Tokens on ZAZA Platform.

The first stage of development will be the integration of ZAZA Tokens into the market: Registered users will credit their crypto wallets by buying the digital currency through their personal or business accounts in order to access all the features of the platform.

Gamification.

The platform will be using a rewarding system for business and social activities of users (placing and accepting deals, listing ads, posting reviews, publishing posts, etc).

Business Account's (BA) activity is measured via the Index of Business Activity (IBA), Individual account's (IA) activity measured via the Index of Social Activity (ISA), where they get rewarded according to it.

For Business users: 1 IBA = 1 ZAZA Token

For Individual users: 1 ISA = 1 ZAZA Token

Users can use accumulated tokens back in the platform to promote their brand, goods or services.

Rewards system incentivizes users to use ZAZA platform more often.

REVENUE SOURCE

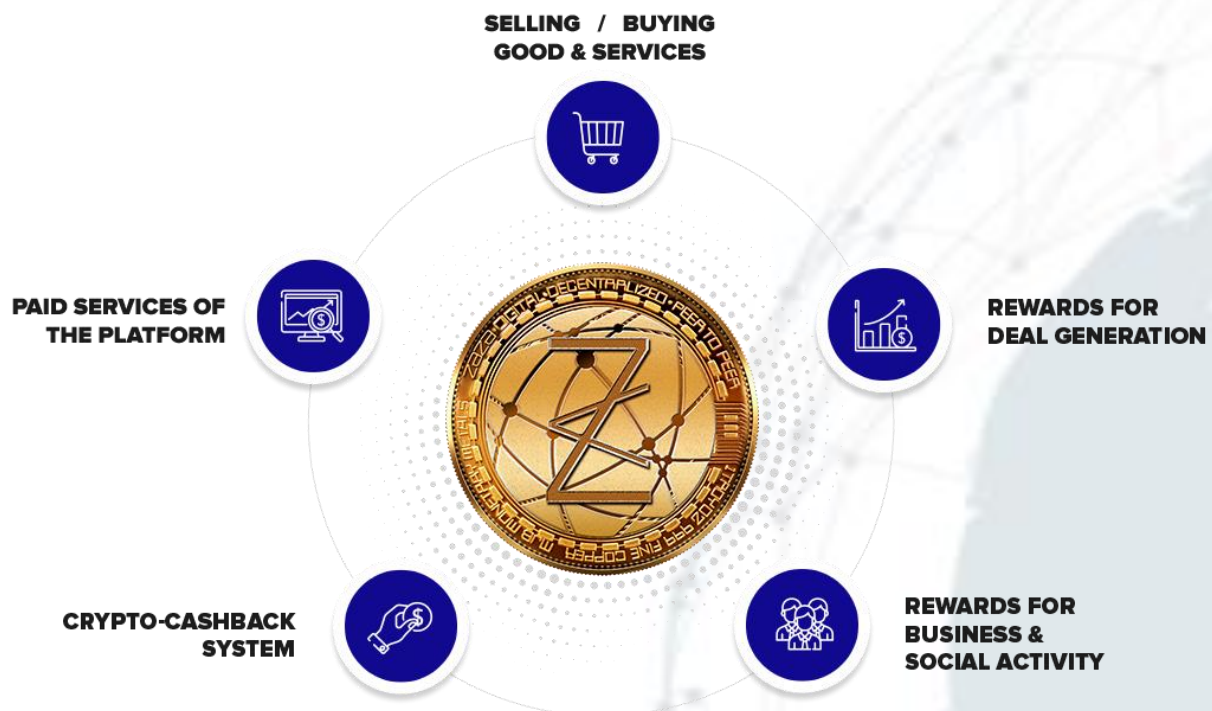
Economic benefits will be generated by the following paid services:

	SERVICES	COST	DURATION
1	FEATURED BUSINESS ACCOUNTS	150 ZAZA	100 views
2	FEATURED ADS	100 ZAZA	100 views
3	BANNER ADVERTISING	5,000 ZAZA	3 days
4	SMART CONTRACT SERVICES	1% of the total deal amount	-

TOKEN IMPLEMENTATION

ZAZA Tokens Ecosystem

ZAZA is a utility token offering various functionalities. These functionalities form the ZAZA Ecosystem which is divided into five main domains.



Selling/Buying Goods & Services

Users can buy and sell goods and services through the ZAZA platform. They can pay with ZAZA tokens and accept them as payment.

Paid Services of the Platform

All the paid services on the platform (featured ads, featured business accounts, smart contract fee, banner advertising) are to be paid in ZAZA tokens.

Rewards from Deal Generator

Each enquiry is a potential deal for businesses. ZAZA rewards the users that generate deals. Each time an enquiry is placed and a seller or a service provider accepts it, the enquirer gets rewarded in ZAZA tokens. The business that has accepted the deal will release the same number of ZAZA tokens as a commission.



Rewards for Business & Social Activity

Businesses and individuals get rewarded for being active on the platform and performing activities like posting reviews, publishing posts, listing enquiry and ads, etc. Their activity is measured via the Index of Business Activity and Social Activity where they get rewarded according to it. This reward incentivizes businesses to use ZAZA platform more often.

Crypto Cash-back System

ZAZA intends to implement a crypto cash-back system, where all users will be rewarded with ZAZA tokens every time they make a purchase through the system. We believe that soon, any transaction could be made through blockchain technologies.

ZAZA ecosystem will be developed based on Ethereum blockchain, which will support the easy circulation of tokens.

*The Ethereum Smart Contract is not the final option for the project. The team will evaluate the best platform option possible to use after comparing their performance on such a big decentralized coverage. Read Technical Paper for more information.

TOKEN GENERATION EVENT

ZAZA Tokens will be issued on the blockchain based on the Ethereum code. They will be available for purchase in BTC, ETH, BCH, LTC. The process of token sale will be protected by the token holder's personal back office.

Token distribution and the corresponding token creation process will be organized around smart contracts running on Ethereum. Token sale and issue of ZAZA Tokens are intended mainly to fund the development of ZAZA eco-system, as well as collect funds for administrative and product support.

TOKEN NAME: ZAZA

TOTAL TOKEN SUPPLY: 1,000,000,000 ZAZA

1 ZAZA = \$ 0,07

TOKEN PRE-SALE: June 05 – June 25, 2018
HARD CAP: \$ 700,000

TOKEN SALE: August 01 – September 30, 2018
HARD CAP: \$ 30,000,000



REWARDS SYSTEM

PRE-SALE HARD CAP: \$ 700,000

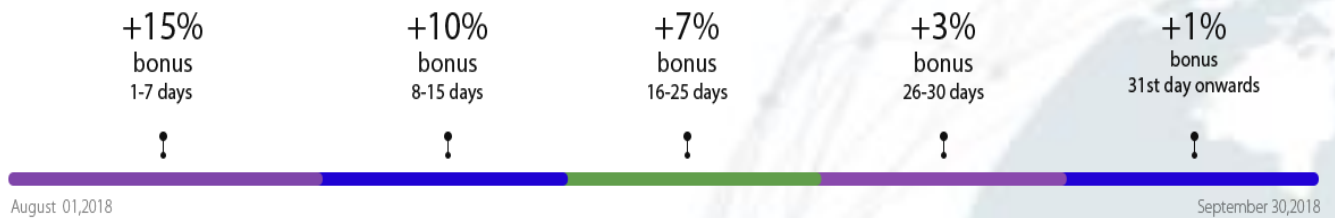
Date: June 05 – June 25 (or as long as supply lasts)

Bonuses for early token buyers as per contributed amount:

+ 50% min \$ 50,000	+ 40% min \$ 30,000	+ 30% min \$ 10,000	+ 25% Less than \$10,000
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SALE HARD CAP: \$ 30,000,000

Date: August 01 – September 30, 2018 (or as long as supply lasts)



Minimum purchase amount - 500 ZAZA tokens

The token sale to be concluded in September 30th, 2018 or at the time that the hard cap is reached. After the sale tokens will cease, all unsold tokens to be destroyed.

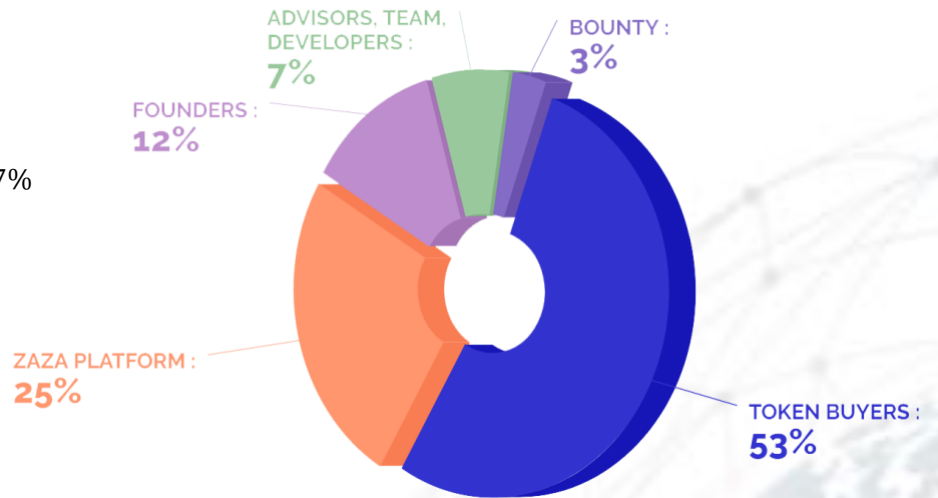
Referral Program

ZAZA coin is aiming to promote token through the usage of 3 level referral program (affiliates).

10 % on the first level, 7 % on the second level, 5 % on the third level.

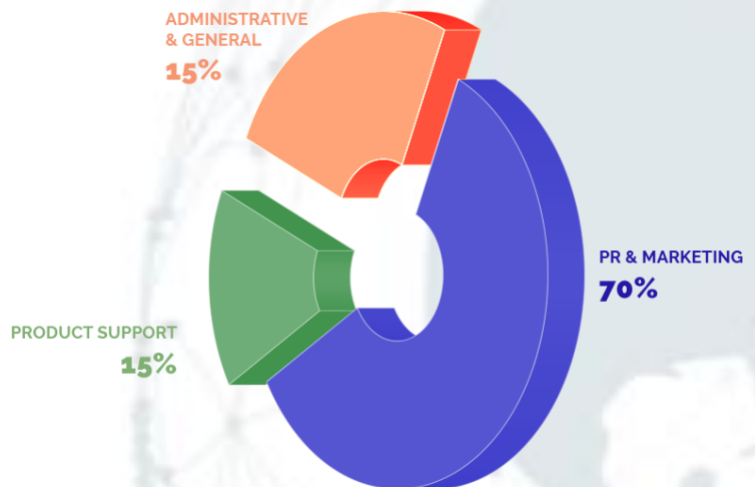
TOKEN DISTRIBUTION

TOKEN BUYERS: 53%
 FOUNDERS: 12%
 ADVISORS, TEAM, DEVELOPERS: 7%
 BOUNTY: 3%
 ZAZA PLATFORM: 25%



USE OF FUNDS

PR & MARKETING: 70%
 PRODUCT SUPPORT: 15%
 ADMINISTRATIVE & GENERAL: 15%



MORE MARKETING

MORE USERS

MORE SCALING

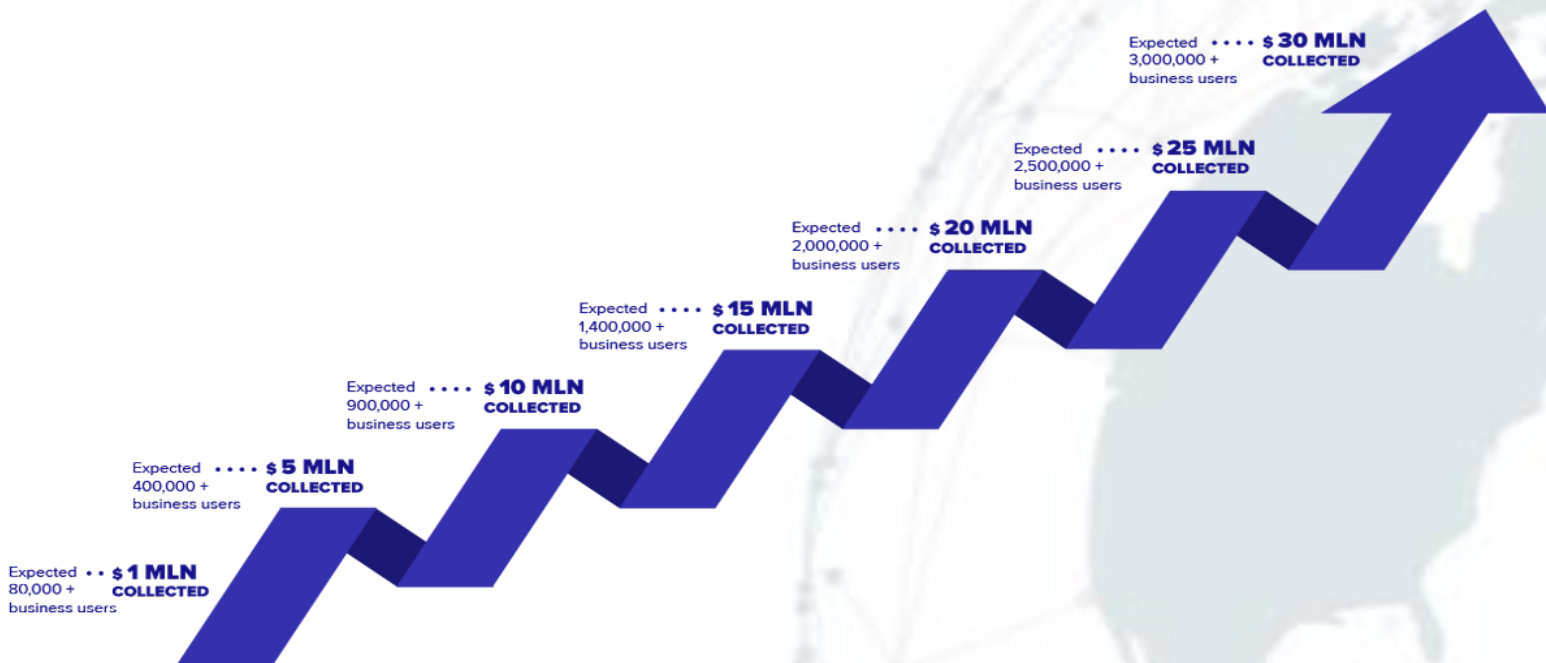
MORE VALUE TO ZAZA PLATFORM

We plan to use 70% of collected funds to support the marketing campaign dedicated to promote the product, increase platform awareness and grow the number of partners and users.

CORE MILESTONES

The volume of received funds will affect market coverage and number of users.

Our core milestones are listed below:

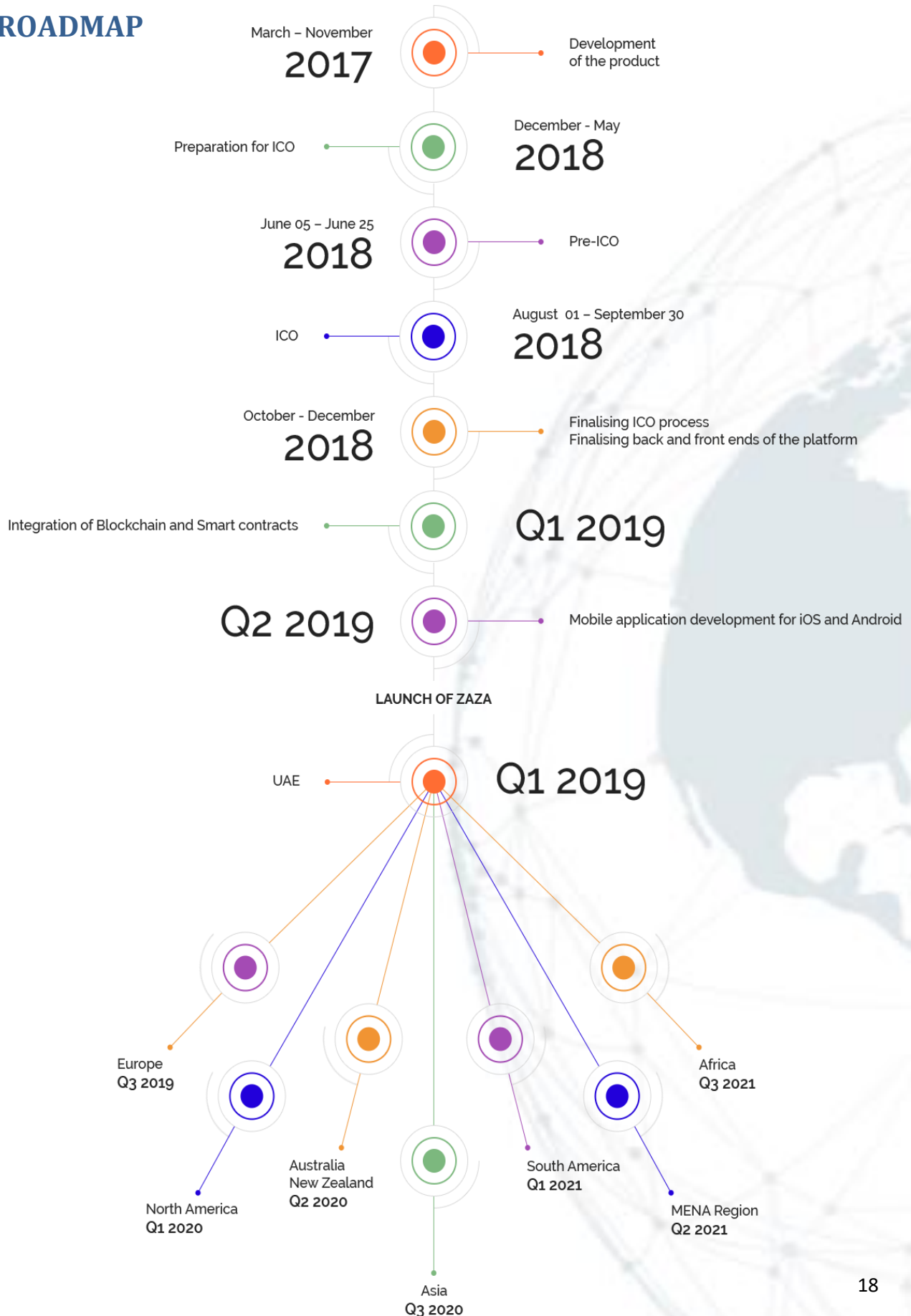


The milestones are calculated approximately on the number of users expected to be acquired with the collected funds.

Considering that majority of collected funds will be used for Marketing purposes, this will serve also to enhance the number of users on the platform.

More collected funds mean more opportunity to increase awareness about the platform and its services, mostly on businesses targeted audience.

ROADMAP



CORE TEAM

ZHAZIRA LEPESS

CEO & Founder

Zhazira is a brilliant serial entrepreneur. She started her business Career at very early ages.

Zhazira has great ability to handle the toughest circumstances with passion and enthusiasm. Her diverse experience with entire different businesses and countries brought the idea about developing a business eco-system, which will help companies run their business more efficiently, and her ambitions to be the lever to build a strong business foundation. She strongly believes that Blockchain is the Future of every industry.



ARSEN LEPESS

COO & Founder

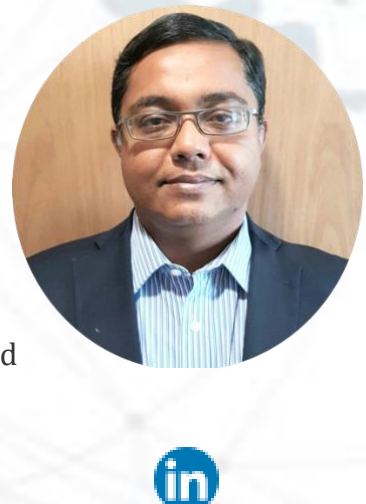
Arsen never liked being put in a box, so he spent the last 10 years as an entrepreneur. Arsen has an excellent creative mind, an expert in strategic planning and business administration. Wide experience and efforts in market penetration for his several startup companies brought him an idea that market needs a single network and mechanisms for business development. This is how was created the business platform - ZAZA. Arsen is an early adopter of Crypto Trading and a Crypto enthusiast.



PARAG BHADRA

CTO

Parag brings over 20 years of experience combining high-end technology on one hand, and business operations on the other. Parag has broad based experience straddling Business Development, Program Management, Business Process Consulting in global companies and markets specializing in fundamental technologies ranging from ERP, GIS, Analytics and Blockchain, with a wide range of engagements executed across geographies (Mid East, US, India, etc) working with Manufacturing, Govt. and Service Oriented Industries.



LOREDANA MANUSHAQA*Business Development Officer*

Loredana joined ZAZA with a background in corporate's multiple-services outsourcing. She worked as a Trainer, WorkForce Management and Operations Team Leader for many years. Loredana is ambitious, bright, optimistic, always keen and persuasive in learning more. Her passion for excellence made her a blockchain enthusiast and strong supporter of new auspicious technologies. ZAZA is her next challenge and she wants to collaborate in making it a successful business.

**SAUL TARAZONA***Investor Relations*

Saul, holder of MBA from Coventry University, has 12 years of experience in the market. He is the founder of an Investment Fund where he works as a professional investor & trader. Already acquired multiple skills in Project & Quality Management, last few years he has successfully become a Blockchain Evangelist & Crypto supporter. His experience and passion for successful investments take him to support ZAZA as Investor Relations.

**SEIF EBD-ALRAHMAN***Business Analyst*

Result-oriented, analytical and creative, E-Business Professional, Seif has 10+ years of experience in the B2B industry and Business Management. A trustworthy business partner, who is putting full concentration to make the business successful, ensuring that ZAZA uses the latest technologies to streamline the workflow, right outlets and platforms to engage key influencers and customers.



ASKAR KARSHAGIN*Product Management*

Askar holder of Master's degree in Business Administration, has a bachelor degree in finance and spent few years of internship in the US. Over past 10 years, Askar successfully developed a number of businesses, where he acquired entrepreneurship, management, business development, business intelligence and strategic planning skills.

**YEVGENIY KOT***Developer*

Yevgeniy is a software developer with over 10 years of experience and expertise in product launches. He has always been fascinated by the inner-workings of software and ways to provide outstanding digital experiences with the firm belief that remarkable technology is the foundation for all future successful businesses?

**CLAIRE ESTRADA***Community Support*

Claire has many years of experience in Marketing, she specializes in diverse social media management, accurate marketing campaign launching and analysis of ZAZA's supporters and their engagement in the project. Her multiple marketing and statistical skills brought her to work as Community Support in ZAZA.



ADVISORS

STEFAN HICKMOTT

CEO & Founder, Evareium

Stefan is a seasoned investment professional with 25 years of extensive expertise in the private equity and technology investment space. Expert in structuring, establishing, managing and optimizing value from a wide range of startup companies - from conception to maturity.



EVGENIY SKOROPISOV

ICO Analyst, Marketing Expert, ICOBox

Marketing & PR expert, ICO analyst, experienced and involved in launching more than 20 successful ICO projects (Saifu, Bubbletone, SocialMedia.Market, Universa, Crypterium, Pavocoin, etc).





RISK FACTORS

The purchase of ZAZA tokens (hereinafter referred to as the "Token" or "Tokens") may be associated with a high degree of risk. To protect the interests of Token's potential purchasers, ZAZA team conducted an analysis of such potential risks and outlined the result of this analysis in this chapter of the Whitepaper. IMPORTANT: THE LIST OF RISK FACTORS DESCRIBED BELOW IS NOT EXHAUSTIVE. IN ADDITION TO THE RISKS DISCLOSED IN THIS WHITEPAPER, THERE MAY BE EXISTING OTHER RISKS WHICH ZAZA TEAM AT PRESENT CANNOT REASONABLY FORECAST. These risks can materialize in other forms of risk than those specified here. Prior to acquiring Tokens, each potential Token purchaser is advised to carefully review all the information and assess the risks of such purchase, including but not limited to, the risks set forth in this Whitepaper and to decide upon purchase of Tokens based on such assessment.

Technical and technological risks.

- Risks of the blockchain. Tokens are released on Ethereum blockchain. In this regard, any malfunction of the Ethereum protocol may lead to a restriction in the use of Tokens, and/or to the fact that Tokens or the platform will function in an unforeseen manner.
- Risk of hacker attacks on the platform, smart contracts, or Tokens. Tokens can be expropriated and/or stolen, by hacking Tokens, or otherwise. Hackers or other groups or organizations may attempt to intervene in a smart contract or Tokens in various ways, including, but not limited to, virus attacks, DDOS attacks, concerted attacks, network attacks, and denial of service attacks, and others. In addition, since the Ethereum platform is based on open source software, there is a risk that Ethereum smart contracts may contain intentional or unintentional errors or shortcomings that could adversely affect Tokens or lead to loss of Tokens, or loss of access or control Tokens. In the event of such an error or weakness of the software, there can be no remedy, and tokens owners are not guaranteed any compensation or compensation.
- Risk of a hacker attack on the computer of the token holder, or loss of passwords / of private keys. Purchased Tokens can be stored by the token holder in her\his digital wallet or safe, for which a password, a digital key or a combination of digital keys is required. Accordingly, the loss of the necessary keys associated with such digital wallet or safe can lead to loss of access to Tokens. In addition, any third party that gets access to such passwords and/or private keys (by way of getting (through hacking, or negligence of token-holder) access to login credentials of token-holders' hosting-wallet, or otherwise), will be able to use Tokens of the token holder. ZAZA assumes no liability for such losses.
- Risk of using new technologies, and changes in technology in the future. Tokens and blockchain are fairly new and relatively untested technologies. Although at the moment they have largely proven their efficiency, reliability and security, there is no guarantee that in future these technologies do not fail in

any way. Further, as technological progress develops, flaws can be found in these technologies, which flaws will prevent their functioning in the way that they function at the moment. Finally, there is no guarantee that these technologies will be compatible with any new technologies invented in future. In the event of such incompatibility, use of Tokens and blockchain can be found unreasonable and stopped.

- Risk of incompatibility of the cryptowallet service. An electronic cryptowallet or wallet service provider that token-holder has chosen \ will choose for obtaining and storing Tokens, must be technically compatible with Tokens. Failure to comply with this condition may lead to the fact that the token holder will not be able to get access to her\his Tokens. Tokenholders must independently determine the fact of the compatibility of the cryptowallet she\he registered, with the Tokens. ZAZA assumes no responsibility for any errors related to the wrong determination of the above fact.

Regulatory Risks.

- Risk of regulatory uncertainty. Regulatory status of cryptographic tokens, digital assets and blockchain technology, is unclear or not defined in many jurisdictions. It cannot be excluded that such technologies, and, in particular, Tokens, will in future become subject to one or more (adopted or new) interpretations of laws (or other regulations), court judgments, or actions by various regulatory bodies around the world, including, but not limited to, the imposition of restrictions on the use or possession of digital tokens, such as Tokens. Such changes can adversely affect Tokens in various ways, including, for example, by determining that Tokens are regulated financial instruments that require registration or compliance with other legal requirements and procedures. ZAZA may stop distributing Tokens, developing a platform or terminating operations in a particular jurisdiction if the actions of regulatory authorities of the relevant jurisdiction make it illegal or not commercially viable to proceed.
- Risk of inability to obtain, maintain or renew licenses and permits. As of the date of Tokens sale, there are no statutory requirements requiring ZAZA to obtain any licenses and permits necessary for the sale of the Tokens, but the risk that such legislative requirements may be enacted in the future cannot be ruled out. In this event, the possibility of a sale and further use of Tokens will depend on the procedure of issuing such licenses and permits, and on compliance with their terms. We cannot exclude that requirements of the law will be technically or economically unachievable for ZAZA. ZAZA may stop distribution of Tokens, develop a platform or terminate operations in a particular jurisdiction in the event of economic, technological or another inability to obtain the required licenses or permits under such jurisdiction.
- Risk of governmental action. The industry of blocking and reversing tokens is new, and simply by virtue of novelty can be subject to increased supervision and regulatory control, including investigations or enforcement actions. There can be no guarantee that the government will not study the activities of the

parties. All this can be investigated, which in turn can have a significant negative impact on Tokens and/or platform development.

Business risks

- Risk of failure in development. It cannot be excluded that for various reasons, including but not limited to, for reasons of insolvency of business or technological strategies or business arrangements, technological problems, emergence of new technologies, etc., that the model that ZAZA developed and described in this Whitepaper, will not achieve the desired functionality, be inoperative, or work in a way different from what developers designed it for. Also, we cannot exclude the risk that for these or different reasons, development and implementation of the model can take longer than ZAZA predicts at the moment, and when the model is ready, it will appear to be outdated and/or irrelevant.
- Risk of insufficient implementation. It cannot be excluded that, for various reasons, including, but not limited to, for reasons of insolvency of marketing strategies, external constraints, or competitors' actions, the model developed by ZAZA and described in this Whitepaper model may appear to be unpopular and/or unclaimed, lacking use and application.
- Risk of dependence on third parties. Even after the launch, the model developed by ZAZA and described in this Whitepaper will rely, wholly or partially, on third parties, for adoption and implementation of certain functions, as well as for continuing its development, maintenance and support. Though above-mentioned third parties are carefully selected by ZAZA team, there is no insurance or guarantee that these third parties will do their job properly, or otherwise meet users' needs, and this can have a significant adverse impact on the platform.
- Risk of loss of cash. The project described in this Whitepaper, the model developed by ZAZA, the platform being created, as well as any funds collected within the framework of the ICO described, are not insured. In case of failure of the project for any reason, loss of functionality of the Token or platform, there is no private or public insurance representative to whom token-holders can apply for reimbursement.
- Risk of force majeure. In the future, there may be extraordinary circumstances that ZAZA cannot reasonably anticipate or prevent and that may be subject to restrictions or impediments to the operation of ZAZA or Token platform.