BeEasy

Wanna mine?
Do it easily

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Saint-Petersburg, Russian Federation

BeEasy Ecosystem – transforming computing power and energy into reality

"Wanna mine? Do it easily"

Contents

Introduction

The market based on blockchain technology is entering a period of establishment and explosive growth. States, banks and corporations carry out their pilot projects on blockchain, individual users and investors actively enter the cryptocurrency market.

However, such an enter point as mining still remains available to professionals only. Existing mining systems (both equipment and service) are not solving user demands – they are low-profit, difficult for understanding and settings, require constant control and management. For instance, some of the mining software still has command line interface.

In our project BeEasy we suggest to make a new step, in Microsoft and Apple style, offering the users intuitively intelligible interface and much more comfortable services.

BeEasy project includes 6 elements:
- EasyPool: cryptocurrency mining pool with friendly interface
- EasyPlay: module for interaction with games and software vendors and offline partners of the project
- EasyTrade: digital asset exchange with integrated professional trading software
- EasyFund: cryptocurrecy investment fund operated by a robot with elements of artificial intelligence
- EasyData: own data-center with mining equipment allowing the users to rent mining capacity
- EasyCare: module for interaction with charity foundations to organize donation of the mined means for charity.

The project implements the "single-window" principle for different user groups, making it easier to enter the cryptocurrency market through mining (and not only). It creates all necessary infrastructure – from maximum adapted to user needs software to gateways, investment funds and project's own cryptocurrency exchange to manage the mined cryptocurrencies and convert them into the necessary final goods or currencies.

We take into account the needs of various user groups:
1. Professionals:
- miners, who need services to manage the equipment and mining process to increase efficiency and conversion,
- investors, who need instruments for multiplying profit, professional portfolio management and conversion,
- traders, who need convenient, sustainable and comprehensible trading instruments
2. And non-professionals:
- gamers, who need services allowing them to receive certain values in their game framework (like a tank in World of Tanks or an avatar in League of Legends),
- general users, who need passive income from renting out the unused capacities of their PCs, software licenses (for ex., antivirus)
- socially responsible people, who need possibilities to take part in charity programs.

We intend to involve even the audiences that are now far from cryptocurrency market by offering them service interfaces as convenient as possible.

How are we going to reach this?
- By developing user software (mining clients, monitoring clients, telegram bots, etc.)
- By developing service systems (multi-currency pool, conversion gateways, investment fund, digital asset exchange)
- By building the infrastructure (data-center with own mining equipment)

Be Easy project is realized by the group of Russian companies under the common name "Cryptocompany", created in the beginning of 2017.

For implementation of the project we use internal funds of the company. The funds raised at ICO will be used for project development and promotion, as well as international expansion.

At this moment about 50 million Russian rubles from owners and ploughed-back profits are invested in the project.

At the moment of composing this White paper the project already has the following elements in place:
- working version of mining pool - easypool.me
- phase one of the data-center for 500Kw completed in Saint-Petersburg (Russia), phase two for 6 Mw is now being constructed (commission by the end of 2017)
- the data-center filled with equipment for 43GHs (ETH). Can be potentially expanded up to 1,140 THs (ETH) and more.
- team in place for every direction, the fund and digital asset exchange are being created according to the Roadmap of the project.

For active expansion and development of the project the team has decided to conduct the Initial Coin Offering - issue the tokens that will be local currency of the project (discount certificate for project and partner services).

The users will be able to use them to:
- purchase the capacities in the data-center at prime cost – "cloud mining"
- get 50% discount on all service fees (at the digital asset exchange, fund and etc.)
- convert the tokens with a discount into game currencies, software licenses, goods of the project's partners (participants of the Ecosystem).

We invite everybody to join and become part of the global Ecosystem transforming energy into reality!

Legal input

BeEasy project is realized by **"Cryptocompany" Ltd** with the assistance of a group of Russian and foreign companies.

Other companies belonging to the group are: "Tradecom" Ltd – trading house, "Dataservice" – data center, along with companies under jurisdiction of Isle of Man (Cryptofund) and Singapore (Digital Asset Exchange).

Project support is carried out by consulting company "Bespalov and partners".

Our inventions are based on software with an open source code (license GNU GPL 2.0). Most of our systems are also using open source code up to industry standard. You can follow our developments on GitHub: https://github.com/beeasy-project.

According to the Russian law, cryptocurrencies are not regulated by the government and are not considered as chargeable assets.

At the start of pre-ICO the project does not accept fiat currencies as investment.

By the beginning of ICO phase we plan to open the opportunity to invest in fiat currencies. However, the company will be registered under jurisdiction of the Isle of Man. It will allow us to legally sell the tokens of the project for fiat money.

During the implementation of the project all conversion operations will be performed at the digital asset exchange, with observance of the regulations of the countries where the project will be implemented.

The tokens of the project are local currency (right for a discount) of the Ecosystem. They do not fall under regulation of The United States Securities and Exchange Commission (SEC) or similar organizations, which allows to involve in the project investors – residents of the US and other similar jurisdictions.

The tokens are not supposed to give passive income and/or participation in company decision making process, therefore they are not considered as digital analogue of shares, bonds or other securities or derivatives.

Digital currency exchange that is going to be launched as part of the project, will be incorporated in Singapore, meeting all the necessary regulations of the Singapore and international law.

The investment fund will be incorporated on the Isle of Man.

All intellectual property rights at the start of the project belong to the Russian development company "Cryptocompany" Ltd.

BeEasy Ecosystem

Market problems solved by the project

Problematic field

At this moment mining is seen as a narrow, specific field that is difficult to enter and to understand.

This lack of popularity of mining is highly dependent on complexity of software settings and absence of possibility to easily convert the mined cryptocurrency into customer-understandable values.

We consider that at the present moment there is need and possibility to involve more general public into the mining process. Giving the opportunity of easy "mining of things" to users will increase the popularity of this sector.

This will allow to:
- popularize the cryptocurrency market in general
- enhance reliability and stability of blockchain networks by means of decentralization (including more and more additional users in the mining process)
- attract the audience that was not involved in the mining process before (PC users, gamers) by giving them additional value in the form of that specific product that they need (game bonuses for gamers, donations to charity foundations – for people who are interested in a transparent charity process, possibility of a small extra income – for general users).

The solution lies in combining the services that used to be separate.

Combination of the mining process with game solutions and major vendors will allow to involve a significant number of *PC users* in mining process and will give them the opportunity to easily "earn" game resources (e.g. game currency or license), "mine" a license or subscription without having to study the subject. It will give users not just a virtual cryptocurrency, but a real product (value) that they will be able to use in an understandable way, to invest in understandable things.

Combination of mining and investment company/fund will create the opportunity to achieve higher profitability from mining through additional medium-term and long-term crypto assets portfolio management and shorten the equipment pay-back period.

Joining of own cryptocurrency exchange adds an easy way to convert crypto assets, create portfolios, transfer cryptocurrencies into fiat money, at the same time controlling all the processes and offering a sufficient level of transparency to the audience.

Agreements with charity foundations will give the project additional value, giving the opportunity to deduct the mined means to charity. While use of the blockchain allows the complete transparency of all transactions and control of targeted use of the money by charity foundations.

Supplementary modules for the professional audience (system of mining equipment management, digital asset exchange with connected MetaTrader and TickTrader software) allows to attract part of the actual market to the offered services, ensure liquidity of assets and significantly increase the turnover of the pool and digital asset exchange.

The project is planned as international, actively involving European and partly Asian audience.

Target audiences of the project

Target audience	Possibilities for TA	Modules to use	Benefits
General PC users	earning from mining and placing the mined currencies under management	- EasyPool - EasyFund - EasyTrade - EasyCare	Increasing profitability because of optimized mining process in combination with management of the mined means, as well as portfolio diversification, risk reduction
"Farmers" (owners of several computers, used for mining, or of special equipment – miners)	earning from mining cryptocurrency and placing it under management, converting it into fiat money via digital asset exchange	- EasyPool - EasyTrade	Increasing profitability by optimizing mining process and mining equipment management, shortening the equipment payback period
Gamers	earning certain "things" in the game worlds by mining when computer is not in use	- EasyPool - EasyPlay	possibility to mine, without going deep into details, one or another game currency to buy an upgrade in the game ("magic sword", a tank, a new level or other game values)
Investors in mining equipment	earning from mining cryptocurrencies and placing them under management	- EasyPool - EasyFund - EasyTrade	Increasing profitability because of optimized mining process in combination with management of the mined means, shortening equipment payback period. Possibility to use the digital asset exchange to convert cryptocurrency into fiat money or for exchange trade

Non-professional investors	earning from placing the means under management	- EasyFund - EasyTrade	receiving profit from placing the means under management, portfolio set-up, possibility to convert into fiat
Professional investors and traders	earning from placing means under management and exchange trading	EasyFund EasyTrade	getting profit from the investment company, possibility to use the platform for exchange trading.
Benefactors (mass audience)	using the capacities of their computer for charity purposes	EasyCare	Receiving an easy way of donating and transferring the funds with complete transparency of transactions
Exchange brokers	using the digital asset exchange platform with professional exchange software	EasyTrade	possibility to use a sustainable platform for exchange trading

BeEasy Ecosystem modules and their interaction

BeEasy Ecosystem is a group of interrelated services in the field of cryptocurrency mining, cryptocurrency portfolio management, trading and conversion of cryptocurrencies into different kinds of assets (fiat currencies, game currencies, software licenses, discounts and certificates for the goods of merchants, online-shops and offline networks, donations for charity).

Chart 1. General scheme of the project
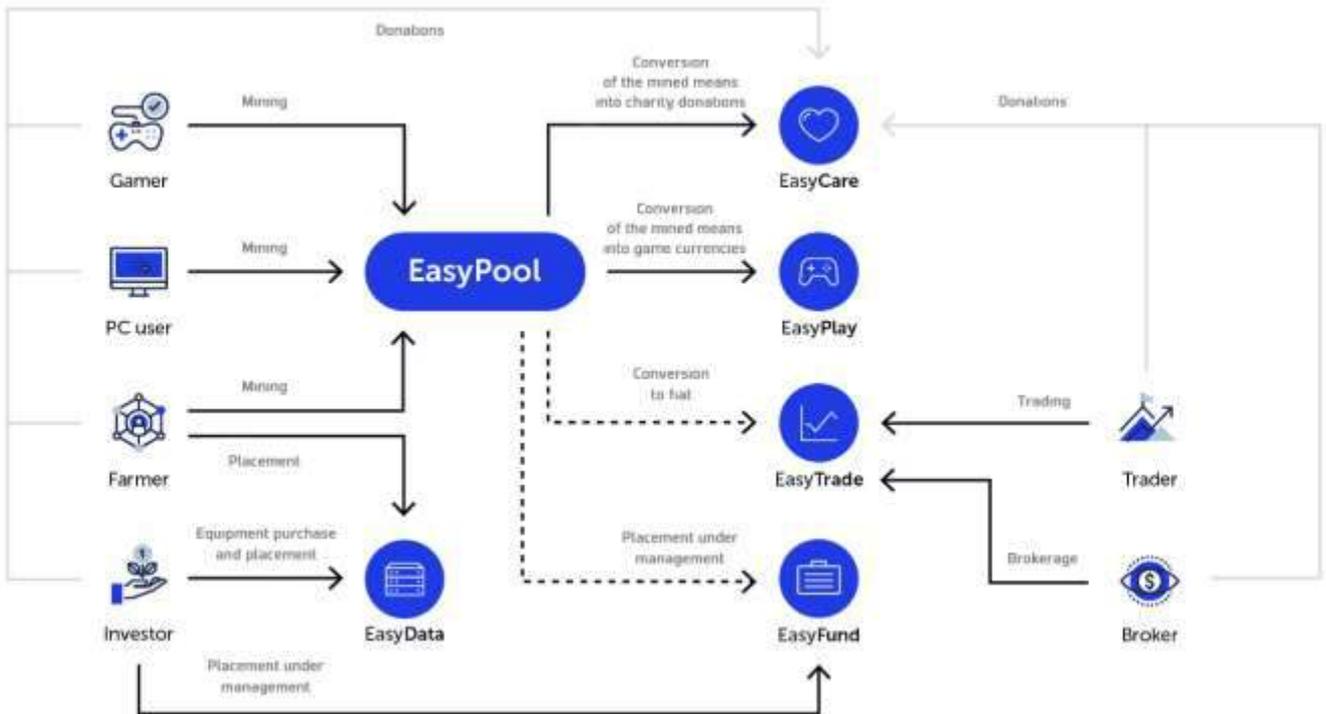
**EasyPool** - multicurrency pool for mining and mining management system

Sub-systems:

- cryptocurrency pools (ETH, ETC, ZCash, Monero, Decred и др.) – ETH pool in pace, the rest are under development. Website easypool.me
- mining equipment management system – in place.
- user software (mining clients): mining client for Windows – in place, clients for other OS – under development.
- Telegram bot (equipment monitoring and reboot system) – in place.
- mobile application (equipment monitoring and reboot system) – under development.

Chart 2. Scheme of EasyPool
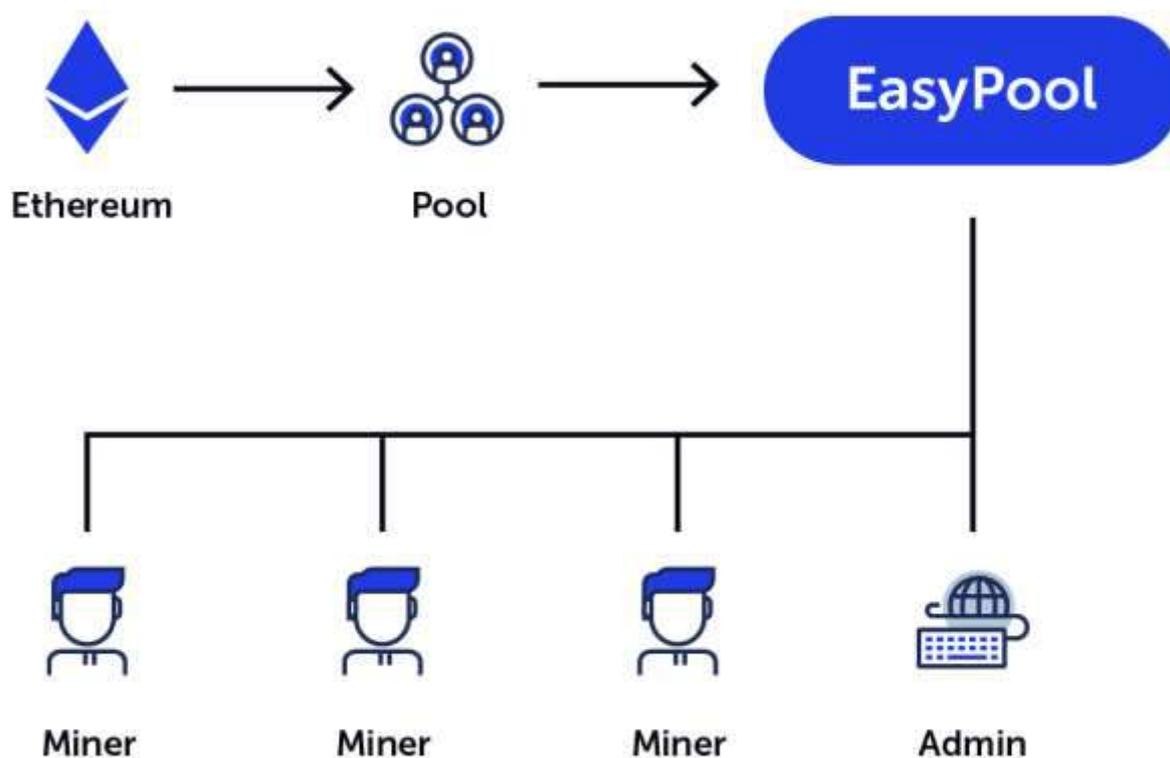
EasyPlay – gateways for conversion of mined cryptocurrency into game assets/currencies, software licenses and physical goods/discount points.

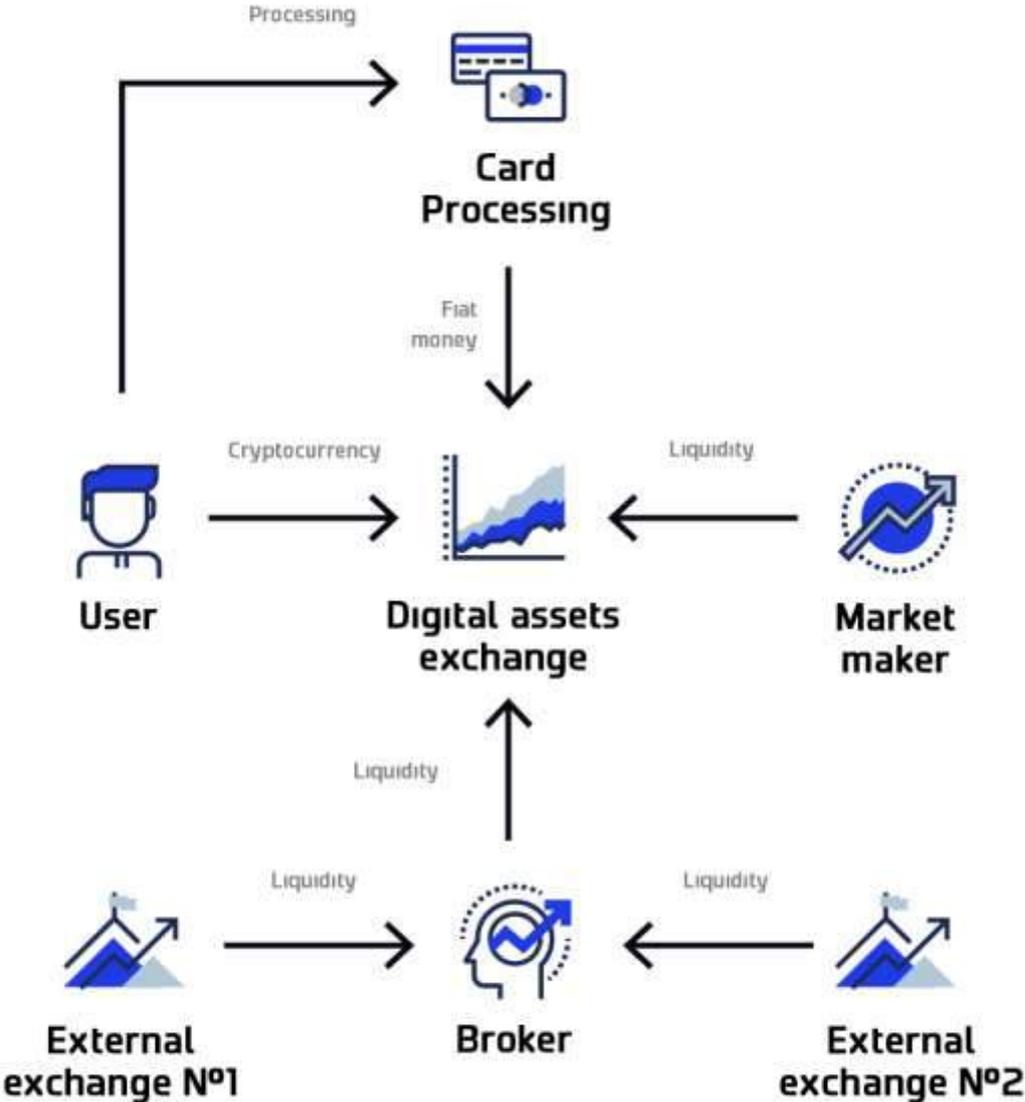Chart 3. Scheme of gateways and interaction with vendors
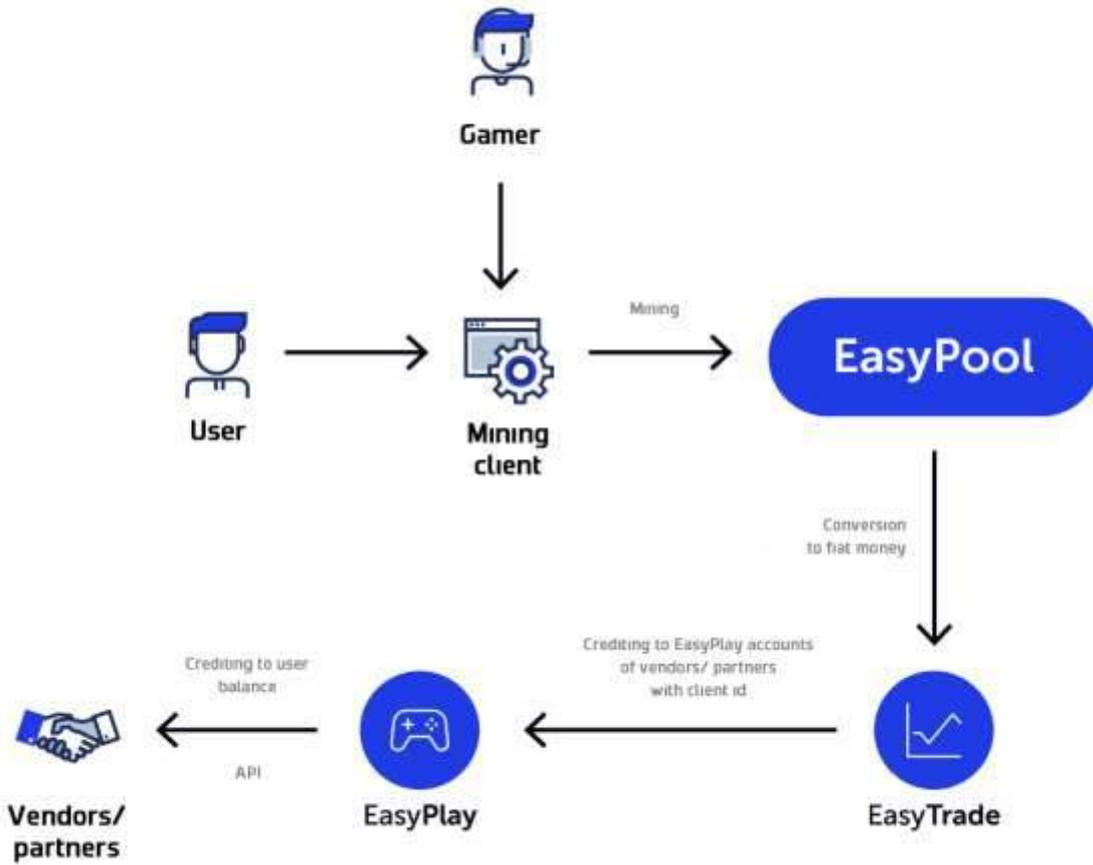
EasyData – data-center mining equipment (phase one constructed and commissioned, commission of phase 2 – in November/December 2017).
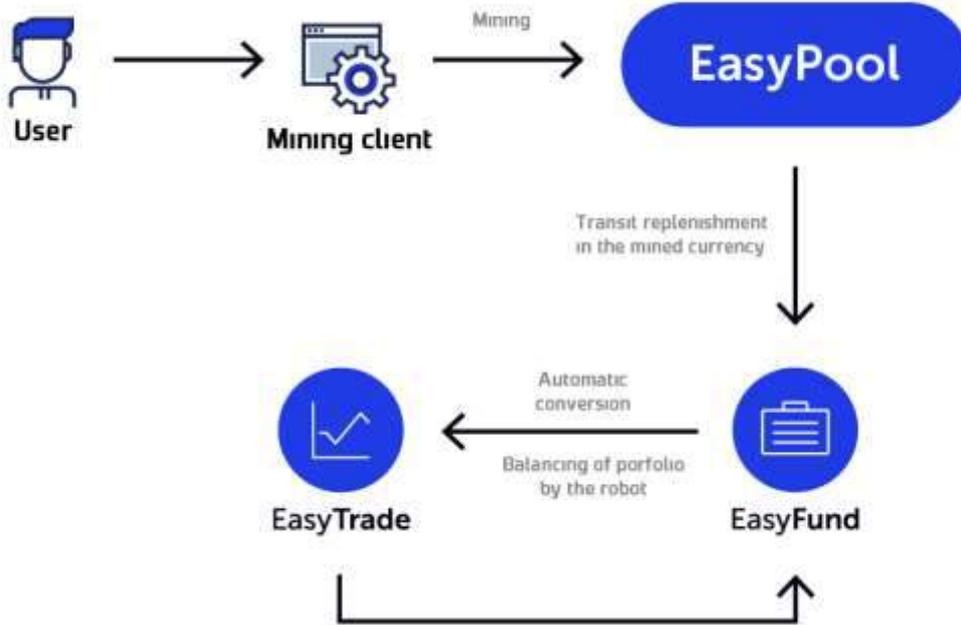
Chart 4. Scheme of data center functioning

EasyTrade – digital asset exchange with modules for professional trading (MT5 and TickTrader).
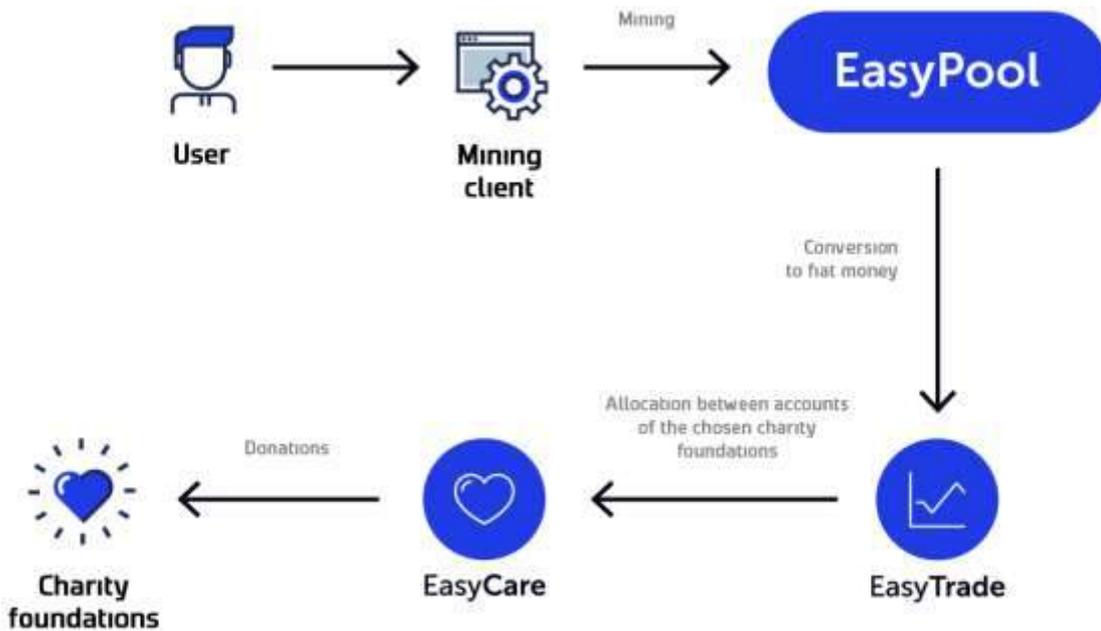
Chart 5. Scheme of EasyTrade

EasyFund – cryptocurrency ETF-fund.

Chart 6. Functioning of the Fund

EasyCare – module for interaction with charity foundations

Chart 7. Interaction with charity foundations

Roadmap

August 2017
✓ Ethereum pool beta-release
✓ ready solution for "farmers", including Windows, Linux/Ubuntu users

September 2017
✓ Ethereum pool and client release
✓ pre-ICO announcement
✓ own development of GPU miner announcement

October 2017
✓ project release on GitHub
– commission of phase one of the data-center
– connecting the modules for game and charity mining, signing partner contracts with vendors and charity foundations
– start accepting investments for pre-ICO
– start of pre-ICO

November 2017
– connecting Zcash, Dash, Pascal, Decred, Etherium classic
– investment fund solution deployment
– start unfolding the digital asset exchange
– making agreements with cryptocurrency exchanges about the secondary issued tokens market
– signing pre-agreements with exchanges about listing the tokens of the project
– end of pre-ICO

December 2017
– solution deployment of digital asset exchange, test runs
– completion of phase two of the data-center

January - February 2018
- mobile applications for Easypool and EasyFund services
- launch of EasyTrade (digital asset exchange)

February 2018
– start of ICO
- connecting modes for "intelligent mining", unfolding professional solutions for EasyTrade

March 2018

- connecting the robot for managing EasyFund and trading
- purchase of "cloud mining" equipment for the data center

May 2018
- Installing the "cloud mining equipment" in the data center
- Start selling the powers of "cloud mining" to token holders
- end of ICO

June-August 2018
- Connecting adaptive mining software for different user groups
- Developing and connecting API for project partners
- Opening representative body of the Exchange in Japan, Switzerland and USA

September-December 2018
- Extension of partner network
- Licensing the Exchange in Japan, passing licensing procedures in the USA and Switzerland

ICO: goals and mechanisms for implementation

ICO goals

The main goals of this ICO are:

- raising finance for project development, including purchase of mining equipment to rent to project users, development of project's technical base (in the first place, the digital asset exchange), global marketing and promotion of the project.

- directly conducting marketing and PR of the project for maximum audience involvement.

Financial goals

Pre-ICO
soft cap – 120 BTC or equivalent $500 000
hard cap – equivalent $1 500 000

ICO
soft cap – no
hard cap – 3200 BTC (80% from token emission)

The funds raised at ICO will be used for project development in the following ratio:

- purchase of mining equipment for the data center – 20%

- opening representative offices of EasyTrade Exchange in Switzerland, Japan, USA, Hong Kong – 10%

- licensing and passing licensing procedures for the cryptocurrency exchange in Switzerland, Japan, USA and Hong Kong – 15%

- international project marketing – 55%

Funds distribution will be carried out through escrow, which will ensure appropriate expenditures and respect of specified proportions.

ICO conducting technology, token price

ICO is conducted in 3 steps.

Start of program for "early investors" Early Bird - 15.09.17
max limit for the program – 120 BTC
Pre-ICO: 15.10.17 – 30.11.17
ICO: 01.02.18 – 30.04.18

Token price

For Early-bird - 1ETKN = 0.005BTC (50% discount), entry threshold from 10BTC

Pre-ICO:

Day 1: 1ETKN = 0.01 BTC

Day 2-7: 1ETKN = 0.011 BTC

Week 2: 1ETKN = 0.012 BTC

Week 3: 1ETKN = 0.013 BTC

Week 4: 1ETKN = 0.014 BTC

Weeks 5-6: 1ETKN = 0.015 BTC

ICO

During the whole ICO period: 1ETKN = 0.02 BTC

During pre-ICO period investments are accepted in following currencies:

- BTC
- ETH
- BCH
- LTC
- Dash
- XMR

Concept and emission of EasyToken (ETKN)

The project issues EasyTokens (ETKN) on the Ethereum platform (standard ERC20).
A total of 2 050 000 ETKN will be issued.

Tokens are dividable – up to 4 digits after the decimal point.
Token price during ICO will vary from 0,005 to 0,02 BTC depending on the time of purchase.

During the ICO we plan to reach agreements with several cryptocurrency exchanges on listing the project's tokens. It is guaranteed that the token will be listed at the project's own digital asset exchange – EasyTrade right from the start of its operation.

An investor and user of EasyTokens will be able to profit from purchasing them in the following ways:
- by converting them at the cryptocurrency exchange into any other currency
- by using them within the project to purchase mining capacities in the data center ("cloud mining"), commission of the exchange and investment fund, goods and services of project's partners participating in the ecosystem.

Token distribution during ICO

Pre-ICO – 50 000 ETKN tokens are issued.
Distribution:
80% - is realized to investors
15% - project (advisory-board, project team, bonuses etc.)
5% - bounty program.

ICO – 2 000 000 ETKN tokens are issued.
Distribution:
75% - is realized to investors
20% - project (выкуп for Early-Bird and early investors, advisory-board, project team, bonuses, etc.)
5% - bounty.

Using tokens and justification of demand

At first place, tokens are certificate for discount to be used in BeEasy services.

Using tokens to purchase capacities for "cloud mining":
Part of the funds raised at ICO will be used to purchase mining equipment for the project's data center. As the company is itself a supplier and producer of mining equipment and has its own inventions in this area, the contracts to use the equipment will be offered to token holders at prime cost – a contract for 1 year of use will be equal to the effective price of equipment including delivery and installation at the moment of purchase.

Using tokens within the mining pool:
The cryptocurrency mining pool "EasyPool" holds 2% fee from the mined means. For Easytoken holders the fee will be of 1% and it will be paid with project's tokens.

Using tokens within EasyFund cryptofund:
The fund holds 5% fee from the invested means and 5% from the investor's exit. For Easytoken holders fees will be 2,5% and 2,5% accordingly when paid with tokens.

Using tokens within cryptocurrency exchange EasyTrade:
50% discount will apply to all services and fees of the Exchange – from order commissions to funds deposit and withdraw.

Therefore, as the project develops, we plan to form interest in paying the services with Easytokens, as they give to users of project's services the opportunity of substantial saving.

It will be possible to purchase project's ETKN at the cryptocurrency exchanges, which means the demand from new user will be sufficiently high to maintain the exchange rate, and in the perspective, as the project develops in different countries, reckon on its significant growth.

As the additional emission of Easytokens is not planned, the demand for them will be growing with the growth of the project's audience.

Estimates of project audience growth:

2018 – up to 500 000 service users
2019 – up to 2 000 000 service users
2020 – up to 5 000 000 service users
2021 – > 10 000 000 service users

Project team

BeEasy Team

Aleksander Bespalov
Project Head Manager
CEO of Cryptocompany.Ltd
over 15 years in investment
projects management

Ilya Surodeykin
COO of Cryptocompany.Ltd
Head of the Data-center department
over 10 years in project management,
operations management and engineering

Evgeniy Koynov
CTO of Cryptocompany.Ltd,
architect and head of development groups
over 10 years in IT-development

Natalya Novikova
Brand manager, Head of Marketing
over 5 years in marketing and brand
management

Michail Popov
Senior software developer, back end
over 5 years in IT-development

Grigoriy Bespalov
Head of Product marketing department
over 10 years in product development

Dmitry Moskalev
Programmer, back end
over 5 years in IT-development

Alina Menshova
PR-manager
over 5 years in marketing and PR

Elena Ryabukha
Head of Exchange department
over 20 years in banking and exchange
management

Vlad Sorskiy
designer over 5 years
in design

Advisory Board

Viktor Pasternak
Legal Advisor
over 11 years in legal
practice in the field of
intellectual property

Pyotr Levich
Ethics and Social Advisor
over 10 years in the ethics of
robotics and artificial intellect

Andrey Dobriy
Marketing Advisor
over 15 years in Internet
marketing and development
of complex Internet projects

More than 30 specialists in development, management, finance, marketing and law are working for
"Crytocompany" group.

Description of risks

Like any other kind of investments, investments in cryptocurrency carry significant risks.
Investor buying EasyTokens (ETKN), agrees to take all risks associated with possible financial loss.

The risks associated with cryptocurrencies may be:
- **Financial.** Related to cryptocurrency exchange rate volatility, change of demand and offer or liquidity of a certain cryptocurrency.
- **Economical.** Related to major (fundamental) changes of the market situation, including economic depression or economic problems of the projects that have been invested by the Fund.
- **Technical.** Related to possible mistakes in technologies that are being used in the software code.
- **Legal.** Related to possible changes in regulation policy of a country concerning cryptocurrencies.

We have extensive experience in risk management in the fields of IT, real and financial sectors, and we will put all necessary effort into minimizing the risks of our investors and project users.

Never the less, we cannot guarantee and we do not guarantee any profitability associated with investments in project's tokens.

We do not provide the guarantee of exchange of the tokens to any kinds of currency.

We guarantee to users the possibility to purchase the contract to use mining equipment of our data center at prime cost (valid for the date of contract purchase), 50% discount to all BeEasy service fees, as well as discounts at project's partners (software vendors, games, offline shops and chains), depending on the development of partner network.

Contacts

Links to project's resources:

Official ICO website:
easypool.io

Pool:
easypool.me

Development company:
cryptocompany.ltd

Data-center and Trade house websites:
dataservis24.ru
tradecom24.ru

Project support:
Consulting group «Bespalov and partners»
bespalov-group.ru

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