



enzy

Between Pokemon GO and Nextdoor

A real-world mobile game favouring human interactions.
Powered by the Ethereum network.

version 0.10
July 16

Abstract

The way we network is undergoing unprecedented changes. Two decades of widespread internet use transformed social interactions. We have embraced the joys of anonymous expression, online acquaintances and virtualized relationships. There have been a lot of positive aspects to this dynamic but also many limitations and perverse effects.

This dynamic has now started to swing back: back to real life, back to more authenticity and privacy. People increasingly worry about the way their data is handled and they grow tired of fake profiles, unreliable services and information. **People spend a lot of their daily lives playing pretends and they would rather be themselves more often and more easily.**

In this document we present **Enzym**, a gamified local social network based on the blockchain technology and favouring real-life interactions. **The purpose of Enzym is to inject simplicity, ease and casualness back into our nights out.** Social life has become bugged and we see Enzym as a fix. We want to take advantages of virtualization and put them in service of real-life socialization.

Enzym will be composed of smart contracts and tools providing the functionalities necessary to an application aimed at linking strangers. **It will be token-based and free to use. Users will receive blockchain tokens via a variety of means, including challenges and interactions.** In order to use the app's features they will have to spend tokens and have their presence technically certified.

Enzym will offer venue-based billboards, games for tokens and laughs, a chat messenger, a "Hey!" call-for-attention feature, a system for safe and annotated encounters and a contacts list management system. **All these functions will be decentralized and validated by the transfer or the freezing of a certain amount of tokens. The token transfers themselves will be validated by NFC or QR code scans.**

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Introduction

Social life was made more complicated in the last few decades than it had in the preceding centuries or millennia. Socialization, generally speaking, used to be ruled by an idea of permanence. In traditional societies, personal tensions are ultimately dismissed because the people involved belong to the same community and will have to see each other all their lives. Modernity put an end to this system by institutionalizing social and geographical mobility. **Communities do not survive the constant renewal and rearrangement of their members: the sense of belonging fades away and a sense of competition takes over.** Besides, the multiplication of counter-cultures generates incomprehension and scorn between increasingly segmented groups which promote divergent values.

Social life thus became a jungle of sorts, where **most friendships last a few years or less and pushing oneself forward takes always more time and energy.** The dematerialization of social networks only made matters worse, at first. Mankind embraced the thrills of fantasized identities, fictional lives and consequence-free expression. Those with no scruples appreciated how much of a goldmine human loneliness can be. The exploitation of it proved to be profitable and **the proliferation of fake profiles, a major problem from the very beginning of online dating, never ceased to be one.** Even today, **in the US, 12% of dating sites and apps users have been victims of scams.**¹ 75% say they would like these networks to be more secure and 92% of US internet users worry about their privacy online.^{2 3}

¹ <https://www.consumerreports.org/dating-relationships/online-dating-romance-scams/>

² <https://www.datingsitesreviews.com/staticpages/index.php?page=Online-Dating-Industry-Facts-Statistics>

³ <https://www.trustarc.com/resources/privacy-research/ncsa-consumer-privacy-index-us/>

A history of socialization

Traditional socialization

Originally humans socialize for two reasons. First, they need to mutualize their strength and intelligence in order to survive and prosper. Second they have an existential and infinite desire to share pleasures, ideas, emotions and all things that create meaning and connection. Society, therefore, is both something we are subjected to and something we chose. **Living together can be difficult but living alone is impossible. If we have to live together we'd rather make it interesting and fun.**

This is how cultures are born. Cultures allow us to resolve our conflicts peacefully and they make daily life fruitful and pleasant. Even the most anarchic or stern societies ensure that everyone shares certain ideas on what's fair, what's proper and what's fun. Their members learn to respect precise protocols, to love the same music, to enjoy the same games and so on. **In traditional societies the importance of diversity never trumps the importance of having shared values and cultural references, which allows people to enjoy a certain level of trust and familiarity no matter how different they are.**

Modern socialization

This trust and this familiarity have diminished in most industrialized countries. Although the idea of a global village remains largely theoretical it is true that French teenagers, for example, tend to share as many values and cultural references with US teenagers as they do with their parents. **The culture obtained through internet (i.e. memes, movies, music or video games) connects more kids around the world than what they could ever share with their parents in real life.**

This dilution of local cultures into a global bath has a great impact on local social life. How does one socialize when most people around him don't share his values and ignore or disregard his cultural references? One goes online to places where one can meet like-minded people. It doesn't matter that they will never meet face-to-face. **The things they share make them more relatable to each other than most of the people they meet in the flesh. This doesn't mean that real-life socialization has become obsolete to any extent, but it does mean that virtual socialization has become an indispensable part of socialization as a whole.**

Current trends

Young adults used to be one of the smaller audiences for dating sites. This trend was reversed in the last few years, as is shown by the fact that their use of dating sites and apps has nearly tripled between 2013 and 2015.⁴ This drastic change was propelled by the

⁴ <http://www.pewresearch.org/fact-tank/2016/02/29/5-facts-about-online-dating/>

rise of dating services such as Tinder which made browsing profiles a casual activity: **swiping pictures left and right became something you do when you have five minutes to spare.** However the successful spread of college-specific dating sites proves that this normalization goes beyond laid-back entertainment.⁵

Today's youth grew with largely virtualized social lives and they know about the shortcomings of virtualization. They know that on the web people are often not what they seem to be, particularly on dating sites and apps. As a result they tend to distrust these and use social media to look for potential partners, to learn about them and to communicate with them. **Half of US teenagers have expressed their romantic interest in someone through interactions on social media.**

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Dating sites now tend to be similar to other social media in their workings and complementary to them in their function. Rationalization and streamlining are taking place and the trend of niche dating sites is fading. **Users favor dating sites that seem serious, well-established and well moderated. They expect some level of protection from the problems which are common in these networks and they don't want to feel like they're products in a supermarket. In other words they demand more reliability and authenticity.** Legal systems are starting to reflect these demands. Recently the adoption of the General Data Protection Regulation (GDPR) by the European Union significantly reinforced the protection of user privacy and obligated companies to rethink the way they treat data.

The market is adapting to these demands with varying degrees of success. The "slow dating" trend has found its champion with Once, a network where potential matches are determined by employees, not algorithms, and users are presented with only one match per day. Meetic, the number one company in the French dating market, got excellent results with its "Love Your Imperfection" campaigns.⁷ The organization of real-life events (soirées, workshops, holidays...) has become a standard feature for major actors. Dating sites are even starting to implement certification processes for profiles.

Nonetheless, the deep-rooted problems remain. **The latest scandal with Facebook's massive sale of user data to a private firm just reminded the world of how unsafe our privacy is online. As of 2015 half the users of online dating sites lied on their profile.**⁸ Fake profiles (bots or people whose information have been stolen) are a lucrative and widespread business in a world where people and companies are gauged by the amount of followers they have on Twitter. Crooks have developed very sophisticated methods to pump hundreds or thousands of dollars out of their victims by appealing to their kindness, their loneliness, or by dragging them into embarrassing situations they'll use for blackmailing. The list goes on and on.

The last major trend to be noted is the rise of local networking and friendly dating. Nextdoor, a social network aimed at connecting neighbors, was launched in 2010. Since its creation it has

⁵ <https://www.thecrimson.com/flyby/article/2011/5/2/students-date-school-site/>

⁶ <http://www.pewinternet.org/online-romance/>

⁷ https://www.challenges.fr/media/publicite/meetic-aime-les-imperfections-de-l-agence-buzzman_439598

⁸ <https://www.eharmony.com/online-dating-statistics/>

raised 185 million dollars and found its way into 80% of US neighborhoods as well as into the UK, the Netherlands and recently France.⁹ Nextdoor thus became the leader of a booming market, followed by nearly a dozen alternative apps. Meetup, on the other hand, isn't as much of an overwhelming leader as it used to be. Founded in 2002 and aimed at connecting people around hobbies and passions, this site has shown the viability of dating networks dedicated to purely friendly meetings and paved the way for the three dozen alternative sites and apps there are today.

The common overarching trend is that users want networking platforms where they can be themselves and meet people who are themselves. This doesn't mean there won't be space left for the likes of Tinder. The continued success of AdopteUnMec (literally "AdoptAGuy"), a dating site which puts its female members in the place of a consumer in a market of males, shows that there is viable space for the acknowledgement of the consumerist aspects of human relations, particularly if it is done humorously. **It is clear, though, that users are not only ready but in demand for reliable networks where they can have real interactions with real people.**

⁹ <https://techcrunch.com/2018/01/31/nextdoor-is-expanding-to-france-to-connect-neighbors/>
<https://www.frenchweb.fr/nextdoor-75-millions-de-dollars-pour-rapprocher-les-voisins/311413>

The purpose of Enzym

Real-life interaction is bugged. Enzym is a fix. It is designed to take people where they are talking their language and bring them back to the real-life teaching them how it works. Most young people are now used or even addicted to instantness and gaming.

We believe that face-to-face human interactions are valuable and irreplaceable. We believe that real and virtual interactions should complement rather than compete with each other. We note that real-life interactions have become tricky and we think virtual spaces can be used to make reality attractive and get people back to it. Our purpose is to make it easy again for people who don't know each other to have friendly spontaneous exchanges.

The challenge is to get users out of their comfort zone and incite them to break the technological barrier, interact on the spot and build a social network with people they actually meet. We want them to come back to the fundamentals of human relations: meeting, exchanging, networking. We want them to let go of their anxieties and re-learn relaxed socialization. Doing this takes training. We want to help them train.

In order to execute this mission we will build a venue-based social network which will facilitate get-togethers and foster local instantaneous meetings with new people.

The imperative of physical presence and the reputation system will protect users from scams and bad behaviors. The application will firmly secure the data of users to ensure the respect of their privacy and the confidentiality of their interactions. **The platform as a whole will evolve towards maximal decentralization and transparency thanks to technologies such as the Ethereum blockchain.**

This application will harness the power of gamification with rewards, constraints and a scoring system, to cultivate social boldness and make physical spaces more appealing than virtual spaces. The user will use all the application's features without spending a dime. He will, however, need to spend ZYMs – ERC20 tokens – which he'll acquire through local interactions ruled by smart contracts.

Go out with friends and meet new people

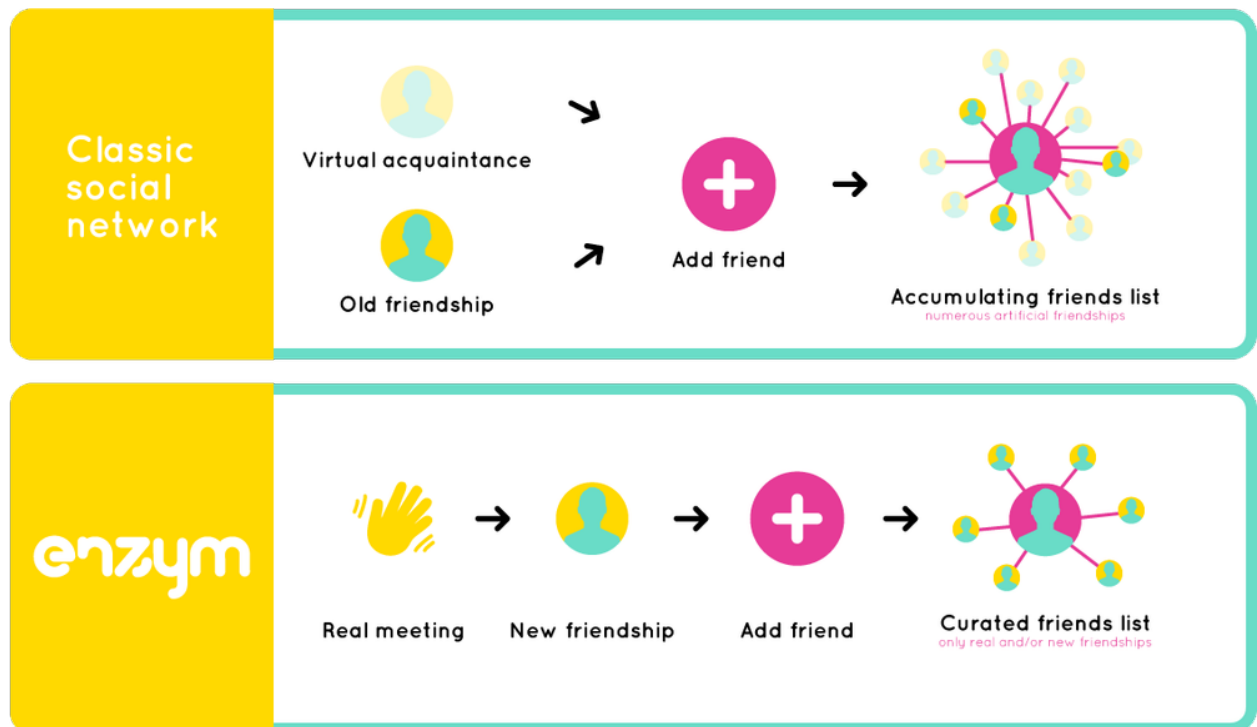
A social network to go out

Enzym will be a decentralized social application oriented towards meetings and happenings. It will allow users to meet new people, manage their relations, reference and follow their favorite venues and organize get-togethers. **Its main particularity is that a user's network will be exclusively composed of people he or she met physically.**

Enzym will not be a social network where you add someone to your friends list because he seems nice and funny. **On Enzym you add someone to your friends list because you had a good time with him or her and you plan on having more. We want to avoid the paradigm of perpetual aggregation which characterizes most of today's social networks and results in an implicit "who has the longest friends list" competition.**

Most of today's relations are ephemeral and we want to subvert the unease which still surrounds this fact. **There is nothing wrong with sharing great moments with a person for a few months then fading away from each other's lives. If you want to keep in touch with that person more or less loosely you can do it through another network like Facebook.** If you don't you just let him go. In all cases there is little point in keeping him in your Enzym network. **Enzym is about savoring the present moment, not archiving one's social life.**

This implies Enzym is a network where a lot of turnover happens. Dunbar's social theories are fully applicable here: if you have more than 150 people in your Enzym network then you failed in some way. Every person on your list should be someone you might spend an evening with in the coming months. A sophisticated system will be set up to concur with this vision, not to favor the careless doing and undoing of relations, but to incite users to keep their network meaningful and actual.



New relations here & now

The Enzym app will help users meet new people near them. At any point and time they will be able to see a venue-based map of the community to help them choose where to go out to. Any venue will be bound to a tiny localized social network accessible only from the inside of this particular venue. **Venues would include pubs, snacks, nightclubs, casinos, hotels, clubhouses, dance halls, stadiums, sport clubs, etc.**

Inside a venue the app will display a list of the users who are present at that moment and potentially interested. Upon entering, users will choose which part of their profile they want to disclose: name, photo, interests, etc. They will also be able to state quickly what they are looking for: a fresh face, a date, a fellow agitator, someone to debate certain topics with, someone to play a particular game with, etc. Users will browse the list, read the public profiles and start one-to-one conversations from there. **When one wants to actually meet the other they will, provided they both agree, be able to confirm it through the application.**

Being stirred up

The concept of gamification is central to this application. Gamification provides people with a "conviviality framework" that makes it normal to be friendly with strangers. Games have an extraordinary ability to boost confidence and break down social barriers.

The "treasure hunt" challenge is a good example. A user asks or is offered to participate in a treasure hunt, another user nearby is contacted and offered to be the treasure in question. If he or she accepts, the hunter then receives a picture of him or her, or some informations, and the name of the place he or she is at. The hunter then has to go to said place, find the treasure and prove he found it with NFC or by scanning a QR code on the treasure's smartphone. **Tokens and gaming loots are won by all and a friendly encounter just happened. They may as well have a drink and a chat while they're here.**

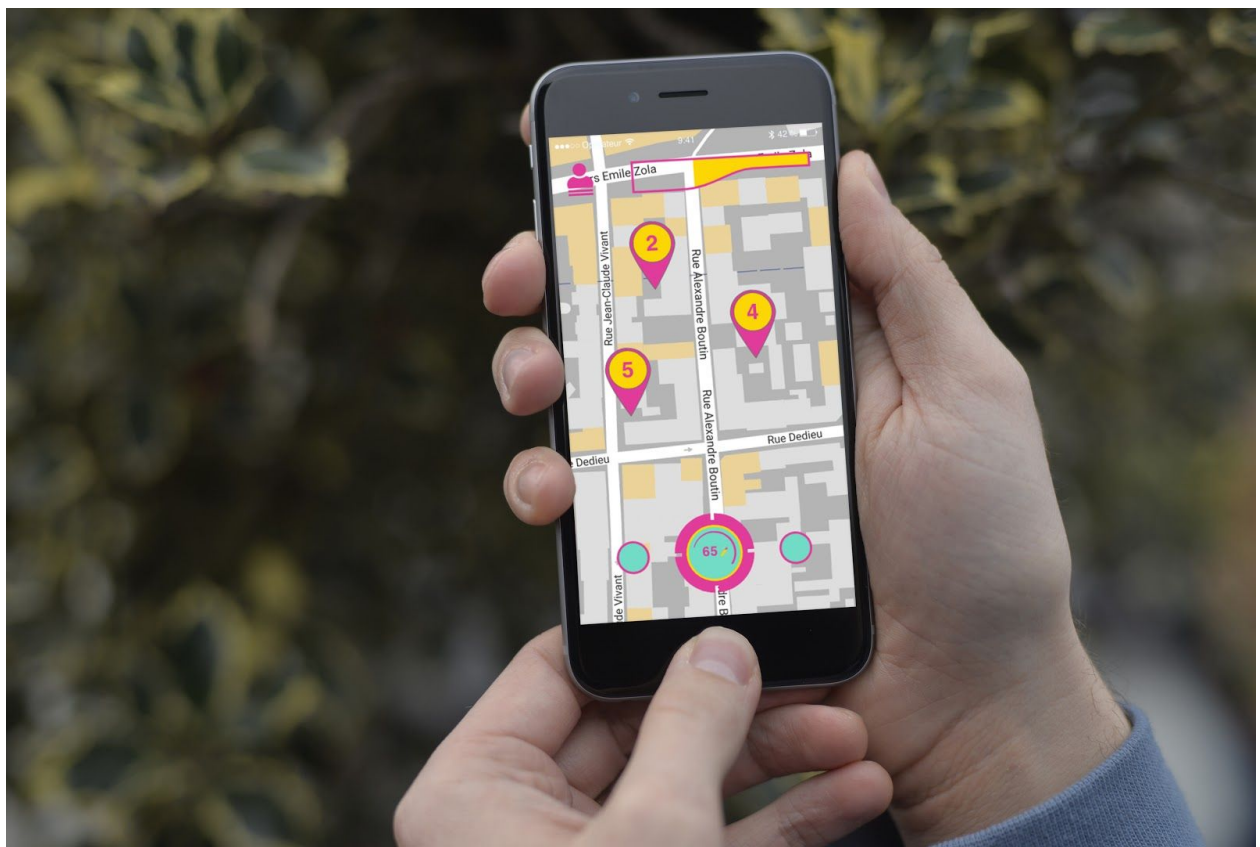


Or not. It may not matter because it is the users that define how they want to play and interact. The most important part of this treasure hunt might have been to look for the treasure and talking to strangers doing so. This part is where the benefits of gamification are the clearest. Normally that person would never go around talking so easily but in this circumstance he feels able or even comfortable to do it, all because it is just a game. **The**

uneasiness is dissipated by the playfulness of the game. When people play a game they like to win for the sake of winning, even if task and the stakes are utterly trivial. **The fun factor makes it both more appealing and less difficult to get out of one's comfort zone.** In this case, it encourages people to boost their social skills while discovering new places and meeting new faces. It feels exciting for the hunter and somehow flattering for the treasure.

Through such mechanics we can encourage users to safely meet real strangers rather than the usual "friends of friends". The result is empowerment. The light, laid-back nature of the software assistance makes it so that users don't feel like they're being spoon-fed. It makes them actors rather than spectators, it encourages their being decision-makers in their own social life.

This gamification will express itself in many ways. Video games are our best model in this regard. Four decades of experience made them masters in the art of creating small gratifications, getting players hooked on the pleasure they feel when a flow of little actions breeds a flow of little rewards. The latest entries in the Mario and Zelda franchises are brilliant in the way they draw the player into such positive feedback loops. Taking from their example and others we will be able to implement gamification throughout the application: cheerful sounds and visuals, exploration-bolstering mechanics, celebration of minor and major achievements, etc.



A safe place

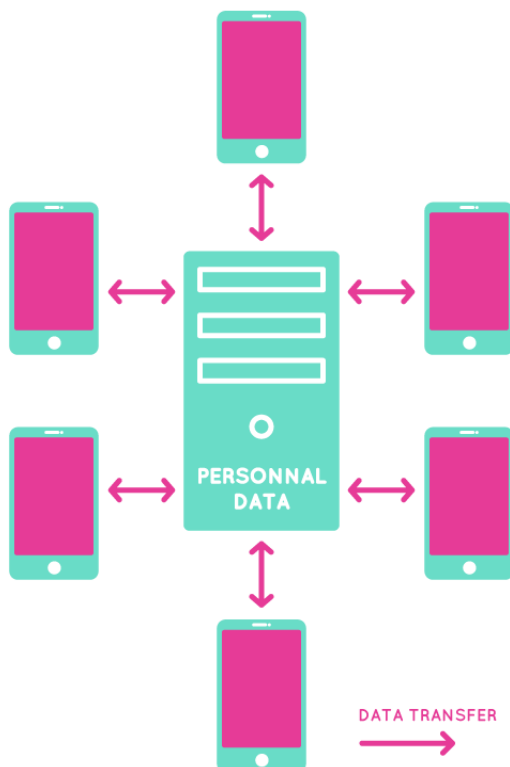
Privacy

The use of a strong cryptography will ensure the safety of users data and the confidentiality of their exchanges. Chat messages will be readable only by their recipient. Quantum-proof encryption algorithms, which are still in development, will be used as soon as a reliable standard emerges.

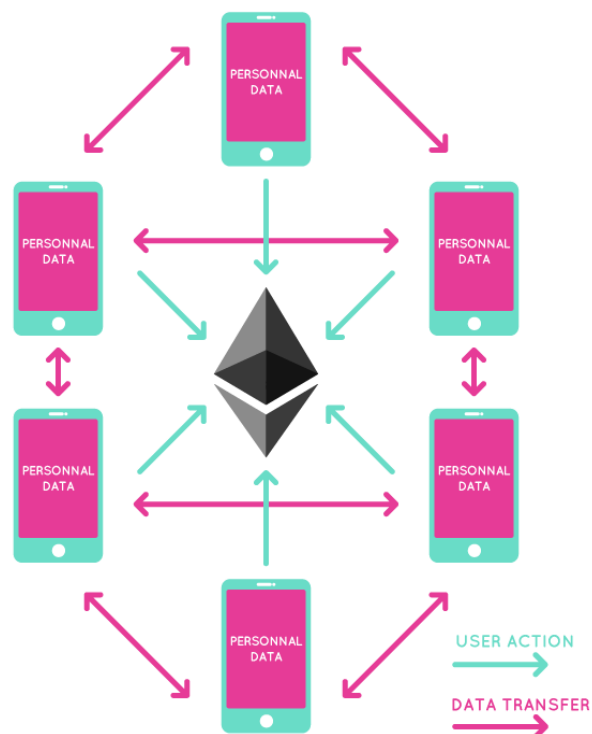
The Enzym team will only be able to access anonymous metadata, most of which will be public. This information will allow users to get an idea of how much interaction is taking place in different venues and allow us to find out what works best or uncover potential dysfunctions. Publicly available metadata will be obfuscated in order to be useless to external individuals and organizations.

Each user will have complete control over his personal data. He will choose what he shares publicly at any moment and in particular when he gets inside a venue. He will also choose how much of his notifications and history he shares with each of his friends.

Classic Social Network



enzym



Bad experiences mitigation

Only users in the same venue, whose presence is confirmed by geolocalization and quick wireless checks, will be able to send messages to each other. There will be two exceptions to this: users who added each other as contacts, and users who already met.

The use of ZYM tokens will be necessary for the use of the key features of the Enzym app. Buying Ethereum tokens is not easy and some application suffer from that. Enzym will not, as users will have several ways to earn tokens. All of them will be contingent on local interactions: meeting, chatting, friend-adding, participation in games and events...

After a meeting took place, users will confirm it and report whether they felt good or bad about it. If the answer is "bad" they will be asked if this was caused by inappropriate behaviors. If they answer yes they will be asked to pick which inappropriate behaviors happened. **Over time, a user's e-reputation will be automatically built and displayed using this data as well as other information** such as the number of messages sent and the percentage of replies, how many times people blocked him or were blocked by him, how many times he reported someone or was reported by someone, etc.

Second chances are important. **Enzym will have no banning system and a user's signaled bad behaviors will be progressively forgiven.** It will be up to users to determine whether they want to have a seemingly risky encounter or not, in the same way that it will be up to them to redeem themselves if they acquired a bad reputation. In all cases users will be able to block anybody at any time without justification. In effect this will simply make the designated user silent.

Users will not be able to fake their presence. This is essential to the experience offered by the app and essential to the reliability of the data used by venue owners. Geolocalization is easy to hack but most apps have nearly no incentive to address this issue. Enzym has major ones. We will ensure a user's presence by comparing his wifi or bluetooth ping to that of other users in the venue. Random decentralized checks will also be put in place. Our objective is to guarantee that verifications will be plentiful but not in excess, as we don't want to burden user smartphones with calculations. **We also want to build a system that takes trust into account. This would effectively outperform other, more classic blockchain systems which can't take advantage of their users' networking, meeting and knowing each other.**

Enzym activity	Outside	Inside
Chat	Friends and people already met	Friends or users inside the same venue
See who is inside	No (anonymized data)	Yes
See user notation	Yes (but anonymized)	Yes
See venue billboard	Yes (but anonymized)	Yes
See ambassador presence	Yes	Yes
See & reply to intentions and announces	Announces without profile Cannot reply	Announces + profiles Can reply
Add friend	Yes	Yes
Participate in a challenge	Yes	Yes

Trust in the platform

The Enzym platform will be decentralized using the blockchain technology and other decentralizing services. The goal is a serverless infrastructure where smartphones will communicate directly with the blockchain and each other.

The first version will set up a semi-centralized platform sealing the token usage into smart contracts. User data, whether profile information or messages content, will be stored on an IPFS decentralized network.

The second version will alleviate the need for servers. Nonessential services will possibly still be run on servers so as to facilitate processes that would take longer or be more complicated without them.

Enzym will be transparent. Most of the Enzym platform will be released as Open Source Software, meaning anybody with some technical knowledge will be able to review the source code and signal any problem or wrongdoing. We also plan on using existing open source software and libraries and to contribute to them.

Further prospects

We foresee the birth of a strong and dynamic community around Enzym, animated by a profound desire to live in an environment where meeting new people is easy and safe. We are determined to provide the tools and features with which the community will pave the road leading to this. User-organized public events could be one of them.

The growth of this community will allow new possibilities. We can imagine the sense of security, for Enzym users at least, that would stem from the mere presence of the community in a venue. Many light features and small gamified incitations could be added to catalyze this strength.

The core of Enzym is socializing. To go out is one way to socialize but there are others. At some point other separate communities with a different motivation would emerge: instant meeting in professional events, in public transportations, etc. Users would be able to switch from one community to the other.

Market analysis

Google, Facebook and many other major actors on the web offer people and organizations the option to make themselves more visible for a fee. They also provide **tracking tools** which allow their clients to calculate their return on investment. None of them, however, is able to tell these **locals stores (physicals)** how much the new customers cost them on average. The information regarding the conversion rate of the audience, from ad-viewers to confirmed customers, is lacking.

Enzym places itself on two important markets:

- The market of mobile marketing (\$200 billion last year, of which \$111 billion were related to geolocalized marketing, and a 38% growth rate).
- The market of online dating.

The market of online dating

The market of online dating regroups the following activities :

- Matchmaking services, for long-term relationships.
- Networking services, for meeting and chatting.
- Casual dating services, for non-committal sex.
- Friendly dating services, for nights out and activities.

The market of online dating is expected to generate a revenue of \$5 billion in 2018 and achieve an annual growth rate of 4.6%. Matchmaking services are the most important activity and the United States are the biggest segment, with projected revenues of \$2.8 billion and \$1.7 billion respectively.¹⁰ Most of the revenues come from monthly subscriptions.

Social networking market

More than half the human population now has access to the Internet. The portion of social networking services users is soaring, from 31% last year to 42% today. Additionally, 9 out of 10 of them access these services from a mobile device.¹¹ The revenue from social media advertising is expected to amount to \$51 billion in 2018 and achieve an annual growth rate of 10.5%. The revenue generated by the average internet user this year is expected to be \$17.¹²

The average internet user also went from having 3 social media accounts in 2012 to having 8 in 2016.¹³ This diversification is caused by a certain degree of specialization, as users turn to platforms which allow them to network in specific ways to suit specific

¹⁰ <https://www.statista.com/outlook/370/100/dating-services/worldwide#marketStudy>

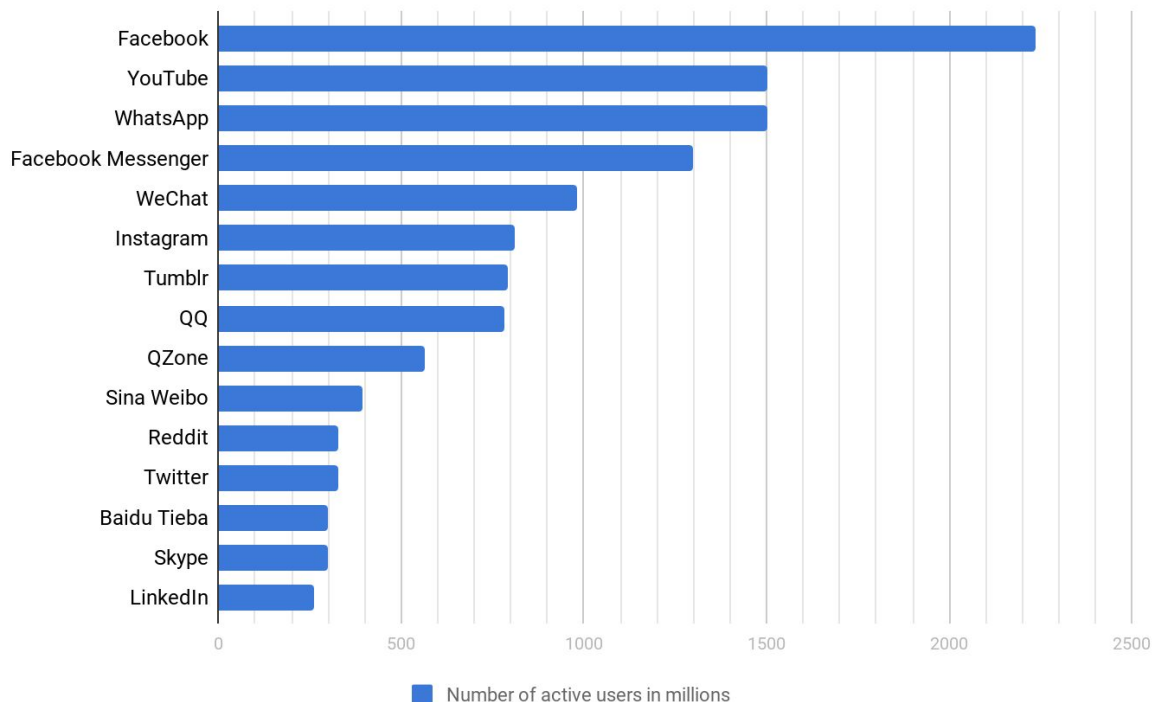
¹¹ <https://wearesocial.com/blog/2018/01/global-digital-report-2018>

¹² <https://www.statista.com/outlook/220/100/social-media-advertising/worldwide#>

¹³ <https://wearesocial.com/blog/2016/12/multi-networking-on-the-rise>

needs. The generalization of smartphones also did a lot for the surge in the use of social networking services by offering unprecedented accessibility, portability and instantaneity.

Top 15 social networking services



source: statista.com

Facebook is the leader with \$40.7 billion (in 2017) in revenue from targeted advertising and data sales. Most of the other social networking services have a similar economic model. The amount of users on these platforms is expected to grow by an average 4.5% in the next few years.¹⁴

Business Model

Venues

We want to make Enzym one of the most trustworthy options for venue owners to attract new clients, with quick results and precise, **anonymized statistics** regarding returns on **investment and retention rates**. The solution offered by this platform will not involve digital advertising but token distributions. Investing in our **ZYM tokens** will allow venue owners to practice a very localized form of marketing in which no investment is lost (tokens are only distributed to actual customers) and of which performances will be easier to trace than ever before.

¹⁴ <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

Our objective is to convince venue owners to buy and distribute tokens. This will give users an incentive to come in, appreciate the place and interact with other users. Although no customer retention can be guaranteed, **if customers had a good time it is likely that they will want to come back and enjoy the same activities with the same people before they start seeing them in other places.** Weeks or months later they might still like to come back to the place where they met to do the things they did then, whether it was a pool game or unabated chatting.

Our revenues from these sales will be generated by a **10% tax**, accounted in **Cash**. Venue owners will be able to modulate at will the amount of tokens they distribute, and the events and “booster” operations organized by them will prompt notifications to followers and neighboring users.

Community

In Europe, when people meet online and decide to meet in real life, 67% do so in a bar or a restaurant. 18% meet in an outdoor environment and 10% meet at one’s place.¹⁵ **These figures show that most people prefer a secure and active environment when they first meet someone.** Venues which serve food and drinks provide a space where two people can share something concrete as well as a moment both intimate and public.

Our objective is to help users practice spontaneous contact. **Enzym will assist them by acting as a communication intermediary and a provider of incentives. A clear, easy-to-use interface with practical features will facilitate communication, offering a variety of tools to discuss and share,** while the games will give chances to take part in risk-free social fun. **Gamification will be important to incite people to act and react, to congratulate and reward them and to highlight their progress.**

We will also set up a network of ambassadors who will be encouraged to “colonize” places. They will promote our community and services and be able to distribute tokens to newcomers. They will be rewarded in tokens.

We aim to achieve a 2% penetration on the 18-to-35 segment of the dating and networking market. That is about 16 million users, three years after the launch of the application. Our commercial strategy will focus on major cities in France then move on to capital cities in Europe, North America and Australia before finally shifting to Russia, South America, Asia and Africa. Promotional events and token distributions will be organized near universities and in the liveliest neighborhoods to accelerate the emergence of local user communities.

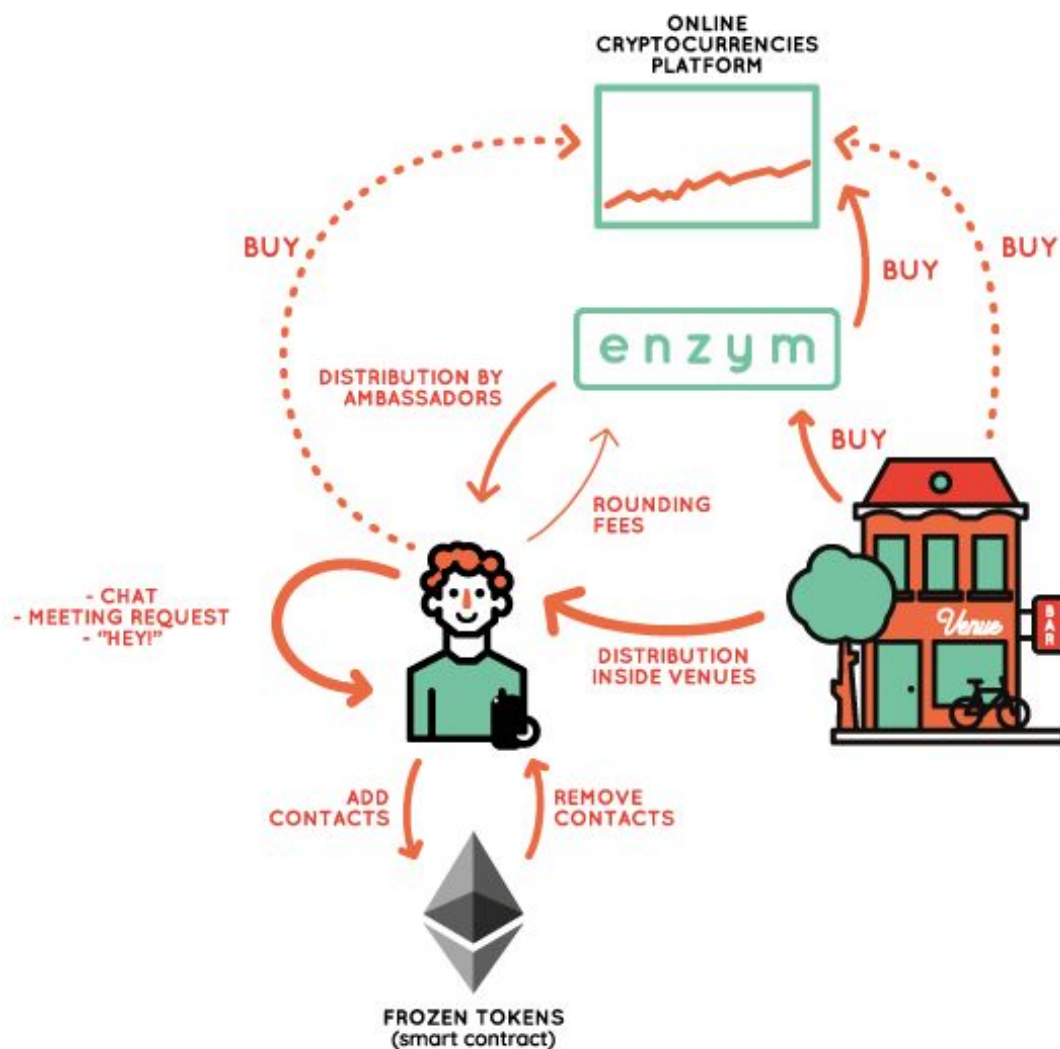
The Enzym platform will charge a 2% transaction fee (ZYM) to every ZYM transaction.

¹⁵ <https://www.statista.com/statistics/768772/place-meet-use-websites-meet-applications-dating-specialized-europe/>

The token

ZYM tokens will be required for the use of the Enzym application. Any interaction with strangers will cost some ZYMs to at least one of the participants. Venue owners will be able to buy ZYMs easily from their accounts on our dedicated website. They will also be able to fine-tune how and when these tokens are distributed to their customers.

As part of its business model the Enzym platform will charge a 2% transaction fee to every ZYM transaction.



If the price of ZYM tokens increases venue owner will have to pay more for the same quantities of tokens. We will fix this problem by adjusting the costs of user actions. As a quick unrealistic example, if the price is quickly multiplied by 2 or 3 we will basically divide the action costs by the same factor.

As a consequence the attractiveness of a venue owner's token distribution will remain stable. After a while some venue owners will see that buying more tokens and reserving them might be an advantageous strategy.

Enzym activity	Free	Costs tokens	Yields tokens
Chat (friend)	x		
Chat (stranger)		sender	receiver
Hey		put out	answer
Add a contact		x	
Remove a contact			x

Token issuance

Token auction

We will generate 1 000 000 000 ZYMs tokens and sell most of them in two phases: pre-sale and ICO.

The pre-sale will take place from the 15th of October 2018, to the 29th of October 2018. During this phase buyers will benefit from a 15% discount. Leftover ZYMs will be transferred to the following phase.

The ICO will take place from the 19th of November 2018, to the 10th of december 2018. Leftovers ZYMs will be used for the development of the platform's ecosystem as well as for additional fundraising.

APP Utility tokens	Fundraising limits
ZYM tokens belong to the Utility token class and are not regulated by SEC and AMF ERC20	Hard cap: 25 000 ETH Middle Cap: 12 500 ETH Soft Cap : 1 250 ETH
ICO start dates	ICO closing dates
Pre-sale of tokens - October 15th, 2018 Main ICO start - November 19th, 2018	Pre-sale closing - October 29th, 2018 ICO closing - December 10th, 2018
Duration of ICO	Terms of ICO termination
Pre-sale: 14 days Main sale: 28 days	The ICO will be closed when either the hard cap or the ICO termination date are reached.
Total number of tokens	Additional issue\mining
1 000 000 000 ZYM tokens will be issued via a smart contract when the pre-sale starts. All unsold tokens will be reserved for ecosystem development and additional fundraising.	Under the terms of the smart contract, tokens can't be additionally issued.
Base price for a token	Currencies approved for payment
See website for the exact price.	BTC, ETH,

Targets

- **Soft cap** : it is the minimal amount needed to ensure the viability of the project. The public offer will end on the 10th of December 2018. If less than 1250 ETH is raised at the end of the public offer, the money will be given back to the pre-sale and sale buyers.
- **Middle cap** : evaluated at 12 500 ETH, the middle cap will offer the opportunity for the Enzym project to achieve a fast growth in R&D and commercial development.
- **Hard Cap** : 25 000 ETH is the maximal amount that can be collected. It would be the ideal situation to permit a fast development on the international market.

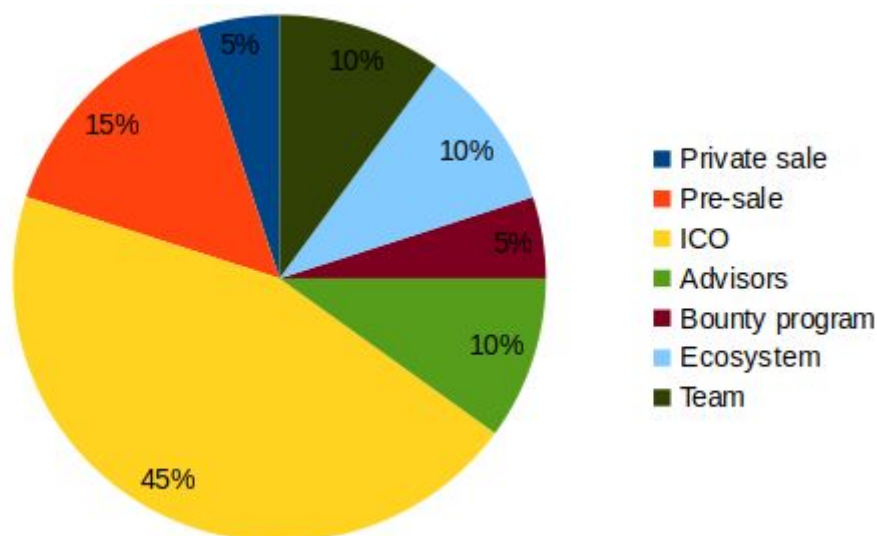
Sales Calendar and Token Price Mechanism

	PRIVATE SALE		PRE-SALE ICO	SALE ICO
4 STEPS	1	2	3	4
DATES	from July 2nd to August 3rd		from October 15th to October 29th	from November 19th to December 10th
Bonus	+30 %	+20 %	+15 %	+0 %
ZYMs for 1 ETH	35 000	30 500	28 600	~24 400
Max Global Cap (ETH)	930	1065	5680	17325
Min Personal Cap (ETH)	15	5	0,5	0

Tokens not sold in one phase will be carried forward to the next phase.

Token allocation

The ZYMs will be allocated as follows:



65% will be made available for purchase during the token auction (private sale + pre-sale + ICO).

10% will be reserved for advisors

5% will be reserved for members of the bounty program

10% will be reserved for the development of the platform's ecosystem.

10% will be reserved for the team.

The progressive release of distributed Tokens

After the ICO, only the tokens acquired during the fundraising will be free to be exchanged on the market. The unsold tokens will be dedicated to the development of the Enzym community and will be unlocked step-by-step by the smart contract (i.e. vesting).

Category	Lock time of tokens
Team	Vesting of 3 years ; Cliff: 1 year
Bounty	Vesting of 6 months
Advisors	Vesting of 6 months
Community development	Vesting of 4 years
ICO private sale, pre-sale and sale	Immediately available

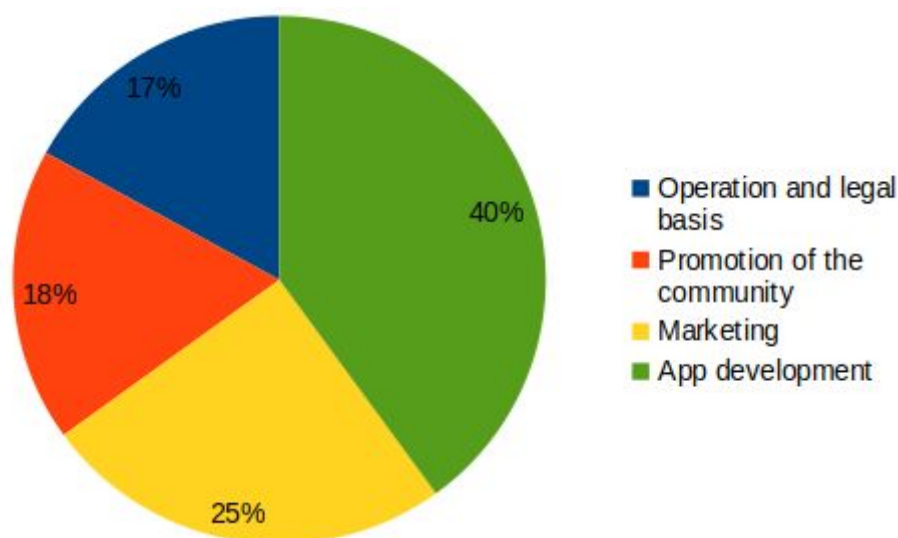
Funds usage

Enzym will be the first app to bind cryptocurrencies and local social networking. Its development requires considerable efforts and cutting-edge research and development. The funds raised during the ICO will be entirely devoted to the development of the Enzym platform. Allocation specifics will depend on the amount of money raised.

Depending on how volatile our cryptocurrency is, up to 20% of the society's resources will be covered by fiat currencies (USD and EUR) in order to ensure the project's functionality during the first six months.

The graphics below correspond to a scenario where \$5 millions are raised. This scenario covers the costs of launch and marketing in Europe and North America. Further expansion will require nearly 2 500 ETH per continent plus 200 ETH per language for localization (translations and deep adaptations to local culture).

See the "Roadmap" section for more details.



40% - Development of the Enzym platform, blockchain technology and smart contracts. Creation of challenges and of the technical basis for interactions within a venue or a network.

25% - Creation of quality content with a high potential for viral spread. This will notably cover the production of videos and the organization of events.

18% - Promotion of the community to venue owners, creation of an international token salesforce and support to ensure places of distribution are known.

17% - Legal fees, trademark filing, accounting fees, server fees, operating costs.

Roadmap

S2 (2018)

ICO platform up and running

Enzym prototype: proof-of-concept of some parts of future user interactions

Pre-sale: October 22 - November 5, 2018

ICO: November 19 - December 10, 2018

Q1 (2019)

Recruitment

Start of the development of the Enzym dApp

Selection of a communication agency

Start of the marketing of tokens to European venue owners

Q2 (2019)

Enzym platform v1: functional mobile app, data storage on servers

Determination of the European marketing strategy

Technical validation of the distribution of tokens via the newsletter and the QR code technology
v1

Q3 (2019)

Launch of an operational Enzym platform in French and English

Start of promotional communication: media reports, content creation and diffusion, events in major cities in France and in the US

Q4 (2019)

Enzym platform v2: operational blockchain, user interactions through smart contracts, end-to-end data encryption, decentralized user data

Constitution of a European team for the sale of tokens

Study and validation of technical solutions for the distribution of tokens in venues

S1 (2020)

Enzym platform v2: increased decentralization, near-serverless operation

Translations, UX modifications : Russian, Spanish, Portuguese

Promotion : Russia, Spain, Portugal, Latin America

S2 (2020)

Translations, UX modifications and promotion : Indian, Mandarin Chinese and Japanese

Conclusion

Within the next six years, millions of users will start seeing Enzym as a precious tool to meet all kinds of people near them quickly and safely. Fake accounts will be nonexistent thanks to the blockchain technology and the project's inherently local nature. Venue owners will be pleased by this new way to attract customers and by their ability to track precisely the viability of their investments. Users and venue owners will be accustomed to using ZYMs and some might start to use them for various exchanges. Actual local social networks will emerge and favor neighborhood cultures and solidarities.

Enzym will also be an example of a successful app where data weren't stored or sold.

The Enzym Company

Enzym SAS is a French company founded on July 11, 2017, with 38.100€ in capital. It is located in Seyssinet, at the foot of the Alps. The company's head office is located on "8C avenue Pierre de Coubertin - 38170 SEYSSINET-PARISSET". It is registered at Grenoble with the number 830 854 630 RCS.

Team



Yannick Barnel

Co-founder - CEO - Serial entrepreneur and cryptocurrency lover

Yannick has founded several societies, including Bubble Diving SA (60 shareholders), and managed several fundraisers. He is passionate about human relations and the blockchain technological revolution, and convinced he can help formulate the alternative to current social networks. He likes long ideological debates but prefers the fulfilment of concrete objectives.



Sylvain Duchesne

Co-founder - CTO - Senior software designer with cryptology background - Entrepreneur - Neophile

Sylvain is a major blockchain and cryptography enthusiast. After he graduated from his studies in IT security and cryptography he joined several startups and became a specialist in complex mobile apps. As a perfectionist and a planning connoisseur he thrives to find the best tools and coordinate the team's progress to optimize our performance.



Jeremy Coleman

Chief Marketing Officer - Serious marketer, digital lover

After he graduated from Sciences Po in Lyon Jeremy delved into marketing and web sciences. He worked for the Publicis Group as a specialist in communication and public relations for major companies. He also was in charge of communication and business development for the Lyon Festival of Lights. He also used to work for the digital transformation of various local associations.





Alfred Gautier
Artistic director

Alfred travelled extensively before and after he graduated from the School of Fine Arts in Orléans. This enriched and anchored his appreciation for a variety of cultures and aesthetics. Since then he has been working for prestigious Parisian agencies such as Axiom Graphique.



Théophile Batoz
Software Engineer

After he graduated from INP engineer's degree, computer sciences in Grenoble, Théophile delved into Apple speciality devices. At Apple, he holds the position of software engineer, he worked under strong constraint performance dealing with several hundred million key-value pairs in up to 10 map-reduce jobs.



Sophea Sock

UI / UX designer

Sophea is a versatile Ui / Ux designer. With his graphic profile and product designer, he specializes in interface design and ergonomic website. His many conventional or offbeat projects allow him to offer different design experiences and human but always creative



Kevin Fuks
Community Manager

Kevin is an IT engineer who spends much of his free time studying the applications and effects of the blockchain technology. A true crypto-enthusiast, he works as a community manager on three different blockchain-related systems and has a lot of fun doing it. Born and raised in Belgium, Kevin finished his studies in Canada and is very keen on discovering new countries and cultures.





Octave Rolland

Writer - Finicky communication specialist - Game theorist

Octave is a writer specialized in the analysis of video game history, culture and aesthetics. His studies in Australia and Latin America taught him about academic and journalistic writing, language philosophy, semiotics, anthropology and other human sciences, which allowed him to develop a strong taste for the analysis of cultures and communications.



Pauline Rochette

Community Manager

Pauline is a content creator and curator, arming brands with original content to rule over the Internet and shame their opposants. Pauline studied the Arts, languages as well as communication and tied it all together with a Digital Marketing Master. She works as a freelancer and does not enjoy mentioning herself using the third person.



Guillaume Larochette

Community Manager

Guillaume is a social media manager with a financial background, he worked six years in a french bank before he decided to go on a one year trip in Australia and Asia. He then joined two startups to train himself in social media management and support new projects.



Advisors

B2EXPAND - Technical and Marketing Advisor

Having succeeded a token launch over a year ago, B2Expand makes successful video games implementing the blockchain technology, monetization as well as in the game-play itself.

The team also provides extensive consulting services and continues to invest in R&D.

As a crypto-funded company, B2Expand is one of the leaders in the industry backed by its expertise in launching ICOs, managing post-ICO and making games using the blockchain technology.



Eric Burgel
Président - B2Expand



Manon Burgel
CEO - B2Expand



Rémi Burgel
CTO - B2Expand



Nicolas Paillet

Legal and financial advisor - Public accountant

Nicolas is a public accountant specialized in ICOs. He likes to help anticipate risks and share his knowledge on current international legislations. A tech enthusiast at heart, he personally uses cryptocurrencies for investment.