

# BeEasy

Whitepaper v3.1 edited January 29, 2018

Russia / Republic of Cyprus

We are thrilled to present BeEasy ecosystem, an all-in-one window to the cryptocurrency world.

We provide a self-intuitive, user-friendly access to essential cryptocurrency processes such as mining, trading, and cryptocurrency investments.

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## Introduction

We live in the time of successful formation and rapid growth of the blockchain-based market. We see governments, banks, and corporations implementing blockchain pilot projects, while independent users and investors are actively entering the cryptocurrency market.

Surprisingly, all access points such as mining, exchanges, and funds remain largely available only to select professionals. What the existing equipment and service systems fail to do is to solve the user tasks. Not only are they difficult to set up and navigate, they require constant control and management. It is complex to a point that some mining software clients still are nothing more than a command string interface.

With the BeEasy project, we are making a bold step, similar to historic leaps by Microsoft and Apple, by offering PC users the self-intuitive interfaces and ultimately convenient services.

BeEasy is the key project for 'Cryptocompany' international group of companies. We are an all-in-one ecosystem of interrelated cryptocurrency processing services such as mining, fund, exchange, charity, gaining partner goods and services, and converting to fiat, among others. We offer the all-in-one interface solution powered by a single sign-in user authorization. The well-designed service and solution integration allows our product line to be accessible to both professionals and beginners.

Our 'know-how' innovative solution is providing the best possible links between different services and intuitively navigated interfaces for all user groups. We succeed in creating the unprecedented synergy that is not available to the users of specialized but strictly segmented services.

Last but not least, BeEasy is also a full-fledged ecosystem for vendors, offline stores, game studios, and charity organizations that can benefit from using our product in their marketing and user outreach efforts with the API system integration.

Our project's mission is to encourage the development of decentralized economy of blockchain networks and cryptocurrency by engaging as many new, previously left out, authentic user groups as possible.

We hold an essential value to each user group: we are offering specific goods and services, a source of income, and fulfillment of the need for social accountability to our non-professional users, while providing flexible and clear tools for solving professional tasks.

We plan to engage those who are currently not involved with the cryptocurrency market by providing our users with essentially convenient interfaces for all of our services.

Here is how we are addressing these tasks:

- by developing user apps and interfaces (all-in-one authorization, BeEasy personal account, mining clients, monitoring clients, telegram bots, among others);
- by developing service systems (multicurrency pool, conversion getaways, liquidity management systems, exchange);
- by building infrastructure (data center with its own mining equipment).

### **Here is our line of products:**

1. EasyPool: professional solutions

The core features of the product include:

- multicurrency mining pool
- client web interface
- client software
- equipment process monitoring and management system powered by a telegram bot
- iOS and Android apps
- intelligent mining management systems

## 2. EasyTrade: professional solutions

We are introducing our cryptocurrency exchange supporting trader software integration (MetaTrader, TickTrader) and providing an interface for brokers and traders. Currently featuring a web interface, expanding to a mobile app and a widget in the near future.

## 3. BeEasy multifunction service

Our unique product is an all-in-one user authorization system that allows to navigate and manage all user information for BeEasy services (mining, fund, exchange, charity, gaining partner goods and services, and converting to fiat, among others). You can register only once and after an optional verification procedure receive full access to all system features and services via unified and easy to navigate interface.

What looks like a single dashboard is the system that accumulates all core information such as the current account balance on various services, the services status, 'quick' asset moving between services, access to setting up inter-service transaction chains, and fully passing on the controls to the robot.

The service is a unique amalgam of all BeEasy brand designed modules:

- EasyPool indicates the wallet current balance (deposited through mining from a pool), features shortcuts to the process controls, and provides a link to an expanded EasyPool interface.
- EasyPlay displays a grid of bonuses provided by the project partner-vendors allowing you to spend cryptocurrency from your balance. What's more, you can easily calculate the mining timeline for accessing a specific bonus, review the list of acquired bonuses, and monitor your progress bar.
- EasyCare is your guide to the list of partner charity foundations, and you can set up for a charity donation to be sent from your balance and later track the transaction. The ecosystem allows you to donate a specific percentage of your internal operations. The service empowers you to make regular, recurrent donations deducted from your balance to a foundation of your choice.
- EasyTrade displays the balance of the exchange account, most recent transaction history, statistics and rates. With a one easy click, you can initiate the exchange transactions. The link to the actual EasyTrade exchange is also available through the interface.
- EasyFund contains the invested amounts indicator and the current earning power for BTC/ETH/\$, access buttons for investment deposits and for applying to withdrawal. EasyFund indicates the current status of portfolios.
- EasyData is a platform containing information on rented mining hash power and the amount of received cryptocurrency. It allows you to modify the amount of rented power and gives you access to profitability calculator and mining process monitoring.

#### 4. EasyPlay: mass product

Meet our web interface and a client app featuring the following functionality scenario:

- the user downloads the software and installs it onto the PC
  - immediately after installing, the software invites the user to complete the simple registration with BeEasy, and runs the system diagnostics
  - the user is prompted to choose a partner offer that they would like to receive
  - during the process, the user can monitor the mining progress bar indicating the remaining time until receiving the goods or services
  - when the mining process is finished, the software notifies the user and emails them the promo-code certificate for claiming the bonus.
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*Created at the start of 2017, 'Cryptocompany' international group of companies is the entity introducing the BeEasy project. The company uses its internal resources to implement the project. The ICO revenues will go for project marketing and development purposes and for expanding globally.*

*Currently, the project value amounts to more than 1.5 million USD of owner assets and reinvested revenues.*

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Here is an overview of the project's functionality at this time:

- live version of the pool: [easypool.me](https://easypool.me)
- we have built the first phase of the 1 MW data center in Saint Petersburg, Russia; we are working on the next, 6 MW phase (commission by the end of 2018)
- we have equipped the data center for over 30 GHs (ETH)
- we have developed our own authentic mining equipment for 12 GPU
- we have launched equipment manufacturing for the data center
- we have created passionate teams in all spheres of development and we are overseeing the work on the fund, exchange and other services, all according to our project roadmap.

We are proud to present our own design for GPU mining equipment containers:

- 20-foot uniquely designed GPU container connecting to power voltage of 0.4 kV
- 40-foot uniquely designed GPU container connecting to power voltage of 0.4 kV and 6-10 kV.

In efforts to continue the project expansion, our team has embarked on planning to run ICO and to emit our tokens that would serve as the internal project currency (a discount certificate for project and its partner services).

There are various ways for our users to benefit from acquiring our tokens:

- purchasing power at cost price from the data center, also known as 'cloud mining'
- receiving a 50 percent discount for all service fees (exchanges, fund and others)
- discounted converting tokens into game currencies, software license, ecosystem participant partner goods<sup>1</sup>.

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<sup>1</sup> more details available in the "ETKN nature and emission" section

We are excited to invite you to join our project and become a part of the BeEasy blockchain ecosystem, contributing to our mission of developing a decentralized economy.

## Legal Framework

Here is the list of international group of companies called Cryptocompany that work on implementing BeEasy:

- “CRYPTALL” LLC, parent company, Republic of Cyprus
- BeEasy Core (in the process of registration), a company in the jurisdiction of the Isle of Man
- EasyTrade (in the process of registration), an exchange company, Singapore
- “Crypto”, LLC, a development company, Russia
- “Treidkom”, LLC, trading house and mining equipment manufacturing, Russia
- “Dataservis”, LLC, data center, Russia

International legal company FTL-Advisors is the experts providing legal services to BeEasy.

The majority of our solutions are based on the software with the open source code (license GNU GPL 2.0), so are the majority of our systems that use the open program code in full accordance with the industry standards. Our developments and solutions can be tracked using the GitHub service: <https://github.com/beeasy-project>.

At the time of the ICO start / launch, any ICO conducting activity and cryptocurrency-related activity, just like the notion “cryptocurrency” itself are not legislatively regulated in the Russian Federation. At the time of the ICO start / launch, cryptocurrencies are not considered chargeable assets in Russia. We recommend that, if in doubt, all users and project token buyers belonging to other jurisdictions consult lawyers practicing in their countries, to avoid misunderstandings and complications.

At the time of the pre-ICO start, the project does not work with purchasing tokens in exchange for fiat (real) currencies. At the time of the ICO start / launch, we are planning to open a possibility of acquiring tokens in exchange for fiat currency, and the CRYPTALL LTD. company (Cyprus) will be initiating the ICO.

All CRYPTALL LTD. (Cyprus) rights and liabilities will be further transferred to BeEasy Core (the Isle of Man) company that will have been in the process of establishing at the time of the ICO start.

Unless otherwise indicated, the project tokens are an internal resource measurement system for using services when discounts are provided to a user. This means that the tokens are used as an electronic certificate for acquiring a discount for products, work, or services that will be sold, implemented, or provided by BeEasy project administrator and/or by directly indicated persons affiliated with “Crypto” LLC or CRYPTALL LTD, or with the other entities included in its group of companies, or with directly indicated partners/contractors of the abovementioned persons.

Thus the BeEasy project tokens do not fall within the scope of regulations of the U.S. Securities and Exchange Commission (SEC) or any equivalent regulation bodies. However, BeEasy project does not work with the U.S. citizens, Singapore citizens, or citizens subject to other jurisdictions that have separate ICO regulation as of January 2018. Should the necessary documents or licenses be acquired, the access to purchasing project tokens will be open to the abovementioned jurisdictions. This will be additionally announced on all official project platforms.

During the project implementation, all necessary conversion operations will be executed at exchanges following the statutory regulations of the countries implementing the project.

Tokens do not provide residual income nor do they grant the right to participate in the company's decision-making process, thus they do not constitute a digital prototype for shares, bonds, financial credit instruments, or any derivative financial instruments.

Added restrictions connected with the tokens are formulated and described in the Terms of Service.

The cryptocurrency exchange launched within the framework of the project will be incorporated in Singapore, in compliance with the necessary norms of Singapore legislation and international law.

At the time of the project launch, all intellectual property rights belong to the Russian developer "Crypto", LLC.

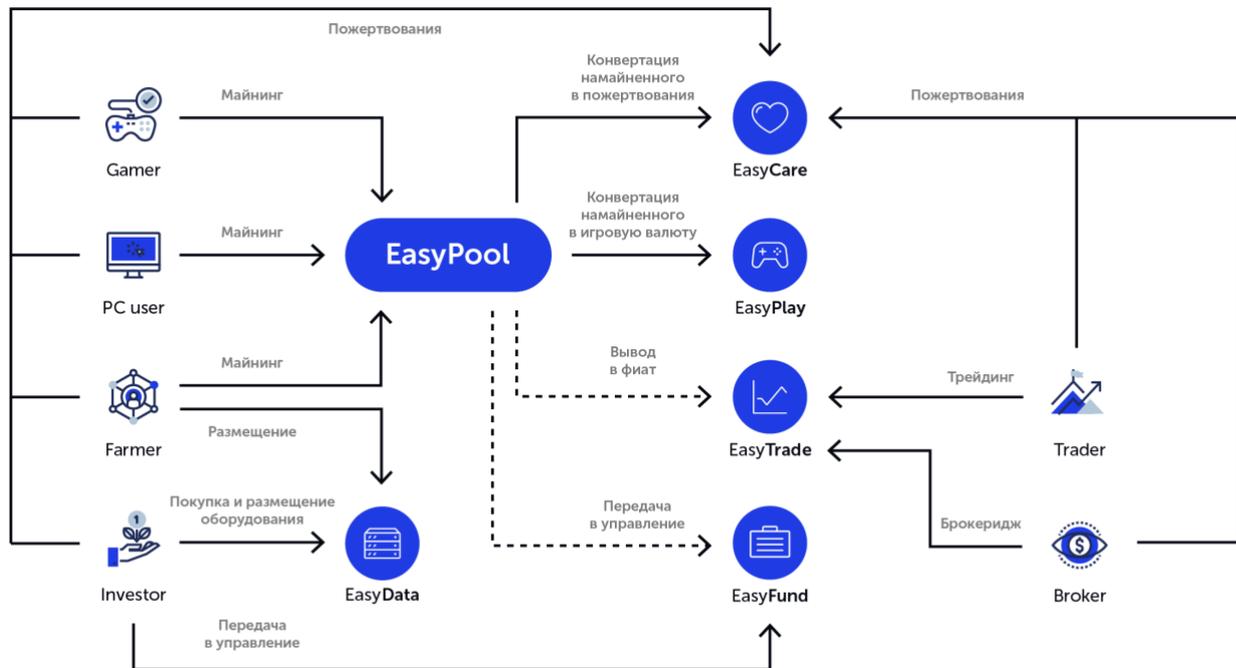
The official project website is registered at the [beeasy.io](https://beeasy.io) web address. All the materials posted there by the website administration are legally binding official documents. The Terms of service published at [beeasy.io](https://beeasy.io) ([beeasy.io/agreement\\_eng](https://beeasy.io/agreement_eng)) is an integral part of this White paper. The user agrees that the registration and any further actions on the [beeasy.io](https://beeasy.io) website indicate that the user has read and understood the White paper and the Terms of service, and that they understand the risks associated with the use of all project services and agree to all conditions outlined in the presented documents.

## BeEasy Ecosystem

### BeEasy ecosystem modules and their communication patterns

BeEasy ecosystem is a group of interconnected services for cryptocurrency mining, managing the cryptocurrency portfolios, trading and converting cryptocurrency into various assets such as fiat currencies, gaming currencies, software licenses, discount bonuses and certificates for merchant products, internet stores and offline networks, and charity donations.

Figure One. Project design pattern



**EasyPool** is a multicurrency pool for mining and mining management system.

Subsystems:

- cryptocurrency pools (ETH, ETC, ZCash, Monero, Decred and others), pool ETH is live, while others are in the pipeline. Access at easypool.me
- mining equipment management system is up and running
- EasyAdmin data center management system with an in-built sub-pool provides a functioning client software also is up and works
- client software (miner clients): Windows and Linux client is live, other clients are in the works
- telegram bot providing a monitoring and equipment reboot system is currently live
- mobile app featuring a monitoring and equipment reboot system is in the works.

EasyPool ETH is a full-function Ethereum pool.

EasyPool allows to work with the majority of cryptocurrencies offering the best conditions for mining at the time. The information is available based on cryptocurrency exchange rate analysis and the on the complexity of mining.

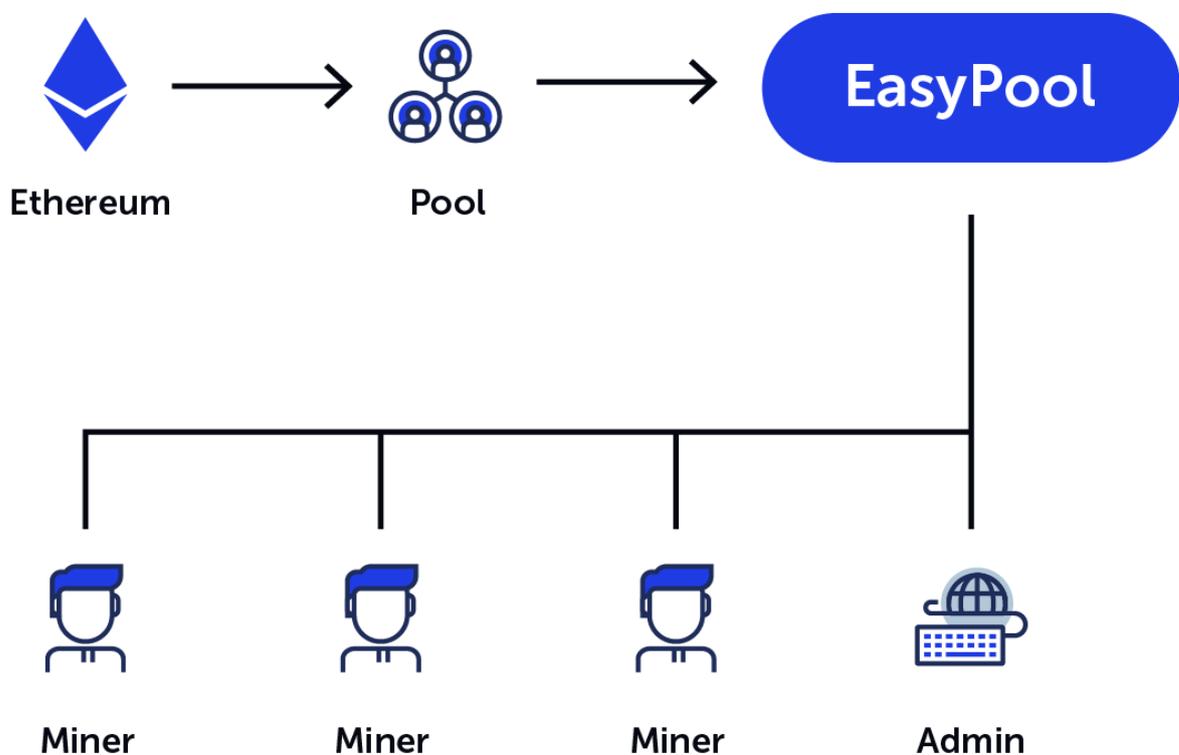
The EasyPool program code is a NOMP project fork. The work with miners is conducted with the Stratum protocol, which connects to the pool and does not disconnect after receiving the work and delivering the result.

Why EasyPool is better than other pools:

- high speed of distributing tasks among miners
- miners' time optimization
- no unproductive time or extra tasks

- secure SSL channel
- online miners' activity monitoring
- with the program it is possible to remotely oversee the equipment conditions (temperature, fan speed, hash rate, etc.)
- the best possible speed of connecting to the pool, communication channel optimization
- statistics system
- unique wallet and payment process security architecture that allows to almost completely prevent unsanctioned access to pool and client assets
- work with the Ethereum signature algorithm;
- work with the external pool through the Stratum 2 and Stratum/Nicehash protocol.

Figure Two. EasyPool pattern



**EasyPlay** is simultaneously a BeEasy system module and a client app for mass usage for 'mining stuff'.

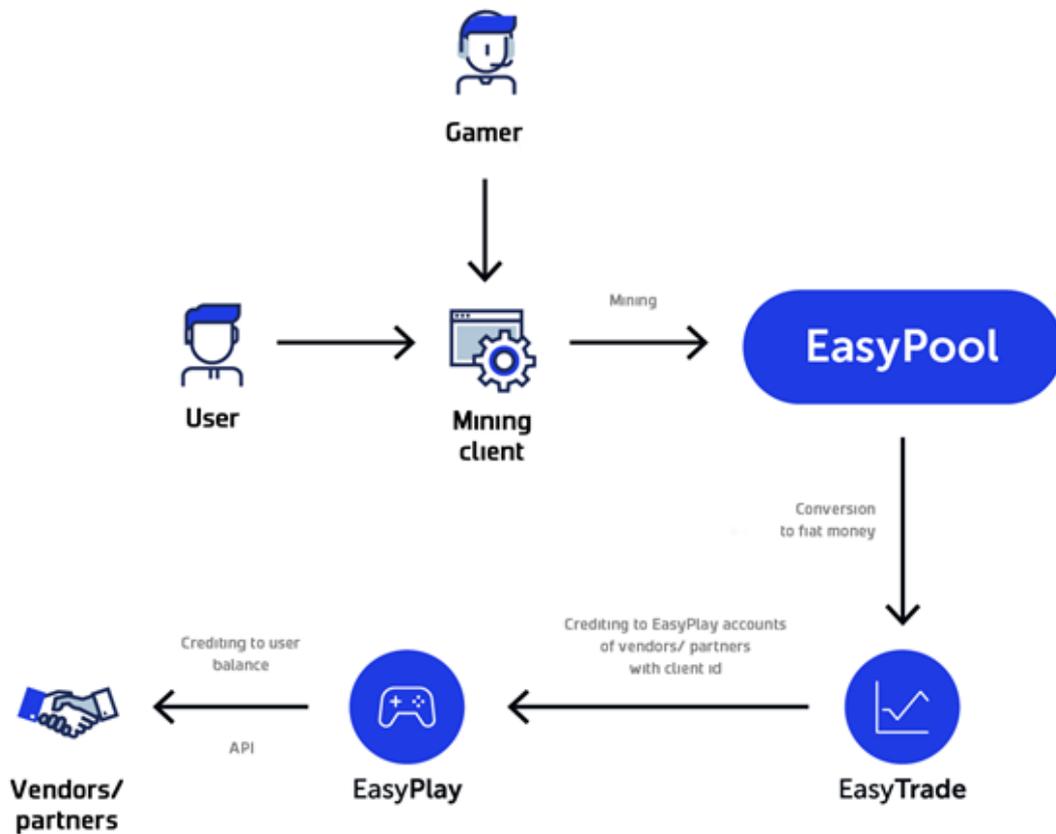
Inside the BeEasy system are conversion getaways for mined cryptocurrency and gaming assets/currencies/software licenses and real-life products and discount points.

As a client app it is a program that can be installed to a user's personal computer allowing them to receive the end-point goods or services for the mining process, avoiding the necessity to figure settings, register wallets or control the mining process. All of these processes are hidden from the user that the only processes available to them are program launch and selection of goods or services from the catalogue.

The program calculates how much time it needs to work on the user's computer to ensure that at the end of this time period the user can receive the certificate for the goods or services of their choice.

To implement this function, the program uses the process described on the diagram below.

Figure Three. Getaway pattern and interaction with vendors/partners



**EasyData** is a data center for installing high-performance equipment for calculations. We have built and commissioned the first phase for 1 MW.

Currently, there are more than 150 functioning mining computing units.

We are working on equipping the data center with our own designed 12 GPU equipment, that will significantly improve the reliability and decrease the losses as a result of the equipment down time or break downs.

Commissioning the second phase for 2.5 MW: May-June 2018

Commissioning the third phase for 2.5 MW more: before the end of 2018.

Figure Four. Data center work layout

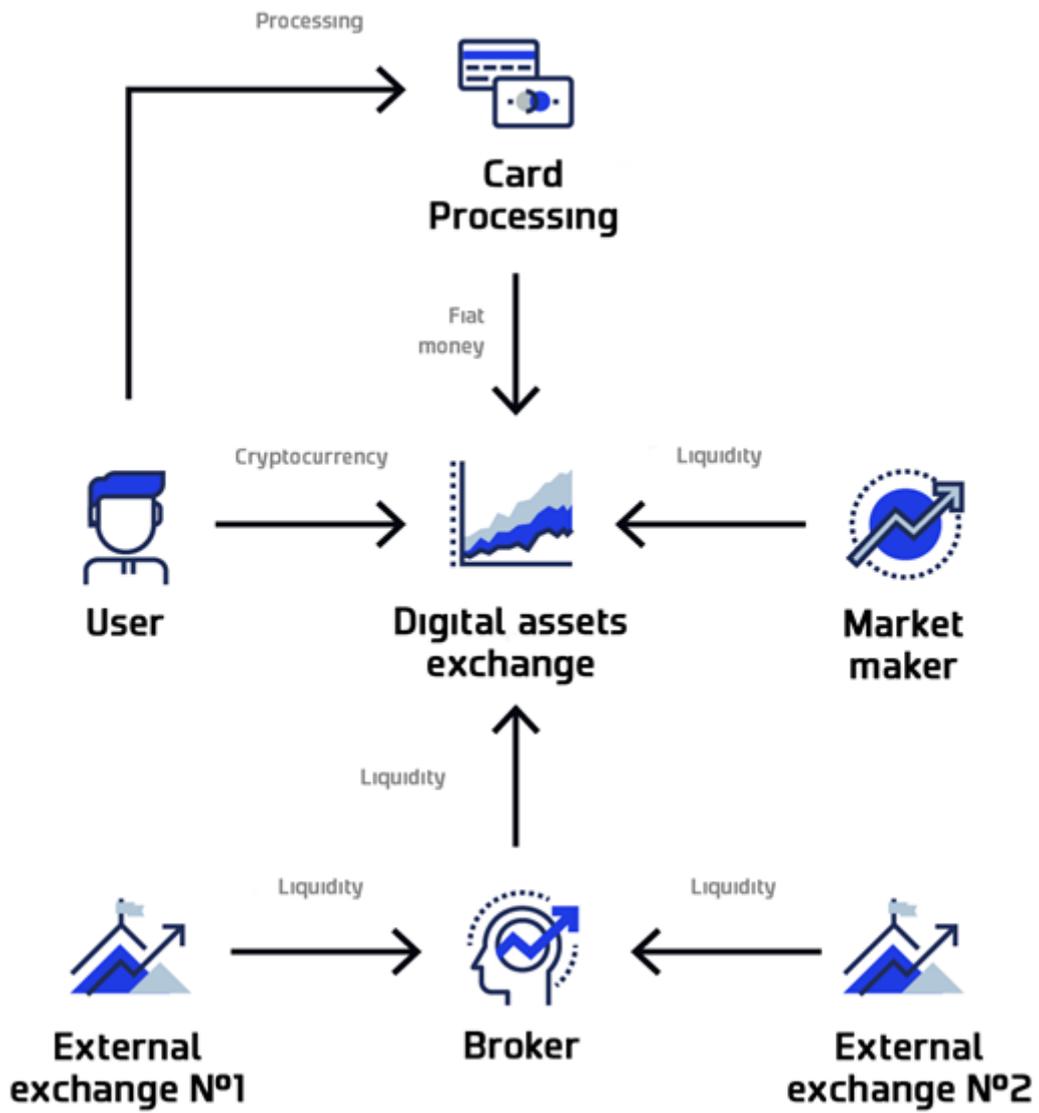


**EasyTrade** is a multifunctioning cryptocurrency exchange.

Besides conducting and organizing stock trading, the trading platform's functionality will provide the following possibilities:

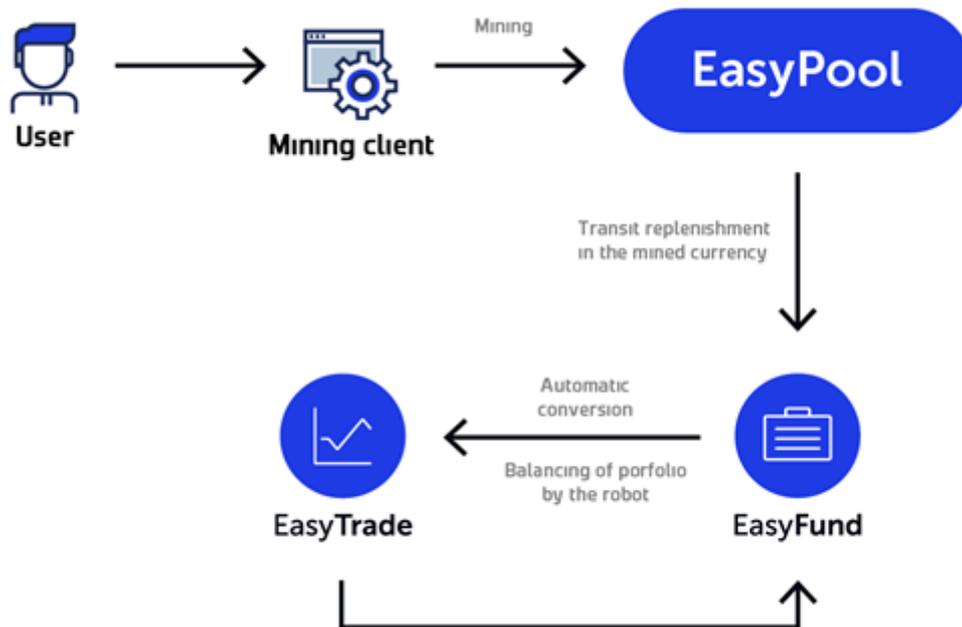
- matching and executing the client orders at a best possible price
- reflecting the depth of the market
- currency exchange (fiat and crypto) from one to another at a multicurrency account using the market instruments (pending orders)
- possibility to execute deposition or debit transactions from the client's multicurrency account using the external payment systems such as a bank transfers, bank card processing, electronic payment systems, cryptocurrencies)
- asset transfers between multicurrency accounts
- liquidity aggregation from various external and internal suppliers
- advanced technical analysis instruments for different time intervals, starting from S1
- possibility to export and import quotes including the tick data and further use this data for testing strategies
- tick graphs
- visual sales records available in real-time
- open client API for sales automation
- integrating with MT4/MT5 servers
- using client terminals and in the future using mobile apps for Android and iOS
- professional involvement system for brokers and professional market gamers
- derivative instrument support
- user identification system in accord with the international KYC/AML standards.

Figure Five. EasyTrade pattern



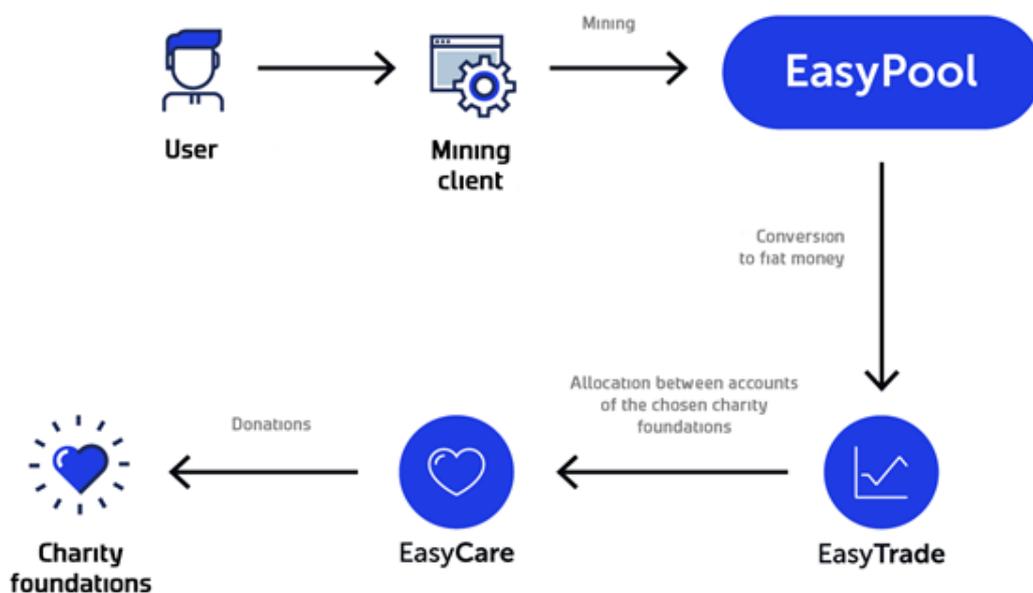
**EasyFund** is our automated control system for managing liquidity through portfolio management and trading.

Figure Six. EasyFund work pattern



**EasyCare** is a module for interacting with charity foundations. The module uses a corresponding functionality to the one of the EasyPlay module. It allows the cryptocurrencies to convert via EasyTrade and sends them to charity foundations in a fiat form. Beyond using the module in the BeEasy system, we plan to develop a number of client apps tailored to specific foundations enabling them to use the apps through their websites. What happens is the user gives money to charity as a result of their computer’s work, or mining.

Figure Seven. Charity foundations interaction pattern



# Project Roadmap

## 2017

### Second quarter of 2017

- ✓ project launch
- ✓ launching the development of the authentic 12 GPU mining solution
- ✓ launching pool alpha version for Ethereum
- ✓ client app for Windows
- ✓ launching the data center “zero” phase
- ✓ designing and starting to build the data center

### Third quarter of 2017

- ✓ pool beta version and the Windows client for Ethereum
- ✓ availability of authentic 12 GPU mining equipment development

### Fourth quarter of 2017

- ✓ project release on GitHub
- ✓ pre-ICO start
- ✓ organizing the Cryptoprism conference in Saint Petersburg, Russia
- ✓ pre-ICO termination (sold tokens value amounted to over 1.5 million USD)
- ✓ releasing the beta version for Ubuntu mining client
- ✓ commissioning first phase of the 1 MW data center
- ✓ equipping the data center for the 10+ GHs

## 2018

### First quarter of 2018

- starting ICO in February 2018
- project road show (South Korea, Japan, Singapore, the US, Europe et al.)
- EasyTrade exchange testing platform rollout
- EadyFund foundation testing platform rollout

### Second quarter of 2018

- introducing a robot for EasyFund foundation and trading management
- launching EasyTrade exchange beta version
- developing and introducing API for the project partners
- manufacturing equipment for the data center “cloud mining”
- commissioning the data center second phase for 2.5 MW

### Third quarter of 2018

- installing the equipment for the data center “cloud mining”
- starting to sell “cloud mining” hash power to token owners
- introducing adaptive client software for mining by different user groups

Fourth quarter 2018

- expanding the project partner network
- applying for licensure of the exchange in Japan and meeting the licensing procedures' requirements in Switzerland
- commissioning the data center third phase for 2.5 MW

## 2019-2020

- Further project development, expanding the client database for all services to the minimum of 10 million users.

## ICO: Goals and Implementation Mechanisms

### Goals

Let's review the key goals of conducting ICO:

- bringing in funding for developing the project, which includes developing of our own innovative mining equipment for further leasing it to the project users ("cloud mining"). These funds would also allow us to develop the project's tech infrastructure mainly focusing of the exchange and to expand the project's global marketing strategy.
- actually, running marketing and PR projects for engaging as many new users as possible.

### Fiscal Goals

Pre-ICO	ICO
soft cap – 120BTC/\$500 000	no soft cap
hard cap - \$1,5 mln equivalent	hard cap – 3 200BTC (80% of token emission)

Here is the percentage breakdown of distributing the funds raised with ICO:

- developing the mining equipment for the data center, 20%
- Opening offices and headquarters for EasyTrade crypto exchange in Switzerland, Japan, the U.S., and Hong Kong, 10%
- Licensing and acquiring the necessary permits for the crypto exchange in Switzerland, Japan, the U.S., and Hong Kong, 15%
- Further designing and developing the project, 30%
- Global project marketing, 25%

### ICO Procedure and Token purchasing conditions

Here are the three stages of conducting the project ICO:

1. Early Bird program launch: September 15, 2017.  
Maximum program limit is 120 BTC
2. Pre-ICO: October 15, 2017-November 30, 2017
3. ICO: February 1, 2018-April 30, 2018

## Token Cost

Early Bird stage: 1 ETKN = 0.005BTC, with 50% discount, 10 BTC barrier to entry

Pre-ICO stage:

- First day: 1 ETKN = 0.01 BTC
- From the second day throughout the first week: 1ETKN = 0.011 BTC
- Second week: 1ETKN = 0.012 BTC
- Third week: 1ETKN = 0.013 BTC
- Fourth week: 1ETKN = 0.014 BTC
- Fifth & Sixth weeks: 1ETKN = 0.015 BTC

ICO stage:

- Equal throughout the ICO stage: 1ETKN = 0.02 BTC

## EasyToken (ETKN) Nature and Emission

1. The project uses Ethereum platform, ERC20 standard to emit its own EasyToken (ETKN).
2. The total amount of emitted tokens equals 250, 000 ETKN.
3. The tokens are divisible to four decimal places.
4. Depending on the time of purchase, the token cost during the ICO may range from 0.005 BTC to 0.02 BTC.

After completed the ICO is completed, the token can be purchased through the EasyTrade exchange module as early as at the launch of the exchange.

## Project token: EasyToken (ETKN)

Our users will certainly benefit from acquiring the project token, as its main value lies in up to 50% discounts for all BeEasy services and internal system's fees. You can use your ETKN assets to cover the cost of all services delivered by BeEasy. This is how we establish the ultimate value of the token for professional BeEasy system users.

For every BeEasy ecosystem service, we provide special terms of its using with ETKN tokens.

- EasyPool: you get a 50% discount for the pool services. You pay only 1% commission if you pay with ETKN, as opposed to the two-percent commission fee if paid otherwise.
- EasyPlay: the platform provides you with special offers from our partners, available exclusively to users paying in ETKN tokens.
- EasyCare: no special conditions available.
- EasyTrade: claim a 50% discount for orders fees and paying commission for converting assets to and from fiat. The exchange fees may vary depending on the transaction type, in addition, they can also fluctuate in accord with the market conditions, however, none of this affects the discount rate provided to users in exchange for ETKN.
- EasyFund: claim a 50% discount for the liquidity management's services. The regular commission fee is 5% for asset input and output, however using ETKN tokens guarantees the 2.5% fee.

- EasyData: 30% discount available for power renting (cloud mining) and 50% discount available for installing your own equipment in BeEasy data center. While the conditions of using EasyData services may change depending on the market conditions, these changes will not affect the discount rate if you are using it in exchange for ETKN.

EasyPlay application users will not even notice that they are using the project tokens, as the process is fully automated. Also this is why for them mining will be as efficient as it can be even when executed on low-power capacity home computers.

The amount of tokens is limited. The tokens that remain unsold after Early Bird, pre-ICO, and ICO will be destroyed.

As the project's audience is growing, the value of a token for internal BeEasy system use will also increase.

However, beyond all practical benefits of buying ETKN tokens, every single participant is committing to their dedication to BeEasy project mission and contributing to popularizing blockchain technology, using cryptocurrencies, and the development of the cryptocurrency world.

## Token Distribution during ICO

Pre-ICO: emission of 50, 000 ETKN

Distributed as follows:

- 80% address the needs of token buyers
- 20% geared to the project itself (supporting the advisory board, the team, working on bonuses, etc.)

ICO: emission of 200, 000 ETKN

Distributed as follows:

- 80% address the needs of token buyers
- 17% geared to the project itself (supporting the advisory board and the team)
- 3% used for bounty rewards

Tokens that are not sold and not distributed during the ICO will be destroyed. The smart contract does not include the possibility of follow-on offering.

## Token Usage and Explaining Demand

First and foremost, tokens are a discount certificate for internal use within BeEasy project services.

### 1. Using tokens to buy "cloud mining" power:

Part of ICO revenues will be used to purchase mining equipment for the project data-center.

Benefiting from the fact that the company is a mining equipment manufacturer and supplier and that the company owns its own solutions in the field, we will be offering our token owners equipment usage contracts at the net cost. This means that the cost of one-year contract will equal to the equipment price including delivery and installing at the time of purchase.

### 2. Using tokens within the mining pool:

Cryptocurrency mining pool EasyPool withholds a 2% fee from all mined assets. For EasyToken owners, this fee would be deducted to 1% and will be exchanged for the project tokens.

3. Using tokens within the EasyFund:

The liquidity management system charges a 5% commission for all invested assets and a 5% commission for the investing output. The EasyToken owners will have both of these fees deducted down to 2.5%, if exchange for tokens.

4. Using tokens within the cryptocurrency exchange EasyTrade:

All exchange services and fees starting from order fees to asset input and output fees will have a 50% discount for all token owners.

5. Using tokens within the EasyPlay service:

Token purchase for EasyPlay service functioning is carried out at conditions equal to those of all BeEasy ecosystem participants, and it is implemented at the market rate within the EasyTrade service platform.

6. In addition, as a part of BeEasy all-in-one system it will be possible to receive special exclusive conditions for partner goods and services in exchange for tokens.

With these solutions, we are planning to gradually solidify the interest in using EasyToken tokens for purchasing services as they provide our users with an incredible opportunity to significantly save up.

Since we do not intend to emit token follow-on offering, we project that the demand will grow as will the project user network.

User network growth forecast:

- 2018: over 500, 000 service users
- 2019: over 2, 000, 000 service users
- 2020: over 5,000,000 service users
- 2021: over 10, 000, 000 service users.

## Project Team

### **Aleksandr Bespalov**

project manager  
CEO Cryptocompany,

[Linkedin](#)

over 15 years of experience in investment project management

### **Nikita Polikarpov**

chief technology officer,

[Linkedin](#)

former IT director at Saint Petersburg International Mercantile Exchange

### **Elena Ryabukha**

EasyTrade exchange director,

[Linkedin](#)

over 20 years of executive positions experience in banking and stock exchange spheres

### **Ilya Surodeykin**

COO Cryptocompany,  
data center project manager,

[Linkedin](#)

over 10 years of experience in project management, operations management, and project development

### **Anton Makarchuk**

CMO,

[Linkedin](#)

successful experience of running marketing campaigns in Russia and abroad

### **Natalya Novikova**

brand manager,

[Linkedin](#)

over 5 years of experience in marketing and brand management

### **Margarita Kalinina**

deputy CEO,

[Linkedin](#)

over 5 years of experience in management, including work in the governmental sector, crypto fund co-manager

### **Vlad Sorsky**

UX/UI designer,

[Linkedin](#)

more than 5 years in design and branding

### **Yuriy Dolgov**

software development department manager,

[Linkedin](#)

30-year programming experience, software architect

### **Mikhail Popov**

backend developer

[Linkedin](#)

more than 5 years in IT development

### **Dmitriy Moskalev**

backend developer

[Linkedin](#)

more than 5 years in IT development

### **Aleksey Alekseev**

frontend developer

[Linkedin](#)

3-year frontend development experience, cryptocurrency mining technology

### **Grigoriy Bespalov**

product marketing department manager,

[Linkedin](#)

more than 10 years in product development

### **Alina Menshova**

PR manager

[Linkedin](#)

more than 5 years in marketing and PR

### **Lidiya Rogova**

event manager,

[Linkedin](#)

more than 5 years of exhibition activity, experience in running events in Russia and abroad

### **Oksana Kusik**

online advertising

[Linkedin](#)

experience in organizing and promoting international online and offline events

## Project Advisors

### **Evgeniy Koynov**

blockchain development, over 10 years in development, cryptography, and information security

### **Viktor Pasternak**

legal advisor for intellectual property, over 11 years of legal practice in intellectual property law

### **Maksim Pervunin**

legal matters, over 15 years of experience in large companies in Russia and abroad in international law

### **Petr Levich**

social matters, over 4 years in technology and society interaction, ethics of technology, and Global Grand Challenges

### **Andrey Dobryy**

marketing, over 15 years in internet marketing and complex internet project development

Cryptocompany international group of companies employs over 50 professionals in the spheres of management, finance, marketing, development, security, and IT.

## Risk Overview

Just like other forms of investment, cryptocurrency investments involve significant risks. By purchasing EasyToken tokens (ETKN), the buyer agrees that they assume all risks associated with possible financial losses.

Cryptocurrencies may be a subject to the following risks:

- Financial: connected to the cryptocurrency exchange rate volatility, changes in supply and demand, and overall liquidity of a certain cryptocurrency
- Economic: connected with the fundamental market conditions shift, including economic crises, economic challenges of the projects emitting the tokens purchased for a portfolio by the fund
- Technological: connected to possible errors in technological solutions used in software codes
- Legal: connected with potential changes in national regulatory policies around cryptocurrencies.

We possess the sufficient required expertise of managing risks in IT, real economy, and financial sector to create the conditions for risk minimization for participating in our project.

However, we do not guarantee any earning power or profitability as a result of purchasing the BeEasy project tokens.

We do not provide guarantees of exchanging user tokens for any forms of fiat currencies.

We do guarantee that our users will be able to purchase a contract for our data center mining equipment usage at the cost price valid at the point of acquiring the power (i.e. contract), we guarantee the 50% discounts for all BeEasy service fees, and the project partner discounts (software vendors, games, offline stores and networks). The size of partner discounts varies based on the partner network development.

## Links to Project Resources

ICO official website:

[beeasy.io](http://beeasy.io)

Pool:

[easypool.me](http://easypool.me)

Development company:

[cryptocompany.ltd](http://cryptocompany.ltd)

Data center and trade house websites:

[dataservis24.ru](http://dataservis24.ru)

[tradecom24.ru](http://tradecom24.ru)

Project support:

“Bespalov & partners” consulting group

[bespalov-group.ru](http://bespalov-group.ru)

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