

SOOLOOX

white paper



sooloox

earn with your data

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1 Vision

Users can earn with their data.

2 Mission

2.1 Data Providers to Data Authorizers

Consumers are currently the cash cows of the advertising industry. Data is collected and processed in countless places with and without the CONSUMER's knowledge. Consumers supply their data but do not benefit from it; instead, they have to leave it to other companies to exploit this billion-dollar business model. SOOLOOX wants to change this - **earn with your data**.

SOOLOOX is changing this process by empowering people to actively participate in this business model. With the digital tool called IDTX (Interest Dimension & Transaction Box), acting people gain access to a technological approach to become an active participant in a large community.

USERS in the role of customers should become the administrators and authorizers of their data. Their data, which describes and represents their needs, purchase intentions, or wishes, are made available as leads for vendors using IDTX. A lead is the successful contact initiation of a product or service supplier to a potential customer.

2.2 SOOLOOX Peer-to-Peer Leads Trading

SOOLOOX provides a blockchain-adaptive tool that allows the handling of peer-to-peer transactions. This tool is called IDTX. IDTX stands for Interest Dimension & Transaction Box. With IDTX, users can generate revenue with data related to their interests.

Users in the role of a vendor can buy these leads and convert them to purchase agreements (transaction leads) - i.e. faster and less expensive sales and rental of suitable products, etc.

Classic Marketing Approach

Companies use marketing to attract the interest of customers.



Users, in the role of interests' providers, benefit from the platform's technological approach directly and indirectly because they can transact and monetize their data as leads.

Disruptive SOOLOOX Marketing Approach

Customers use the IDTX to get their interests discovered by suppliers.



2.3 Data monetization: USERS can earn from their data.

SOOLOOX provides, through appropriate application, the possibility for people's interests to be inspired, organized, and communicated. Interest- and profile-related data regularly form the start of product-related transactions.

Income opportunities through leads:

- View offers
- Qualify for offers
- Express needs "appropriately" to get "appropriate" offers
- Visit specified geographic locations
- Confirm purchasing decisions
- Receive bonus with complaint-free purchase process
- Create reviews of purchasing experience
- Verify reviews of purchasing experience
- Define interest profile
- Define needs profile
- Define inventory profile

- License inventory profile for demand-related advertising
- License interest profiles for demand-related advertising
- License wish profile for demand-related advertising
- License interests profile for information-seeking organizations (e.g. institutes)
- License opinion profile for information-seeking organizations (e.g. institutes)
- License competence profile (e.g. Headhunter)
- License opportunity profiles (e.g. apartment vacancy)
- Evaluate products & contents
- Make recommendations
- Identify profiles

2.4 Transaction ability of leads

SOOLOOX plans to provide interfaces to existing online applications so that interest and product-related data can be organized and transacted.

Product-related data may concern tangible and intangible products, including services.

Depending on the offered online applications of the lead purchaser, products can be purchased or sold, rented or rented out, borrowed or loaned out, or auctioned, immediately or later.

2.5 Select versus search

Before purchasing a product, online shoppers spend many hours searching for the right product at an attractive price with suitable delivery and payment terms. The IDTX saves interests and wishes permanently, so that advertising or concrete offers can only be made available according to the defined needs - therefore, custom-fit.

2.6 Centralized versus decentralized data structures

SOOLOOX will organize data-driven transactions that require high performance into appropriate database environments. These may be of a centralized or decentralized nature.

Existing and still developing techniques are used that optimally support the platform's goals.

Interest data should be depicted as decentralized as possible and via a data trust model - see point 9.2. Smart Contracts are implemented with blockchain-based protocols, e.g. with Ethereum and Raiden. The platform pursues the goal of creating entrance barriers that are as low as possible, or none at best, for all users.

3 Accounts

The platform provides different types of ACCOUNTS that can be used to execute and post user transactions in their different roles.

SOOLOOX includes options, as mentioned below:

1. START-ACCOUNTS

START-ACCOUNTS can be used by users as customers or vendors

2. CASH ACCOUNTS

CASH ACCOUNTS can be used by users as customers, vendors or CAK owner accounts.

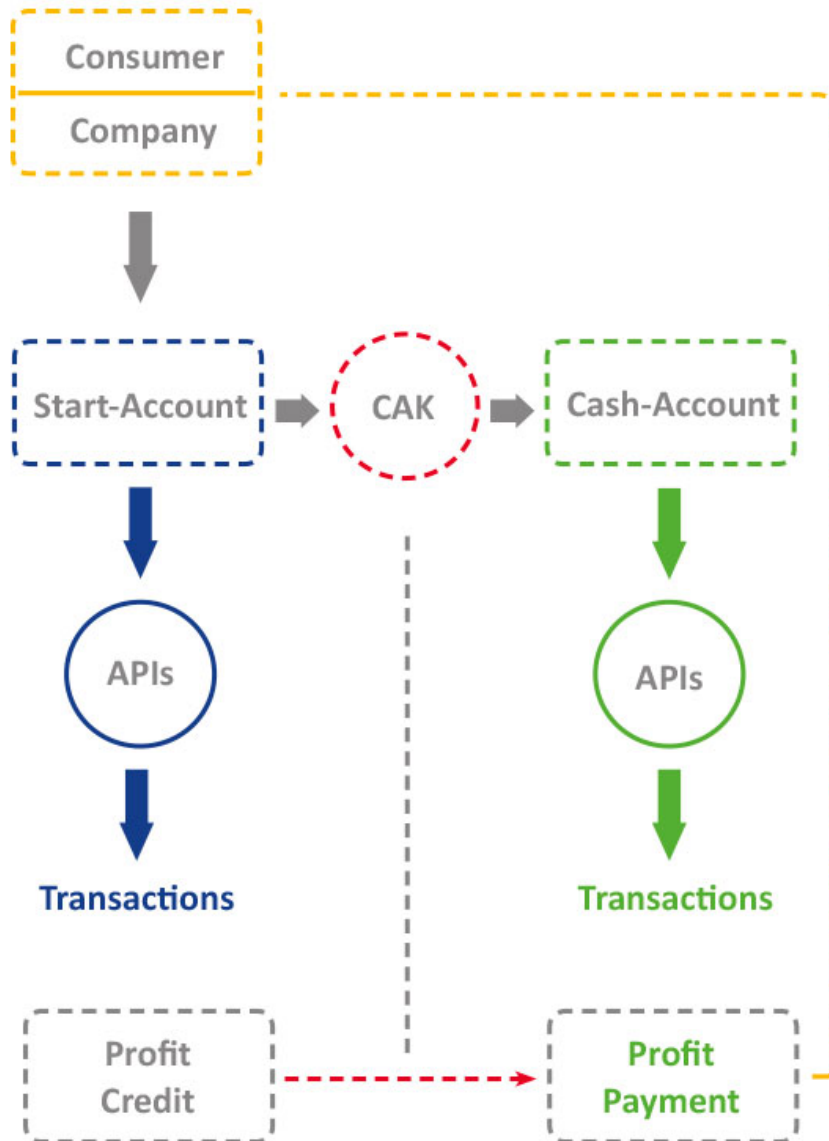
3. A START ACCOUNT becomes a CASH ACCOUNT when a key is entered.

The key is called CAK.

CASH-ACCOUNT-KEY.

	START-ACCOUNTS		CASH-ACCOUNTS	
	CONSUMER	COMPANY	CONSUMER	COMPANY
Define Profile	YES	-	YES	-
Transaction profile	YES	-	YES	-
Detect needs and demands	-	YES	-	YES
Product transactions	-	NO	-	YES
Obtain revenue	YES	NO	YES	YES
Make payments	NO	NO	YES	YES
Pay fees	NO	NO	YES	YES
SOOLOOX proposed fee per annum or volume-based in %	-	-	12 \$ p.a. + 10%	60 \$ p.a. + 1,5%
Setting fee levels	-	-	CAK-Owner	CAK-Owner
Collection of Cash ACCOUNT charges	-	-	CAK-Owner	CAK-Owner

Differences Start-Account / Cash-Accounts



Upgrade Start-Account to Cash-Account

3.1 START ACCOUNTS

SOOLOOX provides unlimited START-ACCOUNTS, which invite you to use the platform immediately.

START ACCOUNTS allow you to take on different roles.

START ACCOUNTS allow users in the roll of suppliers to set product or article data in order to test the transaction's potential.

START ACCOUNTS allows the customer to earn financial revenue, but not a payout, e.g. to other wallets or bank accounts.

START ACCOUNTS allows participants to perform restricted transactions.

START ACCOUNTS are free of charge.

3.2 CASH ACCOUNTS

A CASH ACCOUNT is a prerequisite for a USER to be able to make payments and withdrawals. With a CASH ACCOUNT, users can make the data usable with IDTX and transaction proceeds can be paid out.

A CASH ACCOUNT allows you to use other variants of transaction types.

CASH ACCOUNT payments and receipts are transactions that can be used by the CASH-ACCOUNT-KEYS owner with incurring transaction fees.

3.3 CASH ACCOUNT KEY (CAK)

Within the ICO (INITIAL CASH ACCOUNT OFFER), buyers purchase CASH ACCOUNT KEYS (CAKs). CAKs are issued as tokens to buyers.

CAKs allow you to convert an existing START ACCOUNT into a CASH ACCOUNT.

CASH ACCOUNT KEYS allow you to define the fees for a CASH-ACCOUNT and to collect on them. CAKs can be rented (on a yearly basis) and resold unlimited.

3.4 Cash Accounts non-binding fee recommendation

SOOLOOX provides a non-binding recommendation for the fee rates.

CAK owners independently define the charge rates applicable to their CAKs.

Non-binding recommendation for the fee rates

Users' role	CONSUMER	COMPANY	CAK-owner
fix transaction fees			free
account fee	US \$12.00	US \$60.00	free
fee per transaction	US \$0.10	US \$0.10	free

variable transaction fees			-
% fee per interests-lead volume	-	1%	-
% fee per transaction-lead volume	10%	-	-
% fee per CAK-transaction			1%

For a CASH ACCOUNT in the role of a COMPANY, SOOLOOX proposes a monthly rate of US \$5.00 + 1.0 % CASH ACCOUNT transaction fees (US \$0.10 per transaction).

- For a CASH ACCOUNT in the role of a CONSUMER, SOOLOOX proposes a monthly rate of US \$1.00 + 10% CASH ACCOUNT transaction fees (US \$0.10 per transaction).
- There is no transaction fee for a CASH ACCOUNT in the role of a CAK owner.

The nonbinding recommendation for the fee rates is only a guideline

Ultimately, from micro-enterprises to multinational corporations, the portal for their lead purchases should be ideal to use.

In order for the number of participants on the platform to grow freely, additional fee-based CAKs (CASH ACCOUNT KEYS) can be provided by SOOLOOX.

SOOLOOX is committed to:

- **the SOOLOOX fee structure for CASH ACCOUNTS is not set below the published fee recommendation.**
- **additional CASH-ACCOUNT-KEYS (CAKs)** are sold at a higher price than in the first ICO.
- Buyers of CAKs under the first ICO **have a preemption right** for subsequent ICO CAKs with 50% bonus.

The CASH ACCOUNT KEYS (CAK) owners can freely negotiate the terms of the CASH ACCOUNTS.

The following are excluded from the basic rules:

- Any agreed current fees for a CASH ACCOUNT can only be settled from the transaction income of CASH-ACCOUNT users.
- CASH ACCOUNT charges will be paid out of CASH ACCOUNT receipts before CASH ACCOUNT users can make any other payments.
- CASH ACCOUNT fees are due to the CAK owner.

3.5 CASH ACCOUNT KEY owner

USERS who have purchased CASH ACCOUNT KEYS own the right to define and collect fees for a CASH ACCOUNT.

- CASH ACCOUNT KEYS can be rented for an indefinite period of time.
The CAK owner can thus establish lasting sources of income.
- CASH ACCOUNT KEYS can be sold.
The CAK owner can thus obtain sales proceeds.
- CASH ACCOUNT KEYS can be used for your own CASH ACCOUNT.
CAK owners can thus avoid their CASH ACCOUNT fees.
Purchasers of CAK, within the ICO, freely decide which CAKs are to be used and which are to be sold.
- CASH ACCOUNT KEYS, which are acquired under SOOLOOX ICO's, include a preemptive right for subsequent CAK offers.

3.6 Marketing of CAKs by CAK owners

Owners of CASH ACCOUNT KEYS can market these through different channels to other platform USERS at individual terms.

SOOLOOX does not need to be informed about the sale and the terms.

SOOLOOX should inform the CAKs' owners about the users' purchasing interest in the order in which the CAKs were purchased during the ICO.

For the sale of CAKs, SOOLOOX should provide an application that allows new prospective buyers to purchase the offered CAKs. The offered CAKs are presented in chronological order. The CAKs purchased first in the ICO are offered first (FIFO - first in - first out). The time stamp in the blockchain is applied.

If the CASH ACCOUNT KEY owner does not agree on their own CASH ACCOUNT terms, the SOOLOOX fee recommendations are deemed to be agreed upon. The CASH ACCOUNT KEY owner can change the terms.

3.7 CASH ACCOUNT USER

The CASH ACCOUNTS USERS have the following rights and obligations:

- CASH ACCOUNT USERS can make deposits and withdrawals from and to reference accounts, such as bank accounts or wallets.
- CASH ACCOUNT USERS can use all CASH ACCOUNT applications.
- The CASH ACCOUNT users' credit is used to pay the agreed fees for the CASH ACCOUNT KEY owner.

4 ICO

4.1 SOOLOOX ICO

SOOLOOX performs an INITIAL TOKEN OFFER.
Likewise, no "crowdfunding" is performed.

SOOLOOX performs an initial sale of TOKEN - CASH ACCOUNT KEYS - CAKs.
CAKs are issued as ERC20 compatible tokens.
Buyers of CAK tokens require an ERC20 compatible wallet.

It is the goal of SOOLOOX ICO to provide liquidity for developing and building the platform.
CAKs can be sold or licensed indefinitely for regular income.

SOOLOOX does not carry out any sale of securities within the ICO.
SOOLOOX is not providing a security, because not all of the profit from the CAKs is based on the efforts of a promoter or third party.

Within the ICO, the buyers acquire CASH ACCOUNT KEYS (CAKs).

With a CAK, USERS can upgrade a START ACCOUNT to a CASH ACCOUNT. The CAKs include rights to define CASH ACCOUNT fees to and collect on them.
As long as the token is linked to a CASH ACCOUNT, it is a blocked usability token.
If the CAK is not linked to an account, it can be transferred at any time.

SOOLOOX estimates the platform's potential for participating COMPANIES at over 200 million worldwide and the target group of CONSUMERS at more than 3.4 billion.

The days of sales are the ICO Pre-Sale Period.
The ICO Pre-Sale Period starts on 04/16/2018 and ends on 04/21/2018.
The ICO starts on 05/04/2018
The sale of the CASH ACCOUNT KEYS (CAKs) within the ICO ends when the platform becomes available online for the general public or the specified quantity is exhausted - depending on which event occurs first.

4.2 ICO Conditions

For the ICO period, including the ICO Pre-Sale period, SOOLOOX provides 21 million CASH ACCOUNT KEYS.

SOOLOOX reserves the right to provide 9,000,000 additional CAKs. These CAKs should not be sold during the initial token offer. SOOLOOX should use these CAKs for team bonuses, incentives of any kind, strategic investors and service partners. Owner of these team bonus or incentive CAKs and strategic investors have a

minimum time limit of 36 months after the launch of the platform before it will be permitted to use the rights obtained by CAKs.

The maximum of provided CAKs during the ICO and ICO Pre-Sale period including all bonuses will be 21,000,000. The maximum of all provided CAKs will be 30,000,000.

The price for a CAK is 3.00 USD during ICO Pre-Sale Period

"Early bird" ICO Pre-Sale bonuses:

from 04/16/2018 to 04/18/2018, the buyer receives one bonus CAK for each CAK purchased.

From 04/19/2018 to 04/21/2018, the buyer receives one bonus CAK for every five CAKs purchased.

The sale of the CASH ACCOUNT KEYS within the ICO ends on the 06/30/2019 or if the specified quantity is exhausted - whichever event occurs first.

4.3 ICO Caps

We have set four goals for the ICO:

- a) soft cap < 1,000,000 USD
This is the minimum amount. If we do not reach this point, we should cover external initial project costs and return an available positive balance to the investors' accounts and the project will be suspended. This would mean that the interest to the SOOLOOX platform is low.
- b) normal cap > 10,000,000 USD
This amount should allow us to launch the project according to our roadmap. Basis applications like et al the MULTI-CURRENCIES-ACCOUNT, PROFILES, INTERESTS, TRANSACTIONS, API should be developed.
- c) middle cap > 18,000,000 USD
With this amount we plan to develop all applications (e.g. AI, INSPIRATION, PRODUCT-DESIGN, WISHES) in once, shorten the implementation period and build a buffer for the future and unexpected expenses.
- d) hard cap = 30,000,000 USD
This will enable us to start marketing activities for the SOOLOOX platform.

Expenses:	normal cap	middle cap	hard cap
	USD	USD	USD
Legal service	1.0 million	1.0 million	1.0 million
Technical concept	2.5 million	2.5 million	2.5 million
Platform implementation	5.0 million	12.0 million	12.0 million
Administration / Team	1.5 million	2.0 million	3.5 million
Buffer	-	0.5 million	1.0 million
Marketing	-	-	10.0 million

4.4 ICO accepted Crypto-Currencies

Participation in the SOOLOOX ICO can only take place with ETHER. The CAK OWNER's wallet must be compatible with ERC20.

4.5 Registration Period

Each CAK buyer can register for the purchase in advance starting 12/12/2017 – 03/31/2018 on the website. CAK buyers who registered before purchasing, get for every tenth CAK ordered and paid during the specified ICO-Pre-Sale Period, one CAK bonus.

4.6 ICO Pre-Sale Period

The CASH ACCOUNT-KEYS (CAKs) should be offered as follows:

- The price for a CAK is 3.0 USD.
- A maximum of 10,000,000 CAKs will be available for sale from 04/16/2018 - 04/21/2018 - this is the time of the ICO Pre-Sale.
- 11,000,000 CAKs are reserved as scheduled bonuses - for the ICO Pre-Sale Period.
- The quantity of CAKs, which are not sold during the ICO Pre-Sale or are not used as a bonus, will then be available for the ICO Period from 05/04/2018.

4.7 ICO Period

At the end of the ICO Pre-Sale, the CAKs, which SOOLOOX could not sell and the unused bonus CAKs, will be available to buy. The ICO Period starts on the 05/04/2018 and ends on the 05/04/2019. The price per CAK is then 9.00 USD.

4.8 KYC

The provisions of the law on the prevention of money laundering requires the identification of buyers who buy CAK. For this identification, purchasers have to register at Sooloox.com and have to upload valid pictures of identity card or passport and a selfie.

4.9 Web Security

The SOOLOOX ICO website is protected by security technology.

5 Business model SOOLOOX Inc.

5.1 Interest Dimension & Transaction Box - IDTX

The basis for the platform is the - Interest Dimension & Transaction-Box - we call it - IDTX. It may be the beginning of a revolution in the advertising and online marketing market. The IDTX enables the "matching" of interests and product offers. IDTX becomes a tool for satisfying the needs and demands of CONSUMERS and COMPANIES.

5.2 IDTX Multi-Dimensions

- Inventory profile
- Needs profile
- Wish profile
- Interests profile
- Product type
- Product features
- Transactions
- Participants

5.3 IDTX value for users in the role of buyer

- Earn income from personal data
- Generate revenue through transactions
- Establish data integrity for personal data
- Make unspecified requests easier to fulfill
- Save time - by selecting instead of searching
- Increase data security through distributed data structures
- Opportunity to emphasize interests
- Get matching ads
- Get matching product offers
- Opportunity to participate in interest groups
- Opportunity to initiate interest groups
- Expand possible criteria for selecting a product provider

5.4 IDTX value for users in the role of suppliers

- Increased sales
- Reduced advertising costs
- Reduced transaction costs
- Reach actual interests
- Meet customers
- Facilitate product development
- Facilitate market access/customer access

5.5 IDTX market values

IDTX and its advantages for the market:

- Ability to exclude intermediaries, such as search engines, ad publishers or other types of intermediaries - peer-to-peer transactions
- Opportunity for interest transactions
- IDTX API's to integrate existing online shops, search engines and social media platforms

5.6 IDTX value transactions

The IDTX should be capable for multi-currencies so the contract partners can choose from a variety of payment methods for a contract.

5.7 IDTX Transaction Fee

SOOLOOX receives a fixed rate for each IDTX used in a transaction.

5.8 IDTX Percentage Transaction Volume Participation

SOOLOOX participates with a percentage of the revenue generated by the transaction of IDTX.

5.9 CAK Transaction Fee

SOOLOOX receives a percentage share of the value of the CAK trading transactions.

6 USERS / Market

6.1 Platform USER

Users meet on the SOOLOOX platform - see 6.2.

Thus, the platform provides an ideal precondition for advertisers to conduct successful marketing. It does not matter if the advertising companies are acting as intermediaries or as manufacturers. They are the suppliers. Customers are not just a demand for products, but also providers of transactionable data.

Suppliers have the option - to communicate within the platform directly with the customers via peer-to-peer connections without intermediaries.

6.2 USER rolls

The platform participants can take on different roles at the same time.

Examples of roles:

- Providers / Suppliers
- Inquirer / Customer
- Author
- Curator
- Group Representatives
- CAK Owner
- etc.

Users should also be able to create profiles for their domestic and farm animals. This is to enable further transactions.

6.3 Technical portal development and maintenance

SOOLOOX is committed to the development and maintenance of the technical base and infrastructure through leading technology providers and consulting firms, who substantiate the technology and implement it with scalable manpower professionally and in a timely manner.

The SOOLOOX team currently offers the expertise for the operational and legal design of the platform. SOOLOOX strives to maintain the potential for recruiting the necessary technical competence through the liquidity obtained in the ICO.

Specialists in this area should be provided with a budgetary facility that offers sufficient financial attractiveness and is not based solely on potential future income. This allows us access to the leading talent of blockchain and database developers, application developers, etc.

We do not exclude service providers from being strategic partners of the SOOLOOX platform.

6.4 Commercial cooperation partner

Coupons and cash-back providers can serve as cooperation partners and other interfaces for the analogue business world and thus the SOOLOOX eco-system, to make an offline or off-chain interface.

6.5 Legislators / Supervisory institutions / Authorities

SOOLOOX is registered on the Turk & Caicos Islands. Sales tax and profit tax are not expected for the next 20 years, which is why the ICO and thus the sale of the CAKs have an ideal framework. Selling virtual goods does not require any further authorization.

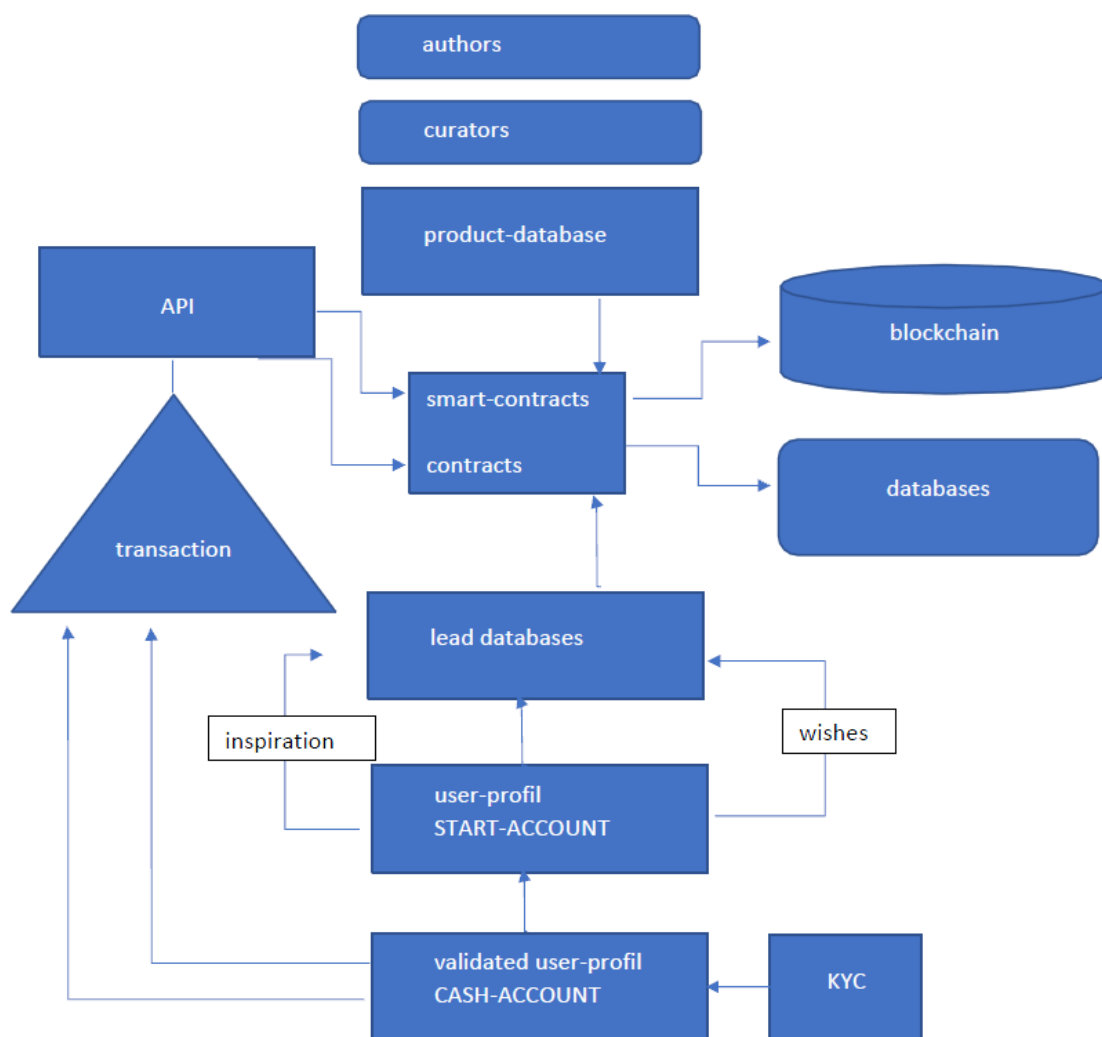
SOOLOOX strives to take all necessary steps to find and set up an established corporate legal framework for the company and the participants of the SOOLOOX platform. In so doing, SOOLOOX expressly reserves the right to adapt the company's registered office and company form accordingly.

7 Platform model

7.1 Layer 1: Technical basis

The technical base is formed by established, high-performance, and future-oriented services, which originate from established companies.

For this purpose, we look first at the Ethereum Protocol, but also observe the development of Raiden, Lisk, Airswap as well as Lightning, rely on big-data applications, consider artificial intelligence applications, interface to IoT, and orchestrate the interplay of data and processes for the whole chain of the value-added process.



7.2 Layer 2: Smart Contracts

IDTX is optionally mapped via Smart Contracts. IDTX can be created in the role of an author.

The USER, in the role of author, defines the IDTX dimensions in a SmartContract.

The Smart Contracts are stored in the interest database in such a way that search matching is possible - this includes fully or partially automatic search sequences and the reference to hits. We plan to use AI applications for this purpose.

If the predetermined rules are fulfilled, a SmartContract carries out the provided process fully or partially automatically at the request of the contract partners. The blockchain determines the preconditions reliably, transparently and thus confidently so that the parties can rely on the desired result. This technique accelerates purchasing decisions because a latent interest can lead to a customized transaction.

IDTX also allows the comprehensive storage of data for a product. Curators maintain and validate this information. Depending on the pre-determinations by the authors of an IDTX, the retrieval of information can be done free of charge or for a fee. If the default is set for information retrieval for a fee, other users will not receive the information until the price defined for this has been paid. The Smart Contracts to be created for this purpose are to be updated after each query and are therefore available in the "executable" status for the next query for the new transaction.

SOOLOOX keeps options open for which Smart Contracts are executed with which protocol. This depends on the transaction speed with which the respective protocol is able to perform. For Smart Contracts, which are expected to be moderately frequent, an Ethereum Blockchain could be the right solution. ASCs, or asynchronous smart contracts, from EOS, Raiden, NEM or Mijin are to be used for smart contracts with extremely high transaction volumes. SOOLOOX will join with vendors to work together on the most cost-effective tasks.

The GUIs required for implementation are intended to provide a comfortable usability with the applications below.

The ACCOUNT is used to view, group, and evaluate all transactions that are either waiting for execution or have already been carried out.

7.3 Layer 3: Applications

Applications are the business cases' specific USER interfaces, through which the transactions on the underlying layers are pushed. The applications are interactive with any relevant browser and responsive to mobile devices.

For mobile devices, apps are provided for convenient everyday applications.

7.4 Layer 4: USER roles

In essence, we advocate decentralized data management, which is why we structurally differentiate the same data records only among different roles. The roles are used to determine the fundamental transactions, which may be reflected in the blockchain.

8 Applications

8.1 SOOLOOX MULTI-CURRENCIES ACCOUNT

Leads can be transacted in different currencies. Customers and suppliers should be free to negotiate the terms. To this end, SOOLOOX provides the CASH ACCOUNT USER with a corresponding application. The aim of the application is that all users - without having to create different individual wallets, can execute their transactions in all currencies.

1. START ACCOUNT

A Start Account is an account in which all functionalities are provided. Transactions are posted in value.

User-Account:-13b456cc546542t2123b21h13217gg651z							
Nickname:-Mickymousi				Hauswährung:-\$.....SUMME:-368,04			
Datum	\$	€	Bitcoin	Ether	Monero	Dash	Zcash
12.07.2017	25,00						
15.07.2017				12,8792			
26.07.2017	10,00						
30.07.2017				3,0212			
05.08.2017					2,0889		
07.08.2017			0,000545				
01.09.2017							21,3004

2. CAK Purchase

START-ACCOUNT lacks



CAK activation.

3. CASH ACCOUNT

User-Account: 13b456cc546542t2123b21h13217gg651z							
Nickname: Mickymousi				Chooosen Currency = US \$		TOTAL = 368,04	
Datum	\$	€	Bitcoin	Ether	Monero	Dash	Zcash
12.07.2017	25,00						
15.07.2017				12,8792			
26.07.2017	10,00						
30.07.2017				3,0212			
05.08.2017					2,0889		
07.08.2017			0,000545				
01.09.2017							21,3004

The credit balance can now be transferred in all currencies, from all transactions, to a USD \$ reference account.

8.2 SOOLOOX CAK Transactions

CAK owners will be provided with a module to support the marketing of the CAKs.

8.3 SOOLOOX Interests

The SOOLOOX interests' module is an application by which prospective customers can clarify the already-articulated wishes. Companies should be able to use advertisements adapted to specific interests, provided that both participants are willing.

8.4 SOOLOOX Profiles

SOOLOOX profiles are to be created by the USERS via a two-stage process. The START ACCOUNT is intended to provide the participant with a NICKNAME PROFILE, under which the applications can be carried out. Above the NICKNAME PROFILE, the participants can create a REAL USER PROFILE validated according to the rules of the KYC, which they also need ultimately in order to participate completely in the platform. The NICKNAME PROFILE is used only for data protection purposes and is therefore part of the firewall.

8.5 SOOLOOX Inspiration

The application is to be performed mainly by applications from the artificial intelligence area. After profiles have relevant characteristics, they can be inspired by suitable suggestions. For example, an inflatable boat owner may be interested in paddles, as they are often lost during paddling. This would make an inflatable boat owner a candidate for reference to paddles for sale.

8.6 SOOLOOX Product Design

The Product Design module is an application in which the USER describes the product desired and IDTX (Interest Dimension & Transaction Box) "launches" the described product for the user. In this respect, the USER becomes the co-designer of products.

8.7 SOOLOOX Wishes

This application is intended to address the already latent but still unspoken wishes in people and motivate the participants to put them in concrete terms.

8.8 SOOLOOX Value-of-Interests

USER can gradually appraise their interests. The application creates the possibility to give the serious prospective buyer a value-of-interest, organized in a smart contract. This allows potential contract partners to recognize that, in this case, they are dealing with a strongly interested buyer and to commit themselves accordingly. The conditioning of the value-of-interests is to be explicitly represented in various forms via smart contracts.

8.9 SOOLOOX Transactions

The module is designed to control the way in which IDTX processes transactions. Here, the typical transaction models are available a priori for selection.

The box can immediately transfer the content; it can do it according to demand, it can give the demand-based interest a premium, and it can be auctioned and rented.

8.10 SOOLOOX - APIs

Already communicated data in other applications should be made available for the SOOLOOX applications, functions of external applications, and thus for the IDTX.

The API interface module forms the interfaces to:

- Online shops
- Auction platforms
- Social media services
- Crypto Wallets
- Logistics and merchandise management systems
- Address databases
- Geodata
- Search engines
- E-mail accounts
- Fax devices
- Lettershops
- SMS services

8.11 SOOLOOX Analog

At the level of the identified and licensed user profile, there is the possibility that the user will be released for an analog application. They can determine here whether their address may be used for advertising purposes or whether they refuse this possibility.

8.12 SOOLOOX Groups

The GROUPS module is intended to help the formation of communities with diverse interest.

By means of appropriate algorithms, the user would receive a suggestion to join this or that group in order to give his interest a greater emphasis. These groups are perceived by users who can then interact with target-group-specific or completely new solutions.

In this approach, we see a strong transformational approach of the SOOLOOX platform.

8.13 SOOLOOX KYC

The KYC module ensures that the profile is a verified, validated USER PROFILE.

8.14 SOOLOOX Payment Service Provider

SOOLOOX plans either to integrate established payment service providers into the business process in order to enable customers to fulfill the multi-currencies account (see 7.1) or to fulfill the relevant regulatory requirements themselves and to carry out the function themselves.

8.15 SOOLOOX Robot

SOOLOOX ROBOT are search algorithms that search for suitable opportunities in the databases. They can be equipped with search queries from the different USER groups and yield a hits list as a result.

8.16 SOOLOOX AI

The SOOLOOX AI module is intended to design predictive applications that can be used to identify both consumers, suppliers, and contractors.

In addition, this application is intended to facilitate and automate the transformation of interest data into IDTX.

8.17 SOOLOOX Forecast

By this, we understand the application as a means in which user behavior can be predicted.

8.18 SOOLOOX STATISTICS & ANALYTICS

By this, we understand the application as a means in which user behavior can be analyzed.

8.19 SOOLOOX TENDER LETTER SHOP

The SOOLOOX TENDER LETTER SHOP application is an tendering aid for users who have created an IDTX with their product requirements and want to communicate it to potential suppliers individually.

9 SOOLOOX Architecture

9.1 System Architecture

We cannot say anything about system architecture at the moment. At a first step we will work out a comprehensive concept by professional technology partners.

9.2 Microsoft - Telekom Data Trust Model (EU-Server)

Our current idea is to use the European data trust model. Here, on the one hand, the data will be stored encrypted in the Microsoft Cloud, which can only be represented, on the other hand, if the user applies the keys located in the Telekom Cloud.

9.3 3-Stage Data Layer

Our idea is to establish a three-level data layer. This consists of a public data layer, which displays data that can be made available to the public. A further data layer serves as a firewall for the users, so that their data stored in the system is useless for competitors and data crawlers; as well as in the third data layer, which represents the absolutely trustworthy data of the previously described data trust model.

9.4 Core Components

Core components include high-performance databases such as ORACLE CLOUD, IBM Watson and Microsoft SQL Enterprises, which interact with the established Ethereum protocol and enable interfaces to big-data applications and AI. Within the blockchain-based applications, we are also addressing Lisk and Raiden, as it is particularly evident in the meta-viewer that the side-blockchain technology that is used by many stakeholders can ensure significant speed for the transactions.

10 Roadmap

10.1 Timeline

10.2016 concept, research



12.2017 Sooloox website online
ICO registration period

04.2018 -ICO Pre-Sale period

05.2018 ICO period

06.2018 regulatory / legal sandbox

technical concept development
IDTX / Smart Contract development
selected api development
api integration

06.2019 platform beta launch

bug bounty
security bounty
usability bounty

07.2019 launch & further development

10.2 Key activities

- Legal framework conditions
- Technical framework conditions
- Formalization of the concept from a technical point of view
- Search for specialists for technology & management
- Industry Partnerships

10.3 Finance

SOOLOOX Inc. will procure the funds for the development and the construction of the platform from this ICO for the project.

The detailed costs will be specified in the further planning process.

10.4 Bounties

The search and resolution for application and program errors as well as the software security check should be supported by correspondingly honored bounties before and during the software roll-out. We plan the following types of bounties:

- Bug Bounty
- Usability Bounty
- Security Bounty

10.5 Development Roadmap

The development road map is essentially the result of the discussions with the technology providers and is not yet present at the moment.

The current status is in the concept phase.

11 Team

Project leader

 <p>Klaus Heuser</p>	<p>Klaus supplies more than 20 years' experience as a management consultant for strategic planning, coaching and process organization. Klaus is founder of SOOLOOX and his residence is in Germany. He has a deep understanding of efficient software development management.</p>
 <p>Kurt Mohrs</p>	<p>Kurt supplies more than 25 years' experience as financial service consultant in Germany. He has a deep understanding of strategic database planning.</p>

Team Members

We will build a team as required.

We have a lot of experience in strategic planning and process organization, but we will need to get experts in many aspects of the SOOLOOX platform development.

We conduct the ICO in order to obtain the resources that allow us to hire experienced specialists and build some creative slack. We want to enable software development considering quality and time.

As far as reasonable, we follow the rules of lean management and will be supplemented with further team-

members as required. We are also striving to use external consulting and technology partners operating around the world.

12 Legal Framework

SOOLOOX does provide tokens. CASH-ACCOUNT-KEYS (CAKs) are not securities. SOOLOOX CASH-ACCOUNT-KEYS are non-refundable. CAKs are not for speculative investment. No promises of future performance or value are or will be made, including no promise of inherent value, no promise of continuing payments, and no guarantee that CAKs will hold any particular value. CAKs are sold as a functional good and all proceeds received by SOOLOOX may be spent freely by SOOLOOX absent any conditions.