cheapmedia

The platform for advanced ICO promotion

ICO wrap-up and promotion

The purpose of our services is to attract more than 1000 investors from different parts of the world (Europe, CIS, Asia) to your ICO project **Target audience**:

- Members of specialized investment funds
- Private investors who own cryptocurrency

What do we offer?

- 1. Legal services
- 2. Tokens issue and customisation
- 3. Wallets binding
- 4. Marketing strategy development
- 5. Development of a multi-language ICO site
- 6. Setting up of a personal investment account
- 7. Preparation of multi-language Whitepaper
- 8. Community manager support
- 9. Continuous update of BitcoinTalk forum thread
- 10. Creation and promotion of Bounty campaign
- 11. News, articles, interviews arrangement
- 12. Hosting on Russian and English sites
- 13. Search for relevant conferences and exhibitions. We will prepare promo materials and deliver speech on your behalf
- 14. Engagement of famous advisors
- 15. Development of promotional videos / maquettes
- 16. Contextual advertising Yandex, Google
- 17. Banner ad on specialised platforms
- 18. Targeted advertising in social networks
- Project registration on key catalogues and trackers. More than 40 platforms
- 20. Collaboration with funds and investors through corporate channels
- 21. Roadshow arrangement for specialized investment companies.
- 22. Listing on exchanges

You can always optimise your expenses doing part of the work on cheapmedia.net

Legal services

Service description

- At the first stage our specialists perform an assessment of presented business plan and define main project milestones (Road map)
- Then the analysts develop financial and legal schemes and define major milestones of project's technical part
- During third stage our lawyers develop all required documents: Non-Disclosure Agreement, Token Sale Agreement, Privacy Policy, check the White Paper, Warranties and disclaimers, Advisory Agreement, Terms of Use, Legal opinion on client's project by external lawyer
- 4. Finally we conduct the company's registration in following jurisdictions: Switzerland, UK, USA, Singapore, Hong Kong

For this stage we recommend to allocate around \$20 000 in the budget

This part of the text should be embedded in Whitepaper

Risks.

The whole world is just starting to pass regulatory laws regarding cryptocurrencies and Token Sales

Privacy Policy (Paymon)

This document is an integral separate part of the legal documentation for the token sale of the Paymon ICO

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' is being used online. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our site.

Terms and Conditions (Paymon)

This document is an integral separate part of the legal documentation for the token sale of the Paymon ICO

These terms and conditions (hereinafter the "Terms"), Privacy Policy and any terms and conditions published from time to time on the Website (being www.paymon.org, all subdomains and all their respective pages) constitute the legal relationship and agreement between you, the Contributor, and Paymon LLC, registered in Nevis with the registered office address Mani Street, P.O. Box 555, Charlestown, Nevis, West Indies, in respect of the Contributor's participation in the Contributing receiving and holding Tokens, and his/her use of the Website.

It is advised to start legal services 4 months prior to ICO launch

Tokens issue and customisation, smart contract development, wallets binding

Service description

Taking into account legal features of selected regions we create token and smart-contract. Then we bind wallets for cryptocurrency payments

For this step we recommend allocate around \$2 000

```
SOLIDITY CONTRACT SOURCE CODE
                                                                CONTRACT BYTE CODE
                                                                                                     SELECT CONTRACT TO DEPLOY
          * @param _value the amount of money to burn
 127
 128 -
          function burn(uint256 _value) public returns (bool success) {
 129
             require(balanceOf[msg.sender] >= _value); // Check if the sender has enough
                                                                                                        Token ERC 20
 130
             balanceOf[msg.sender] -= _value;
                                                       // Subtract from the sender
 131
             totalSupply -= _value;
                                                       // Updates totalSupply
 132
             Burn(msg.sender, _value);
 133
             return true:
 134
 135
                                                                                                     CONSTRUCTOR PARAMETERS
 136 +
 137
          * Destroy tokens from other account
                                                                                                     Initial supply - 256 bits unsigned integer
 138
 139
           * Remove ` value` tokens from the system irreversibly on behalf of ` from`.
 140
 141
           * @param from the address of the sender
 142
           * @param _value the amount of money to burn
 143
                                                                                                     Token name - string
 144 -
          function burnFrom(address _from, uint256 _value) public returns (bool success) {
 145
             require(balanceOf[_from] >= _value);
                                                               // Check if the targeted balance
 146
             require(_value <= allowance[_from][msg.sender]); // Check allowance
 147
             balanceOf[_from] -= _value;
                                                               // Subtract from the targeted bal
 148
             allowance[_from][msg.sender] -= _value;
                                                               // Subtract from the sender's all
 149
             totalSupply -= value;
                                                               // Update totalSupply
                                                                                                     Token symbol - string
 150
             Burn(_from, _value);
 151
             return true;
 152
 153
154
```

Marketing strategy development

Service description

Development of a marketing strategy is one of the most important stages of ICO. Correctly selected strategy is 70% of your success!

During this stage we analyse current conditions of ICO market. We analyse the project, its strong and weak sides. Then we select the segments of crypto investors. For example, sometimes it is possible to receive money through crypto funds without ICO launch. Also, the project can be attractive for a strategic partner who may provide required investment.

Operational marketing heavily depends on the chosen strategy: ICO wrap-up, marketing channels and message, tokens pricing and sales channels.

For this step we recommend allocate around \$10 000

Strategic marketing

- ICO market analysis
- Strong and weak sides of the project
- Segments selection
- Strategy selection

Operational marketing

- ICO wrap-up, token
- Sales channels
- Pricing
- Promotion and PR

Development of multi-language ICO site and investor's personal account

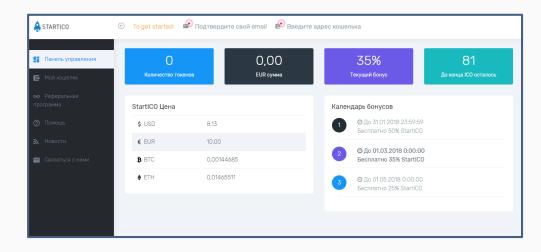
Service description

ICO site is not just a front page with project description, but a comprehensive investor's personal account with options of investment / investment increase.

Translation of all chapters is required to allow registration and cryptocurrency transfers for investors from different countries.

ICO site has many other different features. We take into account all of them in order to create effective and functional site.

It is advised to allocate about \$2000 for site development



Development of a multi-language Whitepaper

Service description

Whitepaper is a document which has extensive description of your projects translated to few languages

It includes technical data, marketing strategy, road map, information about project and team, market capitalization an other chapters.

Document is posted on the site and other platforms where the project is presented.

It is advised to allocate about \$2000 for Whitepaper development

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Community manager support

During ICO we appoint a moderator (communication specialist) to make an updates in forums and networks. He is a "instigator". He or she makes life of investors more fun and posts news from the project's life.

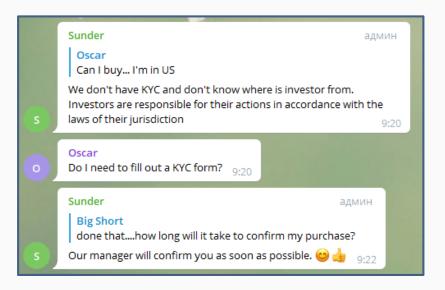
Community manager's tasks:

- Accurately removes trolls and active flooders
- Involves investors to the project in order to prevent any thoughts about exit from the project on early stage. Creates trust-based environment in the project's social networks. Investors are updated with all project news. Audience has no unanswered questions and they treat community manager as the best friend.

Service options:

- -Russian / 1000\$ / month. (Fb, Tw, Telegram)
- -English / 1500\$ / month. (Fb, Tw, Telegram)
- -Other languages/ 2500\$ / month. (Fb, Tw, Telegram)

To provide 24x7 support we recommend to involve 2 specialists per 1 language. The service price for 3 months with 4 specialists (2 Russianlanguage, 2 English-language) is \$7500



Management of BitcoinTalk forum thread

We buy popular account and re-name it to start-up official name. On behalf of it we create a forum thread and post an information. Additionally we purchase 5-8 accounts for project support by "loyal investors"

The advantage of this approach is that at the very beginning the thread is alive. 5-8 popular accounts write positive posts which allow investors to make a decision.

Service options:

- 1. Search and purchase of 5-8 popular accounts for the project / \$500
- 2. The project forum thread development / \$3000 / 1 language
- 3. The thread management (conversations between the purchased accounts and answers for the questions) / \$1000 / month. / 1 language

The service price for 3 months is \$12 500. The price does not include account costs. Account expenses depend on the popularity.



Creation and development of Bounty campaign

We have an access to the "bounty" audience (not fakers) who do a real reposts about the project and proved a return.

The Bounty is very(!) complicated work in terms of communication with "bounty guys"!

We create a registration forms for "bounty guys" and control how they do their work. This is a routine work which requires entrance into every account of "bounty guys" and check whether he actually made a repost. And only then we add a plus in his table. Imagine when you have 5000 "bounty guys".

We create bounty text and invite new "bounty guys". Continuously conduct dialogues and help them with their posts. After an ICO we control correct distribution of the earned tokens and their transfer to wallets.

A client allocate the percentage (how much of ICO percentage can e spent on bounty campaign) and 3-5 times per week gives creatives for posting.

Service description:

- 1. Creation of bounty campaign / \$2000
- 2. Bounty campaign management / \$1000 в мес. / 1 language

The service price for 3 months is \$8000 (English and Russian languages)



Preparation and posting of news, articles, interviews

It is important for investors, in terms of trust to the project, watch the team and its public presentations. We write English and Russian articles on the startup's specific topics. Also we write interviews and founders comments on world's events. We create relevant videos with subtitles from different materials.

Copyrighting service: from \$300 for an endemic article/ 1 language

In total we suggest to allocate around for writing of 3 articles and their publication in industry media.

P.S. You can check prices for materials publication in industry media on <u>Cheapmedia</u> platform

Managing partner Andrey Orlov comments a new project of federal law about cryptocurrency.



Ministry of Finance of the Russian Federation has posted a new project of federal law today "about digital financial assets" (cryptocurrency regulation). Managing partner Andrey Orlov comments:

During the discussion of this law project the participants faced a controversial

Search and preparation for conferences / exhibitions

A start-up promotion on specific events gives an intended coverage and a high degree of investors trust (in case of presentation). Events participants are investors with different capabilities – from small to big funds. A participation of a start-up could be done in different ways: from brochures distribution to a presentation. We develop a schedule of exhibitions / events and prepare materials for the participation,

Service options:

- 1. Development of events schedule for a quarter / \$1000
- Negotiation with facilitators to approve the participation / 1 event / \$300
- 3. Presentation and distribution materials development / \$1000
- Presentation on behalf of a start-up (!) / \$3000

For this services we advise to allocate \$2900 which includes participation in 3 industry events.



Engagement of famous advisors

We select best advisors who have good reputation and big community access.

The advisor's work includes a project promotion among his or her audience (video feedback, 5 reposts and posts about a project in social networks, etc)

The expenses for good quality advisor range from \$6000 до \$10 000. We do not recommend invite unknown advisors.

The best option when a project has advisors from relevant industry; people who closely connected with cryptocurrencies and blockhain; people from well-known businesses. These three directions help to attract investors to the project.

Service option: \$3000

P.S. An advisors expenses are not included into the calculation



Yaroslav Kabakov

Facebook

Yaroslav is Deputy CEO in FINAM—one of the biggest investment companies in Russia. His experience and expertise help us see financial plans, the fund's models and portfolio companies in a new light. Yaroslav is a financial expert with vast experience. He is a graduate of Plekhanov Russian University of Economics. He is an economist with a Ph.D. in Economics.



Evgeny Kuznetsov Adviser

Facebook.com

Evgeny Kuznetsov is a Director of subsidiary funds of RVC JSC. He is responsible fo activity of RVC Infrafund LLC, RVC Biofund LLC, RVC FIP LLC and MIC Civil Technologies LLC. Evgeny has been working at RVC since 2009. He was a director of the development and communication department, later — director of the strategic communications department. From 2014 he was appointed as a Deputy CEO — director of the project office, became a member of the management boards of RVC. In December 2015, took the position of Deputy CEO — program director. From July to December 2016 — temporary CEO of RVC.

RVC — is the Russian government's fund of funds and the development institute of the Russian Federation, one of country's key tools to create and expand the national innovation system. The company has a wide range of programs to develop Russia's venture investment market establish educational and

organizational services for market players, as well as increase the ability of Russian technology companies to compete in the global marketplace. RVC's main objectives are to promote Russia's venture investment industry, and to take on the role as the project office for the National Technology Initiative (NTI).

The total number of RVC funds has reached 25 (including two funds in foreign jurisdictions), with their total size of RUB 35.1 bn. RVC's share is RUB 22.5 bn.

Development of promotional materials

For project's presentation to investors and media promotion it is required to have promotional materials on following formats: videos, maquettes, banners, etc. We develop all the materials with a corporate style of the start-up, from plot creation to montage and design

Service options:

- Animated video about a project, max 3 min / from \$1000
- Development of a prototype design for media advertising / \$100
- 3. Logo and corporate style development/ \$1000

We advice to allocate about \$2500 for creation of corporate style, video and 5 advertising maquettes



https://www.youtube.com/watch?v=BsbUfv-WKxY

Contextual advertising Google, Yandex, Baidu

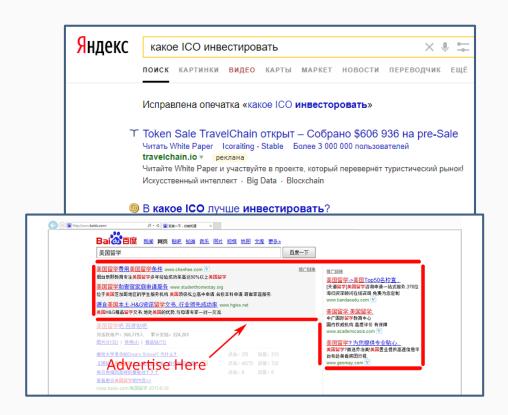
After your start-up is noticed on trackers or news / presentations, potential investors will start to "google" your project to get more detailed information. There are investors who search articles about "which ICO should I invest" or other searches. Hence, we select popular and low-frequency search phrases and adjust advertisement of your ICO according to them.

The service includes:

- 1. Selection up to 30 key words;
- 2. Writing of up to 5 advertisement, quick links
- 3. Delivery of full financial and statistical reports

Cost of advertising campaign adjustment:Стоимость настройки рекламной кампании: from \$300 (advertising budget is calculated separately)

For this services we advise to allocate \$8000



Targeted traffic from specialised sites

We select the most effective specialised English publications and post media advertisements in different formats.

Media advertisement allows to be in the public eye and always remind investors about your project. Also, it exposes the project to a wider audience.

The service includes:

- 1. Selection of optimal sites price / audience
- 2. Advertising publication

The service costs: from \$300

For this services we advise to allocate \$19 350 (up to 1,35 млн. displays)

	Сайт	Формат	Количество показов	Стоимость за 1000 показов (СРМ)
•	CoinGeckocoingecko.com	Medium Rectangle300x250 Center	100k	\$14.00
?	CoinGeckocoingecko.com	Leaderboard728x90 Top Center	100k	\$15.00
	CoinDeskcoindesk.com	Half Page300x600 Top Right	150k	\$35.00
	BitInfoChartsbitinfocharts.com	Header - All Pages728x90 Top Center	400k	\$7.00
	CoinMarketCalcoinmarketcal.com	Leaderboard (all pages)728x90 Top Center	100k	\$9.00
	CCNcryptocoinsnews.com	Top Sidebar Banner300x250 Top Right	400k	\$15.00
la.	Bitcoinforecastbitcoinforecast.com	Banner on all pages, betwee728x90 Center	100k	\$12.00

Targeted advertising in social networks

Private investors use social networks and video hosting services to receive news about a specialised market and for communication in thematic communities. We adjust an advertisement (English, Russian and Chinese languages) for people with the interest to blockchain, cryptocurrency and investments.

Cost of advertisement adjustment in on network: from \$200

For this services we advise to allocate \$6000 in order to show video and advertising posts in popular international social networks and video hosting services: Facebook, Twitter, Youtube, WeChat, YouKu, Weibo











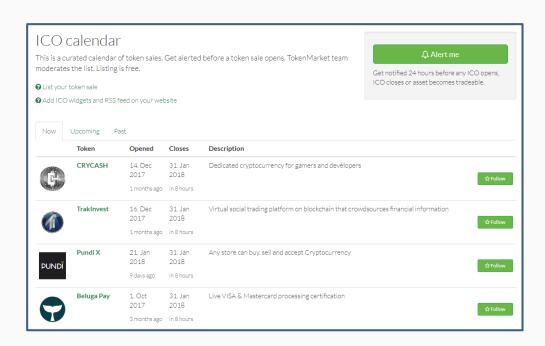


Project registration on key catalogues and trackers

Investors search new interesting ICO in different catalogues and aggregators. We find top rated platforms and list your project there.

We create the project description which grabs investor's attention and track an information update on trackers

The service cost: \$3000 / up to 40 trackers



Collaboration with funds and investors through corporate channels

We undertake a role of investment director in your start-up

The objectives of cheapmedia as your investment director:

We identify which funds and private investors can be interested in the project. Then we remotely familiarize them with the project and make and agreement on meeting with the project team. Once agreements with the funds achieved we organize business trips of founders in the defined region (for example Hong Kong or Singapore), so you can conduct from 3 to 5 efficient meetings.

Also, we prepare investment memorandums and presentation materials – exactly in what funds (!) are interested in, but not what founders want to tell.

This work could cover required investment volume even without ICO launch

Service options:

- Creation of presentation for funds / \$1000
- Funds selection, their familiarization with the project and schedule of meetings / \$5000
- 3. In case of successful investment round 2% success fee







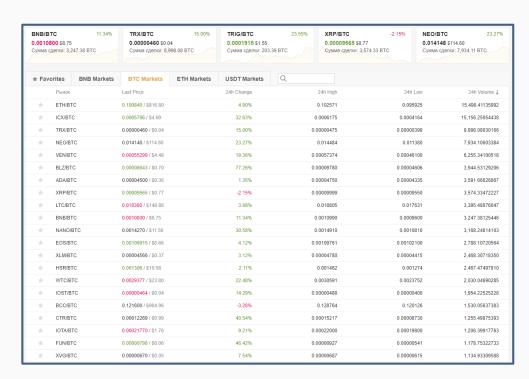
Listing on exchanges

Service description

To allow an access of your tokens on exchanges it is required to pass the listing process. Different platforms have their own requirements for projects, own features, fees. We select optimal exchanges and register there your token.

Listing of your token on exchanges attracts new investors and increase company's capitalization

For this service we advice to allocate \$12 000



cheapmedia

УМНЫЙ ГИПЕРМАРКЕТ РЕКЛАМЫ

cheapmedia.net try for free

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