



EVENTRABBT

WHITE PAPER
VERSION 1.0

www.eventrabbt.com

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ABSTRACT

EventRabbt is a decentralized event payment system, listing and livestream platform, to increase user engagement and simplify ticketing and marketing processes.

The payment system is based on smart contract technology powered by the ethereum blockchain

For organizers

EventRabbt is a cost-efficient way to increase the hype around your organization and building brand recognition. While also creating a platform to help strengthen your community, showcase your venue and most importantly generate maximum revenue at low cost.

For Attendees

Irrespective of location, instant payment is ensured at unbiased rate. Stay connected with latest events in your locality, and attend remotely by livestreaming if you can't make the date.

1. ESSENCE OF EVENTRABBT

Millions of events are held around the world daily, while a high population of attendees needs to travel. Why not use a single currency?

1.1 The problem

For the Organizers

One of the greatest challenges of hosting an event is that the majority of tickets are bought the three days leading up to an event. This can lead to a lot of inventory problems such as catering or seating arrangements. When only twenty people have bought tickets three months before the event starts and three hundred buy tickets the day three days leading up to an event, event makers have to accurately plan their inventory.

Marketing is always hard for event makers because they wear so many hats! An event maker is always busy organizing and planning every last detail of an event, which doesn't always leave a lot of time for marketing. With Facebook, Google, Twitter, and Instagram always changing the way to advertise events, it is hard for event makers to keep on top of best practices!

Ticketing is also another concern for event makers. They don't want long lines and they want to be able to sell tickets online. But some ticketing providers charge an arm and a leg for their service. Event organizers make money by selling tickets - they don't want to give it all away.

For the attendees

One crucial problem with people attending events is the payment system and location differences. Having to pay for events with credit cards comes with high fees, and if the currencies differs, it could cost even higher due to currency conversion rates.

Attendees also don't always hear about changes made to programs or the event in general. There is no one clear communication method to inform attendees of changes. There is Facebook, Twitter, email, and more - but often times those go unnoticed by attendees.

Prior to payment is event listing, finding and being notified of newly posted events in users' locality is imperative, and a reward system for the organizers is highly important but still underrated.

1.2 EVENTRABBT SOLUTION

As a payment system

At a relatively low cost, EventRabbit can be used by event organizers or companies a payment systems, because it runs on the ethereum blockchain through smart contract, it enables users to verify the validity of the ticket of the given event, hence eliminating the risk of fake ticket sales this in turn builds a high reputation and integrity of the event organizers or companies as users would conveniently buy tickets for their event without fear of counterfeit ticket sale or even overpriced ticket sale as it regulates the activities of the secondary market.

Smart contract is just a phrase used to describe computer code that can facilitate the exchange of money, content, property, shares, or anything of value. When running

on the blockchain a smart contract becomes like a self-operating computer program that automatically executes when specific conditions are met. Because smart contracts run on the blockchain, they run exactly as programmed without any possibility of censorship, downtime, fraud or third party interference.

Ethereum is a decentralized system which includes the tools necessary to create smart contracts, and also its own cryptocurrency Ether (ETH) which is needed for those contracts to work.

Because decentralized applications run on the blockchain, they benefit from all of its properties.

- **Immutability** – A third party cannot make any changes to data.
- **Corruption & tamper proof** – Apps are based on a network formed around the principle of consensus, making censorship impossible.
- **Secure** – With no central point of failure and secured using cryptography, applications are well protected against hacking attacks and fraudulent activities.
- **Zero downtime** – Apps never go down and can never be switched off.

AS A LIVESTREAM PLATFORM: The EventRabbit unlike other event listing platforms gives event organizers the gateway to livestream their events to the ends of the world on the platform. Physical events are usually limited to the space available at a given venue. With live streaming, however, you can invite as many people as you like to “attend” your event. Sometimes people are interested in attending a particular event, but they can’t attend in person due to work commitments or increasing expenses. Live streaming your event can make your content accessible to these people whom you wouldn’t reach otherwise. You can reach anyone in the world remotely through live

streaming, as you are no longer limited by geographical or size constraints. Companies can also use live broadcasts to enhance and maximize direct communicate with customers and community partners. Whether used by businesses or individuals, live streaming an event affords you the opportunity to reach and interact with more people across the world.

Event organizers have direct reach opportunities to potential customers and attendees, while attendees stay connected to events around them. Ticketing processes are also managed through our platform, allowing organizers have imperative insights on the possible turnout of the event.

EVENT PROMOTION

EventRabbt also promotes your event by making users know the list of events coming up in their respective locations. This innovation markets your event and makes it easier for users to register for such events easily without being referred to any other website for registration. Full details about the event would also be given on the platform for every user to have access to your event that would be taking place. Google and Ipsos Media have it that; if people were aware that an event was happening in their area, 30% would have bought tickets. Moreso 79% uses their smart-phones to look for information on live events at the beginning of their research. Therefore our fast growing app is a great opportunity to promote your event, maximize awareness, attendance and hence revenue at little cost.

TOKEN TRADE: Just the same way banks generate revenue through foreign exchange, event organizers can also generate revenue by token/coin exchange.

This is a very cool way to earn passive income via leveraging on our ever growing token value on the coin market.

WHY WE CHOSE ETHEREUM

Ethereum is moving forward and looking to a bright future. By providing a user-friendly platform that enables people to harness the power of blockchain technology, Ethereum is speeding up the decentralization of the world economy. Decentralized applications have the potential to profoundly disrupt hundreds of industries including finance, real estate, academia, insurance, healthcare and the public sector amongst many others.

2. EVENTRABBT ECOSYSTEM

2.1 EVENTRABBT TOKEN

The EventRabbit Token (ERT) is the main internal cryptocurrency used for payments on the EventRabbit platform. ERT token will be released on the basis of Ethereum platform and fully comply with ERC20* standard. Support of this standard guarantees the

compatibility of the token with third-party services (wallets, exchanges, listings, etc.), and provides easy integration.

Herewith, the use of ERT token is not limited to just the platform ecosystem. After ICO, ERT token will be available for buying/selling on the crypto currency exchanges.

The total supply of ERT tokens is limited with a totally supply of 1,000,000,000 tokens.

Name EventRabbt	Symbol ERT
Platform Ethereum	Maximum release 1,000,000,000
Contract Address 0x971F9fDf5b5c94a6617B4Fd112149F0918Ed565f	DECIMALS 18

TOKEN DISTRIBUTION

ICO	At least 550,000,000 ($\geq 55\%$)
PRE-SALE	200,000,000 (20%)
TEAM AND INVESTORS	150,000,000 (15%)
BOUNTY PROGRAMS	50,000,000 (5%)
RESERVE	50,000,000 (5%)

NOTE: All token left will be spilled over to the ICO's distribution, while the remaining coins unsold after ICO will be sold to directly users as an in-app feature after app launch.

2.2 Owning and using ERT tokens:

1. As an attendee, when using the primary feature of the EventRabbit platform — executing transactions with the use of smart contracts — it is possible to pay your counterparty with the ERT tokens, in which case, the payer will not incur a 1% fee, which is applied to payments in all other cryptocurrencies.

2. As an organizer, executing transactions with the use of smart contracts — each transaction made to your address will incur 4% fee.

2.3 ETHEREUM (ETH)

Wikipedia states that, **Ethereum** is an open-source, public, blockchain-based distributed computing platform and operating system featuring smart contract (scripting) functionality. It supports a modified version of Nakamoto consensus via transaction based state transitions. Along with Bitcoin, Ethereum is considered to be one of the pioneer platforms in distributed ledger and blockchain technology. In popular discourse, the term *Ethereum* is often used interchangeably with *Ether* to refer to the cryptocurrency that is generated on the *Ethereum platform*. Ethereum was proposed in late 2013 by Vitalik Buterin, a cryptocurrency researcher and programmer. Development was funded by an online crowdsale that took place between July and August 2014. The system went live on 30 July 2015, with 11.9 million coins "premined" for the crowdsale. This accounts for approximately 13 percent of the total circulating supply.

2.4 EVENTRABBT COMMUNITY AND SOCIAL MEDIA

We value our investors, whistle blowers, and users. Ensuring quality customer support, continual communication and efficient dissemination of information are our top priority, and we have resorted in using the best platforms offering large scaling, fun and easy to use.

NOTE: TO AVOID SCAMMERS, ANY LINK OR ACCOUNT NOT LISTED BELOW SHOULD BE DISCARDED.

1. Telegram – <https://t.me/eventrabbt>
2. Twitter – <https://twitter.com/eventrabbt>

3. Instagram – <https://www.instagram.com/eventrabbt>
4. Medium – <https://www.medium/@eventrabbt>
5. Github – <https://www.github.com/eventrabbt>

Note: For no reason will any eventrabbt officials request for a personal chat or DM on telegram, discard anyone who invites you for such. However, a DM through our twitter and Instagram account listed above only could be made.

At the moment, we have NO FACEBOOK ACCOUNT. When we do, it will publicly announced and updated in our whitepaper.

3. USES CASES

The EventRabbt service is a self-contained platform, having its own base of users. Yet, the creative ways of using ERT token as a payment method is not restricted to users based on user-to-user agreement for transaction purposes.

Regarding the specific use cases for our platform, we can predict a number of scenarios:

1. **TICKETING:** In this case, users can register and pay for tickets at their convenience to get access into the event by physical presence or live-streaming.
2. **PURCHASE OF GOODS AND SERVICES AT EVENTS:**
Some events like conferences, musical concerts etc allows of third-party entities to sell their products, and ERT tokens can be used as the payment methods. Example are buying of books, food and drinks, shirts etc.
3. **Agreed deals with cryptocurrency payments and escrow**

This is a typical contract, in which a third-party escrow account is included in the contract and holds the money for the duration of the deal, in order to ensure that both counterparties follow through with their obligations. When

trust is established between both parties, transaction can be made directly omitting escrow.

4. **Cryptocurrency security deposits**

It is possible to rent automobiles, jewelry, electronic devices, etc. and use cryptocurrency as a security device. Additionally, the payment for the rent itself can be conducted in either national currencies or cryptocurrency, depending on the agreement.

5. **Trading**

Trading with fiat currencies, or on exchanges for bitcoin, ethereum can be made for the purpose of profits.

4. MARKET AND TARGET AUDIENCE

4.1 Market

- 80% of businesses that are overperforming in regards to their company goals will increase their live event budgets next year ([Bizzabo, 2017](#)).
- B2B events account for \$512 billion in annual spend. ([Frost and Sullivan, 2014](#)).
- The event management software industry is valued at \$28 billion and is projected to have a CAGR (compound annual growth rate) of 3.3% moving forward. ([Frost and Sullivan, 2014](#)).

According to experts, currently cryptocurrencies comprise less than 5% of that volume, but Gartner Inc. estimates that by 2020 a blockchain-based business will be worth \$10 billion. The reason for such growth is that currently there is a lack

of well-developed user applications to make the use of cryptocurrencies in trade transactions convenient. Smart-contracts-based platforms are one possible type of such applications.

EVENT AWARENESS

- If people had been aware that event was happening in their area, 30% would have bought tickets. (Google & Ipsos Media CT, 2014)
- 1 in 3 people thinking about going to a live event are uncertain about which event they will attend. (Google & Ipsos Media CT, 2014)
- 64% says the internet is the main source for live event information. (Google & Ipsos Media CT, 2014)
- 79% use smartphones to look up live event information at the beginning of their research. (Google & Ipsos Media CT, 2014)

Event technology needs and adoption

- 76% of event professionals who do not use an event app intend on adopting one in the next year. (Event MB, 2017)
- 52.5% of event organizers are aware of livestreaming tools and 47.5% use them. (Event MB, 2016).
- 44% of event marketers would like new event technology that provides analytics (booth visits, length of stay, etc.) in order to improve the exhibitor and attendee experience. (CMO Council & E2MA, 2013)

Event registration and ticketing

- 71% of all ticket buying happens online. (Google & Ipsos Media CT, 2014)

- People still primarily buy tickets on computers, but there was a 50% increase in the use of smartphones for ticket purchases from 2012 to 2014. (Google & Ipsos Media CT)
- 36% of event marketers said that their biggest challenge is increasing event registration. (Bizzabo, 2017).

4.2 TARGET AUDIENCE

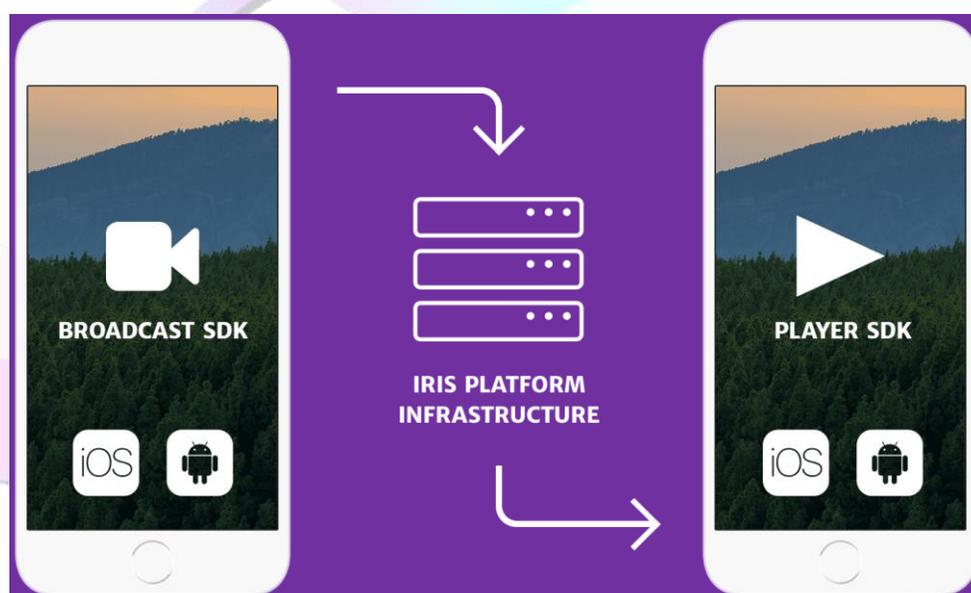
We expect that our first users will be individuals and companies that are already involved in cryptocurrency-based business, because they are more aware of the advantages of this technology.

Because our platform offers a wide range of use, a larger market we have in view are the musical concerts organizers and record labels, tech organizations, cinemas, event planners and companies, event marketers and the general public.

5. WEB AND MOBILE APP TECHNICAL INFORMATION

Our web and mobile applications are currently in development. We don't build from scratch, instead we ride on reliable and secure wings. This enables us to build faster, secure and focus on user engaging and experience contents. List and information about the technological infrastructures we are currently using are hereby given. However, further information on technical details will be released in the future whitepaper's updates.

IRIS platform - Iris libraries capture, encode, and transmit low latency live video from iOS and Android devices with ease. Iris Dev SDKs are advanced and extensive while being easy-to-use, with a customizable feature set. Iris was built for developers by developers to help get to market faster without having to worry about building, scaling or maintaining video infrastructure. Overcoming real-world streaming obstacles such as poor network conditions, Iris ensures delivery of the best possible mobile live video quality for users.



Google Firebase – Our database is hosted on Google’s firebase which is built on Google infrastructure and scales automatically, for even the largest apps. Firebase is trusted by development teams around the world—including NPR, Shazam, Duolingo, and Venmo—use Firebase to ship their apps.

Firebase Authentication - Built by the same team that developed Google Sign-in, Smart Lock and Chrome Password Manager, Firebase security and applies Google’s internal expertise of managing one of the largest account databases in the world. It can take months to set up our own auth system, and it requires an engineering team

to maintain that system into in the future. But with firebase authentication we utilize the privilege of setting up the entire authentication system of our app in under 10 lines of code, even handling complex cases like account merging.

Google cloud storage – We effortlessly grow from prototype to production using the same technology that powers apps like Spotify and Google Photos. Cloud Storage is designed to help quickly and easily store and serve user-generated content, such as photos and videos. It helps us to It will automatically pause and resume users transfers as the app loses and regains mobile connectivity, saving users time and bandwidth.

Google Anayltics - Analytics surfaces data about user behavior in our iOS and Android apps, enabling us to make better decisions about our product and marketing optimization. View crash data, notification effectiveness, deep-link performance, in-app purchase data, and more.

6. ROADMAP

Start dates	Plans
2017-Nov-08	Conception of idea, development of the concept and business plan
2018-Jan-13	Preparation for ERT token pre-sale. Development of a smart contract for ERT token release. Release of android demo application.

2018-April-09	<p>Pre-sale conducting.</p> <p>EventRabbt API testing.</p>
2018-May-16	<p>ICO preparation and publicity.</p>
2018-June-18	<p>ICO conducting.</p> <p>Re-branding of EventRabbt after ICO.</p> <p>EventRabbt web application development starts.</p> <p>Testing and fixing of bugs of EventRabbt App and API</p>
2018-August-06	<p>Launch of Beta version of EventRabbt android and web app.</p> <p>Testing and fixing of bugs of EventRabbt android.</p> <p>ERT tokens listing on crypto-currency exchange.</p> <p>Marketing campaign to attract end-users.</p>
2018-September-17	<p>Version 1 launch of EventRabbt android app and beta web application.</p> <p>Partnerships and marketing to attract more users.</p>
2018-October-24	<p>Listing on more exchanges.</p> <p>Marketing.</p> <p>Acquiring of more team members.</p> <p>Updates on EventRabbt android and web apps.</p> <p>IOS app development starts.</p>
2019	<p>Multi-lingual support (French, German, Spanish and Korean)</p>

7. PRE-SALE AND ICO

The ERT token sale will occur in two phases

1. Pre Token Sale - Whitelisting Phase

The Pre-sale phase will start on April 09, 2018. In the Pre-token sale, 200,000,000 ERT will be issued at a discounted rate of \$0.015. There is a minimum purchase worth 0.05 eth during the Pre-sale phase.

2. Token (ICO) Sale

The main token sale (ICO) will commence on June 18, 2018 and will continue till July 16th, 2018. A total of 550 million ERT will be available in this phase. The tokens will be issued at, or around \$0.02. During the first hour, the token will be sold at \$0.07, and afterwards sold at \$0.02.

Accepted currencies – ETH and BTC only.

The number of ERT to be received per Ethereum and Bitcoin will be updated 24 hours before the Token sale.

PRICE PER ERT (PRE TOKEN SALE) FOR 200,000,000 ERT - \$0.015

SOFT CAP GOAL - \$3MILLION

PRE TOKEN SALE STARTING DATE AND TIME - APRIL. 17, 2018, AT 9 A.M. CET

PRE TOKEN SALE ENDING DATE AND TIME – MAY 17, 2018, AT 9 A.M. CET

MINIMUM BUYING LIMIT- 0.05ETH EQUIVALENT

MAXIMUM BUYING LIMIT - NIL

ICO SALE DETAILS

PRICE PER ERT (TOKEN SALE) FOR 550,000,000 - **\$0.02**

(EQUIVALENT PRICE IN ETHER, BTC AND LTC WILL BE UPDATED 24 HOURS BEFORE THE TOKEN SALE)

TOKEN SALE STARTING DATE – **JUNE 18, 2018 AT 9 A.M. CET**

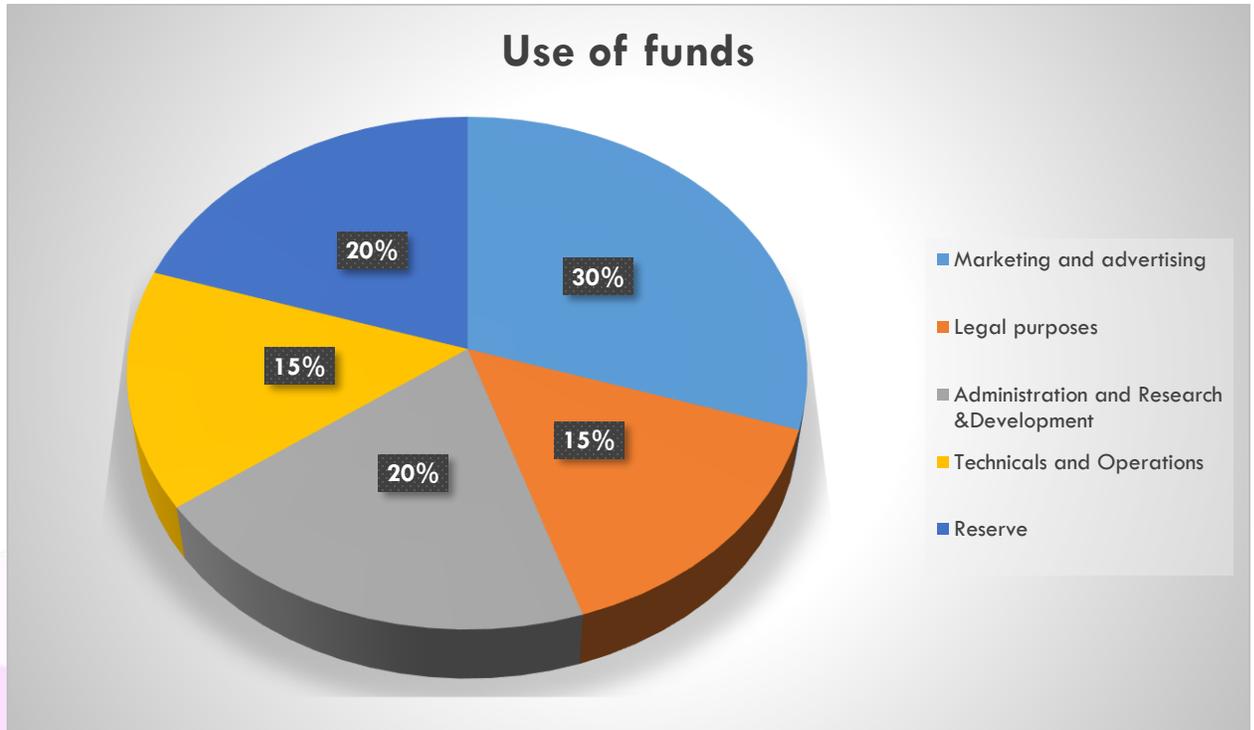
TOKEN SALE ENDING DATE – **JULY 16, 2018 AT 9 A.M. CET**

HARD CAP GOAL - **\$12MILLION**

MINIMUM BUYING LIMIT – **0.05 ETH EQUIVALENT**

PRICE AT FIRST HOUR - **\$0.017.**

8. USE OF FUNDS



9. Why the anonymity?

We and monetize coin shares the same believe that, ICO's are real legitimate and fascinating way for a company to raise money from investors, however the legality of the ICO funding model is still untested.

The EventRabbt team also agrees with monetize coin that cryptocurrencies should remain anonymous and free from the regulations of anyone and central government.

10. TIPS TO STAY OFF-SCAMMERS

As the growth and adoption of blockchain and Initial Coin Offering (ICO) increases, there has also been an increase scam and hackers. To avoid being wrongly informed and scammed, kindly read the below informations.

OUR NAME – E V E N T R A B B T

Eventrabbt does not contain letter “i”. This means our website link to visit should be www.eventrabbt.com (CORRECT), not www.eventrabbt.com (WRONG!)

OUR WEBSITE DOMAIN

We only have www.eventrabbt.COM (CORRECT). Every other extensions are false e.g eventrabbt.io(WRONG), eventrabbt.net(WRONG) and any others are also WRONG!.

OUR TELEGRAM COMMUNITY

We have only one (1) telegram group: <https://t.me/eventrabbt> (CORRECT)

We don't have telegram channel.

OUR SOCIAL MEDIA

Twitter: <https://ww.twitter.com/eventrabbt>

Instagram: <https://www.twitter.com/eventrabbt>

Medium: <https://www.medium.com/@eventrabbt>

11. DISCLAIMER

EventRabbt is not to be considered as advisor in any legal, tax or financial matters. Any information in the white paper is given for general information purpose only and EventRabbt does not provide with any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of ERT tokens according to their nationality and place of residence.

Regulatory authorities are carefully scrutinizing businesses and operations associated to cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact EventRabbt's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire ERT tokens must be aware of EventRabbt business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire ERT tokens acknowledge and understand that neither EventRabbt nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

The purchaser of ERT tokens undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies. EventRabbt shall not be responsible for any loss of ERT or situations making it impossible to access ERT tokens, which may result from any

actions or omissions of the user or any person undertaking to acquire ERT tokens, as well as in case of hacker attacks.

12. RESOURCES

- ICO guidelines whitepaper:
<https://www.stellar.org/blog/understanding-initial-coin-offerings/>,
<http://bit.ly/2hQRpT7>
- 2018 Event marketing statistics, trends and data:
<https://blog.bizzabo.com/event-marketing-statistics>
- What are the frequent problems people face while attending or organizing an event? (Any type of event :
<https://www.quora.com/What-are-the-frequent-problems-people-face-while-attending-or-organizing-an-event-Any-type-of-event>
- Ethereum – Wikipedia:
<https://en.wikipedia.org/wiki/Ethereum>