

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.

It is a blockchain-based social gaming platform featuring smart contract-enabled games to empower users to engage with brands and get rewarded.

The app's economy is based on decentralized blockchain technology and revolves around a token called the SWA Coin. The development of the app has reached beta stage. The app's potential for expansion is great, as its appeal is universal and it offers a solution to a problem relevant to every market.

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 realized several successful projects together. Learn more about us at: 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.

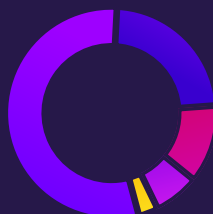
The implementation of blockchain on our platform, as we envision it, will be based on the premise that every participant of the platform has their own Wallet. There is an administrative Wallet for economy balancing purposes; each brand has its Wallet and so does each Swacer. When a brand sets a game, 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. In order to participate, users also contribute a 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	100,000,000 + 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.



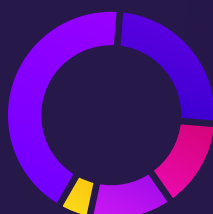
Fundraising goals

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 April 2018, we are raising the funds to develop the project further, implementing blockchain and other new technologies to enhance it.

Why contribute

- Because it offers a solution to a real problem
- Because Swace is a working app (games coming April, 2018)
- Because it is new and previously unseen
- Because of its credibility and transparency
- Because of the immense expansion potential
- Because it is an adventure that will take you far