WHITE PAPER

2017

SMART PROGRESS
ICO

INTRODUCTION

Most people have dreams and desires, but according to statistics, only 2% set specific goals.

Brian Tracy, a renowned expert in the field of achieving success, claims that there are several reasons for this.

1. People want to improve their lives, but don't want to apply enough energies. They can speak fine words, but do nothing about it.

2. People refuse to take responsibility for their own lives. They hope for the fate, a play of chance, or other people who might change their lives for the better.

3. Low self-esteem. They simply don't believe they are able to set serious goals.

4. People don't realize the importance of goals. If a person was growing up in an environment where people didn't set goals, he understands neither their significance nor their capabilities.

5. People have simply no idea how to set a goal. They acquire a lot of knowledge, skills, experiences, not assuming that the ability to set a goal can have no less, and even more importance for a happy life.

6. A fear of being misunderstood or criticized.

7. A dread of a failure. This comes from misunderstanding the role of failure in achieving success. It is impossible to achieve success without experiencing a fail. Failure is a prerequisite for success.

Why does this happen? Mostly, due to the fact that many are unaware of the benefits of setting goals, and even having decided to set a goal, a person faces a million problems: how to set the goal correctly, where to start, how not to give up what was started after the first failure, where to find like-minded people etc.

So, how to solve this problem?

WHAT IS SMARTPROGRESS

SmartProgress is a complex tool for achieving goals that helps set the goal correctly, using the SMART methodology, split the goal into steps, keep a diary of achievements, find like-minded people with similar goals and constantly receive notifications and reminders.

SmartProgress can also provide assistance from a coach who will be accompanying you and giving you advice in the process of achieving your goal.

HOW IT WORKS

(1) Goal setting

It all starts with the correct goal setting. The goal does not exist until it is recorded. SmartProgress provides a handy goal designer that helps the users transform their dreams and desires from shapeless thoughts into a clear and specific goal. At the heart of the project lies the SMART (wiki) methodology for setting goals.

Responding to simple questions of the designer, the user starts to be more aware of his goal, the goal gets clear outlines.

(2) **Plan Designer**

After the goal is recorded, it is necessary to draw a plan for achieving it. If the goal is too large-scaled, we may not comprehend the full plan of achieving it in detail, but it is very important to determine our first steps.

SmartProgress provides a handy plan designer that enables you to split the goal into steps and sub-steps. If the stage is too heavy, it can be defined as a sub-goal. In this way, you can construct a goal tree with affiliated sub-goals, steps, and sub-steps. In the process of achieving the goal, the plan will be deviated and supplemented countless times – it's normal, the main thing is that before our eyes we could always see a clear structure, ordering chaos in our head, and know what step to take further.

ВС	ПН	ВТ	СР	ЧТ	ПТ	СБ	ВС	ПН	ВТ	СР	ЧТ	ПТ
22	23	24	25	26	27	28	29	30	31	01	02	03

(3) **Diary of Achievements**

After we have sorted out the draft plan, it is very important to start documenting the process of achieving the goal.

SmartProgress provides the diary of goal achievement where users record all the actions they take on the way of achieving it. It is crucial to maintain your motivation. Many people give up their goals because they don't see the way they have already gone to the goal. They also forget all their small victories or changes that have taken place on the way. The diary of achievement helps you keep the track of all this so that you can see positive dynamics later.

The diary enables you to analyze your actions – what was useful for your progress, and which actions in no way affected the result.

(4) Community

All of the above is just the tip of the SmartProgress project. The main feature of the project is the community. Each user runs his personal goals publicly. Thus, one can find people with the goals alike, subscribe to their goals, observe their progress, comment on their diary posts and share experiences with them.

You can find thousands of people with similar goals and see how they coped with those difficulties that you may also have on your way. Besides, users encourage each other, give a motivation push, if someone faces problems.
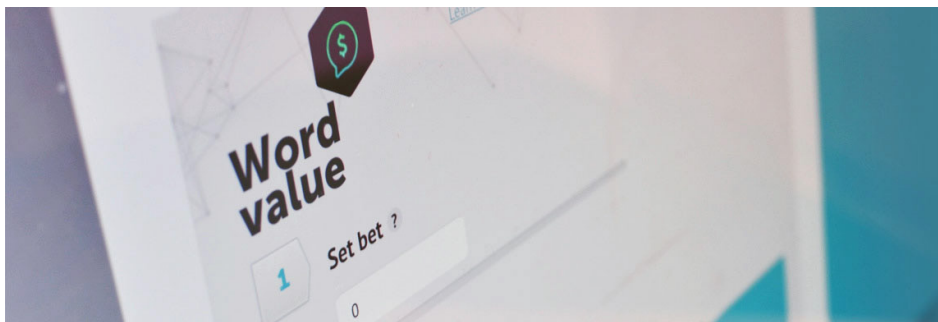
(5) Word Value

This is an incredibly powerful tool for winning procrastination and laziness. The user pays a certain amount, which is quite significant for him, this amount gets frozen in the account of the project, and is refunded to the user only in case the goal has been achieved. The user must regularly publish reports on the achievement process, and after completion, the subscribers of this goal vote whether the goal has been successfully completed or not.

(6) Coaching

On SmartProgress there are coaches who conduct group coaching programs on various topics – yoga, weight loss, business, drawing and much more. Each area has its own experts and SmartProgress brings together experts and those who want to achieve their goals.

The coaches run a series of webinars, provide the participants with training materials and home assignments. And as practice shows, in a short period of time, under the guidance of the coach, the participants achieve a much greater result than when trying to reach the goal all alone.

PROJECT MONETIZATION

Monetization of the project is a combination of 3 components: Pro-Account, Word Value and Coaching.

Pro-Account allows users to set goals without restrictions of the free account, as well as to use additional features of the project. The cost of the Pro-account is $18 for 1 year. The share of this type of monetization is 45% of the total earnings.

Word Value is a monetary bet on a goal, it serves as a tool to motivate the users. If the user could not reach the goal, the money stake vanishes and remains on the project account. The share of this type of monetization is 18% of the total earnings.

Coaching is a platform on SmartProgress, which enables coaches to organize group training programs. If the coach runs a program for SmartProgress users, the service gets a commission on the payment in the amount of 30% of the program cost. If the coach brings in clients, that he found outside SmartProgress, then we charge a fixed fee of $ 3.5 per month for each participant. The share of this type of monetization is 37% of the total earnings.

Coaching

PRO-account

37%

45%

18%

Word Value
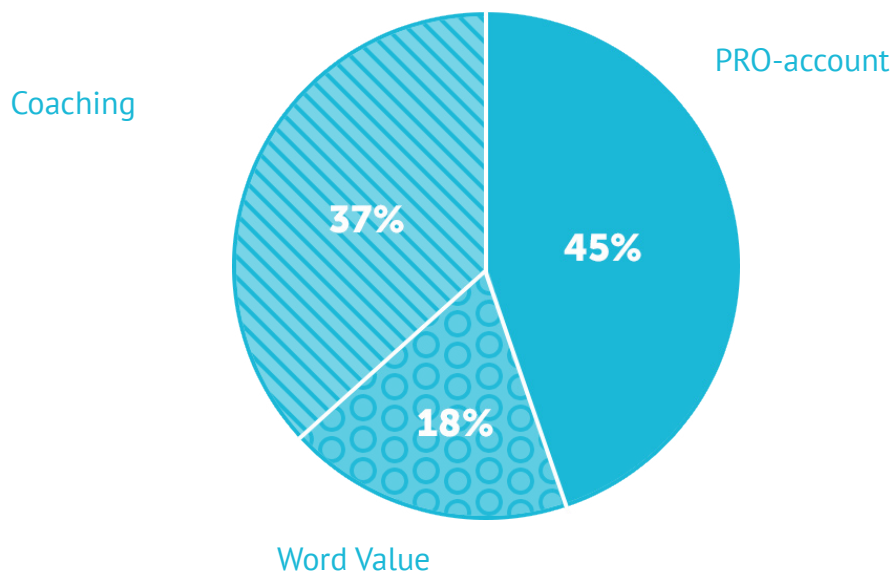
PROJECT METRICS

150,000
The total audience
of the project

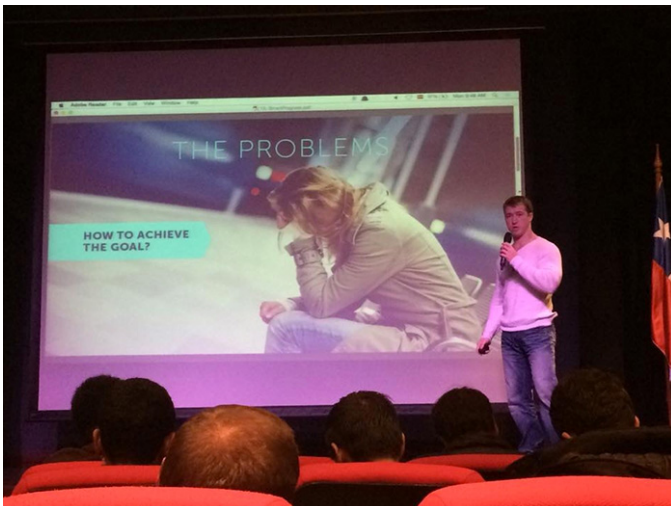## 20,000
The weekly
active audience

$3,100
The monthly profit
of the project

$35,000
The StartupChile grant

In 2015 the project won the Startup Chile grant of $ 35,000
and an accelerator program in Chile for a period of 6 months.

Founder Maxim Malikov
on the stage of Startup Chile

Speaking to the Chilean
University students

MARKET

At the moment, the total audience of all goal tracking services is 10 million people.

According to an open-label study, only 2% of people set goals. In most cases, the above 2% is the target audience of the goal tracking services. But SmartProgress extends these boundaries. A lot of people who have never set goals before, come on SmartProgress, i.e., the ones not included into the 2% mentioned. But tuned into the beat of the project idea, they join in with its regular users and start setting goals on an ongoing basis.

We earn $3,100 monthly from an audience of 150,000 users. With an increase in the audience of up to 1.5 million users, the revenue will make $35,000 per month. But the size of the potential market is not limited and can make 5 and 15 million users.

TEAM

MAXIM MALIKOV

founder, project manager, developer

12 years experience as a programmer, 8 years in web developing. Initiator and creator of several successful Internet projects

SERGEY ZAKHAROV

co-founder, designer, usability specialist

12 years in web design. Extensive experience in top-level Moscow digital agencies.

PROFITABILITY INCREASE

Summer 2012 $0

SmartProgress was launched in the summer of 2012 and immediately got a viral effect. The users extensively recommended it to their friends and acquaintances and thus, the project gained a critical mass of active users.

End of 2014 $650

SmartProgress was selected as the winner for the accelerator program StatupChile by the government of Chile, with a $35,000 grant for the development of the project.

Summer 2015 $2,500

In the course of the six-month accelerator program, we opened a new branch within SmartProgress – Coaching, which significantly increased both the value of the project for users, and the income from monetization – up to $2,500, that is by more than 3.5 times.

After the completion of the StartupChile program and the grant at the end of 2015, we continued to develop the project using our own resources, now based on the profits generated by the project itself.

End of 2017 $3,100

The income provided by the project allowed its planned maintenance and development, and by the middle of 2017 the profit from the project has made $3,100 per month.

2013   2014   2015   2016   2017
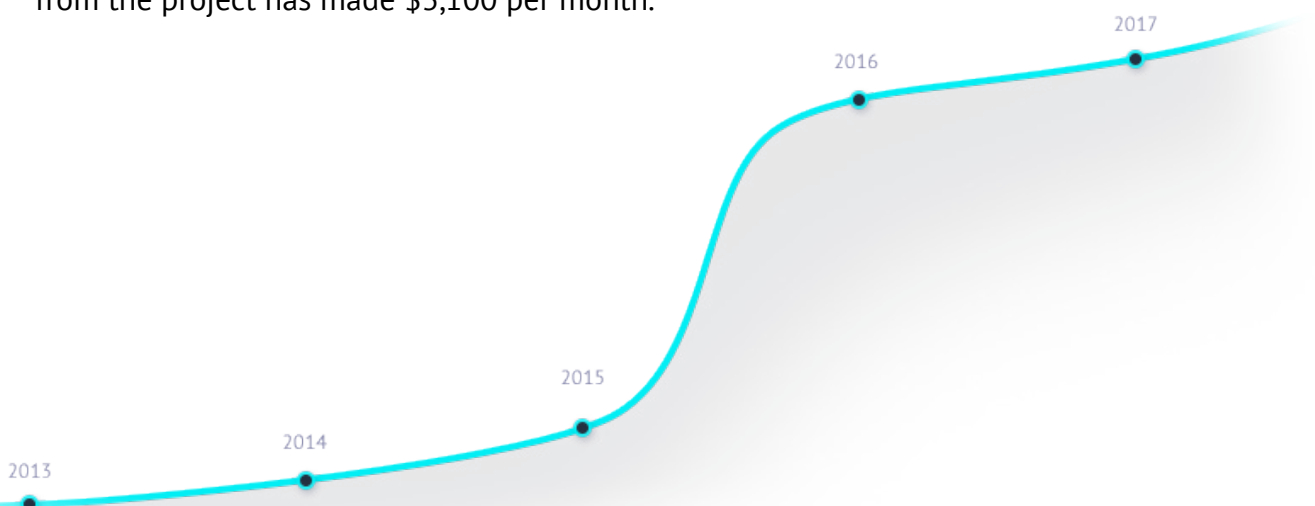
DEVELOPMENT PLAN

As it can be seen from the project profitability graph, just in six months we managed to make a quantum leap in the development and profitability of the project thanks to a grant of $35,000. And at the moment we know exactly what to do for the project new qualitative jump. It is for this purpose that we are launching an ICO campaign that will enable us to increase the project profitability by tens or even hundreds of times. In our plan we have identified 3 stages of the project development, which we clearly see.

$100,000

Having raised this amount, we'll be able to implement the following:

1) Complete technological update of the project, in view of the new stack of technologies at the present sampling time.
The project has been progressing for 5 years, and now is currently experiencing technological limitations of upscaling and further development. The project grew and evolved, new features being constantly originated and layered on the previous ones, which has ultimately led to the functionality weighting and further development complexity, not to mention the fact that for 5 years the stack of technologies for web development has radically changed.

This upgrade will significantly speed up the site and lay the groundwork for the project further development and scaling.

2) Development of new mobile applications for the project.
The primary mobile application of SmartProgress project was developed back in 2013 and has not been updated since then due to the lack of funding for its development. Now it is so outdated that it has become practically useless. But the demand for it is just enormous. The availability of the up-to-date mobile application is the most common request in our admin's mail. Over the past 5 years since the launch of the project, the distribution of desktop/mobile users has outbalanced towards mobile, which we are well aware of, so we realize the importance of having a relevant mobile application for the project to grow and for retaining our audience.

3) Renewal of the viral growth of the project.
Initially, the project implemented an advanced system of gamification, which enabled to use almost all the project potentialities for free. This provided a high level of clients loyalty and the viral effect of attracting new users, but drastically affected the monetization of the project. That's why, after the grant from StartupChile had ended, in order to increase the profitability of the project, we were forced to "tighten the screws" to some extent, reducing the availability of the project free use in favor of the paid access. This gave us a chance to increase monetization at the cost of lessening the customers inflow and retaining the new users.

With this fundraising, we'll be able to re-open the virality valve to its fullest, by letting the main functionality of the project for the free use and by engaging it in the gamified structure. And we'll redistribute the project's monetization, largely shifting it from the ordinary users to business.

We'll need about one year to implement these measures. According to our forecasts, this will allow to increase the audience by 3 times (up to 450,000 users), and the project's income by 5 times (up to $15,000 per month).

$250,000

When the amount of funds raised reaches this level, we'll be able to implement one very important strategic step – splitting off the **"Coaching"** section from SmartProgress to an independent project.

In the course of developing the "Coaching" section within the framework of the SmartProgress project, we realized that we were digging a completely new and huge market. And even within SmartProgress we were able to create a unique tool that had turned out to be high-demanded, there simply can't be any analogues.

We realized that if we detach this section in an independent product, it will significantly increase its value and income. Here is a number of reasons:

1) This will enable us to have it distinctly marketed. Which will increase and facilitate the influx of new coaches and users.
As Coaching is just a section on SmartProgress now, it doesn't have its own positioning and is described only through the alembic of SmartProgress.

2) This will let us more accurately tool the product for the needs of the market.
We receive a large number of requests from coaches with ideas for the development of coaching, which, unfortunately, can't be realized within the framework of SmartProgress. SmartProgress has a very clear positioning and a mission – "goals", and so the Coaching section inherits this idea. Split-off into an independent product will make the instrument tooled for the specific demand of the market.

3) Facilitation of the Coaching project.
In the framework of SmartProgress, a new user, involved into a coach's program, has a certain difficulty to understand the project, because he is invited into a tutorial, which is just a part of another project – SmartProgress. As a result, it takes the user a long time to puzzle out SmartProgress itself first, and then his training program. Ringfencing Coaching as an independent project will relieve the user from this complexity, because he will go straight to the program, in which he was summoned.

When we receive the necessary financing, we'll be able to implement this step in parallel with the other. According to our forecasts, this move will increase the income up to $50,000 per month within a year.

$500,000

Having reached this level of funds raised, we'll be able to enter the English-speaking market.

When it comes to the Russian market, where SmartProgress operates – then it is only coming to light, it is actually being created by SmartProgress. Before SmartProgress, such projects simply didn't exist. There are now several services in the English-speaking market that provide an opportunity to publicly pursue goals:
www.43things.com – 3 million users
www.coach.me – 1 million users
www.Stickk.com – 500 thousand users

This means that in the English-speaking segment of the Internet, there is a formed demand for this product.

As for Coaching, according to Ibisworld, the size of market for business training and live coaching in 2016 amounted to about $15 billion.

By entering the English-speaking market, within a year the audience will reach 1.5 million users, and the expected consolidated income from SmartProgress and the Coaching Platform will make $165,000 per month.

ICO

Limit of the funds raised (cap): $500,000
Price of one token: $0.1
Name of the token: SmartProgress Token
Blockchain: Ethereum (ERC20 standard)
Campaign Duration: 30 days

Bonus depending on the number of purchased tokens:
from 10,000 — 5%
from 30,000 — 10%
from 100,000 — 15%
from 300,000 — 20%

Bonus when buying tokens on the first day of ICO: 20%

75-80%
INVESTORS

TOKEN DISTRIBUTION

15%
FOUNDERS

5%
BOUNTY AND PARTNERS

0-5%
AFFILIATE PROGRAM

The total number of tokens issued will be quantified after the completion of the ICO, based on the amount collected and the price of one token. If the designated sum for implementation of the first stage ($100,000) is not collected throughout the ICO, the entire amount will be returned back to the investors.

As a measure to stimulate the growth of the token rate, each month a token **PayBack** will be made at a market price of 10% of the company's profit for the previous month. All tokens purchased under the PayBack will be destroyed.

At the beginning of each month, the sum of profit for the previous month and the number of tokens to be purchased in the current month will be announced. Then, within a month there will be a buyup of tokens from the market. If the market has an insufficient supply of tokens, the redemption amount of the current month will be transferred to the next month and added up to the redemption amount of the next month.

Also the tokens issued can be used for all SmartProgress paid services: Pro-account, Word Value, coaching programs.