





# **ABSTRACT**

Gaming, News Channel, Instant Messaging and the Integrated mobile app, which we launch according to the roadmap. With web services. INNOU will provide secure and transparent transactions, entertainment, messaging services, and an 'on demand' platform for content creators. Overall, we follow our to list, sell and advertise their goods and services. Our vision is to have all of the above in one place. Safe, transparent and open for everyone. INNOU.

© INNOU Limited Page **3** of **91** 



# CONTENT

1.	DI	EMANDS	7			
١N	INNOU VISION					
2.	IN	NOU SOLUTION	12			
3.	BL	OCKCHAIN SOLUTION	2			
4.	. G	REEN SOLUTIONS	24			
5.	IN	NOU GAME (FIRST MODULE)	27			
	5.1	GAME FUNCTIONS:	3 <sup>-</sup>			
	5.2	MAIN BENEFIT FOR USER	. 3∠			
	5.3	ADDITIONAL BENEFIT FOR USERS	. 3∠			
	5.4	BUSINESS MODEL	36			
	5.5	MAIN BENEFIT FOR BUSINESSES	38			
	5.6	ADDITIONAL FEATURES	.40			
	5.7	STATUS PRODUCT DEVELOPMENT	. 43			
	5.8	NEXT UPDATES	. 45			
6.	М	ARKET RESEARCH	.46			
	6.1	GAME MARKET	.46			
	6.2	CRYPTO MARKET	.48			
7.	М	ARKET SEGMENTATION	.49			
8.	М	ARKETING	.54			
	8.1	MARKETING GOALS	.54			
	8.2	MARKETING PLAN	55			
	8.3	COMMUNICATION AND TONALITY	57			
	8.4	MARKETING MIX	58			
	8.5	OPERATIVE MARKETING MIX	59			

8.6	SOCIAL MEDIA CAMPAIGN	61
8.7	GENERAL BUSINESS STRATEGY	63
8.8	ACQUISITION	64
9. ⊤	ECHNOLOGY	66
10. 11	NNOU TOKEN PRE-ICO	70
10.1	FIRST USE CASE OF TOKEN UTILIZATION	71
10.2	NNOU TOKEN (I)CO	73
10.3	TOKEN PRICE FORMULA	74
10.4	4 REASON AND FURTHER EXPLANATION	75
11. F	INANCIAL OVERVIEW	76
12. R	OADMAP	77
12.1	ROADMAPINNOU-GAME	79
13.	NNOU TEAM	81
14.	NNOU STRUCTURE	86
15. L	EGAL	87
 Work	KS CITED	90



# TABLE OF FIGURES

Figure 1 INNOU Game Diagram	35
Figure 2Mobile Gaming Usage Globally	46
Figure 3 Mobile Revenues by 2021	46
Figure 4 Limbic Map	52
Figure 5 INNOU Software Architecture	67

© INNOU Limited Page **5** of **91** 



# THE DISPUTE

Due to modern technology and the impact it has on our lives, our world evolves and changes faster than ever – sometimes too fast for a single human being to catch up with everything that matters in his/her life including the environment, economics and after all the amusement.

Technology connects us and facilitates our lives and for most people it is just inconceivable not to have it, despite all the scandals and frauds we know are happening. With these two major issues being named, INNOU comes up with the solutions and sets the first steps towards the direction of becoming a secure and transparent system, dissolving these problems on a global basis.

© INNOU Limited Page **6** of **91** 



# 1. DEMANDS

INSTANT MEDIA: INNOU offers easy access to gaming, finances, news, shopping, INNOU Channel, music, blogs and chats. All in one mobile app, including the secure wallet which is integrated in the personal account of every user. Combined with an intuitive and user-friendly interface INNOU guarantees easy access for everyone.

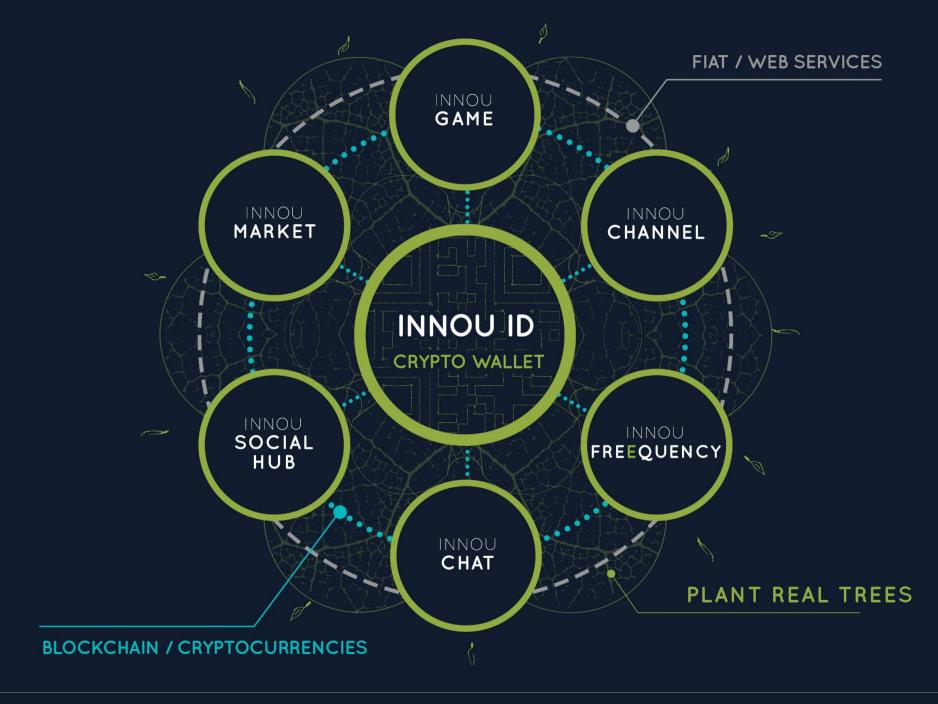
shopping and Gamification: With the online shopping rates steadily increasing each year, the demand for a proper platform which offers a wide selection of shops and valid information is huge. With our GPS-based game, users will have the opportunity to play, discover shopping alternatives, hunt money and products, win vouchers etc. – globally. This is a huge and worldwide opportunity for business to attract more users.

MORE FREELANCING JOBS GLOBALLY: The momentarily insufficient system also means barriers for people to find freelancing jobs internationally, because of the risk that the payment transfer fee might result higher than the amount of payment itself. Some of the existing solution on the market include payment system as Payoneer,

Skrill, etc. which enable money transfer with a small fee. Within the INNOU Ecosystem, the content creators will have a global platform to submit their work, and the opportunity to be paid for their content - fast and secure.

Cryptocurrencies enable fast peer-to-peer transactions with a very small fee and the highest level of security

© INNOU Limited Page **7** of **91** 



© INNOU Limited Page **8** of **91** 



# **INNOU VISION**

To become the interactive one-stop-shop bridging cryptocurrencies and fiat money in the users' daily life on a global basis.

© INNOU Limited Page **9** of **91** 



# **INNOU MISSION**

To create a global network with a thriving community and address major environmental and socioeconomic issues through innovation.

© INNOU Limited Page **10** of **91** 



# **INNOU GOALS**

- Use cryptocurrencies to generate a positive impact for nature and sustainability.
- > Use blockchain technology to support small businesses and freelancing jobs globally.
- Use gamification and interactive mobile marketing for business and users.
- Encourage gathering quality content published in our app.
- Raise global awareness for innovative solutions.

© INNOU Limited Page **11** of **91** 



# 2. INNOU SOLUTION

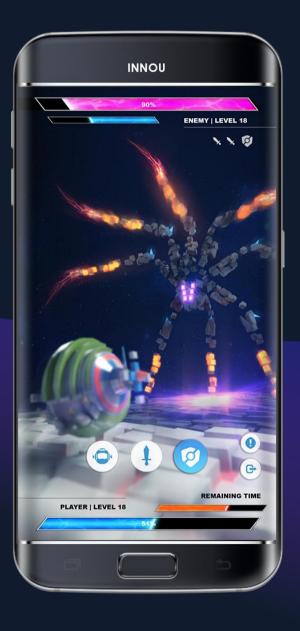
The INNOU mobile app is built on a module system so that everyone can personalize the functions according to personal preferences. Therefore, INNOU starts the market launch phase with the first product – the INNOU Mobile Game App. Simultaneously, INNOU continues with the development of new modules. To remain the user-friendliness users, have to register to one account only but have access to all models and functions. INNOU offers the following range of modules in strategic order.



© INNOU Limited Page **12** of **91** 







© INNOU Limited Page **13** of **91** 



# > WHITE PAPER 1.0

(Q22019)

- 1.1. INNOU GAME
- 1.2. INNOU INTEGRATED WALLET
- 1.3. INNOU TOKEN

# > LATER UPDATES:

(2019-2021)

- 1.4. INNOU CHANNEL
- 1.5. INNOU CHAT
- 1.6. INNOU SOCIAL HUB
- 1.7. INNOU DAILY POST
- 1.8. INNOU MARKET

- use case, where users can playfully gather and earn cryptocurrencies in a GPS map-based game. For businesses using the digital layer we are placing over the real world is a completely new form of marketing, which ultimately leads to more effective and more successful advertisement and marketing campaigns. On the user's side it offers an innovative gaming experience combined with a revolutionized approach of purchasing.
- 1.2. INNOU WALLET: Our integrated wallet allows users to directly do in-app transactions. Within the game the collected cryptocurrencies will automatically be stored in the INNOU wallet. Additionally, users can also make purchases at real shops that accept crypto-currencies. The wallet will feature many crypto coins, also our tree coin, which we are launching.





© INNOU Limited Page **15** of **91** 

1.3. INNOU TOKEN: INNOU is the newest currency in the crypto market. Its availability will stretch throughout our Pre-ICO and ICO phase.

Our purpose is to create opportunities of token utilization in everyday lives and encourage the empowerment of a wide global market. Further details for INNOU Token, Smart Contract and Pre-ICO and ICO formula are stated under the 'INNOU Token' chapter.



1.4. INNOU CHANNEL: For providing content and information about the latest crypto technology, sustainable innovation and updates from the ecosystem we launch our own INNOU CHANNEL. Before the INNOU Channel is launched in the INNOU mobile app we will provide streams on web video and social media platforms. Once the mobile app is launched users can send their individually created content and earn money in return. The long-term vision is to become a global media library filled with high quality content.



© INNOU Limited Page **16** of **91** 

1.5. INNOU SOCIAL HUB: For our INNOU Ecosystem to be complete we are building a social platform where users can communicate, connect and share their ideas. Users can choose if they want their profile to be used for casual social media experience or freelancing and promotion or posting and publishing their content. This can be anything from art to blogs, journalistic reports, music and any other mediums of work.

To foster intrinsic motivation annual awards for the best publications will be submitted on our platform. Moreover, we will launch our first newspaper, which will be authored solely by members of the INNOU community.

1.6. INNOU DAILY POST: With the HUB as foundation the INNOU Daily Post is our pioneer project.

Serving the principle of free speech, it globally will be free of political interests.





© INNOU Limited Page **17** of **91** 

1.7. INNOU CHAT: For communication within the INNOU ecosystem we will offer an encrypted chat function. Connecting people all over the word, making friends and building up a striving community together is our vision. The chat is integrated in all INNOU modules. It can be used to share game achievements and instant chatting for all purposes. With hashtags and links users can discuss prices, money transfers and any content within the app.



1.8. INNOU FREEQUENCY: This module supports every medium that focuses on audio-based content. A variety of channels allows INNOU and its users to upload their own content. Artists can receive direct payment for their work by donations from other users. In addition to that other user's comments can be rewarded with donations as well. With an 'on demand' service INNOU is aiming to provide a wide range of music, free to listen for the community.



© INNOU Limited Page 18 of 91

1.9. INNOU MARKET: The latest integration to INNOU Hub, chat and wallet is the marketplace. Users will be able to sell goods or content directly in the INNOU mobile app. This creates huge, new opportunities to support and strengthen local business all over the world.



© INNOU Limited Page **19** of **91** 



# Building bridges while driving innovation for nature





9 INNOU Limited Page **20** of **91** 



# 3. BLOCKCHAIN SOLUTION

# WHY CRYPTO?

In order to achieve our goals of becoming a global one-stop-shop the traditional monetary system is not enough. Each user has the opportunity to provide quality content in our app (Bloggers, writers, journalists, musicians, artists etc.) and have the possibility to earn an income out of it. While for the Western Countries this might seem like a non-relevant issue, it would actually be a major contribution to countries with lower economic standards.

By using blockchain technology for money transfer we can solve costs and time efficiency discrepancies towards these countries. Each year, users can vote the best content and most trustful channel and contribute with in full transparency.

With an alternative payment possibility and a highly secure architecture, millions of users can start building their local businesses or become independent freelancers



© INNOU Limited Page **21** of **91** 



# WHY BLOCKCHAIN?

# Because...

blockchains store data using sophisticated math and innovative software rules that are extremely difficult for attackers to manipulate<sup>i</sup>.

For every token won in the game, all the transactions to the user's wallet will be executed using only blockchain technology and in our case, Ethereum forked wallet. In other words, blockchain is essentially a distributed database of records, or public ledger of all transactions or digital events that have been executed and shared among different participating parties.

Each transaction in the public ledger is verified by consensus of a majority of participants in the system.

"To use a basic analogy: it is easier to steal a cookie from a cookie jar, kept in a secluded place, than stealing the cookie from a cookie jar kept in a market place, being observed by thousands of people" --Berkley Engineering



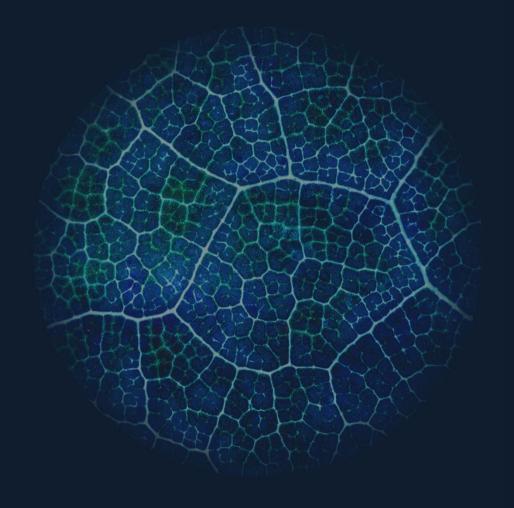
© INNOU Limited Page **22** of **91** 



# WHY HYBRID?

# Since the INNOU concept is tailored around the principles of inclusion and equal opportunities...

...we do not exclude any sort of solution that would benefit and improve the user's experience and would widen the opportunities of user's engagement beyond the entertainment factor. Therefore, our app is being built in web services and blockchain integration. Our system supports both fiat and cryptocurrencies. With a hybrid system like ours we will be able to support important topics, give the voices of our community and provide economical niches where it seems impossible. Afterall, what is the point of possessing high-end technology if it not used to improve the life and work of the global community?



© INNOU Limited Page **23** of **91** 



# 4. GREEN SOLUTIONS

How green technologies and ecological intelligence protect the world.

Countless companies and organizations already offer sustainable products and services that contribute to CO2 neutrality and climate protection. Sustainable online shops are difficult to find, often do not have a high Google ranking and can only be found if their name is already widely spread. Therefore, potential customers do not know where or how to find sustainable alternatives, businesses or offers in their own environment.

That's why customers use digital applications to find companies. Statistics show that 61% of costumers in Austria are searching for shops close-by and 73% are using location-based apps<sup>iii</sup>

In a rapidly growing digital age, the factor of interactive mobile marketing and gamification is becoming increasingly important for companies.

Besides the common Social Media platforms, the variety of low-cost, available for smaller companies to address new target groups in a modern and innovative way is still missing. So far, there is no provider that offers companies a future-oriented and strategic integration as well as their own digital appearance in an interactive mobile-experience world.

With INNOU these days finally come to an end. Entrepreneurs are supported to meet the demands of this fast-moving generation and address their target groups accordingly.

© INNOU Limited Page **24** of **91** 

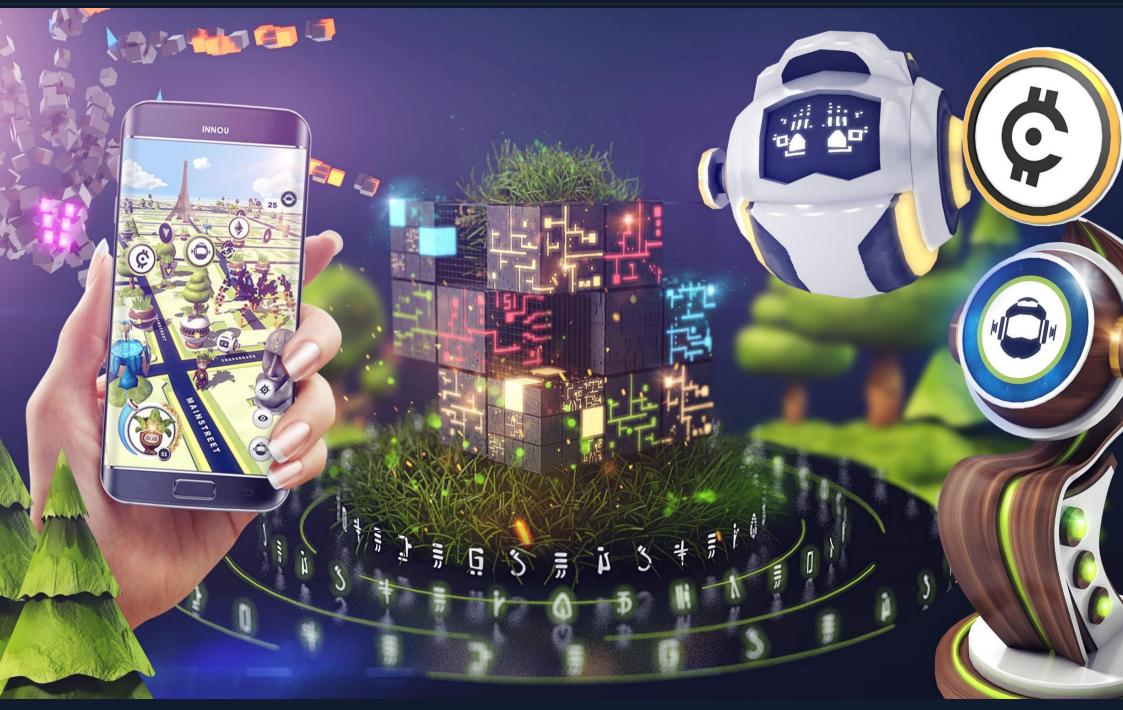


# **INTRODUCING OUR FIRST PRODUCT:**

INNOU GAME

Alpha Version

© INNOU Limited Page **25** of **91** 



Page **26** of **91** 

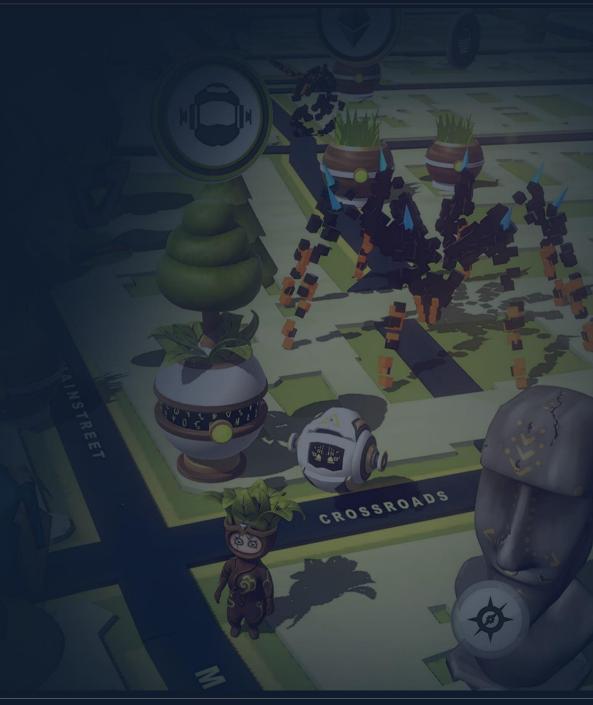


# 5. INNOU GAME (FIRST MODULE)

INNOU GAME aims to capture a market where gamification combined with digital currencies provides an advantage not only for users and businesses but also for the environment.

In cooperation with Plant-For-The-Planet, to whom UNEP entrusted the Billion Tree Campaign, INNOU offers a Lifestyle Game app where users can playfully hunt prices in form of crypto tokens, find sustainable and customized shopping opportunities and plant trees. All users have to actively do, is play the game.

Once users open the GPS based map, they will not only see all sustainable shops from categories like Food, Fashion Lifestyle or Health, but also treasures will appear all around the area.

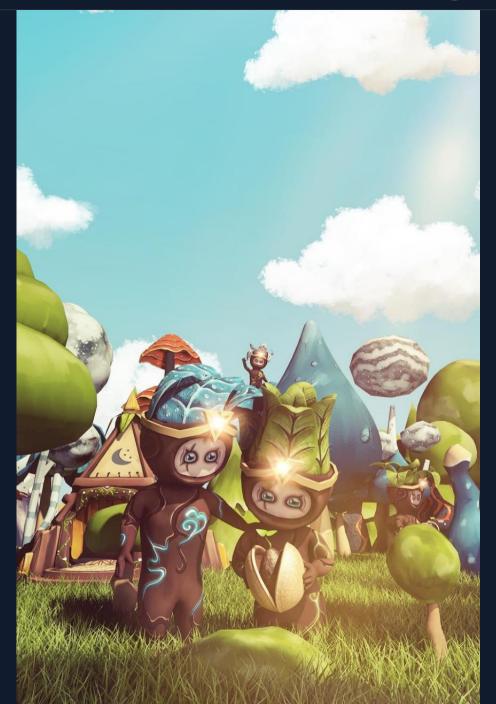


Page **27** of **91** 



INNOU GAME combines the pressing topic of worldwide nature preservation with the possibilities of modern technology to create a scenario where the player becomes the fictional and real savior of our planet.

- Enter the INNOU Ecosystem via a free-to play location-based game
- Create your own Avatar and Droid to fight the block monster threat in engaging turn-based combat
- Upgrade your droid by improving your home base and conquering nearby resources
- Hunt for treasures like crypto currency, vouchers or real products, by fighting block monsters
- Explore your environment where you can find and bookmark many partnering shops, including sustainable alternatives
- Plant real trees by finding 'Tree Vouchers' in one of our many treasure chests, to tackle the climate crisis
- Gather many different achievements and show the community your adventures and skills through it

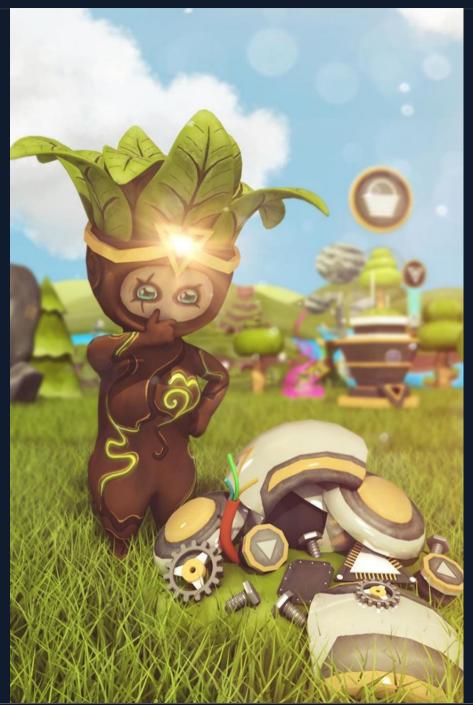




# BUT WHAT ARE WE FIGHTING FOR?

Besides shopping for their favorite sustainable products, users have the opportunity to hunt treasures and fight for them.

There will be three main categories of treasures:



Page **29** of **91** 















# CRYPTO TOKEN

Cryptocurrencies can be won inside the game. INNOU integrated wallet enables direct transaction of the token into the user's wallet.

# **VOUCHERS**

Real discount vouchers that can be stored and used directly in the shop offering the product via app.

# **PRODUCTS**

Real sustainable products that can be hunted and then be picked up from the shop offering the products.

© INNOU Limited Page 30 of 91



# 5.1 GAME FUNCTIONS:

### VIRTUAL GPS MAP:

The map is a digital overlay for the real world around you, serving countless interaction possibilities. This location-based feature may also be used as an advertising platform for companies by displaying shops, holograms, offers, non-intrusive advertising.

### PERSONAL AVATAR:

The avatar is the player's in-game virtual representation As of this moment, there are over a million possible design combinations, consisting of several pieces for every part of the avatar.

## MANA STATIONS:

Combat drains the player's energy. Besides a slow recharge over time, players can visit Points of Interest for a quick recharge. These POIs also serve as an interactive advertising point for companies.

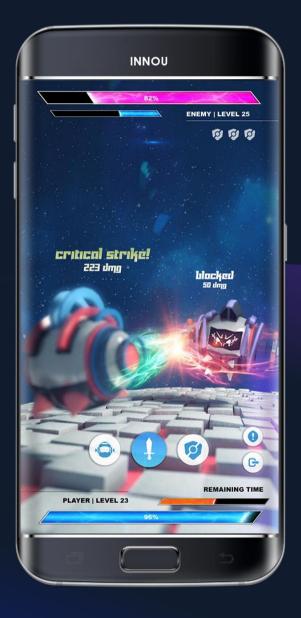
### SHOP-CATEGORIES (PLANTBUDDIES):

Shop categories, such as Food, Fashion, Beauty, Health or Lifestyle are clearly visible over shops across the map. As soon as players click on a shop, the company profile opens, providing detailed information about the company, such as name, address, description, opening times, contact information and pictures. Environmentally friendly shops are highlighted in a special green color.

### **SEARCH FUNCTION:**

Users have the option to search for products and shops. They can apply a wide range of filters or search for tags to find physical or online shops meeting their criteria. Users can even save their favorite shops or mark them as a waypoint on the map.

© INNOU Limited Page **31** of **91** 







© INNOU Limited Page **32** of **91** 



## INTEGRATED WALLET FUNCTIONS:

To create a full service and interconnected ecosystem we provide the INNOU Wallet. Users can exchange, trade, win and use the hunted coins inside and outside the INNOU Ecosystem. With the secure and transparent technology of blockchains the transfer and exchange of money is provided. INNOU works with the most used coins to be implemented in the wallet.

Purchase in-game items, use it as payment at shops that accept cryptocurrencies, sell it in exchanges, based on the real-time stock market's information.



© INNOU Limited Page **33** of **91** 



# 5.2 MAIN BENEFIT FOR USER

Users can use tokens to purchase in-game items and pay at the INNOU shops that accept cryptocurrencies. Tokens can also be sold in an exchange, based on the real-time stock market.

- Hunt real products for free
- Win Vouchers for sustainable products
- Plant real trees for the global CO2 crisis
- Use crypto tokens in the innou ecosystem
- Use the integrated innou wallet to trade and use cryptocurrencies

# 5.3 ADDITIONAL BENEFIT FOR USERS

- Actions with positive impact on nature
- > Easy access to a sustainable lifestyle
- Easy access to innovation by using crypto currencies
- Own ecosystem for modern consumers





© INNOU Limited Page **34** of **91** 





© INNOU Limited Page **35** of **91** 



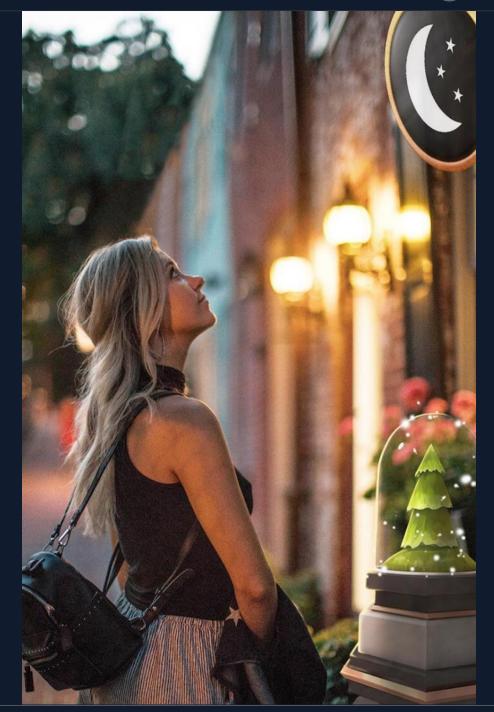


# 5.4 BUSINESS MODEL

The INNOU business model offers the first interactive mobile AR marketing solution for companies. Both the company location and online shops are highlighted as checkpoints on the map.

With their own category and profile, companies can retain many new customers to whom they can digitally distribute their vouchers and leftover products. INNOU also provides businesses with an individual market analyses in the app.

- ✓ LOCATION-BASED MARKETING
- ✓ CUSTOMER ENGAGEMENT
- ✓ GAMIFICATION INTERACTION
- ✓ USER REWARD SYSTEM



© INNOU Limited Page **36** of **91** 



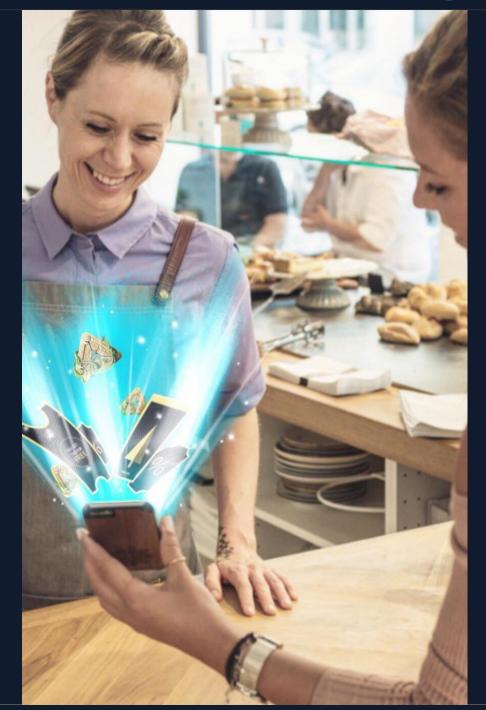


With our GPS-based game, our users will have the opportunity to interact with companies in a brand-new way

Mobile gamification and reward marketing creates an outstanding customer-related journey.

This opens up huge opportunities for businesses all over the globe.

Businesses can distribute different kinds of User Rewards such as: discounts, vouchers and real products as promotion giveaways. These User Rewards will be hunted as treasures and help attract new customers. Vouchers or products can be distributed in a treasure chest directly in front of the shop, in encounters in close proximity or in a large radius around the shop.





# 5.5 MAIN BENEFIT FOR BUSINESSES

- Affordable and innovative online presence
- > Reaching new target-groups through gamification
- > Digital Discount distribution via the app
- Minimize product waste and acquire new consumers
- Digital Crypto Wallet: where users can pay using the INNOU app
- Visible customer ratings to help attract new customers
- > Individual market analyses via the app.



© INNOU Limited Page 38 of 91



# **REGISTRATION PROCESS**

- 1. Open website www.innou.io/business or business app
- 2. Click on registration, then enter company data
- 3. Enter data for Shop or Online Shop
- 4. Add Vouchers (Name. number, date etc.)
- 5. Create and download INNOU Wallet on your phone

# MANAGE PROFILE

- 1. In the menu under "My company" private company profiles can be edited. Public profiles can be edited in the menu under "My locations".
- 3. In the menu "Add Modules "companies can buy new extra modules.
- 4. In the menu under "My vouchers" you can upload and manage your vouchers.
- 5. In the menu under "My products" you can upload and manage your products that will be distributed in the GPS map. In case extra advertising packages are being booked you can view and download them in the menu under "My invoices".



# 5.6 ADDITIONAL FEATURES

# ADVERTISING ON POINT OF INTEREST:

Points Of interests (POIs) should be visited by users daily, as they provide the player with Mana – the main energy source for the avatar. Advertising on any Point Of Interest can create huge awareness if positioned strategically. POIs are differentiated by their daily user traffic which is categorized in low, medium and high activity. These are further divided into three different colors, representing the user traffic at specific POIs.

- o White: no user traffic
- Yellow: low to middle user traffic
- o Red: high user traffic

Each Point of interest can offer multiple advertisement slots, that will circulate from user to user.

# IN GAME PURCHASES:

The built-in shop allows user to buy cosmetic items for the avatars. These won't have any influence on the skillsets.



© INNOU Limited Page **40** of **91** 







Page **41** of **91** 





# 5.7 STATUS PRODUCT DEVELOPMENT

- At the moment **prototypes** and usability tests are carried out and the alpha version will be introduced soon. During the beta version the first INNOU app will already run on Android devices and is available in the Google Play Store.
- Backend and Frontend was set up smoothly and transferred into the newly programmed INNOU Website.
- The INNOU Crypto expert team completed the final version of the smart contract and finalized the INNOU Crypto Token eco-system.
- ➤ A strategic database of potential sustainable businesses in Austria has been created and the B2B customer acquisition has already started.
- Social media platforms went online, and the community is building up and continuously provided with content.
- Official partner cooperation with the children and youth initiative Plant-For-The-Planet has been

- established, whereby the first trees will already be planted by beta testers with the INNOU app.
- > The first media reports as well as official fair-trade appearances and awards have been received already.

© INNOU Limited Page **43** of **91** 



# HOWTO PLANTTREES MITH

With INNOU we give everyone the opportunity to help saving our planet by planting trees by playing a mobile game - but how should this work?

It all starts with capturing the "value" of a tree in a digital code - called INNOU tree vouchers — with which we later on plant a real tree with our partner Plant-For-The-Planet.

This voucher is then distributed to the INNOU players as a reward in the game. Once a voucher is collected, players have to take care of a little, virtual tree offspring and raise it to a big "adult" tree. Still - virtually.

After successfully raising the tree, we automatically receive the information and the number of the voucher-code from our server. We collect the codes and add the value off all the vouchers together and send them to our planting partner once every three months - the NGO "Plant-For-The-Planet".

As soon as the trees are planted, our Smart Contract will automatically generate the "Tree Token "and send it to our user's wallet who contributed to our mission, as a reward.

With the planted trees and the thereby collected tree tokens users are offered special rewards, for example free tickets to INNOU Events, special merchandize articles and many other unique prizes.

1



# 5.8 NEXT UPDATES

In order to keep the product chain and the company revenues more realistically, we will provide a short summary of the updates after the market entry.

Expansion of the B2B sales network in all the German speaking countries starting with Austria, followed by Germany and Switzerland. For this purpose, licenses are about to be provided for future sales partners.

In order to investigate the target market more precisely, it is necessary to collect **economically relevant data**. This includes the measurements on the progress of sustainable consumer behavior. The data about sustainability will be evaluated for further internal and external processing.



Page **45** of **91** 

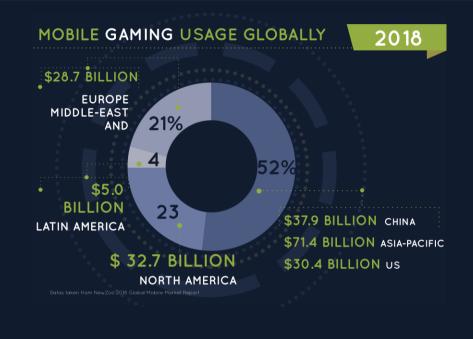


# 6. MARKET RESEARCH

# 6.1 GAME MARKET

This specific market is currently one of the fastest-growing and highest-purchasing customer pools. By 2018 the "Mobile Games" segment counted around 405.7 million users worldwide aged between 16 and 35. The future forecast for this segment states that by 2021 the number of users will count about 1,419.9 million mobile app players by 2021<sup>iv</sup> – just to give you an idea of how rapidly growing the "Mobile Games" segment really is.

Mobile gaming will continue to be the largest segment for the next following 10 years and wil be the only segment which will account growth in the double-digit scope.





MOBILE REVENUES TENDS TO REACH \$70.3 BILLION (+25.5% /YEAR)

CONSUMER SPEND ON GAMES TENDS TO GROW TO \$180.1 BILLION



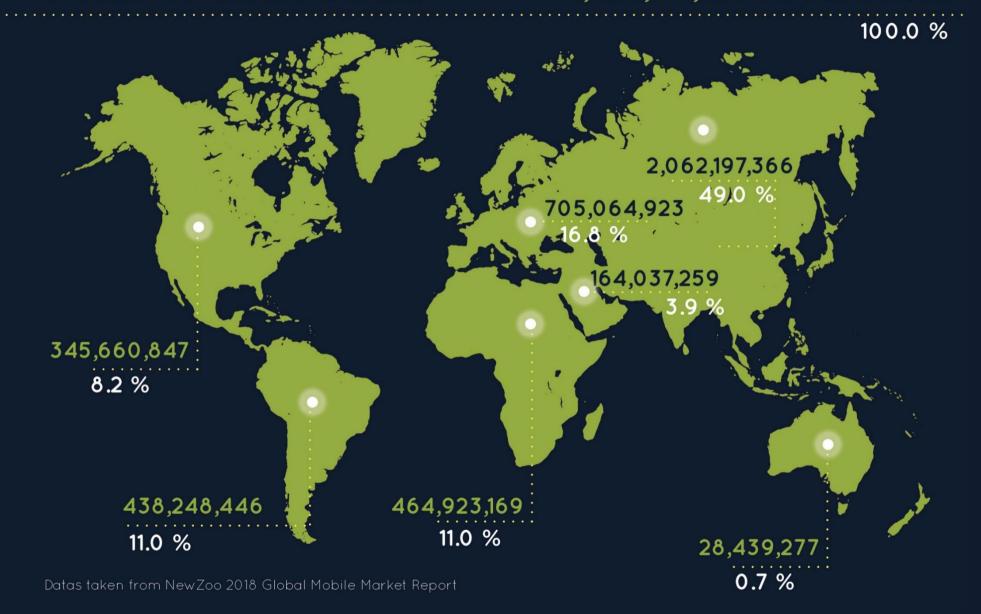
Figure 3 Mobile Revenues by 2021

DINNOU Limited Page **46** of **91** 



# WORLD INTERNET USAGE

# 4,208,571,287 TOTAL USERS



Page **47** of **91** 



# 6.2 CRYPTO MARKET

At the end of 2017 the market capitalization counted was more than 300 Billion. By 2018 there were more than 32 Million digital currency wallets were registered globally.

Japan alone has the highest number of stores accepting digital currencies currently **260.000**<sup>vi</sup>.

In Europe over 80.000 businesses are accepting digital currencies<sup>vii</sup>.

© INNOU Limited Page **48** of **91** 



# 7. MARKET SEGMENTATION

INNOU is targeted for male and female users aged 16 to 45. In the first market phase INNOU will be launched and continued to be tested in Austria and Germany. The biggest market for INNOU will obviously be Japan as using crypto currency is already integrated in everyday lives. In the future, the company plans to expand its business model internationally and will target the following continents: EU, Asia, North America, South America, Africa, India.

# FIRST TARGET GROUP SEGMENT (B2C):

LOHAS (Lifestyle of Health and Sustainability) and Bio Natives whose lifestyle is characterized by innovation, environmental health and social commitment. With approximately eleven million people in German-speaking countries and a frequent purchasing behavior, LOHAS and Bio Natives are the most important markets for the value and hold enormous potential. The sustainability trend has reached international level but is typically associated with immense self-initiative and online research. INNOU simplifies this annoying research and

offers the LOHA target group a complete interactive platform with green consumption options and online shops that can be accessed at any time. In addition, LOHAS benefit from discounts and the function to easily grow trees via apps.

# TARGET GROUP SEGMENT (B2C):

This includes casual and mobile gamers which spend a lot of time with mobile games, innovation and networks. This market is currently one of the fastest-growing and highest- purchasing customer pools. By 2018 the "Mobile Games" segment counted around 405.7 million users worldwide aged between 16 and 35.

The future forecast for this segment states that by 2021 the number of users will count about 1,419.9 million mobile app players by 2021 viii.

# TARGET GROUP SEGMENT (B2B):

Sustainable companies, mostly small and medium enterprises - from fair coffee, natural cosmetics or vegan burgers. In the German-speaking regions the target market is expected to expected to count more than 6000

Page **49** of **91** 



companies. The B2B target group segment is divided in different consumer categories such as:

Food: supermarkets, restaurants, coffee bars, juice bars; Fashion: urban and sustainable labels, organic clothing, second-hand shops;

Beauty: natural hairdressers, sustainable cosmetics, soaps and sanitary products;

Lifestyle: furnishings, hotels, outdoor activities;

Health: wellness and spas, natural pharmacies, herbal shops;

In order to reach a more widely spread target market the INNOU app addresses the following user stereotypes:

# PEOPLE INVOLVED IN CRYPTOCURRENCY SYSTEMS:

This target group includes investors, traders, people with general knowledge or interest in cryptocurrencies, enthusiastic tech – communities that follow the latest technology trends, etc.

# PEOPLE USING MOBILE APPS FOR CONSUMING:

This target group includes mainstream mobile users who apply certain shop finder apps, build communities and have a tendency of being influenced by advertising, gamification and simple user interfaces.

# PEOPLE WHO ARE NOT HIGHLY COMPATIBLE WITH CRYPTO AND INNOVATION:

We are confident enough to say that the INNOU app will also be of benefit to a target group that has not been exposed to digital technology yet. This specific target group is especially interested in sustainability and high-quality consumer goods.

Through the easy interface and UI/UIX design the INNOU app also plans on reaching out to this target segment. Mostly older generations who are less informed about innovation but show interest in sustainability and are highly concerned about Data Security.

© INNOU Limited Page **50** of **91** 



MARKET	SEGMENTATION	USER
Demographically	age sex religion nation	16 to 30 years all sexes independent of religious affiliation independent of descent
Psychographic	lifestyle occasion for use frequency of use Internet usage / social network usage brand loyalty settings risk-taking propensity	young urban professionals, LOHAS, Digital natives social exchange with friends/proposed users, for updates of subscribed users, to make new acquaintances, knowledge transfer to the community, use of functions, picture/video sharing rare, few, frequent constantly, frequently  high, medium, low open-minded, curious, media-conscious, communicative, diverse, inquisitive, trend-conscious, educated, status-oriented high, medium, low
Sociographic	income class social class school education occupation interest	independent of income class mainly from the middle and upper classes pupils, professional school, students, in training employees, self-employed etc. online and social exchange, communication, further education, world affairs, culture, trends
Geographically	country region	worldwide users from the following continents: EU; Asia; North America, South America, Africa, India for the first time mainly from metropolitan areas but also countryside areas with neighborhood affinity

**Table 3 Market Segmentation** 

© INNOU Limited Page **51** of **91** 



# **PSYCHOGRAPHIC POSITIONING:**

The Limbic Map differentiates target users between three main types with each being associated with certain personality traits and thus it is different for each person.

Balance Type - Dominance Type- Stimulation Type:

Since INNOU is a broadly diversified product, there is a wide overlap between all the three types.

# INNOU TARGET: BALANCE TYPE

The balance type is one of the most applicable as the engine that drives the INNOU app is trust and security. With INNOU we establish a completely new and yet undiscovered balance between nature and innovation. In the main focus are emotions and virtues like: creativity, fun, humor, friendship, openness, home, care and tolerance are highly prioritized and linked in the minds of INNOU users.



Figure 4 Limbic Map

© INNOU Limited Page **52** of **91** 



# INNOU TARGET: STIMULATION TYPE

INNOU addresses the so-called Stimulation Type who highly engages in global economic thinking and multimedia and IT usage. INNOU is the perfect app for this type because the Stimulant Type likes to discover something new, searches for unknown stimuli and diversity, is curious and strives for individuality. Such customers avoid anything that could cause boredom.

# INNOU TARGET: DOMINANCE TYPE

With blockchain technology and the "hunting game features "of the INNOU app, the Dominance Type will also be equivalent addressed.

Here the focus is on independence, as well as the pursuit of achievement and superiority, combined with excitement and variety.

For successful targeting and user adoption, the Limbic Map is a central component of our corporate success and is integrated into every part of the INNOU business processes.

© INNOU Limited Page **53** of **91** 



# 8. MARKETING

# 8.1 MARKETING GOALS

Marketing is the major focus of our project plan having started even before the launching phase. A significant amount of the capital raised during the Pre-ICO will be invested into marketing in order to create a widely spread reach and high impact within a short period of time. The INNOU marketing goal is to prevail users to download and use the app by applying a proper marketing mix and media selection. Through an elaborated tactical campaign, the company managed to not only increase awareness but also to increase quarterly sales and profits. This helped to achieve market penetration, market presence and market success.

PHASE ONE: Test Shops

PHASE TWO: Beta testers

PHASE THREE: Customer acquisition

PHASE FOUR: Sales increase

PHASE FIVE: Customer loyalty

PHASE SIX: Market positions

# CREATING A LASTING COMMUNITY

Reach the first 100.000 users.

# INCREASE OF BRAND AWARENESS

Over 5000 Likes on the INNOU Facebook Site (15 percent of users who invite other users via Facebook) approx. 5 percent of buyers buy immediately after market entry but also platforms of different nature such as Reddit, Discord, Steemit, Instagram etc.

- Early adopters: approx.10 percent of buyers buy in the growth phase.
- Mainstreamers: about 70 percent of buyers buy during the maturity phase.
- Followers: about 15 percent of buyers buy during the downturn phase.

Page **54** of **91** 



# 8.2 MARKETING PLAN

INNOU tries to increase profitability with the internally, self-developed product - the INNOU app. For this very reason, the marketing phases have been strategically split into 4 stages.

# PHASE 1: SETTING THE FINANCIAL PATH AND FIND INVESTORS

Investors and incubators have to be found and convinced in order to enable financing of production and further enhance the development of the app and analysis. Thus, not only money from investors is required but also turnover and revenues from in-app purchases and advertising is generated according to our business model.

# PHASE 2: ALPHA AND BETA TESTING

In order to make the product marketable, a test phase will be started beforehand. For the first month and the interval of the Pre-ICO an alpha test phase is planned where friends and family are testing the product to eliminate all possible first bugs.

# For this phase about 50 alpha testers and 5 test shops will be required.

The focus of the alpha phase lies on testing the hunt mechanism, product redemption and the wallet transfer. The beta phase is absolutely essential for the implementation of the whole project. Over a period of 6 months about 5000 beta testers will be included in the testing process and provide us with feedback. In this phase, the creation of a dedicated test net is the main priority.

The first marketing measures to win, reward and motivate beta testers are already being started here. In the beginning the whole product is presented as simple as possible to deeply understand and enable realistic analysis of user needs, usability and future trends. Here social media platforms and the INNOU website are used as main tools. For the communication with the beta testers, a WhatsApp and Telegram Group will be created. In addition, the Ambassador program will be set up,

© INNOU Limited Page **55** of **91** 



where users can acquire shops themselves, carry out quality control and eliminate errors.

# PHASE 3: PROVIDING MARKETABLE PRODUCTS AND SERVICES AND SETTING UP AN ATTRACTIVE TIME-TO-MARKET

Once a user network has been established and INNOU has created a name for itself in the market and secured market shares, a pioneer position is to be seized, which allows to compete with other apps in order to secure and maintain market leadership in the long run.

# PHASE 4: SCALE UP ACCORDING TO BUSINESS MODEL

This will mark the INNOU growth and expansion stage. The key here is, if phase 1 and 2 have been successfully accomplished, that the company has already managed to prove that it is working. This means that a proper sales, deployment and support team has been set up and is intact and new sales hires are successfully creating traffic and carries valid quota.

© INNOU Limited Page **56** of **91** 



# 8.3 COMMUNICATION AND TONALITY

The goal is to address the first
100,000 future INNOU users through
tactical communication focusing on

# INNOVATION & NATURE

The strategic target group of women and men between the ages of 16 and 45, should feel equally addressed. The tonality should be as simple as possible and at the same time young, cool, appealing, open, communicative, trustful and honest. The individual tonality is the result of an interplay of statement choice of words, phrasing, style and ideas.

The introductory campaign and the advertising should provide a clear invitation to the target group to set action in motion.

The communication will transport the message of using cryptocurrencies and support a more innovative and sustainable lifestyle in a user-friendly and exciting way.

INNOU wants to approach people in a rewarding and informative way

In the seeding phase INNOU aims to give users a positive first impression and enable the value of the brand and generate more members.

© INNOU Limited Page **57** of **91** 



# 8.4 MARKETING MIX

The INNOU Marketing Mix will be divided into two main phases. Marketing for the beta testing and an operative Marketing Mix for the product. Before the fusion of INNOU and Ancientgame GmbH social media platforms like Facebook, Instagram and YouTube were already online and the community was continuously provided with content.

# BETA TEST MARKETING MIX:

### Website:

The INNOU Website provides all the important product, background and company information and drives the promotional traffic. The FAQ section will help to solve general questions and problems, the video provides first insights into the product and motivates users to become part of the beta testing phase.

# Telegram Channel and Facebook Groups:

In order to directly communicate and interact with the Beta Testers a closed Facebook group, Whatsapp and Telegram Channel will be established. Users will be able to give us Feedback and Input in return. Here, Beta Testers will have access to content, updates and all the latest information published by the INNOU Marketing Team.

## Newsletter:

To generate new potential customers and users, the INNOU Website will include a Newsletter Function. Therefore, B2C and B2B Newsletters will be sent out every two weeks.

# Feedback Function in the app:

To generate detailed feedback and bug replies, Beta Users can use the in-app function to send problems, feedbacks etc.

# BETA INFORMATION HANDOUT:

To help beta testers with the first steps and to give them an overview about the beta testing process, a printable PDF version will be provided via Mail, Facebook and Website.

© INNOU Limited Page **58** of **91** 



# 8.5 OPERATIVE MARKETING MIX

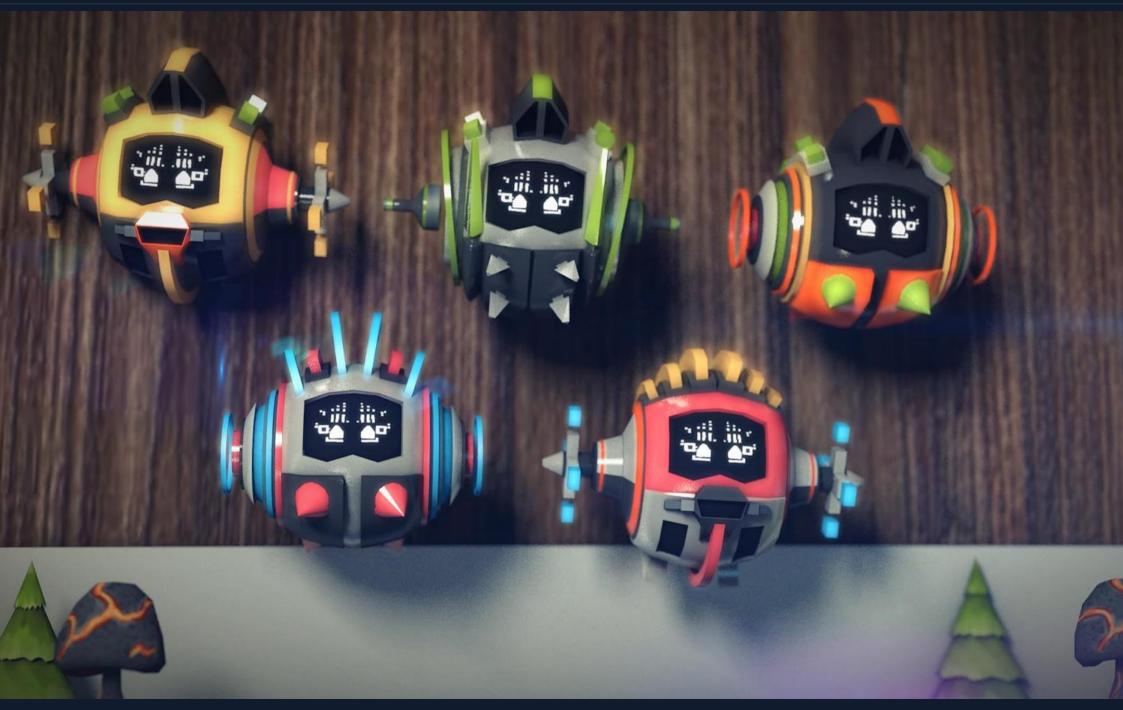
With the already mentioned tactical communication the first 100.000 users will be addressed. The INNOU Marketing Mix focuses primarily on "below the line" media, as most of the target segments can be addressed online.

# MEDIA MIX FOR USER ADOPTION:

- Search engine optimization (SEO) and Search engine Advertising (SEA
- Frequent and regular optimization of the app store description
- Social Media: INNOU is represented in Facebook, Instagram, YouTube, Twitter, Pinterest and Reddit.
- Online contests: Strategic contests on social media channels increase attention & interaction.
- Blogger/ Influencer: Bloggers and influencers will be consulted to help us generate higher community reach.
- Direct Marketing: monthly newsletter and Facebook contests, app surveys and the voucher system.

- The help button and contact field offer users the opportunity to contact the INNOU support Team with questions and concerns.
- Online blogs and forums: Strategic posts will be posted on crypto / digital / Startup / innovation / sustainability and green living blogs as well as mobile game blogs.

© INNOU Limited Page **59** of **91** 





# 8.6 SOCIAL MEDIA CAMPAIGN

Our Social Media Campaign is concentrated toward the online platforms that attract mostly sustainability-related trends and topics, as well as forums with a focus on the latest cryptocurrencies and innovative technology news.

# TECH-FOCUSED SOCIAL NETWORKING GROUPS:

Similar to the approach on Facebook, we will address the social network communities that have a general preference for technology. Sites include Slashdot, Digg, Reddit, GitHub etc. The above-mentioned websites combine a broad range of community with interest in technology. We assume tech savvy people might be more prone to enter the blockchain world, which is known for having a tech-based nucleus. Discussions in the groups will be mostly moderated by a user-based moderation system. There, users can rate the various initial and ongoing contributions with an easy and effective system.

### **FACEBOOK GROUPS:**

Parts of the Social Media strategy implies using a close-knit approach to the communities that exist already by simply creating Facebook groups, direct messages in order to inform the audience and keep track of the latest trends and requirements. By emphasizing the informal way of communication, we manage to bring the community even closer together.

# **INNOU FREEQUENCY:**

In the starting phase we will build the INNOU Freequency which will feature creative programs, provides space for creativity and raise community attention. Its aim is to inform and educate the community about the blockchain philosophy, its importance and how cryptocurrencies can have benefits in the daily life in general. Our radio team will work in cooperation with the social media group in order to start building up our community and spread information.

© INNOU Limited Page **61** of **91** 



# SHORT VIDEO COMMERCIALS AND INFOGRAPHICS:

Using the potential and our experience on filming, entertainment and visual media within the INNOU Team we will create and publish visual content which will perfectly transmit our vision to the viewers in a creative way. In addition, short graphic videos with facts and information about blockchain technology and crypto currencies will introduce the community to the INNOU crypto platform.

# **BOUNTY TOKEN:**

In the first phase of the project as well as the duration of the Pre-ICO, we will start collaborating with a whole network of bloggers, travelers, tech nomads, artists, musicians that we already integrated in our network. Each influencer with considerable impact and reach will receive INNOU Token in exchange for promoting our project to their community. Using the international experience and multi-national and cultural background of INNOU, we will reach a wide and consistent network of different kind of individuals and profiles from around the world.

## **EVENTS AND MEDIA EVENT:**

An important part our Social Media Strategy is the written content, which includes articles about our vision and our philosophy, which will be published on different platforms. These platforms include: Medium, Steemit, various blogs, Facebook, Twitter, LinkedIn, WeChat etc. Throughout the upcoming months we are organizing a live event, which will be streamed on radio and on social media channels. The event will communicate our philosophy and open the stage for questions, interests, comments and feedback from the community.

# LAUNCH DOCUMENT AND BRAND BRIEFING-FILE:

An internal document for the team that explains the vision, the goals, our target audience and our philosophy will be published online.

© INNOU Limited Page **62** of **91** 



# 8.7 GENERAL BUSINESS STRATEGY

INNOU envisages a differentiation strategy in order to become a quality leader in the crypto niche and aims to be characterized as:

- Being transparent
- > Offering secure solutions
- Motivating users to actively change their consumer behaviors towards sustainable and innovative way

© INNOU Limited Page **63** of **91** 



# 8.8 ACQUISITION

INNOU highlights sustainable businesses and promotes them in the app but does not limit the opportunities of other businesses.

# SALES AND MARKETING MODEL:

At the beginning, clear and measurable sales targets were defined. As soon as the closed beta test launches, B2B customers can register for free to use the INNOU business offering. These shops will be acquired via social media, direct mail, telephone contact, as well as in person. Additionally, INNOU users can take part in an ambassador program and suggest shops themselves. B2B businesses will be advertised free of charge in the INNOU online and offline channels as well as in the game. Extra paid premium packages as well as extra advertisement options are available as well.

# **SUPPORT:**

Customer service support: The business users get supported by our sales staff via mail or an integrated

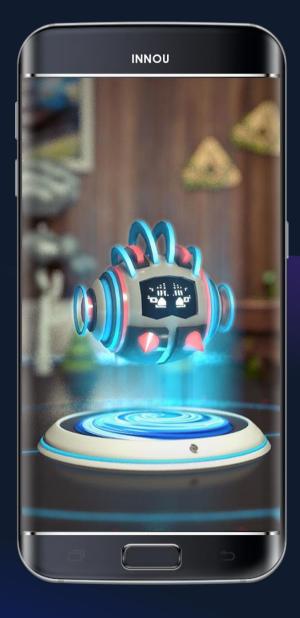
chat bot on the website. Networking events are intended to attract potential cooperation partners and new customers.

# AMBASSADOR PROGRAM:

The function that users of the INNOU app can suggest shops, companies and online shops exists already.

INNOU ambassador program is planned whereby new sales employees will be able to acquire new B2B partners and will be rewarded/paid with INNOU tokens in return.

© INNOU Limited Page **64** of **91** 







Page **65** of **91** 



# 9. TECHNOLOGY

The INNOU technology is based on microservice architecture. Our solution addresses future technological standards and can easily adapt to new industry requirements.

## **SOLUTION ARCHITECTURE:**

The proposed solution addresses current requirements and is designed to meet future extensions. The proposed solution is based on Microservice architecture (one of the requirements).

The company BaffWorks, will handle the development and the delivery of the backend and frontend services as well as the integration to external systems and platforms. The architecture of the proposed solution provides INNOU services with great flexibility in terms of enhancing platform capabilities by adding other functionalities and services, logical and user-friendly interfaces and additional protocols without affecting the functionality of the platform. Each of the services will be implemented as a separate software module or

microservice, thus enabling smooth scaling and expansion of services.

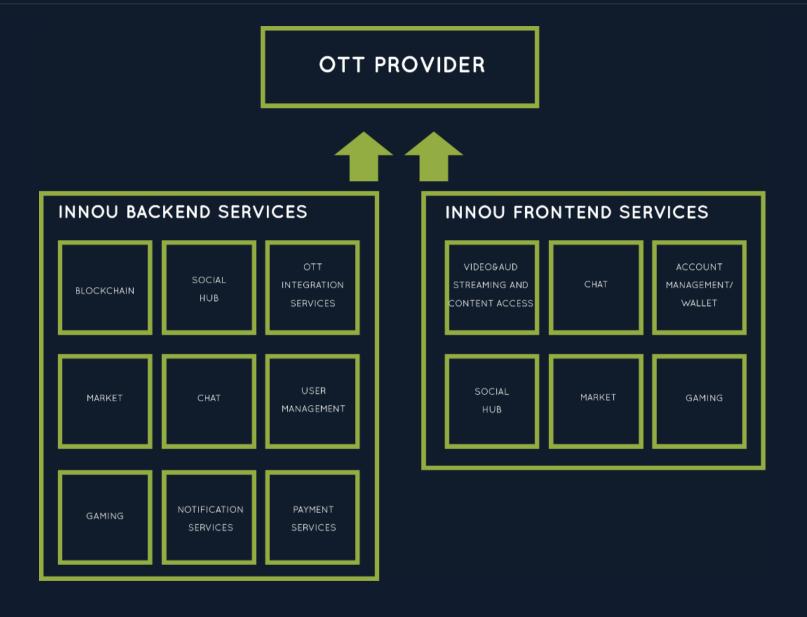
### **FUNCTIONAL DESCRIPTION:**

Our architecture is composed of multiple Microservices, (Figure 5) grouped in two main groups: Backend and Frontend. The Backend services will cover most of the modules dealing with business logic and integration to external services (OTT, payment, etc.).

The Frontend services will cover the access of customers to the INNOU services. These services will be available for iOS and Android and in some cases using web browsers.

© INNOU Limited Page **66** of **91** 





Page **67** of **91** 



# **BACKEND SERVICES:**

Backend service implementation as depicted in Figure 5:

- Account management: This service will provide customer management and will offer a 360o view of customer information and services. It will also support customer group management and privilege assignment.
- o Gaming
- o Social Media Hub and Chat Market
- o INNOU CHANNEL and Freequency: OTT integration: BaffWorks proposal is based on the use of external OTT service provider for video streaming and additional streaming services (video on demand, linear video channels, live streaming, EPG, Catch-Up, etc.). Most of the OTT service providers also cover integration with CDN and DRM platforms.
- INNOU CHANNEL/Audio Content management: This service will handle content management; i.e. specific users can upload their content which will be revised by editors and further approved for publishing to the channel and/or video on demand content by using the OTT integration service.

## **FRONTEND SERVICES:**

We propose the following module implementation, as depicted in Figure 5 in order to cover the Frontend services:

- o Gamino
- Account profile management
- o Wallet
- o Chat and Social Media Hub access
- o Market access
- Video streaming and content access: This service will enable access to video content, from linear video streaming to Catch-Up. Moreover, this service will provide access to other INNOU contents such as exchange rates and/or textual news.
- Radio streaming and audio content access

© INNOU Limited Page **68** of **91** 



# OTT PROVIDER AND SERVICES:

Based on our experience and research we have concluded that the best solution is to obtain a turnkey service from a specialized OTT provider. The benefits of this approach, amongst others, are:

- Faster service delivery
- Lower initial capital investment
- o Complete services solution
- o Flexibility in expanding the service
- Ready to use and tested support for a wide range of devices and OS
- Monetization opportunities with Ad insertion capabilities

DINNOU Limited Page **69** of **91** 



# 10. INNOU TOKEN Pre-ICO

TOKEN-STANDARD: ERC-20 Token on Ethereum Blockchain

TOKEN-TYPE: Minted Token

PRICE: 1 INNOU = 0.0001 ETH, 1 ETH = 10,000 INNOU



SOFT-CAP: 2,000 ETH = 20,000,000 INNOU Tokens

These funds are intended to secure future technical development, cover internal and external personnel costs and also increase liquidity. For more details please check the Financial Plan attached in the Appendix. If less than 2,000 ETH will be invested until the end of the Pre ICO, all Ethereum will be sent back to the exact addresses, where they initially came from.

ISSUER'S SHARE: 15%. INNOU gets additional 15% of all issued Tokens<sup>1</sup>

Both: Pre-ICO and (I)CO are issuing the same token. The letter "I" of "(I)CO" is inside exclamation marks, because the coin offer never stops. INNOU Tokens, thus, will remain available forever.

© INNOU Limited Page **70** of **91** 

 $<sup>^{</sup>m 1}$  For every 100 Tokens which will be issued to investors, INNOU gets additional 15 Tokens



# 10.1 FIRST USE CASE OF TOKEN UTILIZATION

During the Pre-Ico you will have the opportunity to purchase a time exclusive droid. The droid's visuals are only available to investors during the Pre-Ico.



Every Pre-ICO investor has the exclusive chance to buy one of our uniquely designed droids for the price of 500 INNOU. All the information can be found directly in our website.



© INNOU Limited Page **71** of **91** 



The next features, which can be purchased with INNOU Token will be released according to our roadmap. All features that are mentioned before, like the heatmap for more KYC for B2B partners or in-game items can be purchased with INNOU Tokens as well.

The following use cases will be launched in the nearest future:

- A "distance reducer" for the INNOU Game.

  This item will teleport your avatar to the spotted event, which is visible on the map, but not accessible because of your distance.
- Special vouchers, which our B2B partners can offer. In the game, there will be the chance to access special vouchers with the INNOU Token. These cannot be found through playing the game casually.
- > More space for inventory items in the game.
- > Themes for the INNOU App.
- ➤ At official events from INNOU we want to provide all services like entry, gastronomy and merchandise to be accessible in INNOU Token.







#### 10.2 INNOU TOKEN (I)CO

BEGIN: 15 September

PRICE: First 10 Mio Tokens: 1 INNOU = 0.00020 ETH

Next 15 Mio Tokens: 1 INNOU = 0.00024 ETH

Next 22.5 Mio Tokens: 1 INNOU = 0.00029 ETH

Next 33.75 Mio Tokens: 1 INNOU = 0.00035 ETH

Incrementing. See the formula below.

ISSUER'S SHARE: INNOU gets additional 15% of all issued Tokens<sup>2</sup>.

 $<sup>^2</sup>$ For every 100 Tokens which will be issued to investors, INNOU gets additional 15 Tokens



#### 10.3 TOKEN PRICE FORMULA

Starting from the double of the Pre-ICO's price, the price of INNOU Tokens will be raised incrementally. Price raises will be done in steps as follows:

FIRST STEP OFFERS: 10 Mio INNOU Tokens 1 INNOU = 0.0002 ETH

SECOND STEP OFFERS: 15 Mio INNOU Tokens 1 INNOU = 0.00024 ETH

= First step's 10 Mio \* 1.5 = First step's price + 20%

THIRD STEP OFFERS: 22.5 Mio INNOU Token 1 INNOU = 0.00029 ETH

= Second step's 15 Mio \* 1.5 = Second step's price + 20%

**FOURTH STEP OFFERS:** 33.75 Mio INNOU Token 1 INNOU = 0.00035 ETH

= Third step's 22.5 Mio \* 1.5 = Third step's price + 20%

Every further step will increase the number of tokens available by 50% (\*1.5) as well as the price by 20% (\*1.2)



#### 10.4 REASON AND FURTHER EXPLANATION

#### ETHEREUM BLOCKCHAIN & ERC-20

Ethereum is by far the most easily accessible cryptocurrency, which also supports smart contracts. Although we are familiar with the problem of high energy consumption of "Proof of Work" blockchains like Ethereum, we chose ERC-20 because it's a widely distributed standard. There is a considerable amount of exchanges, which already support ERC-20, so technically the INNOU Token can be traded right after they are issued. The initial plan is to move the INNOU Token from Ethereum over to a "Proof of Stake" blockchain, which will both: cost less concerning the fees for all transactions and consume 17,236 times less electrical energy.

#### SOFT-CAP

From the moment of the reached soft cap of the Pre-ICO (2,000 ETH), the current team and its expenses will be covered maximum Q1 2020. With these resources, INNOU will be able to get a profitable company (To see our calculation details refer to our Business Plan from

INNOU Package). If the goal will not be reached, Investors who take part of the Pre-ICO will get 100% of their Ethereum refunded. All Ethereum stay locked until the Soft-Cap has been reached. The Pre-ICO's smart contract guarantees that. INNOU may withdraw both: Ethereum and the 'Issuer's share' Tokens from the moment, the goal has been reached.

#### INCREMENTAL PRICE FORMULA

INNOU's interest is to establish a market for the INNOU Token as fast as possible. The lack of a Hard-Cap will guarantee the supply in case of no market has been established already. As the (I)CO's Token price continues evolving, the interest for an exchange to make the INNOU Token tradable, rises. Token owners may sell for more profit, exchanges will have a look on the growing market-cap and the Token owners who are willing to sell.

© INNOU Limited Page **75** of **91** 

#### 11. FINANCIAL OVERVIEW

Low case scenario: In order to ensure a successful market entry, we need to reach our soft cap at the Pre-ICO from at least 2,000 ETH (approximately € 500,000). These funds are intended to secure future technical development, cover internal and external personnel costs and also increase liquidity. We also calculated a second scenario with a higher outcome to demonstrate how the funds will be distributed in both cases.

High case scenario: The respective graphic shows the distribution of the raised investment and how innou can start developing more modules at the same time and invest more money into external marketing.



Page **76** of **91** 



#### 12. ROADMAP



Page **77** of **91** 





#### 12.1 ROADMAP INNOU-GAME

#### **CURRENT STATUS:**

INNOU is based on Value which itself was a GPS-based lifestyle app, where users could explore their current city and find small, sustainable businesses they would otherwise have overlooked. In order to keep an active userbase, Value relied heavily on gamification.

Value already incorporated many of the features now required for INNOU, for example:

- > GPS-Based map showing nearby businesses and points of interest
- Interface to provide quick, yet detailed information about businesses
- > The ability for businesses to provide coupons to players, which can be found in our game
- > Customization of the player's character
- Player progression using experience and a "treescore", which showed the number of trees a player has already planted
- Player Inventory

- > Minigames players can encounter on the Map
- > Search function for nearby businesses, including tags and categories and large database of sustainable businesses and required criteria.

#### FEEDBACK VALUE:

The idea of Value was praised by our community and critics, who were most impressed with the playful approach to a sustainable lifestyle, shopping and the business model. One of the biggest issues with Value was, that the game and gamification parts were very rudimentary and require a lot more content and features. This is something the Innou Alpha will put its focus on, as the most important B2B features will already be completed.

#### MILESTONE - 31.05.2019

At the end of May, the early alpha will be ready for an extensive friends & family test, where we will start with about 20 active testers and slowly start building up this

© INNOU Limited Page **79** of **91** 



number. For this we will approach the Value community to give us a large initial boost. Over the course of the alpha test, we aim to obtain a healthy userbase of several hundred active users, who can become involved in the production process by recommending new spots, features and most importantly report bugs. In the beginning, the game will only be available in Austria, which will serve as our initial Soft Launch environment. Later on, further countries may be added. Features that will be ready for testing when the Alpha starts:

- A new tactical combat sustem
- > Encounters on the GPS map
- A redesigned approach on distributing coupons and real-value rewards to players.
- > Support and function of a new rendering pipeline provided by the engine.
- Customization of the INNOU Droid
- Features that will be added during the Alpha phase:
   Base Building Players will create, maintain and upgrade their home base
- Resource Management

- > Player versus Player combat
- > Friends & Clan system

#### MILESTONE 31.11.2019

The game will be combined with features of the INNOU Wallet, allowing the hunt, collection and spending of crypto currency and traditional payment methods.

#### MILESTONE - 01.01.2020

We will launch the public beta in the beginning of 2020. All of the features planned during Alpha Phase will be complete and are ready for testing. New content, like upgrades for buildings, the character and customization items will continue to be added.

Regional restrictions will be lifted, and the game will be available worldwide, trying to build up a player base of thousands of active users before the official launch.

#### MILESTONE - 31.2.2020

The game is out of Beta and ready for an international launch.

© INNOU Limited Page **80** of **91** 



#### 13. INNOU TEAM



Roman Wiehart



Wilhelm Patzner



Prof. Harald Watzek



Prof. Fatos Maxhuni
CO-FOUNDER & CTO



Martin Swoboda
CO-FOUNDER &CSO



Anyla Berisha
CO-FOUNDER & CCO



Elbert Hermans
CO-FOUNDER & CDO



Alexander Kapfhammer CSO & BRAND MANAGER

CEO & CO-FOUNDER OF ANCIENT GAME

© INNOU Limited Page **81** of **91** 





Stefanie Baier FINANCIAL MANAGEF & HEAD OF SALES



Anna Oberrauner

R & COMMUNICATION



Nadine Cobbina

COMMUNITY

SOCIAL MEDIA



**Visar Kasa** HEAD OF MUSIC AMBASSADOR PROGRAM



Clemens Sperl
ecutive Assistant to CCO



Vin Kobalter
GRAPHIC DESIGNER



Matthew Loetsch MOTION GRAPHIC DESIGNER



Karel Lang



Agron Ferizi
SENIOR
DPERATIONS ENGINEER



**Fidan Rexhepi** SENIOR OPERATIONS ENGINEER



Vadim Konstantinov
FULL STACK DEVELOPER



Johannes Scharl



David Neumair EAD BACKEND DEVELOPER

Page **82** of **91** 



## OUR Experience

We brought together massive experiences of more than 30 years in Filming, TV and Mass Media, 10 years of Game Design, 50 years of International Marketing and more than 40 years on web and application services. All in one place. All in one office.

Our team profile is a beautiful and huge variety of international and multicultural backgrounds which we aim to expand even further in the future.

## INNOU GENESIS

For the first time the INNOU concept was born in 2016 from a long-term expert in the field of financial economic strategy. His vision was to combine classic economic standards with the newest blockchain technology to create a global hybrid system of the newest innovative standard.

In 2017 the two founders of INNOU worked out the idea of a multimedia app based on the newest blockchain technology. New members joined and began to add their expertise. Step by step, this whole new concept started shaping into a concrete project.

© INNOU Limited Page **83** of **91** 



# TOGETHER WE ARE STRONGER

In 2019, the INNOU Team discovered a young Vienna Startup called 'AncientGame GmbH'. These young, very talented enthusiasts had a unique selling proposition on the market with their GPS-based mobile game supporting and empowering sustainability. We decided that 'Together we are stronger' so we merged our ideas and built the INNOU ECOSYSTEM which will be launched in separate Modules according to our Roadmap, starting with the INNOU GAME as our first product.

The INNOU founders and AncientGame GmbH have already together invested approximately € 485,000 initial investment to develop first MVP of the product including: Backend databases for website and app, Frontend Design, UI/UX, Smart Contract, Sales, Office, Marketing, founding of the company, training and much more.



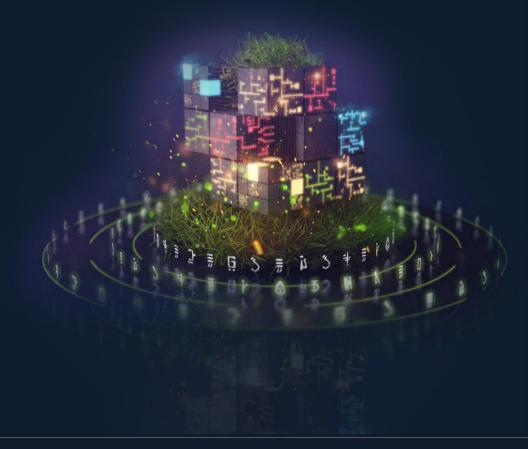
Page **84** of **91** 



## FUTURE IS FEMALE

Since we strongly support women in the technology sector, we encourage women to apply for open positions.

In return we provide a strict and imperative policy of equal payment between men and women and an oneye level, inspiring work environment for equal-minded talents.



Page **85** of **91** 



#### 14. INNOU STRUCTURE



© INNOU Limited Page **86** of **91** 



#### 15. LEGAL

This white paper is the intellectual property of INNOU Limited and we have the sole rights to all the contents, so that there is a legal restriction to use and copy it.

INNOU Limited is not responsible for the following actions, only adhered to the case of deliberate action:

- Loss of the private keys.
- Any errors or malfunctions.
- Misappropriation of your tokens, wallet or private keys by third-party, hackers or other malicious individuals, groups or organizations.
- Failure to accurately follow the procedures of buying and receiving tokens of any kind, including, providing the wrong ETH Wallet Address.
- Malicious attempts by miners.
- Malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing.

- Intentionally or unintentionally introduced weaknesses into the core infrastructure of the INNOU platform.
- Regulatory actions that could negatively impact the INNOU platform and the tokens in various ways.
- Changes of laws and regulations affecting distributed ledger technology and its applications, including INNOU platform and the INNOU token.
- Should the laws change within a jurisdiction, such that it is now illegal to operate in the jurisdiction, the company may cease all operations with respect to the regulatory actions.
- Failure to seek your own tax advice when purchasing tokens which may result in tax evasion.
- The fluctuation in values of ETH, BTC, or other cryptocurrencies.
- Market irregularities at one or more of the major cryptocurrency exchanges.

© INNOU Limited Page **87** of **91** 



### innou.io

















Page <mark>88</mark> of **91** 



WE ARE ALL HUMAN,
WE ALL SHARE ONE NATURE!

WITH US, EVERYBODY HAS THE SAME CHANCE.

WE APPRECIATE HARD WORK.



GOOD CONTENT

AND PASSION.

SO, WE WANT TO GIVE SOMETHING BACK

TO THE COMMUNITY,

AND BALANCE OUR

ECOSYSTEM



WE CANNOT DO IT ALONE!
WE DON'T WANT TO DO IT ALONE!
WE NEED YOU,
AND THOSE AROUND YOU.

© INNOU Limited Page **89** of **91** 



#### **WORKS CITED**

- GenerEOS. (2018, October 24). MEDIUM. EOS Energy Consumption vs Bitcoin and Ethereum. Retrieved January 2019, from https://medium.com/genereos/eos-energy-consumption-vs-bitcoin-and-ethereum-2d1bb31ed72f
- Helms, K. (2019). Japan Approves 2 New Crypto Exchanges 140 More Interested. Saint Bitts LLC. 2019: news.bitcoin.com. Retrieved January 2019
- Michael Crosby (Google)Nachiappan (Yahoo)Pradan Pattanayak (Yahoo)Sanjeev Verma (Samsung Research America)Vignesh Kalyanaraman (Fairchild Semiconductor). (2016). *AIR*(2), 8. Retrieved January 2019, from https://j2-capital.com/wp-content/uploads/2017/11/AIR-2016-Blockchain.pdf
- Njui, J. P. (2018). BIG 4 (BTC, ETH, XRP, LTC) To Gain In Adoption Of Crypto In 80,000 European Stores. London: theindependentrepublic.com. Retrieved January 2019, from https://theindependentrepublic.com/big-4-btc-eth-xrp-ltc-to-gain-in-adoption-of-crypto-in-80000-european-stores/
- Orcutt, M. (2018, April). *How secure is blockchain really?* Retrieved from MIT Technology Review: https://www.technologyreview.com/s/610836/how-secure-is-blockchain-really/
- ÖWA. (2018, April 17). ÖWA Plus 2017-IV: Mobile Nutzung des Internet steigt weiter an. Retrieved September 10, 2018, from http://www.oewa.at/news/116
- Statista, I. (© Statista 2019). New York, NY 10004. Retrieved from https://www.statista.com/statistics/647374/worldwide-blockchain-wallet-users/).

© INNOU Limited Page **90** of **91** 



(Orcutt, 2018)

ii (Michael Crosby (Google)Nachiappan (Yahoo)Pradan Pattanayak (Yahoo)Sanjeev Verma (Samsung Research America)Vignesh Kaluaparaman (Fairchild Semiconductor), 2016)

- iii (ÖWA, 2018)
- <sup>iv</sup> (Statista, © Statista 2019)
- <sup>v</sup> (Statista, © Statista 2019)
- vi (Helms, 2019)
- vii (Njui, 2018
- <sup>viii</sup> (Statista, © Statista 2019

© INNOU Limited Page **91** of **91**