



plentix

**A tokenized recommendation
platform for the referral economy**

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Version Control

DATE	VERSION	AUTHOR	CONTENT CHANGE
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Purpose

Who is it for?	For public, specifically crypto community
Purpose	This document is intended to provide high level principles and concepts of Plentix project and clarify on features and capabilities Plentix platform and application deliver
Scoped OUT	Low level design of the platform and coding
Scoped IN	Use cases on Plentix along with real world examples Software architecture high level view

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A tokenized recommendation platform for the referral economy

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Abstract: The advent of cryptocurrencies and the tokenized economy makes it possible to re-imagine the entire value chain of consumer, products, and producers from a referral perspective. We present Plentix, a tokenized platform that enables users to refer other users to a business entity and enables business entities to leverage existing APIs for industry specific referrals and allows for safe, secure, trustless value exchange to take place. Unlike other referral platforms, Plentix unleashes the potential of a new global ecosystem to monetize referrals for every stakeholder, from the producer to the consumer.

The Referral Economy 101

The referral economy is well entrenched in our lives. The explosive growth of social media coupled with the dominance of mobile phones has given rise to a new generation of consumers who embrace connectivity. Online interaction such as referrals has never been so easy and immediate [1].

Historically, the marketing and communications industry flourished given the billions of dollars spent on business advertisements and promotion. In recent years, the marketing and communications industry unknowingly woke up to a massive opportunity for a simple and organic way to promote businesses. This self-help system allows people to leverage, their social network.

The relationships that exist beyond core online social media is invaluable from a marketing standpoint. In an era where we tend to place more value and trust on the opinion of someone we know than a brand - as 84% of consumers say they either completely or somewhat trust recommendations from family, colleagues or friends about products and services[2] - this new way of promoting businesses via micro-marketers is a powerful tool to use.

Furthermore, personal referrals through word-of-mouth are much more targeted in nature as the referrer acts as a filter to identify potential customers (as opposed to marketing broadly via high cost, established social media channels like Facebook which may not necessarily reach an actual buyer).



...91% of B2B buyers are influenced by word of mouth...and a further 84% of consumers report always or sometimes taking action on personal recommendations...



When an astounding 91% of B2B buyers are influenced by word-of-mouth when making their buying decisions [3] and a further 84% of consumers report always or sometimes taking action on personal recommendations [4].

It becomes clear that having targeted, direct, personal recommendations is a very powerful way to amplify business. And for companies looking to derive more value from their customers - research shows that the referred customers are perceived as more valuable of greater value to a brand than their typical customers as they tend to maintain a longer lasting relationship, have a greater affinity to the brand, and are associated with higher profitability.

The primary goal of brands and businesses is to target customers who are most likely to bring them quality referrals that will last and build affinity with the brand.

And yet, businesses are still leveraging traditional forms of referral programs - offering customers basic programs with basic rewards.

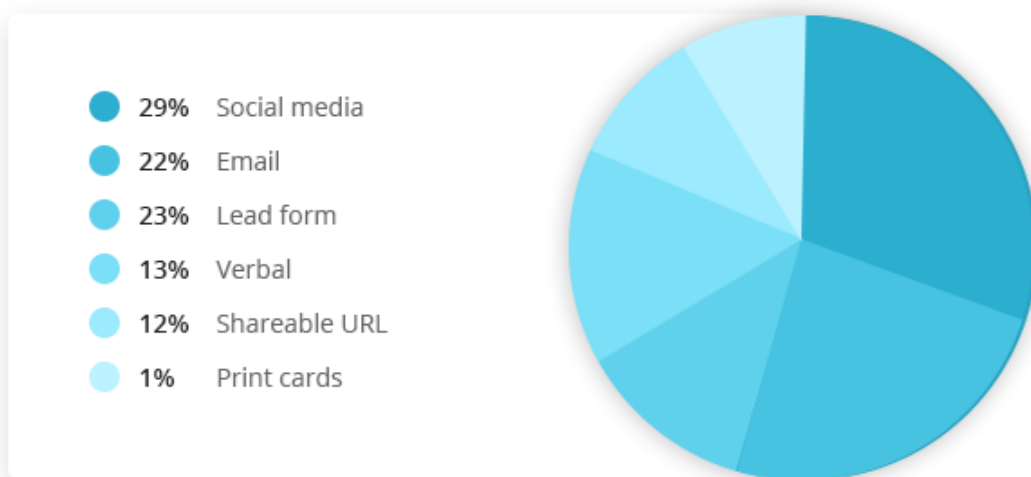


Figure 1 - Most Used Referral Methods by Customers [15]

For those businesses who are more advanced, there are various approaches to identifying those customers who are most likely to be their most impactful ambassadors in the market. For example, the 15-year-old Net Promoter Score (NPS) method is a well-used and publicized way for finding out these key ambassadors to your brand. But NPS has its problems too [5].

NPS uses data from surveys and fixed loyalty data to answer the simple question: “how likely is it that you would recommend our organization to a friend or colleague?.”

In an era where the customer will have multi-channel touch points with a brand, this approach may be overly simplistic as the loyalty and behavior of a customer is often complex [6].



While NPS can be useful, it only analyzes one dimension of the customer relationship - typically the last interaction. To truly realize the power and potential of referrals and attract the most productive customers, analytics based on a variety of data points would be required to generate true insights.

Aside from lacking the sophistication to identify the right customers to help promote and grow their business organically, there are limited incentives with most business referral programs - from a referrer perspective.

Upon a successful referral where the referred customer onboard, a referrer, in most cases, will be reimbursed on a one-time basis. While this model may work for some businesses, others may want to control when and how the referrer should be incentivized based on the behavior of the referred customer.

Lost Opportunity

The referral economy today does not align well to the value chain of producers and consumers. With over 80% of B2B and B2C consumers looking to friend, family, colleagues, and even reviews from other consumers before making purchasing decisions [7] - referral programs, incentives and referral structures represent a huge opportunity for businesses. And yet very few businesses employ or correctly employ this powerful engagement tactic.

The lost opportunity represents 10's of thousands or 100's of thousands of dollars to individual businesses - and billions of dollars to the global market. We believe we can help transform the system. We believe there is another way - giving business the ability to capture this lost revenue - and at the same time giving consumers a way to earn lost rewards.

Tokenized Economy and Crypto Currencies

We present Plentix, a modular tokenized platform that aims to bring benefits to the customer, brands and businesses that sign up. As such, nobody stands to lose: the success of the platform is intimately connected to the success of its users, the growth of its token, and the value created by the ecosystem[8].



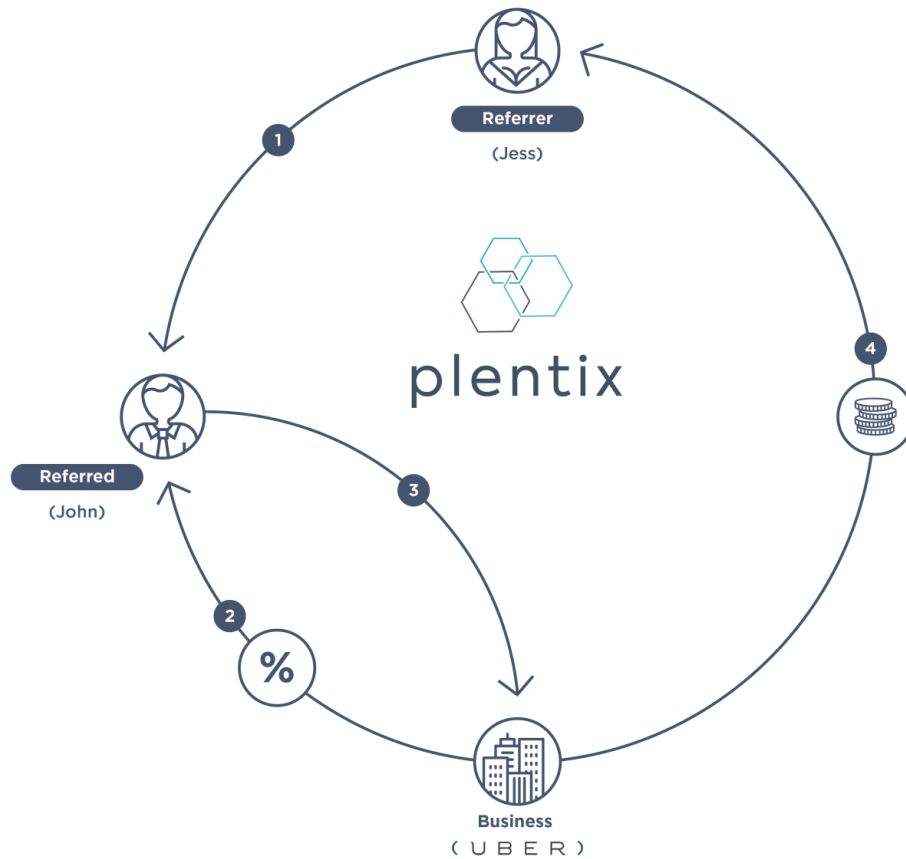


Figure 2– Plentix concept diagram

Competitive Landscape

As the referral marketing industry is estimated to be worth more than \$11-billion dollars - it would be natural to see a number of projects in the market that have similarities to Plentix.

For example, referralCoins [9] is a cryptocurrency based network that aims to optimize the payment flow for marketing organizations by offering instant transaction processing. This in turn results in faster turnaround for order fulfillment and better overall customer experience.

ReferralCoins claims to have produced the first digital tokens designed specifically for the referral economy. It uses open-source software to support a decentralized network. Referral coins claims that those participating in supporting the network use the software to send and receive digital tokens using an open, public ledger to record those transactions. But, the platform is still at the launch stage as of October 2017 and is not operational, despite months of preparing for their ICO.

Another example would be the agency/referral company reachbird.io[10]. They offer complete end-to-end e2e (end-to-end) “plug ‘n play solutions to monetize the entire lifecycle of a referral. With limited success their business model focuses more on an agency perspective - giving companies an opaque but completely managed influencer / referral program. While beneficial for select companies, the system does not foster complete management or encourage business or consumer sign-up - as it is gated and focused towards high end managed influencers.



Many of the solutions in the market rely on a custodian player (typically a large marketing agency) to control the software that defines the flow of referrals and their monetization.

It is clear based on other failures observed in this space (e.g., wikets, refer.ly, circumrent) that establishing a profitable business model for the referral economy is highly challenging. Industry verticals appear to be differentiating factors for success or otherwise. For example, referral economy ventures in the real estate and legal industries tend to be doing better than others [11].

It is possible that the heavy reliance on deep interpersonal connection between parties in these industries is a key to a successful referral program. As an example, a friend's referral to their realtor who brokered a deal for a house - a major milestone purchased in one's life - is likely to hold more value and get your attention than a referral for a new pair of shoes.

With this being said, research shows that more than 50% of respondents are likely to give a referral if offered a direct incentive, social recognition or access to an exclusive loyalty program [12] - highlighting the importance of creating a referral program in any industry.

Creating an integrated, seamless solution that covers business challenges and customer challenges across multi-faceted verticals - requires an understanding of the market, technology and referral space - all of which Plentix offers.

Why Leverage the Blockchain?

There are many referral style marketing programs, rewards programs and agencies that help businesses (usually large businesses) create and operate referral programs. However, there are a number of challenges - from referral creation, to adherence, to ensuring safe and secure transactions - that represent key limitations to the existing methods. We believe the blockchain allows us to easily address a number of difficult questions for both the business and the referee - which, when answered will allow the referral economy to flourish and give the PTN token tremendous value.

For example:

1. How would a business create their own referral program - and give its users the ability to interact, exchange or easily refer family, friends or colleagues from anywhere in the world?
2. How would a business seamlessly integrate their POS, CRM or Web/App technology into a referral program?
3. How would a business create tangible, secure value in a rewards program to attract potential customers as referees?

And on the other side, questions may be asked from the referee's perspective:

4. How would a potential referee feel safe and confident knowing that if they refer a friend they will be compensated for the referral?
5. How would a potential referee ensure that the value they've earned (miles, points, rewards) don't get diluted over time, or simply because the company decided to change the rules?



6. How could a referee exchange, trade, and share their earned rewards no matter what company they've earned from?

These questions and more drive why Plentix has selected the blockchain as a technology for creating a solution.

The technology has a number of inherent benefits that give Plentix an advantage - and allow the above questions to be solved. Key focal points of the Blockchain technology that drive us to adopt it are:

- a) A decentralized, distributed ledger - provides referees with a safe and secure system, giving them confidence knowing that no company can alter records or change the system.
- b) A decentralized, distributed blockchain system - provides business and developers with a structure to allow the platform to remain free while, at the same time, allowing a vast number of developers to build on it.
- c) Immutable records - companies can feel secure knowing that no hacker or otherwise will attempt to remove, steal or compromise their system. In addition to this, referees know that their rewards are safe and secure - unalterable by any company or hacker
- d) A consensus mechanism [13] removes any centralized authoritarian or controlling company, enabling network participants to validate transactions - giving way to proof of referral, and clarity for both businesses and referees.
- e) Security - advanced cryptographic techniques inherent to the technology - giving referrers the confidence to share with contacts anywhere in the world, and via any channel
- f) Smart contracts - self-executed, automated contracts - gives referees and referrers confidence in knowing why, how and when the terms of their agreement with a company will be executed
- g) Smart contracts automation - allows business to easily plug and play with supported software, enabling reduced cost with effortless scaling capabilities and automation [14]

Never before has there been a technology that could make this possible. With the advent of the blockchain, and the continuous development with the ERC20 framework - this technology is the perfect match for the level of complexity and sophistication that Plentix aims to bring to market.

Re-Imagining the Referral

Platform Flexibility

Plentix is a platform that gives both developers and businesses a tremendous amount of flexibility - and the potential to earn via their developments. For example a business or developer can use the Plentix API sets to write their own software modules, applications or feature sets (on-platform or via their own 3rd party application) that will be integrated within the Plentix software.

Given the ability to leverage the API sets - participating business and developers will be able to earn income for every interaction a customer has through their development. Thus, in a fictional example, if a consumer interacts with Acme Business Inc. via their X-Feature set - the developer or business who created X-



Feature set will be paid every time a user interacts through their development. Providing businesses and developers with a way to improve the referral-economy creates endless possibility and helps drive the value of the ecosystem Plentix will create. The Plentix token can be adopted by all businesses. As with any platform, the network effect is enhanced by the growing number of participants (businesses). As the network expands, the Plentix token value increases along with its utility and market reach. Plentix will introduce a configurable platform comprises of additional administrative functionality designed specifically for Plentix’s platform subscribers.

ADMIN

CATEGORY

FOOD INDUSTRY
▼

OFFER CODE

004

REFERRER DISCOUNT PERCENTAGE

12

NUMBER OF REFERRING

4
UNLIMITED

REFERRER COMMISSION PER PURCHASE

2
Token %

HOW MANY TIMES?

2

NEW CLIENT BONUS

4
Token

HAVE HOT DAYS?

YES
 NO

NUMBER OF HOT DAYS

3

HOT DAYS OFFER

8
Token

Cancel

Save

Figure 3- Plentix Business Admin Panel

The administrative (admin) panel offers different industry-based categories. The figure below provides an illustration of Plentix business admin panel:

Each industry-based category can have various modules that are written by developers or software companies. The admin panel for a specific category can be customized by a developer using Plentix’s open source API. Given that the APIs are open source, developers can add to the library of modules. The standard drag and drop is the default setting but developers can change the setting based on their needs to match the requirements of their business sponsor.

While the idea of a platform is a well-established concept in other industries, Plentix represents an innovative concept in the referral economy. Traditionally, in order to take advantage of referral programs a user must sign up and onboard through multiple applications to interact with multiple businesses in different sectors - think



signing up for different referral programs, loyalty programs, and reward programs for restaurants, online apparel shops, online electronic shops, job market, and more.

Plentix offers a one-stop shop for business and referrers to centrally create, signup, track referrals and interactions

The platform would alleviate wasted time and effort for consumers and, at the same time, creating phenomenal savings for businesses from a people, process and technology standpoint.

With Plentix a business - or user - does not have to face the complexity of creating, integrating and customizing a referral based solution.

While 100's or 1000's of developers may be working on a solution or integration for that particular industry, the complexity is behind the scenes - giving users (consumer or business) have a simple, seamless, integrated option for their interaction.

The user can access to multiple businesses across various sectors with the Plentix mobile app, or via its website. Without ever having to interact with multiple platforms across multiple industries - the user is able to seamlessly login to the Plentix platform to find, share, and manage all of their referrals.

At the same time a clean architecture is in place for developers. Developers who are interested in the platform can create different modules for specific categories - gaining payment in Plentix tokens when a business uses their module. Plentix is the perfect platform for developers seeking to innovate and help fill an unmet market need.



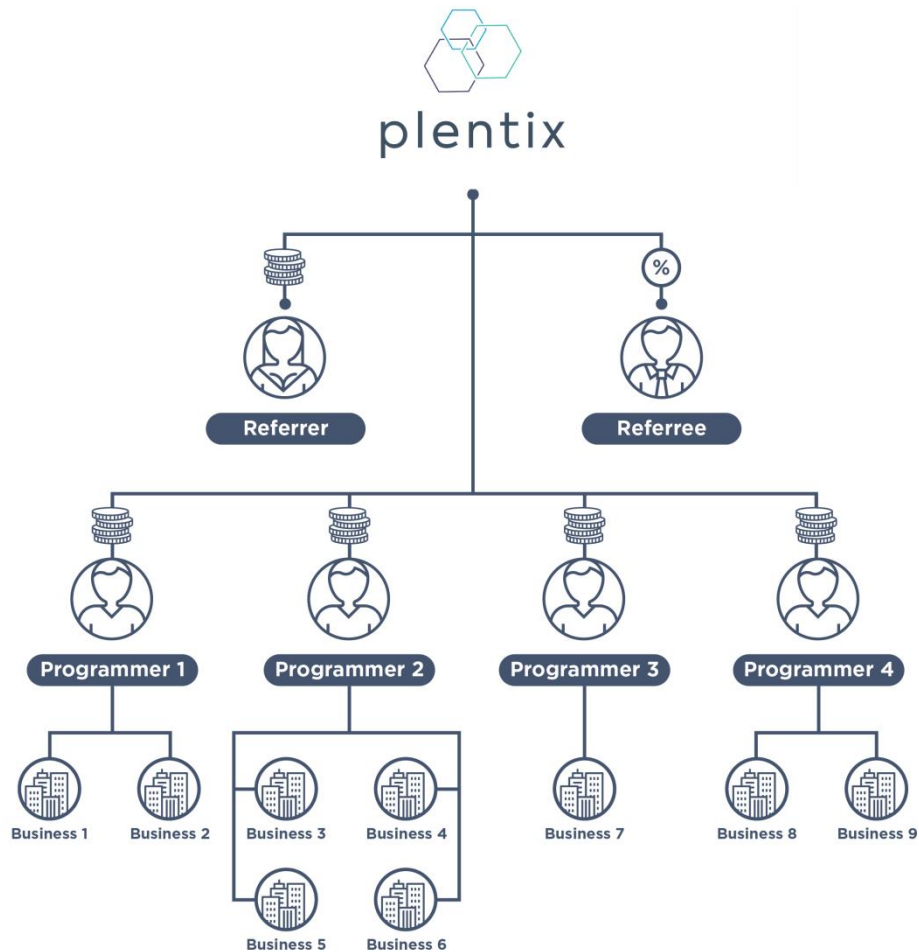


Figure 4- Plentix Distributed Application Business Model

Plentix’s platform also empowers developers to write their modules for side functionalities. This may include tracking of the number of customers each business has got from Plentix and the channel (ie. Facebook) through which their friends were referred. Plentix offers the capability to refer users who are not members of the platform by routing the invitation through social media, email or SMS - giving all members an easy, straight-forward way to interact.

The Plentix platform can help businesses identify the return on investment of referrals. Please note that the size of the arrows connecting Plentix to businesses dictates the number of customers – so the thicker the lines, the more customers. Plentix will make analytical information accessible as well as give deep dive analytics to private B2B partners of the Plentix platform. Detailed statistics for each business will be hashed with each business's public key and will be visible only to each business using their private keys.



New Options for Businesses

Plentix is designed to fill in the aforementioned gaps observed in the referral economy. Core to our value proposition is the notion of an investable and redeemable asset - a digital token. A digital token that can be shared, distributed, valued and revalued in accordance to market dynamics. The token does not remain at a fixed, pre-defined price - smart contracts on the Plentix blockchain will calculate a referrer's transacting value and reward accordingly based on pre-established parameters.

Plentix offers an incentive mechanism to not only reward referees but also referrers. It also allows businesses to have more control over the flow of transactions and make informed decisions on the value of commissions and discounts to offer - unlike other competitors in the market today.

A business can control when and how the referrer will get the commission. For example if a referee signs up, the referrer gets a 20% discount; and when the referee uses his/her discount and conducts a transaction, the referrer gets 10% of the transaction in Plentix token as commission.

Or the business could opt for a different setup - configuring the amount of commission based on the number of times a referred customer transacts with the business. For instance, a referrer may receive a commission in decreasing value points: 2% of the transacted amount in Plentix token for the first transaction, 0.5% for the remaining three transactions, or a combination of Plentix tokens and discounts on the remaining three transactions with the business.

The choice would be up to the business - and would be clearly established in a pre-defined method via that particular smart contract.

In addition business will have a wide range of integration options - allowing them to seamlessly plug into their CRM systems or POS systems. These integration points will allow a business to further enhance, track, and expand their referral programs.

And as the referrer can always choose between Plentix tokens or discount at the store we anticipate that options will vary from business to business. Anticipating this variance, Plentix will have a built-in, one-stop configuration tool that facilitates the reward process and allows an enrolled business to choose the reward offer and options they want to give to both the referrer and referee.

As opposed to creating a marketing platform, the intention of Plentix is to leverage trust and relationships. The idea is to have friends-referring-friends (FrF) sharing their experience about a product or service. This essentially helps to establish a vast network of incentivized micro-marketers working for your brand.

Theoretical Use Case 1 - Business

JustForHer Inc. is a growing retail store. They've been in business for over 5 years, and have continued to wow their customers by supplying the best in retail fashion & accessories.

They have been exploring digital marketing options on the major platforms with limited success. The largest photo sharing sites are far too crowded with other retailers who are all vying for their targets attention (Women aged 22-34).



But JustForHer Inc. hears about a new platform called Plentix. They wonder if leveraging a referral program for their top customers could help cut through the noise and help drive revenue.

They decide to sign-up - and easily log into their dashboard. With clear easy to follow instructions, they select and create their first referral program. They opt to allow referees to select between 'in-store-discount' or 'payment in PTN' - and giving referrees a tiered discount structure for each friend that visits the store for their first time. Thus, when Sally refers a friend for the first time, the friend will get 10% discount for the first \$100 spent, 20% for the next \$100 spent and a huge 30% for everything over \$200 spent. Sally will receive an equally increasing referral payout for each tier.

And with Plentix's built in social, mail and SMS connections - Sally can refer friends without ever needing to leave the social platform she is on.

They launch their program - offering easy signup via their top social channels. 300+ women sign up.

The first few days pass without much movement. But then the sales start coming in.

They are slow and steady at first, but once people start learning about the power of their referral program JustForHer's sales spike. So much so that JustForHer decides to create a new - multi-visit referral program for all of their customers.

With new revenue and a growing referral program - they consider opening up a second location in a neighboring city.

Theoretical Use Case 2 - Mid to Large Size Enterprise

Growth&Co is a mid-sized company that offers professional B2B sales solutions for a variety of different software vendors. They not only sell - but maintain and service - the B2B contracts that they close.

Leveraging 3rd party software solutions require a very large database and heavy reliance on SalesFor - the World's largest CRM solution.

Barry - Growth&Co's CSO (Chief Sales Officer) wants to drastically increase his channel sales program - and has been struggling to figure out how to promote, compensate and pay all partners. SalesFor doesn't have this type of integration, and 3rd party integrations just haven't provided the solution he is looking for.

That is until he hears about Plentix. Barry decides to explore their B2B integration options. He notices that Plentix has a SalesFor integration - allowing him to easily configure referral structures, reward schedules that are automatically imported into his entire database. At the click of a button he can not only notify all channel partners of the new program - but they too can integrate the SalesFor integration into their own databases.

It represents a huge opportunity.

He decides to run a proof-of-concept program with a small subset of channel partners.

The program goes successfully - allowing channel partners to easily refer clients to Growth&Co. Barry plans to roll out the base functionality to all channel



partners over the next quarter - and looks to customize his own SalesFor integration for additional capability.

New Options for Referrers

Referrers also gain tremendous flexibility and a wide range of options within the Plentix platform - where typically they had none.

Now for example a referrer can securely refer friends and earn rewards in the form of discounts of PTN tokens. Rather than simply posting on key social media accounts, they can easily leverage individual referral codes through the platform to directly connect with their friends via social media, email or inside the application - allowing true Friend-referring-Friend interactions to take place. Knowing that 58% of consumers share their positive experiences from a company on social, or ask family, friends, or colleagues for their opinions[5a] - represents a huge opportunity.



Figure 5– Plentix Future integrations



Theoretical Use Case 2 - Friends-Referring-Friends (FrF)

James loves using Acme Co. - and regularly shares photos and posts on his favorite social platforms. His friends value his insight and have started to ask him for specific restaurant recommendations for different occasions. Birthdays, holidays, anniversaries.

He always gives personal recommendations for each of his friends - but never thinks about how much business he's created for the restaurants he sends people to.

He then hears about Plentix - and decides to give it a try. He logs in and sees a wide range of businesses who are offering different reward opportunities for referrals. Surprised, he notices many of the restaurants he's recommended friends to are on the list.

He connects with these via his dashboard and uses his personal referral code when a friend asks him about their next birthday dinner. His friend is happy to learn that by using James' code - he too can get a discount on his meal.

James later logs into his dashboard and sees that his recent referral has earned him 100 PTN - the secure, blockchain based Plentix token used for exchanging value. He logs into an exchange and trades 50PTN for cash - allowing him to try a completely new restaurant on the weekend.

New Options for Developers & Contributors

Plentix also rewards and acknowledges the hidden stakeholders of a referral economy lifecycle. For example, the likelihood of an individual to be rewarded for referring their friends to a specific restaurant through the popular Groupon site is basically zero percent. Likewise, the likelihood of the developer who wrote the application for Groupon to be rewarded for their work is also zero percent.

That is because that software developer likely works on a fixed compensation package with Groupon. And you as the referrer are not accounted for in the compensation model for Groupon - even though they do profit from your friends interaction.

These 'hidden stakeholders' of the referral economy continuously lose out on compensation - even though they produce a significant value in the referral economy. Plentix aims to resolve this challenge.

Built on a strong foundation in blockchain technology, Plentix can easily trace the flow of money (tokens) and use of applications that run on the Plentix platform. Hence, in the scenario of the software developer working for Groupon, it is possible to run a DApp and extend incentives to all stakeholders (including developers who may have contributed to applications or developed API's for connectivity) across the referral value chain.

Theoretical Use Case 3 - The Developer

Amy has been a full-stack developer for years. She runs her own boutique development agency FSU Inc. and has built applications for a wide range of startups.

On a more personal note she's been heavily interested in the real estate scene, and has 2 of her own rental properties.



Regularly attending real estate events her real estate agent mentions a new platform that she might be interested in developing for - the Plentix platform. He says she can create integrations and applications for other businesses and that it might be something of interest to her.

She decides to take a look. Exploring the platform she notices that there are little to no options for the real estate market referral system - and she starts to wonder if she can pull together an easy tracking and adjustment system for this market.

After a weekend of work - she launches her side project - uploading an application on the Plentix platform that allows real estate agents and brokers to easily minimize paperwork, track sales and referrals. Realizing they can save time, money, and get more sales - dozens of brokers sign up in the first week.

With very large referral sums Amy realizes that every time a broker gets a referral she will in turn get a large payout in the form of PTN - Plentix's token for value exchange. She starts accumulating a significant amount and decides to trade 40% in for cash on her favorite exchange, keep 40% for future growth, and trade 20% for other rewards.

The Plentix ICO

To fund the development of Plentix, we will have an ICO (Initial Coin Offering) for Plentix project tokens, hereafter referred to as PTN. An ICO is an event in which a new cryptocurrency project sells part of its cryptocurrency tokens to early adopters and enthusiasts in exchange for funding.

We see this as a transparent and well-respected way to raise funds in order to build Plentix. We need development resources and capital for that.

Getting the appropriate resources together - from developers, designers, marketing personnel to a legal team will require funding. We are confident in this endeavor, and want everyone to reap the benefits of a global referral economy.

We want to cultivate community participation of Plentix's success. As such, we opted for an ICO, rather than traditional seed and series A funding through venture capital roots. It enables open banking enthusiasts to become part of a larger community of likeminded individuals.

We plan to raise funds in an incremental fashion, starting with a pre-ICO event where selected potential investors will have the opportunity to invest early at a discounted rate. We will then open up our main event, the ICO, to the public where all the remaining PTNs will be sold.





Figure 6– Plentix Token Distribution

We aim to raise \$10M in fiat currency. Price of each PTN is around 0.02\$. So we will circulate and intend to sell 500,000,000 PTNs. Plentix supporters and investors will have the option to buy PTNs with Ether at Plentix’s website in pre-ICO and token sale phases and with Bitcoin, Ether and Litecoin at major exchanges in future.

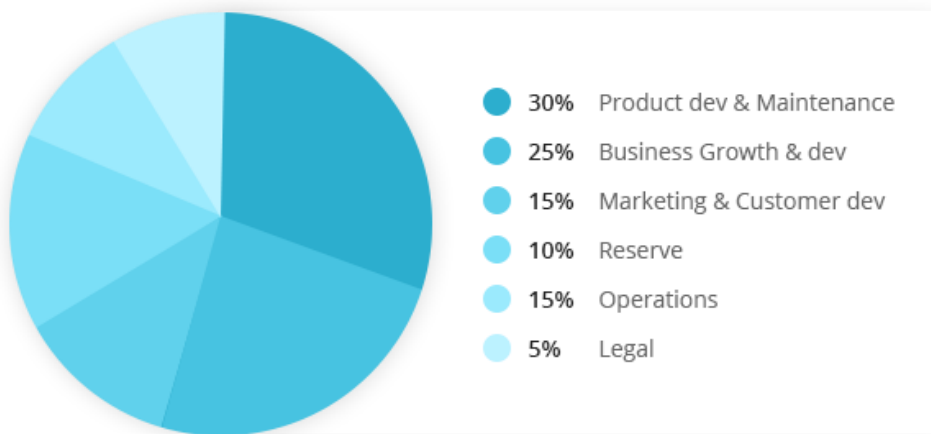


Figure 7– Plentix Fund Distribution

Plentix’s core value proposition is centered on the development of a stable, scalable, reliable and distributed platform for the referral economy. Therefore, we anticipate to allocate at least 30% of the funds raised to support and pay for our development efforts. The second biggest spend in our fund allocation is business growth, marketing and communications (marcomm). We allocate 40% of our funds for this activity, as the importance of marketing a referral platform is not to be underestimated.



The remaining 30% of the funds will be allocated to cover operations, legal, compliance, internal audit controls and team compensation incentives. We anticipate having our first services deployed in the market within 8 months.

In terms of timing, our pre-sale activity is going to end when the cap is reached or around 4 weeks after the start date. We anticipate reaching out to selected accredited investors to participate in Plentix and purchase PTN with 20% bonus for the pre-ICO. We will also have a referral program in the pre-ICO with referral bounties for up to 5% of the allocated PTNs.

As for our ICO public sale, 5% bonus sale lasts for 5 days only, and bonus percentages decrease by 1% each day for 5 days.

So, for all sales on day 1, you will receive a 5% bonus, for all sales on day 2, you will receive a 4% bonus. And so it goes until day 5 when you receive a 1% bonus. After day 5, sales percentages will return to normal.

What does this mean for you?

ICO:

Day 1 - 5% bonus

Day 2 – 4% bonus

Day 3 – 3% bonus

Day 4 – 2% bonus

Day 5 – 1% bonus

We plan to have pre-ICO sale event on 20th May and ICO sale event on 17th June. We expect to reach the softcap during Pre-ICO and rest in ICO public sale event.

Softcap: 3,000,000 USD

HardCap: 10,000,000 USD

We also do not allow discount aggregates, or discounts to carry on from week to week. We reserve the right to end the sale if all PTNs are sold before the designated end of the ICO. We plan to burn the unsold PTNs. However, to ensure we have minimum resources to run the project and deliver we will reconsider our position in the unlikely event that we fail to sell at least 80% of the PTNs available. In such an event, our options would be to return funds to investors, re-run the ICO with different terms providing liquidation option to existing PTN holders or even putting the project on hold. It all depends on the community traction and vote of confidence. Plentix is very much a community and social project, and as such we aim to have the maximum possible community participation.

We will also apply a limit on the number of PTNs one can purchase at any point in time. We will apply a cap of 50-Million PTNs for each address to ensure fairness and opportunity for grassroots investment.



Plentix Timeline Estimates

- Phase 1** Mar 2017- Smart contract codes creation and testing
- Phase 2** Aug 2017- Successful POC and MVP version release
- Phase 3** Nov 2017- Pilot project with Plentix token sale
- Phase 4** May 2018- Pre-Sale and Crowdsale
- Phase 5** Jul 2018- Platform Development & Solidarity (focus on platform launch, Social Integrations, API Integrations) - beta test version release
- Phase 6** Nov 2018- Platform Advancement and final release (Sales system Integrations & Additional Advancement)
- Phase 7** May 2019- Further Expansion

Conclusion

Plentix is one-stop innovative platform that disrupts the referral economy using state-of-the-art blockchain technology. It leverages new software architecture concepts such as configurable modules to enable developers to use Plentix's open source API to design and launch their own admin panels to better manage referral campaigns - via blockchain technology.

Plentix also represents a tokenized economy entry. Plentix's tokens (PTN's) are issued to investors. These tokens can be redeemed and used on the Plentix platform to accelerate referral interactions. Businesses that onboard the platform will have full visibility and traceability of their referrer's journey and have access to a full suite of analytics to support them with future campaign planning.

Plentix is well positioned to bring new and fresh thinking in the referral economy and incentivized referrers, referees and business to work in sync for the benefit of the entire ecosystem.

The Plentix team looks forward to pursuing this venture with you - and is excited to have you support the endeavor. Please feel free to contact us at info@plentix.io .



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