

## NUDGE TOKEN METRICS

### WHAT IS THE NUDGE TOKEN?

*It's the cryptocurrency fuelling the Impetus One advertising platform.*

With the NUDGE token you will be able to purchase advertising services on the platform, reward customers or be rewarded by brand for fulfilling platform missions and a lot more. A cryptocurrency is vital to the Impetus One platform, because of it's need to process many micro transactions to a lot of customers.

### PLATFORM

For crowdsale purposes, the NUDGE token will be a ERC20 token running on the Ethereum blockchain. The Impetus One platform will be built on our partnering blockchain Zilliqa, due to it's high throughput and secure smart contracts. After the Zilliqa main net release, the existing ERC20 tokens will be swapped to Zilliqa compliant tokens.

### SUMMARY OF TOKEN METRICS

**Project name:** Impetus One - Changing the paradigm in online advertising.  
**Token name:** NUDGE Token  
**Ticker:** NUDGE  
**Type:** Ethereum ERC20 Standard  
**Price:** 0.0000125 ETH/NUDGE - 80,000 NUDGE/ETH  
**Total supply:** 3,780,000,000 (3,780 billion)  
**Crowdsale:** 1,776,600,000 (1.776 billion - 47%)  
**Community:** 189,000,000 (0.189 billion - 5%)  
**Reserve:** 1,814,400,000 (1.814 billion - 48%)  
**Hardcap:** 22.200 ETH

### CROWDSALE

47% of the total token supply (TTS) is offered to be sold in the crowdsale, for a total of 22.200 ETH. 17% of the TTS will be used for product development, including web and mobile platform development, blockchain interaction and security audits. 26% will be used for marketing the platform and it's mobile apps. Operational costs will be no more than 3% and strategy and research will take up 1% of the funds.

### RESERVE FUNDS

48% of the TTS will constitute reserve funds, to be vested until the succesful release of the platform, according to our roadmap. 18% of the TTS will be the team remuneration for the finished product. Please keep in mind that these funds will be released quarterly, in 4 equal tranches, with the first tranche at product launch. Legal expenses and other ICO expenses have been covered by the team prior to crowdsale and are also included in the vesting scheme.

### BONUSES AND AIRDROP

5% of the TTS will be used for private sale and presale bonuses and for advisor remuneration. There might be a leftover of tokens, if the presale will not require the projected amount of bonuses. The leftover amount of tokens will be subject to a small airdrop based on specific criteria to be set at the appropriate time.

#### USE OF RESERVE TOKEN TO BE RELEASED AFTER PRODUCT LAUNCH 48% OF TOTAL TOKENS

**Reserve 20%**  
Marketing, Exchange of the reserve

**Platform incentivisation 10%**  
Startup bonuses for advertisers and publishers

**Team & Legal 18%**  
Team remuneration for finished product

#### DISTRIBUTION BONUS, AIRDROP, ADVISORS 5% OF TOTAL TOKENS

**Advisors, Airdrop, Bonus 5%**  
Company establishment, adviser remuneration, airdrop, bonus crowdsale

#### DISTRIBUTION OF CROWDSALE FUNDS 47% OF TOTAL TOKENS

**Product Development 17%**  
Backend development 5%  
Frontend development 3%  
Crossplatform design 1%  
Mobile development 5%  
Blockchain development 1%  
Security 2%

**Marketing 26%**  
Conferences & Partnerships 6%  
Online campaigns 12%  
Marketing production 3%  
Branding 3%  
Video production 1%  
PR 1%

**Operational 3%**  
Business expenses 1%  
Office expenses 2%

**Strategy & Research 1%**  
Management 0.7%  
Market research 0.3%

### BONUS STRUCTURE

To reward contributors trust, we have devised a bonus structure with bonuses no more than 30% during the private sale, which is limited at 1000 ETH and no more than 20% for contributions during the presale. We think that early contributors need to be rewarded for their trust in our idea and team, but there needs to be a balance between their bonuses and crowdsale conditions.



**BONUS LEVEL**  
 10 ETH - 100 ETH: 5 %  
 100 ETH - 500 ETH: 10 %  
 OVER 500 ETH: 20 %