

wardz

BLOCKCHAIN SMART REWARDS

WHITEPAPER / SUMMER, 2017

INTRODUCTION

Companies wanting to integrate a reward system with referral, loyalty, and reputation programs to their marketing tools are facing large development costs, fragmented ecosystems, and management overhead. Mobile app businesses need ways to reward app download referrals and monetize their app users traffic.

We are proposing WardZ, a free plug & play reward system built with Ethereum Blockchain Smart Contract Technology ready to be customized and integrated to any mobile and web application. To facilitate adoption and usability across all parties, WardZ currency will be made of a finite amount of universal reward tokens with referral links, partial loyalty options, a reputation system, low cost automatic smart contracts, and NFC Point of Sale compatible wallets.

WardZ integrated apps will be using consumer's proof of engagements from their phone GPS, UDID, NFC, timer, scanner or other measurable data. The data will be sent to the blockchain smart contracts, which developers and businesses will be able to preset with engagement conditionals and rewards. Contracts will automatically reward the consumers, referral links, app developers, POS providers or any other chosen party if triggered by one or multiple of the consumer engagements:

- + Being present in a business location geo-fenced zone for a certain amount of time.
- + Paying at any wardZ ready POS.
- + Scanning a QR code.
- + Entering a receipt total amount.
- + Leaving a review / comment.
- + Referring / Advertising.
- + Any measurable engagement.

Any rewarded party will be able to spend their wardZ with any compatible POS, or with a simple QR scan for a wardZ wallet to wallet transfer, or exchange them for any other currency worldwide. A unique wallet per consumer will be synchronized across all the wardZ integrated apps.

The core value of the decentralized Ethereum Blockchain Smart Contract Technology is trust. Trust that the data stored cannot be altered by any party. Trust that the contracts will automatically respect the protocols without downtime. Trust of confidentiality between chosen parties. Trust in an incorruptible and rewarding reputation system.

CONTENTS

- Terms of Reference	03
- Smart Contract Example	04
- CEZ Engagements	05 - 06
- WardZ Business Models	07
- Integration Resources	08
- Early Adopters	09
- Free Libations	10
- Local Bookup	11
- Follow Me	12
- UpFront POS & Loyalty	13
- WardZ Flow and Exchange	14
- Team	15
- Advisors	16
- Token Mechanics & Sale Phases	17
- Phase One Roadmap	18
- Phase Two Funds Allocation	19



TERMS OF REFERENCE

Ethereum is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third party interference.

Zone (Z): Geo-fenced zone created with drawZ map tools or any other defined measurable location.

Engagements (E): Staying within **Z** for a time duration (**E1**), Buying at compatible ZPOS (**E2**)

Entering receipt total amount (**E3**), Scanning QR code (**E4**), Referring / Advertising (**E5**)

Posting review(**E6**), Checking-In (**E7**), Sharing (**E8**)

App (A): wardZ SDK or drawZ SDK integrated App or wardZ white label App.

Business (B): Commerce, Restaurant, Event, Attraction... Any entity with a **Z** committed to a **CEZ**.

Consumer (C): **A**pp user / potential **B** or **A**pp customer.

Developer (D): Any party integrating the wardZ SDK and drawZ SDK in their **A**pps.

Any party leasing a wardZ white label **A**pp. Any POS provider integrating the ZPOS SDK.

Referral Link (L): Any party Referring / Advertising **B** or **A**pp with a trackable links.

wardZ (WDZ): Universal Reward Currency Token.

Loyalty wardZ (L-WDZ): **WDZ** with customizable value loss if used elsewhere than in a defined loyalty network.

CEZ: Smart contract based on **E** and **Z** conditionals rewarding **C, D, S** with **WDZ**.

ZPOS: Point Of Sale (POS) with integrated ZPOS SDK.

drawZ.cc: Web platform toolbox with wardZ SDK, drawZ SDK, POS SDK, and white label **A**pp Services.

Also a portal with **CEZ** management & analytics system for **B** and **D**.

GAS: Gas is the internal pricing for running a transaction or a contract in Ethereum.



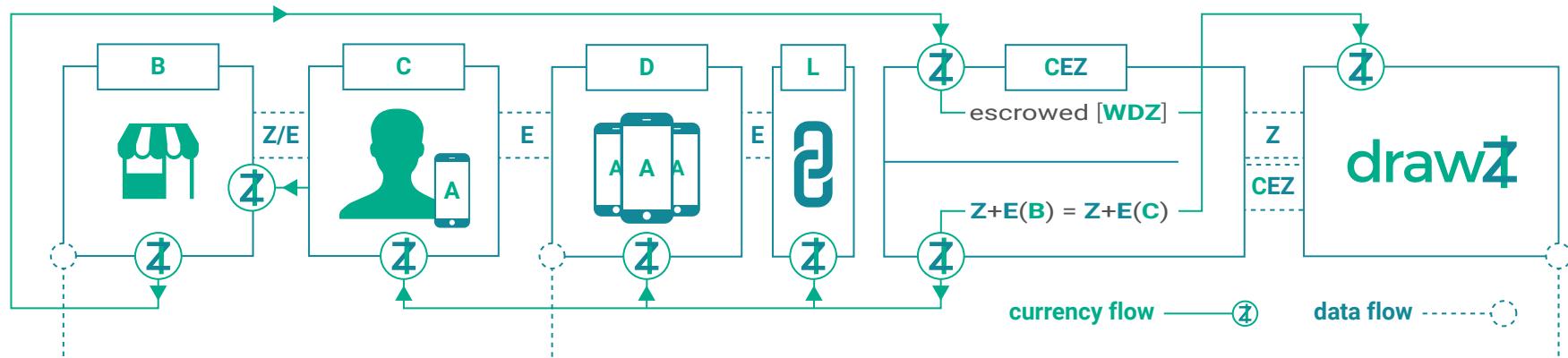
SMART CONTRACT EXAMPLE

Our “Pay Per Engagement” model will reduce customer acquisition cost by only rewarding successful engagements. Imagine that a **Business** creates an event and wants a lot of **Consumers** to show up. Using the **drawZ** tools, the **Business** or the **Developer** can draw a **Zone** geo-fencing the event. The **Business** or the **Developer** can then bind a **CEZ** smart contract to the **Zone** by setting up one or multiple **Consumer Engagement** conditionals and escrowing any amount of **WDZ** to be rewarded if conditionals are met.

In this example, the **CEZ** smart contract could require a **Consumer** using the **Business** or any other wardZ integrated **App** to show up and stay in the event **Zone** for 7 minutes minimum in order to be rewarded with a beverage worth X amount of **WDZ**. With the advent of an **App** promotional notification, the **Consumer** would then be aware of and know how to use the new **WDZ** deposited in his or her wardZ wallet. Many options to buy the beverage could be available in this scenario. **1-** Directly by swapping phone over NFC ZPOS. **2-** QR scan, **Consumer WDZ** wallet to **Business WDZ** wallet transfer. **3-** Simply with cash or with a regular credit card since the consumer can keep the wardZ to use elsewhere or exchange in any other currency.

As shown below, the **CEZ** will automatically issue a preset amount of **WDZ** to any preset party; **Consumer**, **Developer** and **Referral Link**. Developers can customize how their **App** interacts with the **CEZ** by choosing the availability of any **Engagement** conditionals and any wardZ issuing protocols in a static or dynamic way for their client’s needs. By doing so, the wardZ system is versatile to any business model.

CEZ will also send **drawZ** some amount of **WDZ** for every transaction in order to cover Ether GAS costs and generate profits.



CEZ ENGAGEMENTS

Engagements are any measurable data to be recorded and possibly rewarded by a CEZ contract. For the beginning of the wardZ system project we have selected a few engagements to build that will be available for businesses and Developers to easily adjust and combine with our CEZ tools. We will also provide a basic engagement editor for developers to create their own.

(Z) Zone: Created by Businesses or Developers, the Zones can be drawn on the map with the drawZ tools or associated to a specific NFC tagged location. Zones are elementary data points that can be combined with any engagements to ensure a more secure proof of engagement.

(E1) Staying within a Zone for a time duration: This compares to businesses paying for website traffic, but in a geo-location physical world. Once a consumer is in a geo-fenced Zone for a minimum amount of time, the or any other party may be rewarded.

(E2) Buying at compatible ZPOS: The wardZ integrated POS will be capable of receiving payments from wardZ wallets. Also, by sending out basic transaction information we will be able to trigger CEZ contracts like 10% loyalty cash back or BOGO or any other promotion needing a receipt total amount engagement.

(E3) Entering receipt total amount: As mentioned above, a receipt total can be useful for promotions, but when Consumers will be paying with other methods than wardZ at a ZPOS we will need a way to connect the transaction with the Consumer. By knowing that a Consumer is in the same Zone as a ZPOS, an App push notification will be sent: "Enter your total receipt amount to get rewarded 10% cash back" If we have a receipt amount match between the E2 and the E3 Engagement within the right time window, the reward will be issued.

(E4) Scanning QR code: QR codes can be associated with any url to be used as reward redeeming keys, referral codes or wardZ wallet address for any transaction between parties such as if a business needs to receive a payment, but does not have a ZPOS.

CEZ ENGAGEMENTS

(E5) Referring / Advertising: Every single party with a wardZ wallet will have the potential of getting commissions rewarded to them by making referrals or relaying ads. Referrals or Ads will have many linking methods such as: referral codes, QR codes, ref urls, NFC tags, and geo-location matches giving flexibility for word of mouth, online sharing and printed advertising. Combining a Zone with this engagement can make the linking process seamless and help track ad efficiency by geo-location.

(E6) Connecting to a Linking Method: Consumers connecting to a referral or an ad will record an Engagement on the blockchain. Depending on the business model, CEZ can be preset to reward the Consumer and/or the Referral Link right away or require additional Consumer Engagements to do so. For instance it will be possible for an app developer to reward an app download + ZPOS purchase so their customer cost acquisition is covered.

(E7) Posting Reviews: Like most selected Engagements, developers will be able to connect their custom data with our CEZ contracts. It does not matter what review system they are using, for instance a simple posting confirmation and a percentage value for the review rating can be recorded as a E7 Engagement.

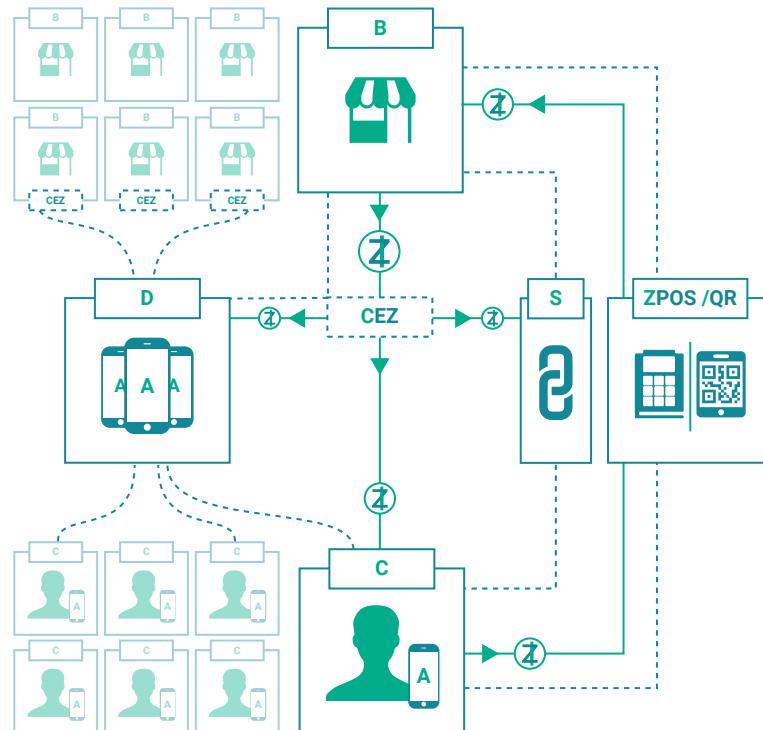
(E8) Check In: This can compare to the Facebook check in function, but with the wardZ Zones and reward system. It will be available to share on Facebook, but also on any other platform chosen by the developers.

(E9) Sharing: This refers solely to the action of sharing without a referral link method. A Consumer sharing a picture within a Zone or a simple post share could be rewarded with this Engagement.

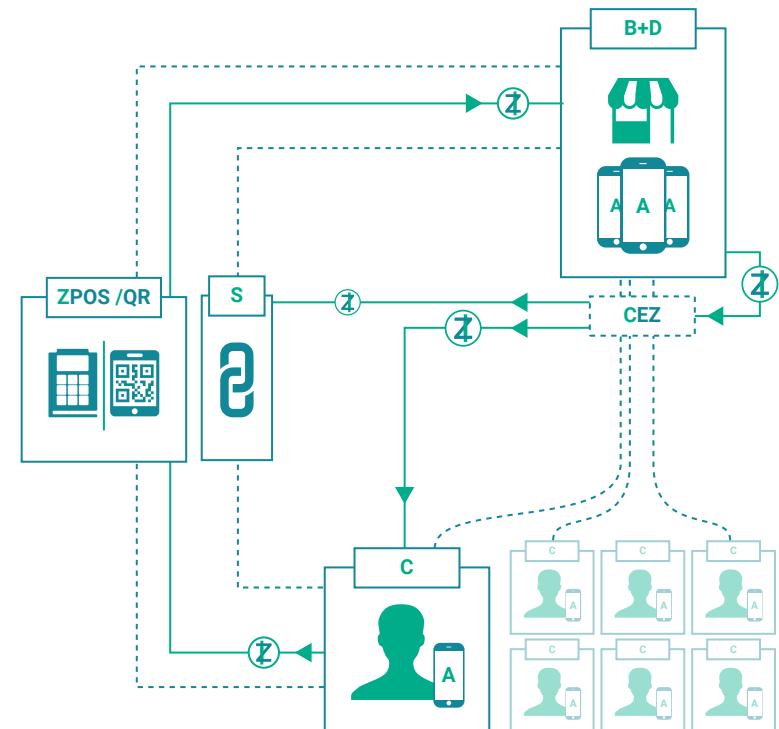
WARDZ BUSINESS MODELS

The reward and loyalty market in the USA alone is \$50B/year. To facilitate the wardZ adoption by all parties and to scale rapidly, we will be primarily focusing on integrating our free reward system with **mobile Apps and POS developers** with an already established client network of businesses and consumers. Additionally, to maximize the amount of **single businesses** buying wardZ and using our reward system, we will offer a low cost subscription service with a white label mobile app for their customers and a business management web dashboard.

Developer with Multi-Businesses



Single Business with White label App



INTEGRATION RESOURCES

Developers will have access to a complete software development kit (SDK), a versatile application program interface (API) and an affordable white label app to connect businesses and consumers to our blockchain CEZ smart contracts, wardZ wallet and cryptocurrency.

An integration support portal will be available for developers and the community.



Business Mobile App SDK (IOS, Android)

- SDK_B1-- Geo-Fence Zone Editor
- SDK_B2-- CEZ Contract Management System
 - Zone Selector
 - Engagements Multi-Select & Setup
 - WDW amount (currency converter)
 - Start Date, End Date Calendar
 - Frequency Period Field
 - Total Budget (wardZ converter)
- SDK_B3-- Business wardZ Wallet
- SDK_B4-- Analytics Dashboard

Business Web Dashboard API

API_B1, B2, B3, B4 like above SDK

Business Web Dashboard drawZ.cc subdomain accounts

SUB_B1, B2, B3, B4 like above SDK



Consumer Mobile App SDK (IOS, Android)

- SDK_C1- Geo-Location Tracker
- SDK_C2- Engagement Trackers
 - Background Time Tracker
 - NFC Connect
 - Amount Field
 - QR scanner
 - Review Bridge
- SDK_C3- User Auth and Reputation
- SDK_C4- User wardZ Wallet

Consumer White Label Mobile App (IONIC)

WLB_C1,C2,C3,C4 like above SDK



Point Of Sale SDK

- SDK_P1-- API Blockchain Connector
- SDK_P2-- NFC Connector
- SDK_P3-- POS wardZ Wallet

POS Web Dashboard API

EARLY ADOPTERS

We have three mobile Apps and a POS software company already committed to using the wardZ system, bringing hundreds of businesses and thousands of consumers with them. We will be able to implement, beta test and adjust our SDK and API with iOS, Android and EMV/NFC POS environments. Our early adopters will be implementing a large spectrum of the wardZ system versatility.



With 400 supermarkets using upfront's POS, WardZ will be able to reach and reward hundred of thousands of customers. WardZ wallet holders will be able to pay with their wardZ by swapping their phone over the ZPOS using NFC technology.



Follow Me leases its semi-white label app to any enterprise wanting to offer an interactive customized map to their users. Packed with functionalities and features, Follow me lets enterprises add, remove and edit businesses on the map so they can control location pins available to their app users.



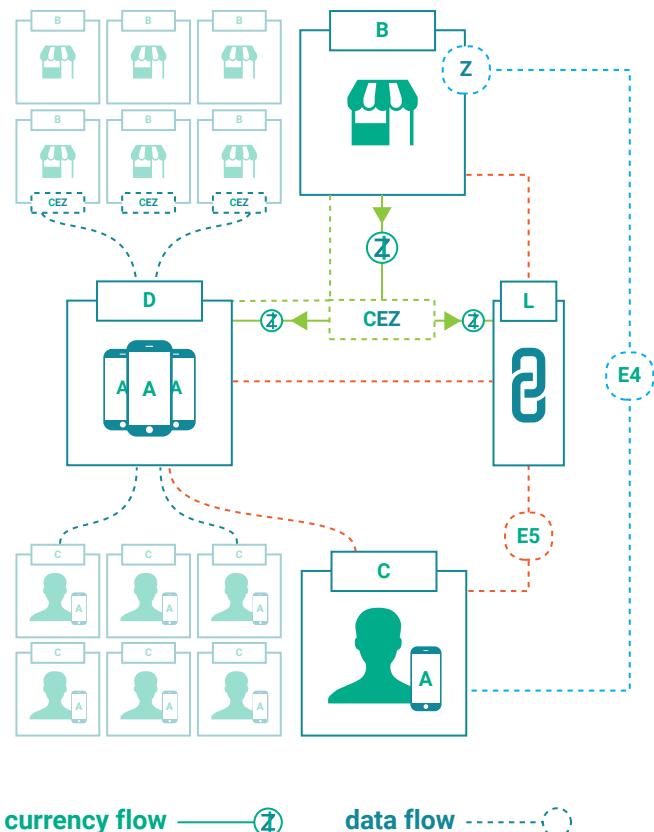
Free Libations recently partnered with Ketel One Vodka in a Bartender mixology contest, with hundreds of users redeeming free drinks every day and interacting on a map with geo-notifications. Free Libations has many CEZ engagement options to be implemented.



Connected to locals in over 18 cities, Local Bookup App lets any locals who interact with tourists make word of mouth referral commissions. The app will be using the blockchain trackable links to refer any activities, store, attractions and App downloads.

FREE LIBATIONS

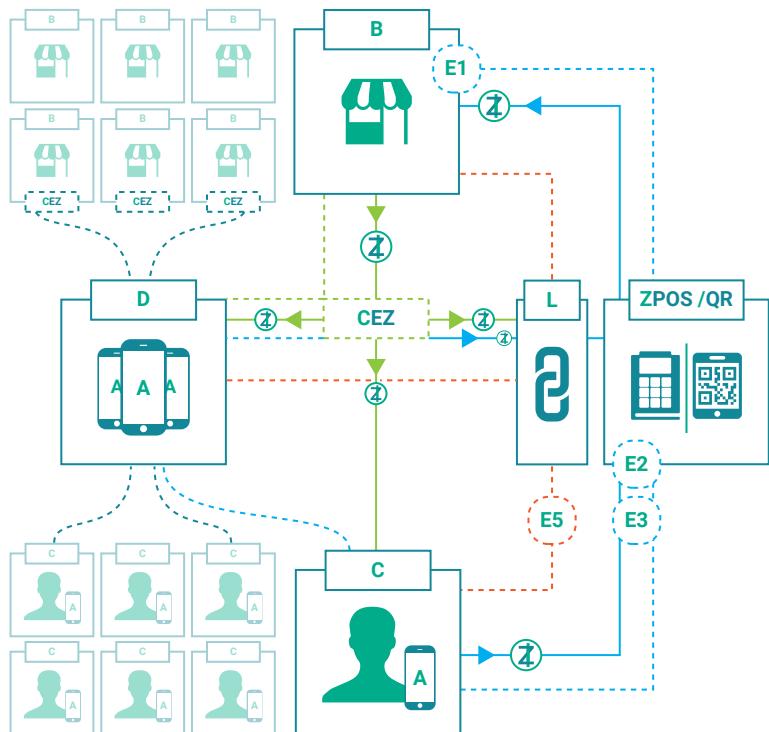
Here is a simple scenario example of how the wardZ referral ad link reward system will be integrated in Free Libations.
 Notice that we are not using the wardZ for the BOGO transaction, but as a commission ad link reward only.



- ▶ A pedestrian notices an ad in a storefront window on a busy street. The ad is promoting “get hundreds of dollars in free drinks around town, Download Free Libations App”. When the app opens a referral code from the ad can be entered, but alternatively the app geo-location can identify which ad was used as the referral link by proximity. This is our first engagement (**E4**) linking the pedestrian (**C**) and the ad (**L**). The ad unique link can belong to the storefront owner, an advertising company, or anybody displaying the ad.
- ▶ The pedestrian is now a Free Libations app user and gets a “Buy One Get One Free” notification while walking by a participating bar (**B**). To redeem the promotion the app user needs to scan a QR code unique to the bar while being in the bar **Zone**. By doing so, an **E4+Z** Consumer engagement gets recorded on the blockchain.
- ▶ For this scenario, the automatic CEZ wardZ distribution is:
 - First E4+Z**
 - 1000 WDZ (\$1USD) to Ad owner (**L**)
 - 300 WDZ (\$0.30 USD) to drawZ + GAS
- ▶ Any consecutive **E4+Z**
 - 1000 WDZ (\$1 USD) to Free Libations (**D**)
 - 300 WDZ (\$0.30 USD) to drawZ + GAS

LOCAL BOOKUP

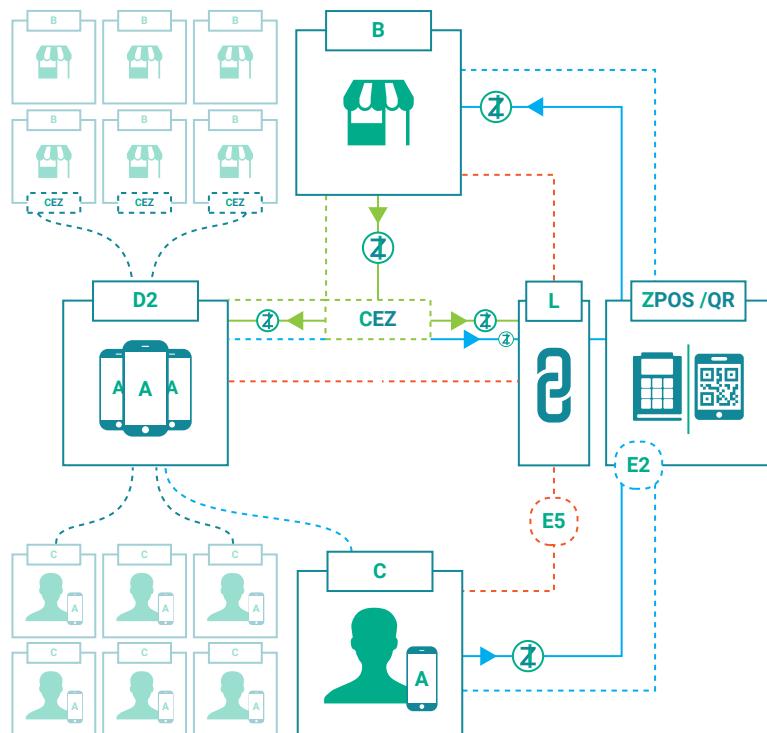
Word of mouth is one of the most powerful marketing forces, but often the people making referrals are not getting rewarded. Local Bookup found a way to simplify the whole process and expand the “concierge business” for everybody to make some extra money and give businesses more customers. Here is a simple scenario example of how the wardZ referral link reward system will be integrated in Local Bookup App.



- ▶ A couple of tourists ask a local bartender for recommendations. The bartender names few local favorites, invites the tourists to download the **A**pp and gives them a referral code to access a list of his or her recommendations. The list may include favorite activities, restaurants, attractions, events, and useful mobile apps available in the area. When the tourists enter the referral code or get linked by geo location proximity, the first engagement (**E5**) data between the referral **L**ink (bartender) and the **C**onsumer (tourists) gets recorded on the blockchain.
- ▶ The tourists can now use their **A**pp to get map directions, call, or link to a reservation. For this example imagine that the tourist goes to a fancy restaurant (**B**) which has a customer cost acquisition of \$10 USD. Instead of spending in traditional blind advertising, the resaturant (**B**) sets up a (**E1+E7**) **CEZ** contract and only pays for successful engagements. The **A**pp geo-location knowing that the tourists have been in the restaurant **Z**one for over 45 minutes (**E1**) sends an **A**pp push notification asking: “Did you enjoy your dinner? Please leave us a review! Have not eaten yet, try our special...” If the tourists write a review (**E7**) + (**E1**) the **CEZ** issues the rewards.
- ▶ For this scenario, the automatic **CEZ** wardZ distribution is based on the customer cost acquisition.
 - 6000 WDZ (\$6 USD) to Bartender (**L**)
 - 3000 WDZ (\$3 USD) to App (**D**)
 - 1000 WDZ (\$1 USD) drawZ + GAS

FOLLOW ME

Enterprises leasing the Follow Me semi white label app model will be able to generate revenue for themselves and for their distribution network.
Here is a simple example of how the wardZ multi referral ad link reward system will be integrated in Follow Me.



► Traditional tourist printed-map enterprises (**D2**) are leasing the Follow Me (**D1**) semi-white label app to increase their advertising revenue from businesses showing on their map (**B**) and enhance their map users (**C**) experience. An app download ad with a promo code is printed on their paper maps and booklets, which are available on hotel front desks (**L1**) and promotional racks (**L2**) creating our first referral link Engagement (**E5**).

► One of the Follow Me features that users enjoy is the ability to record their travel path in real time so that they and chosen relatives know where they have been and how they got there. The wardZ system will complement the map by letting consumers browse and get to all the reward deals advertised on the map. From that browsing, imagine a tourist (**C**) paying directly with WDZ for a watersport activity (**B**) at their ZPOS (**E2**).

For this scenario, the automatic CEZ wardZ distribution is:

- 5% to Hotels or Racks or Any distribution... (**L1 or L2**)
- 5% to App (**D2**)
- 3% to Follow Me (**D1**)
- 1% to ZPOS
- 1% to drawZ + GAS

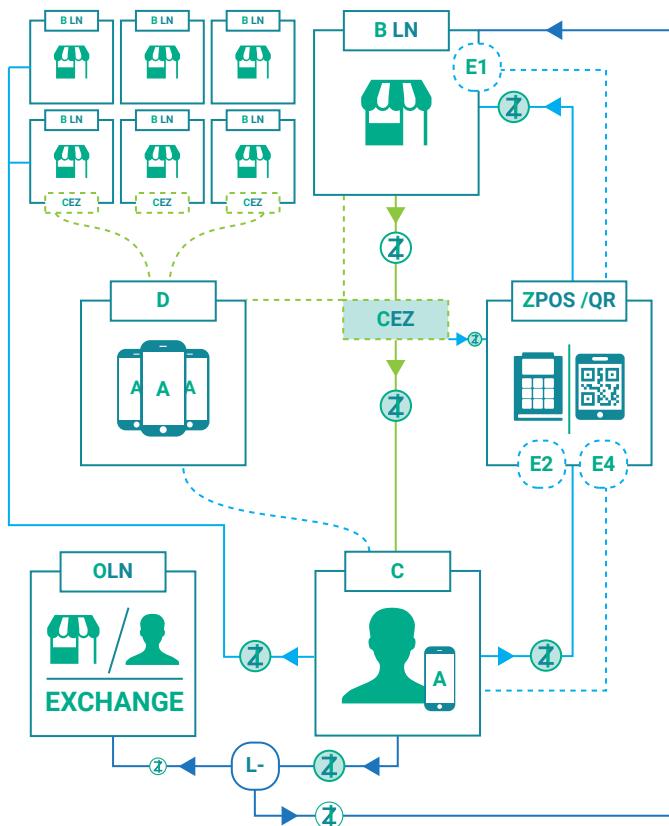
UPFRONT POS & LOYALTY

Two features will incentivize POS providers to integrate the wardZ SDK to their POS software.

1- They will be able to offer for free or make profit on the access of the wardZ ecosystem for their merchants to set their own CEZ rewards.

2- ZPOS will be able to setup what percentage and/or fixed fee to charge on every wardZ transaction at their merchants.

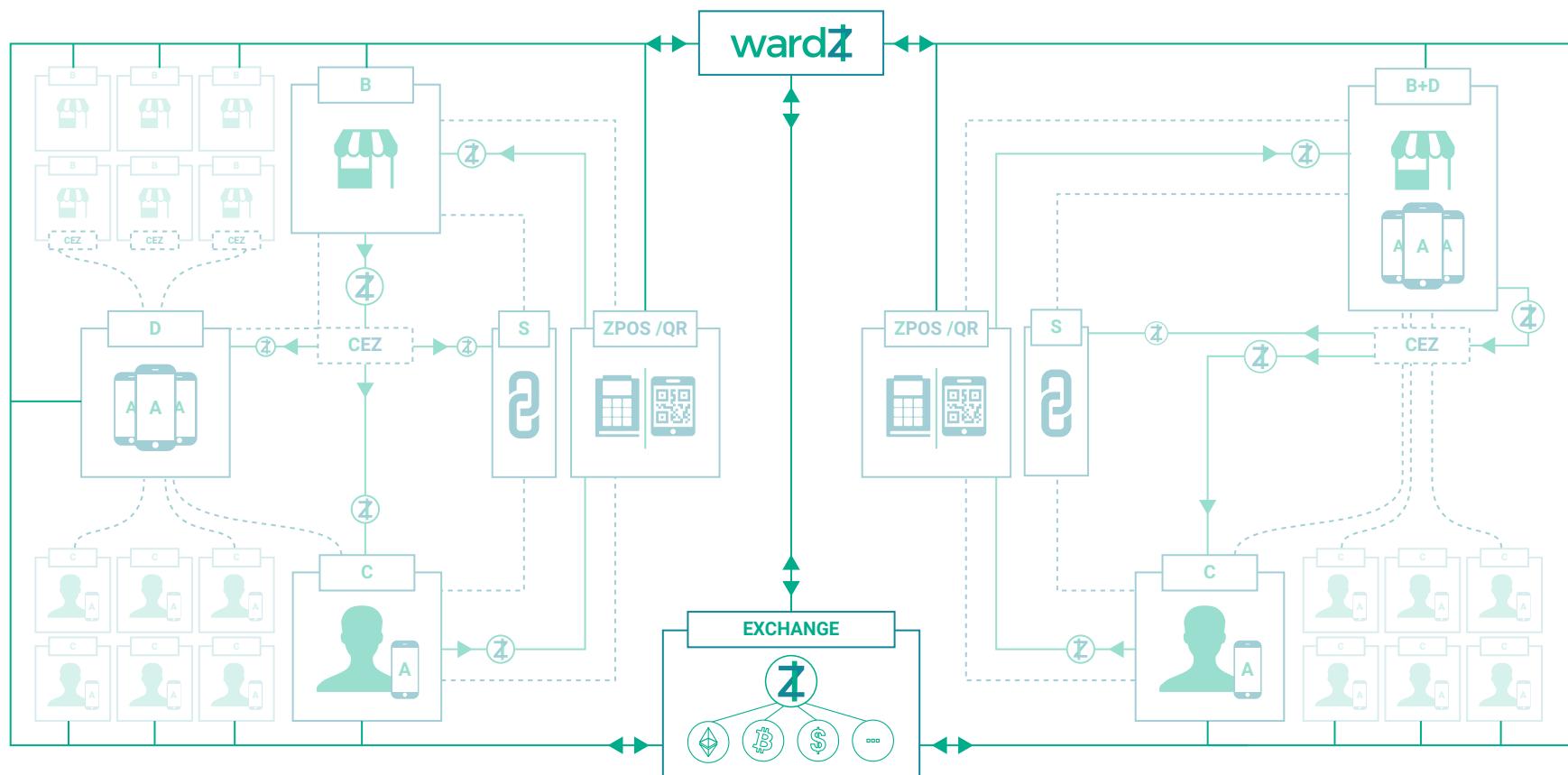
Here is a simple example of how the ZPOS and the Loyalty wardZ system will be integrated in Upfront grocery merchants.



- ▶ A Consumer looks at a grocery flyer with special deals available with the grocery App loyalty reward program. Entering the store Zone, the App may send a push notifications with reward promotions available or even simply reward the consumer to be in the grocery Zone for a specific amount of time (**E1**).
- ▶ With promotions on specific products or on the bill total, the consumer pays the bill traditionally with a credit card at the ZPOS cash register. To collect the loyalty rewards, the consumer may NFC swap (**E2**) his phone with the grocery app open, or scan the QR code on the receipt, or give the account phone number (**E4**).
- ▶ The grocery will have control of attributing wardZ loyalty rules and values to any product or consumer engagement. Additionally, groceries will be able to setup a loyalty network of locations where L-WDZ can be spent based on allowed grocery wardZ wallet addresses or based on a selection of grocery Zones.
- ▶ In order to not completely fragment the wardZ ecosystem, each loyalty token will carry a minimum value of 10% outside of the loyalty network (**OLN**). Also, to please accountants, an arbitrary expiration date within each token will return a maximum value of 90% to the reward program originator, the grocery chain in this example. These two measures will allow wardZ to flow back in the market without getting stuck in stagnant accounts.

WARDZ FLOW AND EXCHANGE

The wardZ currency will be able to flow freely around the ecosystem with the offer and demand self regulation. Any party with a wardZ wallet address will be able to transfer to another wallet and sell or buy tokens on an independent Exchange. To make it easy on businesses to buy wardZ we will connect a payment gateway to our Business SDK and API that will serve as a bridge between our payment processor vault and the Exchange.



TEAM

Our team and advisors have been in web development, POS and loyalty program business for 20 years and know the need for the WardZ system.

In the past few years, our team has developed apps with functionalities such as geo-locations, interactive maps, geo-notifications, reward systems, referal trackings, and complex business modeling. Following closely the blockchain evolution for the past 3 years, we recognized that it was the missing element for an all inclusive decentralized versatile reward system.



Hami Gilbert
Co-Founder / CEO

Vision / Strategy / Design

—
Co-Founded 7thw
Co-Founded Local Bookup



Rogers Sampaio
Co-Founder / CTO

**Engagement Contracts /
Blockchain API /
Hybrid Wallet /**

—
Co-Founded 7thw
Co-Founded Local Bookup

ADVISORS



Andy Beaudet
CEO

**POS software integration /
Blockchain Technology /**



David Thibault
Hospitality Consultant

**Hospitality Marketing /
Free Libations integration /**



Lance Yule
Conceptor

**Follow Me Integration /
UI Advisor /**



Mike Mongo
Brand Expert

**Branding / Marketing /
Social Medias /**

— Founded UpFront Software

— Founded Free Libations
Founded TBOCO
Co-Founded Island Dog

— Founded Follow Me

— Brands OBEY, Ecko
Unlimited
Author (best-seller) The
Astronaut Instruction
Manual

TOKEN MECHANICS & SALE PHASES

In order to finance the wardZ project we are creating two token sale phases. All token sales will be made with Ethers.

We have started the development of the wardZ system with the Ethereum blockchain technology.

We will be issuing a finite amount of wardZ to the amount of 60 billion tokens.

40 billions (66.66%) will be allocated to Phase One & Phase Two public token sale and 20 billions (33.33%) for the growth pool.

The wardZ tokens will be offered at the exchange rate of 300 000 WDZ for 1ETH.

At today's (08/18/17) rate, it represents about \$1 USD for 1000 WDZ.

The wardZ token is indivisible so our users won't be dealing with decimals.

PHASE ONE (A) 08/24/2017 - 09/30/2017 +50% Token Bonus (B) 10/01/2017 until goal reached +25% Token Bonus

Our goal with phase one is to sell a minimum of 50 000 000 WDZ (50 000 USD) in order to kick start the roadmap to the phase two token sale. Early investors will be rewarded with token bonus value of the purchased wardZ. The tokens are not to be released right away, but only at the end of the Phase Two token sale. The early contribution values will be stored in a Ethereum smart contract and will be available for consultation.

PHASE TWO

In order to develop the wardZ project, our goal is to sell a minimum of 2 billion WDZ (2M USD) which represent 3.33% of the total of wardZ to be created. If we do not reach the minimum sale amount a refund will be issued. We intend to sale as many wardZ as possible in order to bring liquidity in the eco-system for mass adoption.

Legal Disclosure

WardZ tokens will be built in the Ethereum blockchain technology. They are not securities or for speculation nor refundable. All sold WDZ are intent to be used with the wardZ system. There is no suggestion or commitment that WDZ has or will hold a specific value. There is no company equity given with the purchase of WDZ.

PHASE ONE ROADMAP

We are raising investments in order to get all the resources needed for a successful Phase Two Token Sale and business foundation.

- White Paper Improvement.
- Marketing Material Development & Token Sale Strategy.
- Team & Advisors Recruiting.
- Public Relation.
- Legal Consulting.
- Build Token Sale Contract.
- Allocate GAS Funds for the Token Sale Contract.
- Hire Token Sale Contract Auditor (Zeppelin).
- Research And Negotiate an Exchange Partnership.

PHASE TWO FUNDS ALLOCATION

We plan on completing the development of the wardZ system within a maximum of one year from the reaching point of our minimum token sale.
The fund allocations will vary depending on the token sale raised amount.

