



Women's Business Network and Accelerator

Version 0.2 | Subject To Change



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## Abstract

**There is no doubt that entrepreneurship is a primary driver of sustainable economic growth. The Femergy platform combines cutting edge technology and an innovative proof of contribution based business model to tap into one of the largest business opportunities - aspirant as well as successful women entrepreneurs. Femergy addresses the pressing issue of the segment's unused economic potential. Whilst different solutions might help to accelerate women entrepreneurship, 72% of businesswomen say lack of access to capital was the most significant challenge when growing their business. For that reason, the Femergy solution is focused on a women's business network and business accelerator development opportunities to provide a unique possibility, to raise the necessary seed funds through proof of contribution system, made possible by blockchain technology. Femergy is designed to build a strong strategic network and foster sustainable value by empowering women to start, grow and scale their own businesses, developing their opportunities to lay a path of success. We strive to create a supportive ecosystem where its members can flourish: support each other to start, grow and scale businesses, generate high-quality content, learn, earn and succeed in their entrepreneurship journey.**

**The solution supports transparent governance which is enabled by a proof of contribution platform based on virtual utility tokens. Our competitive advantage is that we are one of the first entrepreneurship concepts, based on blockchain technology focusing on female empowerment for the existence of new future (E-DAO). This concept will ensure transparency and enable strategic cooperation between multiple parties. It will also define our organization's actions, meaning and our mission. The current market consists of various women entrepreneur networks which are fragmented, very specific and are expensive to join. We target the global market and provide a multifunctional platform with access to everyone. We aim to become a leading blockchain platform for women entrepreneurship and a digital umbrella for new and existing business initiatives.**

Social and economic inequality between men and women has been one of the most pressing social issues of the past century. Although it is being addressed to a certain extent in different societies, women still face challenges and barriers when aiming to realize their full economic potential.

According to the latest annual report conducted by Deloitte,<sup>1</sup> the number of women leading boards still remains low globally. Overall, women now hold 12 percent of board seats globally, with only 4 percent in a chair position. Equal pay is also a tremendous issue and will not disappear easily. According to a World Economic Forum press release from October

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<sup>1</sup> [www2.deloitte.com](http://www2.deloitte.com)



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2016, <sup>2</sup> at the current pace, the global gender gap will not be closed until 2186. Recent Coin Dance data <sup>3</sup> shows that the engagement gap in the Bitcoin market between men and women is still huge - 94.73% of users are men compared to 5.27% women.

A further combined effort including government, business and society in general is required to tackle inequality. Besides, as per GEM Global report<sup>4</sup> 2016/17 there is a high need for 'accelerators that are easily accessible to potential entrepreneurs, where they can develop new business opportunities as well as reinforce skills already obtained, provide new entrepreneurs with a supportive space in which to nurture their entrepreneurial skills.' We intend to do our part and tap into this market segment of high economic potential aspirants as well as current female entrepreneurs, that is not currently being fully utilized. We believe that a community-driven supportive ecosystem that fosters entrepreneurship, is fueled by high-quality content and rewards, provides necessary support through business accelerator and is hosted on a blockchain-based platform is a solution.

The Femergy solution is focused on solving the following problems:

- High market entry cost. Femergy will enable community members to start, grow and scale their own business, while at the same time reducing the cost of doing so. Data shows that the average market entry cost for a small-medium enterprise is approximately US\$30,000 while for a micro-business - US\$3,000. Femergy provides a combination of social network and freemium products, such as discussion groups to get known each other and discuss matters of interest, a jobs board to find freelancers or coworkers; marketplace to open individual e-commerce stores, a business accelerator and crowdfunding opportunity, which will help to unlock the entrepreneurship potential for women, requiring minimal or zero investment of their own.
- Shockingly, only 5 % of crypto market participants are women. Blockchain is quickly developing into the most talked about technology of this decade. However, even today during the blockchain revolution there are very few blockchain projects which are run by women. It is true that men are perceived as more risk averse<sup>5</sup> and more attracted to programming than women, but that doesn't explain why there is such a small representation of women in the industry. Femergy will educate and encourage women to enter the crypto market as well as other innovative digital spaces.
- Having a community and support network is a valuable part of becoming an entrepreneur. Studies show that men have more social connections that enable them to access business opportunities, information, and contacts than do women<sup>6</sup>. As per GEM report (2016/2017), 'in general women do not have the same extent of business connections that men have. <..> and are generally less likely to know an entrepreneur, compared to men. The Femergy solution will connect different users including educators, students,

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<sup>2</sup> [www.weforum.org](http://www.weforum.org)

<sup>3</sup> <https://coin.dance/stats/gender>

<sup>4</sup> Global Report 2016/17

<sup>5</sup> <https://hbr.org/2013/02/do-women-take-as-many-risks-as>

<sup>6</sup> <http://www.worldbank.org/en/programs/women-entrepreneurs>



entrepreneurs, freelancers, mentors, startup founders, investors, miners, traders, researchers and various services providers, into a professional network that enables easy access to business opportunities and role models.

We are trying to discover the new route of success, depleting the layer of hurdles faced in the journey of entrepreneurship, due to lack of knowledge and the awareness of functionalities within the startup market. Our ecosystem is the exact combination and blend of individuals, organisations and resources that can help push your initiative towards its goal.

## The Femergy Solution - Women's Business Network and Accelerator - High Level Overview

Starting one's own business from scratch is daunting, especially without an extensive support from experts or peers. Femergy is meant to make the experience sleek, simple and rewarding. Users will be able to start, grow and scale their businesses, pitch their ideas, engage in joint ventures, find freelancers or coworkers and find the necessary investment they require.

Successful entrepreneurs know that the success of their business is mostly dependent on making the right connections. Being part of Femergy will unlock a vast network of similar-minded peers who are more likely to support business ideas, and help with crowdfunding and education. A close link between the community members will be created whilst working on the same ideas or proposals for development and growth of the Femergy platform.

Femergy is an online business network and accelerator accessible via the website or mobile app. Our focus is to build a supportive professional network, made up of aspiring entrepreneurs as well as current entrepreneurs, mentors, role models, leaders, educators, innovators and anyone who supports entrepreneurship and opportunity to learn, educate, inspire and share in order to succeed in new or existing business initiatives. The Femergy network will be the organization's main asset in that everything we do and every tool/service we provide is building towards the same goal - to inspire and empower our community as well as to accelerate and facilitate their business activities.

Market entry costs and expenses when starting up a new business are usually too high and in turn, stop many great ideas from becoming a reality. One of the primary goals of the Femergy solution is to remove that barrier and help individuals enter the market with low costs and the necessary resources. This is possible by creating a supportive ecosystem, providing the right tools and incentivizing activities which might help individuals to reach their goals.

Femergy will provide different modules of products and services applicable for different levels of users and stages of business activities. Our learning module will provide high-quality learning content, learning courses, and opportunities to create, share and get rewarded. Community members will be able to propose required learning courses and get proposals from others. Our business tools module will provide a marketplace where every



community member will be able to open and manage their own ecommerce shop. A Jobs board will provide users with the ability to hire specialists for their project. Other tools will be integrated as per users need and proposals from the congress. Payment via tokens will be accepted. An external tools module will provide a toolset to help with start, growth and scale of business activities with the lower expenses. Our business accelerator module will offer a range of support services and funding opportunities. The ability to pitch business ideas in competitions will allow community members to get necessary support from community members whether it be a mentor, team member, initial investment via tokens and also get a real opportunity to meet with investors to secure funding for a startup.

On top of the provided tools and services, the Femergy solution will implement gamification elements and strong token economics to ensure FEM tokens as a reward and proof of contribution means, that will flow, support transparent governance, reward and help in the acceleration of businesses. FEM tokens will be distributed to content creators and curators daily as rewards, based on community voting. Those tokens will then be available to spend on all available products and services within the platform. In that way Femergy will build a virtual community where the value is created and sustained within the ecosystem, and profit is used to provide additional value-add through reinvestment in the ecosystem. Different Femergy components will merge into one ecosystem and will act as a digital umbrella to all new and existing business initiatives.

## Key Enablers

1. Incentivized ecosystem within the platform.
2. Software-As-a-Service (SaaS) architecture provides the ability for each user to customize the platform to fit their business needs and see only relevant information in the format of a personal feed.
3. Blockchain technology. Different blockchain technologies are employed, including: Decentralized Autonomous Organization (DAO), Token Wallet, Virtual Utility Tokens, and Payments into one user-friendly solution.
4. Entrepreneurship. The DAO will be enhanced with smart contracts, and entirely new entrepreneurship concept introduced on Blockchain. This will power a transparent decision-making mechanism, known as Congress, and ensure a trusted way of profit reinvestment into the community, platform, and shared value growth.
5. Proof-of-Contribution - a tokens rewards algorithm that encourages people to create and curate content. It enables tokens to be distributed by an "upvote" and "like"-based algorithms that can be integrated within websites to align incentives between application owners and community members to spur growth. Members will receive a token bonus for valuable community action or a successful event whilst using freemium products.

## Value Proposition

Femergy products and services offer the following advantages to customers:

- Easy to use: user-friendly interface, incentivized products, and services;



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- The solution helps to reach self-realization through business idea developmental support and funding in an innovative way;
- An incentivized ecosystem is built to enhance individual intrinsic motivation. The system is built to create rewards as a mean of support and care. Community members can use rewards to accelerate their business activities as well as support others.
- The platform directly connects entrepreneurs and consumers within the network.
- Wider outreach: the solution is driven by a freemium business model where products and services are accessible for everyone, globally.
- The solution is built on Software as a Services (SaaS) architecture principles. The customer sees this solution as a continuing entrepreneurial journey and can use individual products/services as per their needs.
- Uses blockchain tokens for transparent rewards, ratings, and payments. Incentivized activities provide a competitive advantage among other similar solutions e.g. business networks, business accelerators.

## Entry Package Using Cutting-Edge Technology

Women entrepreneurs face numerous challenges when financing, owning, and growing a business, including limited access to capital and technology. They lack exposure to global business and guidance. No business can be sustained without proper resources. Without a team, experience, and technology it becomes daunting. Even if you have a good idea, it is nothing without the help of others. Femergy is a solution empowering women to start, grow and scale their own business and get all the necessary support via our community.

Femergy offers to start a venture from zero - to start as a freelancer, joint ventures, or pitch your idea using our Business Accelerator tool.

This is to highlight that Femergy provides tools and solutions for different levels of users, under one roof, compared to competitors not capable of providing such a solution. Femergy stands as one in the crypto marketplace.

Main competitors and partners :

1. **Professional networks, e.g., LinkedIn.** Platforms aiming to develop entrepreneurs business network are one of our competitors. However, it provides only a small portion of functionality that the Femergy solution offers. The Femergy solution has a first mover advantage as it offers a multifunctional platform. Women are uniting into business and blockchain communities around the world but do not have a platform connecting them and empowering entrepreneurship. Our network will unite these communities to serve as a supportive tool throughout their entrepreneurial journey.
2. **Female business networks.** Business networks dedicated to women might share the same goal. However, they normally have a narrow target audience. Femergy is being developed to create global platform uniting all communities for greater female empowerment.



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3. **Business Accelerators.** Another competitor that offers only a small portion of the functionality Femergy offers. The Femergy solution provides a variety of products and services connected with an innovative reward system.
4. **Learning platforms.** Offer only a small portion of the functionality Femergy offers.

Femergy is uniquely positioned to offer benefits for different level users and has the first-mover advantage against its nearest competitors. Due to its unique and innovative business model, Femergy enhances the entrepreneurship journey experience for everyone who is involved and acts as a one-stop-shop solution.

## Promote Entrepreneurship with Femergy's Protocol

The internet is filled with an overwhelming amount of information. It's easy to get lost amongst the plethora of unverified opinions presented as facts. The biggest drawback of ununified content is a feeling of uncertainty and distrust among aspiring entrepreneurs which leads to inaction and apathy.

Femergy provides a scalable blockchain protocol for community-generated, high-quality content, rating system, community decisions along with a fast and fee-less digital token called FEM. Protocol will ensure that knowledge collected inside the platform could be transformed into businesses and provide the access to tools and services to do so. Protocol will allow members to grow and build long-term relationships by working and making decisions together.

Our Proof of Contribution system and community-generated high-quality content drives Femergy's competitive advantage. The quality of content will be ensured using our Proof of Contributing algorithm that encourages people to create and curate content. We support our community by rewarding each of our members for their contribution: whether that is posting high quality and valuable content, or providing a quality review of either content or products.

Congress will be the core proposal-making institution of the Femergy platform. It will be a direct representation of the community's best contributors - FEM token owners. When a community member gains particular number of tokens they will be able to make suggestions and vote on all significant questions related to the platforms development: how to use company profit and finances, roadmap, complex changes in the platform, marketing strategy, platform fees, governance and policies, new functionalities and muchmore.





# The Platforms Architecture & Product Development Timeline

## Modular Design

The Femergy platform will be created using a modular architecture where products will be tightly integrated to work together as well as designed to work independently. Three product categories will be introduced: Entrepreneurship, Learning, Business Tools and Business Accelerator. The platform will represent content as a personal feed like Facebook, Twitter, Instagram and this feed will be adjusted according to user interests, selection, and behaviour.

The Modular design will not only provide a way to manage the complexity of different modules but will also create an on-demand revenue model to help business growth.

Though the blockchain and back-end components will be layered, focusing on distributing the roles and responsibilities around a broader technical function, the functional modules will remain modular for easier access and better performance.

Being a service-oriented architecture (SOA) the platform style will focus on how different business functions of a system work with each other and independently. They will be created, exposed and consumed as a set of services. SOA at its core will imply that Femergy has a bunch of services that can perform some business function and users can talk to these services to get the work done. SOA will codify how we can publish, consume and discover these services across various technical and functional boundaries. Thus, SOA architecture style will highlight the communication style of the Femergy application.

Modular Architecture will not only help us view the system in layers or services, but will allow us to operate as a composition of smaller, functional modules. Each module will have a clear business context, confining it to enclosed technology layers and working within the context that is coded.

The Modular structure will also help update our software application in future, with limited (or zero) downtime. Thus, we can evolve to adjust to changing business requirements without hampering current operations.

Femergy will also have an option to connect external tools to its platform.

The diagram below illustrates how products within the Femergy platform are connected with the reward system.

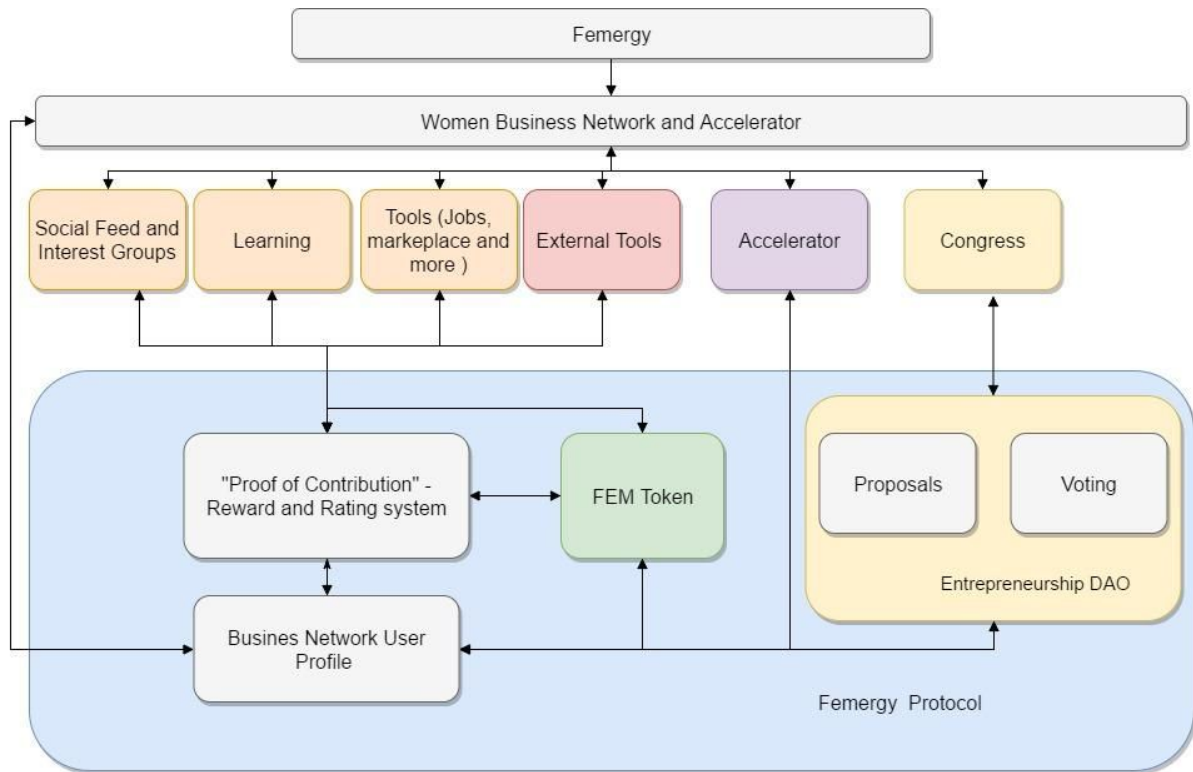


Figure 1. Femery products and reward system interaction.

## Products & Services

The Femery platform will launch with three product categories - Learning, Business Tools, and Business Accelerator. The trends and community member feedback will be analyzed to identify future products and services. Additional features, products and services will be added to the platform as per feedback received from members and congress using a transparent voting system.

A smart algorithm based on the following factors will determine seniority and voting ability:

- Number of reviews
- Score
- Contributions
- Quality of contribution – Up marked by community
- Investment of Logged Time
- Transactions Conducted etc.

Community members will be rewarded for providing regular content, reviews, transactions, referrals, development, sales, and marketing inputs by seniority badges that ultimately lead to free FEM tokens that will be set aside for the purpose of community development and can be used directly to conduct transactions within our internal ecosystem.

The platform will have the following UI functionalities:



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- Search – Enables users to search for the courses of their choice
- Ask – Allows users to post questions
- Discuss – Allows users to respond to questions on open threads
- Add articles – Users can post new articles on the platform and receive tokens
- Edit articles – Users can edit existing articles or recommend suggestions
- Articles review – Readers can post their reviews about articles and based on the upvoting system, earn rewards
- Video lessons – Content creators and trainers can post video courses which can be purchased by community members

## Learning

The first version of the Femergy platform will launch with an entrepreneurial learning module which will allow users to learn the various skills required to successfully start and run their own business, and gain skills to help with business growth.

## Free Learning Courses

The Femergy Entrepreneurial course will be free and accessible to all as a trial version. The content itself will be created, moderated and managed by the DAO Congress. Topics will vary depending on demand, but will generally be dedicated to business skills, blockchain technology and any other relevant topics required by the Femergy platform community. Contributing to the entrepreneurial learning module and the base level courses, will be rewarded with tokens.

## Paid Learning Courses

Premium learning courses on different topics will also be available which can be reviewed and purchased by users. Anyone can post a premium video for which the platform will receive a basic fee upon successful transaction. Users can also request videos or training courses on different topics. These requests can be accepted by any of the experts/users who will then provide prepared learning content. Users can request the video for tokens, and once accepted, tokens will be transferred from femergy's escrow account to the content provider.

The following options in this module will be enabled:

- Search
- Ask
- Discuss
- Add articles
- Edit articles
- Articles review
- Video lessons

## Business Tools



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The Femergy platform will have internal and external business tools. Tools will be used by the community members to help with their business. The tokens collected for various contributions made to the platform (Proof of Contribution) can be spent on utilizing the tools.

During phase 1, we plan to launch a couple of the most demanding business tools and later on, additional tools will be developed based on community demand. Token holders will have the option to make proposals to the Congress for development and integration of new tools.

Femergy will also have the option of connecting external tools which will work as part of its ecosystem.

## Marketplace

Apart from being a singular source for multiple services, the Femergy marketplace will also serve as a complete ecommerce solution that will allow entrepreneurs to set up an online store to sell goods. The platform allows users you organize their products, customize their storefront, accept payments, track and respond to orders. The Marketplace will have a business automation, fraud prevention, and transparent governance model using blockchain technology.

The organization will negotiate group agreements with external providers to lower some of the company setup and running costs like packaging, postage and several others. This full-stack approach will be attractive for both sellers and buyers. The marketplace will be moderated and managed by the community, and strict quality standards will be enforced to ensure there is no reputation risk for Femergy. The security of all parties involved in the marketplace's trading platform will be governed by use of Smart Contracts.

The marketplace will have the option to accept FIAT currencies or cryptocurrencies/tokens as a payment.

Phase I of the Femergy Marketplace will also provide users to establish a store under the Femergy domain. i.e [www.femergy.com/markeplace/mybusinessstore](http://www.femergy.com/markeplace/mybusinessstore) with a limited number of goods that they are permitted to sell. Femergy's fee will be applied on every successful sale event and shall be paid in FEM tokens.

Phase II will introduce premium features, including customized domains i.e. [www.mystore.com](http://www.mystore.com) and no limitations on the number of goods.

Additional features will be developed based on Congress voting and community demand.

## Job Board

Femergy's Job Board will allow users to interview, hire and work with other business network members, freelancers and agencies through the job board. The job board will be a



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place where network members, businesses and independent professionals can connect and collaborate.

Femergy's job board will be a combination of internal tools integrate 3rd party job boards for women. External jobs boards will be connected using 3rd party APIs.

Phase I version of the Femergy job board will focus on the collaboration between business network members.

Phase II will connect external job boards onto our platform to allow users to reach out to a wider audience comprising of professionals and agencies.

There will be a possibility to buy and sell services including, but not limited to:

- Product design & development
- Write a review about a product
- Product and business marketing
- Referrals
- Invite others to join your venture
- Technology and operations outsourcing

The Femergy job board will charge business network members, freelancers and agencies a fee in FEM tokens for successfully completed jobs. External job board fees could be applied additionally, which can be paid in FEM tokens and can be converted into FIAT, using our payment modules.

Femergy users will have an option to review job offers and upvote them. Job posts for users with high ratings will be highlighted. Additionally, we can track the response rate of each employer to see how active they are in tracking applications and the platform will automatically highlight jobs posted by the most active employers, thus improving the quality of the Femergy platform. Moreover, integrated partners will get a rating system on integration level as well. Thus, business network members will have a clear understanding about service providers. Additional features will be developed based on Congress voting and community demand.

## External Tools

The Femergy platform will have external tool connectors. Connectors will ensure the possibility to connect business tools based on community demand. They will be a part of the ecosystem and users will be able to purchase them using Tokens.

DAO Congress can vote to integrate new tools to the platform . External tools will have an option to accept tokens.

User-cases for external tools:



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- Create a business website
- Email marketing
- Space organization
- Enable chat bot for your clients
- Data driven analytics

## Business Accelerator

With our ingenious accelerator platform, we create an exciting atmosphere that catalyzes startups to move up the success ladder. We open a wide range of opportunities to showcase your ideas with our events and workshops which are supported by dynamic women personalities across the globe.

The platform will have a separate module allowing community members to list their business ideas, pitch them and look for the necessary support. All token holders will have the option to transfer tokens to support these business ideas. In this way, they will empower community members to start new ventures and give access to tools and resources needed to kick-off their business.

Femergy's organization will announce business pitch competitions where the most supported business ideas will get prepared services and access to investment entities to speed up their business growth.

## Mentorship

An experienced mentor will help to accelerate great business ideas. Experienced mentors from a wide range of sectors will provide mentorship support to startups. Users can connect with individuals with a definite skill set on the network and get advice on how to grow their business by offering FEM tokens. Femergy will facilitate 1:1 mentoring sessions to boost knowledge sharing and growth. A mentor can be assigned either through the business accelerator module, by requesting a mentor for a business idea, or individuals can look for mentors and exchange their service to tokens.

## Corporate Connects

Our community members can generate business relationships, gain access to advanced professionals, capitalize on opportunities and participate in discussions, by utilizing the Corporate Connects.

Corporate organizations have internal learning, startup incubators and accelerators for women. Femergy will offer B2B packages for the organizations which are a part of Femergy's network.



## Investor Connects

Presenting to investors is a difficult task. But, with the Femergy platform's pitching system, entrepreneurs get opportunities to pitch their idea to the investor network, in a hassle free environment.

Femergy will invite investors to the platform by developing mutually beneficial partnerships and incentives.

## Events

We create an opportunity for users to connect with the best minds and experts to explore how their businesses can be fueled towards success. These events unite speakers from across the globe, combining the best of entrepreneurs, innovators, venture capitalists, business model creators, consultants, policy-makers, academicians, support groups, business coaches and business practitioners to present and discuss innovation and success under the aegis of entrepreneurship for SMEs. Our women entrepreneur centric events and shows will help startups get international recognition for outstanding work that can contribute to further the growth of startups. Events will happen in two forms - online and on-site. A large number of Events will be free of charge. However, some premium events will charge a fee in FEM tokens. Premium users will have free access to all events.

## Online and On-site Workshops

Our workshops focus on first time entrepreneurs who are ready to kickstart their entrepreneurial journey. We initiate startup teams based on community's entrepreneurial skills and guide startups through a knowledgeable process where users can learn and get inspired through success stories of other entrepreneurs. We train users on the most effective techniques to conduct advanced user research to test sales/marketing strategies and pricing models.

We will help founders:

- Find a team with strong potential and experience
- Involve experienced advisors and mentors
- Create products and have the option to integrate it within Femergy
- Token funding for early investment

## Pitch Competition

A Femergy pitch does more than simply raise funds. It builds a community around your business idea.

Business network members and startups will be able to list their business ideas and look for support. They will be able to look for team members, mentors and advisors to prepare for



Femergy's Pitch competition.

We organize pitch competition and selection events for the startups. Any startup can apply to participate and get evaluated. Out of the applied startups only a few will get selected and will be invited for the pitch competition. These selected startups will have the opportunity to participate in workshops and trainings, as well as networking events with investors, corporates, mentors and experts.

Thus, the startup gets an opportunity to compete with other startups and try to explain the problems that they are solving. We will conduct these competitions locally, nationally and internationally. Through this, startups get international exposure and compete to win the best Femergy Startup award. These winners will have a lot of privileges and get a chance to pitch their ideas to the investor network and directly to investor bench. These startups will have free access to all femergy events, workshops, trainings, Investor network and pitch trainings. Startups across the globe can compete to be awarded.

Through the competition startups get:

- Global exposure
- Community attention
- Relationship network
- Free access to femergy events
- A chance to get investments
- A chance to meet investors

FEM token holders can also donate to the most promising startups during Femergy Pitch competitions. Start-ups will be reviewed and rated by Femergy platform members who have FEM tokens and know what the industry needs.

The unique value proposition of this business network is that:

- Public reviews and ratings are obtained from business experts and mentors
- Access to women business network data and token ecosystem is enabled by FEM tokens
- The Opportunity is provided to users to be a part of a startup advisory board or team
- The Possibility to participate in Pitch competitions.

The business accelerator will allow for active businesses in the Femergy ecosystem to review and rate new companies seeking investment for a certain token reward offered by a listed start-up. This will help users to better evaluate the potential of new ventures and enable startups to find potential partners and customers operating within the same industry.

Many business accelerators are following the usual company accelerator flow: developing ideas, creating products, validating products, attracting a user base, followed by scaling and monetizing. But with the help of donated FEM tokens, start-ups on the Femergy platform will be able to start from the validation step and go towards monetizing directly.

This way, new innovative business ideas will have a much lower market entry cost and can





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successfully launch their products and maximize returns for investors. A Femery business accelerator does more than raise funds through donations. It builds a community around business ideas.

Examples of how collected tokens can benefit the launch of a business:

- Find a Team
- Find a Mentor
- Participate in Pitch competitions
- Hire a specialist for product design or the creation of a marketing plan
- Hire a specialist for 1 to 1 lessons on how to manage a business
- Use the platform for free by paying platform and delivery fees with tokens
- Invite others to join ideas

The funds will be held within the Femery platform and pitch account and its usage will be visible to all contributors.

## FEM Vault

The FEM Vault will be a simple to-utilize exchange framework for every client and associate on the stage, to oversee, secure, and spend their FEM tokens. We try to bring down the obstruction of passage for clients on our stage and take into account cross-stage mix of the FEM Vault. The FEM Vault will include reward estimation devices that can assess a client's remuneration in view of their ongoing commitments. The reward estimation instruments will indicate clients an approximate gauge of their potential proof of contribution reward.

## Payments

Femery will also offer a FIAT to cryptocurrency payments processing platform which will use a blockchain powered payment solution on the platform. Traditional payment systems may require up to 16 different steps to settle a transaction and come with high fees, which can all be avoided in the case of a blockchain based platform.

Current models leverage third party companies who act as intermediaries and authorize payments on behalf of individuals and companies. These payment processors process a credit card transaction and a company gets paid, minus the processing fee shared between the credit card company and the processor. This increases the overhead costs for consumers. However, in the Femery Project, consumers will enjoy the same convenience, security and ability to pay anywhere in the world with one single mode of payment, without the huge payment fees. The Femery project will have its innate payment processor capable of accepting payments with blockchain-based cryptocurrencies. Our platform's ability to perform business payments or offer blockchain payment solutions for merchants and consumers will provide a seamless user experience with FEM tokens serving as the value exchange mechanism throughout the Femery community.



## Development Roadmap

The product development timeline is subject to change depending on the Femergy community feedback.

Phase 0 - 2018 Q1-Q2 - Create core functionality for further platform development

Goal - to create core functionality for further platform development. Closed Femergy platform Alpha version launch. FEM Token is created on Ethereum Blockchain.

Phase 1 - 2018 Q3 - Alpha Femergy release and ICO

Goal - Alpha version launch for all users.

- Private Sale
- Pre-ICO
- ICO

Users invitation for application to new features testing.

Phase 2 - 2018 Q4 - Femergy Beta. Enable FEM Token payments in Femergy platform & Mobile app

Goal - Enable FEM Token payments in the femergy platform.

- Introduce Marketplace and Jobs tools.
- Enable Congress v1. Based on Femergy Protocol E-DAO V1.
- Release of mobile App for Android and iOS users.

New Roles / Programs - Ambassador (to become a Femergy ambassador and get reward)

Phase 3 - 2019 Q1 - Proof of Contribution system

Femergy v1

Goal - Enable proof of contribution system.

- Enable proof of contribution system v1. Starting from Feed, Groups and Learning
- External tools integration.
- Token payments on external tools.
- Freemium pricing model introduction - new pricing plans.

New Roles / Programs - Community Manager ( to become a Femergy community manager and earn rewards)



## Phase 4 - 2019 Q2- Business Accelerator

Goal - Enable business accelerator system.

- Release of Business accelerator.
- Release Congress v2. Based on Femergy Protocol E-DAO V2 (voting based on rating)
- New Femergy tools
- Two External Tools

New Roles / Programs - Mentors ( to become a Femergy mentor and get rewards)

## Phase 5 - 2019 Q3 - Femergy International Coverage

During this phase, the platform will be translated into additional languages beyond English to involve the broader community. This will make Femergy accessible for women in their mother tongue. This will also enable the expansion into emerging markets. In this phase, the advertising module will be introduced as an additional value stream for the platform.

Additional languages:

- Mandarin
- Russian
- Spanish
- Hindi
- Arabic
- Portuguese
- German

New Femergy Tool

Two External Tools

New Roles / Programs - Speaker (to become a Femergy speaker and get rewards)

## Phase 6 - 2019 Q4 - Local Chapters in Every continent

Digital to Local expansion.

- Connecting existing chapters to the Femergy solution.
- Creating Femergy chapters.

New Femergy Tool

Two External Tools



# Market Opportunity and Business Model

## Largest Business Opportunity

Femergy brings a tremendous community of women to Blockchain technology and the team has the experience and ability to do it. When female social entrepreneurs collaborate big problems get solved.

With increased access to higher education and more women entering the labor force, women are more empowered than ever before. Women are the world's most powerful consumers, and their impact on the economy is growing every year. The global incomes of women are predicted to reach a staggering \$18 trillion by 2018, according to global professional services firm EY.

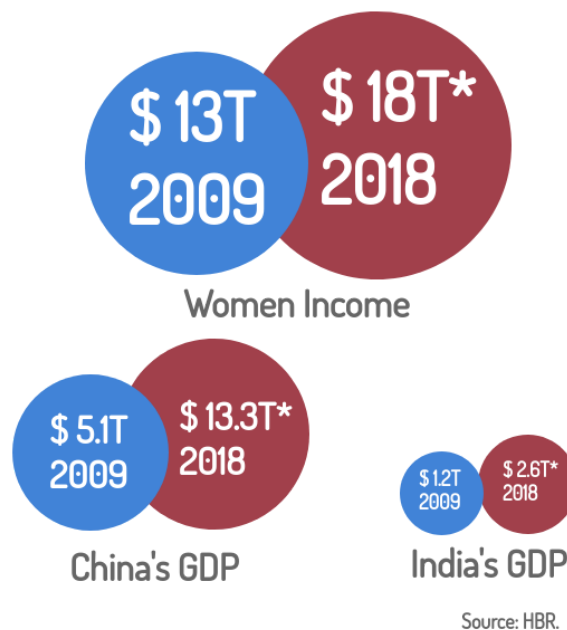


Figure 2. Largest Business Opportunity.

## Business Model

Our business model leverages the power of community and benefits of freemium products to generate added value:

- the platform is designed to create a self-sustainable value and grow the user-base within the 'Femergy' community proposition.
- the platform earns profit from freemium products and subscriptions



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- the platform expands connecting new applications and offers new services to the business network
- one time fees - learning, online / offline events
- success fees using Femergy tools and external tools
- Advertising

Members will receive a token bonus for valuable community actions or successful events while using freemium products. Every member will be able to collect FEM tokens and exchange them for Femergy products and services. All used tokens will come back to the Moms' community pool. The value of FEM tokens will be self-evolving because all created value will stay within the community and platform, and will generate added value for future interactions.

## Network Effect

The Femergy platform is providing every single woman with the possibility to be part of a peer-minded social network and derive benefits from it. Our strategy is focused on creating network effects enabled by our proof of contribution system. Moreover, we are going to use a set of community building strategies adapted to geographical and cultural differences.

As Metcalfe's Law indicates, one telephone is useless, two telephones can make one connection while more telephones will follow the formula shown below:

Value of a network =  $n(n - 1)/2$ , where n is a number of people using the network.

There is this virtuous circle as demand drives supply, and that boosts the supply again. The Network effect kicks in when the more users there are, the more valuable the platform is. This rapid adoption is then self-perpetuating as both sides value the access to a more prominent network of users.

## Femergy Protocol

### Multi-Purpose FEM Token

The multi-purpose utility tokens will be released and used within the Femergy ecosystem. All community members will be able to contribute by creating relevant high-quality content and receive FEM utility tokens as a reward. Tokens can be used to create content, buy or sell goods, order services and support others on the Femergy platform.

Members will be able to collect FEM tokens in this way using the Proof of Contribution system (R&R):



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- Create content - articles, videos, reviews
- Curate / up-vote content – review content
- Manage community – feed, groups, discussions, accelerator

Members will be able to collect FEM tokens by using the platform:

- Get payments with FEM tokens
- Participate in Pitch competitions and win prizes
- Participate in Earn campaigns and benefit the growth of the Femery community

Members will have several options to spend collected FEM tokens and therefore decide which role they would like to play within the Femery community:

- Use tokens to eliminate platform charges – Learning courses charges and premium monthly package
- Use tokens to scale businesses and recruit – jobs board, marketplace and other tools
- Help others by contributing tokens for a new business startup – participate in pitch competitions
- Review and vote in pitch competitions
- Increase your rating with FEM tokens
- Invest in new businesses – invest in pitch competitions
- Decide on platform and protocol features – Vote for Congress and decide platform and protocol changes

When a member collects a defined number of tokens, they will be announced as a Member of Congress. Membership within the Femery Congress will be a unique way for the most valuable contributors and experts to form a meaningful connection with the organization and other community members.

## Proof Of Contribution System - Mining with Contribution

The Femery platform will provide high-value and community-driven content supported by an innovative contribution-based transparent proof of contribution system. The utility tokens will be released and used within the rewards program. The rewards system will use a transparent proof of contribution concept.

Proof-of-Contribution is a type of tokens rewards algorithm that encourages people to create and curate content.

It enables tokens to be distributed by "upvote" and "like"-based algorithms and can be integrated with websites to align incentives between application owners and community members to spur growth. Content quality will be decided by combination - automated algorithm and manual upvotes/downvotes by users.



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Quality content decisions will take these initial attributes into consideration but are not limited to them.

- Content uniqueness - quality check based on external API
- Number of upvotes
- Engagement rate
- Content curator rating
- Creator rating
- Creator tokens count

Below is the technical breakdown of Proof of Contribution:

Symbol	Definition
N	Total user number in the system
Con	Content Uniqueness score
Upv	Upvote rate
Eng	Engagement rate
Rat	User rating
Balance	Balance score for equal token distribution.
TC	Users token share in overall tokens pool
Reward	Token Reward received by user

Algorithm of Token allocation:

$$Reward = (Con * Rat * TC * (Eng + Upv)) / Balance$$

Proof of contribution algorithm will be improved and additional attributes will be added for consideration.

Proof of Contribution reward pool will get additional tokens - 10% of all service fees paid using FEM tokens will move to the Proof of Contribution system.

Tokens received from the rating and reward pool are used to incentivize users to participate in the Femery ecosystem. FEM tokens received as a reward can only be used within the Femery ecosystem for services and products.

All Proof Of Contribution transactions will be verified and secured via Ethereum Smart Contracts, providing a safe and reliable infrastructure for Proof of Contribution. All transactions can be tracked and verified on the Ethereum blockchain, creating a much-desired transparency for all users and partners on the Femery network.



## Proof of Contribution Systems Workflows

Smart contracts will enable us to facilitate a reward & rating system working flawlessly together within an entrepreneurial platform. The number of Smart Contracts, detailed structure, and functionality will be defined and finalized during development. To illustrate the intended functionality, we have provided the following sample workflows.

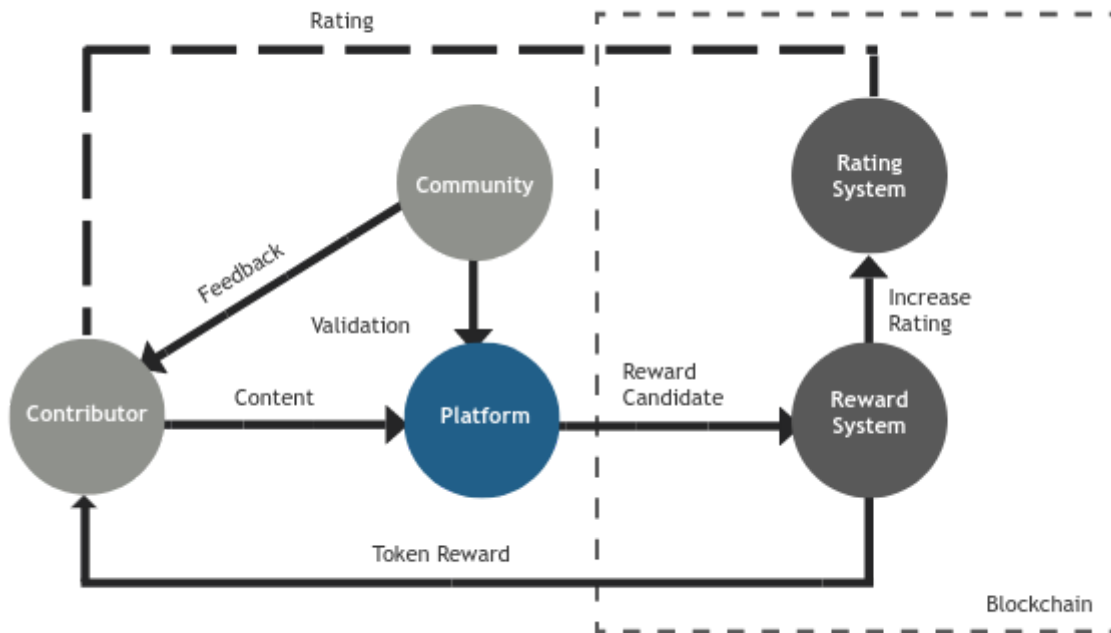


Figure 3. Proof of Contribution high level workflow.

### How it works

In the bitcoin Blockchain world mining is work. When this work is done, Bitcoin is earned. In Femery, tokens are earned through Proof of Contribution. There are three ways of earning Femery tokens using your contribution, which are briefly mentioned below.

1. **Author Rewards:** When users publish a post, comment, review, video, article, learning course and other users upvote it, users earn author rewards.
2. **Curation Rewards:** When another author publishes a post, comment, review, video, article, learning course and other users determine it to be valuable enough to upvote it, these users get rewarded a share of the value of the authors upvote as a curation reward.
3. **Community Management Reward:** When users report, post, comment, review or other items and you solve it, they receive a community management reward.





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Creating content and upvoting content is based on its contribution, hence we use the name - Proof of Contribution. Femergy rewards users for their contribution.

1. The upvote system means quality and power are in community's hands.
2. Proof of Contribution means you can mine Femergy with your contributions.

Due to the unique rewards system and quality platform characteristics, Femergy holds an edge in become the world's most attractive business network:

1. Femergy rewards its users to incentivize content creation and curation.
2. The use of Femergy as an incentive and token of influence on the network increases its value;
3. Rewards attract more users to the network, thus making Femergy popular.
4. Femergy has the potential to become the face of business networks by incentivizing community contribution and intellectual activity.

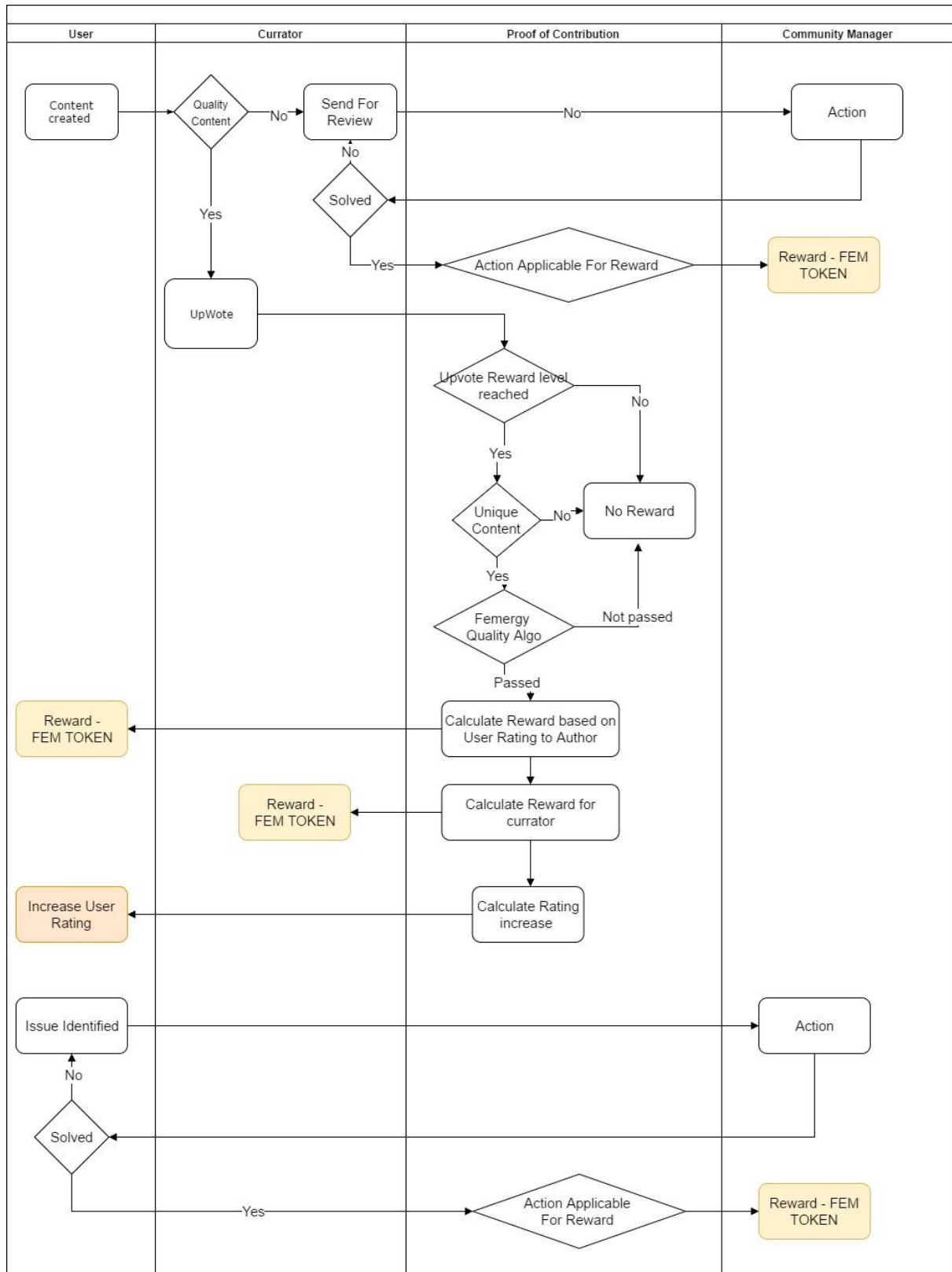


Figure 4. Proof of Contribution detailed workflow



## How Rewards Are Shared

Rewards will be connected to user's rating within the Femergy network. The amount of tokens seen on user's posts and comments is divided as follows if the rating is 0.

1. At least 80 % of the amount goes to the author.
2. At most 20 % of the amount is distributed among the curators, i.e. the people who upvoted on it.

The amount in tokens that user gets for content creation will be decided through Congress voting. The amount of tokens that user gets for community management will also be decided through Congress.

## Tokens Usage for Proof of Contribution system

Proof of Contribution system will allocate 15% of all available tokens, accessible via Proof of Contribution Smart Contract only.

The Proof of Contribution System will have access to a maximum of a 10% rewards pool every year. In the following years it will take 10% from the remaining pool making the pool grow infinitely.

Moreover, 10% of all service fees paid using FEM tokens will move to the Proof of Contribution pool.

The reward pool will grow with platform usage and more tokens will be redistributed for community contribution. At the same time these tokens will not have access to exchanges, thus won't impact the token price for investors.

In this way token flow will never stop. Infinite circulation will be formed, stimulating the growth of the femergy ecosystem.

The token allocation will be decided periodically every year on the Proof of Contributions release date.

## Rate Limited Voting

A noteworthy piece of limiting misuse is the rate-restricting in voting. Singular clients can read and assess a certain maximum amount of work every day. Any endeavor to vote more than this is an indication of automation and potential manhandle. Through rate restricting, partners who vote more will reduce the value of their votes in comparison to partners who vote less. Endeavors to divide tokens among various accounts would likewise distribute its impact and along these lines would not bring about a net increment in impact in regards to forced voting. Clients are designated a certain measure of voting power reflecting client rating. Voting power revives at a settled direct rate of 20% every day.



## Version 0.2

The Vote limit will be decided by a Congress vote after every Proof of Contribution token allocation pool change.

## User Profile

All user profiles will be hashed into blockchain. User profiles will collect rating, rating changes, reviews, upvotes, congress votes and proposals while the platform will show users as anonymous.

This is a core part of the network, of which E-DAO v2 will use users rating for voting on the Femergy business network.

## Congress - Entrepreneurship Decentralized Autonomous Organization

Congress will be the core proposal-making institution of the Femergy platform. It will be a direct representation of the best community's contributors - FEM token owners. When a community member reaches particular number of tokens they will be able to make suggestions and vote on all significant questions related to the platform's development: how to use company profit and finances, roadmap, complex changes in the platform, marketing strategy, platform fees, governance and policies, new functionalities and much more.

The community will be able to collect their tokens by participating on the Femergy platform (jobs, learning, mentoring, pitch and more) and collecting them via the Proof of Contribution system. At the same it will be possible to acquire tokens from other parties.

How it works: when a new proposal for a change is published on the platform, token holders will get a new notification under the 'Congress' module. These notifications and availability to vote will be visible to users who have reached a particular number of tokens. Each token holder can vote once for a proposed change. In order to bring published proposals to the Femergy management board for decision making, a minimum vote number (participation rate) will be required. If the minimum participation of votes is reached, the created proposal will be introduced to the Femergy management board for a final decision. Token holders will not spend their tokens on voting, but a gas fee will be required. The main benefit for token holders to be a part of the Congress is that they will have a direct influence on the changes to the platform. On the other hand, Femergy will hear its community voice and will be able to make a decision on the future development and growth based on the voice of the majority.

Femergy will create the new version of Decentralized Autonomous Organization (DAO), the Congress (Entrepreneurship Decentralized Autonomous Organization - E-DAO), instead of the standard DAO, will have additional Smart Contracts defining organizational principles, ranking based voting and governance. Congress (E-DAO) concept will be an open-source project and accessible for anyone to use in their blockchain based ventures, where applicable.



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Congress members will have the possibility to vote on two platform sides - Femergy Protocol and Femergy Platform.

Congress development:

In Congress V1

- Making proposals and voting via Congress will require GAS.
- Token amount will decide your votes number.

In Congress V2

- Making proposals and voting via Congress will not require any fee from members.
- Your rating will decide your votes on the Femergy Platform.
- Token amount will decide your votes number on the Femergy Protocol.

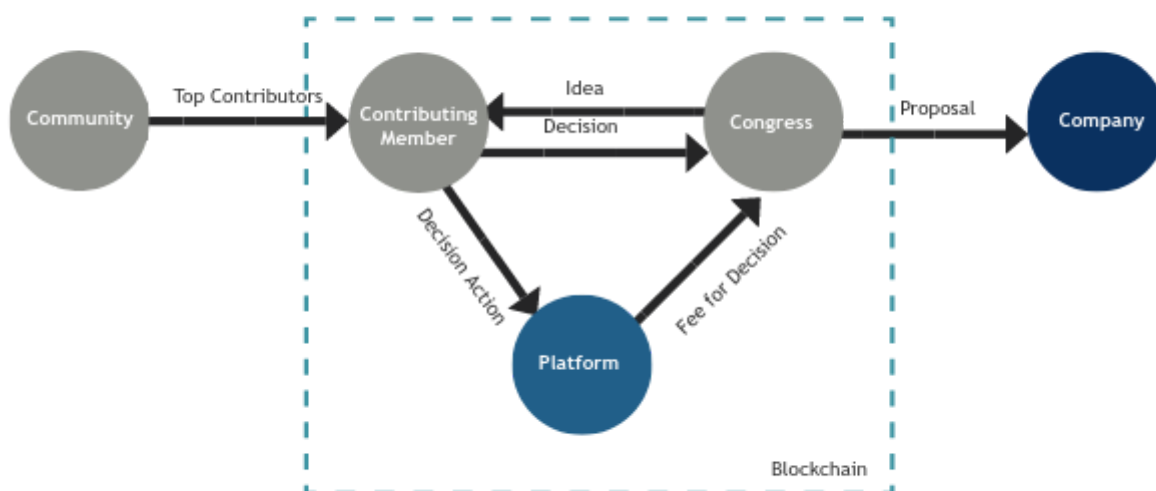


Figure 5. Congress proposals.

## Token Creation

Token Creation information:

- Supply will be fixed - 100,000,000 FEM Tokens
- Tokens do not represent equity in the company nor does it have any intrinsic value.
- Tokens will be ERC777-based.

## Initial Token Distribution



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Token distribution pools:

- 60% ICO
- 10% Partnerships
- 10% Team - 25% every every 6 months.
- 3% Advisors - 25% every every 3 months.
- 2% Bounty & Advertising
- 15% Proof of Contribution Pool. Tokens in this pool will be available via Smart Contacts only. Proof of Contribution is capped at 15% every year.

If Tokens remain unsold all other pools will be decreased in the same proportion. 20% of unsold ICO pool tokens will move to the Proof of Contribution Pool. The remaining 80% of ICO pool tokens will be burned.

## Token Cycle

Femergy members will get a token bonus for every beneficial community action they complete. Tokens will be assigned from the community token pool. Collected tokens can be exchanged for Femergy products and services. All used tokens will come back to the community token pool. The FEM token value will be self-evolving because all created value will stay in the community and platform and will create added value for future interactions.

Tokens will circulate and return to the Proof of Contribution pool. 10% of all service fees paid using FEM tokens will move to the Proof of Contribution pool.

## Token Value

The FEM token market is open and transparent. It is hard to determine its value due to different factors which cannot be controlled by the platform. This is a potential value representation and are subject to change when new services are introduced. Our modelled token value will be connected to community size, the platform demand, and created content. The Formula will be as follows:

$$\Delta = \frac{(Q \times (A + V)) + (S \times O)}{T} \times C \times D \times M$$

Q - Quality content price. Standard price in the market starts from 300 USD per article and 1000 USD per video.

A - Number of quality articles.

V - Number of quality videos.

O - Number of successful orders.

S - Platform success fee - product or service.

T - Number of tokens available in the market.



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- D - Demand for tokens in the market.
- C - Community growth factor.
- M - Crypto currencies market situation.

# Legal

## General Information

The FEM token does not have the legal qualification of security since it does not give any rights to dividends or interests. The sale of FEM tokens is final and non-refundable. FEM tokens are not shares and do not provide any advantage to participate in the general meeting of Femergy. FEM tokens cannot have a performance or a particular value outside the Femergy Platform. FEM tokens shall therefore not be used or purchased for speculative or investment purposes. The purchaser of FEM tokens is aware that national securities laws, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable.

Anyone purchasing FEM tokens acknowledges and represents that they carefully analyzed this white paper and fully understands the risks, costs, and benefits associated with the purchase of FEM tokens.

## Important Disclaimer

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not establish or relate in any way nor should it be considered as an offering of securities in any jurisdiction. This white paper does not involve or include any information or implication that might be considered as a recommendation or that might be applied as a basis for any investment decision. FEM tokens are solely utility tokens which can be used only on the Femergy platform and are not indicated to be used as an investment.

The offering of FEM tokens on a trading platform is made to enable the use of the Femergy platform and not for speculative purposes. The offering of FEM tokens on a trading platform does not change the legal qualification of the tokens, which remain a clear means for the use of the Femergy platform and are not security. Femergy is not to be considered as an advisor in any legal, tax or financial matters.

Any information in this white paper is provided for general knowledge purposes only, and Femergy does not grant any pledge as to the accuracy and completeness of this knowledge. Femergy is not a financial intermediary and is not required to obtain any authorization for Anti Money Laundering purposes. Acquiring FEM tokens shall not grant any right or authority over the Femergy organization and governance to the Purchasers.

Regulatory authorities are strictly studying businesses and operations linked with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions



may impact the Femery business and even limit or prevent it from developing its operations in the future. Any person interested in acquiring FEM tokens must be aware of the Femery business model, the white paper or terms and conditions may vary or require to be modified because of new regulatory and compliance obligations from any applicable laws in any jurisdictions. In such a case, obtainers and anyone undertaking to acquire FEM tokens confirm and understand that neither Femery nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

Femery will do its maximum to launch its operations and develop the Femery platform. Anyone trying to acquire FEM tokens confirms and recognizes that Femery does not grant any guarantee that it will manage to achieve it. They acknowledge and concede therefore that Femery (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use FEM tokens, except in case of intentional misconduct or gross negligence.

## Risks

Acquiring FEM tokens and collecting them involves various risks, in particular, the possibility that Femery may not be able to launch its services and develop its blockchain and provide the services promised. Therefore, and before acquiring FEM tokens, any user should thoughtfully consider the risks, costs, and benefits of purchasing FEM tokens in the context of the crowdsale and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks connected with the pursuit (incl. the risks related to the non-development of the Femery platform) or any other uncertainties as indicated in the Terms & Conditions of the crowdsale should not acquire FEM tokens.

## Knowledge Required

The buyer of FEM tokens undertakes that they understand and have a significant expertise of cryptocurrencies, blockchain systems and services, and that they fully concede the risks associated with the crowdsale as well as the mechanism associated to the use of cryptocurrencies (incl. storage). Femery OÜ shall not be responsible for any loss of FEM tokens or circumstances making it impossible to access FEM tokens, which may occur from any actions or imperfections of the user or any person undertaking to obtain FEM tokens, as well as in case of hacker attacks.

## Representation and Warranties

By participating in the crowdsale, the purchaser agrees to the preceding, and in particular, they represent and warrant that they:

- are not purchasing FEM tokens for speculative investment or usage
- are neither a US resident or citizen;





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- will not use the crowdsale for any illegal activity, including but not restricted to money laundering and the financing of terrorism;
- have read thoughtfully the terms and conditions attached to the white paper;
- agree to their complete contents and accept to be legally bound by them;
- are entitled and have full power to purchase FEM tokens according to the laws that apply in their jurisdiction of residence;
- live in a jurisdiction which permits Femergy to sell FEM tokens through a crowdsale without requiring any local authorization;
- are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not forbidden, restricted or subject to additional conditions of any kind;
- have sufficient experience about the nature of the cryptographic tokens and have significant experience with, and functional understanding of, the usage and complications of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
- acquire FEM tokens because they wish to support the Femergy platform;

## Crowdsale Details

ICO will consist of three steps - private sale, pre-ICO and the main ICO. 60% of all tokens are accessible for purchase during the ICO. Standard contribution ratio will be announced later.

FEM Tokens for Sale - 60,000,000

Soft Cap - 2,000,000 USD

Hard Cap - 20,000,000 USD

### Private Sale

Private sale will be available for early contributors and investors. Private Sale will not have a cap.

### Pre-ICO

Pre-ico will be capped to 2,000,000 USD. The Pre-sale phase could be skipped if more than 2,000,000 USD is collected during the private sale round.

### ICO

All unsold tokens during private sale and pre-ico will be available during ICO.

If Tokens remain unsold all other pools will be decreased in same proportion. For example, 20% of unsold ICO pool tokens will move to the Proof of Contribution Pool. The remaining 80% of ICO pool tokens will be burned.



## Early Contributors

Important note for Private Sale, Pre-ICO and ICO members. Participants will receive:

- Founding member badge
- Founders and premium offer group
- Vote on Femergy Platform and Femergy Protocol for 1st year. Other users will be restricted.
- Forever free usage of femergy internal tools
- Discounts on external tools

## Funding Breakdown

Collected funds will be used for Femergy platform purposes only. The following distribution of funds is preliminary and is subject to change. The pie-chart below illustrates how tokens that are retained after Initial Token Sale will be allocated.

- 40% Development - Funds required for functionality creation, testing and release to the community.
- 20% - Business Development - Funds for strategic initiatives and partnerships.
- 20% Marketing and sales - Femergy will continue to run its marketing efforts on a cost-efficient basis and keep user acquisition costs to one of the lowest in the industry.
- 12% Admin, operations and legal - We apply lean startup principles and will continue to do so in the future. We also ensure that day-to-day operations continue running smoothly as the organization expands.
- 8% Reserve - Funds on-hold for unforeseen cases.

This budget will be securely held in publically viewable cryptocurrency wallets and is subject to scrutiny by the entire community.

## Team

### Core Team

Evelina Bajorūnė - CEO & Founder of Femergy. Masters of Innovation Management and experienced business change project manager in banking sector. Former Professional Development of PMI Lithuania Chapter.

LinkedIn - <https://www.linkedin.com/in/evelina-bajorune-60336057/>

Loreta Dailidonė - Community Manager. Loreta is a passionate portfolio delivery manager with superior project management experience in IT and banking sector, certified as a PMP, Scrum Master and ITIL professional, former Vice President for Professional



Development at PMI Lithuania Chapter. Loreta is a person who accepts both challenges and responsibilities, stays focused in complex situations. She loves communication, inspires and interacts with the community through increased dialogue and attention. Loreta is passionate about innovating products through blockchain technology and tomorrow's future.

LinkedIn - <https://www.linkedin.com/in/loreta-dailidone-pmp-695b794a/>

Eglė Kuzmienė - Communications expert. Eglė started her career as a journalist and gained more experience while working as an editor and a communication specialist at most of the Lithuanian newspapers and TV channels. Eglė specializes in digital and broadcast media. Currently, she is working as a PR consultant and an editor of two most popular TV shows. During her 10 years of experience, she produced her own TV show and gained numerous editing and communication skills. Eglė describes herself as a person who can deal inquiries and questions day and night.

LinkedIn - <https://www.linkedin.com/in/egl%C4%97-deksnyt%C4%97-050066b2/>

Kęstutis Bajorūnas - Products expert, mentor, and evangelist of blockchain technology currently working as head of delivery for the leading sports software creation company. During his career, he worked on top products in telco, banking, advertising, and sports which allows him to be on the edge of innovative technologies. He is the person you are looking when you are creating new products - he developed a mobile product from zero to 1 million revenue in two years in advertising, he designed and implemented Vodafone Mobile Connect and Blackberry services integrations in telco. During his career, he developed superb skills in development, business analysis, and product management. Kestutis is our guru for product and tokenization model. He pledged to create the best product in his career!

LinkedIn - <https://www.linkedin.com/in/kestutisb/>

Vincentas Vitkauskas - Business Development. Vincentas is an entrepreneur and business development expert currently working as business development executive in the international market research company. During his ten years experience in sales, he started two companies, worked as consultant, lecturer and e-cargo tracker hardware salesman. In 2010 he co-founded IT company that provides trusted timestamp services for e-documents. During university studies, Vincentas has started social entrepreneurship company that organized summer camps for teenagers with interactive training program focused on entrepreneurship, economics, and personal finance. Continuing his educational endeavor in ISM University of Economics and Business Management he has assisted several professors teaching microeconomics and principles of business management. Working as a consultant in 2013 Vincentas consulted and trained more than 200 Lithuanian companies in areas of entrepreneurship and business development. With business management experience and passion for innovations, he sees blockchain technology and its limitless applications as future of our society.

LinkedIn - <https://www.linkedin.com/in/vincentinnovationmanagement/>



## Advisors

Vilma Misiukoniene - Management Advisor. Vilma is a facilitator for women empowerment and digital entrepreneurship, part of the @WomenInTech community. She is professional with 15+ years experience in EU affairs and digital policy, as well as IP & IT law. Has inter-disciplinary technical and legal background and strong connections with industry experts. Passionate about digital transformation, artificial intelligence, blockchain and other new digital frontiers, as well as music, design, and arts. Vilma has advised Government and Parliament, worked with EU institutions, European and worldwide ICT associations as national ICT industry representative on Digital Agenda, EU Single Digital Market on Vilnius — Brussels scale and beyond. Special advisor to Lithuanian Presidency. Persistent icebreaker in dialogue with legislative authorities, MPs & MEPs. Co-author of Harmonizing Digital Markets (HDM) initiative, which was raised to an EU level by joint effort. Has an in-depth experience of the associated bodies management, as well as knowledge of professional networks and expert groups coordination.

LinkedIn - <https://www.linkedin.com/in/vilma-misiukoniene-4b23115/>

Richard Kastelein - Marketing Advisor. Founder of industry publication Blockchain News, partner at ICO services collective CryptoAsset Design Group, director of education company Blockchain Partners (Oracle Partner) & ICO event organiser - Richard Kastelein is an award-winning publisher & entrepreneur.

LinkedIn - <https://www.linkedin.com/in/expathos/>

Wulf Kaal - Token Model Advisor. Wulf is a leading expert at the intersection of law, business, and technology. His research focuses on innovation, technology, blockchain technology applications, smart contracts, initial coin offerings, hedge funds, and dynamic regulatory methods.

LinkedIn - <https://www.linkedin.com/in/wulf-kaal-6904a65b/>

## Contacts & Social

Facebook - <https://fb.me/femergyfem>

Twitter - [https://twitter.com/@femergy\\_com](https://twitter.com/@femergy_com)

Medium - <https://medium.com/femergy>

LinkedIn - <https://www.linkedin.com/company/femergy-fem/>

Telegram - <https://t.me/femergycommunity>

Femergy Alpha - <https://femergy.com/>