



## WULET — Get Your Cryptoback From Everyday Purchases

*Your personal cryptocashback from payments  
that you can use however you like!*



*How can we make the use of crypto an easy, safe, and everyday process?*

*How can we unite loyalty programmes with different conditions for the ease of their members?*

*How can we turn loyalty programmes into something that brings real profit to their users?*



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Every day, making a purchase at a store or having lunch at a restaurant, people receive yet another loyalty card. When certain conditions are met, their users are supposed to receive a bonus for their use.

It is impossible to remember all the rules of all the bonus programmes, and to constantly carry dozens of cards everywhere.

Contractors, in turn, spend great resources on creating various loyalty programmes, which are ultimately difficult to use for their clients.

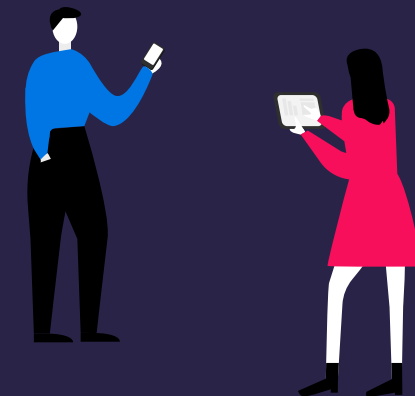
The WULET blockchain platform has as its goal the unification of differing programmes and uncomfortable cards in one application. The client will receive all their bonuses in WU tokens, and spend them within the platform or trade them on an exchange for other cryptocurrency and get actual profits.



**WULET is a blockchain platform that will give its users the opportunity to use cryptocurrency in everyday life, and businesses the chance to attract new clients and keep their current clientele.**

## Our Mission

To popularise the everyday use of cryptocurrency by creating a blockchain platform that will allow clients to monetise all available bonus programmes, and contractors – to save resources and attract new clients.



- to help clients **get rid** of a **huge number** of loyalty **cards** by uniting all programmes into one easy-to-use application;
- to create a platform that will allow its users to receive **cashback in** the form of **cryptocurrency**;
- to **unite** a wide network of **clients** and register the highest number of **contractors** possible;
- to widen the range of products offered on the internal online store.

### Today:

- you participate in multiple loyalty programmes, where each has their own internal points structure and privileges;
- you cannot use, or exchange points received on different programmes as you see fit;
- the transportation of all your existing bonus cards is inconvenient.



### With WULET:

- payment information is uploaded onto WULET using a QR-code;
- the bonuses from all networks are accumulated in your unified crypto-balance;
- you can spend your bonuses on partner marketplaces, save in the form of cryptocurrency, or sell them on an exchange;
- all discounts and promotions are located in one app, WULET, and you don't need to go through each programme individually;
- you receive profits, and the store gets a loyal client.





### The Platform

A unified complex of services that offers instruments for cooperation between Clients and Contractors and fixes the terms of that cooperation.

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### Contractors

Users that realise their goods and services using the Platform, and award bonuses to Clients, as well as those realising their goods and services directly in exchange for Bonus points.

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### Clients

Users that purchase goods and services from the Contractors of the Platform.

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### Bonus points

A motivating reward for the use of the Platform by the Clients for the purchase of goods and services from Contractors.



### Whom is the Platform created for?

The Platform is oriented at once toward the members of the b2c market, and also toward the average user, who wants to monetise their bonus points from loyalty programmes in everyday life.

#### Contractors will get the opportunity:

- to use a simple instrument to create loyalty programmes on the foundation of WULET;
- to save resources on development, integration, and management on personal programmes;
- to avoid participating in unwanted and risky joint loyalty programmes;
- to grow their client base, to keep the current clientele, and to attract new clients through the growth in popularity of blockchain technologies.

#### Clients will get the opportunity:

- to use an easy-to-use instrument to manage all their loyalty programmes in one WULET application;
- to unite all available bonuses in WU tokens, and either use them within the system, exchange for fiat money, or trade them on exchanges;
- to monitor the process of the receipt of crypto-cashback (through smart contracts);
- to use cryptocurrency for everyday needs, thus popularising the technology.

## Competititon Analysis

There are multiple applications on the market that help their users get profit from purchases. They often only give the ability to purchase goods and services in a limited number of online stores. Users often cannot see exactly what reward they get.

Statistically only half of registered clients continue using loyalty programmes. In general this is due to the fact that many clients are unaware of their current bonus points balance, and 40% cannot see a real value from these points.



### How is WULET better?

- We offer a transparent system of receiving cashback in WU tokens.
- There are many different opportunities to use these WU tokens.
- There is a pure profit without additional effort in everyday life.
- WULET includes a wide variety of everyday activites (offline and online purchases, attending restaurants and bars, ordering takeout), which reward the user in WU tokens.

## PLATFORM DESCRIPTION



- A discount card is a classic example of a loyalty programme. A client receives bonuses or discounts for purchases made using this card. The client remains loyal to the contractor, and the data given by the client during the registration process can be used to compile personal offers and retargeting.
- Our platform analyses data on client behaviour. Thus, a WULET client, when visiting any contractor of the platform, will first see goods that will potentially be of interest to them.



## Advantages of the platform

In order to launch a new loyalty programme, a contractor will only need to launch a freely distributed WULET node on their site and enter the terms for bonus awarding. The whole process will be managed by the WULET network, and WU tokens will be available on exchanges at the market rate and conditions.

### Blockchain technology:

- is a cryptographically protected system of mutual payments that will lower the risk of fraud, for instance, protecting against double expenditure;
- provides transparent technology and the use of smart-contracts, so the Clients can be sure in the permanence of the conditions and the guarantee of crypto-cashback crediting;
- is a universal system of crypto-cashback.

### The WULET platform will allow:

- to popularise the use of cryptocurrency;
- to use quick, easy, and multifunctional crypto-cashback;
- to quickly create and administer personal loyalty programmes;
- to use new marketing instruments due to the ability to analyse coin movements.



The platform will receive commission on transactions and make profit on additional services:



Banners on the system's applications



Showing establishments or events at the top of searches, which will be allocated using an auction (analogous to contextual advertising)



Push-notifications to users that have the application installed

*All additional services will be purchased by the contractors in WU tokens.*



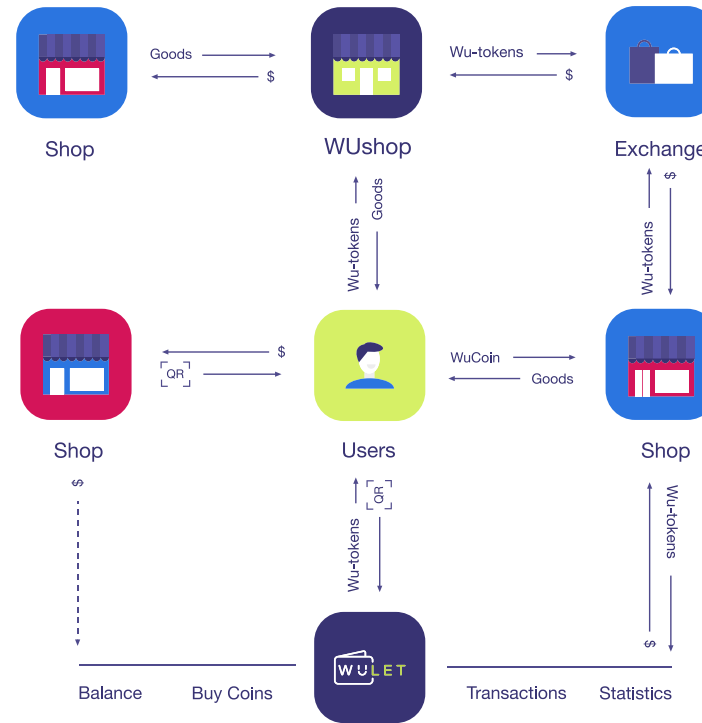
**Clients** that use our platform will not only get profit, but also have at their disposal an easy-to-use application with reviews and a location-specific chat function.



**Contractors** will receive a system to control and manage their interrelations with clients, which will allow them to effectively use the instruments of marketing communications, optimise their advertising budget, and get loyal clients and a competitive edge on the market.

**WULET** is an open-source platform, and WU tokens will be freely available for purchase on exchanges. This means that any contractor can use the platform without coordinating the conditions of cooperation with a central agency.

*Awarding of points to clients*



- 1 Client purchase information will be transferred from the contractor to the system via a QR-code.
  - in the event of an offline purchases it will be printed on the receipt;
  - in the event of an online purchase it will be shown on the payment confirmation page/browser plugin/in the app.
- 2 The client will scan the QR code received from the contractor, and the system notes the payment for goods or services. The system also receives the contractor ID and the purchase amount.
- 3 The system awards the client cashback from the purchase amount according to the pre-agreed conditions for that particular contractor.
- 4 WULET notes the purchase.

Contractors are subdivided into two types:

	TYPE 1	TYPE 2
Award bonus points	+	+
Sell goods/services in exchange for bonus points	+	-

Tasks solved:

Purchases leads and sell goods with a mark-up on the market price

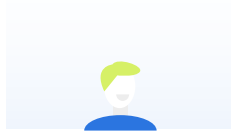
Purchases leads from the WULET

## Purchase of goods/services in exchange for tokens

Clients will be able to spend WU tokens:



by trading them on an exchange



by purchasing items from contractors of the first type



by purchasing products from the WuShop

## Issues related to selling goods in exchange for tokens

The contractor products are located on the balance of a legal entity. In order to realise a good or a service, the contractor needs to receive profit in fiat money.

## Token purchase by contractors

At the beginning stages of platform activity, contractors will receive a fixed number of free WU tokens. In time, when the popularity of and trust in the platform grows, contractors will be able to purchase coins in fiat money via their personal profile, or individually on an exchange.

- Purchase via the personal profile will be possible from the balance of the legal entity according to a pre-agreed outline.
- Purchase on an exchange avoids legal issues, connected to transferring fiat into cryptocurrency.

## Contractors can use tokens in the following ways:

- to purchase banners in the system applications;
- to participate in the auction for impressions of their event at the top of related searches (same as contextual advertising);
- to purchase push notifications to be sent to users of the app;
- to receive cashback for purchases in fiat money.

## WULET and contractor cooperation

### Cooperation with contractors of type 2:

Contractor opens a customer account in WULET and tops up the balance by purchasing WU tokens, which will subsequently be added to Clients' accounts in the form of crypto-cashback.

A Client purchases products from the contractor in fiat money and receives a QR-code, generated at check-out.

The coin balance of the client is added to, subsequent to the processing of that QR-code in the WULET app.

The client can spend the accrued WU tokens at the contractors of the first type, or in the WuShop.

### Cooperation with contractors of type 1:

Contractors of the first type not only award bonus WU tokens, but also receive them for payment.

When a payment is made in tokens, the contractor generates a QR-code with the price of the product. The Client scans that code, and the necessary number of tokens is transferred to the contractor's balance.

Fiat money will be transferred to the contractor by WULET in exchange for WU tokens. Alternatively, the contractors can trade their WU tokens on an exchange.

*WuShop will allow clients to purchase any available products in exchange for WU tokens.*

*WuShop can purchase goods from suppliers for fiat money and then trade the received tokens on an exchange.*

## Why token sale?

Despite the existence of functioning loyalty services, the attracted funds will help create a platform with an open source code, which can then be used by any b2b services.

## Presale stage

The presale is private and intended for early participants. To support the project, please sign up at [wulet.io](https://wulet.io). Funds attracted during the presale will be taken into account in the total campaign acquisitions. It will not be possible to withdraw tokens until the end of all the stages of the campaign.

## Timeline:

Presale start date:

**May 07, 2018**

Main stage period:

**3Q 2018**

Time of stage change

*(including the change of bonus periods):*

**14:00 UTC**

## Token sale parameters:

We accept:

**ETH, BTC, LTC**

Token exchange rate is fixed throughout the entire campaign at:

**0,001 ETH for 1 WU**

Softcap:

**8 000 ETH**  
( $\approx$  6 000 000 USD)

Hardcap:

**49 000 ETH**  
( $\approx$  36 750 000 USD)

Total supply (including all manner of bonuses):

**91 000 000 WU**

*There will not be an additional issue.*

### WU token crediting

- ERC20 standard tokens will be issued during the token sale.
- Token export is possible onto any ERC20-compatible wallet.
- Participant contribution will be displayed as the balance in their personal profile.
- After the end of the campaign, the necessary number of native tokens will be emitted and distributed among the participants according to their contributions and accrued bonuses.

### Limits

● Minimum purchase amount:  
Unlimited

● Maximum purchase amount:  
Unlimited

ⓘ *It will not be possible to withdraw tokens before the end of the entire campaign.*

### Bonuses

May 07 – 11  
**30%**

May 12 – 31  
**25%**

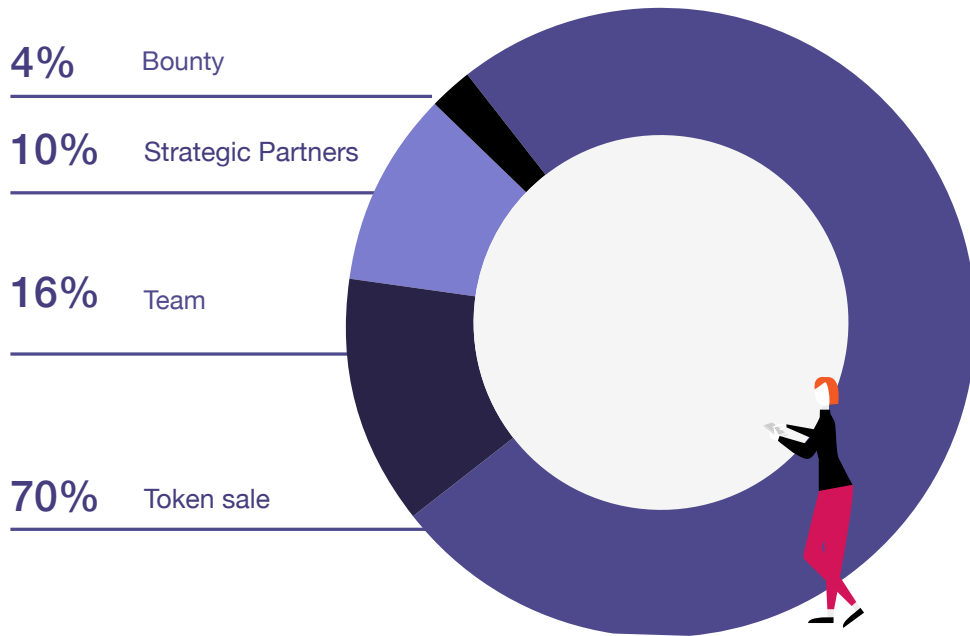
June 01 – 03  
**20%**

June 04 – 07  
**15%**

June 08 – 12  
**10%**

June 13 – 17  
**5%**

### Token distribution



### Attracted funds distribution



From the total amount of WU tokens issued, 16% are reserved for the team, 4% will be directed towards the bounty campaign, 10% for strategic partners and 70% will be distributed during the crowdsale. Unsold tokens will not be issued.

- *In the case softcap is not reached, the campaign will be considered unsuccessful and all funds will be refunded in full.*
- *In the event that the softcap is reached, but the hardcap is not, the token sale will be considered successful, but the project development will be limited in regard to location.*
- *The token sale will be successfully completed when the goal of 49 000 ETH is reached.*

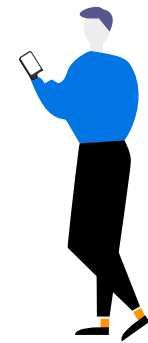




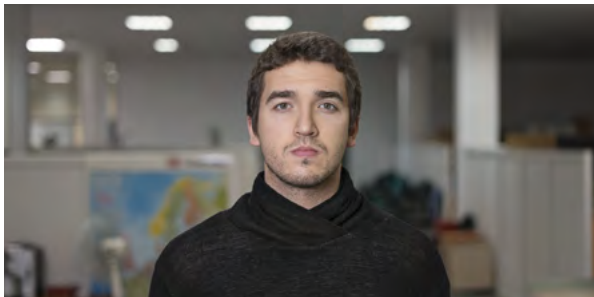
To participate in the campaign, it is necessary to register a token sale participant profile.

Each participant will create a personal profile, where it will be possible to monitor relevant information about the crowdsale, see their personal contribution in the campaign and the bonuses they have received, download a referral link, and find the addresses of deposit wallets in each of the accepted currencies.

Each participant need to pass the **KYC/AML** procedure.



The WULET team are like-minded professionals with extensive experience in IT, development, design, and logistics



**German Domanskii**  
CEO

Graduate of the Hague State University, creator of the Foodism app that was launched in mid-2017. Idea inspiration, concept, functionality.



**Alexey Popov**  
CTO

Owner of Aveas Media IT studio. Over 13 years in experience in website, mobile app, and video game development. Technical support, development.



**Leonid Strimovsky**  
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