



EMMARES

Whitepaper

Email marketing blockchain based evaluation and rewarding system

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Disclaimer

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Please read our full disclaimer, which is available on the EMMARES web page.

Abstract

EMMARES creates a new digital channel with evolution of email marketing to the trusted, wanted, transparent and searchable media. It makes a great opportunity to good content providers, to grow their audience through the global reputation system.

Reputation system is based on the fair evaluations of the original recipients, which are rewarded for the evaluation with EMA tokens.

EMMARES is compliant with GDPR and other regulations.

EMMARES is connecting high-quality email content with interested recipients. Encouraging better quality content, lower frequency, and fair content evaluation, EMMARES brings new value, an expanded audience for email marketers and less spam with only desired content for recipients.

EMMARES - Email Marketing Rewarding System is an evaluation system that highly benefits email marketers (senders) as well as email recipients (all email users).

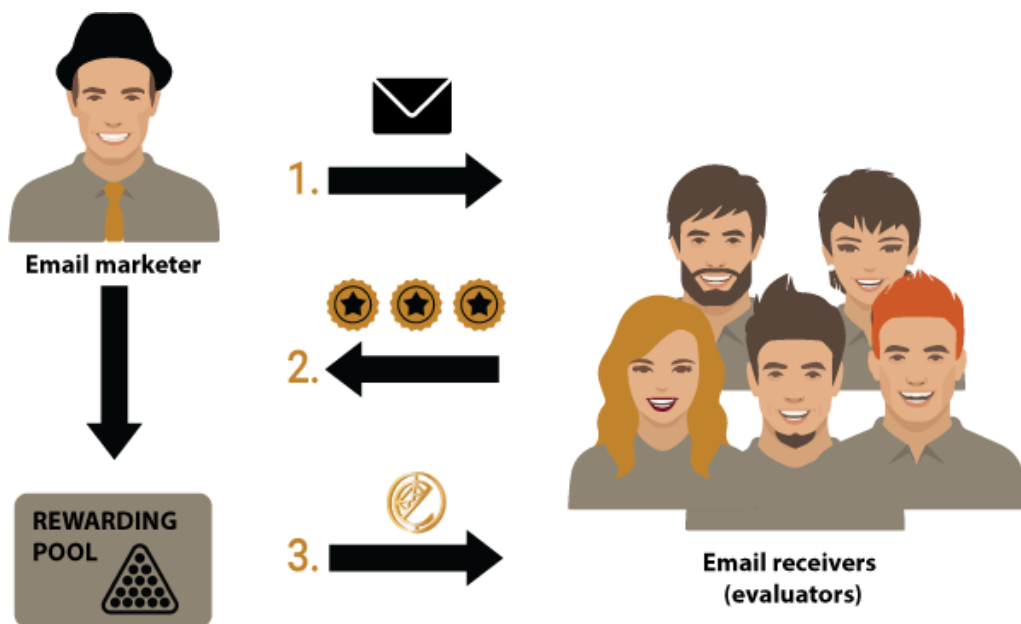
EMAIL MARKETERS

By signing up to EMMARES system, email MARKETERS get a chance to reach more targeted customers that are interested in their content. As they are sending content that is well accepted by their recipients, they get a chance to use EMMARES system for expanding their reach and work toward better results and higher ROI.

They invest in the rewarding pool, which is a base for rewarding EMMARES users (Email recipients), who evaluate their content.

EMAIL RECIPIENTS

In return for evaluating the content that they receive from various email marketers (senders), the recipients get tokens from the rewards pool. For each assessment, the email recipient (user) receives tokens from the email marketer whose content was evaluated.



Vision

We envision a world in which email marketing content is of a significantly higher caliber. With our services, email marketers will be encouraged to consistently produce better content over time. Trusted evaluations will help all of us to minimize spam.

EMMARES is going to start a new golden age of email marketing. We want email marketing to represent trust and quality in people's minds.

With EMMARES we created global platform of content provider's reputations. The content directory is searchable directory of the contents, which makes contents accessible and transparent through preview and global assessment.

Mission statement

Email marketing is used more than any other digital marketing channel, but the impact is not what it could be. This is due in large part to the fact that so much of the content used in email marketing is of exceptionally low quality. Customers want the information that email marketers have to offer but they will not accept information that is low-quality. Using the smart services offered by EMMARES, users will finally be able to get email marketing content up to their standards and customized for them based on their gender and region. Our mission is to make the world spam-free and to play a leading role in uncovering the possibilities of a dynamic content evaluation and smart delivery system.

Introduction

When we look at modern methods of marketing, email marketing proves incredibly effective. The ROI on an organization's efforts can be as high as 3800%, or \$38 for every dollar spent. Consider that 77% of ROI comes from segmented, targeted, and triggered campaigns. That positions email marketing at the top. But email marketing's reach goes way beyond ROI, as we can see by evaluating statistics from various organizations.

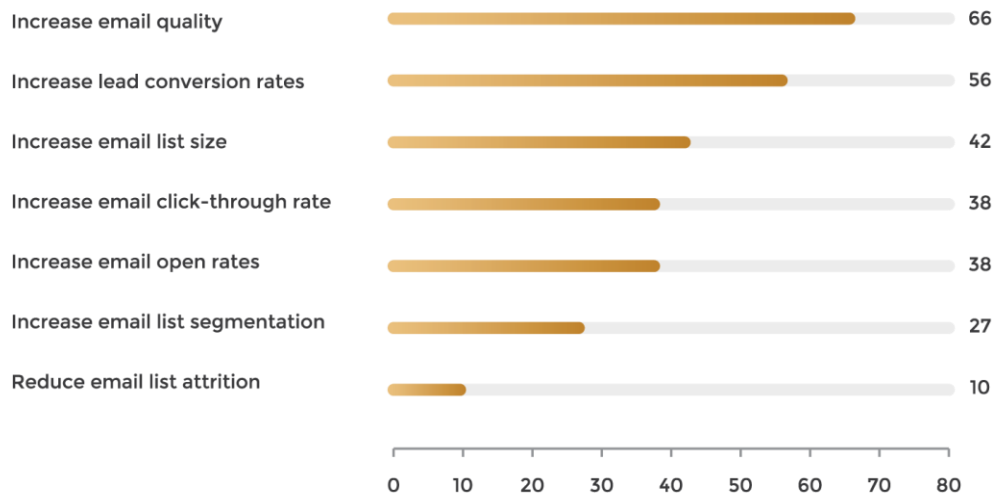
The process of gathering email addresses may vary from very basic - where email marketers use simple methods to gather their contact lists - to very sophisticated methods for attracting new customers. If marketers buy contact lists, that is clearly the wrong way to build a business. It results in unsolicited mailings, which are not only prohibited but generate huge amounts of emails that are sent to people who do not want that information. Recipients face a big problem with spam.

Solving this issue was one of the toughest problems in IT. Even today, we do not have an effective way to eliminate the huge influx of irrelevant content. The most common way of gathering simple mailing lists is through the usage of public directories. This is not a good choice for gathering targeted lists and usually, the ROI of such email campaigns is very low.

For good email marketing results, proper targeting and segmentation are very important as this isolates only recipients who may be interested in the content.

In both B2B and B2C, up 82% of companies use email marketing as their preferred method of communication with customers. Marketing automation helps them to prepare and automate the process of keeping their customers informed. 95% of companies that use marketing automation also take advantage of email marketing.

In this competitive climate it is important that marketers are always looking for ways to get results, and as survey below shows, 66% of SMBs think that most important thing here is increasing email quality.

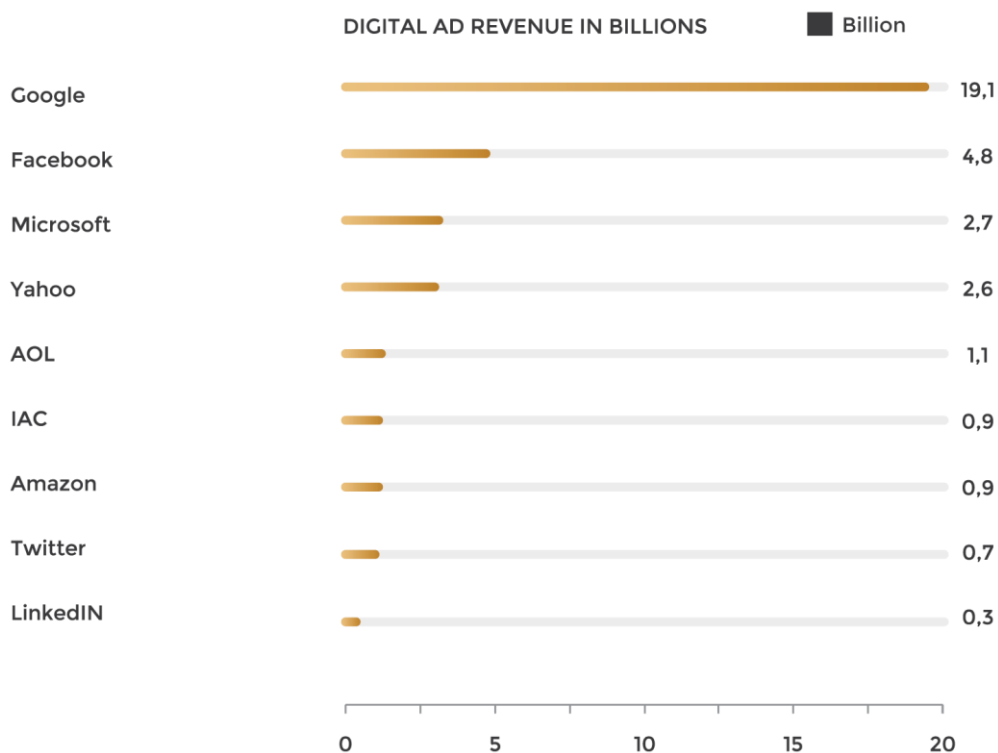


Email List Strategy Survey/SMB Benchmarks Campaign Monitor in Partnership with Ascend2, January 2016

The effort to get targeted mailing lists represents a primary issue in the success of email marketing. To get new customers on the lists, the process begins with web advertising and attracting potential customers to the website. When we consider the number of email users worldwide (around 2,9 billion), we see exactly how huge this market is.

Classical advertisement on the internet is a huge market. The clear leader is Google, with \$19.1 billion in revenue per year on their web advertisement products. A big portion of this advertising money is spent to provide results in the form of new contacts for email marketing. We could say that web advertising is the first step in effective email marketing.

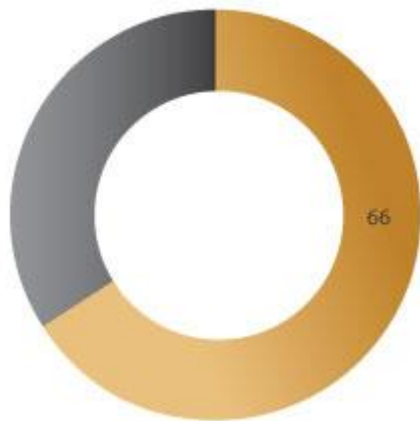
The usual process is that a company invests in SEO and Google AdWords to get on the first page of search engines. Their website must be active in terms of engagement and must have elements for gathering new contacts. If successful, this approach results in new customers, who express their wish to receive regular content from this particular content provider. They give their email to the provider (opt-in to their mailing list).



DATA SOURCE: Estimates of eMarketer, Rani Molta/The Wall Street Journal

Email is considered as being one of the most effective marketing tools. It's also one of the least difficult to execute according to research conducted by Marketing Charts.

However, like all other marketing channels, email marketing has its fair share of obstacles to overcome. **At EMMARES project, we believe that we are a game changer.**



66% of consumers have made an online purchase as a result of a marketing Email.

DATA SOURCE: Direct marketing association

A recent report from Campaigner on the biggest email marketing challenges revealed that earning new subscribers is #1. The report was based on a survey of 506 email marketers who claimed that increasing open rates had been the biggest problem for them the previous year.

As we are all email users, we all understand what it's like to have problems with spam and too many messages in our inboxes. As sellers or promoters, on the other hand, we are trying to get our message out to as many targeted readers as possible. Email marketing touches us all.

EMMARES is changing that forever. It's a win-win situation for recipients and for content providers. EMMARES will lead to better quality content, less spam, and only targeted information in our inboxes.

Today's reality is that email marketing is used more than any other digital marketing channel, but the impact is not what it could be. This is due in large part to the fact that so much of the content used in email marketing is of exceptionally low quality. Customers want the information that email marketers have to offer, but they will not accept information that is low-quality.



DATA SOURCE: <https://www.hubspot.com/marketing-statistics>

Using the smart services offered by EMMARES, email recipients will finally be able to get email marketing content up to their standards and customized for them based on their interests and region. Our mission is to make the world spam-free and to play a leading role in uncovering the possibilities of a dynamic content evaluation and smart delivery system.

Armed with these email marketing facts, we know that email marketing is as relevant as ever.

Problem

Email has become one of the most widely used forms of communication. In today's world, email (along with texting and social media) has all but replaced traditional mail and landline telephones, which were mainstay forms of communication just a decade ago.

In February 2017, the Radicati Group estimated the number of email users worldwide to be 3.7 billion and the number of emails sent per day to be around 269 billion. That massive number of emails equates to almost 2.4 million emails being sent every second and some 74 trillion emails being sent every year.

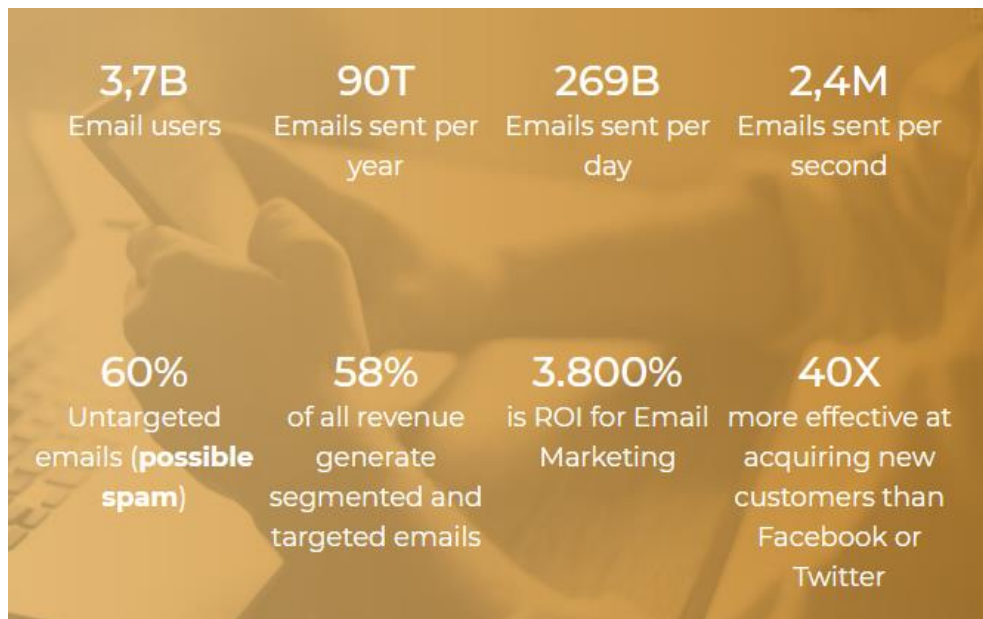
In 2015, the Radicati Group's estimate was 205 billion emails per day. The number is just going to continue getting bigger. (Lifewire.com – by Heinz Tschabitscher) Sending an email is quicker and more convenient than ever before. As shown in statistics collected by Hubspot.com, email holds value for senders and recipients. There is a big difference, however, between high-quality emails and low-quality ones.

We envision a world where email marketing content is highly relevant. With our service, email marketers and anti-spam providers will be able to produce better content and they'll be rewarded for it. EMMARES is going to usher in a new golden age of email marketing. We want email marketing to represent trust and quality in people's minds.

A good demonstration of EMMARES' effects would be a self-healing system based on crowd evaluations of the content of email messages. This is linked to the transparent quality assessment system, which will have information about every relevant email campaign. To keep it simple: if a certain campaign isn't in the blockchain, this means it is treated as not-relevant and will not receive any smart service benefits. The system will reward mailing recipients (who will evaluate the content quality) with rewarding tokens.

Email marketers will be highly motivated to gain visibility in the system as a provider of relevant content because they will be competing for the attention of explicitly targeted potential buyers.

Using the existing marketing revenue and allocating part of it to the email rewarding system will be beneficial in terms of new customer targeting. EMMARES will make it possible for everyone to demand a certain level of quality for a specific area of content.



Still not entirely clear?

Imagine yourself as a recipient. You can find any information you need using search engines or websites and get results that are already sorted in the way you want. If you need access to a certain type of information regularly (ex.: special hotel/booking offers), you can leave your email address (subscribe) and, from that point on, you will receive those types of offers. Unlike today, where you only receive information from the websites where you left your email address, with EMMARES you will receive the TYPE of content you want, and you will be able to choose from various top-rated (by quality) senders. No more spam and no more unwanted content. And this is the difference - this is why EMMARES has such great potential.

How will the content be rated?

Mailing content will be rated by independent evaluators (mailing recipients) who give feedback on which information is relevant to them. Mailing recipients will even have the choice to dynamically opt in and opt out. If quality from one of the email marketers drops, the system will be able to propose better senders.

Implementing such system will lead to several connected effects:

- The quality assessment system will force email marketers to concentrate on top-quality content and not on the quantity of their posts. The result will be a reduction in low-quality content volume over time since the low-quality content will be de-privileged and will not have any additional advantage through the system. Very low-quality content will be banned through various anti-spam systems, which can use EMMARES as a smart filtering option.
- EMMARES will contribute to cleaning the entire email ecosystem by enhancing evaluated content.
- The process of targeting and expanding mailing lists will be massively transformed and will provide endless possibilities. This will lead to better targeting, more useful information, and the potential for good quality email marketers to drastically expand their reach.

Our solution

EMMARES has the potential to disrupt the market of digital ads by delivering an excellent return on investment, much more significant than traditional online advertisements. As the first service of its kind, EMMARES delivers a very new approach to online advertising through email channels and gives a new dimension to email marketing.

Enriching contact list quality and generating new leads and traffic are the most frequently stated goals in marketing. Providers spend most of their budget in this arena in hopes of achieving those goals. The most common way that we do that today is through web advertising. There are many different techniques to enhance engagement, but all of them have a common goal - to establish constant contact and communication with a prospect. Classic web advertising was used to gather email addresses and get permission to send content through email. Statistics and estimations show that only Google is earning over \$19 billion in advertisement dollars. Conversion rates through such channels are much higher than through traditional channels and vary in different sectors.

Through evolution, marketing progressed from classic marketing communication tools and advertisement methods to digital. This changed the core concept of marketing. The importance of TV and classic media waned and, with targeted budget and e-campaigns, e-marketers are now able to achieve better and more measurable results. Today, everybody can calculate the cost per new lead or cost per click on their website and see the conversion rate.

Email marketers are using innovative techniques of measuring and improving through process of web presence. A/B testing, engagement maximization techniques or marketing automatization are only few of the most common ones.

But Email remains the only area of web presence, where results can't be achieved the easy way just by paying digital adds. Getting new targeted customers is still one of the most important goals, as targeted customers mean better conversion.

Today, with the staggering possibilities of blockchain technology, we can introduce EMMARES intelligent services, which unites information sources with consumers of information. This leads to higher ROI and clearly targeted leads. We expect that revenues assigned to web advertising will be partially allocated to email marketing and this will result in better ROI.

EMMARES minimizes spam with its global content evaluation system. Mailing recipients will evaluate received emails and they will be rewarded with EMA tokens. An adequate rewards pool will help trusted and high-quality email marketers reach targeted new customers. Cleaning the internet of unwanted low-quality content will bring trust and transparency to users.

EMMARES is a blockchain system based on global assessment and rewarding, which uses EMA tokens as the fuel for its operation. The rewards pool is assured by the content provider (email marketer). With a sufficient sampling rate, evaluations will become trusted and reliable sources of feedback. The mailing recipient's token rewards will be held in their personal wallets and they will be able to spend them on their own promotions or sell them to other marketers, providing a reward budget for their campaigns.

Every email marketer will be motivated to contribute to the rewards pool so that they can get an adequate sample of ratings and, as a result, be visible on smart services. For example, if an email marketer is sending his content to 1,000 recipients, then statistically, surveying 20% of those recipients would be a big enough sample for a relevant quality assessment. Potential abuses will be removed with mathematical algorithms and therefore the quality score is transparent and can be trusted.

Even a smaller rewarding budget will allow email marketers to present their (quality) content to crowds and when rated, they will be globally visible with the potential to gain the new audience.

Comparing required budget for EMMARES with other social media or search engines budgets and effects, EMMARES has clear advantage in immediate engagement increase and if the quality of content is excellent with a consequent gain in audience size.

Sender side – view of Email marketer

Legitimate content providers want a system that rewards good, relevant content and punishes bad, spam-like content. The senders who abuse the email system need to be weeded out to optimize the system for everyone else.

EMMARES system is so revolutionary: we are making it possible for content providers to be matched with the people who really want their content. This facilitates targeting that is exponentially more effective than anything else on the market.

58% of all revenue is brought in through targeted email. EMMARES helps email marketers to identify and expose their best content and get the edge that their business both needs and deserves.

This is a system that is going to upgrade the world of email marketing, leading to significant growth for all participants. Now, email marketers will be able to reach new customers by targeting them more efficiently and giving them content that offers real value. Content providers will get honest feedback on their content's relevancy because rewards will be given for fair evaluation of content quality and will not be limited to positive evaluations.

Recipient side

Recipients are getting tons of emails, most of them of irrelevant and undesired. By evaluating relevancy and content quality on our blockchain-based system, they will receive rewards in the form of EMA crypto-tokens, which they will be able to use for the email ESP service, other email smart services or trade them.

Who benefits from EMMARES

Email marketers – Publishers

Our unique, transparent model is based on encouraging publishers to send good, interesting and relevant content. As a Publisher you are collecting reviews from your leads and from your targeted audience in return for tokens from your rewarding pool. As a result you are:



1. building your reputation as a quality Email marketer,
2. getting access to new, exactly targeted recipients who are interested in your type of service/ topic/ product,
3. enhancing recipients engagement.

Token buyers

By purchasing EMMARES tokens, you are securing significant privileges as a (presale) token holder as well as supporting a new, expanding project with huge potential. You get to be part of a system, which represents the future of Email marketing world where everyone gets only the content they are interested in and Email marketers get higher ROI.



Mailing recipients – Evaluators

As a participant in EMMARES community, you get tokens in return for evaluating the Email content you receive. It is that simple. You also get the possibility to subscribe only to the content you are interested in, from the highest scored Email marketers. How can you use the tokens you collect?



1. Exchange tokens with marketers or
2. use them for your own rewarding pool (If you are a Publisher as well as Evaluator).

EMMARES - EMail MArketing REwarding System based on decentralized blockchain technology

All content sent by providers using EMMARES (Squizmail.com is the first of such providers) will be evaluated and rated by the recipients. For rating the content, the recipients will be rewarded with EMMARES (EMA) tokens. The content and the content providers will gain or lose reputation points based on the evaluation results. This process will identify and reward high-quality content and weed out low-quality content that is not worth reading.

Based on our experience with Squizmail.com, we are developing the MailRocker.com email marketing ESP service, which integrates smart mail classification, a decentralized intelligence and rewards system through EMMARES beta, to be launched in Q1 2018. Squizmail and later MailRocker will provide a real-world application for EMMARES testing and development purposes and a rewards system that anyone can use.

EMMARES will be available for legitimate ESPs as well as for common email users without ESP services.

EMMARES tokens (EMA) will be used for the email marketing service (Squizmail, latter also MailRocker) as well as for recipient incentives. Simply put, EMMARES is to email marketing as Google AdWords is to web advertising. Recipients will be able to sell their rewards to interested content providers (email marketers) or even trade them for ETH or BTC. As global usage of the system grows, more tokens will be needed.

Calculating sample size for email campaign

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. In EMMARES this is important as statistical sample must be relevant, to determine margin of error and validity of quality assessments, received form recipients.

What is sample size?

Sample size is the number of completed responses your mailing receives. It is called a sample because it only represents part of the group of the email recipients whose Quality evaluations we want.

Understanding sample sizes

Here are two key terms we need to understand to calculate the sample size and give it context:

Population size: The total number of email recipients for certain e-mail campaign (newsletter information...).

Margin of error: A percentage that tells you how much you can expect your survey results to reflect the views of the overall population. The smaller the margin of error, the closer you are to having the exact answer at a given confidence level.

How to calculate sample size

We calculate required sample size by following formula:

$$\text{Sample Size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

Population Size = N | Margin of error = e | z-score = z

e is percentage, put into decimal form (for example, 3% = 0.03).

(reference : Wikipedia.org)

The z-score is the number of standard deviations a given proportion is away from the mean. To find the right z-score to use, we refer to the table below:

Desired Confidence Level	z-score
80%	1.28
85%	1.44
90%	1.65
95%	1.96
99%	2.58

Things we need watch for when calculating sample size

- If we want a smaller margin of error, you must have a larger sample size given the same population.
- The higher the confidence level we want to have, the larger our sample size will need to be.

Does having a statistically significant sample size matter?

Generally, the rule of thumb is that the larger the sample size, the more statistically significant it is—meaning there's less of a chance that your results happened by coincidence. But you might be wondering whether or not a statistically significant sample size matters. A survey can still give you valuable answers without having a sample size that represents the general population. Customer feedback is one of the surveys that does so, regardless of whether or not you have a statistically significant sample size. Listening to customer thoughts will give you valuable perspectives on how you can improve your business. Those two parameters are important, as smaller sample size does not give confidence level as we would expect from adequate sample size.

The Effect Survey Values have on the Accuracy of its Results

	Value Increased	Value Decreased
Population Size	Accuracy Decreases	Accuracy Increases
Sample Size	Accuracy Increases	Accuracy Decreases
Confidence Level	Accuracy Increases	Accuracy Decreases
Margin of Error	Accuracy Decreases	Accuracy Increases

Importance of statistical significant sample size in EMMARES quality assessments:

When conducting an **EMMARES** quality assessment, having a statistically significant sample size can make a big difference. Quality assessment surveys help you discover more information about mail quality level. That means a statistically significant sample size can easily help you discover insights on your overall target market. It also assures you are getting the most accurate information.

EMMARES will compensate lack of statistical significant sample in a case of not sufficient or not big enough rewarding pool for the campaign, with correction factor. For example if sender (email marketer) will provide too small rewarding pool and cover only half of needed sample, then results will be reduced by confidence factor drop, calculated by above formula.

Technical overview and GDPR regulations compliance

GDPR means the EU General Data Protection Regulation, a new regulation that was published in May 2016 and is due to come into effect on 25 May 2018, replacing the current Data Protection Directive (95/46/EC). It will be directly applicable in all Member States from that date as well as for non-member states dealing anyhow with EU citizens. The GDPR applies only in respect of personal data (as opposed to data generally).

Article 29 Working Party is the short name for the Data Protection Working Party established by Article 29 of Directive 95/46/EC. It provides the European Commission with independent advice on data protection matters and helps in the development of harmonized policies for data protection in the EU Member States. The Working Party comprises all the representatives of the national supervisory authorities in EU Member States.

In 2014, the Article 29 Working Party, provided guidance on the difference between pseudonymised and anonymized data in its Opinion 05/2014 (WP 216). This distinction is important in relation to blockchain as data protection rules do not apply to anonymized data; as such, data cannot be traced back to a living individual. However, the threshold for data to qualify as anonymized is very high. The guidance states that 'anonymization results from processing personal data in order to irreversibly prevent identification.' Data controllers must have regard to

all means likely reasonably to be used for identification (by either the controller or any third party). Because hashing permits records to be linked, hashing will generally be considered a pseudonymization technique, not an anonymization technique.

This high standard will continue to apply under the European General Data Protection Regulation 2016/679 (GDPR). Encrypted personal data can often still be traced back to a person if enough effort is put into it by experts or someone holds the key to decryption. Therefore, encrypted data will often qualify as personal data and not as anonymous data. This means that in most instances the privacy rules will be applicable to at least some of the data involved in blockchain systems.

For solutions as EMMARES which involve Personal data privacy, some reasonable solutions are possible.

“Off-Chain” – some public blockchains recently introduced “off-chain” mechanisms to store the confidential information separately on another system with access control restrictions. To protect data and manage storage on the blockchain, some solutions use only a hash of personally identifiable information (PII), which serves as a reference point and link to an off-chain PII database. Storing information “offchain” provides privacy of the transaction details, requested by EU regulators. The “off-chain” system can be set up to restrict access to the transaction details to authorised parties only.

“Sidechains” Unlike “off-chain”, which generally stores the chosen information on a traditional network, a “sidechain” is a parallel blockchain. It sits alongside the primary blockchain, serving multiple users and generally persisting permanently. The degree of confidentiality and privacy provided for transactions that take place on sidechains depends on what technology the sidechain uses. These sidechains are independent. If they are compromised, they won’t damage other chains. So damage will be limited within that chain. Side chain can be introduced also when throughput limitations of main blockchain are in question.

Smart contracts are computer program code, which is stored and runs on blockchain technology that is capable of facilitating, executing, and enforcing the negotiation or performance of an agreement upon the occurrence of predefined conditions. The smart contract code executes on each node and the resulting output is stored on the blockchain. When “tokens” of value are involved, the smart contract code also automatically transfer these tokens (and underlying value), thus effectively enforcing the outcome of the smart contract code.

Reference : edps.europa.eu/data-protection, www.lexology.com

Operation of EMMARES smart contract

A smart contract would operate as follows: when recipient uploads a new assessment result to the blockchain, the smart contract will create a transaction by combining an assessment data and its hash to form a side chain record. Upon validation of the block of 1000 records, the smart contract would then send the hash of the side chain block and block number to the Ethereum Blockchain, assuring validation of both sidechain and main blockchain. The email data database is off the blockchain and has limited access through the use of passwords which can be time sensitive. The blockchain transaction will be proof that the document was uploaded at a given time, and anyone will be able to verify that the document held in the off-chain database is the same document as the one referred to in the blockchain transaction.

In addition, Vitalik Buterin presented current development of Ethereum and goals of Ethereum 2.0., which are important for EMMARES data privacy and throughput solution. Let us repeat some important points shortly:

Buterin noted that zero-knowledge proof (zk-Snarks) privacy technology equivalent to Zcash has been implemented in the recent "Byzantium" Ethereum upgrade, offering application developers new ways to implement tighter privacy. These new privacy tools will permit showing transactions to specific parties while hiding them from public view. Buterin went as far as saying that the privacy problem is now three quarters of the way to being solved. EMMARES will consider Ethereum 2.0 as primary path applied in our end product if development of Ethereum 2.0 will be concluded.

Although Ethereum development predicts solutions for higher throughput and data privacy, EMMARES will use "off-chain" solution for data privacy, until Ethereum itself will not provide adequate throughput and cost of transaction. Personal data will be hashed and stored "off-chain" and referenced to the side-chain. "Side chain" will be used to maintain high throughput rate and to avoid high transaction costs for small transfers (as per every reward).

Vitalik Buterin also presented new path in Ethereum development - Sharding — dividing a blockchain network into several smaller component networks (called shards) capable of processing transactions in parallel — is considered to be a promising way to achieve high throughputs comparable to the thousands of transactions per second of traditional payment networks such as Visa and MasterCard.



ethereum

If development in Ethereum blockchain will provide new adequate solutions to throughput limitations, then we will reconsider using new proposed solutions of Ethereum itself instead of “side- chain”. But in current design we tried to avoid dependency on future upgrades and we designed solutions with accessible blockchain technology.

Data on side-chain will be public and will assure trust and verification.

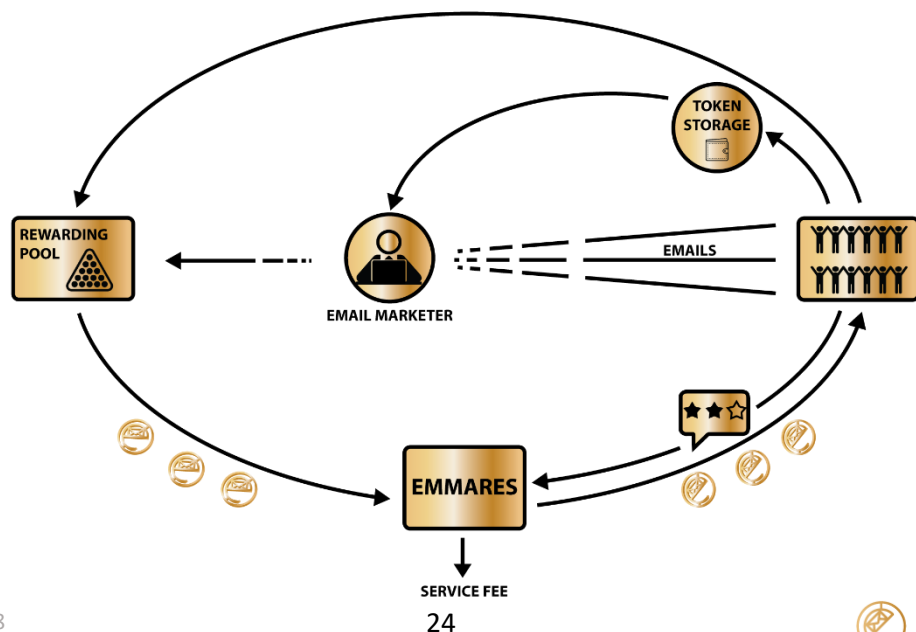
Sidechains with high throughput as next generation blockchain Gorbyte or HashGraph are examples of blockchains, leading the way to high scalable decentralized applications, where transaction speed and sizing as well as transaction cost will be important factors.

Token implementation

EMA is an ERC20 Token implemented in the Ethereum blockchain app platform. The Ethereum Contract for EMA Tokens and all other contracts are written in Solidity programming language. All Decentralized EMMARES Marketplace users will collect their EMA in Ethereum Wallet.

Email marketers will use EMMARES (EMA) by following these simple steps:

- Upon digitally signing the rewards contract, the sender pays the agreed number of EMA coins plus a service fee to a special campaign wallet that holds the tokens until the budget is fully utilized.
- The recipient evaluates email content quality and is rewarded by EMA tokens.
- After the rewarding pool is fully disbursed and/or the deadline has passed, the recipient can still review the provider's content but they will not be rewarded in crypto-tokens. Such ratings are not on the blockchain and are not relevant to the combined quality score. This way, recipients will be motivated to evaluate content quickly, giving their impressions on the content soon after it is first published. In turn, publishers will be motivated to provide an optimal rewards pool to get relevant quality assessments on the blockchain.
- Users will be able to change ETH to EMA and vice versa through the DEX exchanges.
- GAS and service fees are deployed within every cycle to cover blockchain transactions and service fees.



Distribution plan, Crowdsale and pre-sale information

For distribution of funds, vesting plan, private placement information, pre-sale and ICO please refer to the document EMMARES distribution plan on the EMMARES.IO web page.

Click here for detailed information about distribution plan:

<https://www.emmares.io/distribution.pdf>

Click here for detailed information about crowdsale and pre-sale information: <https://www.emmares.io/presale.pdf>

Marketing plan and Rol

EMMARES is a pure innovation and does not have a direct competitors.

It is not replacing classical ESP (Email service providers). The transport remains the same and EMMARES works with all ESPs and Email platforms as MailChimp, Getresponse, Icontact, SqueezeMail, Gmail, Exchange,...

There is around 4 billion email addresses in the world, resulting around 270 Billion emails sent every day. As 60% of that volume is untargeted, that means at least 170 billion emails per day are type of email marketing. We are targeting 0,2% of that volume, which would bring daily turnover on the EMMARES platform of 350 million ratings and daily revenue of 35 million \$ per day in turnover of EMA tokens from marketer's rewards pool to recipients who rated the content.

That volume will be also the ground for turnover of the token owners from recipients to the marketers.

Distribution plan

Operation of EMMARES smart contract

When executed well and delivered with relevance to engaged customers, email marketing provides the highest ROI for modern marketers. Audience of nearly 3B users worldwide receives on average 3 email marketing posts a day. That makes Email marketing volume of 9 billion email marketing posts a day or 3,3 trillion email marketing posts per year. EMMARES target audience are Email marketing recipients and email marketers. With only 1% penetration in the email-marketing arena, EMMARES would have volume of 90mio email messages through EMMARES assessment system per day, resulting in expected volume of rewarding pool of 90mio transactions per day.

To fuel the development of the next-generation EMMARES Email marketing ecosystem, which has very positive potential impact on email recipients, Email marketers and Email service providers, EMA tokens are now introduced and available for distribution.

EMA Token Allocation

Key terms of the token crowdsale:

- Total tokens minted at distribution: 500.000.000 EMA
- Total target (hard cap): 35.000 ETH
- Tokens on public offering: 255.000.000 EMA
- Token crowdsale price of token: 1ETH = 5100EMA
- Trace token ticker: EMA
- ETH to EMA will be locked 1 day before token crowdsale

<https://WWW.EMMARES.IO> is the ONLY website for token crowdsale process. Token swap will be held on this website only! Please do not assign any tokens to other sites.

Allocation plan

Tokens will be issued immediately after the crowdsale through the smart contract. There will be 500.000.000 EMA generated. 255.000.000 EMA tokens (51%) will be available during the crowdsale, and 23% will be allocated to incentives for globalization of the eco system (new account opening incentives).

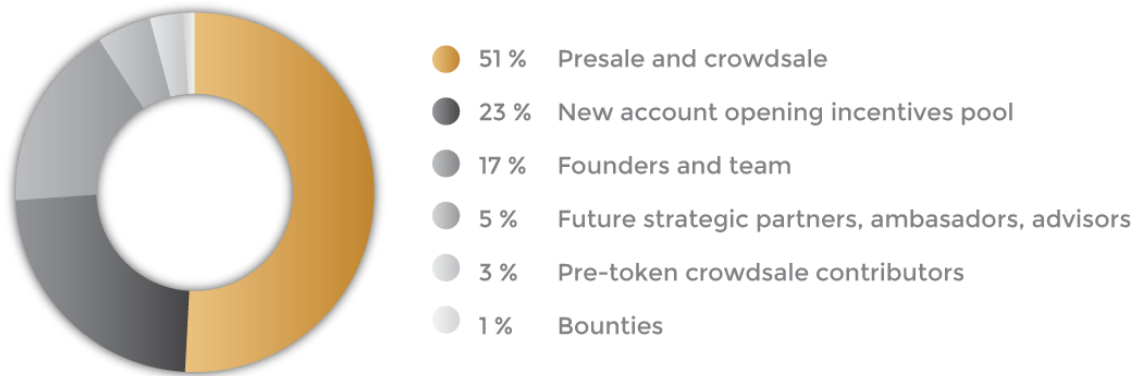
We've decided to release (1/24)-th of the founders' endowment every month for 24 months a practice widely known as vesting (2 years' vesting with a 1 month cliff). It will create a long-term incentive for executives and inspire them to steadily achieve roadmap milestones with persistence.

5% of the tokens will be reserved for future strategic team members

Tokens for presale contributors will be distributed immediately after token crowdsale.

Bounty tokens will be distributed two weeks after crowdsale.

Distribution



The proceeds of the token distribution will be used to fund EMMARES project operations, including the following purposes:

- 30% for EMMARES development, including expenses on technology research and development and talents recruiting
- 25% for technical deployment, including various hardware and software e.g. servers, security equipment, etc.
- 20% for market promotion to enable users to know and use the new generation Email Marketing smart services
- 15% for operation and management needs, supporting the project
- 10% for legal and data privacy compliance regulations and technology related fees

Presale and crowdsale information

To fuel the development of the next-generation EMMARES Email global digital reputation system, EMA tokens are now introduced and available for distribution. There are phases in the distribution plan-the Private Placement and Public phase which starts with phase 1 – 5 (Pre-Distribution) stage and the distribution stage 6 (“Distribution”).

Stage	Stage Cap ETH	Bonus	1ETH = EMA
stage 1	3.500	20%	6.120
stage 2	3.500	17%	5.967
stage 3	5.250	15%	5.865
stage 4	7.000	10%	5.610
stage 5	8.750	5%	5.355
stage 6	7.000	No bonus	5.100

EMA Tokens form presale and Private placement will be distributed in two weeks after ICO.

* Unsold EMA for Pre-Distribution will be re-offered in Distribution Stage.

** The Target Amount (Hard cap) in Distribution Stage = 35.000 ETH (raised during Private Placement and Pre-Distribution stage).

The USD-denominated price of ETH will be fixed one hour before the launch of Distribution event (with retroactive effect);

- The number of ETH raised before the launch of Distribution event will be calculated with the subscribed EMA and applicable discount rate in each tranche private placement agreement.
- In Distribution Stage, the EMA/ETH conversion rate is visible from the table above.

Please note, that we calculate the price of each token purchase to ETH on a daily basis. The total amount of ETH collected and the equivalent USD amount will be shown on EMMARES website on a defined daily rate during crowdsale.

Risks and legal conditions

The buyer understands that digital assets, EMA, Ethereum Blockchain and other technologies are new and untested thus may be inherently risky. EMMARES Project team will not be responsible for any non-performance resulting from adverse changes in the market forces or the technology.

In addition, the buyer has been warned of the following risks:

- Legal risks regarding securities regulations
- Risks associated with Ethereum Blockchain
- Risks of unfavorable regulatory actions
- Risks of theft and hacking
- Risks of security weakness of codes & software
- Weaknesses of cryptography & mining attacks
- EMA rewarding system may not meet buyer expectation
- EMMARES Second stage services may never be completed
- Insufficient interest in EMMARES Project and EMA Private Placement and Pre-Distribution
- Regulatory risks associated with EMMARES Project and EMA Private Placement and Pre-Distribution
- Risk of proceeds use and future token allocation various from the plan
- Risk of loss of value of EMA
- Risk of EMA not tradable on exchange market

In addition to the written above, there are several points highlighted as seen below.

In any case EMA tokens sold in Private Placement and Pre-distribution stage will not be refunded, including but not limited to the following:

- The hard cap is 35.000 ETH.
- Number of ETH and rate ETH/EMA will be fixed before Distribution stage.
- If the total number of ETH raised is less than 2000 ETH, EMMARES Project Team will look for another round of Distribution. In this case, the sold EMA in Distribution stage will be refunded.

- In the case of reaching hard cap, all remaining tokens from crowdsale will be burned.
- No additional tokens will ever be created.

Distribution of EMA tokens

- Private Placement and Pre-Distribution contributors will receive EMA tokens after Distribution Stage completes, together with crowdsale contributors
- Distribution stage contributors will receive tokens through smart contract immediately.
- Bounty distribution will take place within a week after the closing of the main-sale.
- Bonus tokens from presale will be locked for period of 6 months.

Eligibility

- Each buyer must conclude whitelisting / KYC process.
- Each buyer must meet the criteria as defined under the applicable laws of the jurisdiction where she/he resides, if any.
- The buyer has full power and authority to enter into the terms and will not violate any applicable laws.
- Mainland China, United States and Singapore residents are not allowed to participate in the EMA pre-distribution/crowdsale.

For any further details, please visit www.emmares.io or please send email to info@emmares.io

Bounties

We believe that EMMARES will change the email world to a better one and will bring benefits to Email marketers and recipients. As Email Marketing is one of the most powerful channels and EMMARES is drastically expanding possibilities and effectiveness, we are confident, that information about EMMARES project needs to spread around.

We are inviting to join everybody, who really cares about cleaning the world of spam, and anybody who cares about changing lead generating process from “pushing information” to “request only targeted and high quality info”, to join us in the bounty program.

Contributors can earn tokens from our bounty program, which is capped with 5.000.000 EMA (1% of the distribution).

Preapproval is mandatory.

Preapproval will be available on link www.emmares.io/bounty.pdf from January 26th 2018 until bounty seats fulfilment.

Every activity must be reported in forms, which are detailed in bounty page on above link.

Development map



EMMARES Team



Bojan Oremuž - CEO and founder

Bojan has been an entrepreneur most of his life. He graduated from the University of Ljubljana in 1985. He and his company have been recognized numerous times, most notably with a European 1st Prize nomination for NetworksDefender. He worked in the governmental IT council and as President of IT cluster Ealiansa. He has successfully overseen projects in infrastructure, networking, security, tracking and e-mail marketing. He specializes in leadership and strategy.

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Denis Orešnik – Cofounder, software developer

Denis is a senior web and application developer with several years of experience in building applications for reputable companies, including his framework and CRM system. He started working with blockchain and cryptocurrencies two years ago by working on blockchain architecture/technology (Eth) and tokenization process for new and existing projects, working on ICO KYC and dashboard system, assembling over 60 custom made miners (eth, sia, xzc, xvg, hush, etc.) and researching and investing in 20+ ICO projects.

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Tadej Oremuž – Cofounder, software and solidity developer

Tadej is a software developer expert who has helped developing multiple successful projects in the past years. He is a co-funder of Emmares and is an important member of the team due to his knowledge of marketing and software development. His main area of focus is solidity and d-apps. With his knowledge, he also participates as an advisor in Slovenian startups and other successful projects.

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Jure Tovrljan – Cofounder, Creative design & advertising

Jure is a brand identity specialist and innovator currently working as a creative director in a multi-award winning advertising agency. With his “changing the world, little by little” approach he has won several domestic and international awards for design and communication.

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Taja Oremuž – Cofounder, Graphic design & marketing

Taja is a CEO of a marketing agency and with her Masters degree in marketing (FELU Slovenia and IESEG, Paris), she is currently working in digital marketing, web and graphic design and digital marketing strategies. At EMMARES she is also a member of bounty program team and pre-sale/crowdsale communication.

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Krištof Gajšek – Full stack developer

Krištof is a full stack senior developer with experience on many different projects, among them also FADN - European reporting system, SquizMAIL and MailRocker Email marketing platform.

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Dejan Plavše – Email marketing specialist

Dejan is IT professional with a bachelor degree in computer science and an 8+ years of working experiences in various IT fields. Currently he is focused on digital sales and marketing, mostly on Email marketing. He also works as a Consultant, Copywriter and Brand manager, helping clients to take their business to the next level.

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Gregor Žvikart – Cofounder, Marketing & business development

Gregor has B.Sc. from IT and computer science. He owns an IT company along with team of + - 10 developers working on a various mobile development and marketing projects during the last 5 years. He is also crypto investor and is helping different ICOs in marketing and business development area (the last one was robotinaico.com which successfully closed their ICO with more than 12M \$ crowdfunded). His main role in Emmares.io is development of business and marketing relations.

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Matic Korošec – Junior developer

Matic is a junior Full Stack Developer who has worked in multiple environments across the industry. He has accrued over 7 years of development experience. Currently he is developing a MailRocker e-marketing application, among other projects. He specializes in software system integration and angularjs.

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Janez Sevcnikar – Bounty manager

Jani has been a managing director in a company supporting telecommunication technology for 12 years and is acertified ISO9001 internal auditor. Prior to that, he was a technical manager for an IT company working on IT project management, planning and implementation (LAN, WAN, data centers, security, hotel automation,...), and is a certified professional in various specializations for leading IT principals.

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SYSTEM AND SECURITY



Žiga Palir

Žiga has years of experience in the field of IT project planning, management and implementation for Microsoft operating systems, Databases and communications as an engineer specialist, open source operating systems and security solutions system administrator, planning and implementing system for daily backup of important data on premise or off premise locations. He also works on implementation and upgrade of virtualization technologies (VMware, MS Hyper-V and open source), network LAN and WAN infrastructure projects planning in implementation, IT system and infrastructure technology project management.

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ADVISORS



Nicholas Soong, Investment advisor

Nicholas (Bcomm. The University of Melbourne) is Co-Founder and Director at Jigsaw Capital with over 6 years of experience specializing in investments, market research and economic advisory for policy, planning and decision making both within government and the private sector. He currently leads the Community Management and Fund Raising practice at Jigsaw Capital for ICOs in the South East Asian region.

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Ian Chew, Investment advisor

Ian (Bcomm. Monash University) is a Co-Founder and Director at Jigsaw Capital with over 5 years of experience specializing in market penetration and strategic investments for the Oil and Gas industry. He currently leads the Fund Raising and Branding practice at Jigsaw Capital for ICOs in the South East Asian region.

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Ilya Anikin, Investment advisor

Ilya is carrying out complex investment deals in amounts that range from \$ 1 million to \$ 30 million. His work includes hard cost optimization and maintenance of the highest possible earnings, development of a company's strategy and the subsequent implementation.

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Dushan Spalevich

Dushan is an ICO expert, advisor to the promising ICOs, and founder and host of ICO TV video channel, which is specialized in the interviews with ICO founders and executives. In 2004 Dushan co-founded and managed a start up project in Russia, which had successfully become one of the biggest In-door advertising operators with more than 250 employees and 18 subsidiaries in the biggest Russian cities.

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Giuseppe Gori

Founder of next generation blockchain Gorbyte,
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Tanja Skaza

CEO Skaza - Smart Plastic

Well known, influential business leader, winning multiple awards, among others: Young Manager 2014, Femme Fatale 2014, Skaza - Regional Gazelle 2016, Golden Gazelle, Euromanager – best manager award and more. She specializes in leadership and marketing.

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Janko Cajhen, CEO Sicom

Work experience: CEO Comtrade, HermesSoftlab

At Microsoft he was responsible for business development of Microsoft's new marketing approaches and solutions for Central and Eastern Europe. Before that, he was in charge of a number of international projects, which included leading the development of business models for partners on Central and Eastern European markets and regional marketing of Microsoft's products and services.

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LEGAL ADVISORS



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COLLABORATIONS



Roman Pušnik – Customer Service & Communication

Roman is a mobile game developer, social media expert and a strong believer of Cryptocurrencies and Blockchain technology. He is making sure our Customer Service is always on point and prompt.

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Aleksander Vidmar – Ambassador for Slovenia

BitNation ambassador and brand development manager

President of green energy society

He was also an assistant director at ESA marketing agency

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Ivan Jelic – Ambassador for Croatia

Deputy CEO that has 6 years of experience in pharmaceutical industries and almost 3 years in blockchain technologies and cryptocurrencies. Skilled in Crypto trading, Blockchain technologies, HR, recruitment, Finances, Sales, Management and HODLing. Logical thinker and effective problem solver.

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SUPPORTERS



Social media



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