YOURGAMIFY (GAM)

WHITE PAPER

V. 1.2

BY ENKRONOS OÜ

Your Gamify

Your Gamify (GAM)

TGE White Paper Version 1.2

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8. You agree that you purchase, receive, and hold the YourGamify Token (GAM) at your own risk and that the YourGamify Token (GAM) are provided on an 'as is' basis without warranties of any kind, either express or implied. It is your responsibility to determine if you are legally allowed to purchase the YourGamify Token (GAM) in your jurisdiction and whether you can then resell the YourGamify Token (GAM) to another purchaser in any given jurisdiction. You bear the sole responsibility for determining or assessing the tax implications of your participation in the crowdsale, purchasing, or receiving and holding the YourGamify Token (GAM) in all respects and in any relevant jurisdiction.
9. No regulatory authority has examined or approved of any of the information provided in this WP. No such action has been or will be taken under the laws, regulatory requirements, or rules of any jurisdiction.
10. The regulatory status of tokens and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the Enkronos Apps Platform and YourGamify Token (GAM)). It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement changes to laws and regulations affecting distributed ledger technology and its applications, including the Enkronos Apps

Platform and YourGamify Token (GAM). Regulatory actions could negatively affect the Enkronos Apps Platform and YourGamify Token (GAM) in various ways, including, for purposes of illustration only, through a determination that the purchase, sale, and delivery of YourGamify Token (GAM) constitutes unlawful activity or that YourGamify Token (GAM) are a regulated instrument that requires registration or the licensing of some or all of the parties involved in the purchase, sale, and delivery thereof. The Enkronos Apps Platform may cease operations in a jurisdiction in the event that regulatory actions, or changes to laws or regulations, make it illegal to operate in such jurisdiction or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.

11. Given that YourGamify Token (GAM) are based on the Ethereum protocol, any malfunction, breakdown, or abandonment of the Ethereum protocol may have a material adverse effect on YourGamify Token (GAM). Moreover, advances in cryptography or technical advances, such as the development of quantum computing, could present risks to YourGamify Token (GAM) and the Enkronos Apps Platform, including the utility of YourGamify Token (GAM), by rendering ineffective the cryptographic consensus mechanism that underpins the Ethereum protocol.

12. As with other decentralized cryptographic tokens based on the Ethereum protocol, YourGamify Token (GAM) are susceptible to attacks by miners in the course of validating YourGamify Token (GAM) transactions on the Ethereum blockchain, including, but not limited to, double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks present a risk to the Enkronos Apps Platform and YourGamify Token (GAM), including, but not limited to, accurate execution and recording of transactions involving YourGamify Token (GAM).

13. Enkronos Apps platform respects GDPR EU law framework and data protection of its users.

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1. Abstract

Definitions	
YourGamify Platform – www.yourgamify.com	The platform constitutes the project goal of the present Token Generation Event. An MVP is already online on www.yourgamify.com. It is a gamification app, that allows to create and manage challenges and nested competitions, each composed of different types of mechanisms. On the same initiative you can involve your users with a basic questionnaire, a photo contest, and instant victory based on destiny.
YourGamify Tokens (GAM)	(Also "GAM Tokens", or "GAM", or "YourGamify Tokens"), the utility tokens of YourGamify Platform used in all transactions related to distributed credits on the Platform itself. GAM follows **ERC20 token standard** on the **Ethereum blockchain**.
"Enkronos OÜ" – www.enkronos.com	(Also "Enkronos"), the company which is developing YourGamify and manage the "YourGamify Token (GAM)" sale phases here described.

Why YourGamify?

Project Goals	
What	Your Gamify Platform is an online cloud application that will cover all the possible gamification functionalities for companies and organizations in all the main functional areas, from marketing and promotions, to human resources and product development, from sales to business development. It is being developed by Enkronos. Its credit system is already tokenized on a private ledger and it is a shared resource among all the products published in its platform. The final goal is to adopt GAM token as its "internal fuel", creating a public ledger blockchain-based YourGamify platform.
Why	Gamification is having an enormous growth. But till now nobody provided an integrated and automated solution for every application. The goal of YourGamify Platform is precisely to provide a solution to this unsolved issue. This will result in a more efficient and economic process related to any kind of gamification application.
Who and Where	**Enkronos OÜ**, a digital strategy company based in Estonia organizes the GAM Token Selling Phases
How	This document illustrates how Enkronos will realize this project, its total cost, the value associated with its utility tokens, the precise modality of their selling with a public smart contract and the advantages of buying GAM tokens and of usage of YourGamify platform and of its different uses.
When	□ First Release of Enkronos Apps: 27.03.2018. □ Private Sale, Pre and Public Sale: between 15th July 2019 @ 13:00 CET and 31st March 2020 @ 13:00 CET, as detailed in paragraph § 6.5 A roadmap of each project phase is detailed in chapter 4.

Advantages of using GAM

Plus	
ENK	GAM will be the only way to use YourGamify Platform, apart from ENK. Its value will be directly expression of the value of the entire platform.
YourGamify Platform	Your Gamify Platform is an online cloud application that will cover all the possible gamification functionalities for companies and organizations in all the main functional areas, from marketing and promotions, to human resources and product development, from sales to business development. Furthermore, the interactions among single applications will create in "Enkronos Apps" a powerful common view of users data. **Target Groups**: financial services, healthcare, manufacturing, retail, Large-Scale Retail Distribution Point of Sales, Department stores, Communication agencies, Fashion, Ho.Re.Ca., Touristic, Mass-Brands, Finance, SMEs.
Third Parties Applications	"Enkronos Apps" will let any developer or company to publish their custom apps in the platform. They'll benefit of the same and secure SSO environment and the RESTful API connection of "Enkronos Apps". **Target Groups**: developers, tech companies, startups.

2. What is YourGamify

Your Gamify Platform is an online cloud application that will cover all the possible gamification functionalities for companies and organizations in all the main functional areas, from marketing and promotions, to human resources and product development, from sales to business development.

YourGamify is already available as a demo product (prototype) on www.yourgamify.com and in its first release allows you to create and manage challenges and nested competitions, composed of different types of mechanisms. On the same initiative, you can involve your users with a basic questionnaire, a photo contest and instant victory based on destiny.

You can decide to assign physical prizes for each competition, or only after the user has passed all the challenges. Prizes can be physical objects of your choice, virtual prizes "virtual recognition" of the user's skills (badge, leaderboard etc.), or even digital prizes of third parties, such as gift cards (Amazon Card, Apple Store & iTunes Gift Card, etc.).

With Your Gamify you can create entertaining competitions and in addition acquire new users interested in you and your products and services. You can engage specific audiences in social networks, for example in Facebook by creating advertising campaigns aimed to a specific target, defined for example for aspects related to location, interests and demographics. Thanks to this mechanism you can build new pre-defined audiences of interested users and provide them with products, services and more targeted communication.

Your gamification will therefore be the starting point for a new relationship and communication with potential customers and users interested in your brand. This is an innovative and unprecedented way to create the perfect audience for your business identity that allows you to start a new profitable relationship with your customers.

3. Tokenomics

YourGamify tokens (GAM) are the utility tokens, used for operations on YourGamify platform.

GAM tokens will be natively convertible also with ENK tokens, the utility tokens, used for operations on “Enkronos Apps” platform, with which YourGamify is integrated.

GAM (and ENK) will be the only way to use YourGamify platform. Depending on resources consumption, storage and requests to the platform, the YourGamify Wallet will update its balance of available GAM.

4. Roadmap

Q4-17 The origin of YourGamify platform idea. Development of the concept and business plan.

Q2-18 Elaboration of YourGamify platform legal model in various jurisdictions. Development starts.

Q2-19 Preparation for ICO. Development of a smart contract for GAM token release. Private sale starts. Continue the development of the platform.

Q1-20 ICO public sale ends

Q2-20 Listing

Q3-20 Release of platform's beta version. Start of GAM wallet.

YourGamify RoadMap

5. Market Size

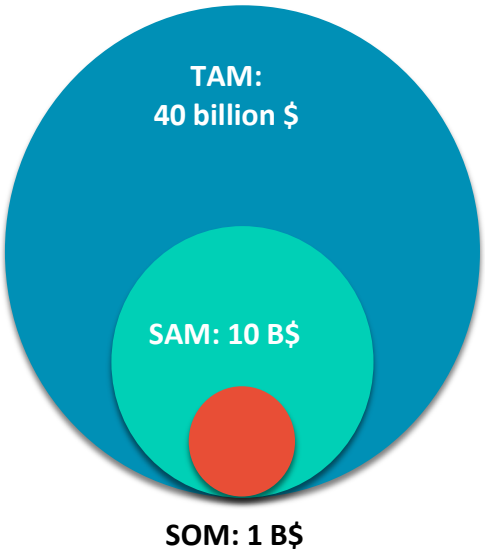
YourGamify aims to intercept the needs of gamification to cover all the possible gamification functionalities for companies and organizations in all the main functional areas.

A recent TechSci Research Report valued all the global gamification market at USD 6.8 billion in 2018 and estimated it to reach $ 40 billion in 2024 with an impressive CAGR (Compound Annual Growth Rate) of 32% "on account of growing demand for customer experience enrichment and improved engagement of employees. In business context, gamification refers to the integration of game mechanics into an internal business process, website, or marketing campaign so as to encourage the participation of target audience. Increasing number of smartphones and mobile devices is positively influencing the growth of the market. Moreover, social media platforms are further contributing to the growth of gamification market as they allow users to share their experiences with friends and co-workers, thereby elevating the effectiveness of the platform. Global gamification market can be categorized based on the solution, deployment, organization size, application, end-user vertical and regional analysis.In terms of solution, the market for gamification can be bifurcated into enterprise driven and consumer driven.

"The demand for consumer driven solution is increasing as companies catering to various field are introducing various gamification techniques such as discounts and loyalty point in order to retain consumers, due to which the segment is expected to witness fastest growth during forecast period. Based on the deployment, cloud segment is expected to grow at the fastest pace as it allows small and medium enterprises to implement gamification without incurring extra cost".

"The market for gamification is gaining traction and expanding to various regions including Asia-Pacific, North America, Europe, South America and Middle East & Africa. North America and Europe are the leaders in global gamification market owing to early adoption by economies such as US and UK to enrich their marketing activities with better customer interaction and advertising".

Extending our analysis to all the market segments affected by YourGamify, only to serve these segments, we estimated a potential of **Serviceable Available Market (SAM) of $10 billion**, where our blockchain based **Technical Approach** could make the difference and an actual **Serviceable Obtainable Market (SOM) of $1 billion**.



6. Tokensale

6.1 Role of the GAM token

Important part of YourGamify Platform is how GAM tokens are used to build the circulation of the currency and create supply and demand mechanisms. GAM will be used within the Crowdholding platform, but they won't be limited by the platform in the future. GAM tokens can be used in the following ways on the platform:

For Crowdholding

- ✓ Fuel for the crowdsourcing and crowdfunding processes on the platform.

For Businesses

- ✓ Payment for YourGamify usage.

For Supporters

- ✓ Purchasing products/services on the Crowdholding marketplace with tokens.

6.2 Token supply

GAM will be the token used on YourGamify platform. This token will be a token on the Ethereum blockchain following the ERC20 token standard. For the actual implementation of the GAM token, Enkronos has developed a smart contract that will be publicly consultable on its Github before any phase of Tokensale will start. There will be no alterations to the contract so any interested party can have full confidence in the GAM token.

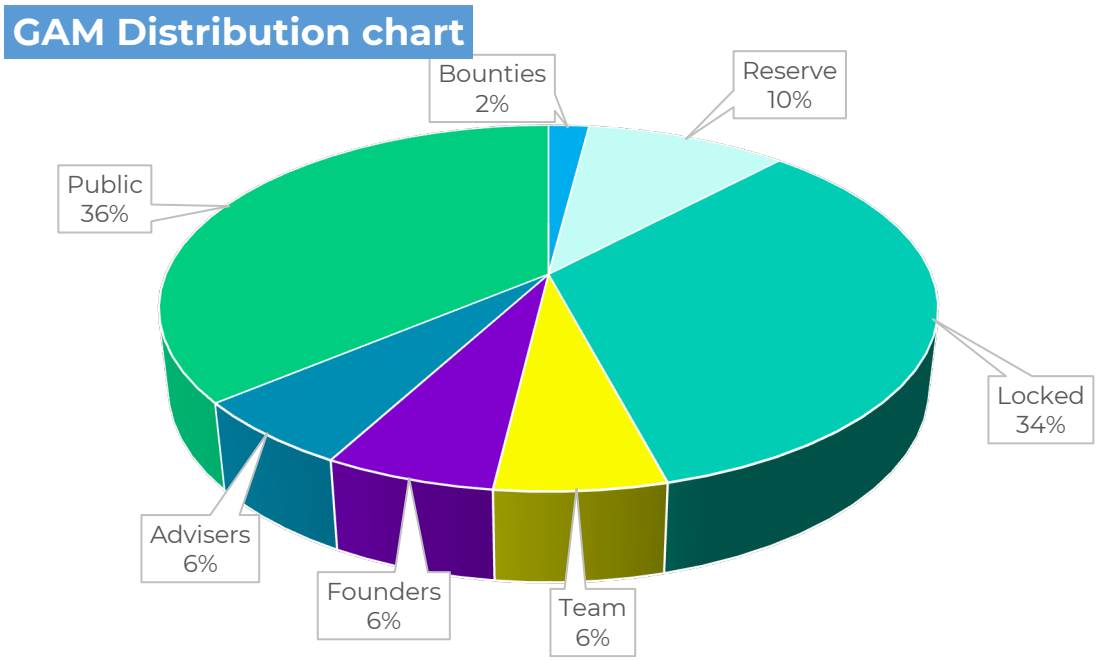
GAM will be created prior to the Token Generation Event ("TGE"), and they will be capped, meaning we are not able to create any more in the future. No inflation is intended. The initial price is set as published on our TGE web site, https://www.yourgamify.com.

400 million GAM tokens created. 144,4 million directly sold to public.

Token supply is fixed, we create immediate deflationary currency that will be as valuable as our growing community (startups and crowd) in our ecosystem.

6.3 Token Distribution

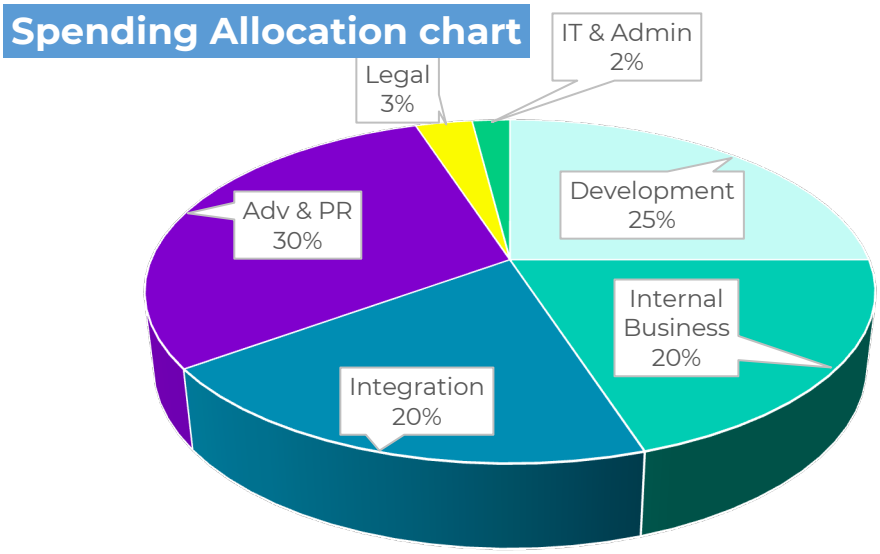
The initial issue of GAM tokens is programmed by a smart contract and will be carried out in the following order:



- ✓ Bounties (2%) - Bounty campaign promotion
- ✓ GAM reserve (10%) - Allocation for unforeseeable expenses (10%). We want to have the deposit of GAM that would be only used to solve the token-threatening situations. All our wallets will be auditable via a publicly shared address.
- ✓ Locked for future use (33,89%) - Kept as a reserve for future growth (33,89%). To be utilized for future partnerships or acquisitions.
- ✓ Team & experts (18%) - Allocated to the current and future team members (6%), founders (6%) advisers and experts (6%).
- ✓ Pre-Sale & Public Sale (36,11%) - Crowdsale (36,11%) The success threshold is 1 million USD (Soft Cap). Hard Cap will be of 39 million USD.
- ✓ If the minimal amount of Soft Cap will not be reach during the TGE then any interested party will be able to retire their apport and will be reimbursed.

6.4 Spending Allocation

The main focus of expenses will be on the technical development of the platform. However, marketing & sales will be allocated a growing importance, as the success of the platform depends on attracting the right supporters and businesses through diverse paid advertising tactics.



Other expenses include paying for IT infrastructure, rent, patents & trademarks. Enkronos will be cash flow positive soon after the launch and will utilize additional capital to support international expansion and opening of new locations.

- ✓ **Development**. Application and web-platform development, technical developments. Mainly dedicated to the expansion of new applications and business segments in "Enkronos Apps".
- ✓ **Internal Business**. Business development and Employment hire/wages.
- ✓ **Integration**. Worldwide integration of the platform
- ✓ **Advertising & PR**. Inc. Marketing. This segment will be very important particularly to enter different international markets and launch single applications.
- ✓ **Legal**. Set aside in case of any legal issues that arise.
- ✓ **IT & Admin**. Servers, Infrastructure and admin.

6.5 Figures and Sales Phases

TGE Figures	
GAM distribution cap	400.000.000 GAM tokens
Soft Cap	1.000.000 USD
Hard Cap	39.000.000 USD
Currency accepted	ETH, ENK, AQU
Initial Price	1 GAM = 0,006 ETH

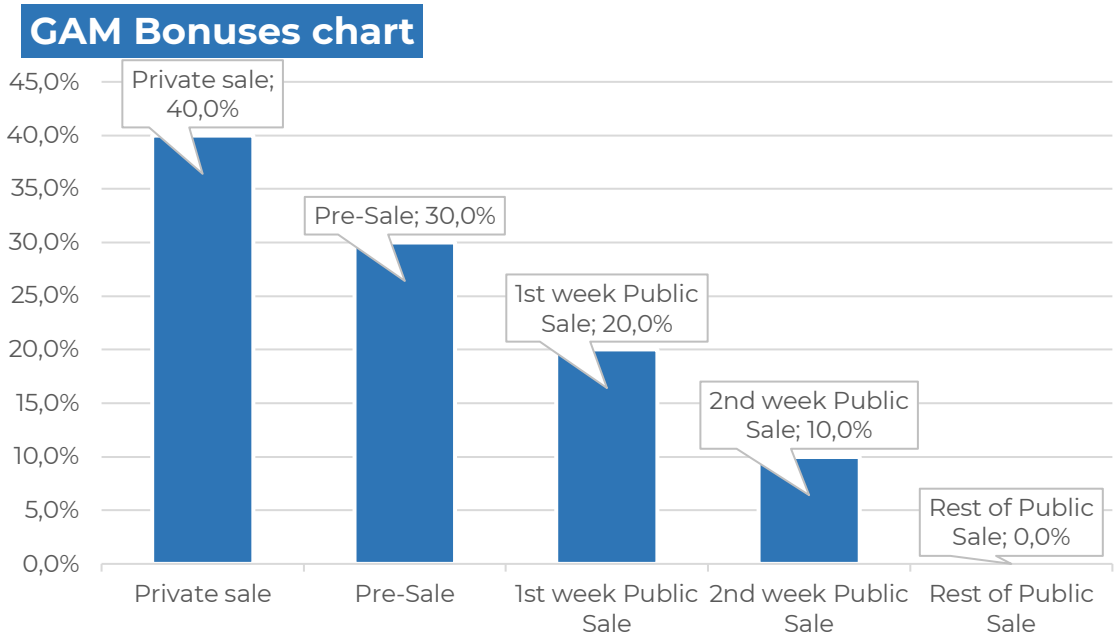
Private Sale	
Hardcap	9.000.000 USD
Start	15th July 2019 @ 13:00 CET
End	30th August 2019 @ 13:00 CET
Minimum transaction amount	10 ETH
Maximum transaction amount	5.000 ETH

Pre-Sale	
Hardcap	9.000.000 USD
Start	2nd September 2019 @ 13:00 CET
End	30th September 2019 @ 13:00 CET
Minimum transaction amount	10 ETH
Maximum transaction amount	5.000 ETH

Public Sale – Phase 1	
Hardcap	21.000.000 USD + unsold from before
Start	1st October 2019 @ 13:00 CET
End	29th November 2019 @ 13:00 CET
Minimum transaction amount	0,1 ETH
Maximum transaction amount	Unlimited

Public Sale – Phase 2	
Hardcap	21.000.000 USD + unsold from before
Start	2nd December 2019 @ 13:00 CET
End	31st March 2020 @ 13:00 CET
Minimum transaction amount	0,1 ETH
Maximum transaction amount	Unlimited

6.6 Bonuses



[Fig. 5 – Bonuses in each GAM sale phase]

Buyers for private sale will have a 40% discount (discounted price will then be 1 GAM = 0,0036 ETH). Bonuses and discounts do not include bounty holders, in order to protect the GAM value for investors. However, bounty will continue as planned until we reach the 2% as shown on our distribution breakdown.

Buyers for pre-sale will receive a 30% bonus (discounted price will then be 1 GAM = 0,0042 ETH).

Buyers in the 1st week of Public sale will receive a 20% bonus (discounted price will then be 1 GAM = 0,0048 ETH).

Buyers in the 2nd week of Public sale will receive a 10% bonus (discounted price will then be 1 GAM = 0,0054 ETH).

If with discounts will exceed 51%, GAM tokens expected in the Reserve distribution will be proportionally reduced.

6.7 Vesting

Team and Founders: 24-month vesting schedule with a 6 month "cliff," no vesting occurs for the first 6 months, but at the 6-month point the token holders receives full credit for 6 months of vesting. After the "cliff" is met, vesting would continue monthly thereafter.

Locked Tokens for future use: 50% with 12-month vesting and another 50% with 24-month vesting.

6.8 Unsold tokens

After the TGE, all the unsold tokens shall go back to Enkronos OÜ.

7. Legal Aspects

7.1 GAM, a utility token

GAM is the utility token of the YourGamify Platform used in all transactions related to distributed credits. GAM will be the only way to use YourGamify Platform (apart from ENK, the utility token of "Enkronos Apps"). Its value will be directly expression of the value of the entire platform.

GAM do not qualify as securities since their sole purpose is to confer digital access rights to our application. GAM doesn't function in any way, solely or partially, as an investment in economic terms.

GAM do not even qualify as a means of payment and is not intended to be used as such.

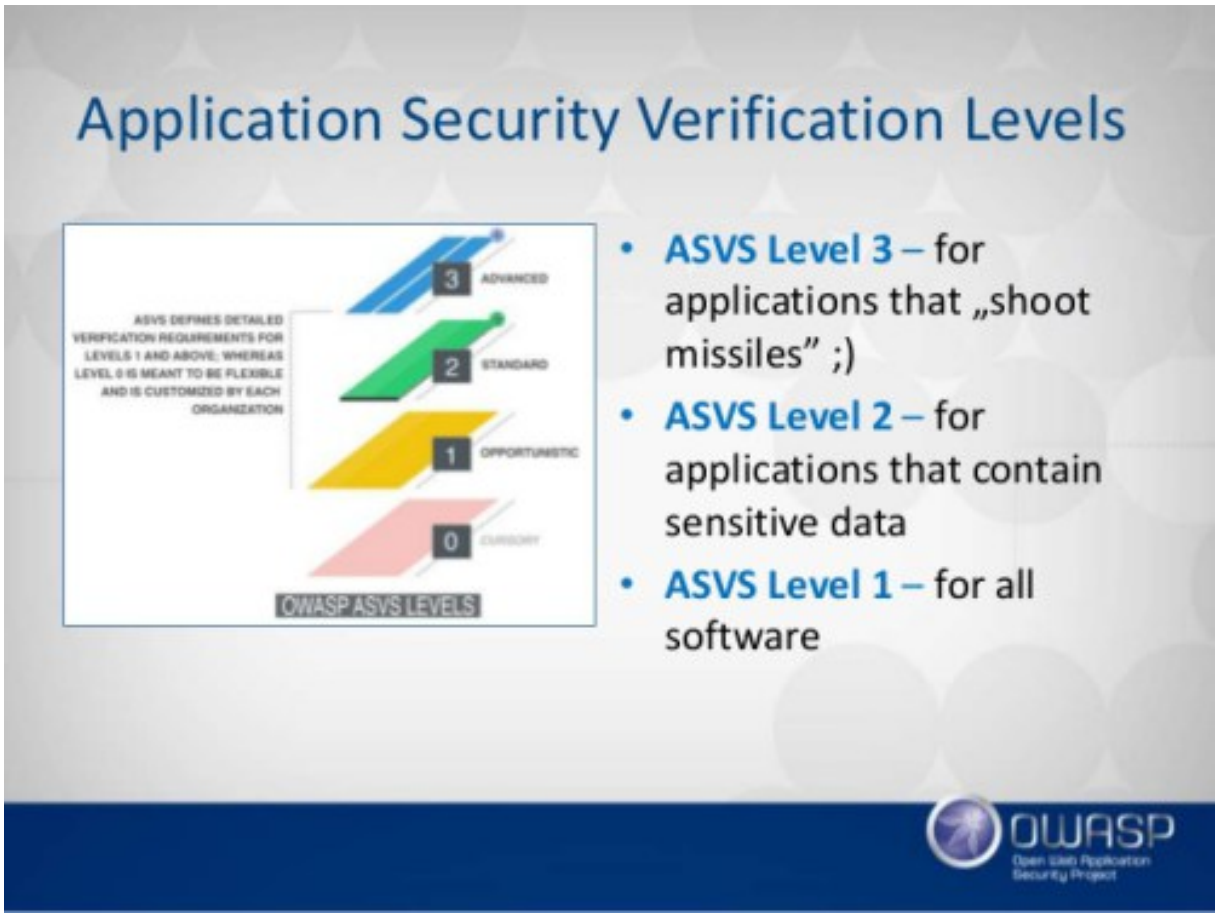
7.2 Copyright

YourGamify is protected by copyright.

8. Security and Data Protection

8.1 ASVS Level 3 Owasp

The software in applications and servers focus on respecting Application Security Verification Standard (ASVS) third level of web security standardization as provided by the OWASP protocol (www.owasp.org).



8.2 External independent Audit

From 10.04.2017 to 17.04.2017 our application Framework has been tested for Application Security by an independent primary Auditor, as requested by an important Client of ours before adopting our application.

The objective of the assessment was to assess the overall security posture of the applications from a gray-box perspective. It included determining the application's ability to resist common attack patterns and also to identify any vulnerable areas in the internal or external interfaces of the application that could have been exploited by a malicious user.

Auditor's security team performed their testing at a "point-in-time" that followed Auditor's proprietary methodologies. Their testing was not intended to identify all existing vulnerabilities and security weaknesses nor did it claim or represent that any application was free of vulnerabilities or immune to attacks.

The assessment found no critical severity vulnerability. All the minor severity vulnerabilities found (3 high, 4 medium, 7 low) have all been found quick remedy following the suggestions provided by Auditor's security team.

For privacy reason we do not publicly disclose the identity of Auditor and Client of the mentioned security Audit. For any interested investor available to sign a specific no-disclosure-agreement, we can provide those identities.

8.3 GDPR Compliancy

YourGamify is compliant with the **EU General Data Protection Regulation (GDPR)** that has become fully enforceable throughout the European Union on 25th May 2018, after a two-year transition period. Unlike a EU directive, it does not require national governments to pass any enabling legislation, and is thus **directly binding and applicable**.

Particularly our solution will comply with Data Subject Rights.

Breach Notification

Under the GDPR, breach notification will become mandatory in all member states where a data breach is likely to "result in a risk for the rights and freedoms of individuals". This must be done within 72 hours of first having become aware of the breach. Data processors will also be required to notify their customers, the controllers, "without undue delay" after first becoming aware of a data breach.

Right to Access

For example, as regards the right for data subjects to obtain from the data controller confirmation as to whether or not personal data concerning them is being processed, where and for what purpose and the provision of a copy of the personal data, free of charge, in an electronic format.

Right to be Forgotten

This feature entitles the data subject to have the data controller erase his/her personal data, cease further dissemination of the data, and potentially have third parties halt processing of the data. The conditions for erasure include the data no longer being relevant to original purposes for processing, or a data subjects withdrawing consent.

Data Portability

This feature includes the right for a data subject to receive the personal data concerning them, which they have previously provided in a 'commonly use and machine-readable format' and have the right to transmit that data to another controller.

Privacy by Design

This feature calls for the inclusion of data protection from the onset of the designing of systems, rather than an addition. Appropriate technical and organizational measures will be implemented in an effective way in order to meet the requirements of GDPR and protect the rights of data subjects. The application will hold and process only the data absolutely necessary for the completion of its duties (data minimization), as well as limit the access to personal data to those needing to act out the processing.

Data Protection Officer

There will be internal record keeping GDPR requirements.

We'll appoint a DPO, as mandatorily requested by GDPR, only eventually for those controllers and processors whose core activities consist of processing operations which require regular and systematic monitoring of data subjects on a large scale - if present - or of special categories of data - if present - or data relating to criminal convictions and offences - if present. In that case, the DPO: will be appointed on the basis of professional qualities and, in particular, expert knowledge on data protection law and practices; he / she will be a staff member or an external service provider; in that case, contact details will be provided to the relevant DPA; DPOs will be provided with appropriate resources to carry out their tasks and maintain their expert knowledge; DPOs will report directly to the highest level of management; DPOs will not carry out any other tasks that could results in a conflict of interest.

The conditions for consent have also been strengthened, and companies will no longer be able to use long illegible terms and conditions full of legalese, as the request for consent must be given in an intelligible and easily accessible form, with the purpose for data processing attached to that consent. Consent must be clear and distinguishable from other matters and provided in an intelligible and easily accessible form, using clear and plain language. It must be as easy to withdraw consent as it is to give it.

9. FAQ

What are YourGamify Tokens (GAM) and what purpose do they serve?

YourGamify Tokens (GAM) are a utility tokens of YourGamify App used in all transactions related to distributed credits on YourGamify Platform.

What is the price of 1 YourGamify token (GAM)?

The prize of 1 (one) YourGamify token (GAM) is 0.006 Ethereum (ETH). Because YourGamify is also part of Enkronos Apps platform, the GAM token can be exchanged for Enkronos token (ENK). The exchange rate is 2 ENK = 1 GAM.

What is the total supply of YourGamify TGE (Token Generation Event)?

The total supply of YourGamify TGE is 400.000.000,00 YourGamify tokens (GAM).

What are the terms of the Crowd Sale (Public Sale)?

YourGamify Crowd Sale (Public Sale) will last 60 days (from October 1, 2019 h13:00 CET to November 29, 2019 h13:00 CET) with the possibility of an automatic early completion in pursuing the final goals of ICO.

What is the Softcap of YourGamify TGE?

The Softcap of YourGamify TGE is 1.000.000,00 USD dollars. If this minimal amount will not be reached during the TGE, then any interested party will be able to retire their whole investment and will be fully reimbursed.

What is the Hardcap of YourGamify TGE?

The Hardcap for YourGamify TGE is 39.000.000,00 USD dollars.

What will happen to unsold GAM tokens?

All unsold and unallocated GAM tokens shall go back to Enkronos OÜ and additional release of tokens will not be possible.

10. About Us

Enkronos is an agency founded by highly specialized professionals with a passion for entrepreneurship and technological innovation. Our core business is developing cross-platform solutions and architectures the world of web & wireless and digital communications.

Strong leadership combined with an overwhelming willingness to adapt to the onslaught of new technologies has provided Enkronos the luxury of fulfilling our clients' missions. Whether that means constructing a revolutionary content management system with dozens of modules or challenging our interaction design team to create meaningful relationships.

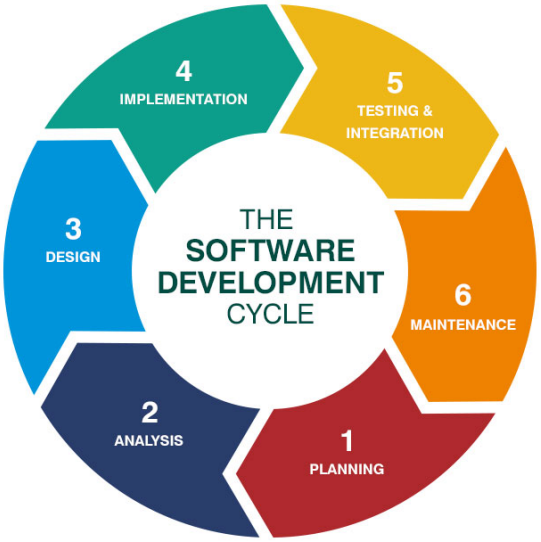
So far, our story is one of evolution. Our evolution has made all of the difference. For us, and our clients. We are specialized in developing technologies and architectures for mobile communication and structured web. We like to reinvent your productivity with strategic marketing applied to technological innovation, web and mobile design and digital communication.

- We are experts at **Digital Platform development**, Digital Strategy and Social Media Marketing.
- Our engineers build comprehensive **custom web & mobile software applications** with advanced security, integration, interoperability, scalability and complexity needs.
- Experience revealed that complete digital strategy comes only when **developers, designers and marketing strategists work together**.

10.1 Our Method

User Experience Driven Software Development

We are experts at web, mobile and cloud development. Our engineers build comprehensive custom software for enterprise clients with advanced security, scalability and complexity needs.



Architectural Vision

Our UX designers and software engineers are experts that work with you every step of the way as a dedicated product team to solve your most complex problems.

Research And Discovery

Our software consulting services kick off with a complete analysis phase. In this analytic process we learn about your business, we define your requirements and establish the roadmap we'll follow.

Development And Delivery

We use Scrum, a form of Agile methodology, to ensure successful on-time and on-budget delivery of your software.

High Configurability

We develop structured and customized solutions and platforms, all white-label, with high potential for configurability. This allows the performance, scalability, adaptation, modification and evolution of solutions created with great advantage in terms of efficiency, effectiveness and cost of routine maintenance.

Ability of Process Management

We have the ability to draw solutions and develop software architectures with a high level of complexity and integrability. This allows us to facilitate the management of business processes that promote teamworking and cross-fertilization ability.

Insight, Vision, Focus, Realization

Our vision is to develop best world-class solutions in Custom software development which will enrich the value of our client's business. We value technology innovation, lifelong learning, and adapting to change to achieve operational efficiently in order to provide the best web solutions to our clients. Enkronos is committed to providing our clients with continuous, expert web solutions and services to enable you to grow and succeed your business. We will excel as a company only after we help our clients' businesses achieve their business objectives effectively and efficiently.

11. Our Team

Gianluca Busato

Founder and CEO

48, Master's Degree in Electrical Engineering, with more than 15 years of experience in leading teams and companies in the field of technological innovation and communication, now he is CEO and Founder of Enkronos, a digital strategy company based in Estonia, where he is in charge for general management, strategical marketing, sales and finance. In short, here is what he likes to do: digital platforms, AI, IoT, blockchain, AR/VR, cloud applications, mobile, SaaS.

The Team can be consulted publicly at url:

- **https://www.yourgamify.com**.

12. Advisory Board

The Advisory Board can be consulted publicly at url:

- **https://www.yourgamify.com**.

13. Contact Us

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YourGamify is a project of ENKRONOS | DIGITAL STRATEGY