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Gamified marketplace for digital assets, tokens and RWAs

Eesee accelerates sales, provides additional liquidity and trading volume to the digital assets market, enhances artists and lowers cost-barrier to enter the Web3 market and helps to speed up the process of Mass Adoption using the unique protocol.

March, 2023

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- (a) does not have any tangible or physical manifestation, and does not have any intrinsic value (nor does any person make any representation or give any commitment as to its value);
- (b) is non-refundable and cannot be exchanged for cash (or its equivalent value in any other digital asset) or any payment obligation by the Company, the Distributor or any of their respective affiliates;
- (c) does not represent or confer on the token holder any right of any form with respect to the Company, the Distributor (or any of their respective affiliates), or their revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property or licence rights), right to receive accounts, financial statements or other financial data, the right to requisition or participate in shareholder meetings, the right to nominate a director, or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to the eesee Platform, the Company, the Distributor and/or their service providers;
- (d) is not intended to represent any rights under a contract for differences or under any other contract the purpose or intended purpose of which is to secure a profit or avoid a loss;
- (e) is not intended to be a representation of money (including electronic money), payment instrument, security, commodity, bond, debt instrument, unit in a collective investment or managed investment scheme or any other kind of financial instrument or investment;
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- (g) does not provide the token holder with any ownership or other interest in the Company, the Distributor or any of their respective affiliates.

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Introduction

Digital assets in the form of NFTs have low liquidity even with multiple trading platforms in 2023. Some marketplaces only cater to high-income target audiences, while the majority of average users remain on the sidelines but have a strong desire to participate. This is often due to the high barrier to entry into the market and unjustified digital assets prices.

It is often the case that supply does not meet demand, and vice versa - this is one of the main problems in the secondary market for digital assets. Buyers are looking for digital assets that they can resell at a higher price after some time. Sellers want to realize their digital assets without losing value and in as short a time period as possible, as well as pursue the opportunity to earn.

With our latest trading mechanics, we will increase liquidity for the digital assets market, lower the barrier to entry for newcomers to the market, and make it possible to recover invested funds in the purchase of digital assets through reward distribution.

We have implemented game mechanics to simplify non-game market processes and make them more exciting for users. We offer new trading mechanics for the digital assets market, which will increase the rate of sales of digital assets. Eesee digital assets marketplace provides each user the opportunity to purchase assets for a small part of their total value. Such a unique trading mechanic increases the demand for any adequate supply, and helps NFT-collections to increase sales and reduce the implementation time assets. This buying process can be compared to participating in a lottery, where participants buy tickets and only one ticket will be considered prize money to receive a prize in the form of goods. However, unlike the usual lotteries, the user is not losing money on such a trade: apart from the possibility of acquiring a new digital asset, eesee accrues investment rewards on the accumulated trading volume. With this reward system, customers not only reimburse all their expenses, but also receive an additional profit. Such rewards can be used to participate in purchases.

The native ESE token is integrated into the mechanics of all business processes of the eesee trading platform, therefore it has its own economic value. The cost of the token is minimally dependent on the general situation in the cryptocurrency market, because it is directly related to the number of active marketplace users. The more users on the platform, the more transactions produced with ESE tokens and above the trading volume of digital assets, and, as a result, the ESE token will organically grow in value. The distribution of ESE tokens from day one attracts investors and enthusiasts to join a new fast-growing project on the most favorable conditions. We implement gaming mechanics in trading, creating additional liquidity in the digital asset market.

1. Reasons for implementation and proposed solution

1.1. Problems of the digital assets market

The liquidity of crypto digital assets has been rapidly declining since the beginning of 2022, and the weak purchasing power of customers contributed to a decrease in interest in digital assets collections. In addition, the demand for NFTs began to decline largely due to incorrect estimates of their value by speculators in resale.

Many blockchain projects, such as games and metaverses, attract investment through NFT sales that promise to be embedded in the future, in the business processes of the project. Due to unreasonably high prices for NFTs, high technical entry threshold for users with decentralized applications, the client can chasm motivation to participate in digital asset trading. Projects reduce token prices several times to speed up sales and make profit.

The speculative hype for digital assets is over, the market for NFTs has become more mature. To attract customers, sellers and investors, it is necessary to provide a stable demand mechanism. The eesee marketplace is able to provide demand guarantees for NFT's collections. Along with the decline in market sentiment, it is becoming increasingly difficult for projects to get their potential buyers interested in purchasing their NFT collections.

Such difficulties force digital assets projects and buyers to seek new trading platforms in order to satisfy their interest. For buyers — to spend as little money as possible and get what they want, and for the seller — to release the assets and make a profit as fast as possible.

In addition to the problems of liquidity of digital assets, there is the problem of high user entry threshold. We're making ownership in Web3 more accessible by providing simple interfaces with game mechanics that motivate users to be more active and make money from it.

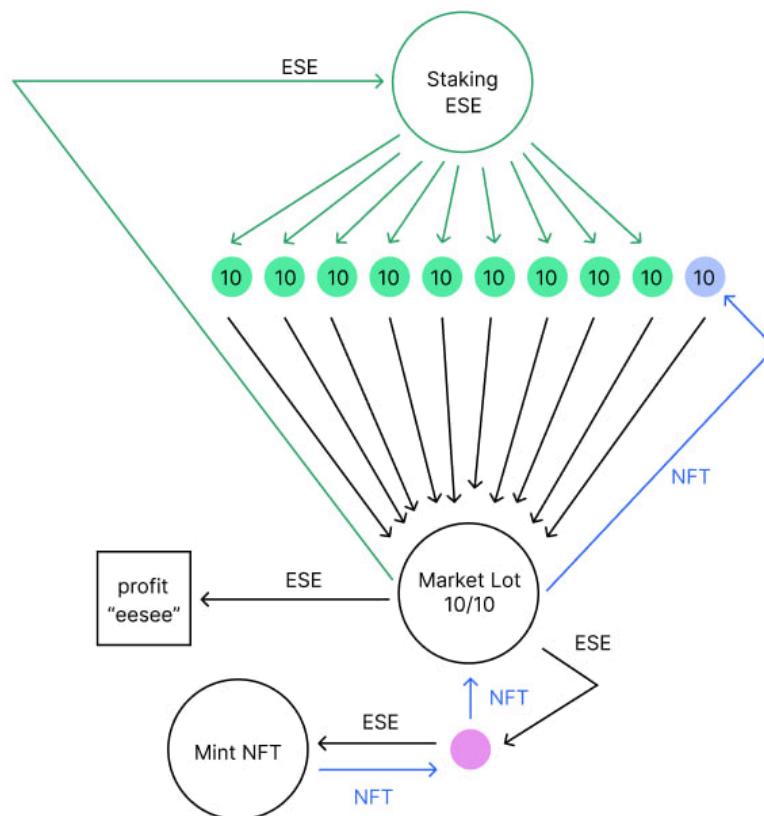
1.2. Technological solution

The possibilities of tokenization have brought additional liquidity through increased purchasing power consumers. We are increasing demand for assets through gamification trading processes, and created the first protocol that allows purchase of any digital assets several times cheaper than their face value.

The seller can set the quantity of the potential buyers for his offer, for whom it will be divided equally the value of the payment to participate in the potential purchase. Only one of potential buyers becomes the owner of the asset.

Facilities of other participants in competitive sales are accumulated in the form of trade turnover, for the volume of which remuneration is paid in ESE tokens.

Thus, the mechanics allows the seller to quickly sell assets, and potential buyers to become the new owner of the asset, having received this asset for an insignificant part of the real cost or receive investment rewards for your trading volume for life accruals similar to staking.



Intuitive eesee platform interface will show users all the benefits of digital commerce in web3-space. The trading protocol on the eesee platform will increase the speed sales of NFT collections and will bring more liquidity to the digital assets market in general. Trading mechanics based on game principles stimulates purchase digital assets at minimal cost. Reward program will allow users to accrue a monthly income for the spent trade turnover by potential buyers, which over time will pay back investments in purchases and bring additional profit.

2. Ecosystem

2.1. Digital assets marketplace

Main functions:

1. Creation of digital assets under a common smart contract from eesee;
2. Creation of a unique smart contract for the NFT collection;
3. Placing an offer to sell digital assets;
4. Acquisition of digital assets and resale.

Users can come with their already created digital assets with third-party platforms, or use the function to create unique smart contracts for NFT collections with their own name and the ticker of the token. When creating an NFT, you can specify royalties — percentage royalties to authors from secondary sales in a flexible range from 0.5% to 20%. Ability to deploy your own smart contract for collection creators creates increased interest among projects, who create expensive sites for these features. On the eesee platform it is possible to create unique smart contracts much easier than usual minting of tokens, by choosing such a way to create an digital assets collection when a release is initiated.

The eesee trading platform has its own unique trading protocol in which the purchase of NFTs is possible for a fraction of its full cost. ESE tokens are used to pay for participation in the purchase. A digital asset is transferred to one of the participants, and the rest is credited trading volume for the distribution of rewards in ESE tokens. The more the trading volume of the user, the greater the percentage of accrual and the shorter the period of time until the return on investment and the start of making a profit.

Expected digital assets categories for Creating and sale on eesee platform:

- ART;
- Music;
- Gaming;
- Sports;
- Access;
- Domain;
- Collectibles.

In the future, it is planned to provide tokenization services for real assets: cars, real estate, objects of real arts; as well as the possibility of fractional ownership of such assets.

Eesee makes it easy to create your own NFT collections and earn on their sale in a completely new way using game principles. The user creates an offer on the platform (Lot) on the sale of his asset in the form of NFT, selects the category, loads all the information and fills in the main fields:

- Bid price (participation price);
- Bids amount (number of participants);
- Total (the amount that the user wants to receive from the sale);
- The duration of the proposal before it's canceled;
- Title and description for the offer.

After placing a Lot for sale, NFT is blocked in the smart contract and the eesee platform is its operator in order to act as a warrantor (escrow-account) during the transaction and to ensure the functionality of the program. Next comes the set participants in the prescribed number, and as soon as all are collected — the "winner" is chosen randomly — the user, who becomes the new owner of the NFT. Randomizer to eesee platform is integrated from the well-known company ChainLink to achieve the highest confidence in the selection of winners in sales at the competitive basis.

A potential buyer enters the platform and after entering ESE tokens to your balance, can participate in lots by purchasing conditional tickets for a certain cost (Bid). Number of participation in one Lot is not limited by anything, but the same buyer can enter the same lot no more than 20% of the total cost (Total) of this lot.

After selecting the winner from among the Lot of participants, the NFT seller receives its revenue (Total) minus the fee of the eesee platform. The buyer chosen by the algorithm becomes the new NFT's owner. For other participants in the trading contest who did not become NFT holders accumulate the balance of the trading volume. Potential buyers, who did not receive NFT are distributed

lifetime rewards in ESE tokens, the amount depending on their accumulated volume of trade and their rating in the incentive system.

Eesee platform smart contract withholds 6% fee from seller and distributes part of it in the form of ESE tokens between bidders in proportion to their accumulated trading volume. Interest rate can be increased for the user, thanks to the rating system. Rating is affected by user activity by the number and total cost of purchases in tokens, as well as increased profitability is provided for participants of DAO. A member of the DAO, who will also be an active user, will have the highest rewards in the eesee ecosystem.

2.2. Users and their motivation

The eesee platform brings together two types of users: buyers and sellers of digital assets.

Buyers. Users are motivated to buy on eesee marketplace because there is an opportunity to purchase digital assets several times cheaper than their face value cost. When receiving digital assets in game trading, the new owner can immediately resell that digital asset for its full value, creating your offer to multiple participants, and earn more than he spent to buy it.

Sellers. Creators of digital assets place on marketplaces their goods in order to receive income as quickly as possible from the sale of their assets. In our case, sellers can be sure that on eesee platform, potential buyers will buy their digital assets much faster. This is facilitated by the low cost of participation in the proposal. By reducing the risk to buyers through cost recovery from turnover based reward programs, they can take part in purchases for ESE tokens that have been distributed as income per trade.

Sellers who make money by reselling digital assets select digital assets in terms of price, quality and their rarity. When reselling on the eesee platform, such traders can earn several times more due to the fact that digital assets on our marketplace can be bought several times below its face value.

Eesee supports royalties. Secondary sales deductions for creators of digital assets collections in the form of royalties generate more income, since on

many marketplaces, digital assets creators do not receive a fee from secondary sales. Percentage of deductions for secondary sales of NFT-collections for creators is set by the creator at release NFT, which is an advantage over fixed royalty values.

2.3. Application of ESE tokens

All transactions — purchase, sale, replenishment, withdrawal, payouts, trading volume rewards, bonus mechanics, occur in native eesee token [ESE].

The ESE token is a full-fledged digital currency that can be used to pay for digital goods within our platform eesee, as well as swap for other cryptocurrencies through exchanges. Due to the increase in the volume of transactions and the number of users, application in the business processes of the platform, the price of the ESE token will grow in the long run.

The eesee platform earns a fee in ESE tokens. Tokens can further be sold on crypto-exchanges, used for grant payments to the creators of the best NFT collections, pay for services of business partners.

2.4. Reward pool members and DAO members

The reward pool accumulates a portion of the fees from digital assets sales and distributes from 1% or more to the accumulated trade volume between participants.

A reward pool member receives a monthly reward in ESE tokens for the entire accumulated trading volume, spent in competitions for the purchase of digital assets, in the amount of 1% or more. ESE tokens are paid by collecting fees from the sale of NFT collections, which is shared between the platform operator eesee and reward pool members.

DAO member must keep at least 10000 ESE in his wallet in order to take part in voting for changes in variables in the trading protocol and on the eesee platform, such as commission percentage, rewards, the number of participants in the competitive purchase and lot's expiration period. In the future, the eesee team will consider the option of distributing part of the company's profits between DAO participants in proportion to the shares of ownership of ESE tokens. DAO members receive an increased percentage when distributed

income among all participants in the reward pool. The most active participants on the eesee platform are provided with special airdrops and bonuses.

2.5. Description of business processes

Rewarding users for various activities on the platform is a common practice on marketplaces. This form of gamification is aimed not only at motivating users to engage in additional activities but also to motivate them to overcome the entry threshold by mastering the interface.

Among the most well-known examples are Binance Academy and Coinbase Earn, which are reward systems that pay users in cryptocurrency for completing educational tasks. Users can learn about different cryptocurrencies and blockchain technology while receiving rewards in the form of cryptocurrency, which is usually the native token of the platform.

OpenSea also offers a rewards program called "OpenSea Quests," in which users can earn rewards in the form of digital assets by completing various tasks and challenges. OpenSea Quests covers a wide range of achievements, including creating digital assets, trading, and much more.

Thanks to such programs, these platforms have gained popularity in the market. Eesee has ambitions to become one of the largest digital assets marketplaces not only due to its main advantage in gamifying trading processes and investment reward systems for buyers. We will create many tasks for users, for which they can receive additional coefficients when distributing rewards for trading volume. One-time payments in ESE tokens and early access to White List's will also be provided so that active users have advantages over other clients.

Main privileges for our users:

1. Bonuses for learning on the platform: To motivate users to quickly master the interface, receiving ESE tokens and increasing their account rating.

2. Bonuses for trading volume: if a user was not able to get a digital asset when participating in a purchase, their rating increases due to the accumulation of trading volume. Users receive bonuses for achieving a certain level of trading volume on the marketplace. For example, users will receive bonuses in the form of ESE tokens and unique digital assets for achieving a certain volume of sales or purchases.

3. Loyalty program: we are creating a decentralized loyalty program that allows users to earn bonuses for active use of the platform. For example, active users can receive a discount on each digital asset purchase on the marketplace.

4. Referral bonuses: users can receive bonuses for bringing new sellers to the marketplace. For example, if a user invites a friend who registers and makes a purchase on the marketplace, the user can receive a bonus in the form of NFT tokens or cryptocurrency.

5. Bonuses for community participation: we want to create a program that allows users to earn ESE tokens for active participation in the development of the trading platform community. For example, users can receive bonuses for writing reviews, comments, and participating in polls.

6. Exclusive opportunities: eesee provides exclusive opportunities and conditions for users who have achieved a certain level of trading volume. For example, users will be able to get early access to closed sales of exclusive NFTs

7. Active promotion: for NFT collection owners, there is an opportunity to buy advertising banners on the main page of the eesee trading platform to get maximum coverage of views. The larger the audience that sees the promoted digital assets, the more chances sellers have to accelerate sales and make a profit.

3. Information about the token

3.1 General Info

Title: eesee

Ticker: \$ESE

Maximum Supply: 1,000,000,000

Public FDV: 18 Million USD

Decimals: 18

Chain: ERC-20

3.2 Definitions

Category - A basket where tokens are allocated to be used for a specific purpose

Token Allocation - The amount of tokens unlocked from the total supply to a specific category

TGE - The amount of tokens unlocked on the Token Generation Event (TGE) That can be Used or Moved

Cliff period - The period where tokens cannot be moved or sold and are not accessible.

Vesting period - The Period where tokens are equally vested everyday and unlocked over a period of months/years

Valuation - The valuation of the investor rounds and the public launch valuation (Supply x Price)

3.3 Token Distributions / Unlock Schedule

Category	% Token Allocation	TGE %	Cliff (Months)	Vesting(Months)	Valuation \$
Seed	10%	7%	6	18	11 Mln
Private	8%	10%	3	10	15 Mln
KOLs	7%	20%	2	6	17 Mln
Public	1%	25%	0	3	18 Mln
Team & Advisors	15%	0%	10	38	-
Marketplace Mining	30%	0%	0	48	-
Marketing & Partnerships	4%	0%	2	36	-
Staking	7%	0%	0	36	-
Liquidity	13%	50%	0	24	-
Airdrop	5%	50%	0	1	-

3.4 Token Category Definitions and Info

Seed

The seed round was the first initial fundraising round of eesee, Selling **10% of the total supply of tokens / 100 Million Tokens** at a Valuation of **11 Million USD / 0.011\$ per token**. The Seed round follows a unlock schedule of a **7% TGE, 6 month Cliff, and a 18 Month linear vesting**. The Seed round has been successfully closed, raising a total of **1,100,000 USD** from investors.

Private

The Private round was the second fundraising round of eesee, Selling **8% of the total supply of tokens / 80 Million Tokens** at a Valuation of **15 Million USD / 0.015\$ per token**. The Private around follows a unlock schedule of a **10% TGE, 3 month Cliff, and a 10 month linear vesting**. The Private round has been successfully closed, raising a total of **1,200,000 USD** from investors.

KOLs

The KOLs round was the third fundraising round of eesee, Selling **7% of the total supply of tokens / 70 Million Tokens** at a Valuation of **17 Million USD / 0.017\$ per token**. The Private around follows a unlock schedule of a **20% TGE, 2 month Cliff, and a 6 month linear vesting**. The Private round has been successfully closed, raising a total of **1,190,000 USD** from investors.

Public

The Public Round will be the final fundraising round of Eesee pre TGE, Selling **1% of the total supply of tokens / 10 Million tokens** at a Valuation of **18 Million USD / 0.018\$ per token**. The Public round follows a unlock schedule of a **25% TGE, 0 month cliff and a 3 month linear vesting**. The Public round will be reserved for launch being sold and used for an ICO, and/or Launchpads, and/or KOL's / Influencers with a total raise of **180,000 USD**.

Team & Advisors

The Team & Advisors Category will be the tokens allocated to the team and advisors behind the eesee project. That have invested their time, resources and effort in the launch of eesee and their consistent long term commitment on the project. With an allocation of **15% of the total supply / 150 Million tokens** following an unlock schedule of a **0% TGE, 10 month cliff and a 38 month linear vesting**.

Marketplace Mining

The Marketplace Mining Category will be the tokens allocated to the user of the eesee platform. Users who contribute to the volume of the platform will always be rewarded overtime with eesee tokens as a reward mechanism. With an allocation of **30% of the total supply / 300 Million tokens** following an unlock schedule of **0% TGE, 0 Months Cliff, 48 months of linear vesting**.

Marketing & Partnerships

The Marketing & Partnerships Category will be the tokens allocated for all Marketing and partnership related purposes to help the platform gain exposure / awareness and to consistently improve the platform through important collaborations. With an allocation of **4% of the total supply / 40 Million tokens** following an unlock schedule of **0% TGE, 2 Month Cliff, 36 Month Vesting**

Staking

The Staking category will be the tokens allocated for staking rewards for users that are staking their \$ESE Tokens. With an allocation of **7% of the total supply / 70 Million tokens** following an unlock schedule of **0% TGE, 0 Month Cliff, 36 Months Vesting**.

Liquidity

The Liquidity Category will be the tokens allocated for all liquidity purposes surrounding Market Making and Liquidity Providing. To ensure that the token has sufficient liquidity on the traded exchange overtime and maintain a healthy token. With an allocation of **13% of the total supply / 130 Million tokens** following an unlock schedule of **50% TGE, 0 Month Cliff, 24 Month Vesting**.

Airdrop

The Airdrop Category will be the tokens allocated to our users as a reward for active use of the platform and contribution to the project. With an allocation of **5% of the total supply / 50 Million tokens** following an unlock schedule of **50% TGE, 0 Month Cliff, 1 Month Vesting**.

Public Sale Price		0,0180	TOTAL SUPPLY	1 000 000 000,0	Valuation	\$18 000 000,00	Days Post TGE
Description of Token Use	Description	Total Supply	Percent of Tot sup	Price per token	Valuation	Collected USD	Total Percent
Seed	7% at TGE, 6 months cliff, then daily vesting for 18 months	100 000 000,00	10,00%	0,011	\$11 000 000,00	\$1 100 000,00	100,00%
Private	10% at TGE, 3 months cliff, then daily vesting for 10 months	80 000 000,00	8,00%	0,015	\$15 000 000,00	\$1 200 000,00	100,00%
KOLs	20% at TGE, 2 months cliff, then daily vesting for 6 months	70 000 000,00	7,00%	0,017	\$17 000 000,00	\$1 190 000,00	100,00%
Public sale	25% tge, no cliff, 3m vest each 25%	10 000 000,00	1,00%	0,018	\$18 000 000,00	\$180 000,00	100,00%
Team and Advisors	0% at TGE, 10 months cliff, then daily vesting for 38 months	150 000 000,00	15,00%				100,00%
Marketplace mining	0% at TGE, then daily vesting for 48 months	300 000 000,00	30,00%				100,00%
Marketing and Partnerships	0% at TGE, 2 months cliff, then daily vesting for 36 months	40 000 000,00	4,00%				100,00%
Staking	0% at TGE, then daily vesting for 36 months	70 000 000,00	7,00%				100,00%
Liquidity	50% at TGE, then daily vesting for 24 months	130 000 000,00	13,00%				100,00%
Airdrop	50% at TGE, then daily vesting for 1 months	50 000 000,00	5%				100,00%
		0,00					0,00%
		0,00					0,00%
		0,00					0,00%
Total		1 000 000 000,00	100,00%			\$3 670 000,00	

3.5 Token Redistribution Model

The eesee Platform will be taking commission on all transactions done on the platform. The commissions that the platform takes will be distributed in three ways to ensure the platform's sustainability, building of the company's treasury and building of the DAO Treasury.

The platform will be taking a **6%** Commission from the sellers of the platform. The cashback on the users who contribute to the volume will be determined by how much volume they have contributed in their lifetime and segmenting users to tiers based on this. This will be a tier based model encouraging progression within the platform similar to a staircase model.

10 tiers

Lifetime Volume / Monthly Cashback

- 1) 0 - 100 / 1%**
- 2) 100 - 250 / 1.2%**
- 3) 250 - 500 / 1.4%**
- 4) 500 - 1000 / 1.6%**
- 5) 1000 - 2000 / 1.8%**
- 6) 2000 - 6000 / 2%**
- 7) 6000 - 15000 / 2.5%**
- 8) 15000 - 40000 / 3%**
- 9) 40000 - 100,000 / 3.5%**
- 10) 100,000 + / 4%**

The purpose of this tier based model is to differentiate different types of users on the platform based on their contributions to the platform, additionally to allow more incentive to use the platform with the progression users can have. Cashback increases incrementally and the gaps between the tiers start off small allowing more easy progression whilst the cashback is also increased minimally, towards the later tiers the gaps get bigger and the cash backs also increase more significantly, This is a logarithmic approach on the tiers and cash back increases.

This would encourage existing and new users to use the platform more, hence making the platform more appealing for sellers which in turn would provide more opportunities for the users to participate in, thus potentially bringing in more users and participation from new and existing users, and so on...

To ensure that cashback tokens rewarded are more specialized to active users we will be implementing a unique model which we are calling the Target

Contribution Policy where we will also take into account a users' recent activity. The policy starts as soon as a user completes their first transaction on the platform. If a user has not contributed 20% of their lifetime Volume on the platform within 6 months their cash back percentage will be reduced by 50%, if after another 6 months the target contribution has still not been reached then their cash backs will be reduced by another 50%, If again after another 6 months the target contribution is still not hit the cash backs will be reduced by another 50% and so on. This process will continue constantly where after every 6 months if a user does not hit their target contribution they will have a 50% reduction in their cash backs until the target contribution is reached, once the target contribution is hit the cashback will be brought back to normal and the 6 months will restart under the new lifetime volume.

This concept will make sure that users with higher tiers who receive more cashback and have more responsibility/power on the DAO and the token will need to contribute more than those in earlier tiers balancing the policy across the different tiers and cashbacks to ensure the rewards are as efficient as possible to the active users that have and are contributed the most, all together optimizing the reward mechanism to being more sustainable and efficient

As a result the tokens awarded to users will likely be far more utilized as the amount of rewards to platform users will be determined on two very important pillars. One being a users lifetime volume contribution and the second being a users recent volume contribution.

1) Marketplace Mining Pool

30% of the commissions taken from the platform will always be redirected into the Marketplace Mining Pool, this is to ensure that there is a constant stream of tokens going into the pool to be redistributed to the users contributing to the volume of the platform to ensure it is constantly replenished.

2) Company Treasury

35% of the commissions taken from the platform will always be redirected into the companies treasury. This will be at the custody and disposal of the team to be used for any purpose that may be necessary.

3) DAO Treasury

10% of the commissions taken from the platform will always be redirected into the DAO Treasury. The DAO will allow token holders to participate on DAO votes and be decision makers of the platform encouraging engagement of the platform's users and communities and also provide more utility of the \$ESE token.

4) Staking Pool

25% of the commissions taken from the platform will always be redirected into the Staking Pool. The staking pool will be the pool that rewards all stakers of the \$ESE token and constant replenishment is essential for long term supply.

3.6 eesee DAO

- The \$ESE token will be rewarded to the active users of the eesee platform, with the most active users and participants being rewarded more overtime. This makes the governance of the platform directly responsive to the most active users which optimizes the DAO as it is operated by the community members who have and are using the platform the most.
- \$ESE token holders will have to lock up their tokens in order to receive voting power, the longer the tokens are locked the voting power is multiplied. This is to provide extra utility to the token and ensure those who have more of an impact on the platform's decisions need more \$ESE tokens and to lockup their tokens for a longer duration.

- The DAO will start functioning 6 months after the launch of the token to ensure that there is an existing user base of the product and most importantly more token holders made up of platform users. It also allows more time for a DAO treasury to amass more tokens until governance starts.
- The main idea for the token holders participating in governance is for them to have influence over the platforms upgrades and trajections, as tokens awarded within the platform are given to the active users that contribute to the volume of the platform hence the token holders participating in the DAO votes are likely active users giving more meaning and relevance to DAO proposals and decisions.

4. Capitalization of the token

4.1. Market Coverage

PAM - Potential Addressable Market.

The digital assets market is not limited to digital art alone. We consider the e-commerce industry as a potential addressable market.

The digital assets market is becoming very attractive for e-commerce as a way to tokenize real assets. For example, unique digital assets can be created as intellectual digital property, confirming the right to own a real asset.

According to Statista's estimates, global e-commerce turnover should reach approximately \$6.5 trillion in 2023.

TAM - Total Addressable Market.

The crypto market is one of the fastest-growing markets in the world and includes a variety of assets, including cryptocurrencies, tokens, exchanges, and more.

Digital assets can be used to represent various types of assets, including digital, financial, and physical objects, and can be sold on the crypto market.

This means that every crypto market user and total capitalization can be considered as a total addressable market for digital assets.

According to CoinGecko's estimates, the total crypto market capitalization is currently \$1.31 trillion.

SAM - Serviceable Addressable Market.

According to Nansen's estimates as of September 30, 2022, the total market capitalization of non-fungible tokens was \$11.3 billion. Although the current digital assets market volume is almost half of what it was in December 2021, the potential of this technology is far from being fully realized, especially with regards to the tokenization of real assets. Digital assets are changing the way we own and exchange value. For example, in the future, we may see the tokenization of real estate, transportation, and other real assets. Additionally, NFT technology can help fight counterfeiting and improve transparency in intellectual property in the art and other industries, which is particularly relevant with the rise of generative neural networks.

According to a report published by Verified Market Research (VMR), which also predicts a cumulative annual growth rate of 33.7% over the next eight years, the total market capitalization of the digital assets space is expected to reach \$231 billion by 2030.

Thus, NFT technology has enormous potential that has not yet been fully realized, and we can expect new innovations and applications in the future.

SOM - Serviceable Obtainable Market.

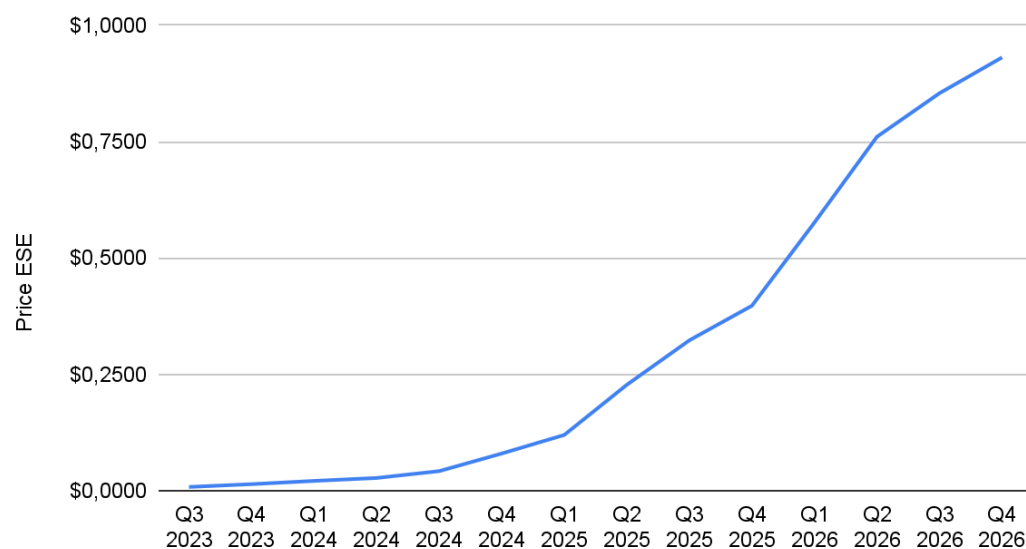
We have analyzed the NFT market and concluded that the serviceable obtainable market for eesee in the next six years is about 10% of the entire digital assets market. Based on VMR's forecast, we expect to achieve a real trading volume on eesee of over \$20 billion per month within six years, taking into account the possibility of tokenizing real assets and organizing their sales using crypto and NFT technologies.

The overall revenue of eesee can reach up to \$36 billion per year, of which at least half (\$18 billion) will be paid annually to users as rewards for accumulated trading volume.

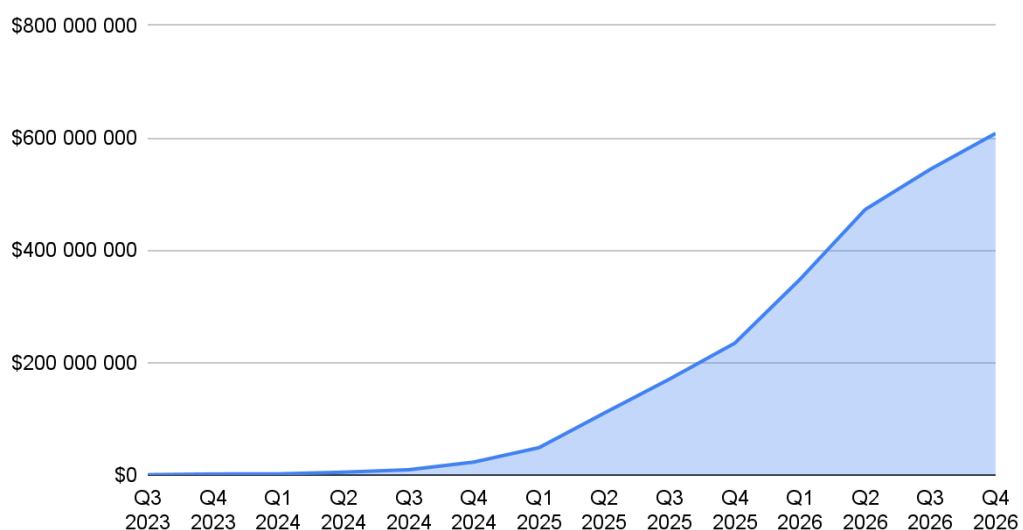
The eesee project sets high ambitions in achieving unicorn status until 2026. Until that time, it is planned to expand the technical and user functionality

of the trading platform in order to reach 10,000 daily active users. With an increase in the number of customers, the capitalization of ESE tokens will grow organically, as these metrics are interconnected due to increased demand to buy ESE tokens. In 2026, the eesee platform will reach its peak of development and the team will ensure the functionality and performance of the developed infrastructure.

Projected Price ESE



Projected capitalization of ESE



4.2. Investment attractiveness.

Pre-sale, private sale and IDO rounds allow purchasing ESE tokens at the lowest prices, which in the future will not only allow investors to earn on an increase in the ESE rate, but will create motivation for them to participate in the development of the project, since in this case the rate will continue to grow. Holding and purchasing tokens are encouraged through a system of additional rewards for DAO members. The investment prospects for the eesee project are promising, especially in the context of technological developments and changing attitudes towards digital assets.

Another important factor that will contribute to the development of the digital assets marketplace is the increase in the amount of content created by AI. In this case, it becomes necessary to confirm the authenticity of the created assets, which can be solved using NFT technology, so the demand for asset tokenization will continue to grow.

Demand for an ESE token directly depends on the number of eesee platforms customers which pay a fee for the creation of digital assets and invest in their acquisition. The guarantee of stable activity of buyers of digital assets on the marketplace is provided by gamified trading mechanics. Users are more motivated to participate in purchases because there is a possibility of receiving assets several times cheaper than face value. Even if there are not many users at the beginning of the development of the project, or in the event of a crisis in the crypto market, the eesee platform has a mechanism to maintain high motivation for buyers.

One of the key advantages of the project is its accessibility to a wide audience. We took into account the experience of the most popular marketplaces and we focused on creating a simple, understandable and accessible interface, which distinguishes eesee from its competitors.

4.3. Analysis of our target audience and customer profile

Digital assets marketplaces attract the attention of crypto enthusiasts, art lovers, and investors. During the rapid growth of NFT popularity since 2021, companies from traditional industries have also become interested in non-fungible tokens, often using them as a tool for one-time marketing campaigns.

To better understand the audience of digital assets marketplaces in 2022, Google conducted a survey in which 2002 US users were asked questions about whether they had ever bought or sold NFTs, whether they planned to do so, and

whether they were familiar with the concept of NFTs. In addition, one million Google searches conducted worldwide were analyzed to determine which NFTs are the most popular and which countries are most interested in them.

Demographics. 8.6% of adults aged 18-24 are more likely to have traded NFTs in the past. Among Americans over 65, only 0.8% bought or sold NFTs, making them the least likely age group to trade NFTs (6.3%). Every eighth American aged 25-34 (11.8%) plans to buy and sell NFTs in the future, making this age group the most likely to trade NFTs. About 6.4% of adults over 55 also want to buy or sell NFTs in the future, although only 1.1% of them have traded them in the past.

Men are twice as likely as women to buy and sell NFTs (5.6% vs. 2.2%). They are also more likely to understand what NFTs are (46.6% vs. 33.9%). People in Singapore show more interest in NFTs than residents of any other country. They search for the query "What is an NFT" on Google 197.4 times a month per 100,000 people.

Statistics from different sources may differ, although the overall picture remains the same. Based on these studies, we have created a profile of the typical target audience for the eesee trading platform:

- Age: 24-35, mostly millennials;
- Gender: 70% male, 30% female;
- Income: above average for the country;
- Education: higher or secondary special;
- Profession: creative professions, financiers, programmers, investors, businessmen;
- Interests: digital art, collecting, games, travel, business, investing, blockchain technology, cryptocurrencies;
- Behavior: active Internet users, have multiple social media accounts: Twitter, Telegram, Discord, Instagram.

Special attention should be paid to the audience of gamers who trade game items on digital assets marketplaces. Usually, these are young people and teenagers who are passionate about video games and value the uniqueness and exclusivity of unique skins for their characters and weapons. It is worth highlighting fans of Play2Earn games such as Axie Infinity, Splinterlands, and metaverses like Sandbox or Decentraland separately. The game mechanics of such games are built on the possibility of financial rewards or renting game assets tokenized as NFTs. The potential of the GameFi industry is far from

practical implementation, so it remains one of the most promising areas where new users will come.

Countries. According to Google data for 2022, residents of Singapore show more interest in NFTs than any other country in the world. They search for information about this technology an average of 197.4 times per 100,000 people each month.

The Cayman Islands ranks second in the number of NFT-related searches with 182.6 searches per 100,000 people per month.

Australia ranks fifth, surpassing any other English-speaking country in the world, with 164.7 searches per 100,000 people.

New Zealand is also not far behind, with its residents searching for information about NFTs an average of 154.7 times per 100,000 people each month.

As with demographics, data from other sources may differ in details, but the general trend indicates an increasing interest in NFTs in Asian countries.

4.4. Roadmap of the project

Q1-Q2 2023. Writing of the White Paper and project ESE tokenomics. Preparation of technical documentation for the implementation of the eesee digital trading platform. Technical implementation of the eesee digital platform in the first working version.

Q3-Q4 2023. Release of the eesee platform. Listing of the ESE token on exchanges. Attracting up to 10 000 registered users. Conducting an airdrop of ESE tokens for the first users of the eesee platform. Integrations with influencers and formation of partnerships. Introduction of voting for DAO. Integration of new blockchains on the platform. Emerging of an international community.

Q1-Q2 2024. Active marketing stage. Increasing audience reach with influencers and major partners. Publication of the first cases from sellers of NFT collections and receiving feedback, expanding the audience to 100,000 registrations on the platform. Multichain platform.

Q3-Q4 2024. Platform interface update with new extended functionality in accordance with the feedback received from users and taking into account the votes of DAO participants. Selection of a region with a prepared legal framework for the tokenization of real property. Development of new trading mechanics with the principles of gamification.

Q1-Q2 2025. The average number of transactions per one user increases through a favorable experience with the marketplace. This increases the total cost of incoming liquidity to the platform and the frequency of visits per user. Development of the necessary functionality for the tokenization of real assets and the launch of pilot transactions for real tokenized assets.

Q3-Q4 2025. Achieving project payback and reaching break-even activity of the company, taking into account the return on investment to pre-sale and private round investors. Sustainable profit generation and development support at the company's own expense. By tokenizing real assets such as cars and real estate, the eesee project will bring even more liquidity to the NFT market and get widespread fame.

Q1-Q2 2026. By the beginning of 2026, eesee plans to reach the peak of its development, expressed by a company capitalization of \$1 billion, and receive the status of a unicorn. Opening representative offices in several countries to tokenize real assets and create an infrastructure for trading within the eesee platform.

2027-2029. Continued growth in the number of users and increase in the number of transactions per customer.

4.5. General marketing strategy

The team opens up a new type of trading based on game mechanics for the entire e-commerce market. This way of trading will reduce the time to sell both NFT collections and real goods that have been tokenized.

NFT technologies are most popular in the category of digital art, and with the spread of generative images from neural networks, the entry threshold for the user becomes minimal. We plan to integrate the ability to generate a random image by integrating this ability when creating NFTs. Thus, users will be able to create non-fungible tokens with unique images, saving a lot of time to find an artist and some money to pay for his services. Thanks to the eesee platform, creating an NFT with a unique image that matches the name and description of your digital asset becomes available to everyone in one minute. Neural networks have reached high popularity in a short period of time. For this reason, eesee is of high interest to new users. In addition to digital art, we attract digital assets from blockchain games and the music industry to our platform, because these areas are very promising for the development of the digital asset market. In the first year of increasing the number of users, we plan to hold many promotions, contests, airdrops and retrodrops to support active users. These

marketing activities will motivate users to participate in digital assets purchases, and the possibility of acquiring digital assets for a fraction of its full price creates a strong hype among buyers.

For a limited number of artists and designers, we offer exclusive conditions for the promotion of NFT collections. Competitive trading can speed up sales by several times compared to the largest marketplaces, where sales are carried out at full price in the classic mode. A technical audit of the smart contracts of the platform will give our users confidence in the security of the conditions for buying and selling digital assets. A professional development team ensures high reliability and speed of the platform.

4.6. Competitive advantages

To succeed in the market, we conducted an analysis of the advantages and disadvantages of competitors using the Dappradar service. Among popular NFT marketplaces, we identified the following:

1) Opensea.

Trading volume for April 2023: \$259.8M

Commission: 2.5% on sales

Advantages:

- The most popular NFT marketplace;
- Wide assortment of NFT collections and categories;
- User-friendly interface.

Disadvantages:

- Due to a large number of sellers, there may be scammers. For example, in January 2023, an error in relisting on OpenSea allowed hackers to steal NFTs worth more than \$1.3 million.

2) Blur.

Trading volume for April 2023: \$1.12B

Commission: no trading fees.

Advantages:

- The fastest-growing NFT marketplace in 2023;
- Specialized marketplace for art collections, sculptures, and other works of art;

- Unique "privacy" feature that allows buyers and sellers to remain anonymous;

- Became the leading marketplace, surpassing Opensea in trading volume.

Disadvantages:

- Only on the Ethereum network, which limits the user base due to expensive transactions.

3) Rarible.

Trading volume for April 2023: \$380.9k

Commission: 2.5% for sellers and 2.5% for buyers.

Advantages:

- Wide selection of NFT token categories such as digital art.

Disadvantages:

- Charges a commission of 2.5% on both sides of the transaction, not just from the seller but also from the buyer.

4) LooksRare.

Trading volume for April 2023: \$5.16M

Commission: 2% on sales.

Advantages:

- Specialized marketplace for photography and other forms of visual art.

Disadvantages:

- No search filter by categories, making it difficult to find specific types of NFTs, whether you are looking for entertainment, art, music, or something else.

- LooksRare app is not available, and access to the NFT marketplace is only possible through their website.

- The LooksRare marketplace operates on the Ethereum blockchain, meaning that you will need either ETH or wrapped ETH to use the site.

- Trading volume decreased by 80% in the first quarter of 2023.

4) Foundation

Trading volume for April 2023: \$3.18M

Commission: 5% on all sales on the primary and secondary markets. For Drops, it is 15% on all sales on the primary market. A commission of 5% is charged to sellers for secondary sales on the Foundation marketplace, which is the same for all NFTs.

Advantages:

- Elite marketplace for digital art and other experimental forms of art;
- High quality and uniqueness of the presented works of art.

Disadvantages:

- Only on the Ethereum network. The ability to buy NFTs is only possible with ETH.

Competitive Strategy of eesee.

The main advantage of eesee is its unique trading mechanics, which give buyers the chance to purchase digital assets for only a fraction of their cost, and for sellers, make the process of selling digital assets faster. The gamification of trading on the eesee platform makes it more engaging for users than on other platforms, as it provides the opportunity for buyers to recoup their costs through a rewards program.

One of the trends in 2023 is the development of neural networks. eesee is keeping up with the times in this regard: the marketplace will integrate the ability to create generative art using neural networks based on its name and description.

The eesee marketplace offers a unique compensation system through rewards based on accumulated trading volume. With this system, customers will not only receive reimbursement for their expenses but also additional profits that can be used to purchase digital assets within the eesee trading platform.

Web3 wallets are a problem for many marketplaces, limiting the number of potential buyers due to technical unfamiliarity. After launching the web3 version, we aim to establish a trading process for users without the need to connect web3 wallets. This is possible through the creation of proprietary custodial and non-custodial solutions for internal wallets for users.

Security and asset authenticity verification will be a significant advantage over competitors - this is a weak point for many digital assets marketplaces, where there is no moderation during digital assets minting and sales.

Throughout the lifecycle of the eesee platform, we will establish its operation with as many popular blockchains as possible to compete with marketplaces built on a single key blockchain, such as Blur, Looks Rare, and Foundation. The low fees of other blockchains attract new users interested in trying out these technologies with minimal costs.

The prospect of eesee is the ability to list not only digital assets but also real assets in the form of NFTs on the marketplace. To achieve this goal, we will

need to address legal possibilities and choose a country to pilot deals through NFTs and crypto for tokenized real assets.

5. Implementation risks

Financing. The founders of the project have invested their own funds in the creation of a web3 application, which is a direct confirmation of interest in the development of the project from the team. There are funds to maintain, develop and improve the technical and marketing side of the project before receiving investment to enter the global market.

Unforeseen expenses. Startups and new projects of existing businesses are facing the problem of cost overruns from the originally conceived plan. Costs may increase when a necessary change in marketing strategy, changes in the business plan or other updates to the project in the course of its development. Costs are controlled by a flexible approach to managing the organization, constant optimization of business processes and the readiness of the team to any market changes. The project is created with the experience of an operating company and recognized specialized advisers, which significantly reduces the coefficient of unforeseen costs. Decisions in the team are made in such a way that we get the maximum possible result with minimal costs.

Complexity. The founders and key team are highly qualified in the technical industry, creating startups, managing teams for the implementation of high-load systems, web applications, expertise in the blockchain industry, encryption and security. Analytical research is being carried out on crypto market trends to provide users and enthusiasts with a completely unique project with gamification elements.

Competition. Competitive advantage is created through an already existing application and a unique trading protocol developed in a confidential manner. If there are ideas on the market, then finished products, even at the MVP stage, are practically absent. Unique business process mechanics and proper positioning create advantages over current indirect competitors. There are no direct competitors, in our opinion.

Legitimacy. Understandable and fixed legislation for blockchain projects is constantly being developed, including the most developed countries in this industry. For this reason, the team is flexible in making decisions on choosing a location for registering a company and an application, a blockchain cryptocurrency; jurisdictions for attracting investments. In any case, we are promoting the idea of project management based on open voting among DAO participants.

Conclusion

Eesee is an innovative marketplace that is equipped with everything you need to meet the challenges of the digital assets market. We understand that the potential of NFT technology has not yet been fully exploited for real use, so eesee's goal is to provide trading solutions that will overcome all existing difficulties. We are confident that our project will take its place among the key players in the digital commerce market in the near future.

Our unique competitive trading mechanics motivates users to buy more assets. The guarantee of stable activity of buyers of digital assets on the marketplace is provided by gamified trading mechanics. Users are more motivated to participate in purchases because there is a possibility of receiving assets several times cheaper than face value. In the case of a small number of users in the early stages of project development, the eesee platform guarantees high motivation for buyers.

To improve the user experience with the eesee platform, we provide an intuitive interface, internal wallet integration, gasless transactions and L2 blockchains to expand network choice. This makes using eesee more convenient and accessible for users who are not experienced with web3 wallets or do not want to spend money on gas currencies.

Our company strives not only to develop existing forms of digital assets, but also to implement tokenization for real assets. We are confident that this approach has the potential to change the secondary market and turn our company into one of the leading players in this area, as very few NFT marketplaces venture beyond digital art trading due to legal uncertainty.

Eesee is able to change the future for trading digital assets in the form of NFTs and not only. Unique trading mechanics with game motivations for users, an intuitive interface that facilitates the use of cryptocurrencies in blockchain applications. We bring the mass adoption of cryptocurrencies and digital assets closer with the help of gamification of trading processes and finding technological solutions in non-standard ways.

eesee Staking Mechanism

The \$ESE token will have a staking mechanism to provide more utility of the \$ESE token and encourage token holders to lock them up. As a result the \$ESE token has more utility and can potentially lower the number of tokens sold and increase the token health in general.

There will be two types of staking mechanisms on the platform for the \$ESE token. Flexible staking and Locked staking. As a result of two staking features, the staking mechanism can attract different types of stakers with different preferences and encourages more people to take part in staking.

Flexible Staking: Where a user can stake their \$ESE tokens and withdraw it at any point in time with the accumulated token rewards

Locked Staking: Where a user can stake their \$ESE tokens for a fixed duration that is predetermined by the user and is unchangeable. Hence when the stake period ends the users will receive their tokens and the accumulated token rewards.

APR: Annualized Percentage Rate, The % of return/yield on the provided tokens/capital

On the eesee platform The Locked staking will have a duration of **90 days**. Hence it will provide a higher yield than flexible staking. Any staked tokens through the locked staking will only be accessible after the 90 days has ended together with the accumulated rewards

The \$ESE token will have different Yields depending on the user has chosen locked staking or flexible staking and the tier of the user on the Eesee Platform will also determine a different APR %

It is also worth noting that token holders who have just bought \$ESE as an investment will be classified as tier 1 users as the tiers are determined solely based on someone's contribution to the platform.

Tier	Flexible Staking APR %	Locked Staking APR %
1	12%	18%
2	13%	19%
3	14%	20%
4	15%	22%

5	16%	24%
6	18%	26%
7	20%	28%
8	22%	30%
9	24%	32%
10	26%	35%

Flexible (APR %) and Locked (APR %)

