

# ARCUS

## THE WHITE PAPER

v 2.0

# Glossary

**ARCUS Token** is a crypto-currency, in-game currency

**Advertiser** is a legal or natural person who purchases ARCUS containers and places where the advertising information.

**Player** is an application user

**Clan** is a group of people united by a common purpose: to pass the mission(s), to open a large container(s), etc.

**Container** is the object that a player sees with the app by virtue of augmented reality technology. Containers contain hidden bonuses, which will be credited to the player's in-game wallet, in case he/she catches and opens the container.

**Radar mode** – in this mode, the screen shows how many containers are in the given area at the moment.

**Container capture (capture mode)** is the mode in which the player sees a virtual container with the help of augmented reality technology. In this mode, the player hovers crosshair over the container, after which it stops moving around the screen and it can be opened.

# Token sale summary

ARCUS token is the equivalent of the value of digital assets and universal in-game currency of the ARCUS ecosystem. The basis for ARCUS token issuance is the Waves blockchain platform. The token allows the advertiser to use augmented reality to promote their business, and the user – ability to obtain material benefits when playing and viewing ads.

## **Opportunities for users:**

- participation in games, quests, tournaments;
- getting cryptocurrencies, promo codes, coupons, etc. in the game;
- social interaction – chat, clans, etc.

## **Opportunities for advertisers:**

- new, interesting and rapidly growing advertising channel;
- management of user behaviour;
- effective way to reach a wider audience;
- increasing customer loyalty;
- forming an emotional connection with their brands.

## **Opportunities for investors:**

- low prices at the pre-sale and token sale stages;
- high token liquidity, due to the constant demand from advertisers;
- participation in the financing of an interesting project.

## **Opportunities for start-ups which carry out ICO and Token Sale:**

- conducting an effective airdrop;
- launching bounty campaigns;
- posting referral links, etc.

**The Pre-Token Sale period is from 01.03.2018 to 01.09.2018**  
**The main stage of the Token-Sale period is from 01.11.2018 for 01.03.2019**

**The total amount of tokens issued by ARCUS**  
**200,000,000 ARCUS**  
**Number of tokens involved in Pre-Sale**  
**20,000,000 ARCUS**

**Price for 1 Pre-Sale token**  
**\$0.01**

**Number of tokens in the team**  
**30,000,000 ARCUS**  
**Number of tokens for bounty and airdrop**  
**5,000,000 ARCUS**  
**Number of tokens for a main Token Sale stage**  
**145,000,000 ARCUS**

**Prices for 1 token for a main Token Sale stage**  
**\$0.03 – 100,000,000 ARCUS**  
**\$0.045 – 25,000,000 ARCUS**  
**\$0.06 – 20,000,000 ARCUS**

**Acceptable forms of payment**  
**Waves, BTC, LTC, ETH, Zcash, DASH, XMR, BCH, USD, EUR, TRY, RUB.**



## Summary

**ARCUS** is an entertaining advertising and information space, uniting virtual and real worlds in a single ecosystem, focused on the digital generation. The core of the space is a platform that creates a connection between a layer of augmented reality and a real-world space on the ground for remote positioning and virtual content management. Users interact with augmented reality through the smartphone application.

The **business sense of the project** is the construction of an effective marketing channel for companies that will make it possible to use the game in augmented reality to attract new customers, increase brand awareness, retain and increase the loyalty of existing customers, especially relevant to those whose attention is focused on the representatives of the digital generation.

The **main value of the ARCUS project** for users is the opportunity to receive material benefits in the process of entertainment. Users of the application will have the opportunity to participate in original quests, communicate in augmented reality, create clans, participate in

tournaments. All this will enable the user to receive various awards, prizes that can be exchanged for real goods, services, etc.

**The value of the ARCUS application for advertisers, companies is obvious.** The whole game process and gifts that the advertiser can place in the augmented reality will be able to form an emotional connection with the company that entertains the user, informs about various opportunities and thus takes care of him/her by conducting various quests and other events.

In addition, our project has a **social importance** – we promote communication of users not only in the virtual world, many game quests in the game can be passed only by the team. In addition, the search for containers will facilitate the movement in the real world, which will have a beneficial effect on the physical and cognitive processes of users.

**Another important feature of our project** is that we introduce users to the crypto world. For an ordinary person, it's not easy to get into the principles of blockchain technologies and to see all the opportunities that it brings to everyday life. Our app solves this problem, we make a product that gives the opportunity to get free crypto currency and to withdraw it easily. People who are interested in multiplying the benefits will study the information on the crypto currency as a whole and track the most suitable moments for its withdrawal. The opportunity to obtain material benefits without investments is a great way to introduce players to the world of crypto-currency without financial risks.

# Vision

Prospective channels of interaction, new opportunities and financial instruments, elevating economic relations to a qualitatively different level, are born every day. A vivid example is the cryptocurrency and related concepts that have already been appreciated by both large business representatives and ordinary Internet users. Another interesting trend is augmented virtual reality. Practically every Internet user has at least one photo with Snapchat mask – this is an important indicator that augmented reality (AR) technologies are actively entering our life and are welcomed by users. AR technologies are evolving to change the business, information environment and user behaviour. These areas provide huge opportunities for start-ups and investors. So, we decided to unite two rapidly developing areas into one project.

As Walt Mossberg said: *“In a few moments, computers will become more powerful than ever. They will just incorporate into our everyday environments. Instead of having to log in to a computer or smartphone, you can simply enter the room or go out and do whatever you want with the surrounding space without getting a gadget out of your pocket.”* The theme of the development of communication technologies, predicted by many scientists, will bring or has already brought many different tremendous changes in our world. The technology revolution makes the surrounding world unmatched and fantastic. Very soon, augmented reality glasses will be available, at this point humanity will need applications that will integrate the real and virtual worlds into a single information space. Such applications are created today.

The revolution occurs not only in the sphere of technology, but also in the minds of people. New generations born in the early 2000s, had access to the Internet and new technologies from the very beginning. For such a generation, the smartphone is the main gadget, and the mental delineation between the virtual and the real world is insignificant. This generation is often called the “digital people” or generation Z. It is this generation that begins to lay down the rules for all market players.

Currently, more and more companies understand that it is strategically beneficial to interact with this “digital” generation. This is confirmed by the analysis carried out by Accenture: the number of generation Z in developed countries averages 25% and almost 100% of them have smartphones, 50% spend about 10 hours a day online. The consumer

ability of this generation only in the US is estimated at \$4–5 billion. Therefore, companies that understand that online has become a habitual habitat for the Z-generation are strategically winning.

Merging of the real and digital world is inevitable, the age of mixing offline and online into one information space is coming. This can be achieved only with the use of technologies of augmented reality. The ARCUS ecosystem solves such a problem and offers all wishing to become a part of such transformations, to participate in our project. We are ready to become the market leader in AR solutions.

The mission of the ARCUS project is to build an effective and mutually beneficial business value exchange with representatives of the “digital generation” in a clear and simple way. Also, users will have the opportunity to choose promotional offers they are interested in. Our ARCUS application will allow to take the user out of the virtual world of the smartphone by virtue of the game process, interaction between users, simultaneously offering advertisers the opportunity to control their behaviour by placing containers directly near their points of sale, offering the user various game quests and other opportunities that are available in augmented reality.

#### Market overview

The augmented and virtual reality market are currently undergoing rapid growth and becoming one of the key drivers of the IT industry. In 2016, its volume amounted to about \$3 billion, and by 2020 it is expected to exceed \$150 billion.

All world leading IT-corporations are now in some way contributing to the growth of augmented reality. Google, Facebook, Apple, Samsung have announced AR platforms already in development. Investments in this market also exhibits an upward trend.

According to the analysis of Statista and Deutsche Bank research, the number of people using the augmented reality increases by an average of 35% every year, and by 2020 smartphones will be actively used by more than 2.8 billion people. By 2020, augmented reality will occupy its place in the life of more than 400 million people.

According to the sources of Early Move, Omnicore and WorldStream, up to 70% of the traffic of online stores, up to 80% of users of social networks and over 50% of video views are accounted for mobile devices.



Dynamics of growth of smartphone users shows growth not only in the volume of the audience, but most importantly – in the amount of funds that this audience accumulates. Thus, the financial potential of the market of augmented reality is huge, already in 2017, the growth was more than 186% as compared to 2016.

The advertising market also shows increased growth dynamic. Already in 2020, according to eMarketer, more than \$670 billion will be spent on advertising, and the annual increase in advertising costs averages 5–5.5% per year.

Let us consider the mobile gaming market. With a market share of over 40%, games are the most profitable sector of the gaming industry to date. Mobile games not only dominate the gaming industry, but also the mobile software market as a whole. In 2017, mobile applications received more than \$46 billion in revenue, increasing their market share from 39% to 42%, compared with 2016.

The largest market for mobile games is certainly the Asian one, whose share is 47% (\$51.2 billion).

In 2017, Apple created ARKit, which allows design engineers to implement augmented reality into their applications. This points to the fact that even Apple sees this technology as the dominant technology in the future. Google also actively promotes its AR-platforms with own graphics and commercials. Unlike other AR games on the market, our ARCUS application is ready to offer not only the game process, which will be constantly supplemented to keep users' interest, but also the opportunity to receive material benefits.

The most striking event in the AR games market in recent years was the release of Pokemon GO. It became an international hit, thereby making the technology of augmented reality known and popular among a wide range of users. The market capitalization of the designer – the Nintendo company rose by \$14.8 billion just a week after the release.

AR projects that reached the ICO:

- Augmentors: Step-by-step war game, based on the bitcoin blockchain
- Reality Clash: FPS-style fighting game
- Decentraland: gaming ecosystem in virtual reality
- Cappasity: platform for the creation, integration and analysis of 3D, VR and AR-content.

- Neverdie: gaming platform based on Ethereum with elements of AR technology
- Lampix: equipment for creating an augmented reality environment on flat surfaces
- Dmarket: game marketplace for trading game items with AR technology elements

Thus, it becomes more and more obvious that augmented reality, smartphones, mobile games, new ways of communication and entertainment change the life of people and business. In order to be part of the solution, it is necessary not only to follow the changes, but actively participate in them.

In a competitive environment, such as augmented reality, mobile games, the opportunity to stand out is the key to success. The main feature of our ARCUS project is the combination of an exciting game process with the possibility of getting material benefits for users, for advertisers – managing the behaviour of customers, increasing loyalty and establishing emotional bonds with their brands. Also, our benefits include – the unique use of advanced technologies that effectively enrich the game process; an affordable economic model in the real world, an opportunity for users to get an understanding of the principles of blockchain and cryptocurrency in a risk-free environment for them; the ability to create a link between virtual content and the real landscape anywhere in the world; accurate remote placement of objects in augmented reality, in a changing environment; a universal augmented reality environment connecting advertisers and users; social significance, giving the opportunity to communicate not only online. These factors give the ARCUS project a competitive advantage and provide the leader position in a number of game categories on the market today.

# Application concept and description

A player (miner) uses the smartphone camera and collects containers that are located in the real world. In the meantime, a player looks through advertisements placed by advertisers. Each container can contain the shares of Bitcoin, Ethereum, Lightcoin, Waves, Monero – top cryptocurrencies. Also, the container may contain coins issued by the owners of the application. Different ways of engaging players in the game will be used. For example, some features can only be used when playing with a team. The referral program will also be used.

Gamification will be constantly improved, by the release of the application, it is planned to introduce “Bosses” for team events; the game socialization will be also provided, for example, chat rooms, creation of players’ guilds, tournaments for prizes, and much more that augmented reality can afford.

We also plan to implement a variety of logic tasks, where you can play in a team or as one player, such as searching for items or pieces of the puzzle, collecting which players will be able to receive various kinds of benefits in the game, as well as good prizes.

To maintain the interest in the application, we will introduce the system of the player levels, which will open additional features as the level rises. In addition, in the future it will be possible to buy additional characters and so on. We also plan to cooperate with such projects as Patrol, Scrum, Encounter, etc.

## **How it will be implemented:**

In the app player can see the radar screen and three buttons.

The left button is the menu, the middle button allows to scan the neighbourhoods, the right button allows you to search.

The player presses the middle button. The process of searching for containers is started. When the process is completed, points appear on the radar showing location of the containers in the space around the player.

The player presses the left search button. The camera opens. The player moves the phone in search of containers, catches them in a crosshair.

After the crosshair is hovered on the container, auto-capture is activated.

The container remains in the crosshair, no matter how the player rotates the phone.

The player presses a button at the bottom of the camera and a list of rewards received from the container appears.

The player can play right away without registering the wallet. All found coins are credited to the game balance, which he/she can transfer to his/her wallet after binding in the personal account.

The server part of the application is a set of databases based on relational DBMS interaction with which is carried out through the ARCUS API.

ARCUS API is a set of micro-services that allows:

- to support interaction between the database and the end user.
- to integrate new augmented reality objects
- to set scenarios of the object's behaviour in the augmented reality
- to administer the game

This technical solution allows to safely scale the system to the required size in a short time.

# Token Sale and its purpose

Token Sale is practically the only tool for a start-up business, which allows you to raise funds. Building a new business in a new market requires considerable resources, will and patience. We want to bring together like-minded people who are interested in the sphere of augmented reality, mobile applications, thus offering to join and support our team towards the achievement of goals. Token Sale is an implementation of crowdfunding models, because it allows a future audience of the project to support its development.

Holding Token Sale will allow us to raise funds for the main goal – the release of a full-scale mobile application for users with a variety of interesting game processes that will be constantly supplemented, and a completely new marketing channel for advertisers that has a huge perspective.

Token Sale is divided into two stages: Pre-Sale and Token-Sale.  
The total amount of the ARCUS token issuance: 200 million

## The first stage – Pre-Sale

The purpose of this stage is to consolidate the resources necessary to prepare all processes and the product itself for the main stage of Token Sale, as well as deep study of solutions together with the community, so the main goal is to collect like-minded people among future users, advertisers, and investors to coordinate further actions with them.

At this stage, 20 million ARCUS tokens, at a price of \$0.01 will be sold. We need to raise \$200,000. These funds are intended for the release of the Beta-version of the application, marketing, bounty campaigns, attracting new employees, technical support. The Pre-sale period is from 01/03/2018 to 01/09/2018.

## The second stage – Token Sale

We plan to raise Soft Cap in the amount of \$3,000,000, Hard Cap – \$6,000,000. A total of 145 million ARCUS tokens will be put up for sale. The price of the token at the second stage will be different, the first 100 million tokens will be sold at a price of \$0.03, then 25 million tokens will be sold at a price of \$0.045, the remaining 20 million ARCUS tokens – at a price of \$0.06. The main stage period: from 01/11/2018 to 01/03/2019.

We do not plan to freeze the tokens that we sell. Everyone who buys an ARCUS token can put it for sale at any time at any of the stock exchanges where our token (Waves DEX, Crypto Hub) will be presented. This is a significant advantage of our Token Sale compared to other projects. We are also confident that our token will have high liquidity, for more details, see the economic model description.

All funds raised during Token Sale are intended for the development and marketing of the product.

# Token Sale results:

**less than \$3 million** – in any case we will develop the system. With insufficient funding, the release period will increase;

**\$3 million** – this amount is sufficient to create and support a full-scale mobile application;

**\$6 million** – this amount will allow our project to create sales teams around the world and to reach self-repayment within six months

**more than \$6 million** – the raised surplus funds will be scattered in containers around the world for advertising purposes.

Acceptable forms of payment in the following currencies: Waves, BTC, LTC, ETH, Zcash, DASH, XMR, BCH, USD, EUR, TRY, RUB.

Economic and business model of the ARCUS project

ARCUS combines an exciting gameplay with the possibility of getting material benefits. Over the next few years, the game will be constantly supplemented with new features, opportunities to expand the game potential and keep the players' interest.

App features:

- gameplay that involves users;
- system of players progress;
- adding a social component.

But the application is interesting not only for the game process, but also for the financial component – each player deals with ARCUS crypto currency, which can be exchanged for real money on a stock exchange, used to buy game privileges and many other opportunities in the future. Thus, users can literally earn by playing. The use of the crypto currency fluctuating in the market introduces a factor of additional interest.

New advertising channel

The combination of augmented reality and geolocation in Pokemon Go has become an effective tool for mobilizing a large number of players. Today, advertisers are trying to find more and more effective ways to reach larger audiences, the ARCUS application provides such an opportunity. Therefore, we believe that the advertisers will have a

special interest in the application, since they will be able to scatter gifts, promotional codes, coupons in the augmented reality – all in branded containers, on which players will hunt. In addition to containers, the advertiser will be able to place virtual banners in augmented reality that will be visible in the container search mode. In the personal account, the advertiser will be able to choose: where exactly the container should be placed and how many times it will be visible, as well as the gender, age and interests of the players that can see the container. Once launched, the advertiser will be able to obtain the necessary statistics. In the personal account, data will be displayed on how many containers are collected. Advertisers will see the number of promotional codes, coupons, etc. used in their system and will be able to easily calculate the conversion and the average player's bill. These indicators will show the effectiveness of such advertising campaign. At the request of advertisers, we can add additional parameters to collect statistical information.



# Opportunities for investors or why invest in ARCUS

According to statistics, in 2017 more than 350 token sales were conducted, in aggregate, they raised about \$3 billion of investments for the development of projects. Of these, only 5% were able to provide a prototype or MVP of the application, 95% of the projects submitted only concepts. We have already developed an application MVP, which can be found on our website and is already being tested.

The game market is one of the largest and steadily growing, the average growth is 6.2% per year, in the period from 2016 to 2020 the turnover will amount to \$128.5 billion. Consolidation of various technologies allows the application to cover several segments of the market.

At each stage of the ARCUS project development, the price of tokens will increase due to the introduction of new gaming processes, expansion of the ecosystem, growth of participants number, increase in demand from advertisers.

Early investors get a wide range of investment opportunities in the form of classic Token Sale advantages – such as low cost during the Pre-sale period.

# ARCUS token

Our token is the internal currency of the ARCUS ecosystem. Players will be able to use the token to buy game privileges, statuses, levels, strength and other possibilities, and advertisers – to purchase the number of ad impressions in the augmented reality in two types – containers with prizes and gifts that will contain some ARCUS tokens and, if desired, any other crypto-currencies; ordinary ad impressions in augmented reality, which will be displayed during the search for containers, performing various quests, participating in team games, etc. In addition, ARCUS token will be available as a reward for completing tasks, passing quests delivered by the ARCUS system.

The constantly increasing demand for ARCUS token from advertisers and players will make it scarce, which means more valuable!

The economic model of the project is based on the blockchain technology to ensure the transparency of all transactions, simplicity of estimating the cost of ad impression around the world, to protect users from cheating with domestic currency. Therefore, the issue of the ARCUS token made it possible to create a basis for such an economic model. Moreover, the issue of tokens is limited. This will also become a determining factor in the growth of demand for this token and, accordingly, its value.



# Technical description of the token and platform

We chose the Waves blockchain as a platform. The criterion for choosing a blockchain on which we were going to issue our token was the stability, the opportunity to start trading on the exchange, good technical support, the availability of clear Russian documentation, the speed of transactions, the prospects for development. After getting acquainted with the capabilities of various blockchains, we chose the WAVES platform as the most satisfying our needs.

## The ARCUS token functionality

- users can use it to buy privileges in the game;
- in the game, the auctions will take place where players can sell in-game items, unneeded promotional codes, coupons, etc.;
- advertisers can buy ad impressions in augmented reality;
- carrying out unique events and competitions, and tournaments;
- a token can be exchanged for any other crypto currency on third-party resources, including for real money
- expansion of the game functions, discovery of hidden locations with containers.

By purchasing ARCUS tokens during Pre-Sale and Token Sale, a user, an investor or an advertiser will be able to get not only an in-game resource at a reduced price, but other advantages at the initial stages when investing less money.

# ARCUS token pricing

At the Token Sale stage, we set a minimum price for the token, which, over time, will undoubtedly grow due to increased demand from advertisers and players. The starting price of the token is \$0.01, then at the last stage of Token Sale the price will be \$0.06. After that, the price will be influenced by the demand from advertisers and investors.

The key factors affecting the price of the ARCUS token will be the popularity of the game, the demand for advertising and the number of tokens available for sale, as well as many other equally important ones, such as the number of gamers, involvement in the game process, events and tournaments with unique prizes, leading positions in leading market plays such as Google Play and Apple Store, competition and analogues.

## Why we are sure that the token will have liquidity

Undoubtedly, everything will depend on demand, but a small example can show why we think so.

Example: 100 people who find about 5 containers a day will give us 500 containers per day and 15 500 containers per month. To provide players with this number of containers, advertisers will buy 155,000 tokens, with a token price of \$0.01. In order to provide players with a given number of containers, it will be enough to have even one advertiser-networker in the city, who will be interested in attracting new customers and keeping current ones! Just imagine, if the number of advertisers will increase! The game will be more interesting, and users will have the opportunity and desire to open more than 5 containers a day! And we have considered only 100 users of 1 city! We plan to recruit at least 1,000 users in each city, where we will run the application and increase their number!

This example demonstrates why we believe that our token will have high liquidity.

# ARCUS goals

We have already created the MVP of our application, so the main goal is to raise funds for the further development of the game, the formation of an economic system, the holding of marketing companies.

To bring ARCUS to the stage of release of the full-scale version of the application, we need to significantly expand the range of gaming opportunities for the user, add new features and regularly issue updates, even after the release.

The raised funds will become the financial basis for active support and development of the project in the early stages.

In the economy, success largely depends on a competent marketing strategy, with the help of raised funds, we will be able to increase the budget of advertising campaigns, which contributes to the increase in the number of users of the application.

## **User attraction and retaining strategy.**

For the successful operation of the application, active users are needed, so we assign an important place to the issue of attracting and retaining users.

We will attract players as follows:

Using advertisers. We will post information about the application in points of sale, agree on cross-partner promotions: favourable terms, in exchange for the PR applications.

Our target audience spends from 4 to 10 hours a day in the Internet, therefore, the most efficient channel is the Internet. We will customize targeted ads in the cities where we will run the application.

We will customize ads in Google play, where users will download the application.

We will conduct large airdrops (advertise the distribution of top-end crypto currency) and bounty companies (bring a friend, make a repost, talk about the application and get a bonus)

User retention is equally important step. For this purpose, we plan the following:

Constant increase in the number of advertisers, and as a consequence, the number of containers hidden in the city.

Introduction of “bosses”, to attract new players and retain old ones. Users will need to join a small group to open larger containers with greater

reward. At first this will contribute to the recommendations of the application and attracting friends to the game. To optimize this process, we plan to configure the synchronization of the application with the user's contacts. Thus, we not only give a more complex task to players, but also provide them with a ready solution!

Cooperation with quests. Quests are very popular, because players perform tasks in reality and receive a lot of emotions. Just imagine how interesting it will be for players not just to look for painted codes, but to use the application and find them in augmented reality! It will be interesting for all parties. New game objects and even characters in augmented reality will make the quest more interesting, and will retain users in the ARCUS application.

Cross-partner arrangements with companies on the possibility of payment or partial payment by ARCUS tokens. Advertisers will be able to accept ARCUS tokens as payment and increase the amount of advertising, or withdraw money through exchanges. Users will benefit – the coins found can be used for payment, therefore, interest in the application will increase.

New gaming processes. We plan not to stop there and introduce additional game processes: games, missions, battles in clans, exchange of coupons and cryptocurrency, chat, etc.

Timely debugging, quick responses and communication with players. We will create a service department, which will be able to quickly resolve emerging issues. We are a loyal company and will strive to make the application as clear and interesting for the players as possible.

# Roadmap

**IV/2017** Creation of a prototype application. Solution of the main technical issues.

**I/2018** Issue and placement of the ARCUS coin. Placement of information on specialized resources.

**II/2018** Start of the preliminary Token sale stage. Launch of an advertising campaign. Creating a prototype of the advertiser Web Service.

**III/2018** ARCUS coin AirDrop. Release of Alpha-version.

**August 2018** Attraction of users, work with advertisers and release of Alpha-version in the cities of Kazan and Voronezh. Airdrop of tokens inside the ARCUS app.

**September 2018** End of the ARCUS token pre-sale. Fixing of bugs arising at the stage of Alpha-version. Continuation of communication in the cities of Kazan and Voronezh.

**October 2018** Presentation of analytical data collected during the launch of the Alpha-version. Advertising company before the main stage of token-sale.

**November 2018 – January 2019** Launch of the Bounty campaign. Launch of the main Token sale stage. Increase in staff. Creation of service, technical support, preparatory work on launching in Asian and European countries. Start selling tokens to advertisers. Establishment of sales offices in Asian and European countries, to work with advertisers. Release of Beta-version in Asian and European countries.

**February 2019** End of the token sale. Launch an advertising campaign to attract users. Fixing of possible bugs, attraction of new advertisers and users. Airdrop of tokens inside the ARCUS app.

**March 2019** Fixing of bugs, obtaining, processing and presentation of statistical data for Asian and European countries. Preparation of release.

**April 2019** Integration of user's game progress in the application. Creation of Boss-type objects for the team game. Sales of additional services to users. Creation of an international token sales team. Expansion in other countries.

**May 2019** Preparation of release. Recruitment, active work with advertisers around the world, application support in the cities of launch.

**June 2019** Release of the ARCUS application around the world. ARCUS tokens Airdrop inside the app. Global advertising campaign to attract users.

**July 2019** Opening of new sales offices. Creation of player ratings. The ability to create clans. Attracting sponsors for tournaments.

**August 2019** Additional ARCUS gamification, operation of all ARCUS units around the world.

**2020** The global presence of the ARCUS project worldwide.



# Team



## **Lev Eidinov**

*Executive Director*

Designer, author of concepts of the Internet of things and augmented reality. Experience in creating a design studio and advertising agency.

## **Oleg Rakhimov**

*Technical Director*

Experience of working as a programmer for more than 6 years, previously he worked as administrator of high-load systems. Experience in developing cross-platform applications.



## **Ilgizar Rakhmatullin**

*Financial Director*

Experience in banking, specialist in finance, securities and project management. He has been working in financial markets since 2004. In 2011, he founded the business representation of the Czech plant for agricultural machinery production, in 2015, he founded the chocolate factory from scratch. Experience in creating business processes, economic models, marketing and sales.



## **Evgenia Surkova**

*PR-specialist*

Work experience as a promotion manager in a large retail network, successful experience in developing and implementing PR actions, events and loyalty programs.

# Conclusion

The AR market shows intensive growth, and many design engineers are struggling with hardware and soft products that solve a variety of tasks. At the same time, the issue of household use of AR still remains relevant.

Our team provides the ecosystem that brings specific benefits: gifts, entertainment, communication, shopping. We start from small to achieve great things.

Now it is important to introduce the audience to the new AR-measurement and the unlimited potential that it possesses. By offering the user familiar and clear activities, we are immersing him deeper into the new world, gradually expanding his capabilities.

Sooner or later AR will occupy its place in the life of every person, and we propose to become together with us at the very beginning.

# Legal notice

This White Paper is prepared for information purposes only. The information contained in this White Paper is prepared to assist in the implementation of its own evaluation of the project of entertainment advertising space in ARCUS Augmented Reality (hereinafter referred to as the ARCUS Project) by potential holders of the tokens in connection with the forthcoming initial offering of ARCUS Project tokens. When preparing this White Paper, it was not intended that it should be exhaustive, and it was not intended that it should contain all the information that recipients might need to make a decision to purchase tokens. To the extent permitted by applicable law, no financial or other responsibility is assumed for the accuracy or completeness of the information contained in this White Paper, as well as for any errors, omissions or misstatements made by negligence or by virtue of other reasons. In particular, but without any limitations, the initiators of the ARCUS Project do not provide any representations or warranties, either express or implied, with respect to the accuracy or completeness of the contents of this document or with respect to the achievement or validity of any forward-looking assessments, target indicators, estimates or forecasts; no provision of this White Paper should be relied upon as an obligation or assurance of the future. This White Paper should not be construed in any way as a recommendation from the initiators of the ARCUS Project or their partners, officials, employees, agents or consultants.

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