

ICO4YOU.COM MONORETO ICO REVIEW

May, 2018

INTRODUCTION

Ticker symbol: MNR

Project type: Blockchain social network allowing to monetize user activity.

Website: <https://monoreto.com/>

Whitepaper: https://monoreto.com/resources/Monoreto_WP_ENG.pdf

Pre-ICO details

Start/End:

Pre-ICO Start: 10 May 2018

Pre-ICO End: 10 June 2018

ICO Start: 15 August 2018

ICO End: 30 September 2018

Fund keeper: Server Technology

Supply (total): 500 000 000 MNR

Team

Team size: Founders - ideologists - 10 people (leading WEB and blockchain developers, marketing experts, experienced in international project launch).

GitHub <https://github.com/monoreto>

Social Media

Facebook: <https://www.facebook.com/monoreto/>

Twitter: <https://twitter.com/monoretosocial>

Instagram: https://www.instagram.com/monoreto_app/

Bitcointalk: <https://bitcointalk.org/index.php?topic=3347418.new#new>

Telegram: https://t.me/monoreto_en

Medium: <https://medium.com/@monoretoinc>

Linkedin: <https://www.linkedin.com/company/monoreto>

Reddit: <https://www.reddit.com/user/Monoreto>

YouTube: <https://www.youtube.com/channel/UCe-GOAt5UTE459Job6TnE-w>

PROJECT DESCRIPTION

Monoreto is a blockchain-based social network, where users can monetize their activity and gain additional income by participating in forecast competitions and video quizzes.

Data for January 2018 shows that 2.5 billion people on Earth use social networks everyday and post a variety of content ranging from text and photographs to comments and likes.

Only a small percentage of users (professional bloggers, opinion makers, photographers) are able to monetize their publications by cooperating with brands and companies that promote their services.

A significant number of social network users that create high quality and popular content don't have the opportunity to make money from it. What happens is that the content earns money for the companies that own the social networks as opposed to the creators themselves.

The overwhelming number of social media users is the audience. They usually do not create their own content but actively use social networks, ranking and commenting on content posted by others and also communicating with each other. This is the audience that creates the added value of a social network as a product.

Each of these user categories needs to have several important psychological and economic attributes:

- Creative fulfillment,
- Compassion,
- Recognition of talent and professional skills,
- Earning income.

Monoreto has been designed to solve the problems had by all social network user categories. The Monoreto team offers innovative platforms that help all its users earn from using it. Monoreto is a blockchain-based social network where everyone can get rewards for their unique content.

TOKEN

MNR is available during the token sale. It is ERC20-compliant app token with limited emission. Each Like promotes your account in the news feed along with popular ones. Besides, you can pay by MNR for advertising on the platform. The possibility of conversion of MNR to internal tokens MON in equal proportions after the launch of the platform is under consideration.

The development team is considering 2 variants. In both cases the share will remain the same.

1) a version of the Monoreto project on the Ethereum blockchain with integration of MNR tokens sold during the token sale (then there will be no MON);

2) a version of the Monoreto project on the NEM blockchain (then MNR will be converted to internal tokens MON in equal proportions after the launch of the platform).

Here is the link to the GitHub <https://github.com/monoreto/monoretoico>

REVIEW OF COMPETITORS

Monoreto combines functions of several services, including Instagram, SteemIT, Kickstarter, HQ Trivia and charity platforms. The unique advantage of Monoreto is that every like will bring the creator of the photo or video which was liked at least 5 cents in Monoreto tokens.

The biggest problem of existing social networks is their “ungratefulness” for the efforts made by ordinary users that create content. On existing social networks like Instagram, Facebook, Reddit, Twitter, VK, and many others, users generate quality and unique content without any compensation at all. No users of these popular social networks get rewarded for their content by the network or other users.

Monetization of content through advertising is usually done by hyped bloggers and photographers. The structure of most social networks does not value the idea of likes as promotion of the content’s author.

Monoreto is a social network that:

- Gives every user the opportunity to earn from posting photos and videos;
- Increases the significance and value of likes and improves the overall quality of content;
- Reduces the need for blogger ads as a monetization method;
- Makes fake likes and bots unprofitable.

Unique selling proposition for users of Monoreto social network are the followings:

- Photobank. Where works of the most generous users (top-donators) who have transferred tokens to other users through likes will be shown in the photobank on a first-priority basis.
- Crowdfunding. Monoreto Investment will allow user to invest:
 - In project by liking it. Investment return will be performed through a smart contract and implies return of likes from the start-up’s account to user accounts after a set period of time;
 - In promising author (photographer, blogger) to get percentage of his earnings in the future. Monoreto offers incentives for top donators.
- Quizzes from advertisers. Top donators are offered favorable terms when they participate. What’s more, both winning and simply participating in the quiz lead to an increase in the user’s rating.

- Meeting Celebrities. To expand user database, there is a mechanism to stimulate donators. Three most active donators to a celebrity post will be granted the opportunity to meet him in person(invitation for dinner, training in a club etc.).
- Loyalty program for Monoreto users.

Among the other competitors of the Monoreto project are SteemIT, Belacam, Selflery and Yours. Comparative analysis of Monoreto project with these projects is following:

	Monoreto project	SteemIT	Belacam	Selflery	Yours
Mobile app	+	-	-	+	-
Currency	Ethereum Token	Own blockchain	Ethereum Token	Ethereum Token	Bitcoin cash
Crowdfunding	+	-	-	-	-
Charity platform	+	-	-	+	-
Format	Photo\video	Blog	Photo\Video	Photo\Video	Blog
The price of a like	Dynamic	Dynamic	Fixed	Dynamic	Fixed
Smart contracts	+	-	-	+	-

MARKET AND INDUSTRY REVIEW

Number of active social network users for beginning of 2018 reached 2.5 billion users - the third of world population. For the last years number of active social network users has increased more than 5 times. 10 years ago there were less than 0.5 billion of people who used social networks.

According to statistics and analyses, stated by Monoreto in its Whitepaper and other project documents, in 10 years you won't be able to communicate with the outside world if you don't have an account in the social network. In 2028 70-80% of people will use social networks.

Social network	Snapchat	Twitter	Instagram	WeChat	Youtube	Facebook
People per month	255 mln	328 mln	800 mln	889 mln	1,5 bln	2,2 bln

Statistics shows that the two most popular social networks in the world are Facebook and Instagram. Monoreto's main competitor among the popular social networks is Instagram and Monoreto's team aim to have 10% of Instagram market in 5 years (50 million users).

Monoreto is an easy, accessible, transparent, effective and clearly positioned product.

Target audience of Monoreto social network is the following:

- Target audience core is made up of women aged 18-29, students or college graduates, who have middle or higher incomes;
- Expanded TA includes men and women aged 16 - 34, with middle or higher incomes, education level –high school and higher;
- Most popular tags among social network users are relationships, travel, fashion, sport and fitness.

ICO

The MNR app token will be released under the ERC-20 standard with limited release in order to hold the fundraising campaign. Distribution of tokens will be done by a smart contract. Raised funds will be used to launch the platform and to develop it further, to finance advertising and marketing, and to regulate the platform's operation.

The distribution campaign for MNR ERC-20 tokens (pre-ICO) is scheduled to start on 10 May 2018 and continue to 10 June 2018. MNR tokens available during the pre-ICO period will be distributed no later than 1 month after the crowdfunding campaign begins or until the pre-ICO hard cap is reached. The campaign's launch date will be posted on the monoreto.com website, on social networks, and on other channels.

Pre-ICO Soft Cap: \$200,000
Pre-ICO Hard Cap: \$800,000

During the pre-ICO, distribution of 6% of tokens with a 50% discount from the ICO price excluding ICO discounts (2.5 cents) is planned.

If the pre-ICO soft cap isn't reached, all funds raised will be returned. If the soft cap is reached, an ICO will be held and is scheduled to take place from 15 August 2018 to 30 September 2018.

ICO Soft Cap: \$1,000,000
ICO Hard Cap: \$15,000,000

57% of tokens are planned to be distributed during the ICO with discounts depending on when the tokens are purchased.

If the ICO soft cap is not reached, all funds collected during the ICO will be returned.

Token Ticket	MNR
Pre-ICO start and finish dates	10 May 2018 – 10 June 2018
ICO start and finish dates	15 August 2018 – 30 September 2018
Token Supply	No more than the hard cap

TOKEN DISTRIBUTION

500 000 000 MNR is available.

- 23% to initial platform users;
- 11% remains the company's share;
- 3% used for bounty prizes;
- 63% to crowdsale participants.

The smart contract mechanism allows indicated proportions to be maintained in case that less money is collected during the crowdsale than is planned. Accordingly, there won't be an increase in the team's share if this happens.

Distribution of collected funds after the Token Sale:

- 50% for development of the Monoreto platform;
- 25% for marketing and advertising applications;
- 15% for future development of the Monoreto platform;
- 10% in expenditure on legal regulations.

PLANS OF THE PROJECT DEVELOPMENT

The main things according to road map (2018-2020) are the following:

PREPARATION FOR THE TOKENSALE

- Beginning of marketing campaigns on tokens sale
- Organization of Monoreto's community
- Presentation of project and integration into mass media

DISTRIBUTION OF TOKENS

- Presentation of functional core of platform
- Start of fundraising to bring product to world market
- Presentation of project to holders of tokens at international level
- Completing distribution of tokens
- Beta-version of product

INTERNAL PAYMENT SYSTEM

- Monoreto Investment
- Launching escrow system
- Smart contracts within the platform

INTEGRATION AND EFFECTIVE PROMOTION

- Unlock 20% of tokens for first users from platform development fund
- Designing effective smart feed tools to promote users
- Developing mobile application
- Translation to additional languages

MARKETING

Monoreto team uses the following methods to promote the project:

- PR in social media,
- Listing on trackers,
- Promotion of the application among the target audience,
- Direct communications with investors and blockchain enthusiasts,
- Promotion in Google and other search engines.

The project communicates with the public via Telegram, Facebook, Instagram, and Bitcointalk forums. There is also information about the project on Medium,Reddit and Twitter. Video materials are available on the YouTube channel.

Monoreto also has a high-grade bounty campaign. The bounty campaign will conclude after the ICO finishes. When the ICO is over, tokens will be sent to all participants on specified Ethereum (ETH) wallets.

Bounty Budget: 3% of all released tokens will be allocated to the bounty program.

There are few ways to engage and receive rewards. The bounty budget is divided into several categories:

- 25% of tokens from the budget are allocated to Social Media Bounty (Facebook and Twitter);
- 35% of tokens from the budget are allocated to Blog Article & Videos Bounty;
- 25% of tokens from the budget are allocated to Signature Bounty;
- 5% of tokens from the budget are allocated to Telegram Logo and Tittle Bounty;
- 10% of tokens from the budget are allocated to Translation Bounty and other.

Here is the link to the bounty <https://bitcointalk.org/index.php?topic=3360750.0>

TECHNICAL ASPECTS OF THE PLATFORM

The Monoreto platform and MON tokens will be created with NEM technology. NEM is an open source blockchain platform supporting smart contracts to process transactions.

Cryptographically-protected smart contracts are applications that have complete tracking stored in the NEM blockchain and provide automatic fulfillment of obligations. It's possible to switch from NEM to a personal platform.

New Economy Movement (NEM) is a cryptocurrency written in Java and JavaScript. A feature of this currency is creating a blockchain with innovative use of the Proof-of-Importance algorithm. NEM also has an integrated system for transferring encrypted messages, multi-signature accounts are possible, and an Eigentrust ++ reputation system is included. NEM

blockchain software is used in the open Mainnet blockchain network and the commercial Mijin blockchain network that is being tested by financial institutions and private companies in Japan.

The development team is also considering a version of the Monoreto project on the Ethereum blockchain with integration of MNR tokens sold during the token sale.

The Monoreto platform will include a classic application in the form of a social network that uses blockchain technology for transactions. This will allow posts to be published for free and provide for secure transactions. The application will interact with blockchain via the chosen blockchain's API.

A convenient REST API similar to Facebook Graph will be available for developers. Every application will get its own unique ID number that will be required when interacting with the site. Applications that are scams or of poor quality will be banned.

Transactions will be processed using the NEM blockchain. A namespace at monoreto.mon will be created and a mosaic (crypto assets in the NEM blockchain) will be included. This choice is the result of several factors:

- Security of user attachments. NEM has been tested by large financial organizations (SBI Sumishin Net Bank)
- NEM is better than similar systems for this task
- The transaction speed in NEM is higher than in Ethereum

TEAM

Kirill Granev - CEO, CO-FOUNDER

Managing partner of Custodian Foundation. Entrepreneur.

Expert in blockchain technology and asset management.

Artyom Vishenin - Co-Founder

Entrepreneur, ideological inspirer. Smart contract specialist.

Web analyst at RUNetSoft

Mikhail Sochivets - Technical Director

Master of Technical Science (Programming).

Specialist in information security of mobile and wireless devices (7 years of experience). Blockchain enthusiast since 2014.

Mikhail Bondarenko - Marketing and PR Director

Professional marketing expert with experience working for Russian and international companies. Expert in marketing and PR, strategic planning, and sales.

Valentin Nagovitsyn - Art Director

Professional designer of services and mobile applications (8 years of experience). Organizer and designer of public spaces in Russian cities.

Konstantin Modestov - Lead Designer, Software Developer

Candidate of Science, graduate of Moscow State University's Physics Department. 10 years of experience as a developer and software designer.

Dmitry Torshin - Lead Developer

Master of Science in Cryptography. Experience with ICO projects. Data protection expert. Blockchain enthusiast since 2014.

Andrey Vinnikov - Lead Developer

Lead frontend developer. Experience in building highloaded systems. Expert on data protection and cloud technologies.

Aleksandra Solodyankina - Core Developer

Multi-skilled developer specializing in mobile apps (iOS and Android). Experience in developing educational platforms.

Anton Chervenko - Big Data Specialist

Masters degree from Moscow State University's Department of Computational Mathematics and Cybernetics. Expert in neural networks (LSTM) and artificial intelligence.

ICO4YOU RATING DETAILS

№	Name of Criteria	Additional Information	Points	Total (max 10)	Comments
1	Team	Information about the team	4	8	<p>The information about the team and Monoreto consultants is full enough, but education backgrounds and bios are not specified for all team members.</p> <p>There are foreign specialists in the team - some administrative staff is located in Singapore, advisors are from Britain and India.</p> <p>Team members participated in such projects as AM Crypto fund, Custodian Foundation.</p>
		Foreign specialists in the team	1		
		Quality bios, education, work experience	2		
		Information about the projects where the team work before.	1		
2.	Website and presentation quality	Presentable design	3	8	<p>The site has a nice design, it is convenient. There are subscription to the news, contacts and feedback message form.</p> <p>However, there isn't a special cabinet for investor.</p>
		Convenient for usage	2		
		It has investor's cabinet	0		
		Fullness of given information	2		
		Contacts, feedback message form	1		

3	Idea	Actuality/ demand at present	3	8	<p>The idea is actual enough and has demand in the society, the project is oriented on a fast-growing market with an expanding target audience.</p> <p>The idea is real for execution and development.</p> <p>There are a lot of ways of practical use of the Monoreto platform so the perspectives of development are good.</p>
		Freshness	1		
		Reality of fulfillment	2		
		Perspective of development	2		
4.	Risk level	Official registration	4	7	<p>Monoreto is registered in Singapore as Monoreto Pte. Ltd. The company's main office is located in Moscow, Russia.</p>
		Office	3		
		Escrow	0		
5.	Social media	Professional forums: - bitcointalk - reddit - telegram	2 1 1	9	<p>The project is well-presented on the professional forums as well as in the social media. It is also seen in the trackers https://www.coinschedule.com/ico/mnr, https://expert-coin.com//icos/monoreto.html, https://www.trackico.io/ico/monoreto/, https://icobench.com/ico/monoreto ect.</p> <p>The project provides a high-grade bounty campaign, all the details are here https://bitcointalk.org/index.php?topic=3360750.0</p>
		Information in the social media: Facebook, Twitter, LinkedIn, ect.	2		
		Context information in the search engines	1		
		Listings in the trackers	1		
		Bounty program and its quality	1		
6.	Market volume	ICO in one country	4	10	<p>The project involves not just one country. The geography of the project covers such countries as USA, Europe countries, Russia, China, South Korea, Singapore.</p>
		International level	6		
7.	Whitepaper quality of information in these sections)	Introduction	1	9	<p>Whitepaper is logical and well-written.</p> <p>The strong part is the Roadmap and the information about ICO and token distribution.</p> <p>Unfortunately, the WP lacks any conclusion, after the part about</p>
		Market Analysis	1		
		Introduction to product	1		
		Product specific section	1		
		Technical	1		

		The pre-ICO	1		<p>Roadmap we can see the information about the team and advisors and it finishes the document.</p> <p>The market analysis cannot also be named the most successful section of the WP. This section is called Overview of Social Networks (Facebook and Instagram) and does not cover all issues of the market analysis.</p> <p>However, in other documents, it is possible to get some more information about market, Monoreto's target audience and planned market share.</p>
		The ICO	1		
		Roadmap of development	1		
		Financial Projections	1		
		Conclusion	0		
8	FAQ	Availability of FAQ	2	7	There is FAQ section on the website. It's always a convenient way of getting information for users.
		Quantity of questions (at least 5-7)	3		
		Availability and clearness of answers	2		
9	Project uniqueness	Originality/Innovation		7	The project is rather original and unique.
10	Competition level	Competitors in this sphere	2	7	<p>Monoreto combines functions of several services, including Instagram, SteemIT, Kickstarter, HQ Trivia and charity platforms.</p> <p>Monoreto's competitors include Facebook, Instagram, and such projects as SteemIT, Belacam, Selflery, Yours, etc. But the names of Belacam, Selflery, Yours, etc. are not called in the WP. In other document, it is possible to get more information about these competitors.</p> <p>The project has significant advantages over competitors. These advantages are clearly written in WP.</p>
		Advantages before the competitors	5		
11	Roadmap quality	Availability of Roadmap	5	9	Roadmap is very nicely presented on the site, and in the WP.
		Fulness of information (stages, terms)	4		

12	Financial plan quality	Business-model is clearly shown	4	8	In the WP there is no a special section Business model.However there are information about collected funds distribution and the method how Monoreto earns.
		Minimal amount of ICO is pointed	4		
13	Technical side, development level	Usage of blockchain technology	2	9	The project seemstohaveastrongtechnicalside,it's going to use a blockchain and NewEconomy Movement (NEM). The development team is also considering a version of theMonoreto project on the Ethereum blockchain. Asforsmartcontractstheyaregoingtousehemtoo.
		Issue of tokens	2		
		Usage of Ethereum or Waves platform	2		
		Availability of smart contracts	3		

Total rating: 8.15 points

Long-term investment

RESUME

Monoreto is an affordable convenient and generous social network for consumers with advanced features(opportunity to earn for users by taking part in quizzes and forecast competitions).

Monoreto network is of utmost relevance:

- Affordable. Monoreto social network - is free of charge for all users and offers opportunity to monetize content.
- Technological. Monetization is offered through its own convenient social network. Smart contracts guarantee confidence and security. Blockchain provides transparency and openness.
- Looks into the future. Trends of the future: platform offers convenient, affordable and up-to-date opportunity to monetize personal content to any user.

CONCLUSION

We examined the Monoreto project having thoroughly studied all the available information provided by their website, Whitepaper and other project documents. There are pluses and minuses for the project.

Pluses (strengths):

- Monoreto project is oriented on a fast-growing market. Number of active social network users for 2018 reached 2.5 billion users - the third of world population. According to forecast in 2028 70-80% of people will use social networks.
- Monoreto is an easy, transparent, effective and clearly positioned product.
- The project has clear and easily measurable goals. Monoreto's team aim to have 10% of Instagram market in 5 years (50 million users).
- The project is rather original and has significant advantages over competitors.
- The wide geography of the project helps to reduce risk.
- The platform can earn in different ways. Monoreto take commissions while providing online quizzes and forecast competitions. Also Monoreto's team consider to provide such services as target advertising, helping projects to run investment and charity campaigns.
- Monoreto's team has developed the demo version of the platform.
- The project seems to have a strong technical side.

Minuses (weaknesses)

- The website of the project needs some additional sections, such as blog or forum and an investor's cabinet.
- The project also needs to publish such documents as terms and conditions, privacy policy, legal notice and so on.

So, the project has a professional team, certain advantages over the competitors and a perspective idea. We rate the project 8.15 and can recommend it for long-term investments.

LINKS

<https://news.bitcoin.com/pr-innovative-social-network-monoreto-launches-pre-ico/>

<https://bitcoinexchangeguide.com/monoreto-ico-mnr-token/>

<https://www.ccn.com/monoreto-launch-their-new-social-network-platform/>

<https://themerple.com/the-blockchain-is-the-future-of-social-media/>

<https://www.newsbtc.com/2018/04/26/future-social-media/>

<https://coindol.com/monoreto-launch-their-new-social-network-platform/>