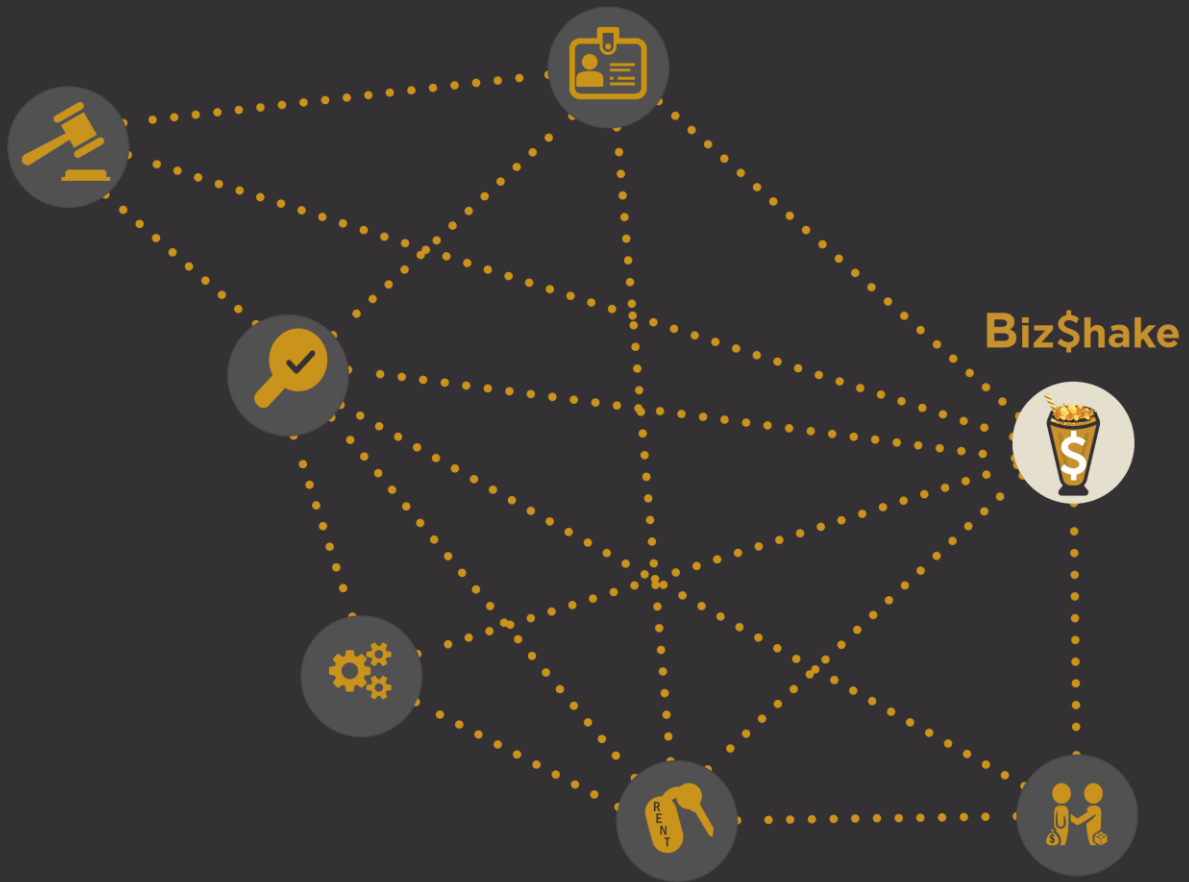




Biz\$hake

WHITE PAPER

THE P2P SHARING ECOSYSTEM ON NEO
BLOCKCHAIN THROUGH TOKANIZATION OF
REAL-WORLD ASSETS



English Version V1.2

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ABSTRACT

BizShake is building a complete ecosystem of dApps aimed at allowing and encouraging users to share their own properties, maximizing the value generated by their use and optimizing the assets allocation throughout the community itself.

In a world of overproduction and overwhelming consumerism, many of us own too many things that don't get used enough. Our project and the cooperative consumption mindset will help minimize costs for society at large.

In order to achieve our goal, we're building multi-platform applications that will allow users to exchange the temporary usage right of a particular asset with economic benefits for each party, based on pre-exchange agreements. These multi-language applications will be available for both web and mobile devices (iOS and Android).

Furthermore, other business owners can use our protocols to build their own applications based on their vertical market needs for certain asset classes, languages, geographic boundaries and user groups.

Our own application, as well as other partners' applications developed within the BizShake ecosystem, will have the transactions, user authentication and other fundamental functionalities executed and settled by BizShake Smart Contracts based on the NEO Blockchain, of which will regulate the business interactions among users in a transparent and trustworthy way.

1. INTRODUCTION

1.1 OVERVIEW

We believe there is a potentially huge, mostly unexplored market for asset allocation optimization. There are many companies that focus on renting assets, but few with successful stories of P2P sharing (i.e. Airbnb, Uber). The main reason being trust in transactions. People are reluctant to lease to or rent from someone they don't know, without the certainty of product quality or authenticity.

This kind of concern, even though understandable, is actually limiting the potential of everyday items we own. Moreover, it's increasing the demand for new objects, which consequently drives the world further into overproduction. This is not only a waste of resources but also a great concern to our society as we're exploiting the world's resources without enjoying the full benefit of them.

Thanks to BizShake and the Blockchain technology, these boundaries can be overcome by utilizing one of the principal benefits of Blockchain: trustworthy transactions. The Blockchain technology, that by nature is decentralized, allows transactions executed by the Smart Contracts to be completely reliable, as all the nodes of the Blockchain can store and certify that the transaction was actually executed. This simple but powerful concept means that all transactions are traceable and, hence the obligations of the parties involved, are not questionable.

All transactions on BizShake applications will be charged at a minimal fee, which will allow our business to grow and further develop the sharing economy concept across all levels.

1.2 VISION

We strongly believe that the practice of sharing access rights of assets among the community will positively improve people's social responsibility while helping achieve a better living standard for all.

BizShake will build the foundation of this new market paradigm based on shared community access to assets while being able to achieve economic benefit in various forms.

1.3 MISSION

To bring a better life through innovative technology and a business model based on a decentralized P2P sharing ecosystem.

In other words, to implement Sharing Economy 2.0 through P2P transactions without intermediary costs for trust provision, based on the Blockchain technology, greatly reducing transaction fees for users.

1.4 INNOVATION ASPECTS

Our vision revolves around the following components:

1. Blockchain

Blockchain technology will primarily benefit our project in 2 ways:

Allow us to cut all intermediaries in the renting/pawning process as well as in the payment process.

Introduce the transparency and trust needed to relay the safety of the renting/pawning process, therefore reducing (if not eliminating) frauds.

2. NEO Blockchain

After an in-depth analysis of the various Blockchain platforms, BizShake decided to create its ecosystem on NEO Blockchain. The NEO Blockchain has been chosen because it is the only one that offers the following advantages among the few complete Smart Contract platforms that are currently available:

- **Scalability:** already capable of executing more than 1,000 TPS (transactions per second) Vs. 15 TPS on Ethereum Blockchain. NEO also projected the ability to handle 100,000 TPS by 2020;
- the cryptography algorithm achieved by the NEO Blockchain is already Quantum Proof, which means there won't be a need to update or introduce a new algorithm in the future;
- NEO executes its block generation algorithm based on dBFT (delegated Byzantine Fault Tolerance). This algorithm creates a base for a consistent creation of new blocks on the Blockchain without the need for mining (PoW, Proof of Work). BizShake favorably welcome the dBFT for its low impact on the environment;
- NEO is actively working on Digital Identity implementation and is extremely compliant with Government Blockchain regulations. This is very important for the BizShake projects as it will build even better trust among the users of the BizShake ecosystem applications.

“BizShake favorably decided to implement the ecosystem on the NEO Blockchain for its Scalability, Quantum Proof Algorithm, dBFT and Digital Identity implementation.”

3. User Identification and Credibility Level:

BizShake will fulfill a specific AI algorithm that will calculate user's level of credibility based on past transactions in which the user was engaged in the dAPPs of BizShake ecosystem, as well as external IDV (Identification

Verification) services available on the NEO Blockchain, including but not limited to Government data, insurance and financial companies, social networks, etc. The impact of the Credibility Level on various types of transaction will be explained in the following sections of this Whitepaper. Taking advantage of the data coming from the different data providers, BizShake will overcome the frustration first-time users might face having to build a credibility level on each new platform they join. BizShake will exploit the full advantage of all the data that can be provided by external sources, as well as providing data collected on the user credibility across other dAPPs, allowing the user to enjoy the same credibility level, without any additional effort, on all the different NEO Blockchain dAPPs that will partner BizShake.

“BizShake will implement specific AI algorithm to calculate user’s profile, ID and level of credibility, through the multitude of data from BizShake dAPPs and external sources available on the NEO Blockchain. An individual’s Credibility Level can be shared with other dAPPs that are partners of BizShake under users’ consensus.”

4. Profiling for User Experience Improvement:

BizShake will use all the information gathered from any available source, after explicit user approval, not only to enhance the calculation of the Credibility Level but also to improve the User Experience, helping the user to find new opportunities that can be of his/her real interests and needs.

5. Peer-to-Peer communications and Sub-communities:

BizShake will apply P2P dialogue functions and allow users to create sub-communities based on specific requirements they set to involve other users in this community. Transactions between members of the same sub-community can enjoy specific terms and conditions that will be decided by the community members. We will encourage users to create virtual communities of users with same interests, location or other specific features and boost our business concept.

6. Assets verification and certification:

BizShake will involve qualified Certifier Users and authorize them to create Digital Certification of a certain asset that will be stored into the Blockchain so that the owner of the asset can grant its authenticity to other users. The Certifier users will be external professionals with the right qualification in certifying a specific asset class and will receive a compensation for the certification issuing and renewal.

“BizShake will implement an affiliation program to involve Certifier Users in order to greatly reduce fake or broken objects when renting or pawning high-value assets.”

7. Decentralized Dispute Solution:

BizShake will implement a decentralized dispute solving system by assigning arbitration rights to the pool of users with the highest level of credibility. The dispute solving system is meant to regulate the liabilities of each transaction party involved and decide the level of penalties on a case-to-case basis. Arbiters will be rewarded with a small fee for each judgment they release. Details will be disclosed in the following section of this whitepaper.

2. MARKET REVIEW

We have seen a proliferation of consumption models in which access is enabled through sharing or pooling of resources redefined through technology and peer communities. Instead of buying and owning things, consumers are more and more opting for access to goods, paying for the experience of various forms of sharing. This market paradigm is known as “Cooperative Consumption”. A PwC study has also given some evident figures to explain the market potential of peer to peer, access-driven business, according to their survey with consumer panelists:



43%

Agree owning today feels like a burden

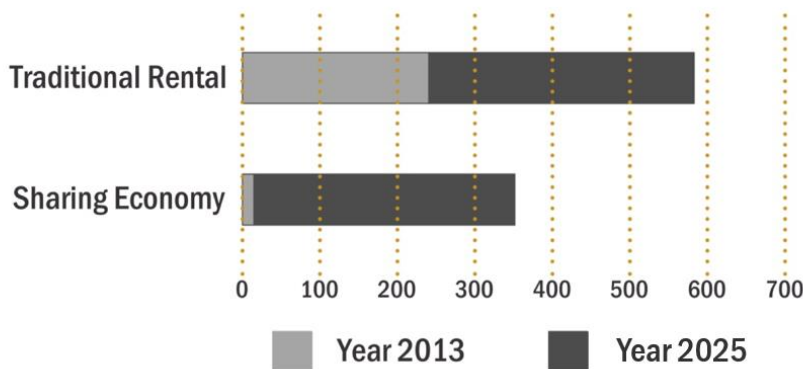


57%

Agree access is the new ownership

Other statistics have shown positive economic projection regarding the growth of revenue generated from sharing economy in comparison with the growth of traditional rental.

Projected revenue for sharing economy and traditional rental, in \$ U.S. billions, 2013 and 2025



Source: «The sharing economy – sizing the revenue opportunity» (Hawksworth et al. 2014)

Apart from the economic factor, sharing economy is expected to contribute to many other issues such as environment, community, and etc.



76%

Agree it's better for the environment



78%

Agree it builds a strong community

However, the PwC study has also disclosed the main reason why P2P sharing economy is still undermined to justify its high economic and social benefits: lack of trust.



69%

Agree they will not trust sharing economy companies until they are recommended by someone they trust

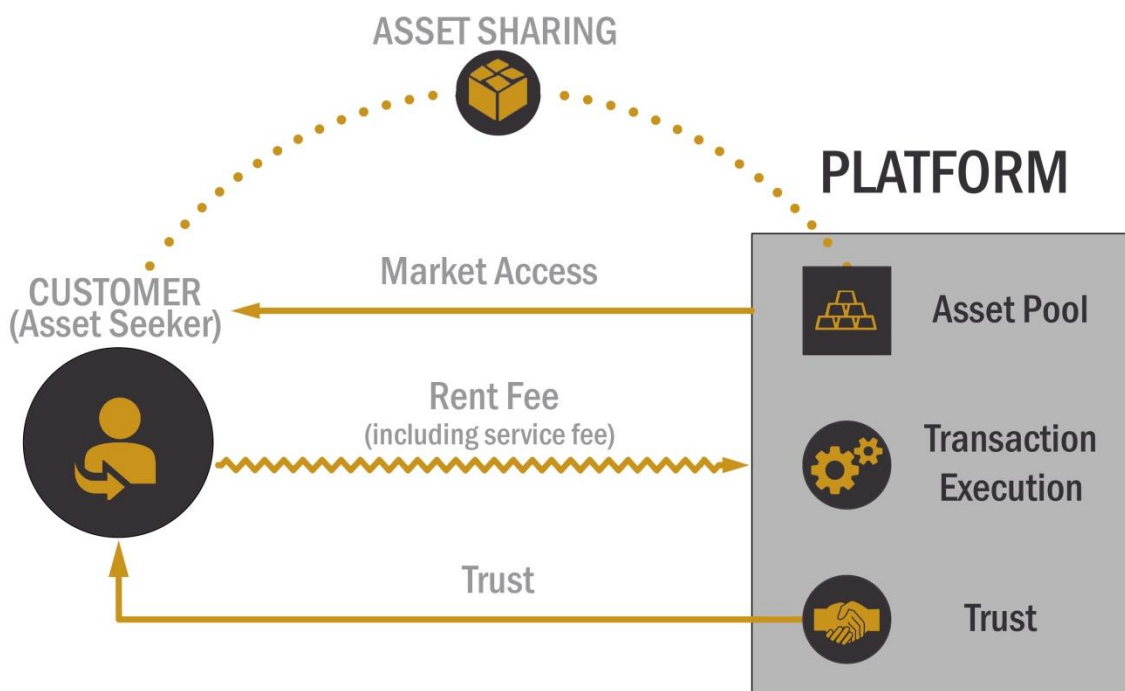
* Source <https://www.pwc.com/us/en/technology/publications/assets/pwc-consumer-intelligence-series-the-sharing-economy.pdf>

BizShake is dedicated to implementing applications that will overcome the current burdens and can fully deploy the potential of Sharing Economy 2.0, a decentralized cooperative consumption business model.

2.1 EVOLUTION OF THE SHARING ECONOMY BUSINESS MODELS

2.1.1 The conventional: B2C Sharing Economy

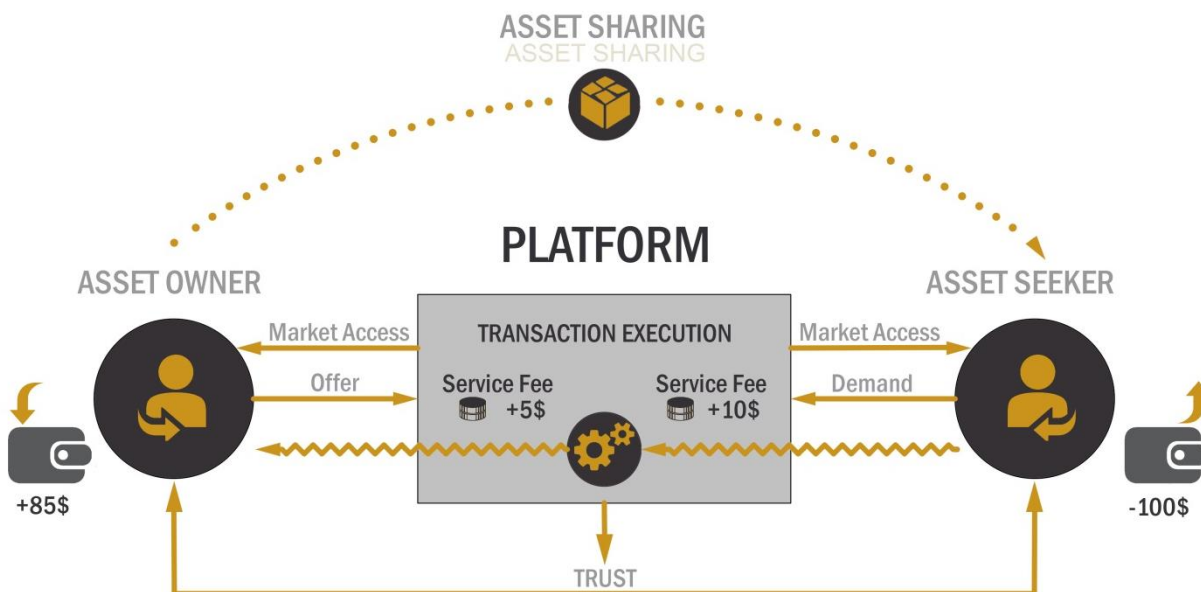
Most of the applications that are creating the current ecosystem of the sharing economy are based on the B2C model: the company that operates the rent business purchases and owns the assets and make them available on their platforms to lend to users.



Examples: Car and bike sharing services (e.g., the recent Ofo, ZipCar, B-Cycle, as well as more-established companies such as Hertz, Avis, etc.), luxury product rentals (e.g., Rent the Runway, The Mr. Collection).

2.1.2 The current: P2P Sharing Economy 1.0

This P2P business model represents a big step forward from the B2C model; it introduces the concept of P2P in which the platform is providing the “market access” to users and linking supply and demand so that the transaction can be settled. In this scenario, the company who runs the platform doesn’t own any of the assets being rented. We name this business model “P2P Sharing Economy 1.0”.



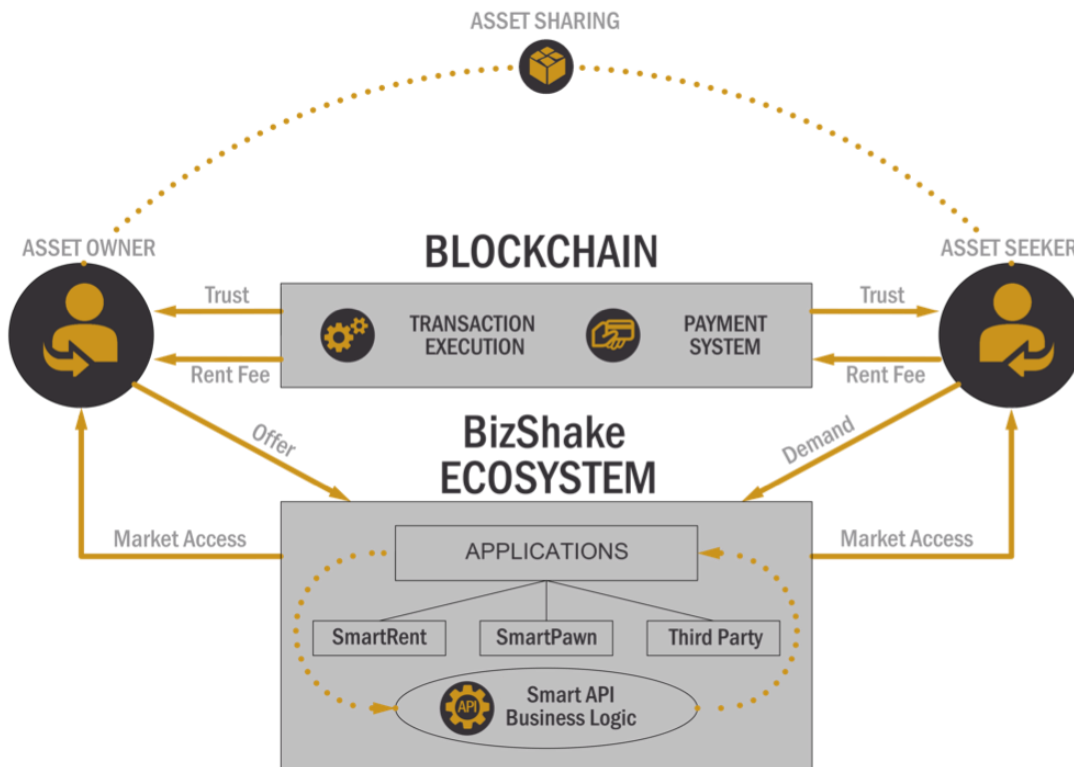
As explained in the graphic, this business model offers a centralized service as the platform itself is the processor of all activities in order to grant the security of all transactions and provides trust to the users. To create “Trust” is expensive.

At the end, the cost for providing trust is borne by customers through a series of fees or higher prices, as the platforms have cut a big portion of margin.

Platform	TaskRabbit	Airbnb
How to create trust	Insure every task: up to \$1 million	Be the processor of all transactions to secure the deals
Cost of trust	Charges 30% service fee included in the hourly rate	Takes 3% service fee from host and 12% service fee from the guest

2.1.3 The new frontier: Sharing economy 2.0

BizShake is going above and beyond the current model by creating a truly decentralized P2P platform utilizing the NEO blockchain. We are confident and are utilizing the best functionality of its decentralization while minimizing the “fee” for both the lessors and lessees.



Blockchain technology and Smart Contract functionalities have led us to the adoption of a new sharing economy that we call P2P Sharing Economy 2.0.

As shown in the graphic, BizShake applications are still providing “market access” to the supply side and demand side. However, unlike the traditional P2P model, all transactions are executed by the Blockchain and regulated by the Smart Contracts. The platform itself is not intervening in the transaction.

3. BUSINESS MODEL

3.1 WEB AND MOBILE APPLICATIONS

BizShake is going to release an application that will be available on Web and on Mobile platforms (iOS and Android). This application will have two different but complementary business models that will work independently from each other. We strongly believe that most of our users will take advantage of the different peculiarities of each model in order to achieve the highest benefit in any possible use case scenarios. The application will initially be available in English and Chinese (Mandarin); other languages will be available shortly after.

The two business models developed by BizShake are going to be:

SmartRent

SmartPawn

3.2 SmartRent

3.2.1 Basic principle

The basic idea of SmartRent is to allow users to lease assets to other users for a specific period of time.

The user that will lease the asset (lessor) will list that asset on the application, specifying the characteristics of the asset including:

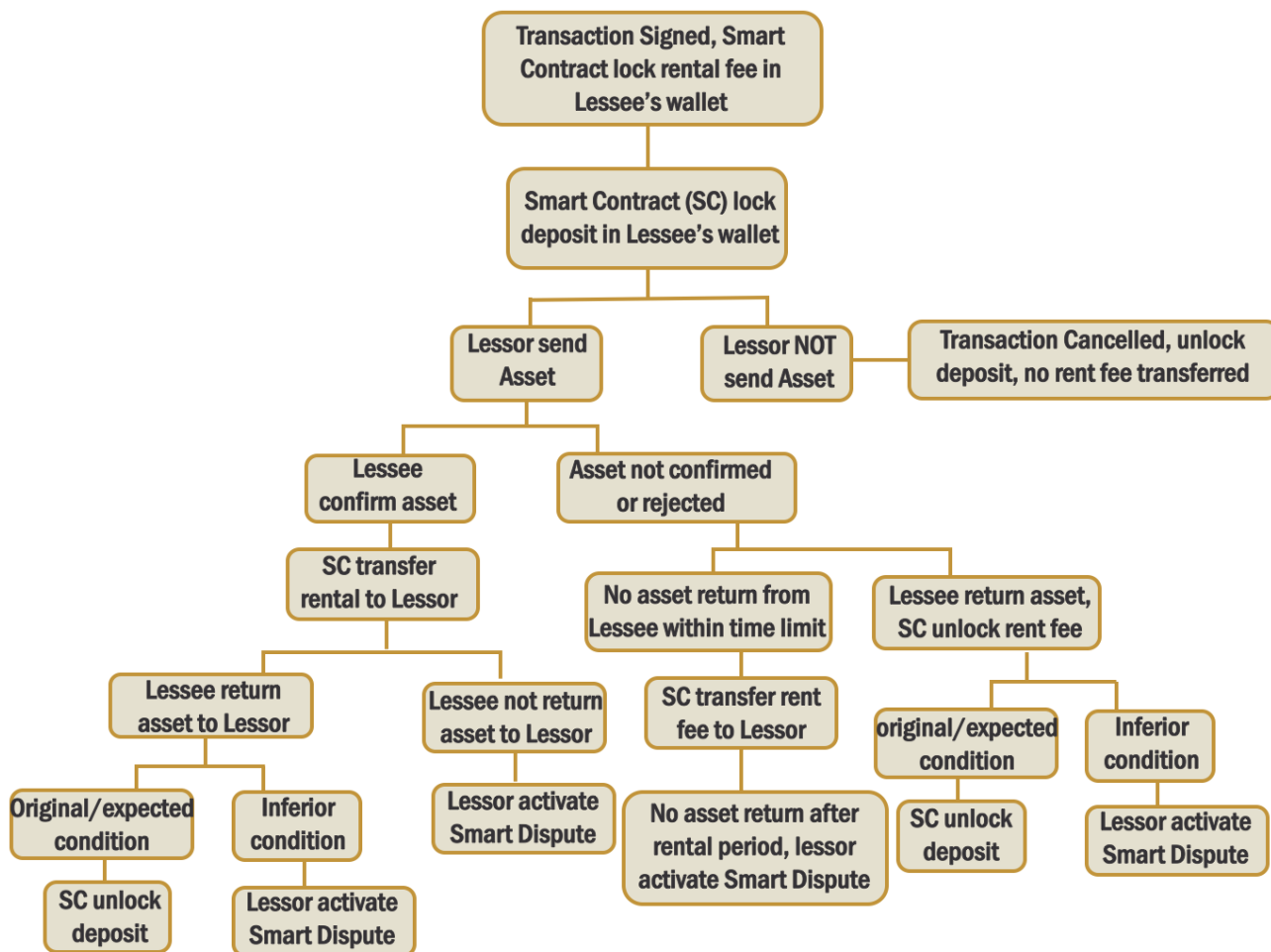
pictures/videos that better demonstrate the asset; range of rental fee per hour/day/week/month (actual rent fee will be calculated based on the lessee's credibility level); the calendar indicating the dates when that asset is available to

be leased; the geographic area in which the asset will be available to be shipped/handed over; the value of the asset and the amount of deposit that will be locked by the Blockchain (the lessor will be able, at his/her own discretion, to set different deposit amounts for users with different Credibility Level or sub-communities).

In this area, for certified asset through SmartCertify, the lessor can also decide whether he/she wants to add an insurance to the asset, which covers the amount exceeding the deposit up to the certified object value.

The user that will be interested in renting the asset (lessee) will reserve the asset and make the requested deposit amount available in the wallet.

At each stage, a time limit will be set by Smart Contract: i.e: deadline for the lessor to send out the asset to the lessee; deadline for the lessee to confirm the asset status after receiving the confirmation request by the lessor, etc.



3.2.2 Advantages for the parties

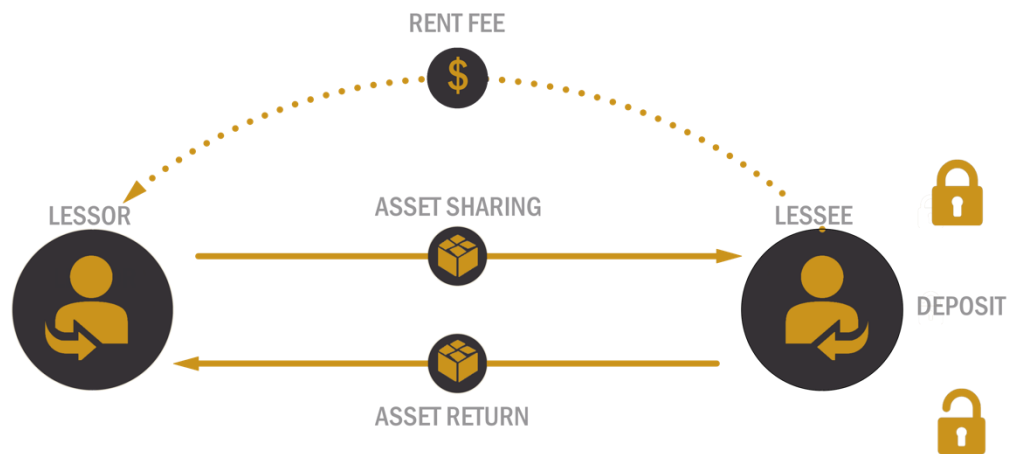
Lessor

- a. Can enjoy economic benefit out of an asset that otherwise, for a certain period, would sit dormant without producing any benefit for the owner;
- b. Can decide freely when to lend his/her own asset without any temporal boundaries in terms of period and duration;
- c. Can safely engage in the lending process because of the trust embedded in the Blockchain technology;
- d. Can be sure that, in case leased asset is damaged, lost or stolen (or in any other case that will be specified in the leasing clause), the lost value will be fairly determined and transferred to his/her wallet by the Blockchain, according to the SmartDispute system that will be implemented transparently in the Smart Contract.

Lessee:

- a. Can enjoy all the benefits from the access to a certain asset for a pre-determined period of time without the need to invest money in purchasing that particular asset;
- b. Renting an asset grants a high level of freedom of change. Usually, it's not difficult to rent a certain asset for a period of time. With the same amount of money to buy that specific asset, the lessee can enjoy many different products at their convenience;
- c. The deposit will be safely locked by the Blockchain in lessee's own wallet. It won't be transferred to the lessor's wallet unless otherwise decided by the SmartDispute system. In this way, the lessee can be sure that he/she will receive back the deposit once the renting period will end.

3.2.3 How it works:

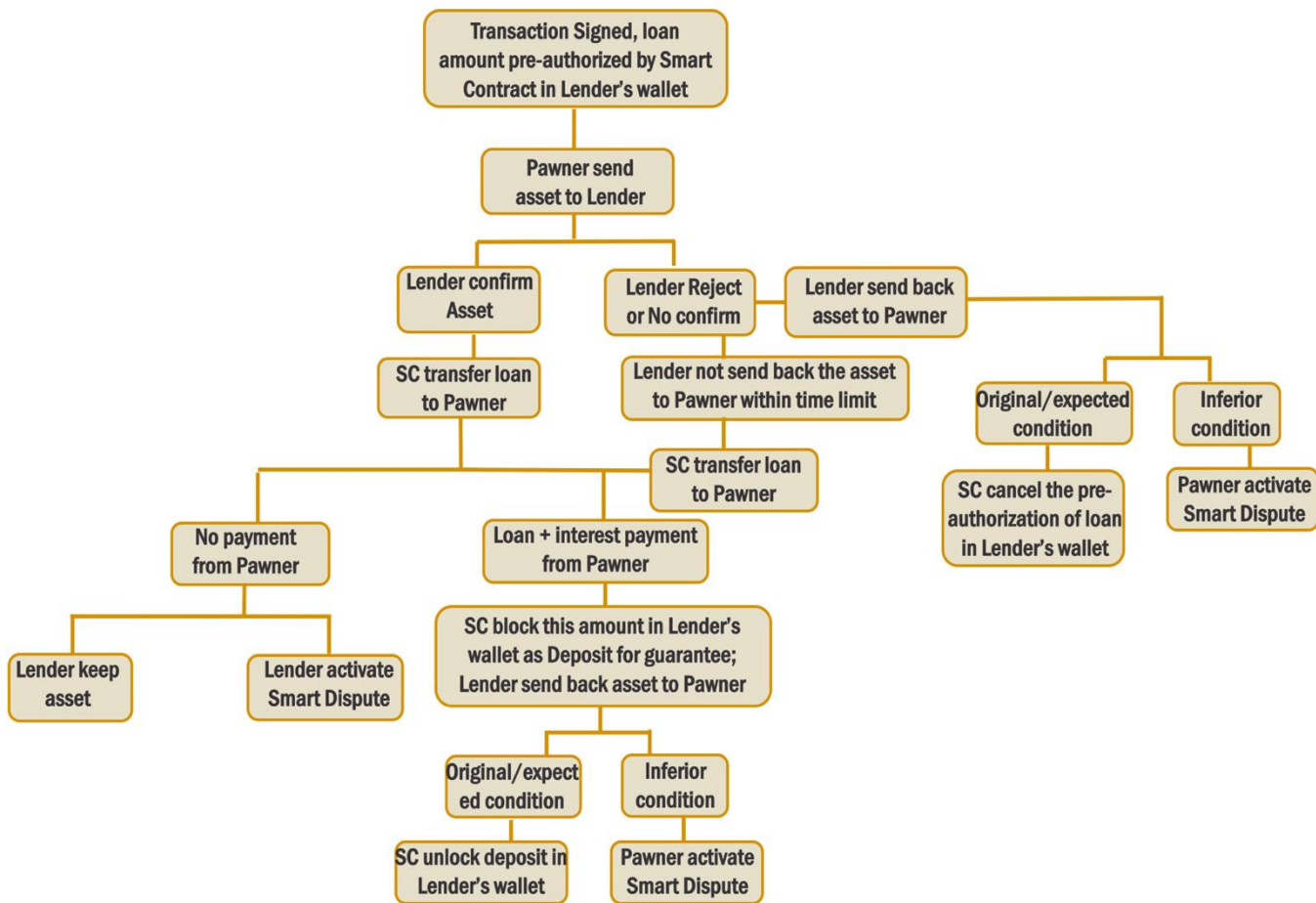


3.3 SmartPawn

3.3.1 Basic principle

The basic idea of SmartPawn is to allow users (pawners) to obtain a short-term loan, backed by an asset, from another user (lender).

The pawner can list an asset with a clear description and ask for a loan of a certain amount (up to its value) as well as the interest rate that he/she is willing to pay, the loan duration, a geographic request of the lender, and etc. The pawner, only for previously certified asset through SmartCertify, can also decide to apply for the insurance that will cover the difference between the certified value of the asset and the loan amount. Each stage of user engagement will be regulated with a specific timeline to facilitate the transaction.



3.3.2 Advantages for the parties

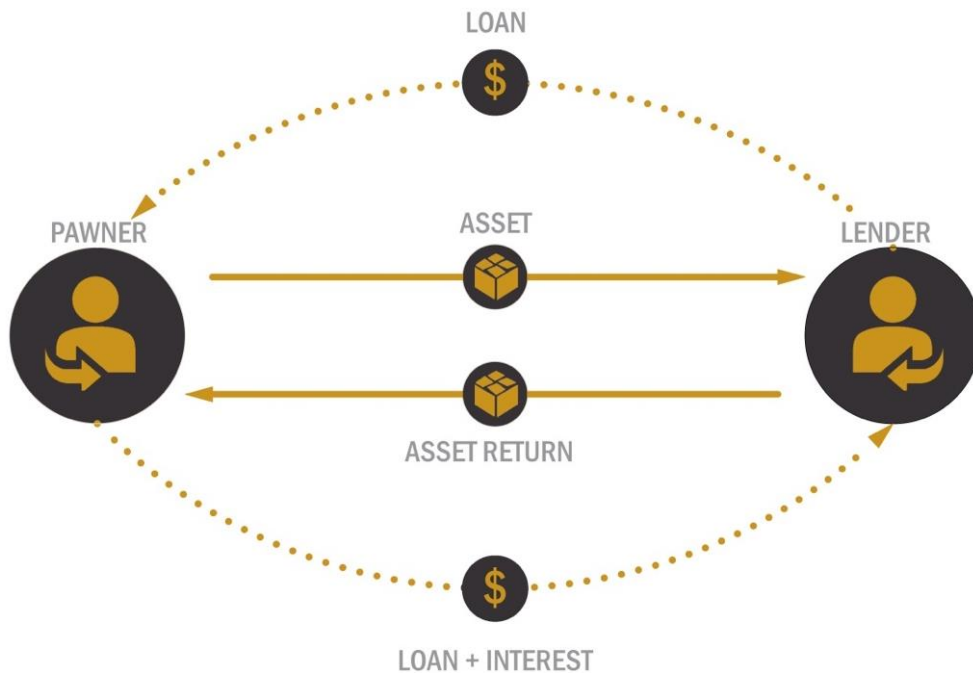
Pawner:

- Will be able to monetize from an asset during a certain period without losing the property right of it;
- Can decide freely when to pawn his/her own asset without any temporal boundaries in terms of period and duration;
- Can safely engage in the pawning process because of the trust embedded in the Blockchain technology;
- Can be sure that, in case pawned asset is damaged, lost or stolen (or in any other case that will be specified in the pawning clause), SmartDispute system that will be implemented transparently in the Smart Contract, will fairly evaluate and determine the loss value and release a sentence to help the pawner to get a fair amount of compensation.

Lender:

- a. Can enjoy all the benefits of the access to a certain asset for a certain period, by lending out an amount that is lower than the asset value;
- b. Can enjoy economic return through interest accrued;
- c. Can keep the asset if, at the end of the agreed period, the pawner doesn't return the lent amount.

3.3.3 How it works:



3.4 SmartDispute system

An innovative dispute system will be implemented in BizShake applications for the major dispute cases that may eventually arise during transactions so that both parties involved know exactly how to deal with payments, deposits, etc.

The dispute system will work based on 3 stages:

- 1) The first stage will allow the user of whom raised the dispute to provide reasoning while asking for the equivalent compensation or penalty to the opposing party; the penalty can have a fixed value in case of an unexpected event (i.e. asset not shipped back in time after the rent period: the fee as to be returned with a penalty of 10% of deposit). In other cases, the penalty can be chosen by the user (i.e. asset returned partially damaged: penalty request can range from 1% to 99% of the deposit).

A message will be subsequently delivered to the other user involved in the case of whom will be allowed to accept or counteroffer within a specific deadline set by BizShake Smart Contract.

- 2) In the case that no agreement is reached in 2 rounds of offer/counteroffer, each user can escalate a dispute. In this case, both parties involved have to produce all necessary explanations and documents to constitute a “Case File” within the deadline imposed by Smart Contract. The Case File will be forwarded to the review of a Panel of Arbiters that is composed of 5 users at the highest credibility level randomly chosen by Smart Contract. Arbiters will evaluate the documents and will reciprocally emit a verdict (penalty as a percentage of the amount claimed by the user who escalated the dispute). The final verdict will be calculated based on below formula:

$$\begin{aligned}
 \textit{Sum of valid verdicts only} &= \sum_{n=1}^5 (1.25\sigma_{\textit{verdicts}} - |\overline{\textit{verdicts}} - \textit{verdict}_n|)^+ \\
 \textit{Final Verdict} &= \frac{\textit{Sum of valid verdicts only}}{\textit{Count of valid verdicts only}}
 \end{aligned}$$

After the round of judge, each Arbiter will receive, review and score the result and motivation of other Arbiters: vote score ranges from 0 (totally inappropriate) to 5 (totally appropriate). Smart Contract will review the reputation of an Arbiter based on the vote score from other Arbiters after he/she has participated in at least 3 arbitrations. If the average score is below 3.5, this Arbiter will no longer be qualified to be in the arbitration.

- 3) Smart Contract will transfer the compensation decided by the Arbiters from the deposit locked in the lessee's wallet to the lessor and unlock the remaining deposit. If the final compensation is higher than the locked deposit, the difference amount has to be transferred. Users fail to transfer such amount of compensation within the time limit will be deemed as "debtors", and will be frozen from all activities on BizShake until the debt is paid.

The Panel of Arbiters will receive a commission equal to 2% of the amount claimed by the user who escalated the dispute. Such commission will be shared evenly among the Arbiters who fulfilled their judgment in that Panel. BizShake won't charge any fee from such commission.

Arbiters who fail to review and judge a dispute case within the time limit imposed by BizShake will automatically be voted a 0 and consequently, rapidly lose the legitimacy of being an Arbiter.

If the transaction is covered by insurance, the claimed amount cannot exceed the value of the deposit (for SmartRent) or loan (for SmartPawn). While any eventual exceeding amount will be covered by the insurance.

3.5 Peer to Peer communication

BizShake will always strongly encourage users to communicate with each other. Allowing mutual communication as well as the participation in the community/sub-communities will be the best way to build additional trust among BizShake applications users.

3.6 Price volatility prevention

In order to protect our business from the impact of price volatility of cryptocurrencies accepted by BizShake, we will let the users post the required price and deposit amounts in any fiat currency (USD, EUR, CNY, etc.). The value will be converted real-time in the corresponding cryptocurrency value when the transaction is executed. The actual amount of coins will be clearly indicated to both users engaging in the transaction.

3.7 Transaction fees

The fee applied by BizShake will be as low as 5% of each transaction value (5% of rental fee from SmartRent and 5% of interests from SmartPawn), which is inclusive of all the costs related to the use of the BizShake application and from the rent/pawn amount.

All details of the fee levels will be communicated at a later stage and will be subject to subsequent modification in order to reflect the opportune market adjustment.

3.8 SmartCertify

BizShake will implement an asset verification and certification system called SmartCerify. It will overcome another big concern for users who engage in renting or pawning high valuable assets. This system will work with Certifier Users who will certify that the asset is exactly the one described by the owner and assign a fair market value to it. The Certifier Users will be third-party professionals in certain fields (i.e. jewelers, luxury experts, car dealers/repairers, etc.) of whom will be qualified to certify assets of a specific class.

The Certifier Users can apply for this qualification and will, therefore, undergo a rigorous review by BizShake in terms of accreditation and professionalism in order to grant the community that they are indeed accountable.

Once a Certifier User is approved by BizShake, he/she will be able to receive Certification Request by other users who want to certify their asset of a certain class, of which the Certifier User is authorized.

The Certifier User will receive the asset to be certified and, if he/she has a positive result of its authenticity, that specific asset will be recorded on the Blockchain with an NFT (Non-Fungible Token) that will uniquely identify that particular asset, as well as its owner, certifier and value. The Certifier User will apply a tracking device, such as NFC or RFID (specification will be provided by BizShake), to the asset so that it can be identified by all the users through a device compatible with BizShake application.

The Certifier User will earn a commission for every certification from the asset owner. The asset will be traceable on the Blockchain and identification will be easy through the BizShake application.

“Certified asset will be applied with a Non-Fungible Token to be stored on the Blockchain. The Certifier User will apply an NFC or RFID device to the object so that it can be identified by BizShake dApps.”

The great benefits of having valuable assets certified and recorded on the Blockchain are as following:

- a. The users who will rent or pawn assets will be sure about the asset's authenticity, condition and value;
- b. The owner of the asset will immediately recognize whether the asset returned to him after the rent/pawn period is the original one instead of a fungible or similar or fake one;
- c. All the activities related to that asset (renting/pawning) will be tracked so that the asset can have an archive of access history; the owner will have a reliable record of all the activities related to that asset.

BizShake will also engage vendors of different asset classes in a strategic partnership and encourage them to become Certifier Users so that when an asset is initially purchased, it will already be registered in the Blockchain without the need for the buyer/owner to pay additional fees.

3.9 SmartIdentify and improvement of user profiling

BizShake will engage IDV service providers in a strategic partnership to implement a powerful User profiling AI system. Such implementation will allow BizShake to access other sources of information related to the user (after user's authorization for each service) and will grant an accurate user profiling in terms of:

- Digital Identity
- Accountability
- User's preferences and experiences
- User's interests
- Etc.

With such information, integrated by the user's own information on BizShake applications, we will be able to provide each user, not only with the best user experience through customizing the applications behavior to better suit our users specific needs, but also with an increasing level of security and trust among users derived from the Digital Identity; this kind of profiling will further reduce fraud, which is one of the main concern that has limited the adoption of P2P services, especially among the less tech-savvy user base.

Furthermore, the information gathered from some of these data providers (information of the user's Credit Score, insurance levels, etc.) will allow BizShake to improve the accuracy of User Ranking, which will grant a certain level of economic benefit to our users when using BizShake applications; for example, a user with a high Credit Score will have a discount rate when renting an asset, as he/she will pay lower rental fee, or will pay lower interest rate when pawning an asset since lenders opt to release the loan to credible users.

3.10 BizShake API

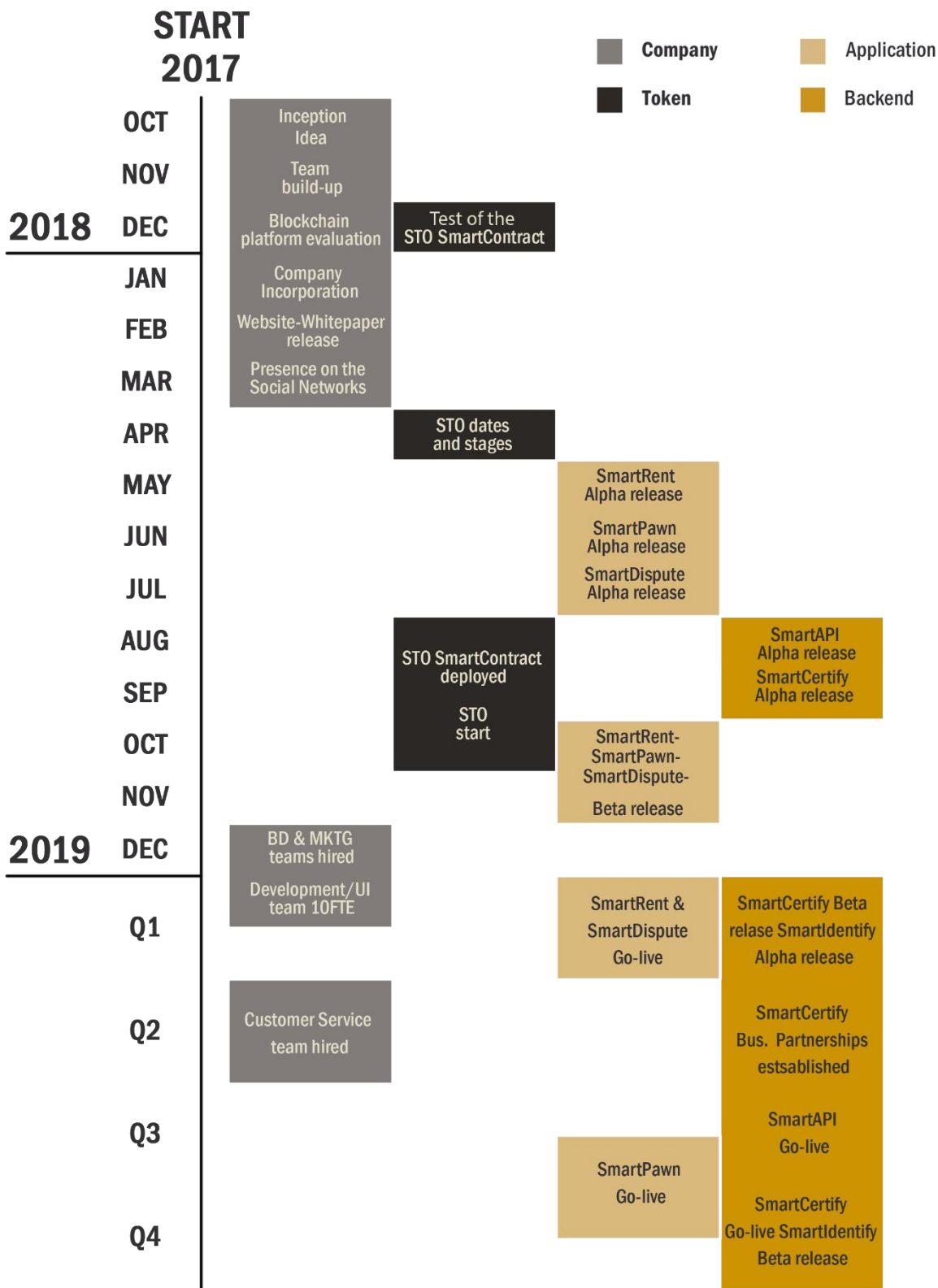
BizShake is going to develop an Application Programming Interface (API) for access to BizShake Smart Contracts. Through this API web developers will be able to create new applications, replicating the logic of BizShake application and using the same infrastructure (User authentication, Credibility level, wallets, payments, communications, disputes, etc.) without the need to re-implement all the logic. It means that if a developer thinks there is a specific market that will be better served by a specific application (i.e. renting bikes in Athens with user interface in Greek and with a specific map or pawning a specific type of asset that requires a lot of searchable information in order to be evaluated by the other users, etc.), such application can be developed quickly and easily without the barrier of technology know-how related to NEO Smart Contract development or cost generated from its deployment.

The API will have a specific field that will indicate API calls from the APPs of third parties. Part of the transaction fees that are charged by Smart Contract to the users will be transferred automatically from BizShake to the application developer.

BizShake will build easy tutorial and documentation that will explain step by step the function of our API. Such tutorial and documentation will be produced in as many languages as possible and will be accompanied by explanation videos.

BizShake will strongly encourage developers from all over the world to implement new applications based on our business logic for vertical market or specific asset class in order to further enhance the adoption of the BizShake business model.

4. ROADMAP



5. INTENDED STO STRUCTURE

5.1 Token economics

Total tokens quantity: 200,000,000

Token Available at Sales: 100,000,000

Token ticker: BZS

Token type: NEP-5

STO event dates:

Private sale:

- Start date: Oct 1st, 2018
- End date: Oct 14th, 2018

Crowd sale:

- Start date: Oct 15th, 2018
- End date: Oct 31st, 2018

Accepted Cryptocurrency for the STO event: NEO, GAS, ONT

5.2 STO Dates and stages



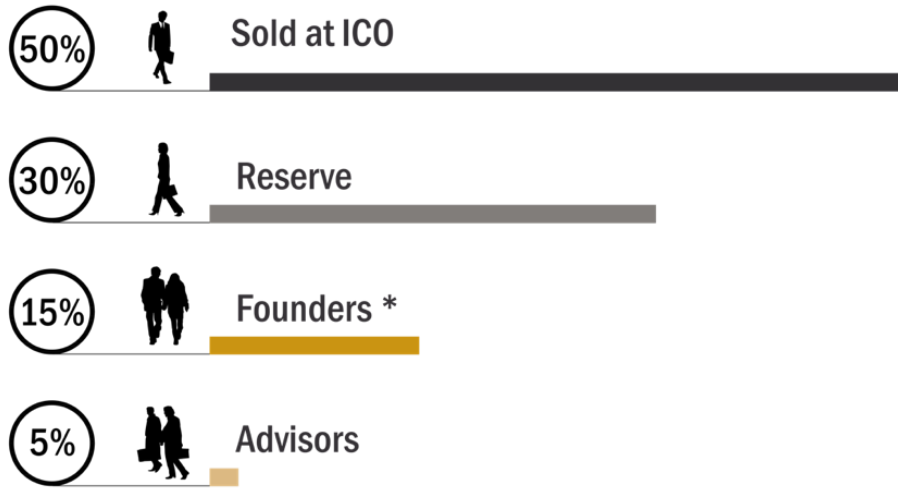
Early adoption bonuses:

- **Private Sale (Oct 1 – Oct 14): 40% (1 NEO = 260 BZS)**
Minimum contribution for Private Sale: 1,500 NEO or equivalent
- **Crowd Sale Phase 1 (Oct 15 – Oct 18): 25% (1 NEO = 230 BZS)**
- **Crowd Sale Phase 2 (Oct 19 – Oct 21): 15% (1 NEO = 215 BZS)**
- **Crowd Sale Phase 2 (Oct 22 – Oct 25): 10% (1 NEO = 200 BZS)**
- **Crowd Sale Phase 2 (Oct 26 – Oct 31): None (1 NEO = 185 BZS)**

* The price is determined with current NEO/USD exchange rate (74\$ per NEO); in case, at the time of sale start, this price should be different of more than 10% the exchange rate NEO/BZS will be re-determined

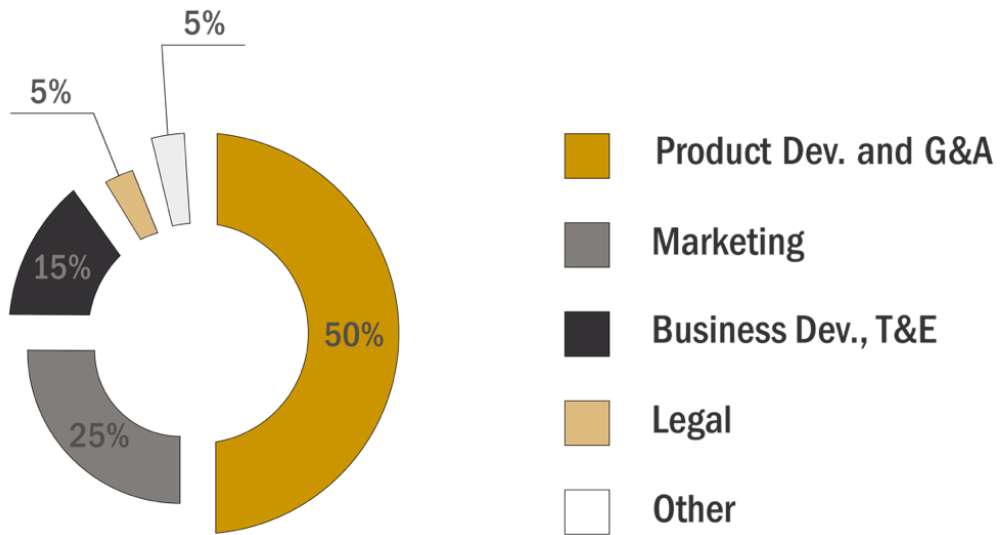
** The amount of BZS for each GAS and ONT will be determined real-time at the moment of contribution with the right NEO/GAS and NEO/ONT ratio

Token Distribution:



*Locked for 24 months after ICO

Raised Fund Allocation:



5.3 BizShake Governance model for Token Holders

The property of the token will grant the possibility to vote in the Token Holders Steering Committee that will be voting for:

1. all the strategic business decisions as well as any other decision that will be escalated to it by the Board of Directors;
2. elect one member of the Board of Directors.

The token holders' vote will be weighted proportionally to the amount of token they hold at the time of each vote.

The voting operations will be regulated by a Smart Contract in order to guarantee the transparency of the process.

Quorum and dates of each vote will be decided and communicated before each vote to take place to all the token holders.

Moreover, the token holders will be entitled to receive 30% of the dividends distributed by BizShake Inc.

Disclaimer: any term of this structure is only intended to share our perspectives and intentions and shall be subject to proposal to SEC and any proper authority before to be effective therefore is subject to review by our advisors and security attorney from time to time in order to fulfill any and all compliance that might be requested by any US relevant authority. Chinese citizens will not be allowed to participate in BizShake token sale.

6. TEAM



CEO and Founder: Giuseppe Lo Presti

MBA, BSc in Computer Science. Result oriented executive with 20 years of professional experience in multinational companies in EU and APAC region, applying the skill mix and entrepreneurial approach to maximize the business results



CMO and co-Founder: Valentina Gu

MSc in Economics and Management in Media and Entertainment, Marketing and PR professional. Skilled and experienced in marketing and communication for cross industries, especially focusing on new technology



BlockChain Evangelist: Giuseppe M. Lo Presti

PhD in Computer Engineering, IT Researcher at CERN. Passionate about technology and keen to explore all the cutting-edge technologies with a curious and investigative approach to implement the best solution



Cloud Solution Architect: Nicola Bitetti

More than 15 years of technical experience in a multifaceted career proficient in cloud solution architecture with sound knowledge in ITIL, Agile project management and enterprise architecture. Technology enthusiast as a means of improving people's everyday lives



Head of design: Alessandro Rudellat

Architect, design expert; passionate of Art and fine Cuisine. His competences span from Interior Design to Computer Graphic and Brand Image. Applying creativity in all aspects of life is his life mission and ultimate goal



Software Architect: Andrea Celin

Extensive international experience in senior positions. Managing various teams and projects as well as designing innovative architectures for E-Commerce, WCM, CMS and ALM solutions and challenging projects in Agile Scrum context, looking beyond for the next gen software



Community Specialist: Dave Dormans

Did study Tourism and leisure, found his love for blockchain 2 years ago and is always searching for great ICO's in the NEO ecosystem. Crypto is his passion and lifestyle



Copywriter: Brian Kleiber

Brian is a digital marketing professional, creating data-driven results through creative copywriting, inbound marketing and search engine optimization. From telling stories to increasing a website's search engine visibility, his experience is broad and he's always learning something new

7. ADVISORS



Ludovico Bongini

MSc in Law in 2004, in 2010 established his own law firm specialized in M&A operations, international contracts and corporate law and subsequently merged into Diacron Group where he was appointed Managing Partner USA in 2015



Federica Bruni

MSc in Business and Corporate Law in 2012, worked in Baker & McKenzie and moved in Diacron Group in 2013, in the Shanghai office for 2 years and later in New York where is currently working as Account and Tax Manager



David Henriques

Digital entrepreneur and co-founder of Sekkei Studio, a digital marketing agency in Shanghai & Hong Kong. More than 10 years of experience in helping the communication of foreign companies in China

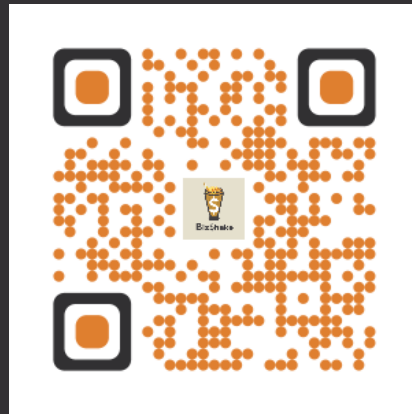


Ian Scarffe

Blockchain and Crypto Advisor, Ian is a serial entrepreneur, investor and consultant with business experience from around the world. As a leading entrepreneur, Ian is on a personal mission to develop a culture of entrepreneurship, helping startups achieve their full potential as well as helping to expand existing companies

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THANK YOU