



THE MOAI
WHITE PAPER

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Executive Summary

What is an ICO? An ICO - which stands for Initial Coin Offering - is the process for an entity to offer blockchain token for sale in a way to raise fundings to develop a product where the token will play a role in.

For example, an established company can be seeking for fundings in order to quickly expand and earn marketshare. From this growth, will come a new income, and with this additional income, the company will reward the token holders on a given basis based from their gains.

However, it is not reserved for NASDAQ companies! In fact, it can also help a team with a great project to finance the development of their product, and then offer usefulness to the token in this project, just like the previous case, a financial return as a way to greet the financial contribution in the development of the project.

There is also an endless number of other possibilities! There are as many types of ICOs as there are entities willing to do one.

However, what does it offer over traditional means to gather findings in short?

There are many advantages in fact. Among them, the fact that the pool of money from anyone in the World is much bigger than the money investment funds have, or are willing to invest in blockchain projects.

Mastercoin held the first token sale (also known as an ICO) in July 2013. 2017 year was explosive for ICOs. There were at least 18 websites tracking ICOs before mid-year. ICO for a new web browser called Brave generated about \$35 million in under 30 seconds. Messaging app developer Kik's September 2017 ICO raised nearly \$100 million. At the start of October 2017, ICO coin sales worth \$2.3 billion had been conducted during the year, more than ten times as much as in all of 2016. As of November 2017, there were around 50 offerings a month, with the highest-grossing ICO as of January 2018, being Filecoin raising \$257 Million (and \$200 Million of that being raised within the first hour of their token sale),

Kik had previously issued \$50 million in tokens called "Kin" to institutional investors, and sought to raise an additional \$125 million from the public. In connection with this ICO, an unidentified third party executed a phishing scam by circulating a fake URL for the offering through social media.

As we see and hear daily, **there are some troubles in ICO paradise**. We see three major problems here:

- 1. Lack of Security**
- 2. Dispersion of Services**
- 3. Lack of ICO recognizing tools**

What is The MOAI? In all of this, our mission is to help creators implement the best possible ICO by providing the ultimate infrastructural platform with tons of features.

We are proud to offer:

1. The highest-level security by our newly developed algorithm – **Foxviking**
2. Services that increase your benefits
3. Innovative features, with easy to use infrastructure!

Excited? Follow the guide to find out more details about these features!

1. Three main ICO market problems: Lack of Security, Dispersion of Services, Lack of ICO recognizing tools

"If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it," Albert Einstein said. We heeded those words while tackling the innovations and tried to look for the root causes of ICO problems to find the best solution. We defined three major points here:

- 1.1 Lack of Security** - ICOs are by definition at risk because a lot of funds are concentrated in the hands of a small team, which is most of the time not paying enough attention to the security. Blockchain may be a strong tool for privacy and security, if misused; these tools can turn their power against you. That is how low security leads millions of dollars of funds from ICOs to be stolen.
New level of security is extremely required for reproducing trust between the founders and users.
- 1.2 Dispersion of Services** - Another problem with ICOs is that they are not part of a global solution in term of funds movements, but only side projects benefiting from a distant infrastructure. It is like if the ICO is a village, and the exchange a big city far from it. Every day when people go to the city, they consume fuel, that has a cost, and they take a risk driving. Here is is the same. When you buy tokens, sending them to exchanges is costly and you can lose them either by entering the wrong address or having the exchange stolen.
New world needs ICOs with integrated wallet and possibility to possess any crypto-currency without additional costs.
- 1.3 Lack of the ICO recognizing tools** - Finally, there is a problem with ICOs in the sense that they are all isolated one from another. Being just aware of what ICOs are currently going on is hard, but having precise records of performances of them

is another matter. There are plenty of tools in regular markets such as social trading or analysis reports, but in ICO, there is nothing of this. The ICO market is still a bit made in the spirit of the garage project. Finding information on ICOs around the internet takes time and there are still many questions without the answers.

Creators need valuable and arranged Database, in order to develop the successful ICOs

2.THE MOAI solution

2.1 FoxViking

ICOs are conveying many funds, but there is no technology to make these funds secure enough.

At least until MOAI era. In fact, MOAI is proud to have developed FoxViking, a technology made specially for securing private keys. FoxViking is the most secured algorithm in the world to secure crypto-currencies, making it impossible for anyone to steal funds that are in our possession.

However, how does it work exactly?

The process is quite complicated. First, we take a book of a precise edition and we translate it, manually, to be sure, no one else has the same translation than us. We apply the algorithm to the text we got.

Based from this text we choose random letters, such as the eleventh letter from the third word of the twentieth page. We do this until we have a complete reference to the private key.

These indications are then again encrypted by symbols so that the person getting the hand of the final twice-encrypted paper only see random drawings and points. For potential hackers it is incredibly hard to steal a single penny, even impossible, especially knowing funds will be split in a huge number of addresses, with no more than 1000\$ each time.

2.2 Integrated wallet offering to possess any crypto-currency without additional fee

MOAI simplifies this all by concentrating all your tokens and crypto-currencies in the wallet of your profile. There you can possess any crypto-currency accepted on MOAI at no cost.

2.3 BUYER ALL OF FAME - PROFILE EXPLORER, COPY BUYER, GREAT DATABASE, EMBEDDED WEBSITE, Integrated blog

We have developed all of these tools for making creators journey easy, fun and productive. Each of them are easy to understand, comfortable to work on!

3. Product and opportunities

On MOAI, the main thing is before all to create an ICO. Using the powerful tools we provide, you will be able to launch your awesome project hassle-free. We provide the entire infrastructure, we handle all the money transfers, and we take care of the security, all so that it becomes incredibly easy to run an ICO!

3.1 Project Explorer

You can quickly browse all the projects featured on MOAI, and filter them by many criteria, such as their platform. If you want to see only the projects running on the Ethereum blockchain, you can, only on MOAI.

There are also tools provided by MOAI to let you find the next best ICO to buy the token of. For example, the spotlight menu shows the most popular project lately, because generally, thousands of people cannot be wrong.

There is also MOAI pickups. The entire project we loved for their inventiveness or genius will be displayed in a dedicated carousel.

3.2 A complete profile

Anyone registering on MOAI is granted a profile like you could have account on Social Media. There you can post status reflecting your mood about a given ICO for example. It also features brilliantly clear statistics to prove that to the world you definitely are the best token buyer ever.

3.3 Integrated wallet

Buying tokens can quickly become painful when you have to mess with several wallets. It becomes complicated to keep a track of what you have, because your wealth is split into several places, and it can even happens that you forget you have a bit of money dug at this place. Moreover, having several ethereal wallets for example means you must keep a bit of ether in each wallet to fuel any possible withdraw from it. In short, it becomes quickly uneasy and bothering, while making business and earning money should be funny.

MOAI simplifies this all by concentrating all your tokens and crypto-currencies in the wallet of your profile. There you can possess any crypto-currency accepted on MOAI at no cost.

In addition, what about the privacy then? Because it is true that having many wallets is not just to be fancy, it has a role, and this role is to protect your privacy, by chopping any possibility to keep a track between your different transactions. Useful no, since crypto-currencies are meant to protect one's privacy.

Nevertheless, in fact, MOAI does it, and really well. For instance, each time you receive funds to the address on your profile, the next time you will come,

it will no longer be the same. However, do not worry, if you send back funds to your old address, it will still work.

When you receive funds to one of your addresses, it will automatically be sent to MOAI's cold storage, secured by FoxViking-256(TM). Funds secured there are absolutely safe, because not relying on any hardware, and not computable by computer, but only by human mind, with a very specific process kept secret.

That way you have a private wallet directly on the platform, both practical and safe.

3.4 Buyer all of fame - profile explorer

In the dedicated sub-menu called « Profile explorer » you can browse all the token buyers of MOAI.

It permits you that way either to find someone in particular, or to sort people by the amount of profit for example. You can also filter them, to let only professional buyers or those with a verified ID, to exclude all the non-serious ones.

On their profile you can see their token buys, for example to check if your favorite token buyer think the last ICO you saw is worth or not.

Since these profiles can be linked with a Twitter profile, you can also get the feelings of people concerning the latest ICOs.

Two wise heads are better than a single one.

3.5 Copy buyer

But what is the point of being able to browse the best performing buyer ? Gazing at them in the hope to one day be able to do the same ? In fact not. When on a profile, you can hit the button « Follow ».

This feature will enable you to automatically do the same token buys than the best of the best in the world, making you truly make money while sleeping.

A popup bubble will appear, and the only thing you will have to do is to enter the details : the budget per ICO, the time to follow, the percentage of profit or time after which the automatically bought tokens will be sold. Many details enable you to make this feature suits perfectly to your needs.

« This feature will enable you to automatically do the same token buys than the best of the bests in the world, making you truly make money while sleeping »

3.6 Great database

MOAI offers a great database to help anyone create the best possible ICO. It features many quality articles to cover any possible field to make you succeed. There are things one can not invent, because while it may not look like it is the case, there are codes to respect inherent to the Bitcointalk community, codes forged little by little by the different ICOs.

Of course we do not mean that you cannot do it the way you like, nothing prevents you from doing it, but here at MOAI we want you to make successful ICOs, not just ICOs. So to make it the best possible, there are a few implicit rules to respect, and they could be found in our database.

That is for example just for the part concerning Bitcointalk, but there are much more fields to cover. In fact it may seem easy for people that have been raised in Bitcoin since years, but just imagine the directional committee of a big company, where the average age is not far from 60, for them the part dedicated about tokenizing some of their financial performance for example, on a blockchain, becomes suddenly really hard.

And what about the young genius in its garage? He may have created something as revolutionary as blockchain; he probably does not have the budget to hire for example 11 support agents like MOAI did. He may not also be very familiar with the whole marketing, branding and advertising thing.

In both cases, there are things these persons lack, and our database, with its many comprehensible tutorials and articles is the best way to acquire the knowledge they miss.

Because a great project should never suffer of a missing skill, we took the step to make this knowledge available to anyone, free, to build the world of tomorrow.

3.7 Embedded website

Anyone running an ICO on MOAI gets access to a free one-pager website. It is hosted on a professional-looking subdomain such as ico.moaicos.io.

It has the advantage of reducing the costs and increasing the visibility. In some times, having a subdomain at MOAI will be a great sign of reliability and trustworthiness

3.8 Integrated blog

Just as the website, MOAI offers to people running an ICO on our platform to have a hosted blog free, still to cut costs and increase visibility. It will be reachable using the top bar of your dedicated website hosted as a subdomain on MOAI or by following this pattern: nameofyourico.moaicos.io/blog

3.9 MOAI token marketplace

MOAI, in the course of making everything much easier, has integrated a marketplace to make the token selling easy and fun. To sell, no need to mess up with addresses, exchanges and transaction fees, which are time costing and unreliable. On MOAI, just head up to your wallet and hit the button « Sell » to sell. It is how things should ever have been, and it is now how it will be. Enter in the mainstream side of tokens, easy and fast.

3.10 Automatically sell tokens

Token buyers can trigger to sell tokens automatically once they have reached a set threshold of profit. Buy and forget in short.

3.11 Multi-currency buy portal

MOAI offers the possibility for people running an ICO to have at their disposal a professional token buy portal, featuring about any crypto-currency.

3.12 Possibility to sell tokens for fiat

In addition to its portal accepting crypto-currencies, MOAI let companies selling tokens accept fiat money.

4. Economical Model

Economical model of MOAI

Revenues of MOAI LLC

MOAI, the token issuer of the « MOAI » token, the beneficiary of the token sale and the entity running the website moaicoin.io will make its revenues through fees on the ICOs made on its platform. It will follow the following scale :

0-50 000\$: 2,5%

50 001-250 000\$: 2%

250 001-500 000\$: 1,5%

500 001-750 000\$: 1%

750 001-1 000 000\$: 0,75%

1 000 000\$ + : 0,5%

Financial incentive for token holders

Token holders will receive dividends from the benefits of MOAI, paid on a weekly basis. From all the revenues 25% will be paid to token holders automatically.

5. Roadmap



6. Legal

The MOAI token should not be considered as securities and do not need to be

registered as a security. We follow the legislative regulation of ICO, digital tokens and operations with cryptocurrencies to offer provide service to our Users and Contributors, with secured, safe and absolutely innovative service for crowdfunding 2.0

Terms & conditions

Article 1: the token we are referring to as « the token » is the « MOAI » token registered on the Ethereum blockchain.

Article 2: the token sale is the only period where the MOAI token will be sold by MOAI to the public.

Article 3: the token sale is divided in two parts: the « Pre-ICO » and the « ICO ».

Article 4: Pre-ICO will range from February 20th until March 5th.

Article 5: ICO will range from March 12th to April 19th.

Article 6 : in both parts of the sale (Pre-ICO and ICO), accepted payment methods are Bitcoin, Ethereum, Litecoin, Vertcoin, ZCash, Bitcoin Cash, Ripple, Waves, Dash, Monero, Lisk, Stratis.

Article 7: Sale is prohibited to U.S. citizens.

Article 8: Everyone must register with KYC.

Article 9: This includes a national identity card or a driving license and a selfie with it.

7. Team

Lucas Joly, CEO

Lucas discovered Bitcoin back in 2014. He earned great experience for these years. Since the very beginning, he knew Bitcoin was going to become something bigger one day. 2017 proved him right in this, with a huge jump in price and an awareness as high as never before.

But during these three years, he saw the emergence of ICOs, that turned from a marginal phenomenon into the future of funding. He always has been a defender of ICOs, and again, history made him right.

One day, he thought about something: ICOs lack a general meet point, a general place where all of the; would be listed, a strong infrastructure provider to host ICOs.

Thinking about economics, he came to a single sentence that resumes MOAI financial potential: « Better sell pickaxes rather than use it to mine gold ».

In August of 2017, he started creating a team with his old friend Shota with whom he has been involved in mining for months. Little by little, the team grew, and the project

progressed.

Shota Siradze, Vice-CEO

Bitcoin enthusiast and believer, spreader & miner since early 2010. Left daytime job to 100% dip down in crypto in 2014. So far so good. Owner of hosting/collocation company which also takes care of other data centers.

David Gusharashvili, CTO

David Gusharashvili is a freelance web developer, entrepreneur. David always enjoyed starting and running interesting and perspective projects. In fact, by the time he was age 20 he had already run few startups. Soon afterwards David begins a web developing company and a 3D printing startup. Now he is a head of business consulting, which help companies to become successful. David is also proud to be member of Georgian startup/entrepreneur community and be a one of them who start startup culture in his country

Tornike Kutsishvili, Front-end developer

Tornike Kutsishvili is a freelance web developer with 4 years of working experience. Tornike always enjoyed starting and developing interesting projects. Tornike has graduated Georgian technical university soon afterwards he start internship on one of successful Georgian web studio at this time he is already experienced front end developer. Tornike is also interesting in startup culture for future when he get more experience at business he wants to open his interior design company.

Ilo Meparishvili, Back-end developer

Ilo Meparishvili is a freelance web developer with 3 years of working experience. he has graduated Free University soon afterwards he start internship on one of successful Georgian web studio Potters as Java developer at this time he is already experienced front end developer he also has experience on social marketing. Demetre Janashvili is a freelance web developer with 4 years of working experience.

Nika Kavelashvili, Front-end & Back-end developer

Nika Kavelashvili is a freelance web developer with 2 years of working experience. He has graduated Tbilisi State University soon afterwards he starts internship on one of successful Georgian web studio at this moment he is experienced web developer.

Halican Çayan, Front-end & Back-end developer

Halilcan Çayan is a freelance developer with 4 years of working experience. Halilcan study at FMV Işık Üniversitesi but the same time he is freelance not only as web developer but a designer too. Halilcan is not just developer he is also an experienced designer which makes him and his work unique.

Demetre Janashvili, Front-end & Back-end developer

Demetre Janashvili is a freelance web developer with 4 years of working experience. Demetre has graduated Tbilisi State University soon afterwards he start internship on Georgian government sector at this moment he is experienced web developer same time he also has economics degree.

Giorgi Goganadze, Telegram bot developer

Giorgi Goganadze is a freelance web developer with 2 years of working experience. Goga has graduated University of Georgia soon afterwards he become member of communities like Georgian Innovation Center, Google Developer Groupe he is also founder of Tbilisi Hackernest. Beside coding skills Giorgi has huge experience in project management.

Goga Vachnadze, Back-end developer

Goga Vachnadze is a freelance web developer with 3 years of working experience. Goga has graduated Tbilisi State University soon afterwards he start internship on one web studio at this moment he is experienced web developer same time he also have degree on psychology and working experience as project manager.

Levan Mazanishvili, Front-end & Back-end developer

Levan Mazanishvili is a freelance web developer with 4 years of working experience. Levan has graduated Free University soon afterwards he start internship on one of successful Georgian web studio Potters at this time he is already experienced front/back end developer he also has experience on sales and project management. Levan also have freelance experience for year on Silicon Valley.

Ia Mgvdiashvili, Front-end developer

Ia Mgvdiashvili is a freelance web developer with 2 years of working experience. Ia has graduated Free University soon afterwards she start internship on one of successful Georgian web studio Potters at this time he is already experienced front end developer she also has experience on social marketing and project management. Ia is also interesting in startup culture last summer she run successful project about traveling and musical festivals.

Temo Tkemaladze, Front-end & Back-end developer

Temo Tkemaladze is a freelance web developer with 2 years of working experience. Temo study at Free University but the same time he is freelance on interesting and successful projects at free time. Temo is traveling that why he has experience to freelance in many countries.

Alex Viking,

Alex is Georgian With many professions: Graphic Designer, Architect, 3D Artist, Cartographer. He has 10 years of working experience of Graphic Design. Alex Khundzakishvili AKA "Viking" is lead Designer At MOAI, he is responsible for all type of design at MOAI either it's Web design or UI. He's always looking for new fields in technologies, he discovered Cryptocurrency and Blockchain in 2013, first minning attempt in 2015

Ana lashvili, Head of Marketing

Digital Marketer for more than 6 years. Interested in innovations. Creative and imaginary. She is excited about the awesome life she has ahead of herself. Ana owns a small company and two cats. She loves coffee, good music and summer, meanwhile she is planning to live in the north, because she thinks, it is always more profitable to

step out of the comfort zone.

Konstantine Berulava, Head of Customer Experience

Konstantine has more than 14 years of experience in digital media. Starting as a blogger, he has won several short story contests. He soon switched to social media and become one of the first SMM on local market.

In his career, Konstantine has successfully launched several digital projects, worked as head of digital media group in local and international companies.

As a true nerd, he was always the early adopter of new technologies and there is nothing bigger than cryptocurrency in a TechWorld now. Before joining the MOAI team, Konstantine was consulting several local companies about blockchain and cryptocurrencies.

Yes, and also PHP coder, gamer and beard lover!

Oto Nikuradze, CR Manager

Oto has more than 7 years of working experience in both national and international organizations, backed up with higher education in marketing. He has a solid background in demand forecasting, strategic planning, marketing analysis, project management and customer service. Otar is passionate about modern day technologies, especially cryptocurrency. He is eager to play an active role in transforming the world to a better place.

Eka Kevlishvili, CR Manager

Ekaterine has more than 13 years of experience in working with local and international companies. She has a PHD degree with the doctoral thesis in Economics. She has demonstrated skills in Strategic Planning, Project management, Event management, Marketing and Advertising. She is a self-development oriented individual with a constant aspiration for new trends and discoveries in her field.

Sandro Iashvili, CR Manager

Experienced Digital Marketer with big interest of Crypto. He manages several Social Media platforms remotely and believes that time management is a main point of success.

Mishka Nemsadze, Art Director

Digital Monsta and pixel digger. He can talk with drawings and create any illusion. He left full-time job 2 years ago and for now works as a freelancer for different local and international companies. As an artist, he is the participant and winner of many contests.

Kate Alukard, Designer

Kate has 5 years of experience of working on Social Media and Graphic design. For the past five years, Kate worked with international and local companies. Kate loves painting and creating. Her main ambition is to prove that she can survive zombie apocalypse.

Ana Gelbakhiani, Content Manager

Ana is a freelancer Content manager with 6 years of Social media management experience.

Ana Janashia, Content Manager

Ana has over 5 years of working experience as a community manager and a content creator. She participated in EU projects to share her experience to people from other countries.

Nina Rekhviashvili, Copywriter

Nina has worked more than 6 years with the Local and International Companies.

She has experience in Marketing, Project Management, Event management and Social Media.

She has participated in many International and Local Projects, where she shared her knowledge and experience with People from around the world.

Nino is Motivated, Open-minded, Purposeful person who is always open to the new Challenges and Knowledge.

Nutsa Ioseliani-Mikheilsdóttir, Copywriter

Nutsa Ioseliani-Mikheilsdóttir has over 7 years working experience in Social media, Art and Culture, backed up with higher education in art. She has participated in various local and international projects.

Nutsa is interested in modern technologies and believes that many of them make our life much more interesting.