

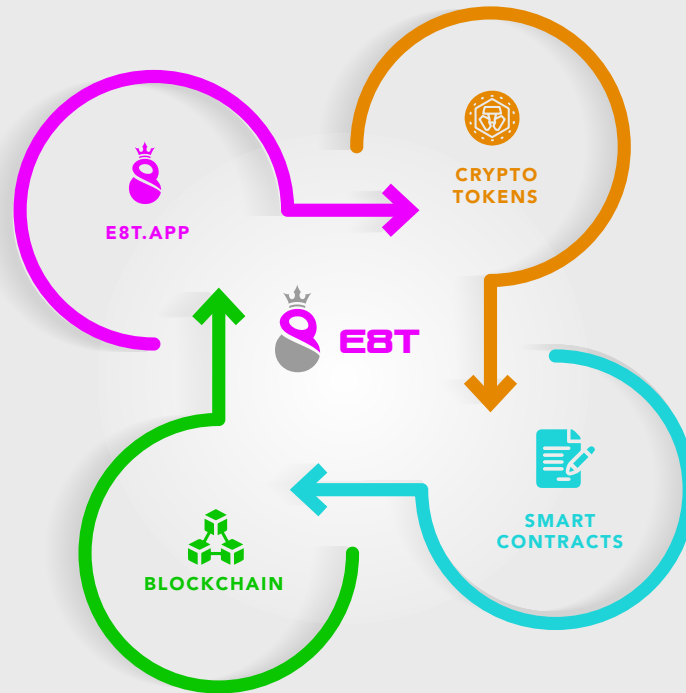


E8T.APP
WHITE PAPER

E8T APP INTRODUCTION

E8T App will be the first app globally to incorporate the 4 digital technologies into a user focused, value deriving, elementary in operation application.

FUNCTION PROTOCOL



With mainstream acceptance and investment in decentralised, blockchain ledger applications rapidly increasing in the last 12 months, now is the perfect time to launch a Token which integrates tokens, smart contracts, a reward mechanism and also reliable data wrapped in an easy-to-use user interface which your grandparents could navigate. A token which is immediately available to use, rather than hoarding or speculating on, provides an extremely unique and exciting proposal which ties in some important technological advances of the past 5 years created through Blockchain technology.

E8T.App draws together 4 sections of latest technology and simplifies this into an easy to use, user interface which draws together the core functionality of the 4 Tech segments.

1 - E8T.App - Simple to use, centralised application enabling users access to trusted, live reliable information about food & leisure activities locally.

2 - Cryptocurrency - E8T.App will use the E8T token as its common currency. All tokens are 'Minted' into existence via trigger events such as new signups, data submittal etc. The E8T token will be used within the application for multiple utilities such as discount vouchers, additional application functions and staking.

3 - Blockchain - E8T.App Smart Contracts for Trusted Reviews, WOM recommends, and Token exchanges will be executed on the blockchain to ensure delivery of a decentralised, safe framework for transactions to take place.

4 - Smart Contracts - Will be used to ensure validity for specific functions within the E8T app, Smart Contracts will execute based on input from ORACLES which take data from the E8T.App to validate actions taken. This removes any possibility of faking actions, such as reviews.

USP HEADLINES

- 100% Trusted Review Protocol
- User earns through interaction & Sharing Data
- Live Venue Data, Algorithmic Data mined Venue Ratings
- Blockchain Backed Token Exchanges
- Simplistic, Easy to use Application with 'Hook Cycle' embedded in functionality

THE VISION

- E8T.App aims to be the global go-to application for anyone wishing to access reliable, trusted, local data within the leisure and tourism industry. E8T.App will build an ecosystem of rewards and token exchange built on a safe, decentralised structure where users can access the latest, live data from venues within their search location.
- E8T.App will ensure a fair environment built on recent accurate information, where honest, validated reviews can be accessed by users to help them have a great experience when exploring venues locally.
- E8T.App aims to build a community based around a utilitarian Token exchanged through a crypto currency protocol, this, in its fundamental form being an exchange of tokens for venue offers in the form of reclaimable vouchers.
- E8T.App aims to capture actual user data, trend it and offer this in a simple to use interface for venues to enable the enhancement and ability to tailor the offerings to their most frequented customers.
- E8T.App aims to create a safe ecosystem where users are rewarded for the amount and type of personal data they share.

THE USP_s EXPLORED

1 - 100% Trusted Review Protocol

There are now a huge number of websites that allow you to leave feedback and to read reviews left by other people. The three main sites that make up the majority of the review app market are Trip advisor, Trivago & Expedia.

Tripadvisor - \$6.35 Billion

Trivago - \$1.17 Billion

Expedia Group - \$26.89 Billion

2nd Tier Review Sites

- Google
- Facebook

Industry Market Cap - \$34.41 Billion

Combined Market Cap - \$2.5 Trillion

It's important to note that all the above sites are built on a massively flawed fundamental principle...

You can create fake reviews on every site.

In addition to this these sites have other massive shortfalls such as:

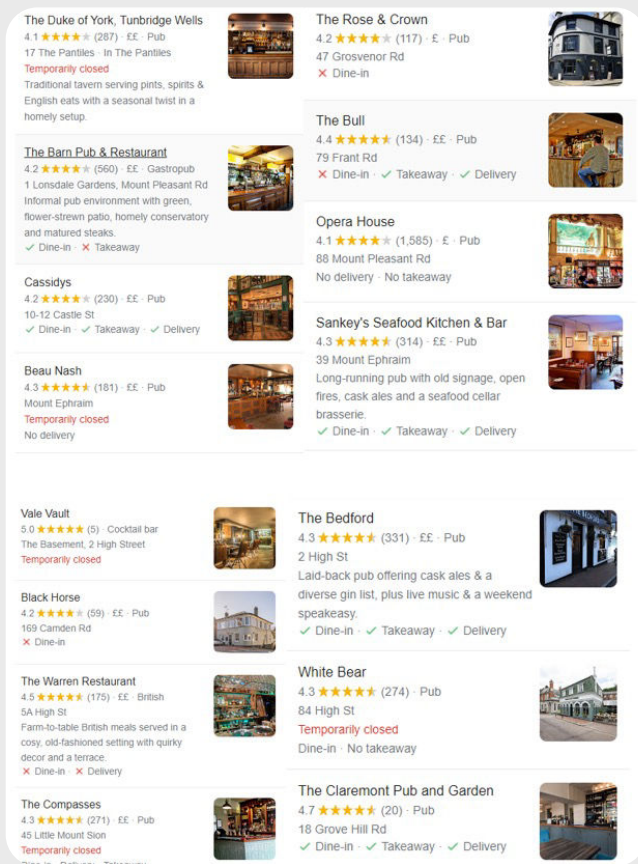
- (a) Feedback is often massively out of date with what used to be a great venue has now changed owners, Replaced the chef or a number of other reasons that would affect the premises.
- (b) The venue could have fantastic feedback as it is a great place for teenagers to visit however an older couple could be completely out of place and looking on the review sites there is no way of filtering this.
- (c) Once venues get a certain number of reviews, you get a plateau or reviews rated around the 4.3 to 4.4 out of 5 range. This limits the amount of reliable data users have access to, Users then have to rely on written reviews, which as mentioned are not verified.

EXAMPLE

You are a young couple in their early 20s new to Tunbridge Wells and have decided to hit the town and are looking to go out for a few drinks, so you do a search on Google and type pubs near me.

This is a typical list you will see:

Google Search - Pubs Near Me



Once you have done your search you see that there are 15 pubs that are close to the town centre. You decide to go with the pub with the highest rating which is The Vale Vault with 5 stars. However, you can see that they have only had 5 reviews and when you click on the reviews you see that one of those ratings was 3 years ago, two of the ratings were 2 years ago and for all you know it could have gone downhill since then. Also, with so few ratings how do you know that the feedback was not left by the owners, friends or family as 3/5 people that left ratings it was their first ever review.

So slightly worried by the low amount of feedback you decide to pick the next on the list which is The Claremont. Great, you can see that this has a rating of 4.7 but again this is based on a low number of reviews so you decide to pick a pub with at least 100 ratings to get a fair balance.

You can see that this brings up all the remaining premises and all of them are rated from 4.1 to 4.5 stars so you decide on The Warren Restaurant with a rather impressive 4.5 stars from 175 ratings.

PROBLEMS

As you are new to Tunbridge Wells going by Google Reviews you have decided on The Warren and you can see that it has a ££ price rating, 4.5 Stars and is a pub and you now have the address.

If you live in Tunbridge Wells however you will know that this is not a pub but a high-end restaurant that is included in the Michelin guide. The rating is probably worth 4.5 stars as it is a very nice Restaurant, however the age range, I would say is 40+ with the average age I would expect in the 50s and is certainly not a place for a young couple wanting to have a night out at a pub.

Once you discount Wetherspoons & The Rose & Crown (If you live in Tunbridge Wells you will know why) you are left with 10 pubs all with an almost identical rating of 4.2-4.4 and every pub has a ££ value rating. There is nothing else to separate them so in the end you would have probably been better off getting a taxi to town and picking a place at random instead of wasting 20 minutes of your time.

The current review platforms just simply don't work anymore, we need something fresh, new and trustworthy.

THE SOLUTION

E8T App will leverage latest advances in technology to redefine the review & reward models which are currently available by implementation of the following:

Trusted reviews - Will be possible through combining Geotagging, QR coding and Bluetooth interfaces to ensure that a person is within a venue when leaving feedback

E8T MECHANICS - HOW IT WORKS

When a new Venue signs up to the E8T app they will receive a Two part package named digital & analogue.

Analogue Pack - One Table Centre with a unique QR CODE for each venue (Multiplied by the number of tables in each venue)

Digital Pack - Full setup of equipment to include the following:

(a) Tablet with QR Scanner with WIFI & 4g back up sim card

This will be incorporated in a stand which can be positioned next to the door, or near the bar. The Tablet will be reversed to show the camera, which will be used for users to scan their QR codes. The Tablet will be primarily WIFI connected, but have a 4G sim included to provide backup. The Tablet software will feed data directly into the 'backend' database.

(b) Geo Fencing

Geo Fencing will be utilised for users to 'check out' of the venue primarily. Each venue will have their location mapped, the phone application will recognise the proximity and this will provide an

input to confirm the trusted review. Instead of users having to manually scan out of the venue, if users leave the marked proximity for more than 15 minutes they will be kicked out of the venue.

(c) Bluetooth

A bluetooth beacon will also be installed beside the entrance to the venue, this is used as a third validation and would also be useful venues in multi floor buildings, where proximity may not be as accurate as venues sharing the same longitude/latitude.

Review Function Walkthrough

- Registered E8T.App User walks into bar
- Scan unique QR form Tablet/table , Step 1 of Smart contract initiates
- Data is uploaded to backend database with QR code
- GEO Code protocol is the second validation level, Step 2 of Smart contract initiates
- User presence timer has started
- User Pays for meal (possibly exchanges voucher/offer, would be a wallet transaction of Tokens)
- User leaves venue, GEO tracking notes user outside venue after 15 mins
- Push notification to leave feedback
- User leaves feedback
- Venue verifies feedback (Auto accept only if 3 Stars or above) If 2 stars or less option for direct contact from Venue to user with resolution within 24 hours.
- Smart contract completes, authenticated on blockchain, newly generated tokens are issued to user based on full details sent from smart contract
- Word of mouth recommend prompt, send to E8T app contacts with discount code (Next smart contract)

REWARDED USER DATA SHARE

In the modern world data is being captured at every interaction within your phone or computer when online. Companies make big money from your data, but do you ever see any of the benefits? Or do you even grant permission to this data?

There is a movement happening to return power to the user to have complete control over their personal data. Apple's new IOS update validates this to protect the user when interacting online.

The next level up from this is allowing the user not only total control of where and when their profile data is accessed, but also to be able to be rewarded to what they share and to where.

In app token rewards will be established to enable users to earn E8T tokens based on completing certain tasks/operations within the app or within venues they visit.

Reward values are proportional to the amount of information shared by users within their user profile page. This information will then be accessed through the Venue dashboard based on the venue subscription tier they have. Users can populate their profile data as much as desired based on the ratio of reward value they have (there will be a minimum requirement to fill out their address, DOB and Sex to be able to use the app).

It is to be highlighted that any personal data stored or held through E8T will strictly adhere to any current GDPR regulation and guidance. E8T will utilise blockchain native solutions to provide zero-knowledge proofs where possible.

The first reward incentive will be on downloading the app and completing the basic user signup the user will generate 1000 E8T Tokens which will be held in the user wallet. These can be used instantly by exchanging for offers from local venues through the voucher catalogue which is included in the app. For high user interaction, users will need to complete KYC to open to higher limits for voucher purchasing/rewards.

Users are then encouraged to fill out a questionnaire to not only generate more Tokens but to move up the levels to receive bigger and better offers.

The user profile questions examples are below, the questionnaire will be made up of questions focused around leisure and tourism, this is of benefit to the venues to enable them to create tailored offers to them (covered later in detail).

- (a) Single, Married or in a relationship
- (b) Nationality
- (c) What sports do you like - Favourite football team
- (d) Favourite food - Mexican, Indian, Chinese, Pizza
- (e) Vegan, Vegetarian or Meat Eater
- (f) What drinks do you like, Red Wine, White Wine, Gin, Vodka, Lager etc
- (g) Other interests ? Fashion, dancing, karaoke, bingo, poker,

(h) Do you own any pets

(i) Do you like live music - What's your favorite era

As Questions are answered rewards increase based on the percentage completed.

The information app users enter can only be used within the infrastructure and ecosystem of the E8T app, the data is 100% at control of the user and can be removed/updated whenever required. Areas of user Information can be accessed by subscribed, validated venues through the venue dashboard. This will be one of the main revenue streams upon which the app will draw from.

VENUE REWARDS

There will be several levels of rewards for venues to earn Tokens through certain functions to promote the application.

Proposal 1 - Venues to receive a reward for the number of downloads of the app from users within their premises. This would be through waiting or bar staff mentioning the app and through promoting their offers within the app.

Proposal 2 - Venues will be incentivised with rewards based on the category and number of vouchers available and how many are purchased by users.

Proposal 3 - User review interaction - If a Venue responds directly to a user review, both negative and positive they will receive rewards.

BENEFITS OF DATA SHARE FOR VENUES

Access to actual, reliable, user data from people who interact with their venue is extremely powerful. The benefits are endless, some examples as follows

- 1) Ascertaining visitor demographics
- 2) Trending venue performance
- 3) Accessing customer average time in venues

Venues also can use the data to deliver tailored offers directly to their prime user demographic

For example if an average user age demographic was determined to be between 50-60 years old, this would dramatically impact on the type of entertainment choice or even the type of drinks stocked.

Another benefit of this data share could be If a user had indicated they were single in the user profile, a venue could send push notifications advertising single nights / Speed dating.

Based on user nationality a venue could offer special nights for national celebrations for a particular country such as independence day. If you highlighted you liked Gin then a venue could offer Gin tasting events and so on. This is extremely powerful for a venue with push notifications and special offers knowing it is targeting the correct people.

IN APP OFFER PROMOTION

Facebook, Google, Trip Advisor etc have very similar functionality to each other whereby a venue can list their site and add pictures, address and a limited description of their business which is where the control pretty much ends.

Using Adwords for example the business has the ability to create a higher listing on google through targeted marketing and although you are able to see how many people this reached and how many actually clicked through to your site there is no way of knowing if this turned into actual customers. Using your E8T app/portal you can create your own voucher offers and target your desired customers directly through the Venue dashboard and you will instantly know how many converted into actual visiting customers as they will need to scan a QR Code to track the interaction.

As a venue you will be able to target your intended customers by a number of search criteria such as sex, age, interests, nationality or by what type of food they like or sports they enjoy watching. Imagine if you run a sports bar and Manchester United are playing Chelsea - You will not only be able to send an offer to the people who enjoy watching football but actually target customers that support these actual teams which will be incredibly powerful.

Going forward E8T.app will introduce new products or widgets that can be added such as table bookings, Sports diaries, event planners that will be gradually added as updates and some will be included free of charge with others a chargeable option.

The opportunities are endless.

BENEFITS OF DATA SHARE FOR USERS

With a large user undertaking as the app becomes popular, users will be able to search venues and target specific qualities based on actual live data.

For example, users could search for venues that are trending popular for their particular age group for example 18-25. Users could search for venues that the people who support a particular football team go, where people who like rugby or even where single people go married couples go. Venues will be displayed on a landing page showing the hottest venues based on an algorithmic value which is based on actual data.

Again the user having controls for filtering such data at their fingertips is going to add immense value to the user.

3 - Live Venue Data, Algorithmic Venue Ratings

LIVE VENUE DATA

The possibility to create live venue data seems like a pipedream, imagine the possibility of a venue to log into a dashboard and check who, what age, when and how long each user has visited their venue? E8T aims to create an analytical dashboard which in the same context of a google analytics page displays user interaction and behaviour not just of your website, but your actual venue.

This venue data is captured using the same protocol as used for the trusted user reviews. Data is recorded and processed to enable venues to trend their customer interactions within their venue.

Live venue data is made possible through shifts in user behaviour, a recent example is now people having bluetooth on with their phones for the government track & trace appback in 2020/21. Add the incentivization to interact with venues through the E8T app and thus gain tokens rewards means an ecosystems can be established with a large flow of data which can work to both the users and the venue (as discussed previously).

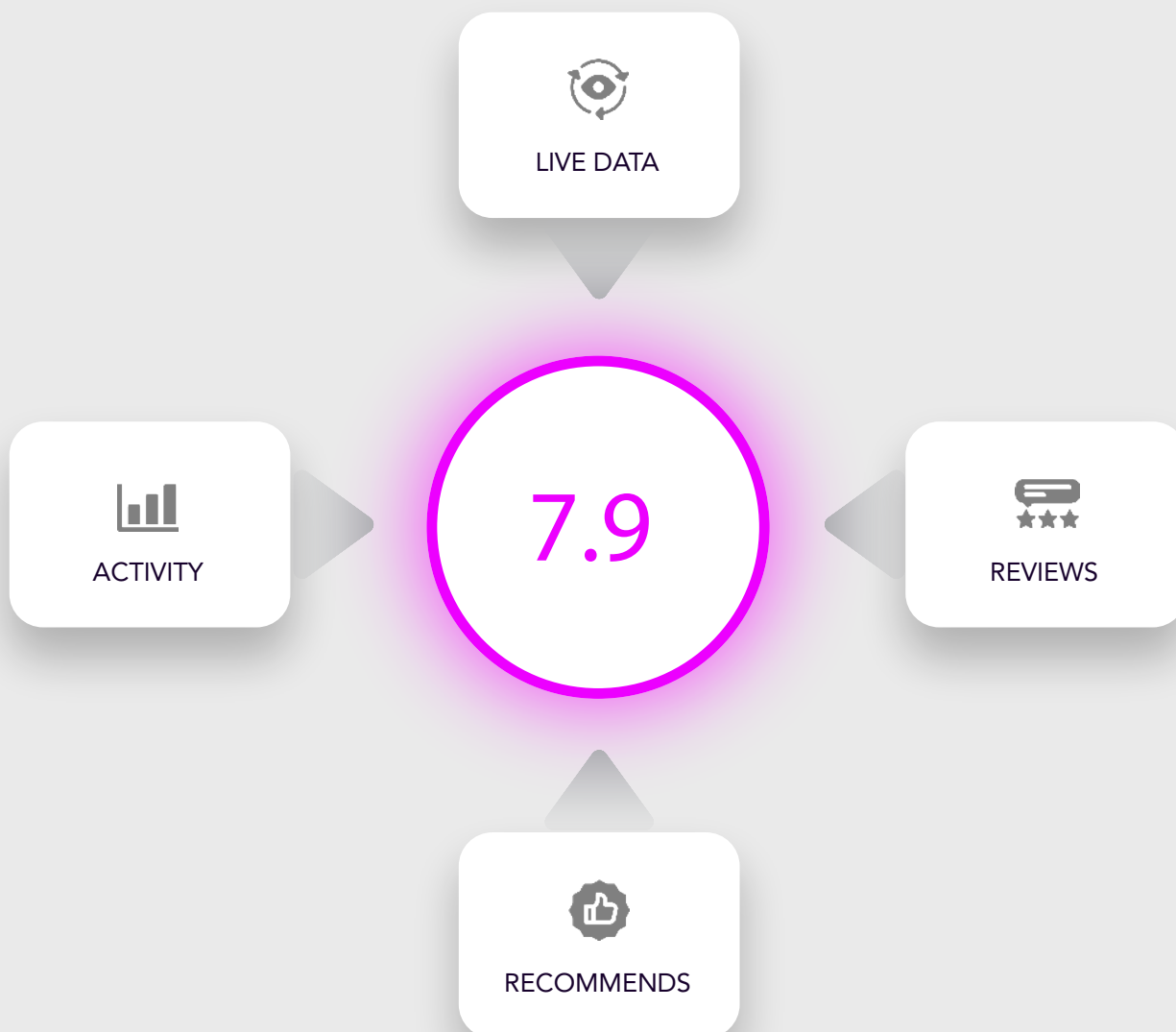
ALGORITHMIC VENUE RATINGS

As already established the current rating review model is outdated at best, that is clear for everyone to see but what is the method to replace this?

Algorithmic Venue Ratings based on actual user data.

Many variables of dynamic data are planned to be captured, and this information will be fed into an algorithm which takes a weighted combination of information and generates an output rating for the venue. This is shown diagrammatically below.

ALGORITHMIC VENUE RATINGS



REWARDED USER DATA SHARE

Dynamic rating - Venues often change ownership, get a new chef, change their menu. By having a dynamic rating it gives venues a true fair chance to impact their rating through action.

4 - Blockchain Backed Token Exchanges

The E8T App will build its functionality of Token exchanges through the Flare Blockchain. This is a safe and reliable transaction protocol to ensure no duplication of token exchanges and to benefit from all the other associated functions from having a decentralised cryptocurrency.

Each token exchange will form part of a Smart Contract for each functionality within the application. The token exchange will generally be the final part of each smart contract, and this will only be executed once the requirements of the smart contract have been met. This ensures that not only is the application for the token exchange validated, but also the transaction itself. As per other cryptocurrency transfers which currently exist.

5 - Simplistic, Easy to use Application with 'Hook Cycle' embedded in its functionality

The application itself is to be designed to enable ease of user adoption. Recently centralised applications on mobile devices are designed extremely efficiently to reduce complicated barriers for users to download, sign up and use the application. EAT.App will continue in this manner and will aim to deliver a balance of drawing 4 complex technologies into an easy to use user interface and experience whereby the user feels they are using an application similar to other review sites such as Tripadvisor, Expedia etc.

The key is to make the transition into adoption of cryptocurrency as seamless as possible, otherwise adoption will falter at the first roll out.

The 'Hook Cycle' and its importance in the EAT.app.

THE HOOK MODEL

We're on the precipice of a new era of the web. As infinite distractions compete for our attention, companies are learning to master new tactics to stay relevant in users' minds and lives. Today, just amassing millions of users is no longer good enough. Companies increasingly find that their economic value is a function of the strength of the habits they create. But as some companies are just waking up to this new reality, others are already cashing in, using what I call the "Hook Model" for building habit-forming products.

THE HOOK MODEL

The Hook Model is a way of describing a user's interactions with a product as they pass through

The Hook Model is a way of describing a user's interactions with a product as they pass through four phases: a trigger to begin using the product, an action to satisfy the trigger,

TRIGGER

The trigger is the actuator of a behaviour. Triggers come in two types: external and internal. Habit-forming technologies start by alerting users with external triggers like an email, a link on a web site, or the app icon on a phone.

ACTION

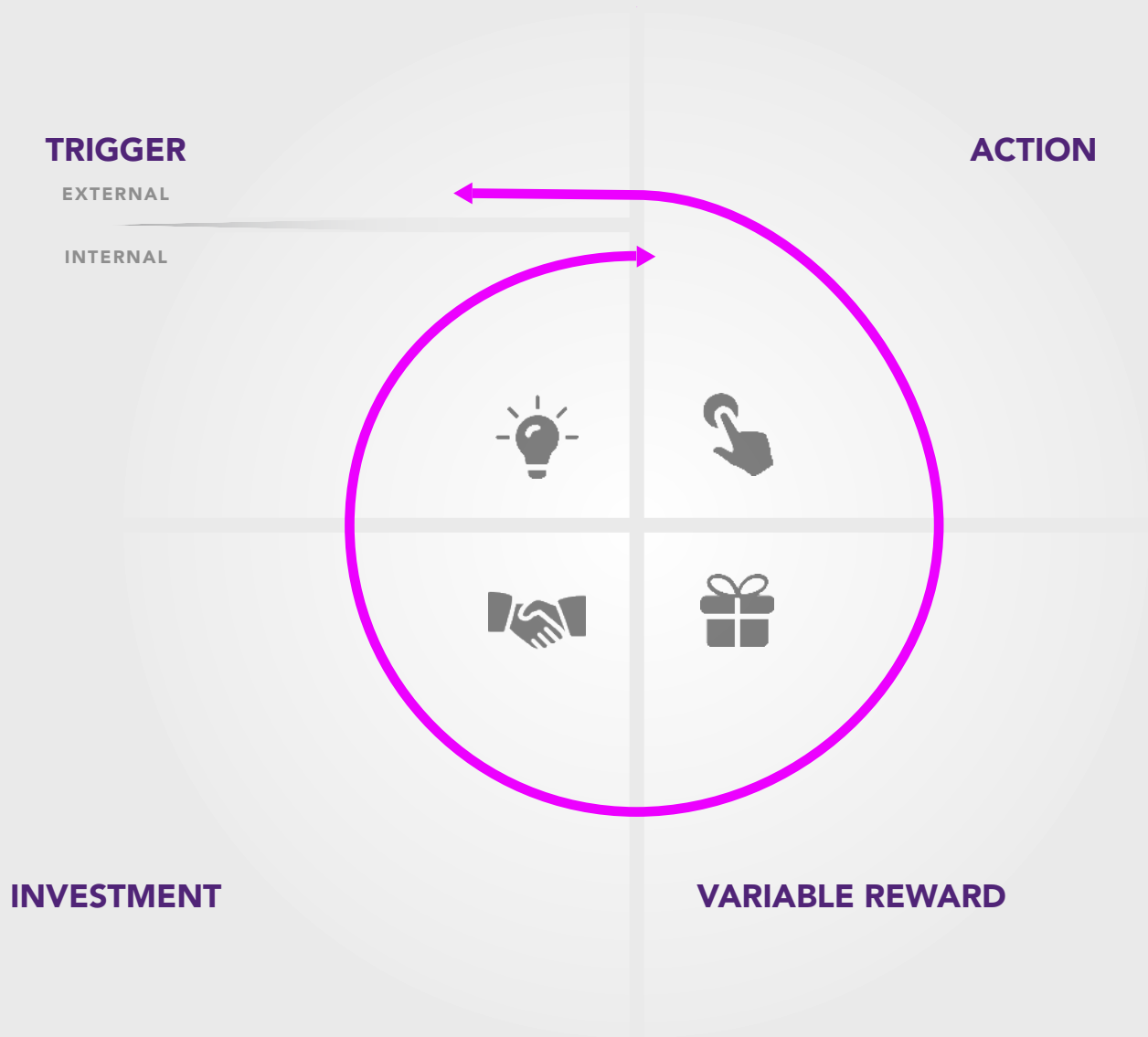
After the trigger comes the intended action. Here, companies leverage two pulleys of human behaviour – motivation and ability. To increase the odds of a user taking the intended action, the behaviour designer makes the action as easy as possible, while simultaneously boosting the user's motivation. This phase of the Hook draws upon the art and science of usability design to ensure that the user acts the way the designer intends.

VARIABLE REWARD

What separates Hooks from a plain vanilla feedback loop is their ability to create wanting in the user. Feedback loops are all around us, but predictable ones don't create desire. The predictable response of your fridge light turning on when you open the door doesn't drive you to keep opening it again and again. However, add some variability to the mix—say a different treat magically appears in your fridge every time you open it—and voila, intrigue is created.

INVESTMENT

The last phase of the Hook is where the user is asked to do a bit of work. This phase has two goals as far as the behaviour engineer is concerned. The first is to increase the odds that the user will make another pass through the Hook when presented with the next trigger. Second, now that the user's brain is swimming in dopamine from the anticipation of reward in the previous phase, it's time to pay some bills. The investment generally comes in the form of asking the user to give some combination of time, data, effort, social capital or money.



Triggers (External)

- Push notifications from Venues of new offers, deals, events
- User Reviews from connections
- Notifications from Earning Rewards from completed protocols
- Invites to Venues from Friends

Triggers (Internal)

- Feeling Bored
- Wanting to go out but not sure where
- Wanting Entertainment but don't know what
- Hungry
- Want to make friends with similar age/interests

Action

- Open the App
- Check Venues
- Check Offers
- Review ratings/reviews
- Check status of rewards/balance of Wallet
- Follow Venues/other users
- Check In, Leave Feedback

Rewards

- Through Interactions with the Application
- Through Interactions with Venues
- From providing Feedback
- From people liking your feedback
- From recommending and sharing with friends
- From Exchange of Tokens for Vouchers
- From checking Token 'Exchange Rate' (Wallet Value)
- Finding a good venue
- Finding a great offer
- A great night out
- Less stress from searching/booking venues

Investment

- Sending reviews to receive rewards
- Sending recommends to friends to receive rewards
- User contributes to venues review score
- Receive Review Scoring Status

Revenue Model

The APP will be completely free for users, revenue will be derived from a combination of the venue subscription & marketing tools.

1) Venue Subscription Plan

Initially Venues will receive 1 months free access to their dashboard and will receive basic level data access for user interaction. The reason to keep it free initially is to remove any barrier to entry for ensuring all venues are enrolled. The only cost to venues would be to 'donate' one unique free venue offer, this will be added to the Voucher Catalogue to help drive users to downloads. An example could be one free meal for two. Venues will expect to add customer vouchers monthly which will be exchanged by users for E8T Tokens. This will be the foundation for the circulation of Tokens within the E8T app between venues and users.

After the first month, Venues will then have to subscribe to a subscription which enables varying functionality and access to certain levels of data based on the subscription level.

Basic Subscription will start at £99.99/month, this will go upto Premium All access data @ £179.99/month. Venues will have the equivalent of paying for subscriptions with E8T Tokens based on an exchange rate pinned to GBP.

2) In App Advertising & Push Notifications

Various forms of advertising will be incorporated into the app, premium 'featured' slots can be purchased to be at the top of search filters, and can be allocated certain locations on the landing screens or features pages. Push notifications can be purchased to enable venues to reach their customers directly, they will then be able to track with analytics actual conversion rates based on how effective their offer is.

3) Transaction Fees

The primary income from the app will be through transaction fees on every transaction. E8T app will have a central wallet.

For every token transaction a 3% fee will be charged and this will be redirected to the central wallet.



ALGORITHMIC VENUE RATINGS

ONBOARDING

Initially we will be targeting coffee shops, bars, restaurants and nightclubs in the TN postcode area. This will cover mostly Tunbridge Wells, Tonbridge & Sevenoaks including the surrounding villages. We are aiming to work together with the TN Card (<https://www.thetncard.com/>) to quickly build up a high concentration of businesses in a small area to show proof of concept. Our aim is to have 250 venues signed up within the first 6 months. Our target is to have 25,000 users on the app for phase 1 of the roll out.

The main objective of a phased roll out is to test the model on a smaller scale and provide a real time trial which will enable a thorough development period.

INITIAL OFFERS

When a new premise is set, part of the agreement will be for each premise to offer a number of initial free vouchers offered to users (reclaimed after first download). The vouchers could be, for example a free dinner or voucher upto £10 per person, which can be exchanged at the venue, the idea behind this is to drive interest for the initial launch with an incentive, this ultimately forms part of the marketing plan.

E8T APP PROBLEM SOLVING EXAMPLES

CHALLENGE 1: HOW DO YOU FIND OUT HOW LONG PEOPLE HAVE SPENT AT YOUR PREMISES & HOW MANY ARE REPEAT BUSINESS.

As the E8T.App works on a reward scheme when a person 1st enters a E8T.App premises they are likely to have a special discount code so they will scan their QR Code when entering and if no offers they will scan to register to receive Tokens.

Once the person has already been to the premises the customer will be recognised by either Bluetooth, WIFI as soon as they enter the building and will know the moment they have left. This will create a record so other people and the venue will know when people visit, how long for & for how often. The venues will also have the ability to send offers to people that are walking past the premises to tempt them in with an offer via the app.

CHALLENGE 2: HOW DO YOU KNOW IF YOUR OFFERS WORK & IF PEOPLE HAVE USED YOUR REFERRALS.

How often have you recommended a particular Restaurant or pub or given people a discount code but you have no idea if they have been used. With the E8T.App you could send your friends a recommendation together with an offer and you will instantly know when this has been redeemed. Our App uses block chain / Smart contract technology so both the referred and premises will be rewarded with E8T Tokens to purchase further discounts or offers.

CHALLENGE 3 TRUSTED REVIEWS:

This is one of the massive flaws with current online review sites such as google & Trip Advisor there is no real way of knowing if the review is a fair or genuine one. E8T.App has got round this in a number of ways:

- (1) There is no way of leaving a review for a premises without you having actually visited the premises and scanned the QR Code.
- (2) The Live Venue rating which each site will have is not based solely on customer feedback but also on a number of analytics. How long do people spend at the site, How often do they visit, How many times has it been recommended, How relevant was the feedback (eg is the venue for over 50s but feedback left by a 20 year old) .
- (3) Time relevant reviews are another massive issue for existing review sites so premises that have had bad reviews in the past can quickly turn things around with the E8T.App as recent feedback is heavily weighted. Why should a business that might have been terrible 3 years ago but has gone under massive improvements take forever to improve and vice versa a premise that used to be incredible but is now terrible still show a great average rating on Google. With the E8T.App this will be heavily weighted for recent feedback so premises can quickly improve their standings.

- (4) Removing unfair feedback - With current review sites it is almost impossible to have unfair negative feedback removed unless it is abusive. With E8T.App each venue will have 24 hours to resolve any issues with the person that left the feedback.

TOKEN CREATION

To release new tokens into the platform in an organic way, a method has been designed to 'Mint' new tokens into existence based on the engagement in which users of the app submit data to the platform.

The app requires users to add data about likes and interests to help the venues better tailor promotions to them. Examples might be favourite food, favourite drink, football team etc.

Upon completion of submitting data to the app, the smart contract will trigger a creation event. Once the user has submitted the data a smart contract will call the mining address with the relevant details for issuing new tokens. These tokens will be minted and sent to the user's wallet address. This method of token generation will be used at all stages when data is submitted to the app by users, venues and admin.



VOUCHERS/ VOUCHER CATALOGUE

All vouchers on the platform will be issued as QR codes. This gives the best possible solution to venues to actively promote and monitor the vouchers they create. Venues will be able to issue different types of QR codes that relate to promotions and incentives. All QR codes will be created within the catalogue that will be referred to as the 'Voucher catalogue'.

There are several factors that will be used within the QR code utility of the E8T platform

- (1) Average platform user numbers
- (2) Total number of venues wanting QR code utility
- (3) How many QR code will be created for each voucher campaign
- (4) When the value for the QR code will be realised

STAKING CONTRACT

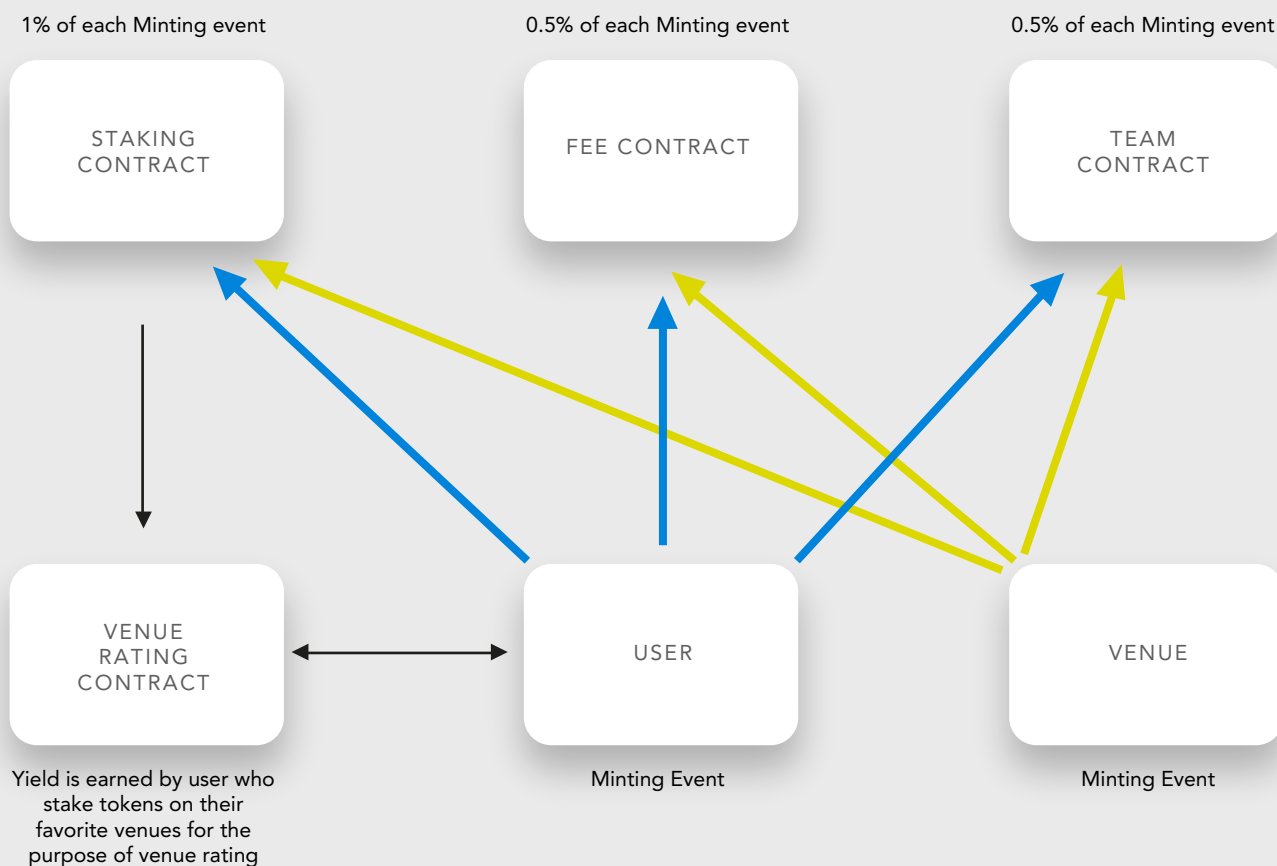
To help encourage tokens to be removed from circulation and to enhance the existing utility, a method has been designed for staking within the app.

To complement the app's existing 'Ratings' function, a staking mechanism will be implemented as one of the ways a venue can grow its rating.

Users of the app will be able to stake tokens on their favourite venues. By doing this they will gain access to VIP offers and/or other promotional items.

The tokens staked on each venue will have a weighted effect on its overall rating that will be combined with several other contributing factors. Users will be able to un-stake their tokens after a period of time as yet to be defined.

TOKEN MINTING EVENTS



REWARD METHOD (VENUES)

When a new venue is first signed up they generate Tokens based on the subscription model and length of contract which can be used for initial marketing campaigns and promotions for new published offers.

Venues can generate new tokens and be rewarded through the following interactions;

- User leaving positive feedback
- User purchasing vouchers
- User Claiming vouchers
- User Sending a Word of mouth recommend to a friend
- Friend claiming a word of mouth recommend
- Weekly Prizes for venues based on their interaction, ratings, feedback, number of offers created.

REWARD METHOD (USERS)

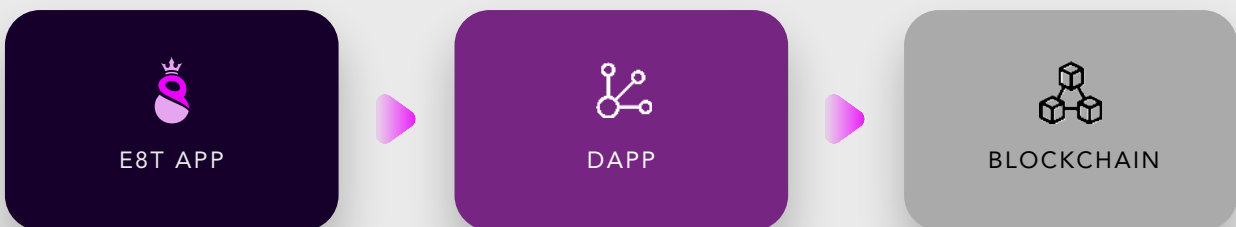
New downloads for the app will generate 1000 Tokens and a special one off voucher of a meal for two in any of the venues in town.

Tokens will be generated by users through the following interactions;

- Check into venues
- Leave feedback venues
- Word of mouth recommend (sending)
- Word of mouth recommend (being completed)
- Logging into the app (daily)
- Claiming a voucher
- Booking a table
- Group booking (ratio multiplied by number of people)
- Completing Profile in App

REWARD METHOD (USERS)

E8T App Overview functionality is as below



The E8T mobile app will be a centralised application, E8T App will be hosted through AWS servers. The DApp is decentralised and will be developed to enable the interaction of certain transactions on the blockchain. Any transactions from users or venues which feature token exchange will be executed through the blockchain, via the user/venue Wallets and the DAPP

Hybrid Decentralisation - EAT.App will use a hybrid method of centralised and decentralised functionality.

Due to the hybrid approach of the app, E8T will be splitting the key user data categories, venue and user, into 2 separate solutions.

- (1) Venue data will adopt a traditional storage solution on one of the chosen cloud providers such as AWS. This will give the venue the ability to easily manage and modify the data they store on the app
- (2) User data will be fully decentralised and stored on the users own IPFS (or similar) stack. We will limit the amount of personal data we ever need to collect from a user. Any data required for the function of the app will be hashed for security, then when a venue wants to engage with a user for a specific reason they will send the hashed function to the app and any user with the relevant hash will be notified. This offers the ability for all data to be anonymised and private.

The Centralised functionality of user behaviour, user data* and venue data is managed through the E8T.App, the decentralised aspect of the functionality is used for all Token transactions. This will be managed through the DApp on the blockchain.

*Note this will be for the initial phase designs of the app, the end goal is to provide a solution where user data is 'packaged' and can be stored in a decentralised form enabling the user unprecedented control over their own data.

This initial Hybrid model incorporates the advantages from both decentralised and centralised applications. The core transactional aspect of the application being decentralised (Token exchanges) so E8T.App will achieve the advantages associated with Decentralisation which are; safe transactions which can be executed electronically on the blockchain through the integrated wallet* and combining this with obvious advantages of using a centralised application, speed and access to data.

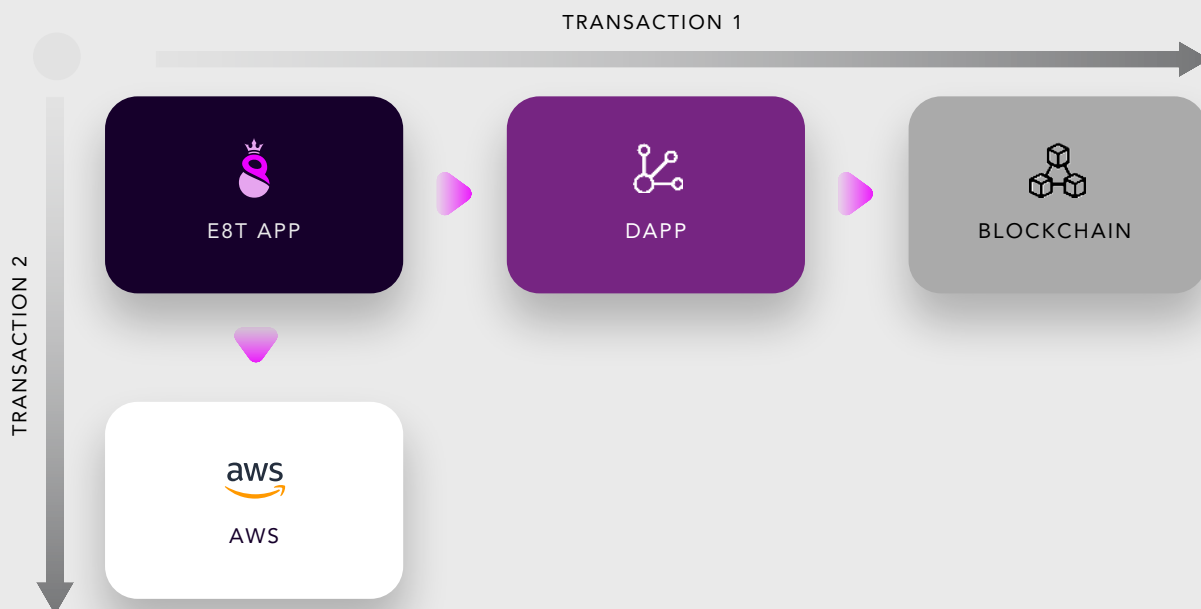
*Phase 1 is likely to be a 3rd party wallet application integrated.

The main advantage of splitting using a hybrid model, is to reduce, wherever possible the exchanges made on the blockchain which is non-token-transactional data, this will mean less 'GAS' will be consumed on executing transactions.

This is illustrated below

Transactions 1 - Tokens Transactions

Transactions 2 - User & Venue Data, Feedback & In App Functions



1) BLOCKCHAIN DEVELOPMENT

E8T.App will test every aspect of functionality of the token economy & transaction protocol in a controlled environment before releasing it on the immutable public blockchain. Therefore, initially the E8T.App Protocol mechanisms will be implemented and tested in a completely centralised environment.

The EAT.App Protocol mechanisms will be deployed on the Flare Network when full release is reached.

Phase 1 - MVP on Songbird Network Blockchain

To test and fully implement the functionality on a 3rd party network will be utilised.

Advantages of Songbird Network

- Fully functional testing environment for all features and protocols of the E8T app/DApp
- The world's first Turing-complete FBA network
- Scalable and doesn't base safety on a native token
- Integrates Ethereum Virtual Machine - The will form the foundation of the core functionality of the App (Trusted Reviews and Token/Voucher Exchange)
- Low transaction costs
- Flare Time Series Oracle - The FTSO provides externally sourced data estimates to the Flare Network in a decentralised manner. It does so by leveraging the distributed nature of the network and its participants and allows E8T to draw data into its smart contracts
- Access to F-Assets

Phase 2 - Release and migration to Flare Network

Based on the successful launch and completion of the Phase 1, we will begin the release of the fully functional and tested E8T app. All functions and services will be migrated over the the Flare Main-net

DAPP FUNCTIONALITY

The DApp will handle the smart contracts and the execution on the blockchain, it will be the code which ties the centralised 'front-end' which is the E8T.App and the decentralised 'Back-end' on the blockchain. This is why E8T.App is classed as a hybrid application.

DApp = E8T.app frontend + smart contract backend.

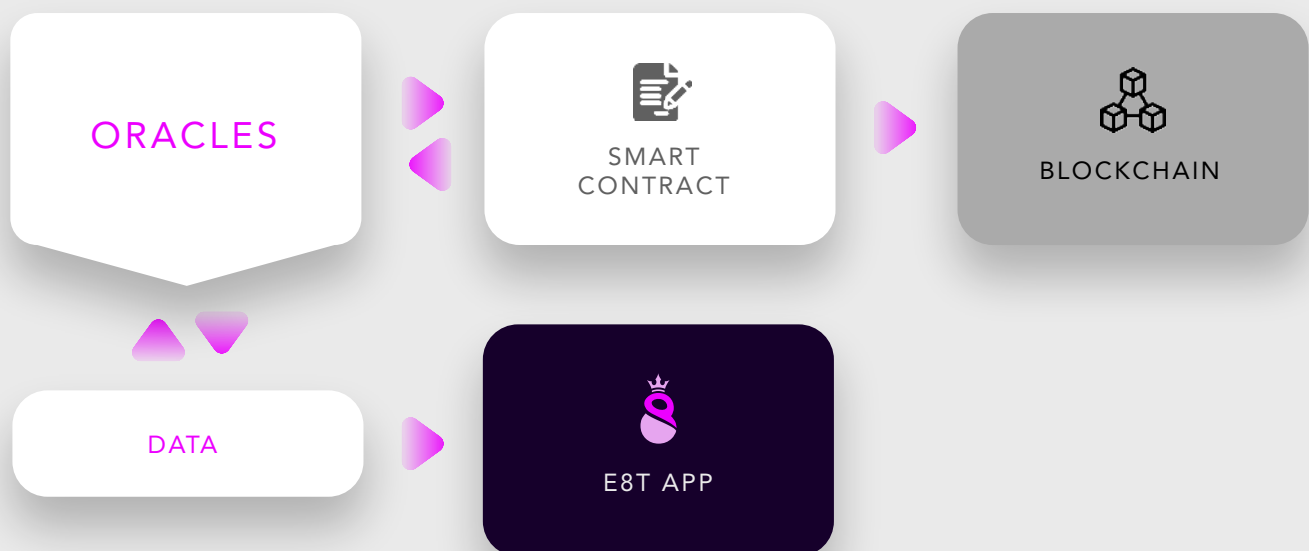
DApps will take input data from defined ORACLES on the Flare network within the E8T.App protocol.

ORACLES

Oracles on the Flare network retrieve and verify external data for smart contracts through methods such as web APIs or market data feeds. The type of data required by smart contracts can include information on price feeds, weather information, or even random number generation for gambling.

Leveraging oracles consists of querying the data source for specific information and subsequently connecting to that source to interface between the blockchain and the data feed. As a result, smart contracts can execute based on the particular information flowing from the data feed.

ORACLES within E8T.App will draw actual data retrieved within the application. For example user time in venues, user check in, user check in etc.



SMART CONTRACTS TO BE DEVELOPED

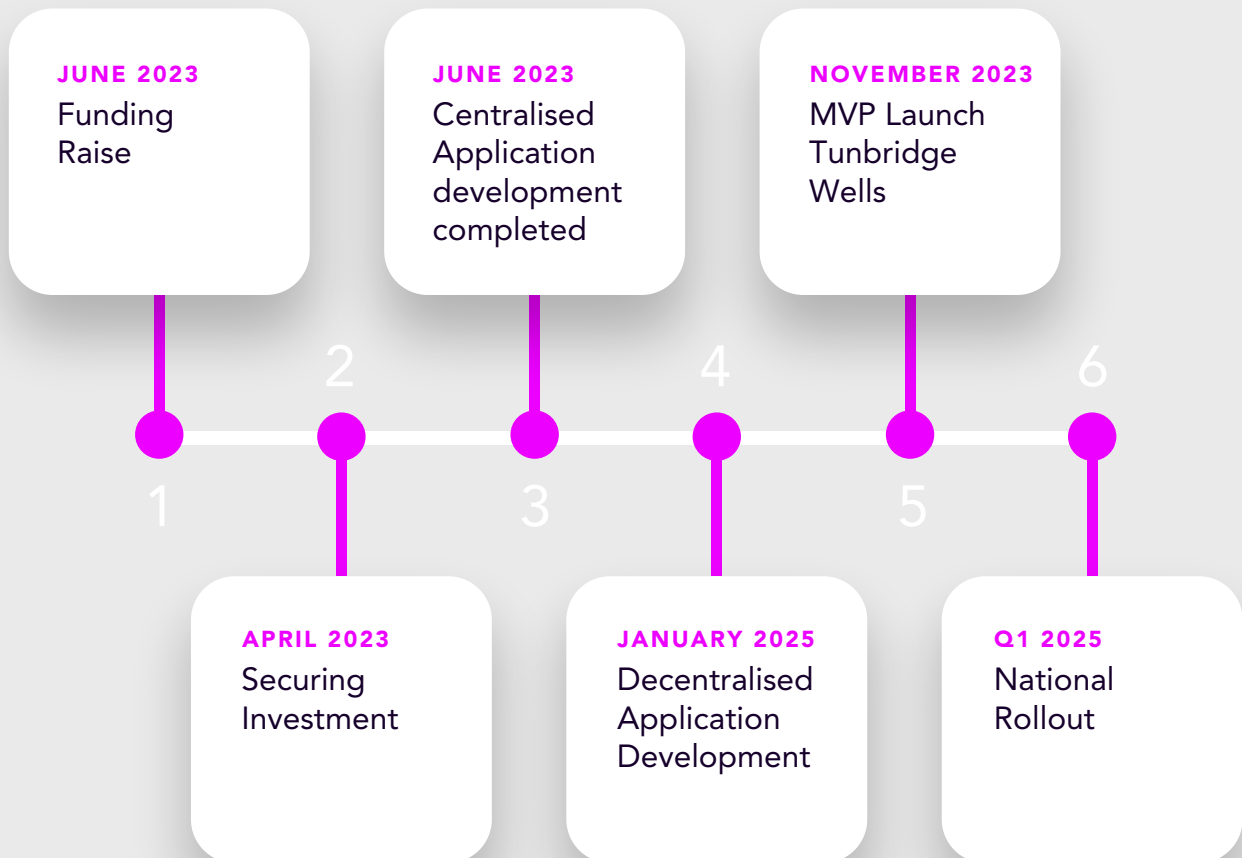
1) Trusted review smart contract (Code Examples in Solidity)

```
function transferfrom (address from, address to, uint 256_value)
IF (ORACLE) User checks into Venue QR
IF (ORACLE) User omits within GEO location
IF (ORACLE) User leaves Feedback
IF (ORACLE) Venue confirms valid review
Smart Contract Execute True
```

2) WOM Recommend (Code Examples in Solidity)

```
function transferfrom (address from, address to, uint 256_value)
IF (ORACLE) User checks into Venue QR
IF (ORACLE) User omits within GEO location
IF (ORACLE) User leaves Feedback
IF (ORACLE) User leaves Venue
IF (ORACLE) User Sends WOM Link
IF (ORACLE) NewUser Scans QR WOM Link
Smart Contact Execute True
```

PROJECT TIMELINE



ORGANIZATIONAL STRUCTURE

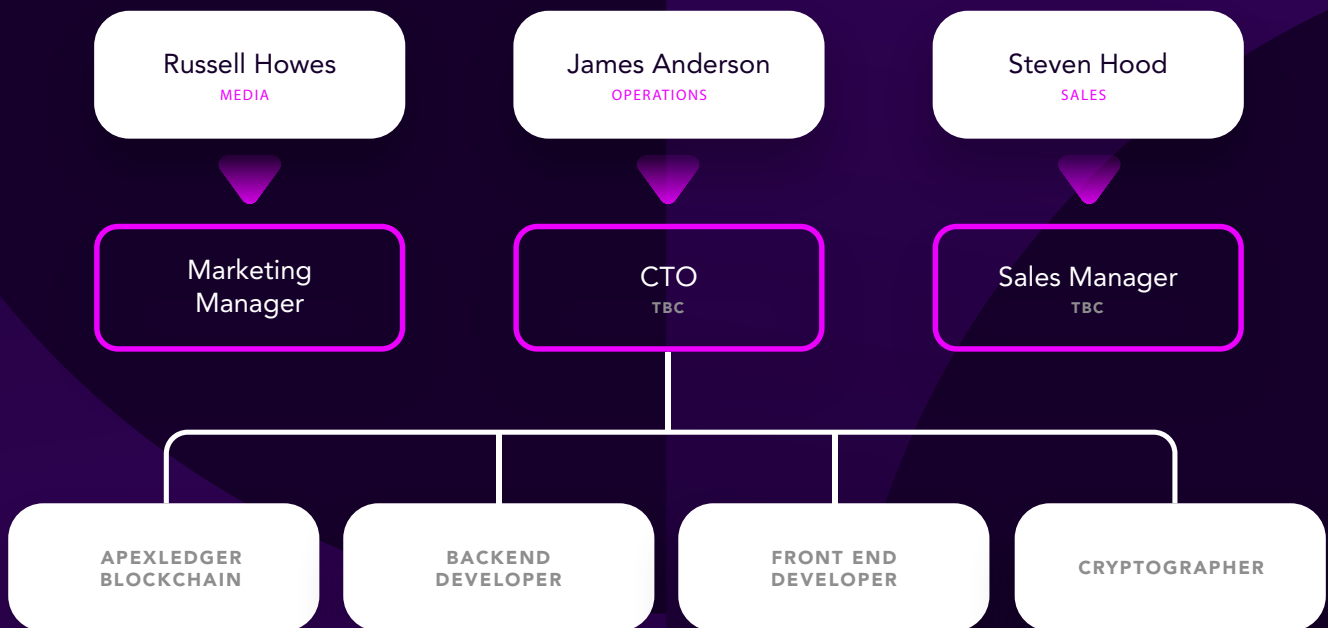
Steven Hood - Founding Partner (Sales)

James Anderson - Founding Partner (Operations)

Russel Howes - Founding Partner (Marketing)

APEX Ledger Industries - Blockchain/Technical integration

OPERATIONAL STRUCTURE



WWW.E8T.APP