



# Qrapa Social

a blockchain-powered Q & A social media platform

[www.qrapa.io](http://www.qrapa.io)

Ver 1.12

December 2018

 **QRAPA SOCIAL**



# QRAPA SOCIAL WHITEPAPER

Q & A social media platform based on blockchain that offers content creators the possibility of monetizing their products in a conducive and transparent ecosystem and offers reward for user contribution

# CONTENTS OF THIS WHITEPAPER

<b>1.0</b>	<b>INTRODUCTION</b>	
1.1	WHAT IS QRAPA ALL ABOUT	----- 3
1.2	PROBLEMS	----- 4
1.3	SOLUTIONS OFFERED BY QRAPA	----- 7
1.4	WHAT MAKES QRAPA UNIQUE	----- 9
1.5	TARGET MARKET	----- 9
<b>2.0</b>	<b>TECHNOLOGY</b>	
2.1	HOW WOULD ALL OF THIS WORK	----- 10
2.2	WHY ETHEREUM BLOCKCHAIN?	----- 11
<b>3.0</b>	<b>THE QRAPA TOKEN</b>	
3.1	OVERVIEW	----- 15
3.2	TOKEN METRICS	----- 16
3.3	WHY BUY QRAPA TOKENS	----- 17
3.4	HOLDING BONUS	----- 17
<b>4.0</b>	<b>OUR PRODUCT</b>	
4.1	OVERVIEW	----- 18
4.2	THE PLATFORM	----- 20
4.3	REWARD FOR PARTICIPATION	----- 21
4.4	SELF-MODERATION	----- 21
4.5	ADVERTISING	----- 22
<b>5.0</b>	<b>IMPLEMENTATION OF THE QRAPA PLATFORM</b>	
5.1	MARKETING PLAN	----- 25
5.2	ICO	----- 27
5.3	APP DEVELOPMENT	----- 29
<b>6.0</b>	<b>COMMON INVESTOR CONCERNS</b>	
6.1	FUND RAISING	----- 30
6.2	BUILDING AN AUDIENCE	----- 30
6.3	AUDIENCE RETENTION	----- 31
6.4	COMMITMENT TO CHARITY	----- 31
<b>7.0</b>	<b>ROADMAP</b>	
<b>8.0</b>	<b>FINANCIAL PROJECTIONS</b>	
8.1	REVENUE	----- 33
8.2	GROSS MARGIN	----- 37
8.3	EXPENSES	----- 38
8.4	PROFIT AND LOSS	----- 40
8.5	CASH FLOW	----- 42
8.6	FINANCIAL HIGHLIGHTS	----- 45



# Introduction

## 1.1 WHAT IS QRAPA ALL ABOUT?

As of April 2018 the total worldwide population is 7.6 billion, the internet has 4.2 billion users; out of this amount there are 3.03 billion active social media users. On average, people have 5.54 social media accounts. Billions of messages are sent on social media like WhatsApp, Facebook and messenger on a daily basis. We are now practically glued to our phones and spend countless man hours surfing through social media. Creating content, liking and commenting on other people's content etc.

Social media is a multi-billion-dollar industry with Stakeholders cashing out big yearly from the efforts of content creators and users; but yet there's no reward system in place to reward users for their contributions and even when there's a system in place it is usually ridden with endless hoops and conditions,

*“Twitter (TWTR) earns 85% or more of its revenue from advertising. In the second quarter of 2017, Twitter posted an advertising revenue of \$503 million, which was an 4% decrease of what the social media site brought in during the same time in 2016”*

***Investopedia.com***



Of all of this received, how much of this gets to the content providers? The answer to this question most of the time is nothing at all, the few platforms that take rewarding content providers into account implement strict rules and regulations. These regulations are designed to make receiving payments as frustrating as possible. Despite these bottlenecks, platforms make sure that the slightest error by the content producer results in demonetization, sometimes a video may be demonetized for no error at all.

How about if social media isn't all about giving, how about social media wasn't just a sink for valuable time and resources, how about the likes, shares and upvotes had more than just sentimental value, how about you had full control over the content you create, imagine you actually had privacy.

This is where Qrapa comes in. With Qrapa all your imagination comes true. Qrapa is a Q and A platform based on the Ethereum Blockchain network that seeks to transform social from a resource sink into a commercial ecosystem for value creation; By rewarding content creators and users in real time for their time and contributions.



# Why do social media need a platform like Qrapa?

## 1.2 PROBLEMS

Existing social media networks give users the impression that they are in full control of their data, however, it is actually those companies providing those services that have sole authority over a person's information.

People, without even blinking an eye, sign and agree to privacy policies that give these companies the power to use this data in any way they see fit. This is a huge detriment to personal privacy and has increased the desire of social media users to take back the authority to their own personal data and how it's distributed. There's also nothing stopping them from using this information for their own financial advantage.

There's a whole host of privacy issues when it comes to the major social networking platforms. Illegal sales and distribution of personal data, tracking of browsing habits among many other privacy violations.



The popular platforms' end goal is to collect information, behaviors, and interests of their users in order to monetize that data and they're never 100% transparent on how they use this knowledge. This is usually done in the form of some sort of advertising and since it is essentially their money maker, they guard the data and the secret sauce to how they collect this information very heavily.

Social media today has been hijacked by greed; by profiting from user data and from content creator efforts the focus has shifted from creating a memorable user experience.

Biased moderation has ensured that some voices are heard over others, restrictions and moderation tools are now used for oppression rather than for their originally intended purpose.

Millions of messages are posted on social media on a daily basis. Articles, photographs, videos etc. But there is no appropriate reward mechanism for content creators. Content creators are often rewarded with units holding no fiscal value or are not rewarded at all.

Lastly ads are at the verge of taking over the cyberspace, there is no limit to the extents of ads anymore. The social media cyber space is literally crawling with ads; ads that cover content, repetitive ads, unskippable ads etc. With no option to disable.



# Solutions offered by Qrapa

## 1.3 SOLUTIONS

This is where Qrapa comes in, Qrapa is a Q and A social media platform that fosters interaction on a question and answer basis. Qrapa is also a content hosting platform that allows users to showcase premium content to interested audiences. But more than that, it differs from other platforms already out there by providing true content control to the user. Control over content created, personal data, what they see, ads they receive – as well as all associated activities.

Qrapa also provides the user with a source of income as value is received for contributions and for value created on the platform. Gone are the days when valuable information and contributions were given out for nothing. Qrapa ensures that quality content does not go unrewarded.

Qrapa upvotes would not have just sentimental value but would translate into valuable currency that can be traded. Qrapa would also offer the functionality for users to tip writers for a job well done; the tips offer a faster and customizable reward for the writer.





With customizable ads and user preferences we seek to create a transformed user experience where the interests of the user come first. Our business model would see profits distributed back into the community and individual users who are ultimately responsible for creating them, would give people the choice of whether they even want to receive advertising; and to offer advertisers themselves access to their ideal target markets – alongside the ability to advertise to people who are interested.

Using the content hosting capability, users can create a channel. These channels can support any variety of content including podcasts, lectures, videos, literature etc. This content is restricted to subscribers only; Notifications would be sent to your subscribers whenever a new post is created. When a creator makes a post the option is provided to make the post freemium or premium. QER has to be paid for access to premium content. The creator has full control over his/her content and can has the power to decide if ads would be displayed or not alongside content.



# What makes Qrapa unique?

Qrapa is the only solution that combines all of the following proposed offerings:

View and earn mechanic - Qrapa rewards user participation by allowing them to earn QER based on time spent online. Users can also opt-in to watch advertising and be paid for their attention by advertisers.

## Qrapa Target Market

Qrapa is interested in content creators and professionals who are committed to making the world a better place by sharing their knowledge and experiences. Qrapa seeks to make life easier for this set of persons by fixing bottlenecks and flaws in the social media ecosystem and by making the process of sharing knowledge interesting and rewarding.

Qrapas' target audience is not restricted to any country, age group, ethnicity or language, the target audience of Qrapa is simply any human being who wants to enjoy productivity from social media.



# Technology

## 2.1 HOW WOULD ALL OF THIS WORK?

Qrapa would be based on the Ethereum Blockchain technology which would ensure that the platform is decentralized and would not be susceptible to the problems plaguing centralized platforms that were discussed earlier in this white paper.

In a nutshell, a successful decentralized setting gives the users control of three main aspects: privacy, ownership, and dissemination. All of which are stripped away when using any of the mainstream platforms.

Users will be able to choose who to show the content to and be able to set their own restrictions while determining how and where it gets distributed. They'll also have full control of their private data. No more storing it on centralized servers and losing it when these servers go down or when their security gets breached. Most importantly, the platform can run independently without a central authority imposing its own interests in human social interaction. The user gets back control of their private data, and the freedom of speech and expression is restored without the fear of censorship or backlash.

Another aspect to a decentralized platform is the ability to fairly compensate its users for contributing value to the community.

Think about the mainstream platforms that are currently being utilized. Do they recognize key contributors and reward them accordingly?

Centralized social platforms are in it to pay themselves. They sell users' private data, users' content, and serve users endless advertisements while key contributors get nothing. That is far from a reasonable trade-off. In a decentralized platform like Qrapa none of that is possible.



# Why Ethereum Blockchain?

## **CONTRIBUTION TRACKING:**

Much like in entertainment, where YouTube, SoundCloud, Netflix and others control user consumption, we consume social media on a handful of platforms that have achieved massive scale: Facebook, Instagram, Twitter, LinkedIn and Pinterest, among others.

These networks rely on ad-based business models, which share a major shortcoming: users, creators, and platforms are unequally compensated for their participation on the platform. For example, Barack Obama produced the most liked tweet in Twitter's history, but received no reward for doing so. An artist named Helen Green created a GIF of David Bowie upon his passing, but eventually lost attribution as it became widely shared across Tumblr and Instagram.

By utilizing the private ledger that the Ethereum blockchain provides, companies can better track user interaction with content. This will enable the quantification of user's worth to the network, and therefore a better idea of how they should be compensated for their activity.



# Why Ethereum Blockchain?

## ACCESS TO CONTENT

In countries like China, North Korea and Syria, citizens can be blocked by the government from accessing social media and certain content, including news, music, and more. Although VPNs offer a way around these restrictions, governments are also cracking down on these services.

The concept of decentralized content offered by the Ethereum blockchain provides an alternative to combat internet censorship. By providing a distributed ledger, Qrapa ensures no entity can block valid access to content; thereby ensuring that Qrapa cannot be censored by any government and is available to all.

## RELIABILITY

One of the primary requirements of a smart contract is to record all terms and conditions in explicit detail.

This is a requirement because an omission could result in transaction errors. As a result, automated contracts avoid the pitfalls of manually filling out heaps of forms.

The Ethereum blockchain would afford that the terms and conditions of these contracts are fully visible and accessible to all relevant parties. There is no way to dispute them once the contract is established.

This facilitates total transparency of the transaction to all concerned parties.



## **ACCURACY**

The need for accuracy in detailing the contract results in everything being explicit. There can be no room for miscommunication or misinterpretation.

Thus, Qrapa can drastically cut down on efficiency lost to gaps in communication.

## **TRANSPARENCY**

The processes behind Qrapa' functionality run on software code and live on the internet. As a result, they can execute transactions very quickly. This speed can shave hours off many traditional business processes. There is no need to process documents manually.

Qrapa on the Ethereum blockchain uses the highest level of data encryption currently available, which is the same standard that modern crypto-currencies use. This level of protection makes them amongst the most secure items on the world wide web. The Ethereum blockchain records essential details in each transaction. Therefore, anytime your details are used in a contract, they are permanently stored for future records.

In the event of data loss, these attributes are easily retrievable.

Another attractive feature Qrapa affords by being based on Ethereum blockchain is that of there would be no disputes as the whole ecosystem runs on codes that are executed automatically.

By using a self-executing contract, all parties commit themselves to bind by the rules and determinations of the underlying code. Code which of course is laid bare for all to see.

# Qrapa Blockchain

Ethereum remains the most well established and widely adopted Blockchain platform for supporting smart contract, it is currently limited in throughput (TPS). The first version of Qrapa will be implemented on Ethereum.

In order to take any DApp mainstream, you need to deliver a user experience that is at least comparable or similar to existing user experiences. This means you need sub-second response times. ETH can only process 15 transactions per second (TPS) across the whole network.

We are trialing different blockchains for suitability,

We will create a blockchain will support mass scale meaning multimillion users and many DApps, with sub-second response time.

It will most likely based upon the EOS or IOST blockchain but with some adaptations to specifically meet the social media needs of Qrapa.



# The Qrapa Token

## 3.1 OVERVIEW

To ensure the fluid functioning of a contained ecosystem like Qrapa a crypto token is required. All transactions including dividend payment, tips advertising fees etc. on the Qrapa platform would be conducted using this token.

*Token: “A unit of value that an organisation creates to self- govern its business model, and empower its users to interact with its products, while facilitating the distribution and sharing of rewards and benefits to all of its stakeholders”*

*William Mougayar*

*“Business guide to tokenomics”*

Introducing the QER token, the QER token is the token of the Qrapa platform. It is a fully tradable token based on the Ethereum network (Erc-20 compatible).

The QER token would be used for dividend distribution; where every member receives a certain allocation of QER tokens that are determined by the contributions made by a user during the given period.

Advertisers that want their ads published on the Qrapa platform would purchase the QER tokens as these tokens would be the only accepted method of payment on the platform.

Users interested in certain content would make a subscription to the provider of that content in order to gain access, these subscription fees are only payable in QER tokens. Unlock fees for exclusive content which would be discussed further in this white paper would be payable only in QER tokens.





# Token Metrics

## TOKEN ALLOCATION

**TOKEN PRICE**

\$ 0.20 = 1 QER

**TOTAL SUPPLY**

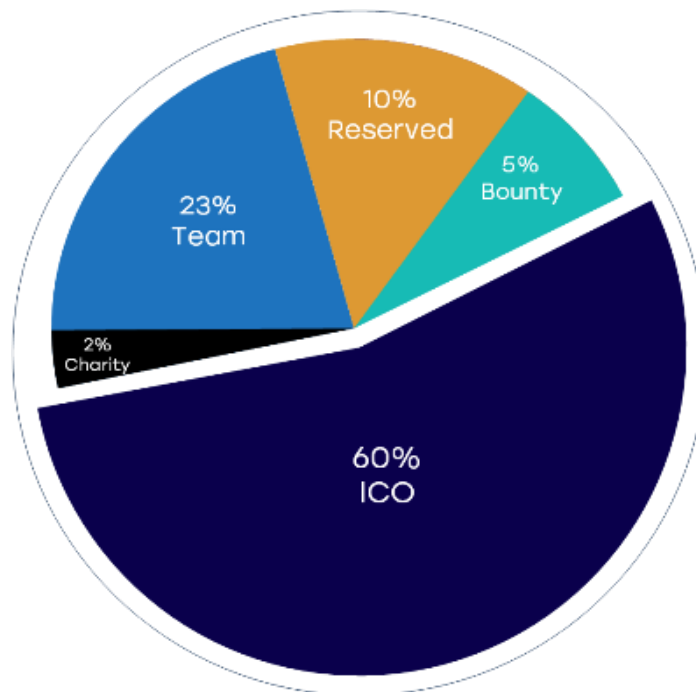
100,000,000 QER

**ICO AMOUNT**

60,000,000 QER

**RESERVE TOKENS**

10,000,000 QER



\*Unsold token from ico period will be burned



# The Qrapa Token

## 3.3 WHY BUY QRAPA TOKENS

Users interested in certain content will make a subscription to the provider of that content using QER tokens in order to gain access. Also payment to unlock premium content will be done via QER tokens.

Advertisers that want their ads published on Qrapa platform would purchase the QER tokens before ads can run.

The total supply of QER is fixed at 100,000,000 tokens. Hence, when the demand for QER tokens begins to rise due to the expansion of the platform.

## 3.4 “HODLING” BONUS

To help ensure the sustainability of the Qrapa token a “hodling” bonus would be implemented. This bonus would serve two purposes;

First of which is to reward loyal holders of the QER token. Secondly, the “hodling” bonus would serve as motivation to “Hodl” the token as a commission would be paid to users who retain QER in their respective wallets after a determined period.

“Hodling” results in token scarcity which drives up the market price resulting in more value for the token, for all token holders and benefits the platform as a whole.



# Our Product

## 4.1 OVERVIEW

Qrapa is basically a question and answer platform, with the added functionality of content hosting. It allows the community to ask and answer questions. When you have something to ask, raise a question and send ask to answer to the suggested people to get an answer. So,

**Ask questions** when you have any doubt or curiosity.

**Answer the questions** when you can.

**Set up your channels** and post your content

**Setup your feed and tell Qrapa what're you interested in**, by default, your feed is filled with the stories and contents which are highly appreciated. You can view them by scrolling your feed from top to bottom.

**But, if you want more**, then you need to build your feed. To build the feed, you need to

**Follow a topic**, Follow the topics of your interest and get the questions and answers related to your topic of interest.

**Engage in banter via comments**, in some controversial questions (you're sure to find many in the Politics section), some users engage in friendly banter (sans abusive language) to mediate discussions and clarify nested doubts. In such cases, there is an influx of opinions in other dimensions which can be deeply interesting.



Qrapa is a platform concerned with exchanging knowledge as opposed to making friends or playing agony aunts. It is a place you can freely voice your opinions albeit maintaining the quality of your arguments (the idea is to discuss opinions and rather than initiating a war of words).

Qrapa has relaxed rules to ensure its users can engage in meaningful arguments without fearing censorship or bans.

See an answer you like very much you can reward the writer by hitting the tip button to donate QER. This would serve as motivation for more high quality answers in the future.

**Follow people,** Follow the people who quite often write on the topics of your interest. Also follow people to see their exclusive content in your feed (you need to subscribe to a persons' channel with QER tokens to see their premium content). Like this, you'll have their views on particular topics directly in your feed.

So, the easiest step is to follow some interesting **topics, communities, & people.**

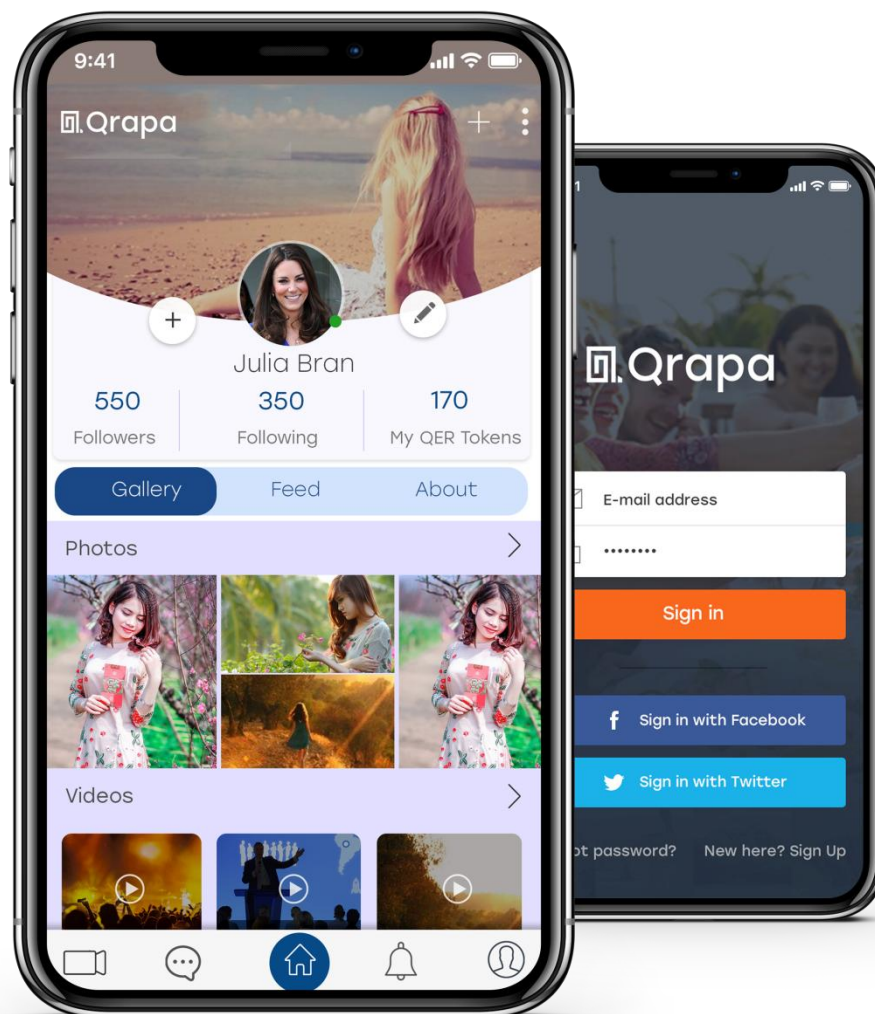
Create your own channel and post both freemium and premium content (participation is highly rewarded in Qrapa)

**Search,** for anything you are interested in and read the Questions and Answers to your heart's content, upvoting all those you find to be great, suggesting edits to those who need it. Tip and upvote answers that you find helpful or interesting. This helps the community to become better; by highlighting topics that are of sterling quality. Topics with more up-votes would also receive a high allocation of QER tokens during dividend distribution.

**Comment on answers,** when you want to say something, say it out. Your opinion matters.



# The Platform





# Our Product

## 4.3 REWARD FOR PARTICIPATION

Reward for contribution is based primarily on the amount of time spent online; being online and consuming content makes a user eligible for the dividend program. Number of views, upvotes and comments received on a content are then used as multipliers.

So being online would make you eligible for rewards; however, making contributions and activity are what make the reward a worthwhile amount.

Signing up to receive advertising also affords the user a good stream of rewards. The user receives 40% of the cost of the ad.

## 4.4 SELF-MODERATION

There would be no direct moderation from Qrapa developers or assigned moderators. All moderation would be done by code to ensure fairness and equity. Whether or not a content would be hidden or taken down would be decided by users of the platform.

A button is provided for reporting content that is in violation of community values. Once a content is flagged it is then presented to other users for verification. The flagged content is only presented to users that have indicated the given field among their interests. These users can then either support that the person be banned or content be taken down or disagree. The content is only taken down if a general consensus is reached by a given number of users. If the content is not inappropriate by general consensus it stays up.

This system ensures that the moderation is fair and unbiased. The community practically moderates itself; with no single person or entity controlling or influencing moderating decisions.



# Our Product

## 4.6 ADVERTISING

For ordinary users, social networks are a way to keep in touch with friends. But with 2.5 billion users worldwide, they have now become indispensable marketing tools.

It is estimated that \$31 billion was spent on social media advertising worldwide in 2016 – almost doubling over a two-year period.

As newspapers close and TV dwindles in popularity, the likes of Facebook and Twitter are becoming the main destinations for advertisers to spend their cash.

Social media's share of digital advertising is continually growing – rising from 23.2 percent in 2013 to 34.5 percent in 2017. However, the sector is dominated by search engines, where advertising is tailored to the keywords you type into Google.

Research suggests that companies who advertise on social media do see public awareness grow – and their brands are often regarded more positively afterwards.

You may have noticed that ads can tend to follow you around – meaning searching for shoes on a retailer's website suddenly means they're in your Facebook News Feed.

Advertisers tend to like social media because it's easier to reach certain people based on their age, gender, location and interests. As you'd imagine, it's a lot harder to pull off targeted advertising on physical billboards. Not only are they more expensive, but campaigns end up grabbing the attention of the wrong demographics.



Through social media, advertisers can use metrics to see whether their desired audience are engaging with their campaigns. Not all of this is to say the system is perfect, though, as a lot of ad formats are irritating and intrusive – redirecting you away from the website where you wanted to be.

Awareness about how social media companies are using personal information has been heightened by the scandal surrounding Cambridge Analytica and Facebook. The political consulting firm harvested the data of at least 87 million people after launching an app where hundreds of thousands of people were paid to take a personality test. Participants gave consent for their data to be collected – but the details of their friends were also harvested without their knowledge.

Facebook CEO Mark Zuckerberg faced questions in Congress about the controversy. He denied that the social network sells personal data to advertisers, but said: “What we allow is for advertisers to tell us who they want to reach, and then we do the placement.”

In 2017, the social network generated almost \$40 billion in revenue from advertising – a 49 percent increase on the year before.

Use of personal data for advertising purposes is essential to advertising as it is the only way to ensure that only relevant ads get to the target audience. However, Blockchain challenges the dominance of big tech firms by giving users control of their data. Blockchain would be used to allow you to decide which data you want to be stored about you online – and more importantly, who gets to see it.

And If that information ends up being used by advertisers, it would be you who ends up getting a Paycheck rather than tech giants such as Facebook





and Google. At the moment, personal data worth billions is being sold per year – but the public doesn't see a penny of this.

This could have some unexpected, but positive side effects. Advertising could actually prove useful because companies would be working off accurate information. Plus, you could be able to use your own data to personalize content in an instant.

Although the Qrapa platform is not fundamentally built on advertising to succeed, it will have an opt-in advertising feature where Advertisers can pay to reach an engaged audience who have opted-in to receive an advert and are rewarded directly with QER. In today's age, Viewers are looking for something in return from Advertisers for their time and data. The Qrapa model changes this by offering Advertisers a highly engaged audience on a Cost Per View (CPV) model, using the Proof of View Blockchain ledger to guarantee delivery and view. This circumvents industry issues in ad fraud, bot traffic, and adblock, and offers Advertisers greater value to what they get today while Viewers directly get value (QER) in exchange for their time and attention. Viewers in return, will spend the QER on content which goes directly to the Creator.

Qrapas' team includes advertising technology experts who understand the market and its issues in detail.

Advertisers will buy QER to spend in the ecosystem to reach their audience. They will set their budget and target audience, and every time an ad is successfully delivered, QER will be deducted from the Advertiser wallet and go to the Viewer based on a qualified view. By removing multiple middlemen which can swallow up to 70% of the value, the result is more cost effective media for the Advertiser, and more value comes back into the community.



# Implementation of Qrapa platform

## 5.1 MARKETING PLAN

Marketing for us starts with having a remarkable company with good technology. Technology that truly improves efficiency will spread by peer recommendations. There are marketing technologies that we can use ourselves to build and grow our relationships to members of the advertising community. These are relationships that result in greater revenue and publicity.

There are a number of ways to reach a customer. Communication tools have been growing in number since the dawn of time. Now with the digital medium, there are a number of areas where you can reach a customer. Their email inbox, their search engine, their social news feed, their video platform of choice, and many more. Good marketing has a good frequency of communication, an agreement of reality with the customer, and a level of affinity in the marketplace.

Any platform that is available to us to build a positive communication with the end customer is a platform that we will use. We think of marketing as an inbound process or an outbound process. An inbound process is the customer finding the company. They may find the company through a blog post, social media post, or a landing page. Creating content is creating an asset that lives forever and can be searched by anyone forever. An outbound marketing process is usually broadcast to a larger audience.



Our team members are pioneers in important digital advertising segments like video, viral, native, and content. Their background in marketing these new segments and creating market space for the segments is very relevant to Qrapa. The marketing plan is to build a new segment within the industry to clearly distinguish the company and its position within the ecosystem.

One part of our marketing strategy is intended to create new market space within our industry. Being a leader in developing Blockchain technologies for the digital advertising industry is important to us. We believe that creating a good product is an effective form of marketing. Having a good product inspires people to talk about their positive experience with the product.

The majority of our early budgets are allocated to product development with a smaller amount allocated to marketing. One reason is our founders are familiar with the lowest cost and most efficient forms of viral marketing available today. We're able to reach greater amounts of people with a lower budget. Our team members have executed viral advertising campaigns for the largest brands in the world including Coca-Cola, Pepsi, Procter & Gamble, and more. This knowledge and execution of viral advertising will help with the marketing of the Qrapa product.



# Implementation of Qrapa platform

## 5.2 ICO

Qrapa plans to source funding from its initial coin offering (ICO) also known as a token sale. The total proceeds from the token sale are dependent on the success of the ICO. A private sale would come first and after that the Initial coin offering which would be available to everyone.

Funds from the Ico would to put towards making the platform a reality; in the form of product development, marketing and sales, operational costs and exchange listings etc.

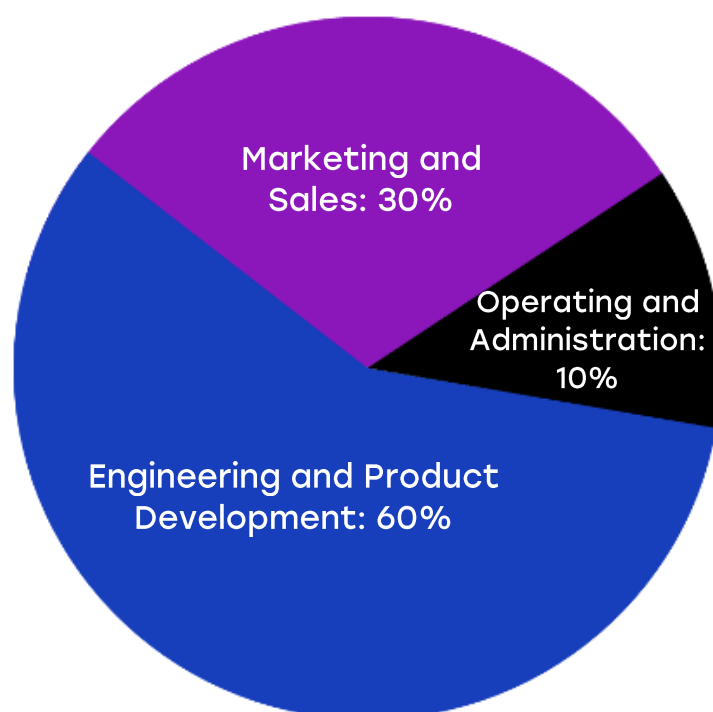
Token sale participants will send their ETH, BTC or LTC to an account specified on the Qrapa website. The initial token sale will end when the amount of funds sent to the account reaches the Hardcap.

Advisors and team members will have a lockup period of 2 years before their QER tokens can be redeemed. This is a measure implemented by the Ceo to ensure platform stability.



# Token Sale Proceeds

## TOKEN SALE PROCEEDS





# Implementation of Qrapa platform

## 5.3 APP DEVELOPMENT

We have already built a working prototype, testing on a beta version that can be released to the public is already in progress. We have an amazing and experienced team of developers working tirelessly to produce the final scaled version of the product.



# Common investor Concerns

## 6.1 FUND RAISING

We have been contacting potential investors since the inception of the Qrapa platform. We hope that any shortage in funding will be remedied through this Token Launch. We are confident that after putting Qrapa out there, the metrics and positive feedback would only make funding easier.

## 6.2 BUILDING AN AUDIENCE

Reaching users has never been an issue for our company. Our developers are very experienced with drawing audiences. We have a comprehensive list of marketing strategies that are guaranteed to build an audience for the platform, these include, public relations, blog posts, Partnership with YouTube celebrities, media outlets, web articles, reviews, contests, and partnership programs. We also have marketing partners who are dedicated to building brand awareness.

We have industry specialists from Quora and Reddit on our core team to ensure we are able to target the proper audience and to ensure that things kick off smoothly. Their expertise would guide us away from pointless repetitions; we would not be reinventing the wheel.



## **6.3 AUDIENCE RETENTION**

We have no concerns about audience retention. When the interface is world class and the user experience is out of this world. Mass adoption is the only next possible occurrence.

Our team of developers is working towards making the user experience not only satisfactory but addictive. We plan to retain users by ensuring that they are blown away by our service.

## **6.4 COMMITMENT TO CHARITY**

This isn't a common investor concern but as has been pointed out throughout the course of this white paper, Qrapa is all about redistributing the wealth generated by social media.

Helping people in difficult situations is the right thing to do. Qrapa knows this and therefore has set aside the sum of 2 million tokens for the purpose of charity.

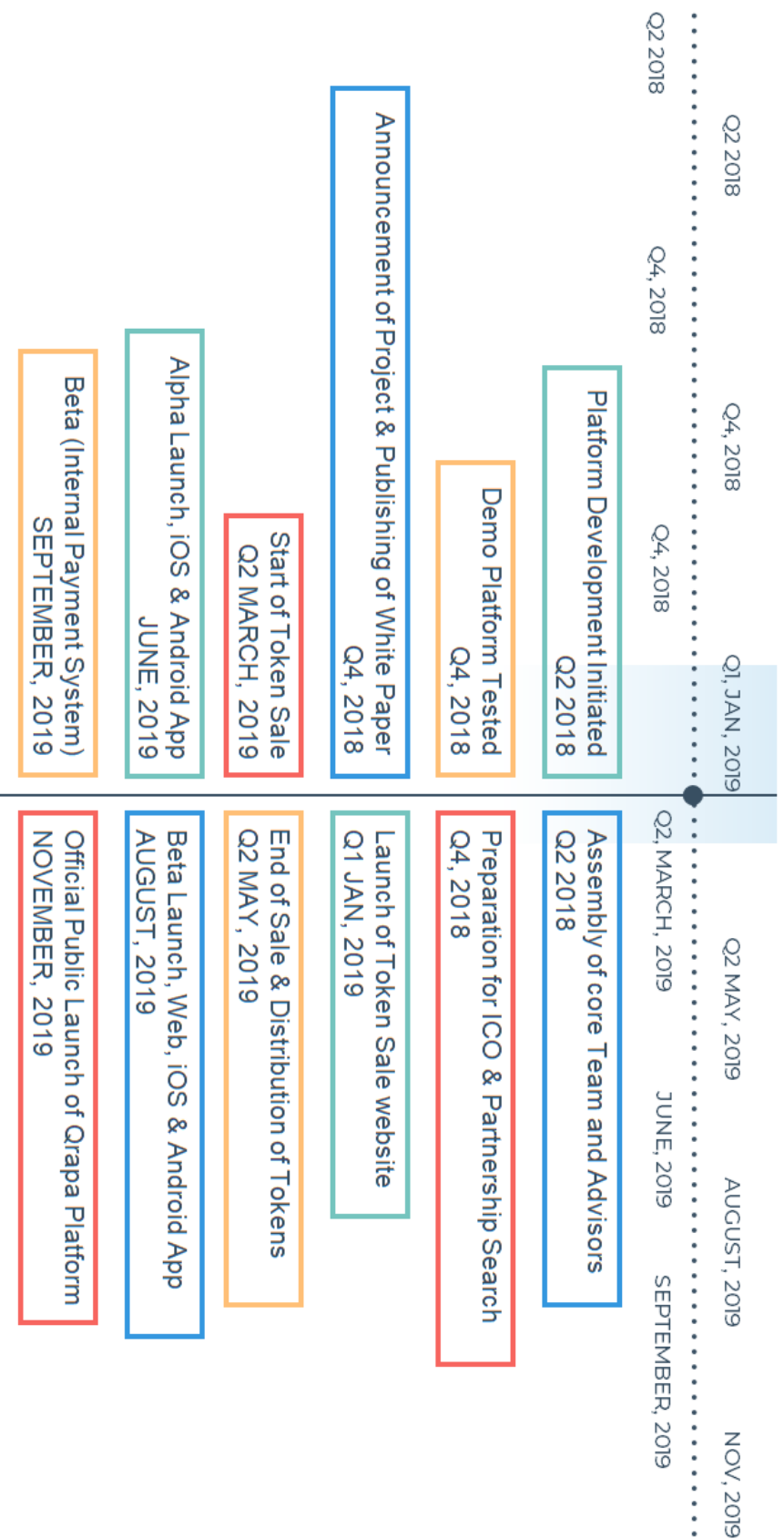
After the token sale event a total sum of 1 million QER tokens would be donated to the United Nations Children's Emergency Fund (UNICEF) for the aid of Children and mothers in developing countries. And another 1 million donated to conservationists to stop the poaching of endangered species in Africa.

This would help create awareness for the Token, which would in turn increase the value of the tokens. Everyone benefits at the end of the day.





# 7.0 Road Map

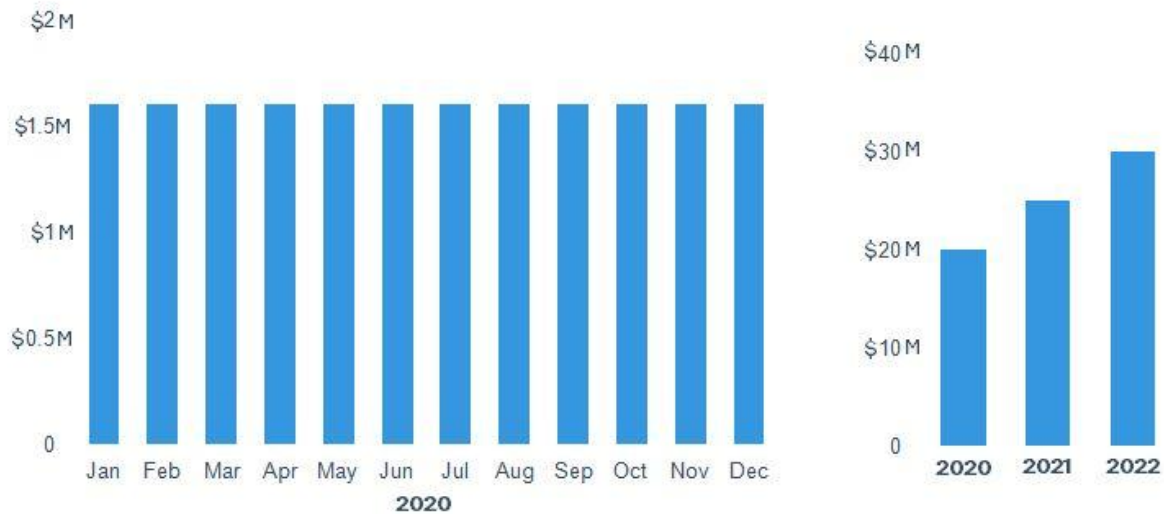




# Financial Projections

*Disclaimer: The following data displayed below are revenue forecasts for the Qrapa platform; forecasts are not fixed data and can be changed in future communications with Qrapa*

## 8.1 REVENUE

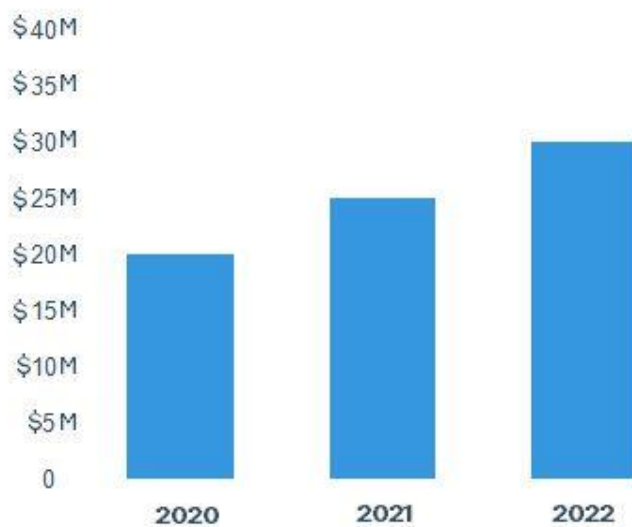




## REVENUE BY MONTH



## REVENUE BY YEAR





# Revenue Forecast Table

## Revenue Forecast Table

	2020	2021	2022
<b>Revenue</b>			
Media Buys	\$10,000,002	\$17,500,000	\$15,000,000
<b>Total Revenue</b>	<b>\$10,000,002</b>	<b>\$17,500,000</b>	<b>\$15,000,000</b>
<b>Direct Cost</b>			
Supply	\$12,000,002	\$15,000,000	\$9,000,000
Additional Technology Development	\$1,920,000	\$1,920,000	\$1,920,000
Direct Labor			
<b>Total direct costs</b>	<b>\$15,840,002</b>	<b>\$18,840,000</b>	<b>\$21,840,000</b>
Gross margin	\$3,326,400	\$4,710,000	\$5,896,800
<b>Gross margin %</b>	<b>21%</b>	<b>25%</b>	<b>27%</b>

## FINANCIAL HIGHLIGHTS BY YEAR





# Projected Balance Sheet

Projected Balance Sheet	2020	2021	2022
Cash	\$94,978	\$97,378	\$101,602
Accounts Receivable	\$0	\$0	\$0
Inventory			
Other Current Assets			
<b>Total Current Assets</b>	<b>\$94,978</b>	<b>\$97,378</b>	<b>\$101,602</b>
Long-Term Assets			
Accumulated Depreciation			
<b>Total Long-Term Assets</b>			
<b>Total Assets</b>	<b>\$94,978</b>	<b>\$97,378</b>	<b>\$101,602</b>
Accounts Payable	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt			
Prepaid Revenue			
<b>Total Current Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Long-Term Debt			
<b>Total Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Paid-In Capital			
Retained Earnings		\$95,457	\$97,378
Earnings	\$94,978	\$2,400	\$4,224
<b>Total Owner's Equity</b>	<b>\$94,978</b>	<b>\$97,378</b>	<b>\$101,602</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$94,978</b>	<b>\$97,378</b>	<b>\$101,602</b>

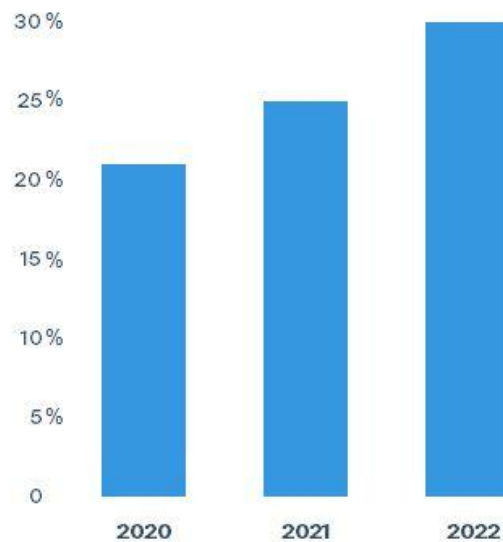


# Gross Margin

Gross Margin by Month

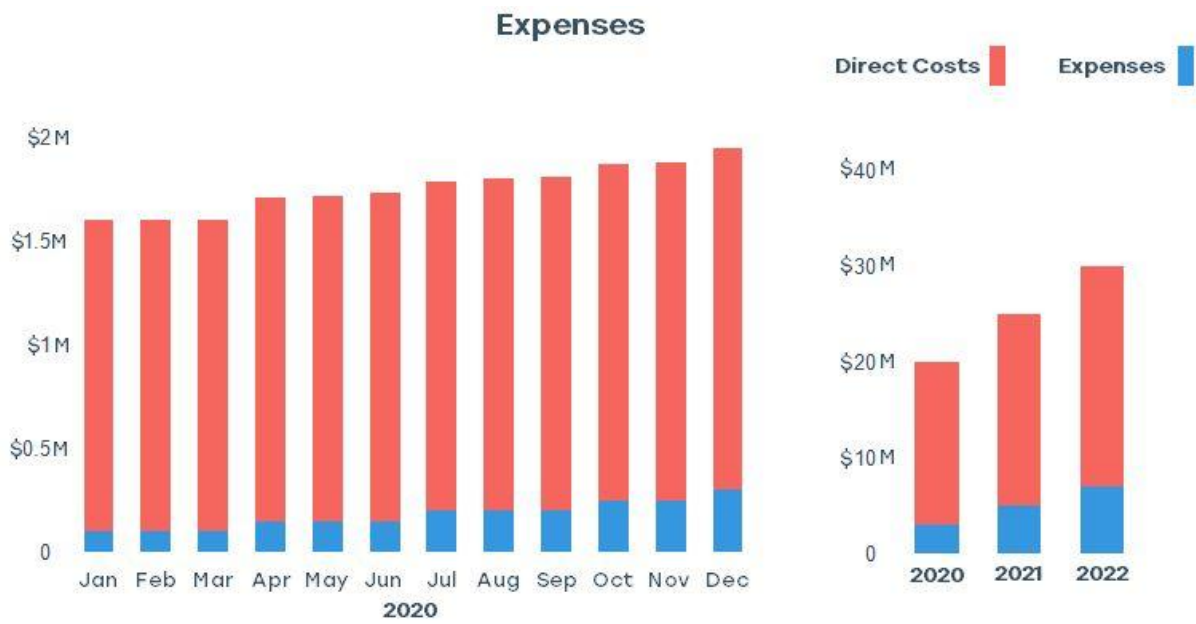


Gross Margin by Year





# Expenses

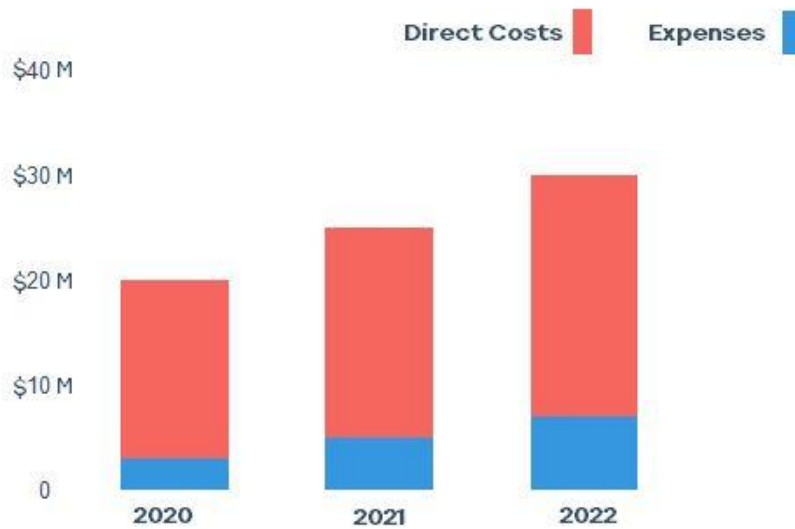




## EXPENSES BY MONTH



## EXPENSES BY YEAR

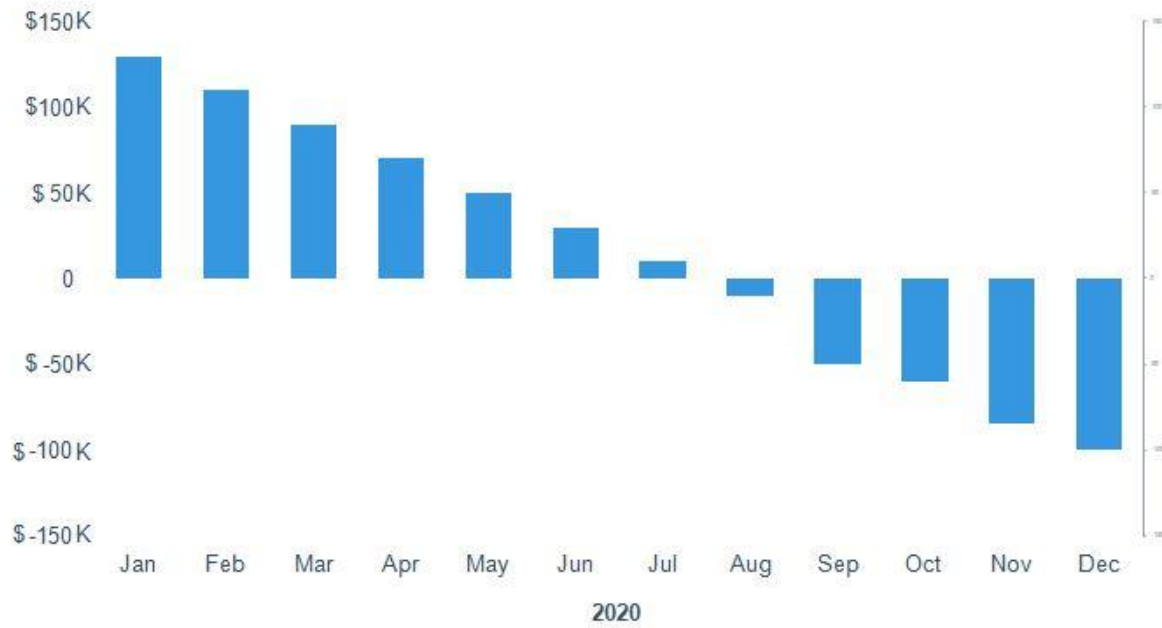




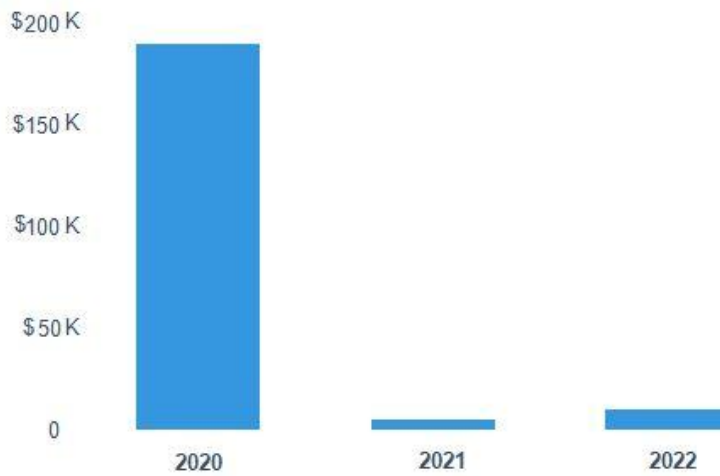


# Profit and Loss

### Net Profit (or Loss) by Month



### Net Profit (or Loss) by Year





# Projected Profit and Loss

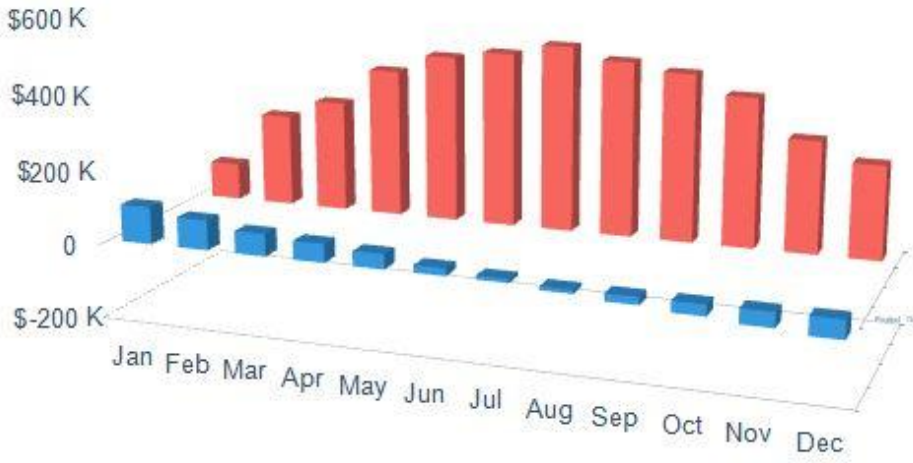
Projected Profit and Loss	2020	2021	2022
Revenue	\$10,000,002	\$12,500,000	\$15,000,000
Direct Costs	\$7,920,000	\$9,420,000	\$10,920,000
Gross Margin	\$1,663,200	\$2,355,000	\$2,948,400
Gross Margin %	21%	25%	27%
Operating Expenses			
Salaries & Wages	\$883,352	\$1,648,000	\$2,333,980
Employee Related Expenses	\$176,670	\$329,600	\$466,796
Location	\$100,000	\$100,000	\$100,000
Marketing	\$700,000	\$875,000	\$1,050,000
Administrative	\$125,000	\$125,000	\$125,000
Total Operating Expenses	\$1,958,023	\$3,077,600	\$4,075,776
Operating Income	\$94,978	\$2,400	\$4,224
Interest Incurred			
Depreciation and Amortization			
Income Taxes	\$0	\$0	\$0
Total Expenses	\$9,905,023	\$12,497,600	\$14,995,776
Net Profit	\$94,978	\$2,400	\$4,224
Net Profit / Sales	1%	0%	0%



# Cash Flow

Cash Flow

Cash balance ■ Net cash flow ■



2020

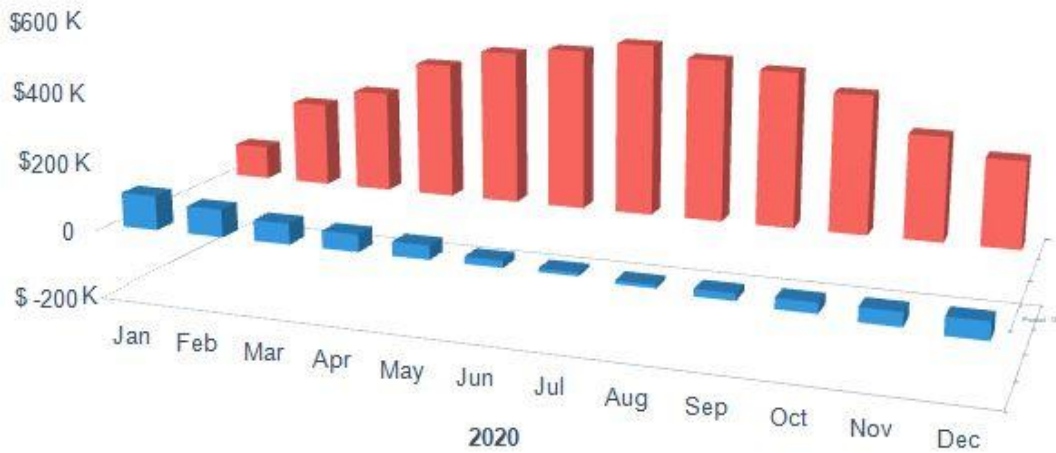




## CASH FLOW BY MONTH

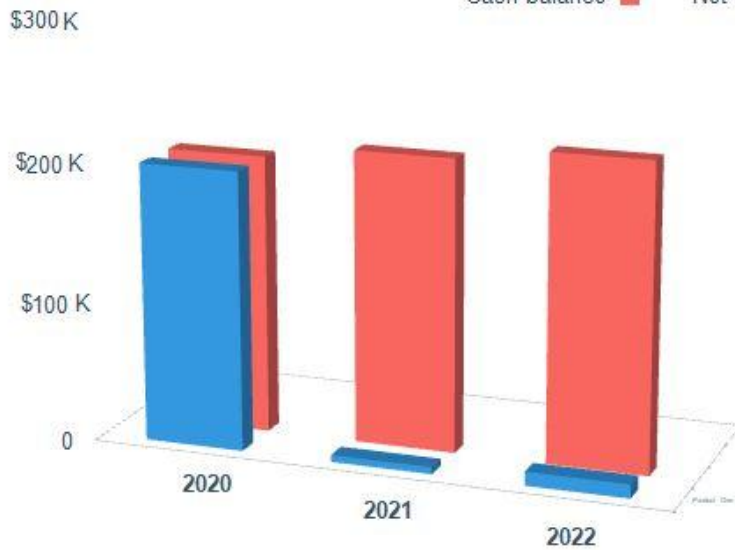
Cash Flow by Month

Cash balance ■ Net cash flow ■



## CASH FLOW BY YEAR

Cash balance ■ Net cash flow ■



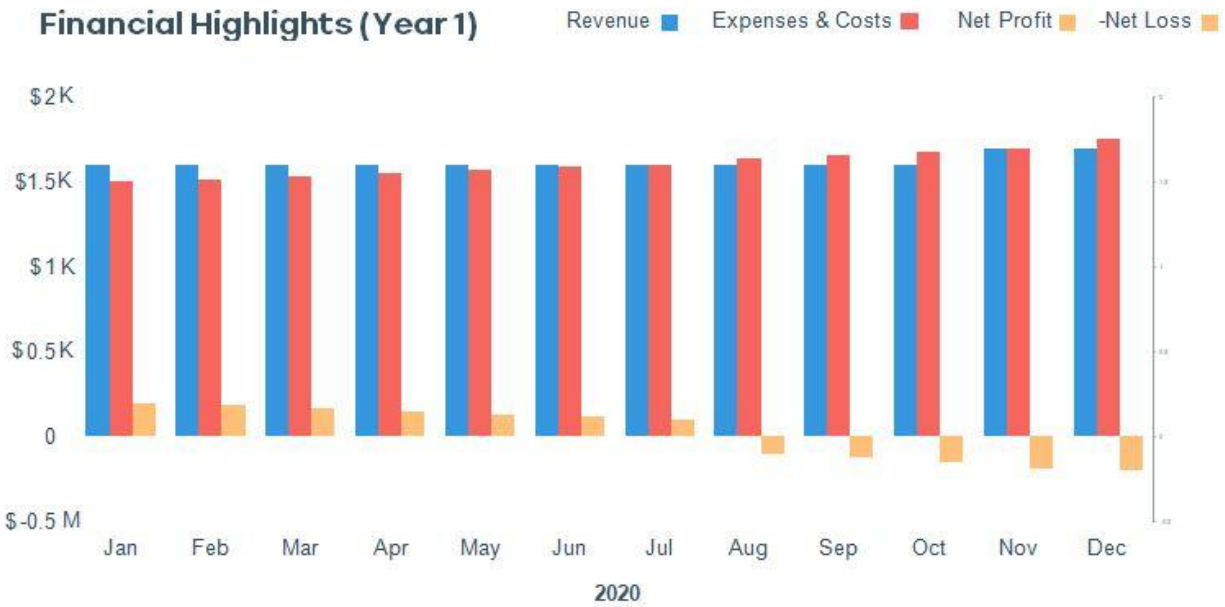


# Projected Cash Flow Statement

Projected Profit and Loss	2020	2021	2022
<b>Net Cash Flow from Operations</b>			
Net Profit	\$94,978	\$2,400	\$4,224
Depreciation & Amortization			
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory			
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0
Change in Sales Tax Payable	\$0	\$0	\$0
Change in Prepaid Revenue			
<b>Net Cash Flow from Operations</b>	<b>\$94,978</b>	<b>\$2,400</b>	<b>\$4,224</b>
<b>Investing &amp; Financing</b>			
Assets Purchased or Sold			
Investments Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
<b>Net Cash Flow from Investing &amp; Financing</b>			
Cash at Beginning of Period	\$0	\$94,978	\$97,378
Net Change in Cash	\$94,978	\$2,400	\$4,224
<b>Cash at End of Period</b>	<b>\$94,978</b>	<b>\$97,378</b>	<b>\$101,602</b>



# Financial Highlights



### Financial Highlights by Year

