



**Making Marketing a Force for Good**  
**Token Sale Lite Paper**

March 25 2020



## Meet 700,000+ Women of Opinion

Women of Opinion (WOOP) is a revolutionary and **profitable digital platform** launched in India in 2017.



WOOP turns the online engagement time of women into rewards for its members while creating funds for charities focused on the education and nutrition of underprivileged children, aligned with the United Nations Sustainable Development Goals: No. 2 - Zero Hunger, and Goal No. 4 - Quality Education.

To date over **700,000 women across 6 countries** - India, Philippines, Russia, Indonesia, UK and Arabia - have spent 5 million minutes doing 4.5 million 'missions' on the WOOP platform, paid for by **Blue Chip consumer goods clients** like Unilever, P&G, L'Oréal, Philips, and Reckitt Benckiser, who gain consumer insight, brand advocacy and consumer loyalty.

Through WOOP, these same women have also funded **470,000+ social impact actions** - 420,000 school days for primary school girls in India, 42,000 school lunches for students in state schools in the Philippines, 6,200 class hours for autistic children in Russia and bought 4100 books for poor children in Indonesia.

**When WOMEN engage on WOOP, everyone wins - Consumers, Brands and Society**

## Business Model

The WOOP model charges brands for delivery of measurable, valuable engagement with women, via **gamification**, quizzes & shared content like video testimonials.

Completing missions earns points which are converted into donations for charity partners. Points also give members a chance to win rewards.

## Expansion

The company is now planning to expand its **user base to 20 million and geographic footprint to 10 more countries**, utilising a Blockchain ecosystem to enhance the global appeal of the model.

The transition will allow our community members to convert WOOP points into Blockchain tokens that can be traded for real cash - increasing their motivation to engage on the WOOP platform, which in turn will help us to grow our list of global brands clients.

A virtuous cycle where every client we work with ensures more underprivileged children are helped.

## The WOOP Security Token

To fund the expansion and integration into the public Ethereum blockchain we are raising funds via a Token Sale. The WOOP Token will be issued as a fully regulated Security Token under Estonian law.

WOOP will **raise US \$5,000,000 over two years by issuing 10,000,000 ERC-20 WOOP Tokens at \$0.50 each**. An initial 10% discount is offered in the pre-sale on a limited number of tokens (negotiable).

Our pre-sale starts on April 20, 2020 and is by invitation only. The public sale begins on June 1, 2020.

## Token Entitlements

- ❖ For a period of ten years WOOP will **pay 20% of global consolidated profits after tax to Token holders**, annually, pro rata to their token holding
- ❖ All token rights and entitlements are transferred to the new Token holder in the event of Tokens being sold
- ❖ Independent auditors will calculate and publish the consolidated earnings & investor returns in USD
- ❖ Returns will be paid in Ethereum direct to all holding wallets

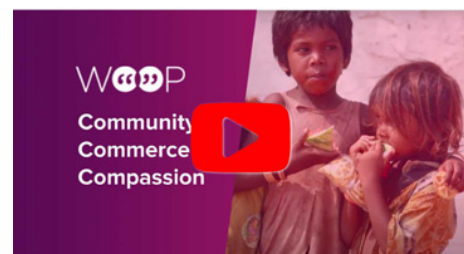
## Profit & ROI Projections

Based on our current performance with 700,000 existing users, with the token sale funds WOOP will add 20 million new users and deliver **\$25,000,000 in ROI for investors** in the Token Sale, as shown in the table below.

This level of performance will also generate **\$27,000,000 for underprivileged children** across six current and ten new markets we are entering.

YEAR	PROFIT AFTER TAX	RETURN	PER TOKEN
2020	\$389,000	\$77,800	\$0.0078
2021	\$972,000	\$194,400	\$0.0194
2022	\$2,017,000	\$403,400	\$0.0403
2023	\$4,150,000	\$830,000	\$0.0830
2024	\$8,211,000	\$1,642,200	\$0.1642
2025	\$12,484,000	\$2,496,800	\$0.2497
2026	\$16,894,000	\$3,378,800	\$0.3379
2027	\$21,722,000	\$4,344,400	\$0.4344
2028	\$26,883,000	\$5,376,600	\$0.5377
2029	\$31,949,000	\$6,389,800	\$0.6390
<b>TOTALS</b>		\$25,134,2000	\$2.5134
<b>10 YEAR ROI</b>		\$20,134,2000	\$2.01
<b>10 YEAR ROI (%)</b>			403%
<b>ANNUAL ROI</b>			40%

To find out how we can help children and still make profits for investors, watch this short video.



## The WOOP Team

WOOP's Founders are [Asit Gupta](#) & [Rashi Mittal Nair](#). Both are highly successful ex-Marketers from Procter & Gamble with over **40 years of collective experience** in international brand Marketing.

The company's Estonian Counsel is [Marek Herm](#), Partner at Attela Law.

WOOP's Blockchain & Tokenomics lead is [Dr. Stef Savanah](#), who has over 260 international Blockchain patent applications. Stef was Director of Research at nChain and is a sought after Blockchain speaker and panel moderator.

Tokenomics & Token Marketing is handled by [David Lofts](#), CEO at Ethical ICO - an experienced Blockchain Marketing Consultant & Token Sale veteran.

## 3 reasons to join the WOOP pre-sale

- ❖ **A proven business model**, technology platform & experienced team to deliver 40%+ ROI PA
- ❖ **Contribute to UNSDGs**, the UN's sustainable Development Goals 2 & 4; Zero Hunger & Quality Education, by helping WOOP to generate \$27 million for education and nutrition of needy children
- ❖ **Mass adoption of Blockchain** & Crypto among millions of women - especially in emerging markets

**WOOP Tokens - Good for Investors, Good for Blockchain. Great for underprivileged Kids.**

**Public sales starts June 1, 2020.**