

## Introduction

Swace is a community-driven initiative, envisioned as a solution to the unsatisfactory experiences users and brands have with social networks, each from their own perspective.

Swace works as a blockchain-based social gaming platform that empowers companies to engage with their target market on a controlled social gaming platform that rewards its users.

The development of the app has progressed to beta stage and its economy is based on decentralized blockchain technology which revolves around a token called the SWA Coin. The app has significant expansion potential given the size of its assessable market and current need to engage an ever-demanding target audience.

## Team

Swace prides itself on its international team. We have ambassadors in every large region in the world. Our no-compromise approach means only working with leading professionals in each field. Many of Swace's team members have worked together before and have a proven track record of bringing projects to fruition. Learn more about us at: [swace.io](http://swace.io)

## Blockchain

Using blockchain technology enables us to create a secure decentralized inner economy based on micropayments while cutting down operation time and costs.

We will use Ethereum as a blockchain solution to issue tokens and implement smart contract platform. The scalability of Ethereum blockchain can be best adapted to our needs and will make our platform secure, quick and convenient to use.

The implementation of blockchain on our platform will work by every participant having their own "Wallet". There is also an administrative Wallet for economy balancing purposes; each brand has its Wallet and so does each "Swacer". When a brand sets a game, a smart contract is created, stipulating conditions for its execution. The brand invests some tokens from its Wallet into the smart contract, where they are sealed and secure. In order to participate, users also contribute from their own Wallets. Together, these form the game's reward fund, with a small part set aside for network costs. Once the smart contract's conditions are met, the reward fund is distributed among the qualified participants.

**Token economy** Swace preserves the right to negotiate special terms with accredited contributors

Token symbol: SWA		Tokens: 2 700 000 000		Price: \$0.02	Stages: Pre-sale & main sale	
Round	SWA tokens	Bonus		Minimum contribution	Soft cap	Hard cap
		Extra tokens	Swace Ltd equity, 10%			
Private pre-sale	135,000,000 + Bonus	30%-60%	1,000,000 (limited to accredited contributors only)	\$5,000	Not set	\$2,000,000
Public pre-sale		25%	No	\$100		
Main sale	1,350,000,000	Up to 20%	No	\$100	\$3,000,000	\$23,000,000

## Token distribution

- 55% the public;
- 23% community growth;
- 12% the team;
- 7% bounty, airdrop & test reward;
- 3% our advisors & partners.



## Fundraising goals

Soft cap: \$3,000,000. This will enable us to complete development within 5 years, but will only allow for moderately dynamic expansion.

Hard cap: \$23,000,000. If this is achieved, the development will be fully completed in 18 months, and we will enter the large markets in reasonable time.

## Budget allocation (following the ICO):

- 43% research & development;
- 23% HR & corporate development;
- 18% marketing & community growth;
- 11% legal;
- 5% reserved fund for unforeseen expenditure.



If the crowdsale campaign does not reach its minimum capital goal, all funds will be returned automatically to token holders. Unsold tokens will enter a vesting period of 1 year and following that, added to the community growth budget. The tokens of the founders and team will be locked for 2 years.

As our app is already in working order, with the first fully functional games coming in 2018, we are raising the funds to develop the project further, implementing blockchain and other new technologies to enhance it even further.

## Why contribute

- We blur the lines between advertising and entertainment.
- We help brands focus their goals in a new operating environment.
- We are now ready to disrupt...and entertain.
- Industry revenue growth is expected to accelerate as marketing budgets shift from the traditional to digital platforms.
- Our operational model is transparent, competitive and low on cost (without compromising on quality).