

ONE **+1**

White paper

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1. Introduction

One+One is a charity initiative. We are showcasing this project at Token Sale not only because we all should help other people, but also because the synergy of the Blockchain community and the Charity sector generates great development potential for both parties.

What are the benefits of charity from the point of view of the Blockchain community?

- An intensive influx of new users.
- The emergence of a large number of influential ambassadors of the crypto economy in the physical world.
- The active involvement of large businesses in the crypto industry.
- Improving the image of crypto currencies around the world.

Charity is a perfect tool to stimulate the growth of the Blockchain community, because such activities are always positively perceived by all participants of the consumer market, including governments, ordinary citizens, and companies. Therefore, charity has great potential.

Why should charity be integrated into the Blockchain community?

- **Strengthening public confidence in charitable organizations.**
Blockchain will ensure the complete transparency of accounting information of charitable organizations, thus protecting donors against unfair actions and increasing trust in charitable organizations that use Blockchain.
- **This is a tool for acknowledging the importance of the donor.**
Most often, the donor is an anonymous person who does not receive anything in exchange for his/her donations. We will grant tokens for donations in order to acknowledge the importance of donors and motivate them.

The symbiosis of the charity sector and the crypto community will help both sides reach a new level of development.

2. Glossary

The Association of Honest Foundations (hereinafter referred to as the Association)

is a community of charitable organizations that use the Emercoin blockchain platform to store their reports (data on cash inflows and expenditures.).

One+One software (OnePlus1 software):

is an open source software that is installed by all members of the Association and is integrated with the accounting systems of charitable organizations, as well as with Emercoin and Ethereum decentralized blockchain networks. This software allows charitable organizations to upload their reports to Emercoin, as well as visualize data from Emercoin and interact with DAO smart contracts using the Ethereum platform.

Chek:

is a token that is issued as a response to donation to a charitable organization. The Ethereum blockchain platform is used to generate tokens.

One+One DAO App:

is an application that allows 1,000 key Chek owners to manage DAO and distribute money received by the Foundation for the Development of Social Initiatives in the Blockchain Ecosystem.

The Foundation for the Development of Social Initiatives on Blockchain(further – Development Foundation)

is a foundation that manages Cheks received from charitable organizations. The Foundation may pay remuneration to the following stakeholders:

- Media and journalists from the charitable sector and the Blockchain community;
- Retailers partnering with One+One;
- To the needs of the Association of Honest Foundations, as well as new projects targeted to development of the charitable sector and improvement of the One+One infrastructure.

Good Deeds Reward Points or Good Deeds Points:

are points that are awarded in countries where legal entities do not have the right to accept tokens in accordance with national legislation.

The **Ethereum** Blockchain platform is used to store the points.

Good Deeds Rating:

is a rating of each user (an individual or a legal entity) on Blockchain, that shows the degree of involvement in charitable activities.

The **Emercoin** Blockchain platform is used to store the rating.

3. Market

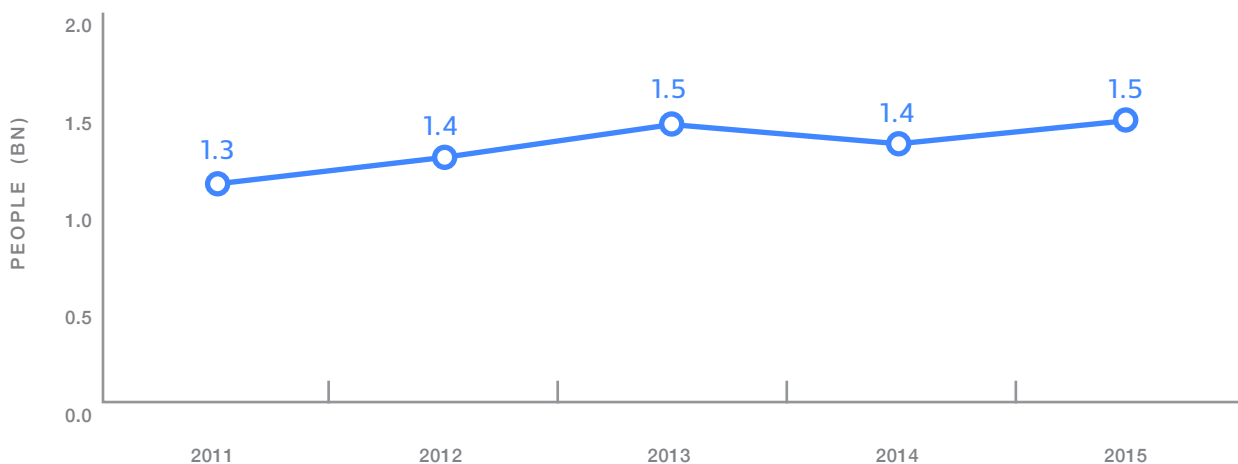
The charity sector on a global scale

According to the Charities Aid Foundation (CAF), the global charity market demonstrated the following results in 2015:

Charitable donations reach 1% of world GDP (\$733 billion in 2015).

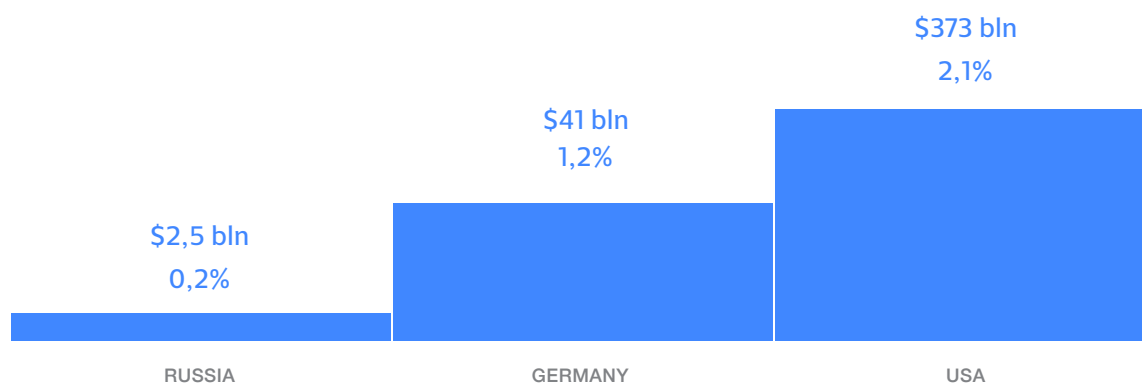
About 1.5 billion people in the world donate money to charity each year.

A line graph showing how numbers of donors have changed over 5 years



The annual volume of donations in Russia is about \$2.5 billion dollars. At the same time, Russia occupies only the 126th place in terms of cash donations in the CAF charity rating.

Share of charity of the country's GDP



The total number of charities around the world is about 700,000. More than 110,000 charities are located in Europe.

There are about 2 500 registered charitable organizations in Russia.

75% of large enterprises are involved in charity in one form or another.

Corporate Charity

According to a survey of top managers conducted by the Committee Encouraging Corporate Philanthropy, the volume of corporate charity in 2012–2014 increased among more than 56% of the world's 500 largest companies. Moreover, the popularity of corporate charity is growing both in developed and developing countries. According to KPMG, the most significant growth in the number of corporate social responsibility (CSR) reports was recorded in the Asia-Pacific region: from 49% in 2011 to 71% in 2013. This became possible mainly due to an increase in India, Singapore and Australia (KPMG, 2013). For example, in India, the growth was from 20% in 2011 to 73% in 2013.

In Russia, the share of socially-oriented trading companies is about 30-40%.

Items donated to charity

The sale of household and other used items in favor of charity is a fairly large industry all over the world.

For example, the UK-based Charity Retail Association is a chain of stores, to which people bring unnecessary items, and then those items are sold in favor of charitable projects. There are 11,200 charity shops throughout the United Kingdom. The total annual turnover is £270 million (\$345.6 million).

Goodwill (USA) collects second-hand clothing and then sells it in favor of charity. There are 3,200 stores in 17 countries. Total annual revenue is \$5.71 billion.

The problem of unnecessary items is also relevant for the corporate sector. For example, the remnants of non-food products in Russia amounted to about \$23.6 million at the end of 2016. In Russia, charitable retail stores are a comparatively new phenomenon. But they are already showing rapid and steady growth. There are such well-known initiatives, such as “Dobrye Veshchi”, “Charity Shop”, “Svalka”, “Lavka Radosti”.

In addition, in Moscow alone, up to 10 thousand ads with free items are daily posted on Avito and Youla (alternative to eBay and Amazon). That is, there is a significant necessity to just get rid of unnecessary items. According to ProfiResearch, almost 60% of people would like to give unnecessary items to those who really need them.

Charity on Blockchain

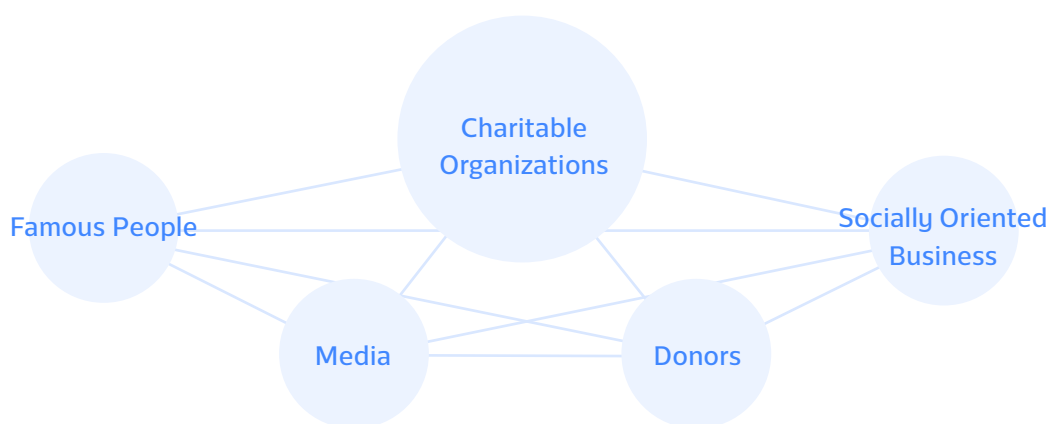
The first startups and initiatives in the field of charity began to appear recently (in the last few months), but they have already attracted considerable attention (BitGive, Safello, Bithope, etc.). No project besides Ant Financial builds relationships with existing charities in the real world. However, Ant Financial uses Blockchain only to ensure the transparency of charity activities on the national market.

Main Conclusions:

- The volume of the charity market is large, and there are many donors and socially responsible companies; money turnover is significant.
- A problem of “unnecessary items” exists, which is successfully solved by selling such items in favor of charity. The market aimed at selling used items in favor of charity opens up huge opportunities.
- One+One is the first initiative that integrates the existing real world charity sector and the crypto industry into a single ecosystem.

4. Major Participants in the Ecosystem of the Charity Market

These are the following main participants in the charitable ecosystem:



1. Charitable Organizations

Charitable organizations are engaged in providing direct assistance to people in need, as well as developing socially-oriented programs and initiatives.

The areas of activity of charitable organizations are as follows:
the environment protection, culture, education, orphans, elderly, disabled people, sick people, homeless people, people in difficult situations, art, animals, etc.

The main goals of charitable organizations are as follows:

Collecting money, providing assistance, attracting the attention of the general public and authorities to social issues, involving volunteers in their work.

PR and advertising:

Each charity uses media (blogs, social networks, mass media [in addition, there are numerous shows about charity on television and radio channels, as well as special columns in newspapers and magazines]) and the help of trustees and “friends” of the foundation from among celebrities (artists, athletes, writers and other famous people). Almost all famous people are involved in one or more charitable foundations.

2. Socially Oriented Business

Businesses are interested in active participation in charity in order to improve the image of the brand, gain additional benefits from the point of view of PR (including with the participation of charitable organizations), and attract new customers.

Currently, businesses participate in charity in the following ways:

- Direct donations (examples: Sberbank: \$30.5 million; GE: \$215 million. Sources: CAF Russia, The Chronicle of Philanthropy).
- The allocation of special areas for selling items made by people with disabilities (Lukoil is an example).
- Organizing charity events (Gazprombank, Rosbank for example).
- Sponsoring charity events (Societe Generale Group).
- Surplus products are sent to charitable organizations (Adidas and H&M for examples).
- Involving employees in charitable activities (many companies offer volunteer vacation programs and actively develop corporate charity initiatives [Benevity]).
- Non-financial assistance to charitable organizations (Gruzovickoff is an example).

3. Donors

Donors are people who make donations to charitable organizations. The main motive is feel happy and good about yourself. Each donor is happy to receive recognition for his/her merits (for example, in the form of reports that his/her money saved someone's life, mentions in social media devoted to charitable projects, discounts in stores for being a responsible citizen).

There are both casual and permanent donors - the latter are adherents of certain charitable organizations and regularly make donations to their "favorite foundation".

4. Famous People

Involvement in charitable activities is one of the prerequisites for excellent celebrity personal branding.

5. Media

A large number of media representatives happily cover events related to charity. Charity has a multi-million audience and finds response in the hearts of almost all people, that is why many people are interested in telling and/or listening/watching/reading about relevant events.

The coverage of events related to charity is important for businesses that understand that this is

an additional channel for PR, as well as for charitable organizations, since this approach provides means for attracting people's attention to the problems they solve and receiving additional donations. This is also important for famous people from the point of view of their popularity and relevance in the market.

Each member of the charitable ecosystem needs other members and depends on them.

Example 1: A famous person

1. He/she strives to cooperate with a charitable organization in order to demonstrate his/her attitude towards charity and improve his/her personal brand.
2. But the charitable organization will not be able to highlight the participation of a famous person in their activities without involving media representatives.
3. Also, the charitable organization will not be able to hold an event in which the celebrity will take part if some company does not act as a sponsor.
4. In addition, there will be no positive effect from the participation of celebrities in charitable activities, if visitors to the event will not make donations.

Example 2: Socially Oriented Business

1. A company needs to attract new customers and improve their brand image, and therefore it provides assistance to a charitable organization.
2. But at the same time, the company should be sure that its activities will be covered in the media, and this information will be known to customers (this is very important, since the main task of any company is to make a profit).
3. If celebrities take part in the coverage of an event organized with the support of the company, such an event becomes more popular and attracts more potential customers.
4. Donors who regularly transfer their money to their "favorite foundation" understand that the company also helps this fund and then they become customers of such a company.

5. Product

What is One+One today?

One+One is an online marketplace for the sale of items in favor of charitable organizations.

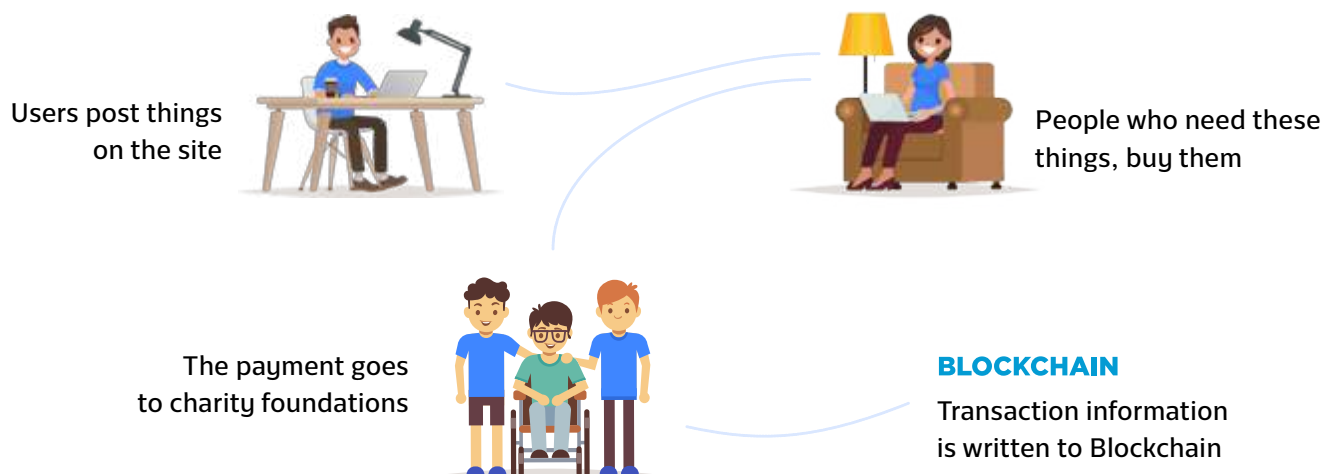
Individuals, retailers and famous people use One+One to sell their items.

Buyers are ordinary people or charitable organizations.
















Revenues from sales are transferred to charitable organizations.

All transactions are recorded in Emercoin.

WORKFLOW OF THE ONE+ONE MARKETPLACE



Project status:

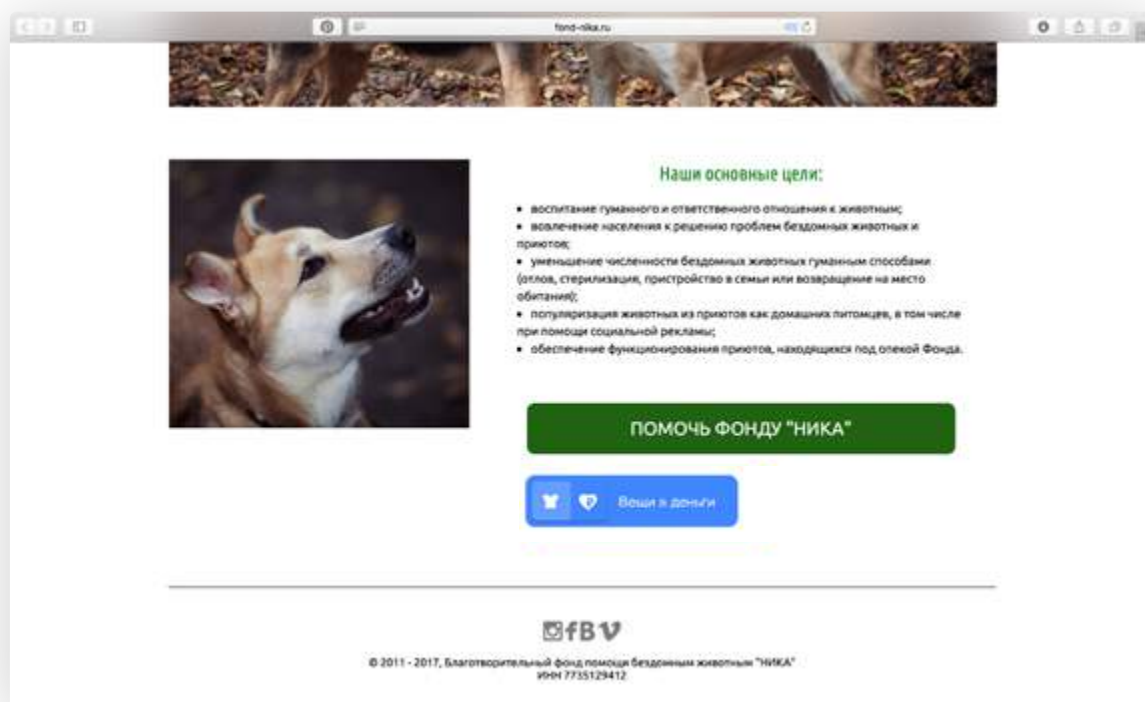
-  Website – oneplus1.ru, works since August 15, 2017
-  Blockchain – all transactions saved in Emercoin since August 9, 2017
-  The project is recognized as socially significant and is supported by the authorities
-  A unique payment scheme with elements of a secure transaction in favor of third parties was developed in partnership with Yandex Money
-  Team of 16 professionals with experience working together for more than 3 years (all competencies are closed)
-  Own IT company, with experience and expertise in all areas of IT and the ability to solve problems of any complexity
-  A unique legal scheme of donations through oneplus1.ru in favor of a third person has been developed
-  67% of people are ready to regularly use oneplus1.ru for sales / purchases (a Profi Research poll of more than 1,000 people)
-  Signed 20 agreements with charitable TOP-50 organizations, which, among other things, place One+One buttons on their sites and provide organic traffic
-  Signed the agreement with the United Way representative office in Russia on strategic cooperation and verification of Russian and foreign non-profits
-  We cooperate with the leaders of the market of off-line sales of things for charity
-  Signed the agreement on the placement of celebrity owned things with “Delis Dobrom” project and had the first “star” sales on the website
-  Support for key media charities (Takié Dela, the Agency for Social Information)
-  The project received a wide response in the media (OTP, Echo of Moscow, Radio Mayak, Moscow is Speaking, The-Village (One+One is recognized as a service of the day), etc.)
-  Partner of the project - the largest aggregator of retail “CardsMobile”, signed the first agreements with the shops

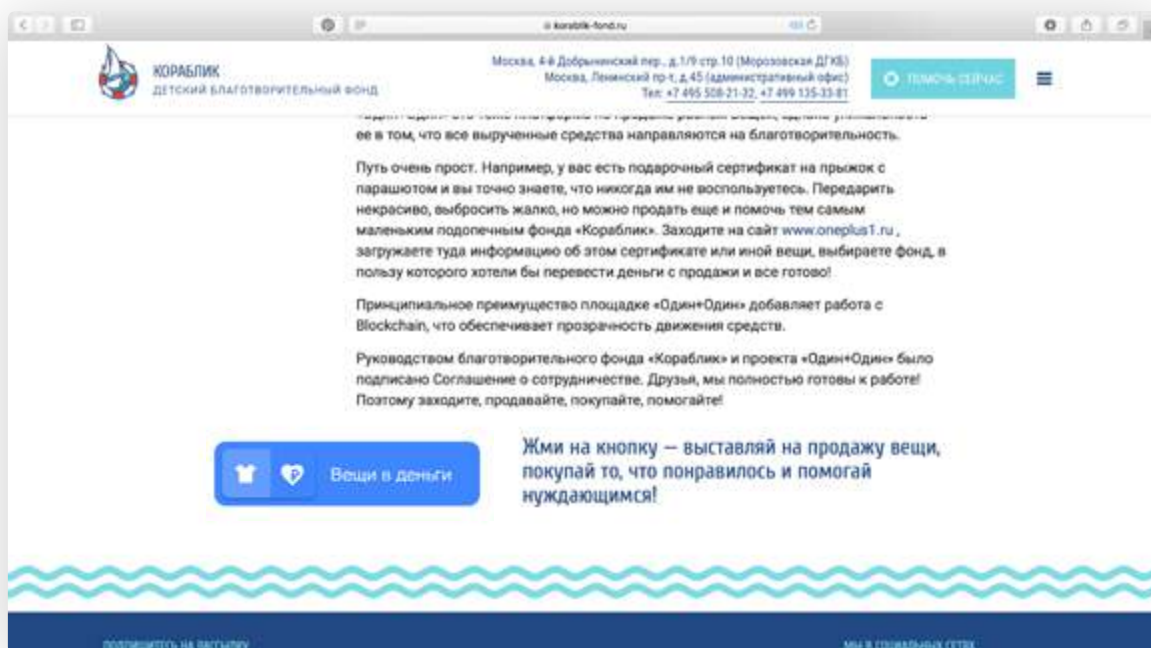
One+One provided a new fundraising channel to charitable organizations and became an aggregator of charitable organizations in Russia, and further in the whole world.

Only verified charities can join One+One (the main professional and honest verifiers in the charity market in Russia are the Charity meeting “All Together” and “Dobro MAIL.RU”). In addition, by way of exception, One+One accepts specialized non-profit organizations that have confirmed their transparency (Bessmertny Polk is an example).

To avoid fraud, One+One uses the elements of “Safe Deal” mechanism in favor of a third party. The funds are reserved on the buyer’s bank card until the items are handed over by the seller. The purchase is confirmed by the seller, who receives no material benefit. Payments are performed exclusively by a bank card.

Charitable organizations that are partners of the project have placed the buttons “Items to Money” integrated with oneplus1.ru on their websites:





Survey

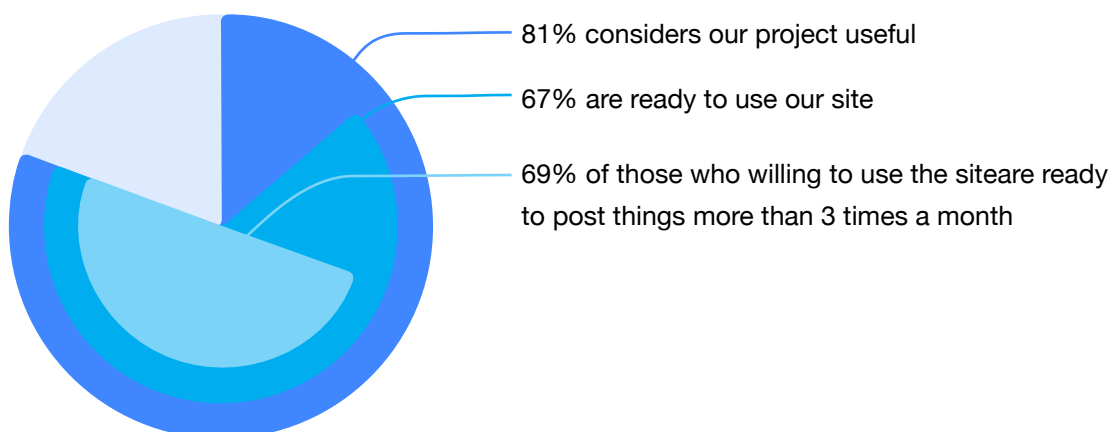
In June 2017, ProfiResearch conducted a survey to assess the attractiveness of the One+One charitable trading platform for potential users.

1,000 people between the ages of 20 and 50 took part in the survey.

The results surpassed the expectations for all key parameters.

The Readiness of the Audience to Use the One+One platform

67% of all respondents are ready to use One+One; 52% of all respondents are ready to post ads more often than 3 times per month.



The main reasons for using the One+One platform are as follows:

58%

Double benefits: I sell unnecessary items and thereby help people in need

43%

Double benefits: I buy necessary items and thereby help people in need

53%

I can do good deeds without leaving my home (ease of use)

The fears associated with the One+One platform are as follows:

20% of respondents are afraid of platform fraud

Main Conclusions:

- 67% of respondents are ready to use the One+One charitable trading platform. In addition, more than half of all respondents are ready to post listings at least 3 times per month.
- The main reason for using One+One is to help people in need and do good deeds.
- People are ready to buy and sell with One+One.
- One+One should ensure the transparency of transactions to prevent mistrust and expand its audience by another 20%.

PR Strategy

The charitable sector has all the resources for effective PR. However, many charitable organizations do not have the necessary expertise in this area.

Almost every charitable organization has permanent sponsors from among businesses and ambassadors from among famous media personalities.

One+One uses the available resources of charitable organizations both for the promotion of charity organizations themselves and the charitable trading platform.

Example 1.

Musicians, artists, writers, athletes and other celebrities very often cooperate with charitable organizations on an ongoing basis. Therefore, it is quite simple to involve them in a PR project.

A celebrity posts a listing for the sale of his/her belongings / concert tickets / signed books. A charitable organization and One+One provide coverage of this event in the media. Items can be transferred to buyers at a special event conducted by the celebrity or the charity, for example, a concert or charity fair.

Such combination makes it possible to attract the attention of the media, allows the celebrity to receive positive PR, the charity to increase its sales, and One+One to involve new users.

Example 2.

Large businesses supporting charitable organizations often involve their employees in charitable initiatives.

We initiate social PR projects to sell employees' belongings using One+One, and then transfer all money to a charitable organization supported by this company. Such an event becomes socially significant, as the company not only handed the items over to the foundation, but in fact initiated the donation of money.

Events of this format attract the attention of the media and immediately involve a large number of participants from among businesses.

Association of Honest Foundations on Blockchain

The main goals of the Association are as follows:

- Increase the level of trust in charitable organizations.
- Identify dishonest charitable organizations.
- Popularize Blockchain technology among charitable organizations.
- Involve new users in the crypto industry.
- Popularize Cheks.
- Promote the culture of charity.

Many of Russia's largest charitable organizations have already confirmed their readiness to establish the Association of Honest Foundations on the basis of One+One. 80% of the charitable organizations that visited the presentation of the One+One project in the "Boiling Point" co-working center of the Agency for Strategic Initiatives under the Government of the Russian Federation in July 2017 joined the working group on the establishment of the Association. Charitable organizations that join the Association will use OnePlus1 software to upload information from their accounting systems to Emercoin (later, an independent Blockchain platform may be developed).

The main goals of the OnePlus1 software are as follows:

1. Upload reports of charities to Emercoin.
2. Export reports on a specific charitable organization from Emercoin and visualize this information at the request of users.
3. Export reports from Emercoin in order to award Cheks in Ethereum.
4. Analyze each transfer and assign an Ethereum wallet number to each transaction in order to award Cheks.
5. Additional functionality of the system is described in the IT Architecture section.

Verification of Charitable Organizations

Before joining the Association:

1. Initial verification of the charitable organization with the involvement of one of the key national (depending on the country) or international verifiers.
2. Approval by the members of DAO through the DAO Application (each DAO member who opposed the entry of the new charitable organization into the Association should justify his/her decision; in addition, DAO has the right to develop its own verification standards).

After joining the Association:

1. Transactions of the charitable organization are selectively checked by a member of the DAO who was appointed responsible for verifying the reports of charities in the current reporting period. In addition, DAO may hire third-party organizations to conduct a selective audit of the reports of charitable organizations that are members of the Association.
2. Prior to awarding the Cheks, reports that were uploaded to Emercoin undergo additional verification by One+One according to the established standards agreed with the DAO.

Implementing Cheks and Deploying the Basic Acceptance Infrastructure

General description:

The total number of Cheks is limited to 7 billion tokens (each inhabitant of Earth has an opportunity to do a good deed and get a Chek — a token of good deeds).

Nominal initial cost: 1 Chek = \$0.1.

Cheks may be divided up to the 8th decimal place.

200 million tokens are issued upon the launch of the project and distributed among investors, the project team and assistants (bounty).

Every investor who buys tokens is considered a donor who helps One+One in the development of the ecosystem oriented towards a radical change in the charitable sector and the expansion of the Blockchain community.

The remaining 6.8 billion Cheks can only be issued when donations are made to a charitable organization that is a member of the Association of Honest Foundations.

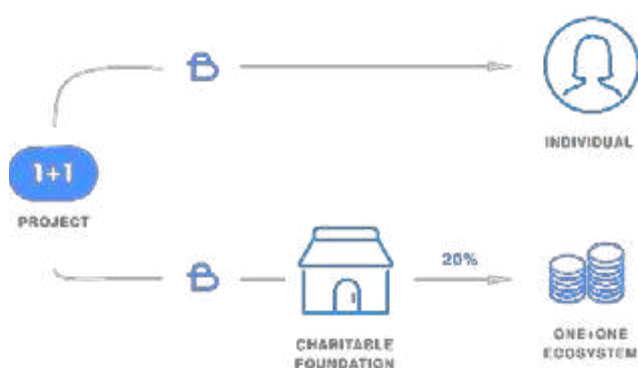
A Chek is not a security. One+One does not guarantee any profitability and does not assume obligations on the repayment of tokens in any scenario.

The scheme of distribution of Cheks under the condition of direct donation is as follows:



1. Creation of Cheks

Chek is created as a result donations to the charitable foundation.



2. Basic Distribution of Cheks

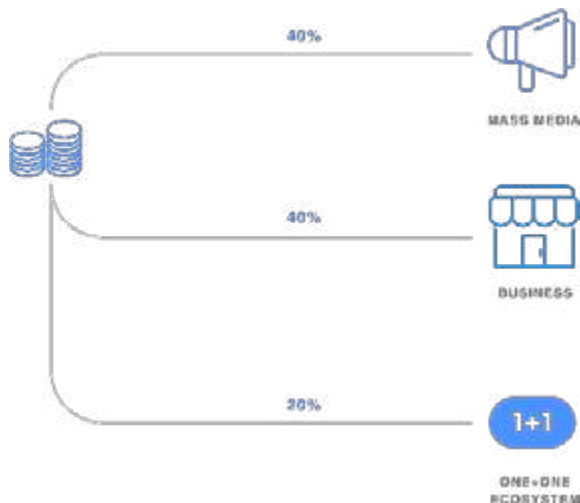
«One+One» rewards the donor and charitable foundation with Cheks.

The charitable foundation contributes 20% of the proceeds to the Foundation for the Development of Social Initiatives on Blockchain.

* When making a purchase on one-plus1.ru, Cheks are additionally received by the buyer and the platform.

3. Distribution of Cheks from the Foundation for the Development of Social Initiatives on Blockchain

DAO, consisting of the main holders of Cheks (investors and charitable foundations), manages the development foundation. Journalists receive Cheks for the best articles / broadcasts about charity and Blockchain. Business receives Cheks for connection to the ecosystem «One+One».



Foundation for the Development of Social Initiatives on Blockchain allocates 20% for the needs of the «One+One» ecosystem.

80% of funds received by the Foundation for the Development of Social Initiatives on Blockchain are transferred to retail (40%) and the media (40%). 20% of funds are transferred to the Association of Honest Foundations and are also spent on maintenance of the One+One infrastructure.

Thanks to this approach, each issued token will be associated with a good deed (donation), and all participants of the charitable ecosystem (socially responsible businesses, charitable organizations, donors, and the media) will be interested in the development of the One+One infrastructure and the growth of the token exchange rate.

The scheme of distribution of Cheks under the condition of donation through One+One is as follows:

tokens are awarded to the following contributors: seller, buyer, One+One and the charitable organization which is the recipient.



The amount of accrued Cheks

If One+One is not used to make a donation:

the base amount of Cheks to be awarded when donating to a charitable organization without using One+One (directly to a charitable organization) is 40% of the donated amount in US dollars at the average monthly exchange rate in the previous reporting period (or the equivalent in another currency if DAO chooses it as the main one). If the donation is made in another currency (other than US dollars), the base amount of Cheks is equal to 40% of the equivalent in US dollars at the average monthly exchange rate in the previous reporting period. Cheks are awarded once a month on the basis of data uploaded by charitable organizations into Emercoin.

At the launch of the project, the charitable organization receives 16% of the donated amount, 4% are transferred to the Foundation for the Development of Social Initiatives on Blockchain, and the remaining 20% are received by the identified donor. In addition, the donor and/or the charitable organization may delegate the right to receive the awarded Cheks to One+One.

If One+One is used to make a donation:

the base amount of Cheks to be awarded when donating to a charitable organization using One+One is 40% of the donated amount in US dollars at the average monthly exchange rate in the previous reporting period. If the donation is made in another currency (other than US dollars), the base amount of Cheks is equal to 60% of the equivalent in US dollars at the average monthly exchange rate in the previous reporting period. Cheks are awarded once a month on the basis of data uploaded by charitable organizations into Emercoin.

At the launch of the project:

the charitable organization receives 16% of the donated amount, 4% are transferred to the Foundation for the Development of Social Initiatives on Blockchain;

20% are received by the identified donor (seller);

10% are paid to the buyer;

and the remaining 10% are transferred to One+One.

In addition, the donor (seller), the buyer and/or the charitable organization may delegate to One+One the right to receive the awarded Cheks.

In the future, the amount of remuneration will depend on several conditions specified below.

There are three criteria for determining the number of Cheks to be awarded:

- the average monthly exchange rate for Chek to US Dollar
- decreasing factor depending on the total number of issued Cheks at the current moment

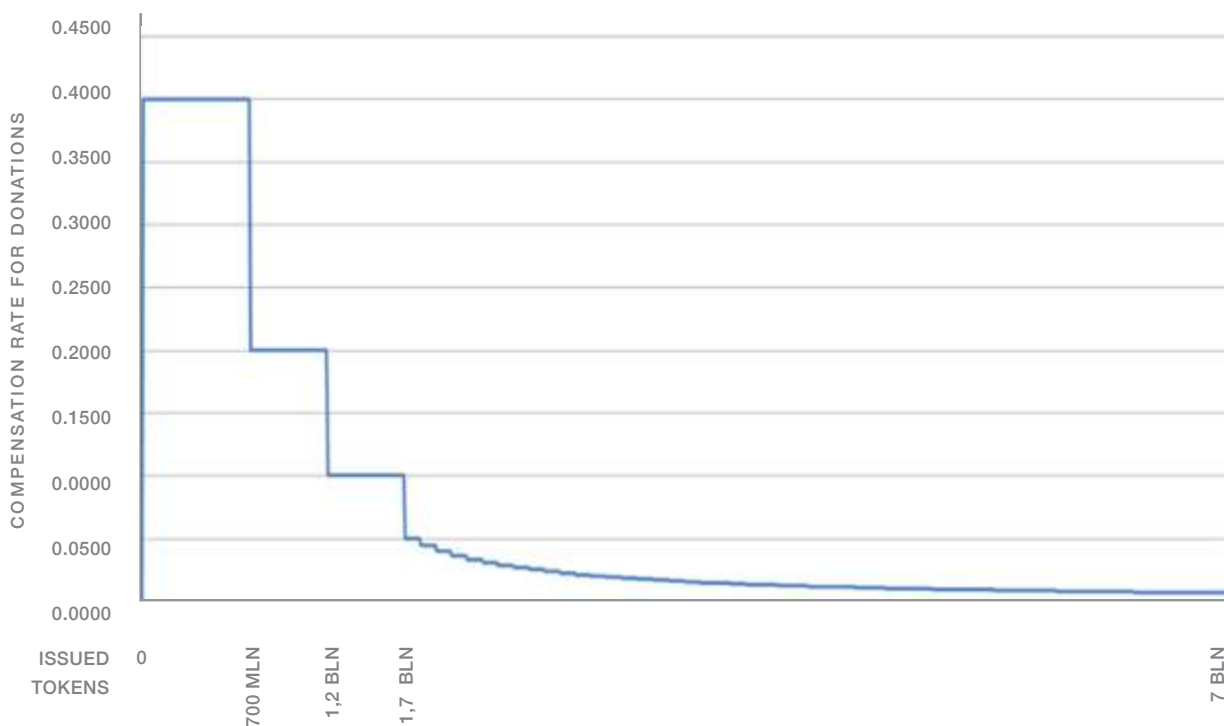
Description of the issuance process

Taking into account the decreasing factor, the tabular representation of the issue can be summarized as follows:

	ISSUANCE (MILLIONS.)	FACTOR	EPOCH
STAGE 1	0 - 200	1/1	0 (WITHOUT AN EPOCH)
STAGE 2	200 - 700	1/1	1
	700 - 1200	1/2	2
	1200 - 1700	1/4	3
STAGE 3	1700 - 1800	1/8	1
	1800 - 1900	1/9	2
	1900 - 2000	1/10	3
	6900 - 7000	$1 / (7 + \text{EPOCH})$	53

TABLE OF ISSUANCE

The same information can be presented in the form of a graph as follows:



GRAPH OF ISSUANCE

Each epoch of the 2nd stage allows the generation of an additional influx of charitable organizations and new wallet owners into the One+One ecosystem because of the limited distribution of Cheks with a high factor.

As stated above, there are 2 options for rewards for the donation:

OPTION 1:

$$\text{CHEKS} = 0.4 * \text{SUM_USD} * k / L$$

OPTION 2:

$$\text{CHEKS} = 0.6 * \text{SUM_USD} * k / L$$

CHEKS is the number of tokens to be awarded for a donation. The tokens to be awarded are divided between the donor, the foundation that receives the donation, the buyer and the OnePlus1 trading platform.

SUM_USD is the donated amount in USD.

k is the issue reduction factor depending on the stage and the epoch of issue.

L is the average exchange rate in the previous month
(at the first stage, the exchange rate is \$0.1).

The choice of an option (40% or 60% of the donated amount in USD) depends on the used donation scheme.

60% is chosen if One+One participates in the donation process, and 40% corresponds to the scenario without using One+One platform.

Issuance and issuance reduction factor; dependence of the factor on the stage and epoch

Stage 1 (up to 200,000,000 Cheks were awarded)

- this is the initial stage
- up to 200,000,000 Cheks are to be awarded at this stage
- the factor is equal to 1
- there are no epochs at this stage

	ISSUANCE (MILLIONS.)	FACTOR	EPOCH
STAGE 1	0 - 200	1/1	0 (WITHOUT AN EPOCH)

OPTION 1:

$$\text{CHEKS} = 0.4 * \text{SUM_USD}/0.1$$

OPTION 2:

$$\text{CHEKS} = 0.6 * \text{SUM_USD}/0.1$$

depending on the scheme of donation.

Stage 2 (from 200,000,001 to 1,700,000,000 tokens are to be awarded)

- Stage 2 consists of three epochs
- From 200,000,000 (inclusive) to 1,700,000,000 Cheks are to be awarded at this stage
- A new epoch begins after rewarding another 500 million Cheks

	ISSUANCE (MILLIONS.)	FACTOR	EPOCH
STAGE 2	200 - 700	1/1	1
	700 - 1200	1/2	2
	1200 - 1700	1/4	3

$$k = (1/2)^{\text{epoch} - 1}$$

where epoch is the number of the epoch

OPTION 1:

$$\text{CHEKS} = 0.4 * \text{SUM_USD} * k/L = 0.4 * \text{SUM_USD} * (1/2)^{\text{epoch}-1} / L$$

OPTION 2:

$$\text{CHEKS} = 0.6 * \text{SUM_USD} * k/L = 0.6 * \text{SUM_USD} * (1/2)^{\text{epoch}-1} / L$$

depending on the scheme of donation

Stage 3

(from 1 700 000 001 to 7 000 000 000 tokens are to be awarded)

- Stage 3 consists of 53 epochs
- from 1,700,000,000 (inclusive) to 7,000,000,000 (inclusive) tokens are to be awarded at this stage
- A new epoch begins after rewarding another 100 million Cheks

	ISSUANCE (MILLIONS.)	FACTOR	EPOCH
STAGE 3	1700 - 1800	1/8	1
	1800 - 1900	1/9	2
	1900 - 2000	1/10	3
	6900 - 7000	1 / (7 + EPOCH)	53

$$k = 1 / (7 + \text{epoch})$$

where epoch is the number of the epoch

OPTION 1:

$$\text{CHEKS} = 0.4 * \text{SUM_USD} * k/L = 0.4 * \text{SUM_USD} * (1/(7 + \text{epoch}))/L$$

OPTION 2:

$$\text{CHEKS} = 0.6 * \text{SUM_USD} * k/L = 0.6 * \text{SUM_USD} * (1/(7 + \text{epoch}))/L$$

depending on the scheme of donation

the total number of Cheks rewarded to each wallet cannot exceed 0.5% of the 7 billion Cheks. If DAO discovers a transfer of more than 0.5% of 7 billion Cheks in favor of one beneficiary, including to different wallets, then DAO has the right to refuse to award tokens for such donations. One+One is an exception to this rule.

Such an approach will make it impossible to buy more than 0.5% of the total issued tokens by any large corporation/oligarch, that is, Cheks will be fairly distributed among the donors. In this case, “buy” means donating to an affiliated charity organization of a corporation/oligarch and receiving a significant amount of tokens at an early stage of ecosystem development.

Good Deeds Rating:

The donor receives a rating for every good deed (donation, article, participation in the One+One ecosystem, participation of the business in charitable activities), and this rating is recorded to the Blockchain.

Ratings and Cheks are awarded at the same time.

1 rating point of the donor is awarded for the amount equivalent to \$1 received by the charity as a donation (at the time of calculating the rating). 1 rating point of the retailer, the media and the One+One platform is equal to \$1. When paying in Cheks, the amount is converted into US dollars at the current exchange rate.

The responsibilities of DAO are as follows:

- Distribution of Cheks from the Foundation for the Development of Social Initiatives on Blockchain Ecosystem.
- Decide on the entry of the charitable organization into the One+One-based Association of Honest Foundations.
- Adjust the remuneration calculation formula and the issuance reduction factor taking into account the current market situation.
- Regularly verify reports of charitable organizations that are members of the Association.
- Choose the main currency for Cheks.
- Make conceptual decisions regarding the development of the infrastructure of the One+One ecosystem.
- Determine the mechanism for the distribution of Cheks awarded to the media (including upon emergence of social networks on the basis of Blockchain, which prevent fraud or cheat likes/comments — provide Cheks to the authors of the most popular posts or users who made the largest number of reposts or put many likes to topics related to charity).

Good Deeds Points (the name may vary depending on the country) are awarded as follows:

One+One supports two methods of awarding Cheks. The first method involves creating a link between the Ethereum wallet and the user's account; the issuance is carried out using smart contracts. When choosing the second method, the user gives the right to receive Cheks to the wallet that was created by One+One, then the user will be able to withdraw Cheks to his/her Ethereum wallet (provided that such a transaction is not prohibited by law). At the same time, the customer will receive Good Deeds Points inside the One+One system, where one Good Deeds Point is equal to one Chek.

The number of loyalty points is equal to the number of Cheks that are stored in the One+One wallet on Ethereum on behalf of the user.

This method is useful in cases where the legislation of the country where One+One operates does not allow legal entities or individuals to use Cheks for payments.

Loyalty points can be used to make purchases on the One+One marketplace, and also make donations to charitable organizations (prior to scaling).

Basic Chek Acceptance Infrastructure

- **Who and what guarantees the Chek?**

The Chek is guaranteed by the commodity turnover of the One+One charitable trading platform (its users – business, donors, buyers, charitable organizations), as well as by the infrastructure for accepting Cheks.

- **Where are the items sold for Cheks and Good Deeds Points?**

Items sold on One+One marketplace (oneplus1.ru). Items are sold for fiat currency, Cheks and Good Deeds Points (1 point is equal to 1 Chek).

- **Who buys the items for Cheks and Good Deeds Points?**

Charitable organizations, donors and companies that own Cheks.

- **Who gets the Cheks and Good Deeds Points after the payment is received?**

The charitable organizations for whom the goods were sold.

Mechanism of Deferred Payments for Verification

The One+One ecosystem involves third-parties that specialize in verifying charitable organizations to conduct initial verification. One+One pays for the services of such third parties at the expense of the verified charitable organization, but offers a grace period of 3 months, after which the charitable organization will be able to use received Cheks for payment (if after 3 months the charitable organization does not have a sufficient amount of Cheks, the debt or part thereof will be written off in US dollars [or the equivalent in the local currency of the charitable organization converted according to the exchange rate on the date of the debt]).

What do all Participants Receive?

1. Charitable Organizations

One+One helps to solve 3 key issues that charities face:

1. Attract additional donations.
2. Increase the level of trust in charitable organizations.
3. Convert one-time donors into regular givers.

Issue 1: attract additional donations.

One+One created a new fundraising channel — the funds from selling unnecessary belongings are transfer for charitable activities.

Charities receive Cheks, so they are interested in increasing the exchange rate of Checks and want to receive significant amounts of donations in Cheks.

Issue 2: ensure trust.

The Association of Honest Foundations will help to increase the level of trust in the charitable sector due to the positive image of Blockchain technology. At the same time, every donor understands that the reports of the funds that are members of the Association are beyond doubt.

Issue 3: encourage the commitment of donors.

Good deeds rating on Blockchain, as well as the ability to buy items on the marketplace using Cheks lead to an increase in the frequency of donations.

2. Media

One+One helps journalists in the following ways:

1. Improve their personal brand.
2. Make money.

Issue 1: strengthening brand image.

Journalists can receive an additional independent positive rating and thus earn respect and popularity among readers.

Issue 2: make money.

Journalists receive a significant amounts of Cheks, so they are interested in increas of the exchange rate of Checks.

3. Businesses

One+One solves two key issues that businesses face:

1. Strengthening their brand image.
2. Earning a profit.

Issue 1: strengthening brand image.

Companies that participate in charitable activities improve the perception of their brand among customers. One+One offers businesses the ability to measure their donations not in the number of trucks with goods that were delivered to charitable organizations, but in real money received from the sale of surplus products and used for charitable purposes.

Issue 2: profit.

The Foundation for the Development of Social Initiatives on the Blockchain will provide the first business partners with additional Cheks, which will significantly increase their profits due to the growth of the exchange rate.

4. Donors

One+One satisfies two key needs of ordinary people:

1. Receive social recognition.
2. Feel good about yourself.

Issue 1: social recognition.

We assign the Good Deeds Rating that can be shared with the public.

Good people receive tokens, which will turn into real wealth over time, but for now they can buy useful items with their tokens.

Issue 2: feel good about yourself.

One+One provides the opportunity to do good deeds without undue effort — unnecessary belongings turn into money and are used for charitable purposes, so any person can solve two problems at once: he/she gets rid of unnecessary items and gains +1 to karma.

Scaling

Scaling up the project involves expanding the infrastructure for Cheks acceptance and going beyond the charitable ecosystem.

The key precondition for scaling is to increase the Cheks owners base to at least 1 million people (less than 0.07% of all donors in the world).

Purposes of scaling

Retail stores allow visitors to use Cheks (or Good Deeds Points depending on the legislation of the country) to pay for goods (in whole or in part); retailers also exchange their own loyalty points for Cheks (Good Deeds Points).

Retailers get the following benefits:

- An influx of new customers who own Cheks.
- Improvement of brand image due to support of charity events and PR of these events with the participation of the media and famous people.
- Businesses that have their own loyalty programs get the opportunity to convert their own bonus points into Cheks, thereby increasing the effectiveness of using the own loyalty points.
- Companies that received a significant number of Cheks for cooperation with One+One on the marketplace are interested in increasing the exchange rate of Cheks and, accordingly, in expanding the Chek acceptance infrastructure.
- The first companies that will begin accepting Cheks for payment (including in the form of Good Deeds Points) are interested in increasing the exchange rate of Cheks.
- The possibility of integrating the company into the rapidly growing crypto economy.

Owners of bitcoin and other crypto currencies will be able to easily exchange their holdings to Cheks and make payments to companies that accept Cheks. Consumers are interested in receiving bonus points that are traded on the exchange, where the exchange rate is growing. Such points are ideal for investment and savings. In addition, consumers are interested in receiving bonus points that can be used to make payments to another retailer. Mutually beneficial relations between retailers will allow everyone to increase their customer base.

Customers who own Cheks will be more likely to buy from companies that accept Cheks. This argument, as well as the rapid growth of the exchange rate due to the explosive expansion of the Chek acceptance infrastructure, will force many companies to begin accepting Cheks in one form or another.

Expected Effect of Scaling

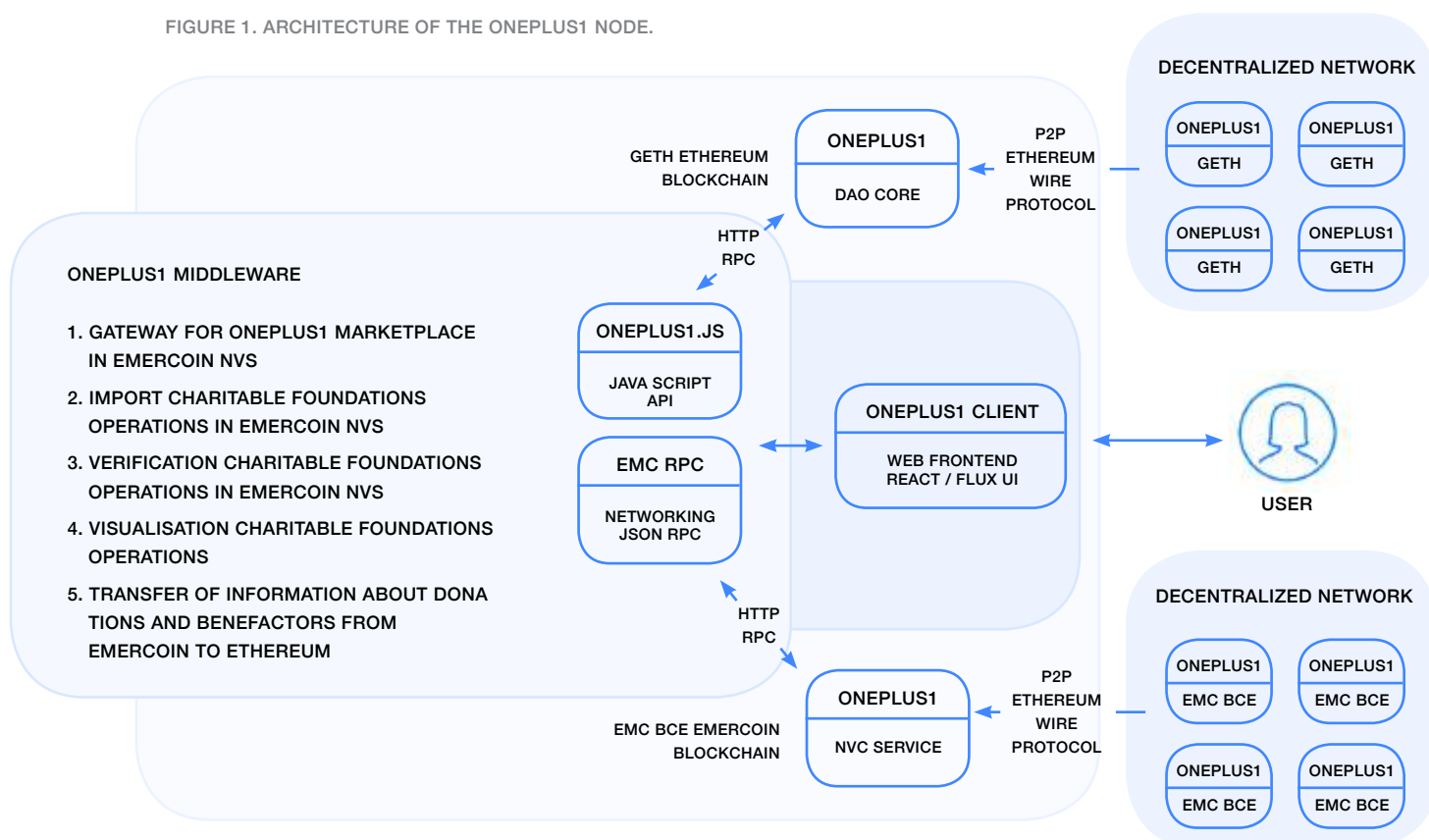
Retailers accept Cheks and Points for Good Deeds along with the fiat currency.

Donations to charitable organizations are increasing (including for the purpose of obtaining Cheks), millions of new wallets are being created on Blockchain.

6. IT architecture

Description of the OnePlus1 node:

FIGURE 1. ARCHITECTURE OF THE ONEPLUS1 NODE.



The software for the node is installed on the user's computer or in the cloud and provides the basic and additional functionality of OnePlus1.

THE NODE CONSISTS OF THE FOLLOWING COMPONENTS:

- 1) CONFIGURED AND SYNCHRONIZED P2P NODE OF THE ETHEREUM NETWORK BASED ON THE GETH CLIENT.
- 2) CONFIGURED AND SYNCHRONIZED P2P NODE OF THE EMERCOIN NETWORK BASED ON THE EMERCOIN BLOCKCHAIN ENGINE (BCE).
- 3) ONEPLUS1-MIDDLEWARE SOFTWARE
- 4) ONEPLUS1-CLIENT SOFTWARE

There is another important part of the IT infrastructure of OnePlus1 represented by the decentralized application OpenPlus1 Core DAO on the basis of Ethereum Smart Contracts (solidity), this application is designed to manage the decentralized OnePlus1 organization, issue tokens and manage their distribution between donors, charitable organizations and other participants of the One+One ecosystem.

Part of the functionality is used only by the node deployed for integration with the Charity Trading Platform “One+One” (see below). Security of data and transactions on this node is ensured by a set of protective measures. All services operate in isolated environments. HTTPS is used for all external interactions. Internal services are protected by a firewall. When processing client requests, a strict validation is performed for input data to prevent injections, cross-site scripting, unsecured direct links, etc. The node software includes mechanisms for blocking non-legitimate requests, validating sessions, and detecting brute force attacks and bots.

OnePlus1 DAO Core decentralized application:

This application is based on the Ethereum platform and is designed to perform the following business functions:

- 1) Managing the decentralized organization.
- 2) Receiving data on donations and donors from charitable organizations and linking this data with the donors' wallets on Ethereum.
- 3) Receiving data on donations and donors from the Charitable Trading Platform “One+One” and linking this data with the donors' wallets on Ethereum.
- 4) Analyzing donations and awarding Cheks to donors, charities and retailers on Ethereum (if Cheks were selected in the profile).
- 5) Analyzing donations and awarding bonus points to donors, charities and retailers on Ethereum (if bonus points were selected in the profile).
- 6) Reconciliation of bonus points after converting Cheks into bonus points and back.

OnePlus1-Middleware software

This software is based on the Node.js platform and is designed to perform the following business functions:

- 1) Receiving data on donations and costs from the Charitable trading platform, modifying and transferring this data to the decentralized NVS (Name Value Storage) of the Emercoin blockchain.
- 2) Receiving data on donations and costs from charitable organizations, modifying and transferring this data to the decentralized NVS (Name Value Storage) of the Emercoin blockchain.
- 3) Using various views and groups to visualize data uploaded by charitable organizations to the repository in the Emercoin Blockchain network.
- 4) Verifying data from charitable organizations and reconciliation of this data with official reports.
- 5) Exporting data on donations and donors from Emercoin to Ethereum.

OnePlus1 charitable trading platform

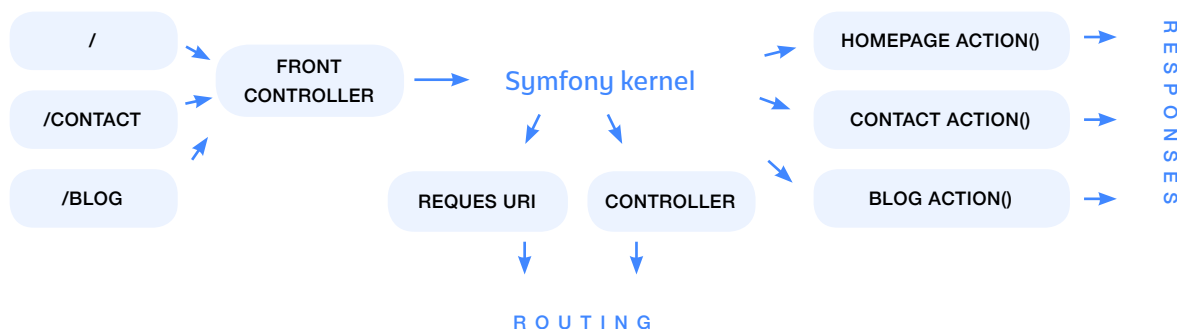


FIGURE 2. ARCHITECTURE OF THE CHARITABLE TRADING PLATFORM.

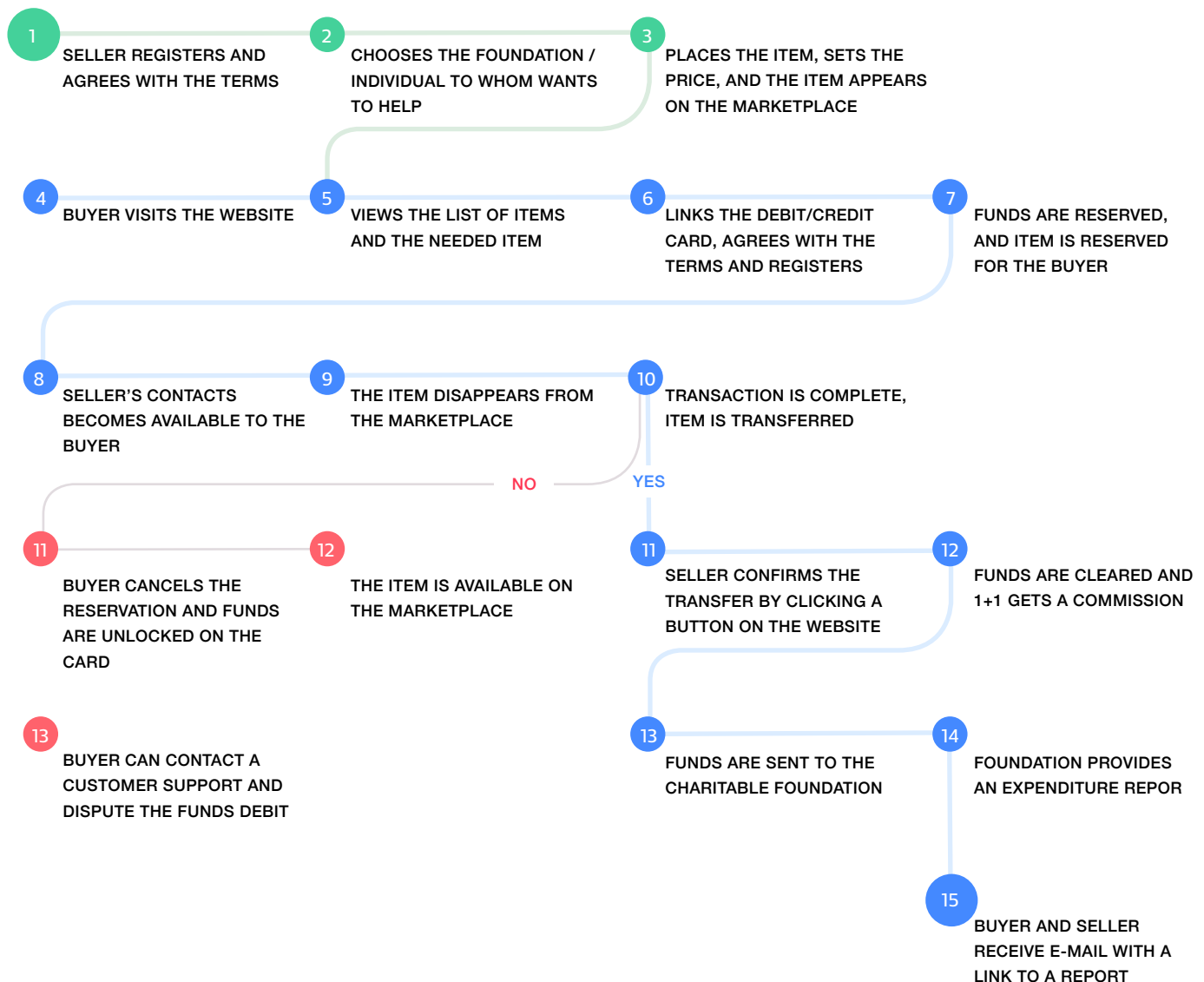
The OnePlus1 charitable trading platform is based on Symfony. Symfony is the best-in-class service-oriented framework offering the highest possible degree of flexibility and advanced built-in query and data caching that allow you to scale the architecture under heavy loads. The platform is deployed on the basis of the LAMP stack, Nginx is used as the front controller. A special version of Yandex.Money API (<https://money.yandex.ru/eng/partners/doc.xml?id=524498>) is used to reserve funds on a bank card and then transfer funds to the specified charitable fund.

The «One+One» charitable trading platform is designed to perform the following business functions:

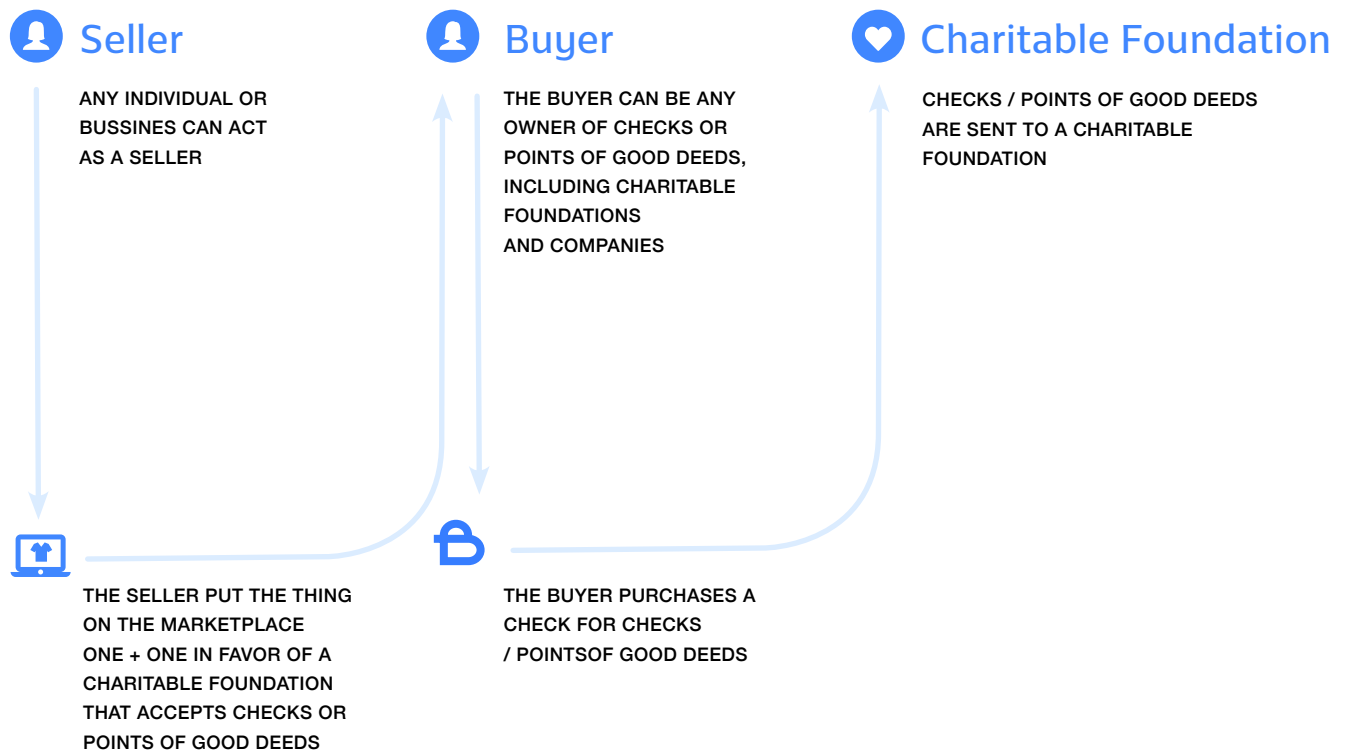
- 1) Registering donors and buyers.
- 2) Registering charitable organizations and their programs.
- 3) The inclusion of charitable products in the platform electronic catalog.
- 4) The reservation of funds on the customer's bank card at the time of the deal.
- 5) Notifying users about the progress of the deal.
- 6) Notifying charitable organizations about donations in their favor.
- 7) Creating rules for the distribution of funds from donations or purchases through the platform.
- 8) Sending donation data to the OnePlus1 network node for registration in decentralized P2P Blockchain networks Ethereum and Emercoin.
- 9) Sending data on used bonus points to the OnePlus1 network node for registration in decentralized P2P Blockchain network Ethereum.
- 10) Entering information about converting tokens into bonus points (and vice versa) and transferring such transactions to the OnePlus1 network node (via the API OnePlus1-Middleware).

7. Business Process Diagrams

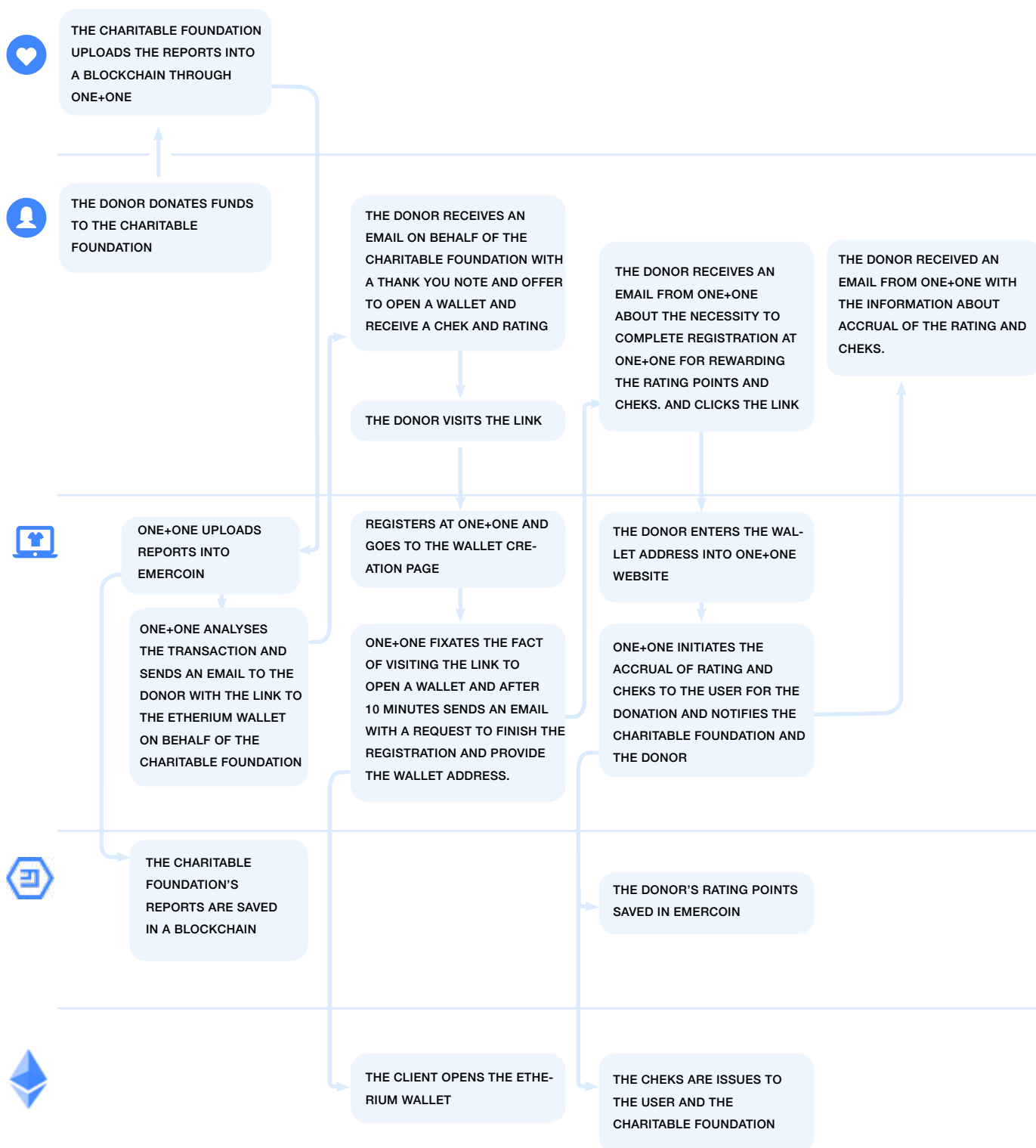
Current OnePlus1.ru operation diagram



One+One marketplace operation scheme with loyalty points or Cheks



User involvement scheme



8. Road map

1. Improvement of the oneplus1.ru marketplace:
2. Development of software for the association of charitable organizations on the Blockchain.
3. Chek acceptance infrastructure.

Tasks	\$500k		\$12–15 mln					
	3Q 2017	4Q 2017	1Q 2018	2Q 2018	3Q 2018	4Q 2018	1Q 2019	2Q 2019
One+One marketplace								
IMPROVING THE CURRENT INTERFACE (USABILITY)	●	●	●	●	●	●	●	●
IMPROVING THE PROCESSES FOR SELLING TOKENS IN FAVOR OF CHARITIES	●	●						
AUTOMATIC PROCESS OF APPLYING PRICES TO GOODS	●	●	●					
ORGANIZATIONAL ARRANGEMENTS FOR LOGISTICS AND STORAGE OF VALUABLES	●	●	●					
IMPROVING THE CELEBRITY PAGES	●	●						
CELEBRITY AUCTIONS	●	●						
INTEGRATING CELEBRITY PAGES WITH THEIR SOCIAL MEDIA GROUPS	●	●						
INTEGRATION OF THE FIRST 10 MAJOR RETAILERS	●	●	●					
CREATION OF A SEPARATE SHOWCASE FOR LARGE RETAILERS	●	●						
MOBILE APPS FOR IOS AND ANDROID	●	●	●					
INTEGRATION OF THE REMAINING CHARITABLE ORGANIZATIONS OF THE RUSSIAN FEDERATION	●	●	●	●				
INTEGRATION OF FOREIGN CHARITABLE ORGANIZATIONS		●	●	●	●	●	●	●
IMPROVING THE MARKETPLACE		●	●	●	●	●	●	●
PAID TRAFFIC AND OTHER PAID ADVERTISING AND PR	●	●	●	●	●	●	●	●

Tasks	\$500k		\$12–15 mln					
	3Q 2017	4Q 2017	1Q 2018	2Q 2018	3Q 2018	4Q 2018	1Q 2019	2Q 2019
Association of Honest Foundations in the Blockchain ecosystem								
DEVELOPMENT OF BASIC ONEPLUS1 SOFTWARE	●	●	●					
IMPROVING THE ONEPLUS1 SOFTWARE			●	●	●	●		
DEVELOPMENT OF A COMMON FORMAT FOR THE VISUALIZATION OF REPORTS	●	●						
ELABORATION OF COMMON STANDARDS FOR THE INTEGRATION OF CHARITABLE FOUNDATIONS	●	●	●					
ELABORATION OF STANDARDS FOR THE VALIDATION OF CHARITABLE ORGANIZATIONS IN CONJUNCTION WITH VERIFIERS	●	●	●					
INTEGRATION WITH ACCOUNTING SYSTEMS OF CHARITABLE ORGANIZATIONS		●	●	●	●	●	●	●
DEPLOYMENT OF LOAN GRANTING PROCESSES WITH DEFERRED PAYMENTS FOR VERIFICATION			●	●				
DEPLOYMENT OF CHEK ACCEPTANCE INFRASTRUCTURE								
DEVELOPMENT OF BUSINESS LOGIC	●	●						
LOYALTY POINTS PROCESSING	●	●	●					
DAO APPLICATION	●	●						
ELABORATION OF DAO REGULATIONS	●	●	●					
IMPROVING THE PROCESSES FOR ATTRACTING DONORS	●	●						
EXPANDING THE INFRASTRUCTURE FOR CHEKS ACCEPTANCE IN COOPERATION WITH PARTNERS	●	●	●	●	●	●	●	●
IMPROVEMENT/CREATION OF LEGAL SCHEMES DEPENDING ON THE LEGISLATION OF THE COUNTRY	●	●	●	●	●	●	●	●

9. Token Sale Structure

The maximum possible number of Cheks is 7 billion

Development of marketplaces "One+One"

1 Chek = \$0,1

Base price

200 000 000

Cheks issues at the start of the project

distribution of Cheks

80%

Investors can buy

5%

Bounty

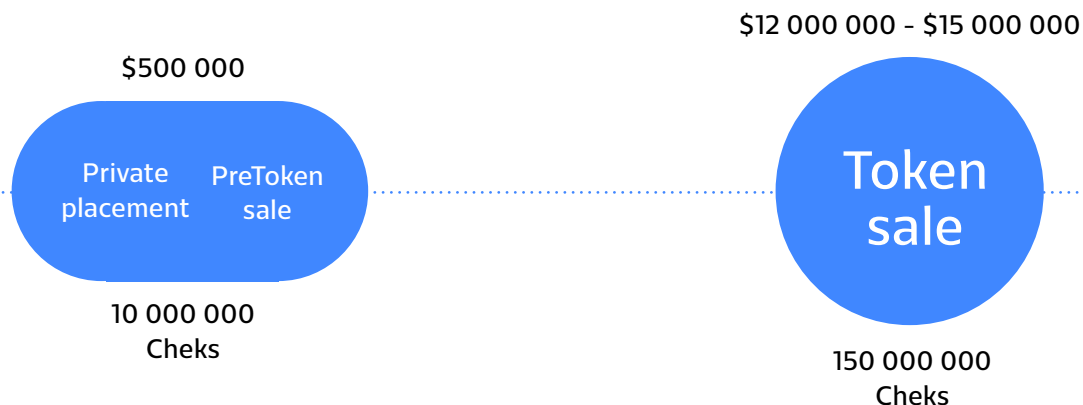
15%

Team

Discount on the base cost of a Chek



Planned Funding



10. Project Team

The One+One project team has rich experience and all the necessary competencies for the successful implementation of large-scale projects.

All the key positions are occupied by experienced professionals with impressive lists of achievements in their field.

The backbone of the team was established in 2015 on the basis of the implementation of several joint projects through the natural selection of the most capable professionals. A key feature of the One+One team is that each member of the team knows and trusts the other participants and is ready to rely on his/her colleague in charge of another area of activity in the framework of the overall project.



Mikhail Paley
CEO

Mikhail has more than 11 years of experience in the financial sector in key Russian banks as the head of the product development and strategy departments. He initiated several social projects. He was involved in consulting services and also has experience in starting businesses from scratch.



Jemal Agrba
CFO

Jemal has over 10 years of experience in the field of bank cards and payment technologies. He has managerial experience in the Russia's largest banks and several of his own start-ups. Today he is the head of commercial sales for one of the leading international payment provider. He holds a Ph.D. in Economics.



Yuri Platonov Head of Operations

Yuri has 10 years of experience in managing the development of products and business processes in banks and insurance companies (TOP 10). He has an MBA degree and holds a Ph.D. in Economics.



Artem Garashko CTO

Artem has 15 years of experience in developing software products. For 8 years he was engaged in managing the development of a large-scale FX platform in the banking sector in North America (USA, Canada). He has experience in launching IT business from scratch.



Yuri Garashko Software Architect

Yuri has 30 years of experience in managing software development. He is the CEO of the Russian software developer «Metarex».



Alexander Garashko Head of Software Development

Alex has 14 years of experience in developing software products. He specializes in the following areas:

- development of WEB applications with complex business logic
- SEO (he developed his own product for promotion on the Internet)
- development of social networks and highly loaded systems
- development of mobile applications
- smart contracts and Blockchain technologies



Andrey Vishnyakov

Head of Marketing

Andrey specializes in marketing and has experience in the development and management of projects and businesses in various fields, including commercial and social projects. He has more than 17 years of experience in marketing and sales. Andrey is the owner of the Commodity and Raw Materials Corporation.



Daria Bogachkina

PR Director

Daria is an expert in advertising, marketing research, PR, event and brand management. She is the founder and owner of the information project about professions titled “Tactics and Practices.”



Dmitry Belkin

Art Director

Dmitry has 6 years of experience in the field of UX / UI. He has experience in UX analytics and development of solutions for VTB24, MTS Hybrid TV, CROC.

Dmitry has 3 years of studying in Graphic Design BA (HONS) in BHSAD. Nominee Red Apple “Young Creators” 2015. Co-owner of the web-studio Yesson.



Pavel Kazantsev

Senior Attorney

Pavel has 16 years of experience in jurisprudence, including in leadership positions. He also has 12 years of teaching experience at a state university. Pavel is the author of more than 20 academic papers and publications. He was the recipient of a government grant.



Kirill Ivanov
SMM Manager

Kirill is a student at the Moscow Technological University.
He is an SMM expert.
He is a successful participant of the “Business Youth” project.



Vadim Alekseev
Front-End Developer

Vadim is a front-end developer with more than 10 years of experience and has more than 3 years of experience in teaching the front-end development (code.mba)
He is a web-evangelist and an owner of a front-end development firm with 500+ of completed projects.
He is a certified SCRUM master.



Irina Zakharova
Chief Accountant

Irina has more than 23 years of experience, including 20 years in the position of chief accountant.
She is able to build a system of accounting, management, and tax accounting in IT companies from scratch.



Evgeniy Galiakhmetov
Advisor

Evgeniy has 13 years of experience in the banking sector, where he went from the sales manager of Citibank credit cards, the head of HSBC’s corporate sales to the head of retail business of Bank ZENIT.
He is the investor in the blockchain assets.
He is a co-founder of Artex, a blockchain project.



Anatoly Pisarik Tax Advisor

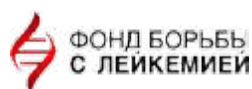
Anatoly has 12 years of experience in jurisprudence, including advising on business and management matters, advising on taxation of legal entities and individuals, and judicial practice in courts of general and arbitration jurisdiction.

He is a graduate of the Russian Academy of Justice.

11. Partners

Partners of the project are Russia's major charitable foundations, as well as retail aggregators and government organizations.





12. Media Mentions



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