

Vision. NAU is the platform that directly connects customers and retailers using the blockchain technology to guarantee transparency and reliability. Besides being a customer redeeming special offers from retailers, any user can be their associated affiliate partner. By inviting other users (friends, colleagues or social network followers) to NAU, the user receives 95% of what the advertiser pays in tokens for each offer redemption. This is absolutely disruptive for the current market paradigm, where middlemen share the advertising money and users have almost zero motivation to recommend and share within their circles of communication. By creating direct customer-retailer connection with most of the money left within this interaction pair, NAU creates a new reality for both consumers and retailers.

Model. The advertiser creates an offer (a discount, a gift or second item free) paying at least 1 NAU token for each redemption of this offer. 95% of the reward goes to the user who has invited the redeeming customer to NAU. Such approach encourages the users to share NAU application within their social area. Each user is someone's follower therefore backing the vision of leaving most of the funds in the "advertisers – customers – advertisers" eco-system.

Implementation. Desktop-ready website and Android/iOS mobile apps allowing users to locate and redeem offers displayed on the geolocation basis. The offers are categorized into 5 basic categories with advanced filtering.

Why blockchain? NAU declares and executes the absolute transparency for all the participants of advertising assets exchange process. Everyone can check the amount of tokens paid by the advertiser for each sale and make sure the affiliate has received 95% of this amount. This approach also guarantees there is no hidden token emission from the system besides the declared token sale amount. The platform itself becomes more reliable and safe as the blockchain is stored on multiple nodes that confirm each transaction. Making seamless reward transactions between companies and private persons no matter what their legal entities are is also a very important feature.

Blockchain solution. NAU utilizes a private blockchain based on the MultiChain technology. Transactions within the blockchain are visible to anyone through the proprietary public monitoring service. One can also start his own monitoring service by setting up a node. This approach has been chosen instead of using public blockchain networks to avoid paying the rewards for miners for each transactions as these rewards do not match the microtransaction model within NAU.

Business model. The platform charges 5% of each transaction of tokens from advertisers to users and 0.5% of each transaction between the wallets. It also enables advertisers and agents (on behalf of advertisers) to use tokens to purchase push-in contacts to the segmented audience, the 'featured' badge and other marketing tools within the platform.

Third parties. NAU platform features API allowing to use its features from the outside. Currently the following third parties are considered:

1. Advertiser representatives (accredited agencies and freelance agents) capable of creating and managing multiple advertiser accounts, their offers, refill token wallets etc. This is also available through the web agent interface.

2. Publishers. We have already secured agreements with a few publishers, that will use the API to show NAU offers to their audience based on geolocation. They are greatly attracted by the 95% reward model and absolute transparency of the platform.
3. Exchange platforms, that can be integrated to web user interface and offer token exchange to any other assets and vice versa.

Current product state. Development is in progress since July 2017. Official beta is scheduled to be released after the main token sale round ends. The development is currently within the planned schedule executed by an experienced team of 9 developers. All current investments are funded by the founders.

Platform marketing. The company is currently launching its local headquarters in the following countries: Germany, Philippines, Colombia, Russia and Ukraine. The local offices are responsible for signing agreements with agents and advertisers along with the local influencers that will execute the initial platform app promotion. The list of such agreements to be announced prior to the token sale main round. NAU has also signed agreements with publishers for over 100M monthly ad serves for NAU offers on the revenue share basis.

Token sale description. Maximum amount of tokens available for sale: 1 billion. Tokens will be released on ERC20 platform following the end of token sale main round. Additional tokens are to be released: 20M tokens to be distributed between project advisors with 12 months lock-up period. 10M tokens to the advertisers promotion fund (10 tokens credited to each new advertiser), 10M tokens to the users promotion fund (1 token credited to each new user). 5M tokens are reserved for the bounty-program participants. Additional 240M tokens will be released and locked on a separate smart contract. These tokens will be available by 10M each month starting from the 13th month after token sale completion – this is the founding team reward vesting program.

ERC20 tokens can't be used within the NAU platform. For that, they should be exchanged 1:1 to the native NAU tokens starting from the moment the official beta is released. Tokens from advertisers and users promotion fund as well as bounty-program rewards would be automatically transferred so that the eligible accounts would be credited according to the aforementioned plan. The users can later do the reverse exchange that will be subject to commission in native tokens.

Token sale structure. Private presale round was held on Sep 15 - Oct 15 and has successfully ended with \$1.5M raised. The price on this stage was set at \$0.04/token with 300% bonus and only qualified investors with investments over \$50k in any equivalent were eligible to participate. Bonus token will be locked-up for 6 months after the initial token distribution.

On Nov, 1 the public presale round has been announced starting with sale limited to 50M tokens priced at \$0.04 each with 35% bonus. The public token sale round (Nov 29, 2017 - Dec 29, 2017) will be limited to 50M NAU tokens and \$50,000 contributions per 1 person. The private token sale round will be limited to 250M NAU tokens and min. contribution should be \$50,000 to participate. This round will start on Nov, 29 and will last until the first performance based round is announced.

The remaining tokens will be distributed in 2018 through the performance based rounds (announced prior to NAU launch on a new market). The price will be determined by the total volume of the contributions divided by the number of tokens available for the particular distribution round.

Team: [Yaroslav Shakula](#) (Founder, CEO). 15 years of experience as a project lead, co-founder and CEO of multiple projects in the industries of Internet-marketing and advertising (Creara, Sape), affiliate marketing, e-commerce etc.

[Egor Bruskin](#) (Co-founder). Founder of LeadBit Group - a holding company currently managing a few worldwide projects in traffic and affiliate marketing industry.

[Max Gavriuk](#) (CTO). Over 15 years of experience in software development and management. CIO of OmniSynapse.

[Olga Romanova](#) (Head international sales). Previously Head of partner management department Groupon Russia. Previously Deputy Commercial Director KupiVIP E-commerce. Previously Head of Sales CardsPro.

[Ashit Joshi](#) (Business development advisor). VP at Chegg Inc., expert in product innovation, project architecture, product ideation and technical solution.

[Tzvi Shishler](#) (Advisor on international marketing). CEO of 4KingMedia, a leading Crypto Media company. Tzvi has extensive marketing experience in the disruptive online space and has been involved in ICO marketing from the beginning.

[Marc Kenigsberg](#) (Advisor on tokenomics and data management). BitcoinChaser founder, involved in Bitcoin since 2013. 18 years experience in online marketing. Worked with various ICO and blockchain businesses, a regular speaker at conferences around the world.

The profiles of 8 developers engaged in the projects would be announced on the website after it is launched.

Preliminary Roadmap:

Sep 15 - Oct 15 — private presale round

Sept - Oct — local offices launch

Nov 1 - Nov 27 — public presale round

29 Nov - 29 Dec — public token sale round

29 Nov - 1st PBR — private token sale round

December — official beta release

Q1, 2018 - Q4, 2018 — performance based rounds

Token sale goals. Soft cap is \$5M, no overall hard cap set. Reaching the soft cap guarantees NAU has enough finances to operate on 5 initial markets until the end of 2019, when it breaks even, and allocate decent funds on marketing to reach the critical user base allowing it to grow fast because of the user-rewarding nature and competitive advantages for the retailers. All the funds above the soft cap will be used to expand NAU presence to other markets therefore supporting token liquidity.

Use of proceeds:

Basic scenario:

Retailers acquisition:	\$2,598,000
Customers acquisition:	\$1,247,500
R&D:	\$1,740,000
Global & C-level expenses:	\$1,026,000
BD & PR expenses:	\$713,000
IT infrastructure:	\$297,800
Legal:	\$229,000
HQ and local offices launch:	\$62,000
Total:	\$7,913,300

Considering the projected income of \$2,911,980 during this period, NAU needs funding of \$5,001,319.

Projected allocation of additional funds:

- 30%** – new markets launch
- 40%** – retailers and customers acquisition, global marketing
- 15%** – infrastructure, legal, IT and HR costs for new local offices
- 8%** – NAU token liquidity support fund
- 5%** – extra R&D expenses
- 2%** – reserve