

## DISCLAIMER

### **Important Notice**

Before deciding whether to invest in this project or not, it's best to read the entire section of this whitepaper. This document consists of the summary of Social Note business model, technology and detailed info about how the funds for this project will be utilized. If you are in any doubt as to the action you should take, it's best to consult your financial, legal or tax advisor(s). Further we ask you to navigate away from our website and do not contribute to the development of this project in any way.

The information provided in this whitepaper, bitcointalk thread, our website and any other fundraiser's terms and condition published by Social Note do not constitute a prospectus or offer document of any sort and it is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. You are welcomed to contribute to the development of Social Note but it is important to note that your contributions do not involve the exchange of Social Note tokens for any form of securities and shares in the company.

Social Note token holders will not receive any form dividends or other revenue right which includes or involves in profit sharing scheme.

It must be noted that any part of information published by Social Note in the whitepaper and website has not (and will not be) examined by any regulatory authority. Social Note, its founders, team members and third party involved directly or indirectly towards the development of Social Note shall not be liable for any indirect, incidental; special, consequential losses of any kind.

Information provided in the whitepaper is not meant to be a business, financial, legal or any kind of other advice.

Acquiring Social Note tokens mean that you'll be entirely responsible for bearing the financial risk in the market.

It is important to note that any information provided in this whitepaper should be treated as being descriptive in nature.

## **Contents**

1. Overview
2. How does it work
3. Features
4. Competitors
5. Pricing
6. Exchanges
7. Token Details
8. Roadmap

## **Overview**

Social Note is a tool for managing all your social accounts at one place. For any business or a brand, the most important factor of success is to keep the followers on your social pages active and engaged. A business could subscribe to any plan (according to his demands) offered by social note instead of wasting money on a social media manager. There are some well known competitors in this niche but our goal is to add many more features and make this service affordable for everyone.

## **How Does It Work**

In order to get started, first you'll need to load up your account with Social note tokens. The amount of tokens you need to load into your web wallet depends upon the type of package you're willing to subscribe for. Once you choose your desired package, the platform will automatically determine the price in terms of Social Note tokens. This price is vary depending upon the price of Social Note tokens on the exchanges. After you've transferred the required number of tokens into your web wallet, you will easily be able to continue to the checkout process. Your subscription will start as soon as the payment goes through. This step should take only few seconds.

Once your subscription is action, you may proceed to the client dashboard and select the package you've opted for. You'll see an option to manage your service. In order to manage your subscription, you'll be required to add your username and passwords of all the social platforms that you're willing to manage.

## **Features**

Our aim is to offer a lot more than any of our competitors. Therefore our first step is to make this service affordable for everyone. In addition to this, we've added many other additional features that are not provided by our competitors.

1. Social Platforms: We've added almost all major social platforms into Social Note (almost 25). Further, we'll continue to add more platforms to make Social Note a better option compared to our competitors. You may also request the integration of your favorite social platform.
2. Scheduling: Our basic package offers the scheduling of 50 different posts compared to 10 posts offered by our biggest competitors.
3. Tracking Engagements: Our clients can easily track the number of engagement received on each post.
4. Analytics: This feature will allow our clients to view the increase/decrease in the number of followers, post activity, impressions etc.
5. Audit: Our audit feature will allow the clients to view the percentage of real followers on his social profile.
6. Multi-user Access: Our basic package comes with 3 user access. This will allow the usage of your our service from 3 different locations simultaneously.
7. In-built messaging system to any social account.
8. Image creator

### **Competitors**

As mentioned above, we already have some well known competitors in this niche. However, our main focus is to make Social Note better and affordable than all other competitor. Here's a quick comparasion between Social Note and 2 other major platforms in this market.

## Comparison Table

Core Differences	Social Note	Buffer	Hootsuite
Smallest Package	~ \$10	\$15	\$19
Multi User (Basic Package)	3 Users	No	No
Social Accounts	12	8	10
Browser Extension	Yes	Yes	Yes
iOS & Android	Yes	Yes	Yes
Image Creator	Yes	Yes	Yes
Decentralized	Yes	No	No
In-built Messaging	Yes	No	No
Followers Audit	Yes	No	No

### Packages

Instead of focusing only on business profiles and brands, we've made Social Note an affordable option for everyone. Social Note will cost 3-5 times less than other services. Here's a quick rundown of different packages of social note platform.

#### *Basic Package*

<b>Multi-user access:</b>	3 simultaneous users
<b>Social Accounts:</b>	10 social account
<b>Scheduling:</b>	100 posts
<b>Tracking Engagement:</b>	Available
<b>Analytics:</b>	Available
<b>Followers Audit:</b>	Not available
<b>In-built messaging:</b>	Not available
<b>Image creator:</b>	Not available

#### *Advanced Package*

<b>Multi-user access:</b>	5 simultaneous users
<b>Social Accounts:</b>	20 social account
<b>Scheduling:</b>	250 posts
<b>Tracking Engagement:</b>	Available
<b>Analytics:</b>	Available
<b>Followers Audit:</b>	Available
<b>In-built messaging:</b>	Not available
<b>Image creator:</b>	Basic available

## ***Premium Package***

<b>Multi-user access:</b>	10 simultaneous users
<b>Social Accounts:</b>	50 social account
<b>Scheduling:</b>	500 posts
<b>Tracking Engagement:</b>	Available
<b>Analytics:</b>	Available
<b>Followers Audit:</b>	Available
<b>In-built messaging:</b>	Available
<b>Image creator:</b>	Premium available

## **Exchanges**

Our team has decided not to spend huge amount of money on exchange listing. We agree that its one of the most important thing for any crypto project to get listed on exchanges with huge volume but we'll surely get there slowly. At this point our aim is to consider exchanges which offer free listing or requires a reasonable amount of fees. Some of these exchanges are:

1. Idex
2. Mercatox
3. Stocks.exchange
4. Yobit
5. Crex24
6. Coinexchange
7. Tradesatoshi

In addition to this, we'll also aim to win the voting round for big exchanges such as Lbank.

## **Token Details**

There willbe 10,000,000,000 (10 Billion) Social Note tokens ever. However only 3,000,000,000 (3 Billion) will be released as the circulating supply. Other 7,000,000,000 (7 Billion) tokens will be locked. Here are the token details:

Name: Social Note Token

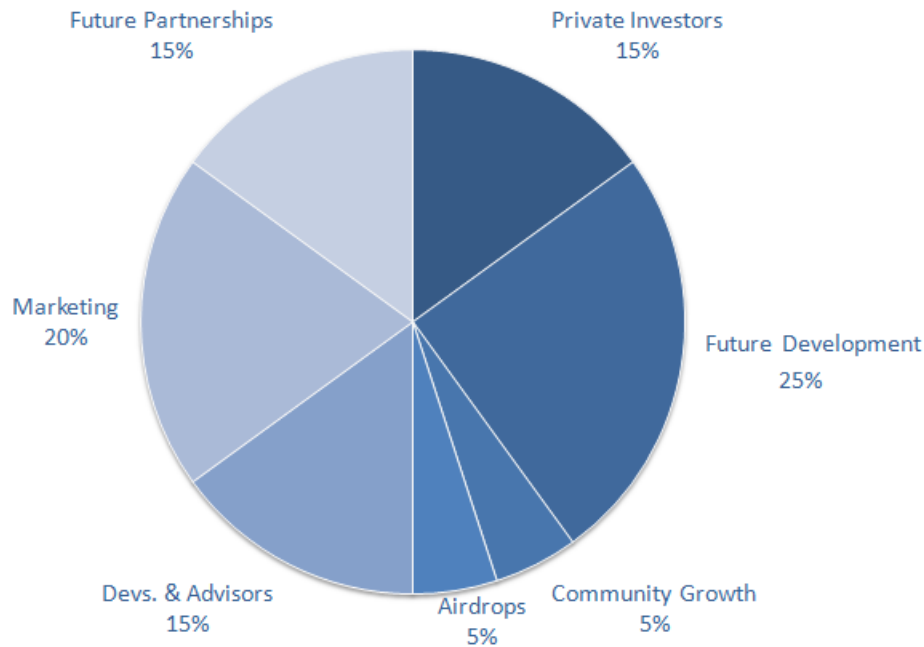
Ticker:

Total Supply: 10,000,000,000 (10 Billion)

Circulating Supply: 3,000,000,000 (3 Billion)

Type: ERC-20

## Token Distribution



### **Initial Supply - 3,000,000,000 token (30%)**

- 1,500,000,000: Private investors (15%)
- 1,000,000,000: Reserved for marketing (10%)
- 500,000,000: Community growth (5%)

### **Airdrops - 500,000,000 tokens (5%)**

- Locked for 3 months to prevent the dumping after exchange listing

### **Devs & Advisors - 1,500,000,000 tokens (15%)**

- Locked for 6 months

### **Future Development - 2,500,000,000 tokens (25%)**

- Locked for 9 months

### **Future Marketing - 1,000,000,000 (10%)**

- Locked for 12 months

### **Future Partnerships - 1,500,000,000 (15%)**

- Locked for 15 months

## **Roadmap**

### **Q2 2018:**

- Idea & Teaming
- Research

### **Q3 2018 -**

- Documentation
- Smart Contract Creation

### **Q4 2018 -**

- Release of the platform designs Web
- Release of the platform designs Mobile
- Community building
- Exchange listing
- Token distribution to the airdrop participants

### **Q1 2019 -**

- Launch of the fully functional web platform

### **Q2 2019 -**

- Launch of the fully functional mobile platform
- Security enhancements
- Platform updates

### **Q3 2019 -**

- Chrome and firefox extension launch

### **Q4 2019 -**

- Building up userbase
- Marketing the platform
- Future updates & enhancements