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# **Avrorum**

## **Blockchain CRM\ERP platform for B2B\B2C**

## Overview

Avrorum is an international economic blockchain platform for business aimed at automation and optimization of enterprise performance. Avrorum will be a fully functioning CRM and ERP system from Quotation to Invoice and Debits to Credits.

Avrorum is also an aggregation platform for rendering services and realization of goods for both bricks and mortar stores as well as on-line enterprises.

In technical terms: Avrorum is a Blockchain CRM/ERP system for B2B/B2C.

- CRM – Customer Relationship Management – Management system for relationships and interactions with customers.
- ERP – Enterprise Resource Planning - is business process management software that allows an organization to use a system of integrated applications to manage the business and automate many back office functions related to technology, services and human resources.
- B2B – Business to Business.
- B2C – Business to Consumer.

## Our Mission

To provide a CRM/ERP solution that will provide B2B and B2C for our customers on the secure blockchain.

## Challenges

The expansion of blockchain technology and crypto-currency into the real economy.



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## 1. Realization

The following modules will require constant development and regular updating.

### 1.1 ERP – Enterprise Resource Planning – Enterprise resources management.

This module helps form production strategy and planned operations, it provides for accounting, planning and business processes control automation in the enterprise. All departments work with a single database, which makes it easier to exchange information. Since the 90s ERP has been used by the majority of organizations irrespective of industry and field.

Functionality of the section "Document flow (internal)":

Internal administrative documents.

Control of execution.

Document creation – Choice of the pattern for the creation of an outgoing document by stating a chain of approvals\agreements, populating the document with information, determining instructions along the established chain to the person responsible with comments as to the execution of actions to be performed.

Waiting – The history of document flow, documents that expect confirmation, documents that have been sent, approved, draft documents, persons acquainted with the document. We will store the document in files.

Documents sections – Creation\editing documents flow sections.

Documents design – Creation\editing the model of document template, addition of new fields, lists, etc. Easily configured and convenient processes of document preparation and agreement.

Documents storage – Archive, distribution of documents by files in electronic form.

Management of archive files – Editing and creation of files for keeping documents in storage.



- External document flow – Contracts with side organizations, waybills, invoices, reports of the works performed, references of the works cost, other primary documents on transactions with counter-agents or between territorially dispersed departments of the same organization.
- External invoicing for the services rendered or company's goods in the preferred cryptocurrency.
- Support of instant correspondence with side organizations within the frames of external document flow.
- "Messenger" section functionality - Instant messages: personal, group communication, sending documents, image files.

## Stable

- VOIP telephony, video conference communication.
- Collective fundraising in a chat of cryptocurrency for an event or a purchase.
- Notifications – Alerts for departments or separate employees.  
Example: Notification of any changes in the company, innovations, conferences to be held on a planned date and any other notes as necessary.
- Notifications adjustments – creation/editing notifications files, notification fields designer, possibility to create desired model of notification fields.
  
- Working week – creation of a working week plan.
- To Do list – plan, contents, date, priority.
- Projects – Ability to build a long-stage and multi-chain cycle of actions to be performed.  
External creation of the project: Name, budget, participants, responsible person, the project priority, description.  
Internal part of the project: creation of tasks in the project, messenger for the participants in the project.
  
- Personal Schedules – Information output to 3 blocks: "Tasks", "Projects", "Events, personal notes, plan for working week"
- Events – Personal meeting or a company event.
- Personal notes – Will be visible only to you.

Plan for working week by items, priority and dates per item.

My calendar, output of all active tasks, projects, events, working week plan, personal notes, convenient filter of information output ON/OFF.

Generally all work of the enterprise employees can be performed with the use of “ERP” module, tasks setting and control, sub-tasks creation, structuration of executing projects receiving notifications, reports.

All information shall be displayed in the “Analytics” block: Gant Chart for monitoring the course of the work performance.

Document flow shall have possibilities for flexible adjustments of patterns for various needs (customization), that is, any enterprise shall be able to create necessary fields in the document and transfer them to the pattern, thus enabling employees to use ready patterns. (Example: Office memorandum, the document is used at the enterprises as an order for resources, salary and other needs).

Document flow shall be divided into:

- Internal (office memoranda, reports, notices, etc.)
- External (agreements between enterprises – customers and executors, of joint activity, etc.)

## **1.2 CRM – Customer Relationship Management**

The module is meant for the automation of customer relationship, increasing the level of sales and improving the level of customer servicing – by preserving the information and the history of the relationship.

This module allows systematizing all managers control and realizing goods and services.

List of transactions – 4 blocks of the transactions stages and the list of transactions, editing the blocks of stages output.

Transaction internal control – Name, meta-tag, transaction stage, responsible person, budget, date of transaction beginning, customer information, company information.

History – Register of actions related to transactions, notes and the whole history of customer relationship, comments, setting the task to the

responsible manager, external invoices for the customer, registration of travels.

**Generally:** Control of sales and income to be performed with the “CRM” module, carrying out stage by stage transactions with the possibility to create fields for custom transactions (customizations), display notes for transactions, control of managers, tools aimed at searching for potential customers with certain contacts (lead generation).

Major analytical tool: Purchase funnel. Possibility of building the scenario for processing customer’s order. Integration with messengers (Telegram, Facebook, VK) to make for free communication of managers with customers from 1 chat in the system without switching to other messengers.

**Contacts section functionality:**

Personal contacts, distribution by files, search by hashtags.  
Contacts with CRM with convenient filtration by hashtags.  
Companies with CRM.

## 1.3 Accounting

This module serves for recognizing all information of the enterprise, mainly, of goods\services and finances.

**Warehouse\accounting of goods**

Control and accounting of goods at warehouses, shelves, etc.; building patterns of goods movement is also possible, goods are accounted with QR code by mobile application, data being output to graphical analytics. The price for the goods established in a selected currency USD/EUR/UAH/RUB – shall be automatically translated for any cryptocurrency wallet supported by the Avrorum platform.

**Financial accounting**

Financial control and creation of financial accounting patterns (income\expenses, etc.), the data being output to graphical analytics. Financial accounting allows for payment salaries to employees in cryptocurrency to their crypto wallets.

## **Remarks**

At the beginning we mentioned that cryptocurrency can possess high volatility and there is a risk that the salary paid to an employee may either rise by “X” points or fall by the same “X” points on the next day. If a user considers this possibility critical and desires to avoid it, the function “automatic transfer to fiat currency” shall be installed on the platform. The user shall be able to connect his card Visa, MasterCard (or any other account for receiving the money, for example: Webmoney, Paypal), so that the money transferred by the enterprise as salary shall stay in the crypto wallet in the form of cryptocurrency during very insignificant time, there is also a possibility of automatic transfer to a card or an account only of a certain part of the sum specified by the user.

## **“My banking” section functionality**

Creation of crypto wallets on user preference:  
Bitcoin, Ethereum, Dash.

- Import of the existing wallet.
- History of transactions, inputs, outputs.
- Safety center – activation of two-stage authentication with the acknowledgement of actions by SMS, generation of private key for exporting you wallet.
- Export of the "Private key" wallet occurs with SMS acknowledgement, input of the private key consisting of 12 words, input of the Avrorum system password.

## **Transfer of assets to another wallet, internal transactions among colleagues in the company.**

**Exchange** – Classic service for input and output of cryptocurrency. We shall provide reserves to ensure automatic exchange of cryptocurrency for convenient means of receiving fiat money in the process of the company development, we shall extend the list of possible ways of output. Automated exchange by the rate from official sources of Bitcoin, Ethereum, Dash to Visa/MasterCard (at the first stage). Adding cryptocurrency by Visa/MasterCard according to the rate from official sources.



## 1.4 Business tools

This module presents a set of tools for business, mainly, for the promotion of goods and services.

### **Landing Page Builder**

The tool for creating landing pages with the possibility to connect a widget for automatic lead conversion, which is translated to CRM module.

*Author's elaboration of a new type advertising in Stable version:*

### **H7PROMO**

Graphic designer of promo pages for smartphones, possibility of creating 7 slides incorporating ultimately packaged information in one advertising object.

Easy creation of promo pages for a company or goods with the possibility to implement advertisements of this type in social networks.

This system shall increase the reaction of a potentially interested customer as high as possible because, in addition to standard advertising with one image and a reference to the resource, it will allow to combine in one advertising object all information of the product or the company.

This module is designed for permanent replenishment with various tools for business, both by the developers themselves and by any participants of the project who desire to offer tools for introduction in the basic module, provided they are supported by general voting (in DAO).

## 1.5 Trading platform

A module designed for the realization and purchase of goods and services. A company\user can create own "point of sale": news, description, vacancies, goods\services, working hours, place of residence.

Any user can buy\sell\render services governing the transactions with the aid of "Guarant service" and "SmartContracts", receiving money in cryptocurrency to the selected crypto wallet (with automated output to banking card or any electronic account).

The trading platform shall not be created only for trading in “internet things” but it also shall serve as a web scraping tool for “Offline” goods and services.

(Example: Interactive maps, such as google maps, showing the location of “Offline” shops, where customer can see the goods\services, companies close-by according to GPS location, and order services\goods paying for them from his crypto wallet, with automated notification of the Seller by SMS.)

You may come and obtain your service or goods or order delivery if available. The customer registers and arranges the way of payment (makes pre-payment through the system and presents the QR code and effects payment then and there).

## **1.6 Mobile application**

### **CRM+ERP+My Banking**

- Convenient intuitive management via smartphone, Push notifications of new documents, overdue and nearly performed tasks\projects, messenger, with all modules of Beta Version.
- Stable Version: VOIP telephony, videoconference communication with colleagues, customers of CRM.

### **My banking**

- Possibility of control, creation, keeping history of transactions by wallets, transactions to external wallets, transactions with internal contacts to whom the wallet is assigned – colleagues in the company; there is also a possibility to use “cold” storage on your device (Example: USB drive).
- Safety system – pin-code for entering application, authorization to the company profile, reserve storage of import\export wallets by key words consisting of 12 words.

## 1.7 Applications market

We shall present an extended API for developers to allow developing decentralized applications to Avrorum platform.

The application must be completely open. It may be revised taking into consideration market situation, but it must be recognized by users.

## 1.8 POS Terminals – electronic software-hardware

Device for receiving payments with contactless interface. POS Terminals shall be synchronized with the Avrorum platform, to allow to enterprises that possess cash registers accepting cryptocurrency for payments. These terminals shall be able potentially to automate the process of customer servicing.

The terminal shall be created based on the “Octopus Engine” elaborations. Analytical software shall be created by the Avrorum team.

“Crypto Cashier 3.0” section functionality:

The company shall create a cashier account, establish the rights of access to goods categories from the “Accounting” module. Support of several sales points simultaneously, analyses of sales by week, month, quarter for all sales points, on-line presentation of sales information.

### **Cashier retail terminal**

- Input of information with barcode reader.
- Selection of goods from the list.
- Search of goods by name and item number.
- Review of information of the goods sold during a work shift.
- Work with on-line and off-line data base. Flexible adjustment of switching modes in case of losing communication with on-line base and further re-establishment of communication.
- Cashier’s activities journaling.
- Workplace blocking.
- Choice of cryptocurrency for payment – after selecting goods, a company may assign, for example, 3 crypto wallets Bitcoin,

Ethereum, Dash, in this case cashier asks the customer which crypto currency he is going to use.

- Customer selects the crypto currency and the bill is formed on the screen.
- When using any Wallet application available, a customer can pay for the goods by reading QR code.
- The company can switch on or off the mode of automated output of money from crypto wallet of a selling point to Visa/MasterCard (or any other electronic account).

## 2. Safety

Safety of the company data is our major goal and we have elaborated a system for entire data coding AES-128-CBC-HMAC-SHA256 and transfer to MultiChain. A signed message looks like this:

NY1SKPeApqRkc1padVjA==[R]230d77cd-0d90-4c60-b3a4-98f91b395b73, it has already a key and the content can be decoded only by script, coding cannot be unilateral. Non-signed message looks like this:

A4NITKnTZhLRE8A/Pyv3IA and a new key is generated in the process of authorization - 128 bit signature c30a1e1a-2ba3-44a6-a835-eda694b08b00, in this manner we ensure ultimate safety of users data; safety algorithms shall be still improved when elaborating beta version.

Example:

```
public function add($userAddress, $stream, $data, $key=null) {
    $hex = $this->Encrypt(bin2hex(json_encode($data)),
    session("auth_secret"), OPENSAL_RAW_DATA, 'AES-128-CBC-HMAC-
    SHA256');
    $key = (($key!=null)?$key:md5(uniqid(session("address"),true)));
    $this->mcObj->setDebug(true)->publishFrom($userAddress, $stream,
    $key, $hex);
    return $key;
}
```

### 3. Technical architecture

#### Alpha

For the alpha stage of the version, the platform prototype was worked out in the PHP + MYSQL language with the use of partial decentralization of data based on BlockChain - Multichain, namely:

- Document flow.
- Plan of working week.
- Company data are stored in a distributed network, protected, open; in order to avoid manipulations with the data and failure of one Multichain block, the platform automatically attaches to Node.
- Multichain was taken as a BlockChain platform being tested, instead of the basic one, which allows conducting tests of scaling and network loading by blocks of 4-5 mb max.

#### Beta

Beta shall be used for NodeJS platform with decentralization of data of all modules contained in the Beta version on the basis of own elaboration of BlockChain, specifications of protocol and model shall be posted on the website after the Beta version is finished.

In the Beta version, the construction of the technical architecture will start according to the planned plan. Following the concept of technical implementation.

When you register a company, a side chain is automatically created. The advantage of using side chains is independent data, without increasing the load on the main circuit, in order to avoid excessive expansion and uncontrolled data flow.

Method of data storage:

1. The headers of the modules are encrypted by the first stack of the platform, after which the data is transferred and stored in BlockChain.
2. The content of the modules is written to JSON and transferred to IPFS. IPFS is a p2p-hypermedia protocol whose purpose is to supplement / replace the protocol of transmission - HTTP, which dominates the Internet. It is a P2P-distributed file system, which aims to connect all computing devices with one common file system.

## Stable

Creation of completely decentralized and autonomous platform, full scale launch of the product.

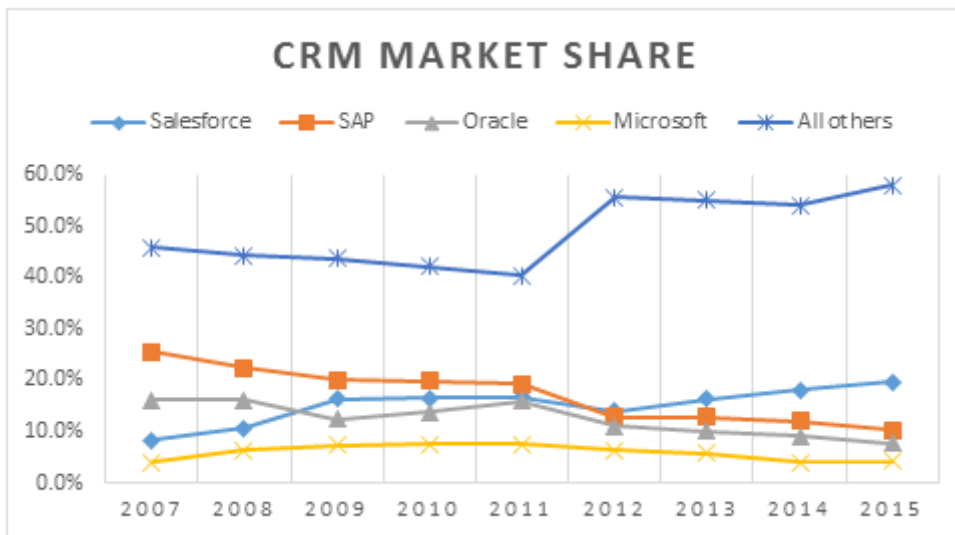
## 4. Market conditions

CRM/ERP market for business is in rapid evolution. According to Gartner, the market of CRM software amounted to \$26.3 billion in 2015, as compared to 23,2 billion dollars in 2014, which comprised 12.3% of annual growth. In 2017, the CRM market 36,5 billion dollars.

*According to Gartner.com*



The analyses below is based on consolidated annual data for previous 8 years to demonstrate the tendencies among 4 big suppliers and “all the rest”, to show the leadership and the market share.



### Review:

Many experts in CRM-systems believe that considering 4 major suppliers of CRM (salesforce, SAP, Oracle and Microsoft), their total share in the market is growing. However, the data show otherwise. If you add all CRM suppliers of other systems, exceeding 4, you'll see that this group has increased their collective share in the market from 46% in 2007 to 58 percent in 2015.

Salesforce – is the indisputable leader in the CRM software market. During the previous year, the company was growing more rapidly than its closest competitors.

It is very difficult to make forecasts as to the 2<sup>nd</sup> leader in the CRM\ERP industry. SAP and Oracle suffer from stable fall of the market. Microsoft could have surpassed the SAP and Oracle, but the data show that Microsoft slow down economic growth in this direction.

Gartner.com informs that “salesforce 365” and “Dynamics CRM” together comprise 54% of CRM implementation projects, while the rest 46% account for all other CRM-systems.

Oracle and SAP continue longstanding decrease. Mass media often state that the combination of obsolete base Siebel (Oracle software), together with obscure strategy leads Oracle to degradation. In its turn, SAP also suffers losses.

There exists a significant discrepancy between the 4 major CRM suppliers and all the rest. Gartner had earlier positioned IBM under number 5 among

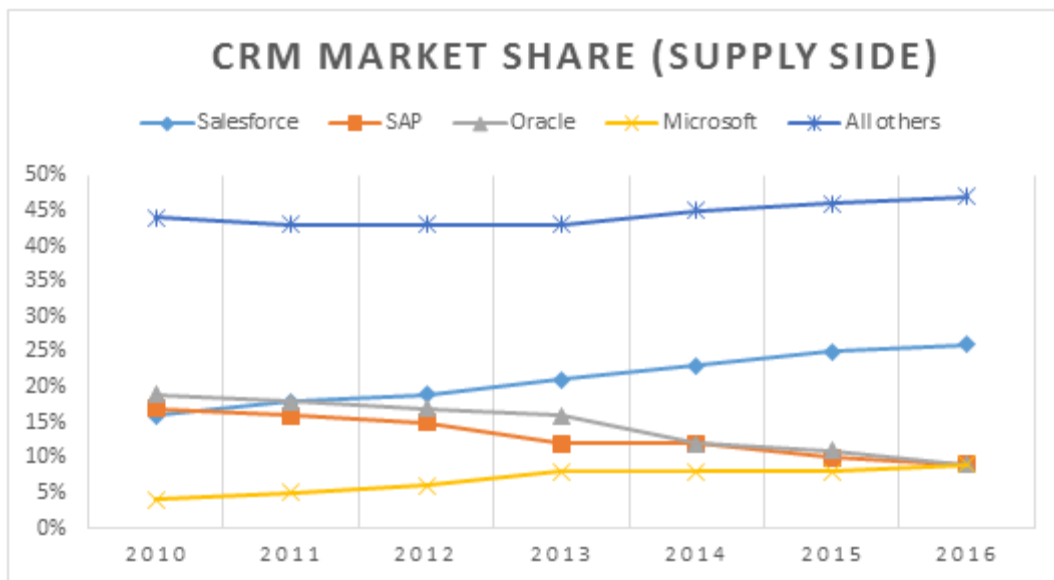
CRM suppliers, however, now Adobe occupies the 5<sup>th</sup> place. CRM products of IBM and Adobe almost completely consist of marketing systems.

Gartner also informs that 2015 became a crucial moment, when revenues from SaaS (software as a service – cloud services) of CRM-systems are growing rapidly. During previous year, total income of the companies rendering services of the SaaS type grew by 27%, while the income from selling licensed products to be used on the site lowered by 1%.

Gartner carries out the analysis of CRM market proceeding from two factors: expected income of the market (speculative) and individual income of the seller (usually anticipated because the majority of suppliers do not disclose their incomes from CRM).

Thus, let us explore data and analytics of one more research company. *Beginning from 2010, the data of CRM\ERP who visit CRMsearch.com. are periodically tabulated. In order to receive a comment from the side of demand, instead of the side of offer, in July they questioned 448 visitors asking them to choose CRM they used. After separating the answers of the visitors who did not use any special CRM-system, the following results were received.*

*According to the data of crmsearch.com*



### Review:

The data show that “salesforce” exceeds the share of the market three-fold as compared to suppliers who fight for other positions. In addition, salesforce grows faster than its competitors do. 60% of the company revenues are received from the existing customers, while the tempo of fall



has decreased by 45% since 2011 (now the retention factor equals to 91% against 89% in the previous year).

The data of the current year demonstrate a kind of standoff between the companies fighting for the 2<sup>nd</sup> place. However, when you study their trajectories, you may forecast that two of these companies (SAP and Oracle) suffer a fall, while the third one (Microsoft) grows. Microsoft corporation shall be considered the only candidate for the 3<sup>rd</sup> place if the trend continues.

Other suppliers of software CRM\ERP, excluding the major 4, gain weight, which is an evidence of the CRM market becoming less cumbersome.

Though not shown on the scheme, “Sugarcrm” is called the 5<sup>th</sup> supplier in contrast to the Gartner analysis, that informs that Adobe occupies the 5<sup>th</sup> place.

**Conclusion:** The data from various sources differ, however, approximate corridor of distributing market shares is clearly identified with the leader being the “Salesforce” company. The main vector of development is directed to “cloud” solutions.

**As of the date of creating this document, the Avrorum project has no direct competitors,** at the same time, certain services presented by Avrorum appear in the offers of the abovementioned companies, and, correspondingly, the abovementioned companies can be called “indirect competitors”.

In contrast to Avrorum, none of the abovementioned companies presents an integrated ecosystem for carrying out business, nor does it use the blockchain technology or stimulate the use of cryptocurrency.

## 5. Distribution

Principle of “Viral spreading” was laid as the foundation. Enterprises using Avrorum are specifically interested in such procedure when the related co-operating enterprises and the customers, to whom the services are rendered, use the tools and resources provided by Avrorum. In particular, it concerns such tools as cryptocurrency and viral spread with the help of DAO participants.

The second priority as to spreading is the integration of the project into various business communities, such as business clubs, trainings, associations of entrepreneurs, etc. At this stage, the main priority shall be the conclusion of at least mutually beneficial relations.

Consistent PR campaign must also go on. The list below generalizes main directions of spread by priority:

### **Viral spread**

- Co-operation with core groups (communities)
- Blogosphere (YouTube, Core informational sites, etc.)
- Search systems (SEO optimization, Google AdWords, etc.)

## 6. Pricing policy of the project

Prices for the services rendered under the project shall be formed on the principle of “daily automated debiting the internal account”. However, not all services under the project are paid ones. Payments shall be received only in cryptocurrency. The prices are translated in USD for the sake of convenience.

- CRM\ERP – \$1 per day
- Trading site – free
- Guarant service at the trading site – 5% of the transaction amount.
- Exchange – 0,3% for a transaction.
- Paid applications in the “Market of applications” - 5%.
- POS Terminals – (50% of earnings from servicing are received by partners of Avrorum – Octopus Engine)

The use of the following cryptocurrencies shall be allowed on the whole platform: Bitcoin, Ethereum, Dash (other cryptocurrencies shall be added subject to voting of participants).

## 7. “Avro” tokens

### 7.1 The Platform use

All investors of the project shall receive a possibility of lifelong free use of the platform including all further upgrades.

### 7.2 Receiving revenue from the Avrorum activity

Possibility to receive dividends. Anybody who possesses tokens shall receive revenues from the project operation. The dividends shall be accrued in proportion to the number of coins in the wallet. Dividends can be paid the cryptocurrency according to the user’s choice (Bitcoin\Ethereum\Dash + in case of adding other cryptocurrencies to the platform, they shall be also included).

### 7.3 Project management

The second purpose of the tokens – is a voting right for the management of the project, solution of questions concerning strategic directions of activity, safety of the platform, strategies and methods of the project spreading and all other issues demanding solutions.

Voting shall not be obligatory, though participation in voting shall be motivated by premiums to dividends in the form of Light Avro (described below).

Remarks:

Technical updates\applications for basic modules can be offered by any company participating in the project, and they shall be worked out by regular design engineers, provided all token holders vote “for” such update\application. In addition, any company may place a ready module based on our API in the “Applications market” for all companies free of charge or for sale (as desired), such application shall be tested for safety, and in case of positive result, it shall be added to the “Applications market”.

**Golosarium** – the section for accepting ideas, updates and applications based on participants consensus. Regular design engineers conform to the results of voting.

Also in the Avrorum project there is an internal kind of tokens:

**LightAvro (LAvro)** is the domestic currency of the Avrorum platform. Used only for additional rewards in various parts of the platform.

- LAvro is not traded on the stock exchange.
- LAvro can be "exchanged" only for the primary currency AvroToken (AVT), 1 AVT = 1000 LAvro.
- LAvro has a limited number of issues in the amount of 1,000,000,000,000.
- To earn LAvro you need to keep at least 1000 AVT on the account (In addition to earning in "DAO", for "DAO" the number of AVT on the account - it does not matter).

## Where to get LAVro?

- LAVro can be obtained for network support.
- LAVro can be earned on the trading floor, if you are a seller.
- LAVro can be earned in the DAO.

### LAVro for network support

You get LAVro for maintaining the network. The remuneration amount LAVro is tied to time (PoT - Proof of Time). 1 Lavro = 1 Day.

Note: The amount ("1") is given only for an example and a convenient understanding of the reward scheme.

### LAVro on the trading floor

If you sell a product or service on the Avrorum trading floor, your customer can put you "like", like - it's 1 LAVro. This LAVro is generated from the customer every time you start a deal with him. The customer can not put you "like" - then this "Laika" (1 LAVro) burns out.

**Note:** The amount ("1") is given only for an example and a convenient understanding of the reward scheme.

### LAVro in DAO

Each time for voting, for performing tasks and proposals that appear in the DAO, you can get LAVro.

Note: over time, in polls, DAO can add more seats on the platform where it will be possible to earn LAVro.

### Conclusions:

- The power of the machine is not important, it is important how much time you maintain the network.
- LAVro creates the possibility of soft emission of AVT, through the work of the whole project.
- The more Avrorum project clients = the greater the Dividends of each project participant.
- The requirement of 1000 AVT makes it possible to receive LAVro = thereby increasing the cost of the AVT itself on the exchange.
- A balance is created between speculators - who want to earn on the stock exchange and project participants who want to receive more dividends from the project. (Centralization of management is not

possible, since the number of AVT does not affect the "weight of the vote" when voting in DAO - only the arguments.)

- Even if a person does not have enough money to buy 1000 AVT, he can buy a minimum of AVT and earn LAVro in "DAO", which would later be exchanged for AVT and receive dividends from them or be sold on the stock exchange.
- Rewards on the trading floor create an opportunity for sellers to earn extra money, as well as stimulate them to serve the client well and honestly.

### 7.3.1 DAO

DAO is a decentralized autonomous organization operating based on blockchain technology. In order to create systems that possess a large factor of safety, absolute flexibility and are effective in the tempo of development, decentralized management of DAO type is necessary.

The purpose of DAO is effective horizontal structuring and autonomation of the eco-system. Besides, DAO allows liquidating the "single center" of power and taking decisions, and as the result – the potential "point of refusal".

- Decentralization means horizontal structure of the company.
- DAO has no single owner\owners, each organization participant being a legitimate co-owner possessing equal authorities.
- DAO makes corporate jurisdiction unnecessary because all interrelations, both internal and external between DAOs, are realized by clever contracts. If decentralized economic system where internal capital is distributed between users according to certain rules means DAO philosophy, then clever contracts are the instruments of its realization.

DAO Avrorum contains a possibility of direct participation in the project development and additional income, this only demands "assuming an office". Taking decision is realized in Golosarium.

## Concept:

- Any offers are possible, namely technical, strategical, tactical.
- Everybody is anonymous. (All participants offering proposals shall vote, comment, etc. – anonymously; this is necessary to liquidate «Authoritativeness» among all DAO participants and allow to the participants analyzing and considering the offer itself without any psychological pressure on the part of the person who makes the offer)
- If the proposal made by an anonym is supported by voting, the anonym shall become “visible”. (At the moment when a participant supports the proposal he “discloses his face” – the rating and “authority” of the participant become visible )
- The anonym shall specify whether he is going to realize his proposal by himself or asks others to realize it. (A participant can have no possibility, adequate knowledge, enough time but still make a “useful” proposal)
- Only participants shall take final decision as to whether another participant can undertake the realization. (After the participants who want to be involved with the proposal on their own, disclose their personalities, it becomes evident that they have either high (good) or low (bad) rating (formed based on the results of previous proposals) but even if the rating is bad, the participants can “given a chance”).
- The participants who take on the task of realization of somebody else’s proposal shall describe for the whole DAO their plan of realization. (The participants are obliged to demonstrate the plan; this is required to analyze potential problems, make forecasts and seek help from other DAO participants when necessary.)
- In case there are no volunteers, though the proposal was approved by voting, the realization shall be entrusted to regular design engineers.
- Regular design engineers may send the proposal for a follow up revision or for re-voting if they can justify the reason, in case of recurrent accepting the proposal, regular design engineers shall be obliged to realize it. (After a lot of discussions some proposals may contradict to each other, lack a certain flexibility, factor of safety or flaw concept. Proposals may reiterate. Regular design engineers may actually fail to participate in all discussions at the stage of voting)

Only 3 types of “positions” exist in DAO Avrorum.

- 1) Technical active members (T.A.P. and T.A.A.P.) – to be elected only by voting in DAO.
- 2) Business active members (sales managers, calls processing managers, “product” distribution managers) to be elected only by voting in DAO.
- 3) Delegates (participating in various conferences, discussions, etc.) to be elected only by voting in DAO and “passing” an exam with regular design engineers for the knowledge of the structure realization /API platform).

Remarks:

- Only Avro owners (investors - participants) may occupy “positions”.
- A FAO participant may occupy several “positions” simultaneously.



## 7.4 Types of tokens

Tokens are divided into 2 types:

- **Avro** – are used for obtaining dividends and participating in negotiations – can be exchanged for fiscal money.
- **Light Avro (LAvro)** – are used for voting and motivating – cannot be exchanged for fiscal money, only transferred to Avro. After accumulating 1000 “LAvro”, they can be exchanged for 1 Avro.

LAvro shall be available both in DAO and at the trading platform – as payment for goods\services; rating of sellers shall be also remunerated in LAvro – sellers shall be able to monetize their successful reputation. Stimulation in LAvro shall be integrated in other modules as time goes.

## 7.5 Additional income

We describe here extra income that can be earned in addition to general dividends. This demands occupying “a position”.

**“Business active members”** – Distribute product and can supervise the activity of the companies\customers attracted by them; for each company attracted they receive 10% of profit from such company (while the company uses the services). To become a business active member – one must undergo DAO verification, record a video containing answers to questions, his description and post it in the special section of “Golosarium”; after that voting for candidates begins.

**“Technical active members”** engaged in elaboration and updating products (Technical active members - programmers - T.A.P.) - for each successful and realized update receive all LAvro (Light Avro) accumulated during voting for this update, they can also be additionally financed from DAO budget.

To become a technical active member (T.A.P. one must undergo DAO verification, record a video containing answers to questions, his description and post it in the special section of “Golosarium”; after that voting for candidates begins.

**Remarks:**

- T.A.P.s are formed\created in groups consisting of 4 persons minimum (only people acquainted between themselves can form a T.A.P., T.A.P shall not be formed accidentally)
- If a DAO accepts a technical proposal (“Project”) by voting, then a Statement of Work (SOW) shall be distributed among all T.A.P.s until some T.A.P. accepts it for realization.
- When a T.A.P accepts a “Project”, it is displayed in ERP module, where T.A.P. leader splits tasks.
- Each T.A.P. can have only 1 “Project” within “X” time, until it is finished or rejected.
- All T.A.P.s can be busy.
- A T.A.P. carries out tests of his updates in a specially designated place so as to avoid damaging the main platform. If everything goes through, the update shall be tested by regular design engineers, and in case of success, the update shall be integrated in the platform.

In addition to “Technical active members programmers – T.A.P.s, there are “Technical active members in hardware solutions - T.A.A.P.s”; these active members are involved in installation of hardware – POS Terminals. For each POS Terminal installed they receive 10% of Avrorum profit from the transactions of the terminal connected.

## 7.6 PreICO\ICO

Total number of tokens issued shall be 72 000 000 AvroToken

15% - remains for the key staff of design engineers

2% - Bounty

83% - for PreICO\ICO

### **PreICO**

Time: 10 days

Quantity: 30% (18 000 000 million)

Discount PreICO: 40%

Price: 0.42\$

Tokens distribution shall begin on: (date\time)

Avro tokens shall be issued using “Waves” platform.

List of wallets available for accepting assets on PreSale.

- 1.Bitcoin
- 2.Litecoin
- 3.Ethereum
- 4.Dash
- 5.Waves

Wallets addresses shall be available: (date\time)

Transactions data shall be recorded in the history, and the platform shall automatically calculate how many AvroTokens are due to you, please, be attentive in your actions.

After finishing PreSale in manual regime, depending on the number of tokens bought through a personal account, AvroTokens shall be sent to all investors via Waves platform.

## How do I participate?

To receive AvroToken, perform the following actions:

1. Create a member account Waves, using one of the following applications:

- Chrome  
<https://chrome.google.com/webstore/detail/wavesliteapp/kfmcaklajknfekomaflnhkj jkcjabogm>
- Web wallet  
<https://waveswallet.io>
- Android-application for mobile devices  
<https://play.google.com/store/apps/details?id=com.wavesplatform.wallet>
- Mobile application IOS  
<https://itunes.apple.com/us/app/waves-wallet/id1233158971?mt=8>
- If you have any questions concerning WAVES Wallet, you may contact [support@wavesplatform.com](mailto:support@wavesplatform.com)

2. Create a reserve copy of "Seed". You must record it and store on another device (for example, USB) or store it safely. Without your "Seed" you may lose access to your Waves account.

### Seed

The procedure consists of complex cryptographic operations with the use of **SEED** (a series of random words) to create a unique address for your account.

This SEED is very important and it must be stored safely in a reliable place, because it is the only way to recover your account in case of loss, data damage or hardware failure.

Your SEED will also allow importing your account to other devices.

**Note:** Check that you have marked the whole length of the SEED before storing.

3. Enter Waves address to the field «address» in the control panel.

4. Confirm the address with a reference sent to your e-mail.

**Please note the following:**

- NO BUYERS FROM U.S. - AVRO TOKENS ARE NOT OFFERED OR DISTRIBUTED AMONG U.S. RESIDENTS
- PURCHASE OF AVRO TOKENS IS NON-REFUNDABLE AND THE PURCHASE CANNOT BE CANCELLED.
- AVRO TOKENS MAY NOT PRESENT ANY VALUE. YOU MAY LOOSE ALL ASSETS.
- THERE ARE NO GUARANTEES THAT THE PROCESS OF PURCHASING AVRO TOKENS OR RECEIVING AVRO TOKENS SHALL NOT BE INTERRUPTED, THAT NO MISTAKES OCCUR AND THAT AVRO TOKENS ARE RELIABLE.

**ICO**

2 months after PrelICO the main ICO shall be carried out.

**Time of realization:** 26 days, 4 stages. Date and time shall be specified.

4 days - 15% (discount) – 0.51\$

5 days - 10% (discount) – 0.54\$

7 days - 5% (discount) – 0.57\$

10 days - 0% (discount) – 0.60\$

**Quantity:** 70% (42 000 000)

Non-purchased tokens shall be “burnt”.

## 8. Conclusion, references, contacts

### Conclusion

The project development is divided into stages: Alpha, Beta, Stable.

**Alpha** – Designed for creating a prototype, building initial basis and determining the concept, creating 1 line of basic modules, initial concluding associations and co-operations, initial implementation of technologies BlockChain and cryptocurrencies.

**Beta** – Built for final creation of basis, 2 lines of main modules, additional recruiting the team, the second stage of BlockChain implementation, proceeding with conclusion associations and co-operations, creation of basis for and initial transfer of the project management to DAO, initial self-sufficiency and initial possibility to use the platform.

Beta version includes:

- Transfer of the platform to NodeJS with the decentralization of all modules data contained in Beta version.
- Additions to CRM, ERP.
- Modification of database.
- Trading platform.
- Applications market.
- Mobile application.
- DAO.

**Stable** – Ready finished product, final transfer of control to DAO, decentralization of management and technical architecture, complete self-sufficiency and full possibility of usage by the whole platform.

## **References**

Avrorum Project - <https://avrorum.com>

Landing Page - <http://avrorum.io>

## **Contacts**

Telegram: <https://t.me/joinchat/AAAAAEReSviCv9Dfm0jNkA>

Email: [info@avrorum.com](mailto:info@avrorum.com)

Slack:

[https://join.slack.com/avrorum/shared\\_invite/MjAyMTE2NzU3NTM5LTE0OTgxNTk1MjQtZjgwNmRjNjY1OQ](https://join.slack.com/avrorum/shared_invite/MjAyMTE2NzU3NTM5LTE0OTgxNTk1MjQtZjgwNmRjNjY1OQ)

Facebook: <https://www.facebook.com/groups/avrorum/>

Vk: <https://vk.com/avrorum>