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The marketing revolution in messengers

UNIVERSAL
MARKETING
COMPANY
WHITE PAPER

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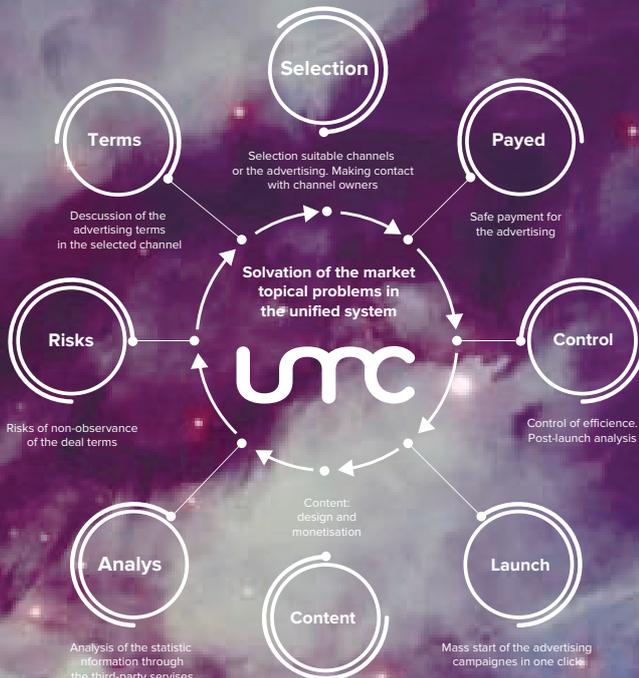
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COMPANY

The document describes the details of the implementation of the platform-aggregator Universal Marketing Company (UMC), which was made to manage paid content and create SMART-advertising in messengers

Advertising in messengers contains great potential. But the existing toolkit for its management does not meet modern requirements either for filling with functionality, or for ease of use

The UMC platform is created to solve the main problems of advertising management within a single system:

• Lack of convenient systems for prompt and understandable analysis of the pros and cons of products and services

• Inability to reliably check the quality of the target audience

• High time spent on organizing the development and promotion of sites / products / services

• Additional indirect financial costs and commissions

• Failure to comply with agreements between advertisers and owners of advertising platforms. The complexity of controlling the obligations execution

• The complexity of selecting suitable advertising channels

• Problems with the mass launch of advertising campaigns in messengers

• Many others.

UMC is an all-in-one platform

Selection
Selection suitable channels or the advertising. Making contact with channel owners

Terms
Descussion of the advertising terms in the selected channel

Payed
Safe payment for the advertising

Solvation of the market topical problems in the unified system

Risks
Risks of non-observance of the deal terms

Control
Control of efficience. Post-launch analysis

Analys
Analysis of the statistic information through the third-party servises

Content
Content: design and monetisation

Launch
Mass start of the advertising campaignes in one click

Technically, the UMC platform will be implemented on various messenger platforms in the form of BOTs, as well as in the form of WEB-site. Financing of the project is carried out at the expense of funds raised through the ICO. The UMCC token is an advertising futures contract, an ERC20 token. The total number of issued tokens is 500 mln. 320 mln of them will be put up for the public sale at a price of $ 0.1019

SMM (Social Media Marketing) tools today are becoming more and more in-demand in messengers today. This is due to a record audience of messengers growth, and relative ease of adaptation of SMM tools for marketing purposes in messengers. However, even the most popular and advanced messengers currently do not have rich instrumental functionality, comprehensive analytics, or an ergonomic interface

For example, consider the main stages of the process of advertising in Telegram channels using existing SMM-services:

1. Self-studying of statistical information, for which third-party applications are used, such as: Telemetr, TGstat and others

2. Suitable channels choosing, searching for connection with their owners

3. Discussing of advertising conditions

4. Payment for advertising. At this stage, there could appear difficulties and secondary costs. Especially if the channel owner is a private person, or if he is in another country: currency conversion, commissions, card blocking for transactions and other possible problems

5. After the publication of the advertising post, it is necessary to check its compliance with previously agreed conditions: the time and date of publication, the exposure of the ordered items, the time of removal and so on

6. In-depth analysis of the effectiveness of the advertising campaign: in general, and segmented (for each channel separately)

The above stages require much time and significant budget, and they also require them on a regular basis. For each individual advertising campaign, they must be repeated

If the owner of the advertised channel plans to reduce his time costs, he needs to hire additional staff - SMM managers, marketing specialists, journalists and other employees. This is a number of secondary costs and requires unstoppable control over the entire advertising system

This example illustrates the problems with the example of only one messenger. Adding the second and third messenger, for example, WhatsApp and Viber, to the advertisement loop, increasing the cost of SMM in an arithmetic progression, i.e. and the costs of managing the advertising network growing at times

According to various sources information, about 83% of smartphone owners use one or more messengers. About half of those who have not yet installed any messenger are planning to do it in the near future. The increase of messenger users is due to the increase of smartphones. This market grows by 6% in units and 36% in dollars annually
The growth of the advertising market in messengers is due to two factors:

1.The growth of smartphone users.
2.Reducing the usual advertising on television and other offline media
Even though television still dominates the media market, especially in prime time (from 20:00 to 22:00), mobile devices confidently crowd it:

It is noticed that the emotional response to advertising in messengers is higher than on TV advertising. Emotional involvement of advertising is higher on smartphones (53% compared to 43% on TV). One of the reasons for this may be a closer connection of the consumer with the smartphone, which he carries with him all day long. Advertising in messengers is more often more personalized and attractive for accurately targeted users, while TV advertisements are intended for a wider audience

According to Similarweb (a company providing web analytics services, in-depth data analysis and business analytics for international corporations, similarweb.com), at the beginning of 2018 the share of messengers in the global market is constantly growing, the main market players are taking more and more geography in relation to the past years

Using of app increasing during the weekend prime-time

Work days

Weekend

number of apps users

| 7-10AM | 11AM - 2PM | 3PM - 6PM | 7PM-10PM | 11PM-6AM |

MARKET

4	Line, WeChat
3	Viber
2	Facebook Messenger
1	WhatsApp Messenger

Market share

SIZE

The total number of unique messenger users, i.e. the market size, is currently more than 2.5 billion people. At the same time, the growth rate of mobile messengers 'audience outpaces analysts' estimates
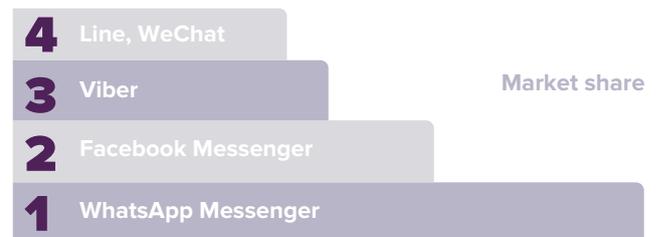
The increase of messengers' users, in turn, serves as an impetus to the development of their functionality and raises issues related to monetization of advertising platforms and payment for content in this market

The main area of growth is using messengers in online sales. Using Viber, WhatsApp, Telegram not long ago, for the goods and services selling is a long-established practice, while the segment of individual sales, both in terms of small businesses and self-employment, and for resale second-hand goods shows a steady growth trend

As many users of messengers and social networks, along with experts, notice the future of advertising in its personalization. Personal messages that offer the necessary goods are the most effective method of working with the consumer. Now the advertisers face the main task - the extremely accurate settings of advertising in messengers to impact on their consumers pointwise

WhatsApp is the most popular messenger in 109 countries (55.6%), including Russia, Brazil, India, Mexico, as well as in Europe, South America and Africa.
Facebook Messenger is on the second place, it is popular in 49 countries. Mostly its users are from Australia, Canada and the USA
Viber got the third place, it became the leader in 15 countries. Viber is most popular among residents of Belarus, Ukraine, Moldova, Iraq, Libya and Sri Lanka

The Japanese messenger Line is popular in Japan, Thailand, Taiwan and Turkmenistan. The Japan inhabitants use it about 40 minutes a day
WeChat is the most popular in China and Bhutan
The largest messengers in the world include WhatsApp (1.2 billion users at the end of 2016), Facebook Messenger (1 billion in mid-2016), QQ (900 million for Q3 2013, WeChat (846 million) in Q3 2016, Skype (more than 300 million at the end of Q1 2016), Viber (260 million at the end of 2016) and Line (217 million at the end of 2016)

/2.2 Monetization issues for users

After not quite successful, and sometimes totally unsuccessful attempts of monetization due to subscription fees and paid calls in mobile and fixed networks, the monetization of mobile messengers and content in them remains an actual problem, and companies try to solve it in various ways, for example:

1 Selling in their advertising channels advertisement, stickers and souvenirs

2 Creating platforms for third-party applications and services

3 "social commerce"

4 Commission from owners of business accounts

There has been a steady increase in sales of smartphones compared to sales of tablets all over the world. Directly in proportion to the sales of equipment, sales in the messenger markets are growing. The audience of messengers is more than 4 billion users. Companies and media may already use this channel of interaction with the audience to the maximum

Users like messengers. This is an attractive way to communicate with brands for them. You may ask a question and get a quick response, it gives the best user experience compared to e-mail letters. In Hubspot believe that messengers are good for companies - you can deploy client support with less costs. They cite Hyatt as an example, which uses Facebook Messenger for round-the-clock customer support

Facebook, Instagram, Twitter, Pinterest and other messengers and social networks have already implemented the opportunity to buy products directly in the application. Aimia Agency survey showed that 56% of users use brand representations in social networks to search for products, and 31% use social networks purposefully for purchases. Habits of consumers are changing, and companies need to adapt to them

The market of advertising and commercial content in messengers will become a new trend in the near future, and UMC platform will take the leading positions in work with traffic and content in this segment

/3.0 Functionality of the UMC platform

The Universal Marketing Company (UMC) platform was made to manage paid content and create SMART-advertising in messengers. In particular, as a platform-aggregator, the UMC platform is created to reduce the costs of controlling , managing and launching effective advertising campaigns in messengers

The first messenger with the implementation of paid content was Telegram. The choice of platform is obvious, because Telegram has become a symbol of freedom, independence and decentralization, a symbol of the crypto industry around the world. The UMC platform provides for the most effective management of all types of content to create exactly the kind of information that will be able to meet all the audience requirements

ARTIFICIAL INTELLIGENCE

## /3.1 Artificial intelligence on the platform

Machine learning is the idea of the existence of common algorithms that can tell something interesting about a set of data without having to write a specific code for each problem. Instead of writing code, data is transferred to a common algorithm, and it builds its own logic based on data. To build such algorithms on the UMC platform, "Recurrent Neural Networks" will be used. These networks differ in that they can accumulate the previous state of the network and are used in algorithms that require predictions or recommendations

For example, based on the advertising budget, the number of subscribers that the advertiser wants to attract, the topics of his channel, the required classification of attracted users and other information, the UMC will create a portfolio of advertising placements on the channels. The advertiser will check / adjust the portfolio, and click the button to launch the advertisement. Manually, the described actions require several days of work, depending on the number of advertising locations, and the accuracy of evaluation is far from the truth

The more users there are in UMC, the more accurate the AI's work on the selection of optimal advertising channels will be available to all the ecosystem users

1 Comprehensive statistics. Collection and analysis of the most relevant data. Accurate information about the important parameters for the advertising campaign selected sites

2 High security level, independence and accelerated work through the use of smart contracts

3 Easier cooperation with opinion leaders (bloggers). Understanding the effectiveness of their channels before the start of an advertising campaign based on automated analytics

4 Advertising campaigns support without the necessity of participation in the process (when automatic mode selected)

5 Audience targeting according to different criteria if necessary

6 Large coverage of the active target audience at minimum costs

7 Operative feedback between process participants. The possibility of flexible approach and change of advertising strategy

8 Wide opportunities for management of advertising content and community

9 Optimization and unstoppable costs control in the conduct of advertising campaigns and understanding of their possible effectiveness

10 Budgeting: deducing on the basis of previously obtained data the coefficient of evaluation of the effectiveness of advertising on one or another channel. Calculation of the average cost of the subscriber and management of the total cost of the advertising campaign
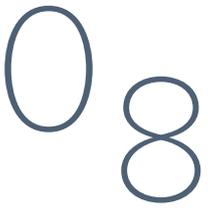
/3.3 UMC for users

1 A single entry for channel owners and advertisers, which allows to significantly reduce time and budget expenses for organizing communication

2 Systematization of all possible information provided by channel owners. In this case, an extensive base of participants of the UMC ecosystem is involved

3 Maximally advanced and convenient functionality: manual or automatic selection of desired channels according to specified characteristics with already analyzed statistics. The sample is conducted on a set of criteria, which also includes keywords, attendance by real users and their intersection between channels

4 Application for advertising. Includes the choice of a ready post from the proposed, as well as formatting and editing your own advertising post

5 Confirmation of the agreement on the basis of a smart contract. Can be handled manually (with confirmation) or automatically if the owner of the channel has set the appropriate option

6 There is a function of placing advertisements in the selected channel, in one or in several, or at once on several sites (in several messengers). For a couple of minutes in manual mode or in seconds - automatically

7 Accessibility of detailed statistics of the effectiveness of advertising posts: the number of transitions, subscriptions, reposts and so on. And the visualization of statistics can be adjusted in the context of the desired period and in a convenient format (tables, diagrams)

Here it is an example of using UMC platform functionality in Telegram:

The advertiser faces with necessity to choose one of two channels for advertising. Both channels have roughly the same statistics and advertising costs. Using the UMC platform, the advertiser analyzes the crossing of the advertiser's channel audience with the audience of the advertising platforms. Then it is not hard to choose where to place the advertising post and get more new users to your channel. After all, it depends not only on the number of views, but also on how much the audience of the advertised channel differs from the audience of the advertising platform. Choosing a channel for advertising with a smaller audience intersection with the audience of the advertised channel reduces the price of each subscriber. Then, using UMC, the advertiser, without the help of third-party services, creates an advertising post in the required markup, adding elements of analytics and reaction, pays for it without leaving the system, and, after automatically placing in the most suitable advertising channel, gets detailed statistics about the cost of the targeted action or subscriber

The UMC platform is a universal set of tools for the automated creation, placement and analysis of the effectiveness of advertising in messengers (including Telegram) based on AI. In addition to the basic functionality described in the sections above, the UMC functionality will also include:

1 The possibility of creating standard and postponed posts

2 Convenient formatting (via HTML and markdown)

3 The ability to add links, activity buttons and other actions with the post in a couple of clicks

4 Grouping of posts and their postponed removal

5 Creation of checks for payment (similar to bitcoin-checks)

6 Other functionality that is now disjointed by bots, such as: Controller_bot, ContentRobinBot, ComBot, QuanBot, Channelcostbot, Crosser_bot and many others

In-built exchange

In addition, the UMC platform will have its own purse for storing tokens, as well as a built-in exchange point, with the help of which UMC users could buy tokens both for fiat money and for crypto currency without leaving the system

The developers of the Telegram messenger are expected to release the Telegram Open Network (TON) platform in 2018. The TON road map is compiled until 2019. It contains information about the TON platform integration only into the Telegram messenger, without reaching other messengers. UMC platform-aggregator will be integrated not only into Telegram, but also into such messengers and social networks as:

- WhatsApp
- WeChat
- Facebook messenger
- QQ
- Kakaotalk
- Viber
- Snapchat

- Weibo;
- Instagram;
- Vkontakte;
- Line;
- Twitter;
- Skype;
- Other

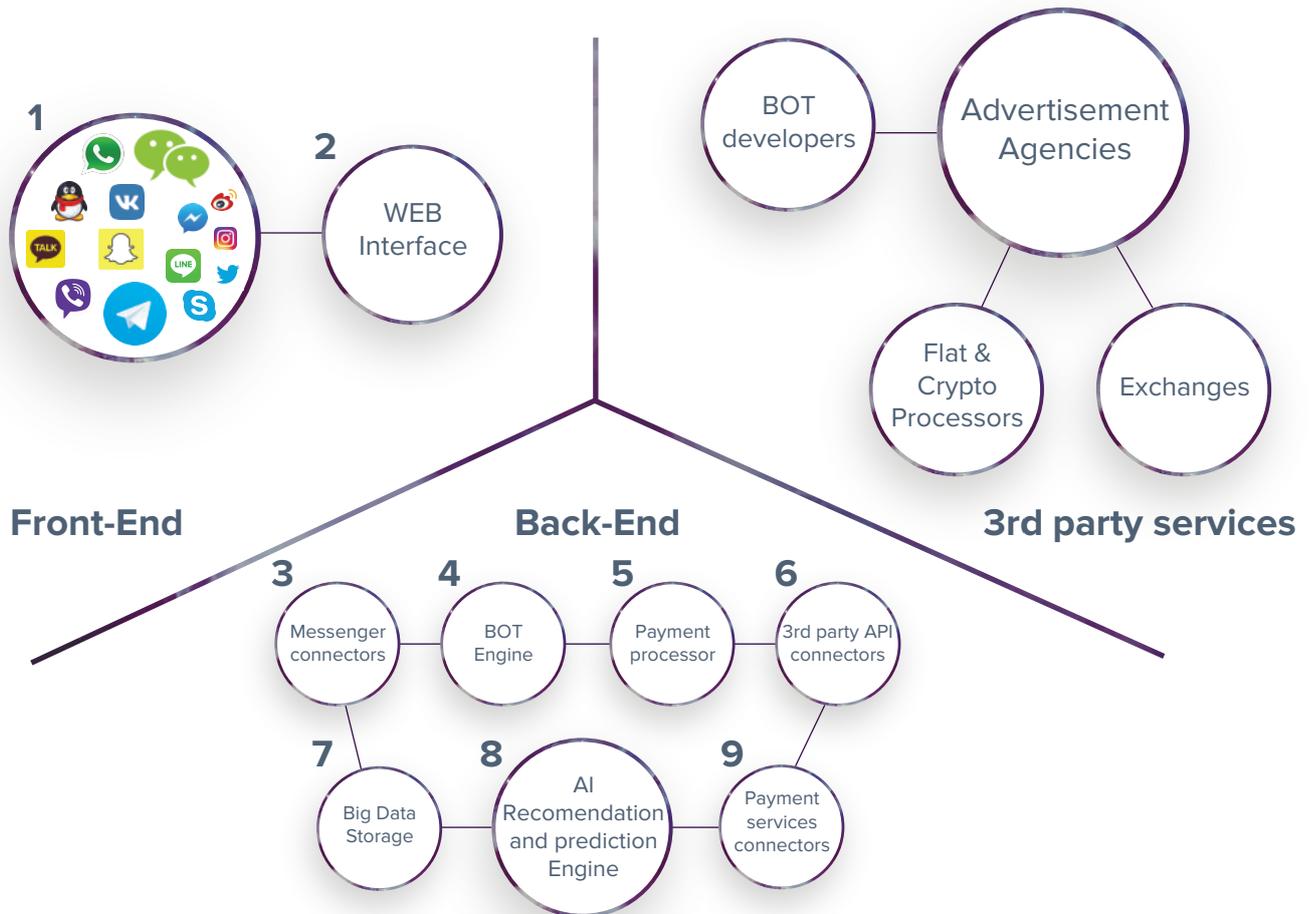# GLOBAL INTEGRATION INTO MESSENGERS

But the UMC road map is compiled till the first quarter of 2021

The Telegram Open Network (TON) platform is positioned as an integrated payment system. Telegram users will be able to buy and exchange crypto currencies without any problems and in a legally sound manner. TON will be built into the Telegram application, allowing users to safely store their money in the TON blockchain. Therefore, the UMC platform will be integrated into the TON platform as it develops

/ 4.0 Technological implementation of the UMC platform

The UMC platform technologically combines the server part, which manages all the logic of the work, the interface for interaction with users, as well as the interface with the partners of the platform
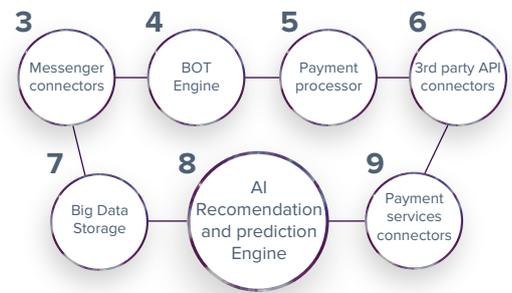
1 Messengers

2 WEB Interface

BOT developers

Advertisement Agencies

Flat & Crypto Processors

Exchanges

Front-End

Back-End

3rd party services

3 Messenger connectors

4 BOT Engine

5 Payment processor

6 3rd party API connectors

7 Big Data Storage

8 AI Recomendation and prediction Engine

9 Payment services connectors

Front-End block It includes two components:

1 Messengers exist as the main interface for working with the platform. It is planned to implement a set of bots, each one will be work with its own messenger

2 WEB-platform is the aggregator of functionality of various messenger-bots. It is also a centralized tool for customizing the functionality of the UMC platform, including if some of the instant messengers do not provide bots

At the moment, the project work plan includes automation of work with the following messengers: Telegram – a working prototype has already been developed, WeChat, WhatsApp, Viber, Line, Kakaotalk, Snapchat, Weibo, Instagram, Vkontakte, Facebook messenger, Twitter, Ozone, and others

Back-End block

3 Messengers Connectors - Each messenger has a set of its own functions and rules. In order to integrate it into the overall ecosystem, each of the messengers will be written with its own connector that will transform the logic of the work of all ecosystems into the logic of the work of individual messengers and back

4 BOT engine - The core of bots functionality and the integration core for all parts of the Back-End block

5 Payment processor - Payment processing module for platform users. This module will work in integration with the Payment Services Connector to access various payment systems and crypto exchange

6 3RD party API connectors - A module that will allow partner services to integrate with our platform. Third-party bot developers will use our developed API in order to appear in our BOT Market Place and also use our Payment processor

7 Big Data Storage - A database for collecting, storing and analyzing large amounts of data. Metrics for various measurements of the effectiveness of posts, the maturity of the channels, the segmentation of users and channels, etc. will be collected for further analytical reports and also used in the training of artificial intelligence algorithms in the Artificial Intelligence Engine

8 Artificial Intelligence Engine - The core of the artificial intelligence system, to create optimal and mutually beneficial strategies for interaction between platform users. It will be a set of artificial intelligence algorithms that solve different tasks, ranging from intelligent chat-bots that can maintain a dialogue with platform users and themselves learn, finishing with "smart" recommendations to platform users about holding advertising campaigns

9 Payment Services Connector - Connectors for various payment receiving services, like fiat (Epayments, etc) and cryptocurrency (Binance, Bittex, etc.). In order to integrate it into the overall ecosystem, each of the payment services will be written with its own connector, which will transform the logic of work and data between the Payment processor and third-party payment services

Third party services block

To expanse the opportunities provided by our platform, we are planning to build integration with crypto exchanges, advertising promotion agencies on the Internet, developers of popular bots in messengers and others

BLOCK CHAIN

How blockchain technology will be used on the UMC platform in order to solve marketing problems in messengers

umc

On the UMC platform, the blockchain will be used to solve the following marketing problems in messengers:

Problem	How does blockchain solve the problem
1 Non-observance of agreements between the parties. It is hard to control execution of obligations	Blockchain will allow to standardize advertising contracts and make them more transparent. Blockchain will provide an opportunity for direct control over the placement of ads and the costs of advertising budgets. While the statistics on advertising campaigns can be relatively easy to manipulate, with the transfer of the same transactions on the blockchain basis, falsification of statistics will become impossible
2 Not clear commissions on advertising transactions through intermediaries for advertising	Blockchain will provide transparency in transactions by placing accurate cost data
3 Difficulties with cross-border payments and transactions for advertising in the form of different currencies and payment systems	Payment in UMCC tokens will solve this problem
4 Struggling with unfairness of partners, when advertising is placed on resources with low traffic and low-quality content or audience	Blockchain uses in the smart-contracts, through which the money is transferred automatically, as soon as all obligations are met on the declared resources. At the same time, the list of expected hits is recorded in the blockchain and could not be changed

Architecturally the system will consist of the following basic smart-contracts:

1 UMCC token contract - ERC20 compatible smart token contract. Platform payment token

2 Exchange contract - a smart-contract for automatic exchange of BTC, ETH and other cryptocurrencies for UMCC tokens

3 Commission smart-contract - contractor-aggregator of commission fees. It is credited to the entire commission from operations in the system

4 Referral smart-contract - contract of the referral program management

The implementation of smart-contracts is carried out taking into account all modern practices and approaches, including overflow checks, 100% test coverage and statistical control of Gas used
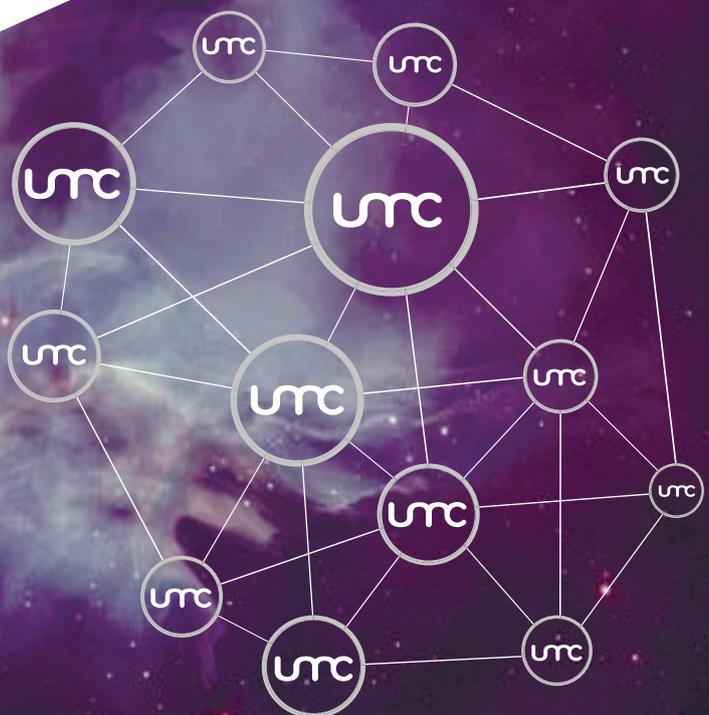
/6.0 Promotion plan of the UMC platform on the market

The target audience of the platform can be divided into 2 main categories:

1 **Active users - owners of information channels and chat rooms, advertisers and advertising publicists**

2 **Less active users - users of messengers**

The first category of UMC users will use the platform in their direct activities, i.e. in the active mode. The second is in passive mode; the quality of advertising, its frequency and targeting will become less annoying. A marketing campaign to promote the platform will be aimed at the active users of the platform

The launch of the finished product to the market will be packed into a chain of internal and external events by:

1 Collecting feedback about the product

2 Developing feedback to improve consumer characteristics

3 Creating and spreading training materials about the product using

4 Placement advertising reviews in the thematic media and sites

To initially attract users to the UMC platform, the following channels will be used: Telegram channels and bots, Banner advertising, Google Ads, Advertising in profile forums, Facebook, Twitter, Referral program, Bounty and AirDrops, E-mail distribution, Listing platforms, YouTube, And other ways. After this, it is planned to launch a global advertising campaign in the global media space

Since the filling of the platform with functionality will be carried out sequentially, in accordance with the technical development plan, then the promotion of the UMC platform in the market will also be carried out sequentially

PLATFORM PROMOTION STRATEGY

At each separate stage of the UMC platform launch to the market feedback about the work of the platform for each messenger will be collected in a unique way, which will allow to move from one stage to another with maximum efficiency. This is promoted by our own base of active users that is more than 250,000 people who are ready to participate in the UMC platform launch around the world

At the stage of product market testing, the maximally expanded functionality will allow users to easily make their choice in favor of the UMC platform due to a combination of all necessary parameters in it

At the stage of product growth and development, in addition to the strategy of holding positions in the market, the goal is to expand the geography of the platform to the audience of Asia, the USA and Europe. Due to optimization of audience coverage and new geography, UMC platform will be able to switch to a niche expansion strategy in the specified geography already in June 2018. The practical experience of the team and the loyalty of the platform users will make it possible to close the consumer's needs as much as possible at the stage of product maturity

PROJECT
ECONOMICS

/7.1 UMCC token

UMCC (Universal Marketing Company Coin) - UMC platform token (futures for advertising). It will be implemented on the Ethereum platform and the ERC-20 standard. The UMCC token is issued in the amount of 500,000,000

The token sale will take place in 3 stages:

1 1st stage - closed sale, until June, 2018, under the agreement of SAFT (Simple Agreement for Future Tokens)

2 Stage 2 – token pre-sale through the "white list", until July 1, 2018

3 3 stage – token open sale, until August 1, 2018

Available purchase currencies are Ethereum (ETH) and Bitcoin (BTC)

For participants in a closed sale, it is foreseen of freezing tokens for 12 months with a partial quarterly defrost

The token open sale price is $ 0.1019

UMCC tokens funds distribution

Item of expenditure	Share, %	Number of tokens
Team	14%	70 000 000
Edvisors	5%	25 000 000
Marketing	5%	25 000 000
Bounty & Air Drops	2%	10 000 000
Reserve of the UMC platform	10%	50 000 000
Total:	**100%**	**500 000 000**

Soft Cap is 6 255 241 $. It corresponds to the amount of costs for the platform creation, its functioning, promotion and development by the end of 2018, as well as to launch ICO and output the token to the external exchange

Hard Cap is 22 550 000 $. This will allow UMC to fulfill its business plan for the development of the platform before the first quarter of 2021

There are bonuses planned for participation in ICO. They are up to 40% during the closed sale and up to 20% during the open sale

The reserve of the UMC platform is necessary for the uninterrupted functioning of the system and the permanent availability of UMCC tokens in the internal exchange office of the platform.
Bonuses for the Bounty program are planned to help everyone who wish to develop the project. The Bounty program conditions will be published separately. We also offer Airdrop – you get tokens for passing the KYC and fill in the information into the "white list" of the open sale.
In addition, there is a referral program with two levels - a reward for attracting a new investor to the UMC project in the amount of 6% and 4% of the invested amount, for the first and second level, respectively

The UMCC token will be listed at least on one crypto exchange. It is supposed to be Binance

/7.2 Business model

The UMCC token will be the only UMC platform means of payment.

The UMC clients will be both individuals and legal entities.

Customers will be able to purchase tokens on the ICO, on the external exchange after listing the token, as well as on the internal exchange of the platform.

The revenue of the UMC platform will consist of commission charges for the financial transactions carried out inside the platform.

Schematic representation of the platform ecosystem and sources of its revenues are presented in the diagram below:

Operating ecosystem
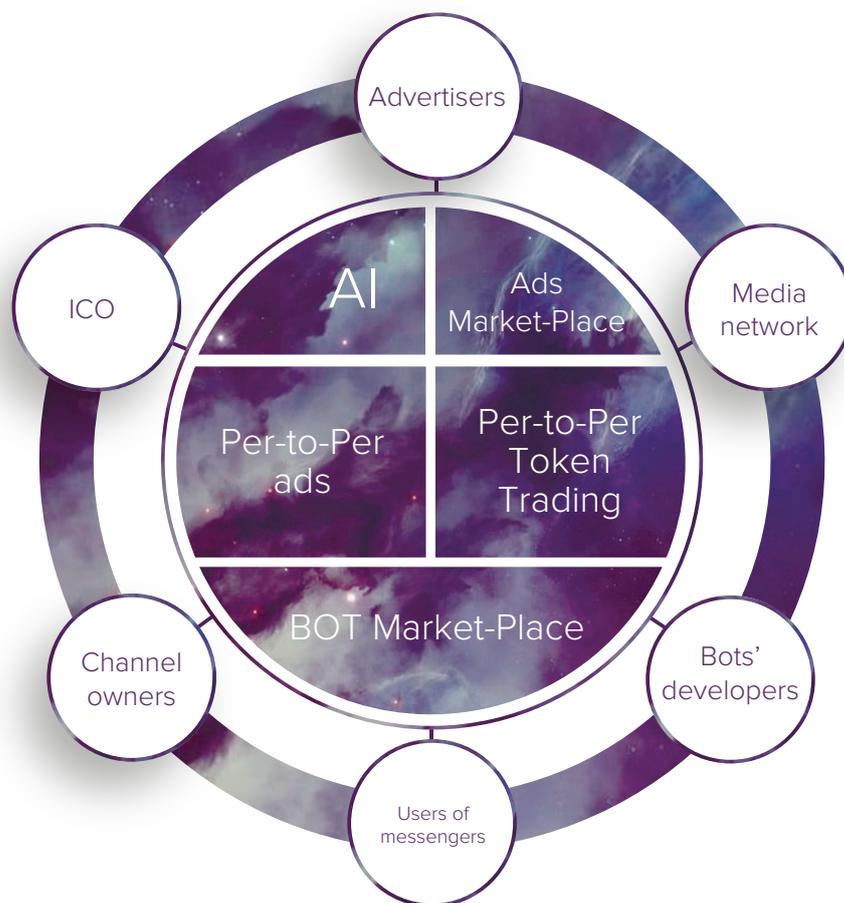
The outer circle is the clients / users of the platform. The internal circle is platform tools

Assets in the ownership of the project owner are not provided. All ICO capital will be directed to the development of the UMC platform

Important note. At the end of each quarter, the management of UMC will sum up the financial performance of the company, i.e. calculation of commission income from fees. 100% of the company's net profit will be used for redemption at the market exchange rate on the external exchange of UMCC tokens (the repurchase model), which will be irretrievably destroyed - "burned". Due to limited emissions, supported by the regular withdrawal of a certain number of tokens from circulation, UMCC will have a high growth potential

/7.3 Initial Coin Offering, ICO

Starting from the date of the beginning of the UMCC tokens deployment, the participants agree and accept that it is allowed to send amounts in BTC and ETH to the Ethereum smart-contract system to obtain the corresponding equivalent in UMCC

The minimum purchase is 1 ETH
The maximum purchase is 100 ETH

At the same time, the cost of a dollar-denominated contribution may vary with the current BTC and ETH rates.
The UMCC price is set in USD and varies depending on the stages of selling the tokens:
Pre-ICO price is by appointment.
ICO price is 0.1019 USD

The main objective of this White Paper (WP) is to provide potential UMCC token holders with the most valid and complete information available to help make a weighted decision in favor of participating in the UMC project

/7.4 Budget of the project

Shared budget distribution after the ICO:

Item of expenditure	Share, %
Operating expenses (managers' salary, business trips, rental, equipment, etc.)	13%
Development (salary, software, hardware)	29%
Marketing	41%
Legal	7%
Not classified (costs for ICO, stock exchanges, etc.)	10%

ROADMAP

Team and concept of the UMC platform
Q4 2017
Team building and development of the UMC product concept

Development of the UMC platform
January-April 2018
Development of Beta 1 of the first platform product - Telegram BOT
(main functionality)

May-June 2018
Development of Beta 2 of the first platform product - Telegram BOT
(additional functions and integration with fiat payment systems)

July 2018
Development of GM for the first platform product - Telegram BOT (integration with blockchain)

August-September 2018
Development of the "Exchange" functionality

October-December 2018
Development of WEB-interface of the platform

Development of the "Bots' exchange"

January 2019 - ....
Introduction and development of Artificial intelligence

Going to the Big Data

Scaling the UMC platform
August-October 2018
UMC on WhatsApp

November 2018 - January 2019
UMC on WeChat

February 2019 - ...
UMC on other messengers

ICO
January-June 2018
Private sale

ICO WEB-site development

June - July 2018
Smart-contracts programming

June 2018
Pre-sale

August 2018
Public sale

Tokens distribution

/9.0 Team

The team of the project Universal Marketing Company has considerable experience in the field of SMM-marketing, project management, digital marketing and the development of relevant software, including on the basis of block-technology, smart contracts and AI

Advisors

Irina Hever

Partner and Head of Corporate and Commercial at Fichte&Co

Timur Tmuslim

Founder of www.asiablockchain.org

Nikolay Babenko

Founder of Treefold, Holytransaction

The main team

Sergey Petryk

Co-founder / CSO (Chief Sales Officer)

Businessman. Blockchain-enthusiast. Creator-founder of CryptoTime community of crypto enthusiasts (more than 50 000 people coverage) - a popular media project about blockchain technology, cryptocurrencies, ICO and other crypto community trends

Dmitry Kozlovsky

CEO (Chief Executive Officer)

Businessman. Project Executive of one of the largest companies in the IT industry - IBAGroup. Project Director of ABI Product (FMCG sector)

Grigory Rybalchenko

Co-founder / CIO (Chief Information Officer)

Blockchain-evangelist and blockchain expert.
Businessman.
Project Executive at Walgreens Boots Alliance and other major consulting companies

Viacheslav Varchenko

Director of Public Relations

Director of Public Relations Businessman. Internet Producer. Blockchain-enthusiast. Key account manager of the «Carlsberg Ukraine» company. Co-founder of the wholesale trading company (exclusive distributor of "Golden Foods"). Founder of the advertising company "Trida." Founder of the company "App Leader"

Pavel Vlasov

CMO (Chief Marketing Officer)

International marketing expert with 12 years experience. Businessman. Blockchain-enthusiast. Chief marketing officer of «Crypto Time» media network

Andrey Dyachok

COO (Chief Operating Officer)

Head and organization in projects of more than 1500 people. Internet consultant, technical support and project launch specialist, head of the online support team staff since 2016

Other team members are available on the website: umccoin.io

Disclaimer

The purpose of this White Paper (WP) is to present the Universal Marketing Company (UMC) platform and its UMCC token to potential users and future UMCC token holders. The description of the UMC platform or its parts can undergo changes in the process of project development and development. The information presented in the current document does not imply any contractual relations and may be incomplete. Some of these estimates and estimates presented in this document represent forward-looking information, which may involve certain risks and uncertainties when estimated and projected judgments may differ from actual events

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UMCC token refers to the category of Utility tokens, which defines it as a protocol token. It does not give any additional income, except for the sale at the highest possible price

The main function of UMCC is to be the internal coin of the project, which gives access to useful services of the UMC ecosystem. The UMCC token is not an electronic (digital) currency, a commodity, a security or any other instrument of financial activity. It can not be used for investment purposes, as well as for speculative activities and other financial purposes

UMCC is not covered by the 1934 Security Exchange Act, because it is not a security token, in accordance with the requirements of the SEC (The United States Securities and Exchange Commission). And it is not registered in view of the US Securities Act of 1933. In addition, the UMCC token does not cover any of the existing US laws or securities laws of any other country, as well as any jurisdiction where the potential UMCC token holder may be as a resident

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