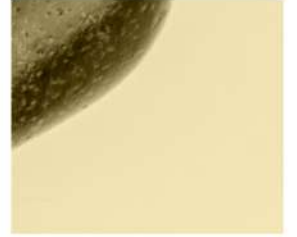
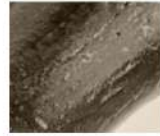


WHITE PAPER



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LONDON, UNITED KINGDOM

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01 ABSTRACT

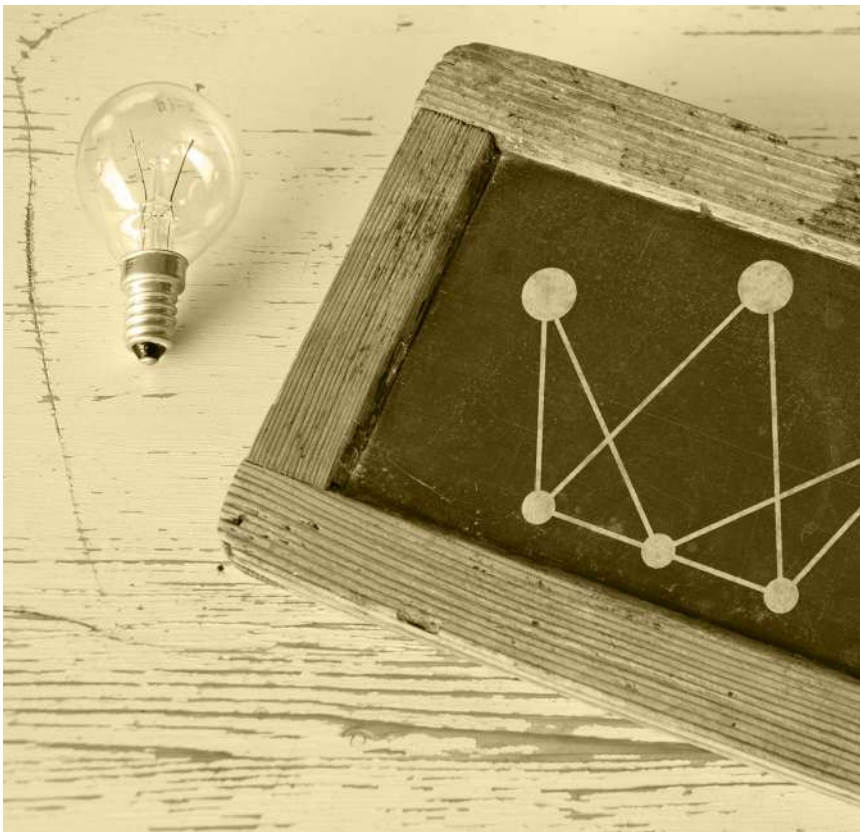
"Our vision is to tokenize people, to give people tools to perform bot- and troll-free votes and most importantly to let people perpetuate content irreversibly and directly on the blockchain."

We ensure that Personalized Tokens represent an individual and that they are only issued once, by performing an identity-verification and a liveness-test through our official partner Sum&Substance. Personalized Tokens can be used as digital collectibles or merchandise to reward community members, or simply as personal memorabilia.

We enable tokenized individuals to store data, such as text messages and images, directly on the blockchain in data-transactions. Like the ultimate time capsule, whatever has been posted cannot be corrupted, changed or removed due to the nature of a blockchain.

We designed a Marketplace, based on the Waves DEX, optimized for selling, buying and holding Personalized Tokens. With Changelly integration, it becomes possible to buy tokens with Credit Cards, to make on-boarding as easy as possible.

We offer a Poll Platform that lets tokenized individuals run guaranteed manipulation-free polls, as each vote is weighted by the token holdings of the voter. Moreover, we offer tools to identify one's biggest token holders and contact them directly. With this we set the precedence for next-generation community management and engagement.





YOUR BLOCKCHAIN REPRESENTATION

Think of all the ways we love to represent ourselves across different mediums. From getting a portrait painted of oneself in the early days, to taking a photo of the first man on the moon in the 1960s, to taking a selfie today. Tokenaire takes that aspect of our nature to the blockchain, a token - of yourself - and your personal content, are permanently written to the blockchain.

Tokens and memorabilia are no new concept; think to the popularity of baseball cards during the 1950s, or collecting autographs of your favorite stars. But those are physical, and can be lost, damaged, or stolen. Digital collectibles score slightly better on those attributes, but nevertheless tend to reside on centralized servers and databases, which also have their limitations. Therein lies the beauty of blockchain. Records are decentralized and cannot be tampered with.

Your personalized tokens let you share something unique to you online over the blockchain. This can be thought of like a next generation autograph with unique features.

EXAMPLE USE CASES

For Everyone

- Share your tokens with your friends and family
- Create a poll to find out what your friends think, weighted by their token holdings.
- Perpetuate personal messages for your great-great grandchildren to discover, and learn about their past.

For Public Figures

- Ask your followers to retweet, like, subscribe and comment with their Wallet address to receive tokens of you, and tremendously increase your community engagement.
- Reward active community members with your tokens.
- Create a poll to find out what your community thinks, weighted by their token holdings.
- Release exclusive content only to your top token holders.
- Sell your tokens on our Marketplace, like a digital autograph or merchandise.

03 MARKETSIZE

Personal memorabilia have a long-established history grounded in our innate desire to collect unique and special things.

By capitalizing on a loyal fan base, the market for collectibles has grown tremendously. Digital collectables are already a proven business model, and the connectivity we now enjoy via the internet has turned any market, no matter how niche, into a global market. Add to that the emergence of social media, and we now live in a new age of celebrity. Many of today's celebrities find their success through Instagram and Youtube, bypassing the traditional middleman, agent, publisher or producer. And most notably, they interact with their communities directly.

ENGAGED VS. PASSIVE FOLLOWERS

Current social media platforms treat all followers as identical. But among the millions who follow a public figure, there are strong fans, casual observers, and regrettably, many bots or empty accounts who do not add value. While it is often harmless to broadcast to everyone, there are situations where a targeted message is more powerful. Celebrities have in the past turned to fans to reverse the public tide from image problems and scandals, drive merchandising sales, or simply to show their appreciation to fans and reward them.

Finding one's biggest fans on social media requires an immense amount of data and complex analysis. The platforms themselves offer no way to filter for these individuals, and specialized consultancies can charge up to \$200 USD per month.

Personalized tokens are a simple and effective way to bring structure, integrity, and transparency to follower groups. Not only do the tokens act as a collectible, they also offer the biggest fans a way to publicly identify themselves from the crowd. The Tokenaire platform will also provide an easy way to contact these individuals.

EARLY ADOPTER MARKET

Tokenaire's market is aimed at the exponential growth potential of the cryptocurrency industry, and its growing cult of celebrity. Influencers have hundreds of thousands of followers; legions who hang on their every word, and a loyal fan base who may want to immortalize their devotion with a digital collectible that is encoded in the blockchain.

MAINSTREAM MARKET

Over time, as the mainstream population becomes more familiar with cryptocurrency and adopts the technology, we expect this untapped market to grow even bigger, and to serve that demand with an even wider choice of diverse celebrities. There is already a segment of celebrities who are partway through the migration: the aforementioned YouTube celebrities¹, twitch streamers and professional gamers². They are tech-savvy, willing to take risks with new mediums, and accustomed to their wealth being attached to their online presence.

More than ever today, the term celebrity covers an ever-widening cast of characters. The proliferation of news, media, and now social media enables almost anyone to become a celebrity within their own spheres.

¹ "MEET THE YOUTUBE MILLIONAIRES" Business Insider. Accessed April, 2018.
<http://uk.businessinsider.com/highest-paid-youtube-stars-2017-12/#no-2-evan-fong-vanoss-gaming-155-million-9>

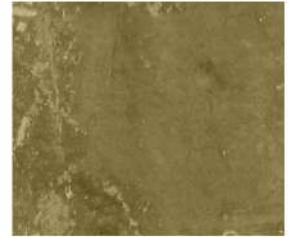
² "The 10 highest-paid professional gamers in the world" Business Insider. Accessed April, 2018.
<http://uk.businessinsider.com/highest-paid-professional-gamers-in-the-world-2015-9>

04

WHY USE TOKENAIRE?

Tokenaire stitches together many facets to turn Personalized Tokens into a cohesive concept.

- Perpetuate Content irreversibly on the blockchain, linked to your personal token.
- Tokenized people join an existing community.
- Identity Verification and Liveness checks to ensure every individual is only represented once in token form.
- Central source of publishing to ensure personalized tokens are only issued from a legitimate source, minimizing the risk and damage from fakes and replicas.
- Standardized supply so that only 7 billion tokens are issued and no new tokens enter the supply.
- Specialized trading platform to bring market liquidity together in one place and to ensure only officially-issued personalized tokens are listed.
- Voting system to engage with your community of followers.



05 TIME CAPSULE

Tokenaire's Time Capsule platform enables individuals to tokenize themselves and to perpetuate data directly on the blockchain.

TOKENIZATION

1) IDENTITY VERIFICATION

Tokenization can only be requested by a real and live person. We will ensure this through our official partnership with Sum&Substance³, a market leader in online-identity-verification in Europe and Asia, trusted by Deloitte, ICO-bench and Mail.ru just to name a few.

To ensure a high level of protection and security, we send all identity-verification requests through encrypted channels to a Tier-3 data-center, providing at least 99.982% uptime (less than 1.6h downtime/year). All while staying fully compliant with data-protection laws and GDPR directives.

With our Sum&Substance integration, we can detect whether documents have been edited or manipulated. We also use a liveness-test which requires a selfie. It compares live-images of an individual with the image of their ID through machine learning algorithms.

2) PERSONALIZED TOKEN ISSUANCE

Upon passing the identity-verification-process, Personalized Tokens are created on the WAVES blockchain and directly issued to that individual's Tokenaire account wallet.

As the tokens represent a person, the token's display name will be that person's real name.

Furthermore, we add a unique identifier that links the token to their Tokenaire account. Additionally, an image of the person is added in a data-transaction directly on the blockchain, linked to their token. As we have a fixed service fee for the tokenization, the image must be storable within a single data-transaction, which allows for images up to 135 KB in size.

(see section DATA PERPETUATION)

The tokenized person will receive 7 billion tokens which is also the total supply, and they cannot be reissued. The supply amount is standardized for all issued Personalized Tokens and is inspired by the current human population size.

The tokens use the Waves-NG standard with over 100 TX/s, which makes them roughly 5-times faster than Ethereum-based tokens.

Furthermore, unlike Ethereum, there is no need to add a custom-contract for tokens to appear in Waves wallets. New Waves-based tokens are visible instantly.

Also, by using the Waves blockchain, we can store data directly on the blockchain over 100 times cheaper than on Ethereum (see section DATA PERPETUATION).

3) SERVICE FEE

To cover our operational costs we charge a small service fee of 2 WAVES or roughly \$8 USD⁴.

We will have community polls in the future to decide when a price change might be appropriate.

³ More information about Sum&Substance can be found here: <https://sumsub.com/>

⁴ Price of Waves in USD of \$4 as of time of writing

05 TIME CAPSULE

DATA PERPETUATION

Once a person was successfully tokenized, it becomes possible for him/her to store data, like text messages and images, directly on the blockchain in so-called data-transactions.⁵

1) TRANSACTIONAL DATA STORAGE

Unlike other blockchain file storage solutions, like STORJ⁶, which only store a hash of the file on the blockchain, we let you store the whole file on the blockchain. Our approach has the big advantage that the data cannot be lost, whereas with the STORJ approach, this can happen as the file is just stored off-chain on somebody else's computer.

Storing data directly on the blockchain is no new concept but was considered too expensive until now. However, this approach becomes economical with our underlying blockchain Waves, and the concept of data-transactions. The transaction fees per kilobyte are only 0.001 WAVES which makes it roughly 500 times cheaper than storing data in a transaction on the Ethereum blockchain.⁷

The maximum size of one data-transaction is just under 140 KB. The transaction fees scale linearly with the transmitted data size. Consequently, sending 140 KB is 140 times more expensive than sending 1 KB, and the costs for sending the maximum amount is 0.14 WAVES.

Should your data exceed the maximum transaction size of 140 KB, it is split into several packages. We add metadata to make it possible both for a human “reader” and for our platform to put the packages back together.

2) SMART-CONTRACT COMPARISON

Storing the data in transactions that are loosely connected to the token has a number of benefits compared to storing it in a smart contract:

- Your Personalized Tokens TX/s are not reduced.
- Your Personalized Tokens transaction fees stay low, at 0.001 Waves.
- You can store as often and as much data as you like.

3) SERVICE FEE

To cover our operational costs we charge a small service-fee of 0.0015 WAVES or roughly \$0.006 USD⁸ per 1 KB of data that is perpetuated through our web-application. The service-fee scales linearly with the data size.

We will have community polls in the future to decide when a price change might be appropriate.

⁵ “Technical Documentation about Waves Data-Transactions” Waves Platform. Accessed May, 2018. <https://docs.wavesplatform.com/technical-details/data-transaction.html>

⁶ More information about STORJ can be found here: <https://storj.io/>

⁷ “Storing images in Ethereum Transactions - Experiment” Raúl Kripalani. Accessed May, 2018. <https://boobies.surge.sh/>

⁸ Price of Waves in USD of \$4 as of time of writing

06 POLL PLATFORM

We offer a Poll Platform free of charge that lets tokenized individuals run guaranteed manipulation-free polls where each vote is weighted by the token holdings of the voter.

To participate in a poll, a voter needs to have a Tokenaire account. The amount of tokens held in their wallet is linked to their account, and lets us weigh their vote accordingly.

All the votes & questions are currently recorded on our database and tracked through a background service that periodically scans the blockchain.

OUTLOOK

In the future, we might explore more of the true blockchain voting capabilities. These include but are not limited to:

- Waves Voting mechanism (not yet released)
- ClearPoll economy (not yet released)



07 MARKETPLACE



The Marketplace is a tailored web application built on the Waves Dex for buying and selling Personalized and AIRE tokens. It is customized for easy trading, and organizes all personalized tokens in one place.

Blockchain technology's biggest characteristic is decentralization, and not relying on a single entity. However, until recently, only centralized exchanges existed which require the user to transfer custody of their crypto assets to the exchange in order to trade them. This comes with a number of drawbacks, like the potential loss of assets from a hacking attack, or market manipulation on the part of the exchange in the form of front running⁹, due to the untransparent nature of centralized exchanges.

HYBRID EXCHANGE

The Tokenaire Marketplace follows a semi-decentralized or hybrid approach which leads to better performance, higher security and more scalability. The decentralized back-end is based on the Waves DEX¹⁰, a well-tested and proven platform.

The centralized component is the Order Book Matcher, which provides a real-time trading experience, with trades typically being executed within milliseconds.

Thanks to the hybrid approach, Tokenaire users are always in possession of their private keys. Additionally, orders are sent to the matcher over an encrypted channel to protect traders from front-running.

TRADING FEES

The execution fee or Matcher's Fee for buy or sell orders on the Tokenaire Marketplace is fixed at 0.003 Waves or \$0.018 USD¹¹, no matter the size of the order. If the order is only partially executed, the fee is proportional to the amount of the completion of the order.¹²

PURCHASE WITH CREDIT CARD

Credit Card buys are available and do not require further identity checks. This functionality is provided via Changelly¹³ integration.

⁹ Front-running is a form of market manipulation where an individual, usually a broker or the exchange, takes advantage of non-public information about a large pending trade, and fills their own order before the price is affected.

¹⁰ "Technical Documentation about Waves DEX" Waves Platform. Accessed May, 2018. <https://docs.wavesplatform.com/platform-features/decentralized-cryptocurrency-exchange-dex.html>

¹¹ Price of Waves in USD of \$4 as of time of writing

¹² "Technical Documentation about Waves DEX Matcher Architecture" Waves Platform. Accessed May, 2018. [https://docs.wavesplatform.com/platform-features/decentralized-cryptocurrency-exchange-dex.html#Decentralizedcryptocurrencyexchange\(DEX\)-Matcherfeecalculatation](https://docs.wavesplatform.com/platform-features/decentralized-cryptocurrency-exchange-dex.html#Decentralizedcryptocurrencyexchange(DEX)-Matcherfeecalculatation)

¹³ More information about Changelly can be found here: <https://changelly.com/>

MEMBERS' BOOK

Once the first tokens are created, the Tokenaire website will be transformed to showcase newly tokenized people.

Each tokenized person will be represented in the Members' Book with a profile card, containing a short biography and links to social media pages. Each card can be thought of as the visual representation of that person's blockchain token.

Most Valuable tokenized people will be featured on a global ranking table which will update live based on the latest trades

Members can opt-in for featured lists where we will regularly feature the Top by Industry, Top by Age, or any number of attributes that tokenized people want to step forward to be ranked on. These will be managed as opt-in rankings so that tokenized people who want to keep certain details private are not obligated to reveal anything.



09 AIRE TOKEN

The AIRE token is a Waves-NG¹⁴ token which is in turn based on the Bitcoin-NG proposal¹⁵. This makes AIRE compatible with all Waves wallets. AIRE tokens will also be immediately tradable on the Waves Decentralised Exchange (DEX) after the token sale concluded.

Consequently, the AIRE token uses one of the fastest blockchains in existence by being able to handle 100 transactions per second.

Fees for transactions are 0.001 Waves or \$0.004 USD¹⁶, comparably inexpensive as well.

SUPPLY

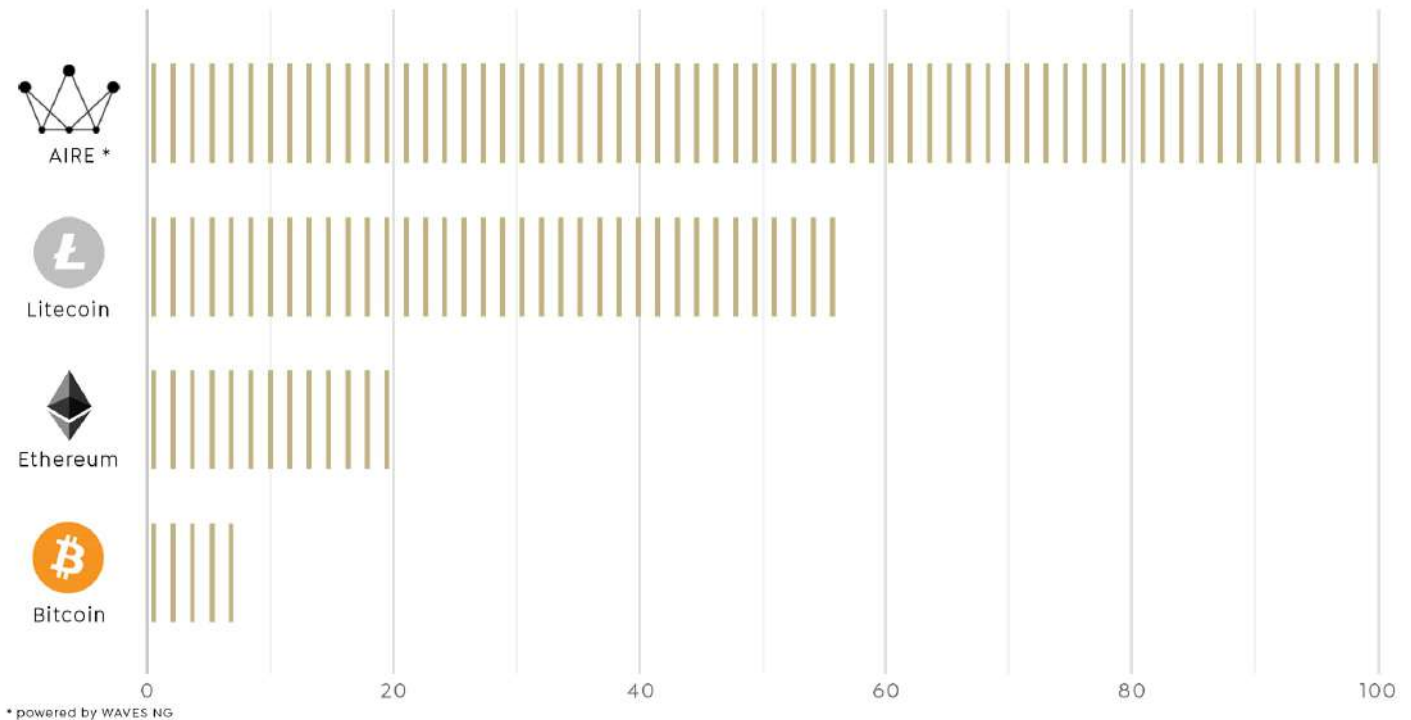
The Total supply is 7 billion AIRE tokens, of which 4.2 billion (60%) will be available for sale.

The remaining 2.8 billion (40%) of the supply is structured as follows:

- 20% of total supply to founders with a 1-year lock in period. (Addresses will be made public)
- 20% of total supply to the reserve, which will be exclusively used for furthering the Tokenaire project such as the Incubation Program and AIRE exchange listings.

We will invalidate (burn) the remaining, unsold tokens of the 4.2 billion share, should we not reach the hard cap.

Transactions per Second - Comparison AIRE, LTC, ETH, BTC



¹⁴ "Technical Documentation about Waves NG Protocol" Waves Platform. Accessed May, 2018. <https://docs.wavesplatform.com/platform-features/waves-ng-protocol.html>

¹⁵ "Bitcoin-NG: A Scalable Blockchain Protocol" Ittay Eyal, Adem Efe Gencer, Emin Gün Sirer, and Robbert van Renesse, Cornell University. <https://www.usenix.org/system/files/conference/nsdi16/nsdi16-paper-eyal.pdf>

¹⁶ Price of Waves in USD of \$4 as of time of writing



TOKEN SALE

In order to comply with KYC/AML regulations, participation in our token sale requires performing an identity verification through our partner Sum&Substance. US citizens and US residents are not allowed to participate in the Token-Sale, including accredited investors.

The price per AIRE token is 0.00000004 BTC or 4 sats. Conversion will be based on the BTC received net of transaction fees.

We will hold an Early-Bird-Round with 20% bonus from 14. July 2018, 10:00 UTC until 31. August 2018, 10:00 UTC.

The pre sale with 10% Bonus will run from 1. September 2018, 10:00 UTC to 30. September 2018, 10:00 UTC.

The public sale will run from 1. October 2018, 10:00 UTC to 31. August 2018, 10:00 UTC.

The cap of the token sale will be between 140 BTC and 168 BTC, dependent on the amount of tokens sold during the Early-Bird-Round.

The reason for holding the token sale in BTC is to ensure security of the funds. We are using a multi-signature wallet with our partner BitGo; functionality which Waves is not yet supporting.

Every time a new user is created on our platform, they receive a unique token sale BTC address to send their BTC to. This BTC address is controlled by a multi-sig wallet. Having a unique BTC address per buyer ensures that every transaction is linked to an individual person who has passed KYC.

In order to reveal their token sale BTC address, a user must first pass the KYC identity verification.

We are running a background service which scans the blockchain for all the token sale BTC addresses we generated, and look for any BTC received from buyers.

In the event that the BTC received exceeds our hard cap, we will refund the BTC by prompting the user to enter a refund address where the BTC will be sent.

All raised funds are controlled by a multi-sig wallet, and the only way to move funds is for a majority of the Tokenaire team to agree to it. This is an internal security measure put in place to prevent misuse or unauthorized transfer of token sale proceeds.

Price Conversion Helper EARLY BIRD ROUND

0.01 BTC 300,000 AIRE
0.1 BTC 3,000,000 AIRE
1 BTC 30,000,000 AIRE

PRE SALE

0.01 BTC 275,000 AIRE
0.1 BTC 2,750,000 AIRE
1 BTC 27,500,000 AIRE

PUBLIC SALE

0.01 BTC 250,000 AIRE
0.1 BTC 2,500,000 AIRE
1 BTC 25,000,000 AIRE

09 AIRE TOKEN

FUNDS USAGE

The funds from the Tokensale will flow directly into Tokenaire Ltd. and will be facilitated as follows:

- 50% will be used for Tokenaire branding and marketing. Our goal is to extend far beyond the small crypto market and reach the mainstream market eventually.
- 40% will be used to further the development of the Tokenaire platform. This includes expanding the team.
- 10% will be retained for any unforeseen expenses or emergencies.

REPURCHASING PLAN

We will use 20% of our profits to buy back AIRE tokens and invalidate (burn) them, at the end of every quarter.

We will do this until we have bought back all AIRE tokens that were sold during the Token Sale. Consequentially, we will buy back 4.2 billion AIRE tokens at maximum, dependent on the Token Sale performance.

This will put the total supply eventually to 2.8 billion AIRE tokens.



COMMUNITY POLLS

Listening to the community and drawing on their collective knowledge will be important in deciding the future direction of Tokenaire. How the usage of personalized tokens will evolve is something we need to remain flexible and democratic about.

For that reason, we will be implementing a voting system to engage the community as topics emerge. This could be for introducing new features or enhancements, or ways to expand the Tokenaire network, such as voting for high profile personalities to target for tokenization.

The amount of AIRE tokens you hold will determine the weight of your vote. Voting will be a free activity.

TECHNOLOGY STACK

The entire Tokenaire Platform is being hosted on Microsoft Azure, a cloud computing service which uses a global network of data centers. With this we can easily scale as our user base and traffic grows to ensure a high performance standard and user experience.

We are making use of the following technologies (but not limited to):

- .NET core 2.0¹⁷
- Entity Framework Core¹⁸
- SQL Server 2017¹⁹
- AngularJS²⁰

USER REGISTRATION

Every time a new user joins our platform, they first have to verify their email to ensure we have means of communication with the user.

Users are added to our database where we store the

- email address
- public key
- WAVES address (derived from their public key)
- hashed password
- encrypted private key

We generate a private/public key pair for the new user on the client side, encrypt the private key with their password, then store the encrypted private key on our server using the Advanced Encryption Standard (AES), along with the hash of their password. This means there is no way for us to gain access to your private key, or control your tokens.

The downside of this solution is that if a user loses their password, their account is not recoverable. They can, however, still withdraw their funds with the back up phrase.

In the future, we may explore options that lets users have an “opt-in” feature which would let them recover funds using a trusted third party or multi-sig solution.

¹⁷ “Announcing .NET Core 2.0” Microsoft Corporation. Accessed April, 2018.
<https://blogs.msdn.microsoft.com/dotnet/2017/08/14/announcing-net-core-2-0/>

¹⁸ “Entity Framework Core Quick Overview” Microsoft Corporation. Accessed May, 2018.
<https://docs.microsoft.com/en-us/ef/core/>

¹⁹ “SQL Server 2017” Microsoft Corporation.
<https://www.microsoft.com/en-us/sql-server/sql-server-2017>

²⁰ “AngularJS” Google LLC.
<https://angularjs.org/>

DISCLAIMER

GDPR AND “THE RIGHT TO BE FORGOTTEN”

Tokenaire Ltd. is offering tools to users, in particular a web application that is directly executed on the users machine. As this web-application is executed on the client’s side to access and write to the Waves blockchain, Tokenaire Ltd. is not associated with the data in any way. This means the user himself is perpetuating the data on the distributed ledger, and Tokenaire Ltd. cannot be held accountable.

PERSONALIZED TOKEN RIGHTS AND LIABILITY

Tokenaire Ltd. is not liable for a person’s Personalized Tokens. All rights are assigned to the person that requested them. It is up to that person to comply with laws in their respective jurisdictions.

MARKETPLACE RESPONSIBILITY & LIABILITY

Tokenaire Ltd. Marketplace is decentralized and as a consequence does not have custody or hold any assets related to trading activity. Hence, a person is fully responsible for the security of their assets and account. Tokenaire Ltd. is not able to restore forgotten passwords and does not have access to assets in case of lost passwords.

REGULATORY RISKS

Tokenaire Ltd. strives to work in accordance with regulators of all jurisdictions it operates in. As such, while currently Tokenaire Ltd. can act on a global scale, circumstances might change. That means Tokenaire Ltd. cannot guarantee the provided services will always be available in a person's respective jurisdiction.

INTELLECTUAL PROPERTY & COPYRIGHT

Tokenaire Ltd. owns all copyrights and other intellectual property rights related to our platform and provided content. All rights are reserved.