

PRIMPY

White paper

**DECENTRALIZED
FASHION**

Be aware that investing in projects is an extremely risky and highly speculative undertaking. Never invest money that you can't afford to lose. Make sure you read and understand this white paper and the Terms & Conditions.

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Disclaimer and Risk Disclosure

PLEASE READ THIS ENTIRE SECTION AND DO NOT TAKE ANY ACTIONS UNTIL YOU FINISH IT..

The purpose of this white paper is to present a summary of Primpy's business model and value proposition and provide an introduction to the Primpy crowdsale for potential token purchasers in connection with the proposed token sale. The information set forth below may be changed for any reason, it may not be exhaustive, and it does not imply any elements of a contractual relationship. The sale and purchase of PPI tokens are governed by the Terms of Sale available on Primpy's website.

If you are in any doubt as to the action you should take, you should consult your legal, financial, tax or other professional advisor(s), immediately navigate away from the Primpy website, and not contribute to the development of Primpy.

This white paper does not purport to be all-inclusive or contain all the information that you may desire when examining the project. This white paper's sole purpose is to provide you with relevant and reasonable information in order for you to determine whether to undertake a thorough analysis of the project and the company with the intent of acquiring PPI tokens.

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above or where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations. If such restricted person purchases PPI tokens, such restricted person has done so on an unlawful, unauthorised, and fraudulent basis and, in this regard, will bear negative consequences. Such restricted persons who participate in the fundraiser by providing false information about their citizenship, residency place, and nationality will breach the Terms of Sale of PPI tokens and would entitle Primpy to request that such persons compensate any damages and/or losses suffered due to this violation. You agree that you purchase, receive, and hold the PPI tokens at your own risk and that PPI tokens are provided on an ‘as is’ basis without warranties of any kind, either expressed or implied. It is your responsibility to determine if you are legally allowed to purchase PPI tokens in your jurisdiction and whether you can then resell PPI tokens to another purchaser in any given jurisdiction. You bear the sole responsibility for determining or assessing the tax implications of your participation in the crowdsale, purchasing, or receiving and holding PPI tokens in all respects and any relevant jurisdiction. You represent and warrant to us that the contributed funds do not derive from any illegal activity and allow us appropriate Anti-Money Laundering (AML) checks. You understand and accept that we may at any time and without any explanation reject any contribution on the basis of simple suspicion that the funds derive from illegal acts or that AML regulations were not honoured.

This white paper may be updated or altered with the latest version of the white paper prevailing over previous versions. Primpy is not obligated to give you any notice of the fact or content of any changes. The latest version of the white paper in English is available at the website <https://primpy.io/>. However, there is no obligation to update, supplement, or correct this white paper or accompanying materials in any respect, or otherwise to provide you with access to any additional information. The information contained herein may from time to time

be translated into languages other than English or used in the course of written or verbal communications with existing and prospective token purchasers, customers, partners, etc. In the event of any conflicts or inconsistencies between such translations and communications and this official English language white paper, the provisions of this English language original document will prevail.

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1.0

Project's Outline

Primpy aims to create the most significant decentralised fashion ecosystem in the world. It will give everyday shoppers what they need. Shine a spotlight on the smallest sellers. Help shops target customers. Give service providers the chance to showcase what they offer. And it will connect them all on a closed-loop global platform where each action benefits all users.

1.1. Problem

Primpy was developed in response to problems that have arisen in the fashion, retail, influencer, and online shopping sectors in recent years.

Firstly, big brands and well-established service providers are expanding fast, dominating the sector and leaving hardly any room for new players.

Secondly, modern life is evolving but players aren't adapting fast enough to keep up. Time is a premium commodity and no one seems to have enough.

1.2. Solution

The fashion industry is on the brink of massive change – but Primpy's ahead of the curve.

Thanks to revolutionary blockchain technology, we've managed to connect fashion industry players in a never-before-seen way. We're establishing the biggest fashion ecosystem in the world.

Primpy's new user-generated digital economy changes the relationship between consumers, service providers, and retailers. It has two key components:

THE PRIMPY PLATFORM

This is a high-speed shopping experience.

- Consumers are empowered to find the products they love faster. They can also read articles tailored to their interests and get fashion help from talented stylists.
- Retailers, service providers, and influencers use the platform to engage with consumers and expand their proper reach.
- It's also a social platform and hosts the community-generated fashion magazine, PrimpyMag (suitable for all ages).

THE TOKENS

Two new digital commerce tokens are used.

- The PPX token is used on the platform.
- The PPI token is used outside the platform.

1.3. Vision

Primpy will become the go-to fashion platform of the future. By bringing together blockchain technology, retailers, service providers, and customers, Primpy will be a custom platform that's fast and personally tailored to the user.

- Customers will save time. Primpy will show them exactly the items they want, based on the information provided (size, style, taste, wants, and needs).
- Small businesses and entrepreneurs will get exposure.
- Physical shops will be able to engage and serve their customers more effectively. They can send push notifications to passing customers using Primpy air notifications and smart identification tech. They can also collect data from in-store customers, helping them offer a faster, more professional service.
- Fashion designers can fundraise for their collections and kickstart their careers.

1.4. Mission

Primpy's mission is to optimise the shopping experience and to return retailers to a place where they are visible to the market without the need to compete with well-established brands. Ultimately, Primpy wants to democratise the market and give everyone an equal voice.

2.0

Market Research

The modern fashion industry isn't people-oriented. Stores have shelves stuffed with items. Websites are a colourful cycle of images and advertising. It's hard to know what will suit you or what will make you haPPI. After all, personal consultations that take your current wardrobe into account are hard to come by.

Primpy will solve those problems and more. It will tailor the choice of clothes to the user. It will provide a unified discount system that benefits both users and stores. And it will connect all the links in the fashion industry chain into one network to streamline the whole experience.

That's right – Primpy's here to help. Gone are the days where you'd have to worry about what to buy. Or hop between different apps, stores, or websites to find a particular item in the size and colour you want. Instead, Primpy's collection of services will help curate your wardrobe, boost your self-esteem, and improve your quality of life.

Primpy is unique. It's focused on the needs of its users and their satisfaction. For businesses, it tackles their need to attract new customers. For consumers, it provides them with the opportunity to put together a stylish wardrobe simply and quickly. That's why the Primpy project involves experts, from fashion bloggers to stylists, who will be able to help you choose the right items based on your style and lifestyle, as well as current fashion trends.

Primpy is an online platform – present on desktop, tablet, and mobile – that's intimately connected with the real world. Using your information, for example, stores will be able to provide you with the best service

possible. But you retain complete control over what information you share, from clothing preferences to shoe size, so you feel comfortable.

Revolutionary in approach, Primpy creates an ecosystem built on almost personal relationships and mutually beneficial interest.

2.1. Competitor Overview

	PRIMPY	Shopstyle	Hook	Fardetch	Etsy	Asos	Wish	Aliexpress	Romwe	Yesstyle	Net-a-Porter	Zappos	Wanelo	Overstock
Marketplace	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Personal Consultant	●
Moodboard	●
Loyalty Programs	●	●	●	●	.	.	.	●
Social Network	●	●	●	.
Visual Recognition	●
Editorial	●	.	.	●	.	●	.	.	●	●	●	.	.	.
Online Magazine	●	●	●	.	.	.
Cashback	●
Curated Recommendations	●	●	.	●	.	●	●	●	●	●	●	●	.	.
Favourites	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Blockchain	●
Token	●
Smart Identification	●
Air Notification	●
Fashion Designer Startup	●

2.2. The Popularity of Online Shopping

Shopping is one of the most popular online activities worldwide.

- 2016: The fashion industry made around \$2.4 trillion in revenue, of which around \$0.7 billion was made through e-commerce.
- 2017: Retail e-commerce sales worldwide amounted to around \$2.3 trillion.
- 2021: E-retail revenues are projected to grow to \$4.48 trillion.

However, the usage varies by region. For example, an estimated 19% of all retail sales in China in 2016 took place on the internet, but in Japan, the share was only 6.7%¹ in the same year.

¹
<https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

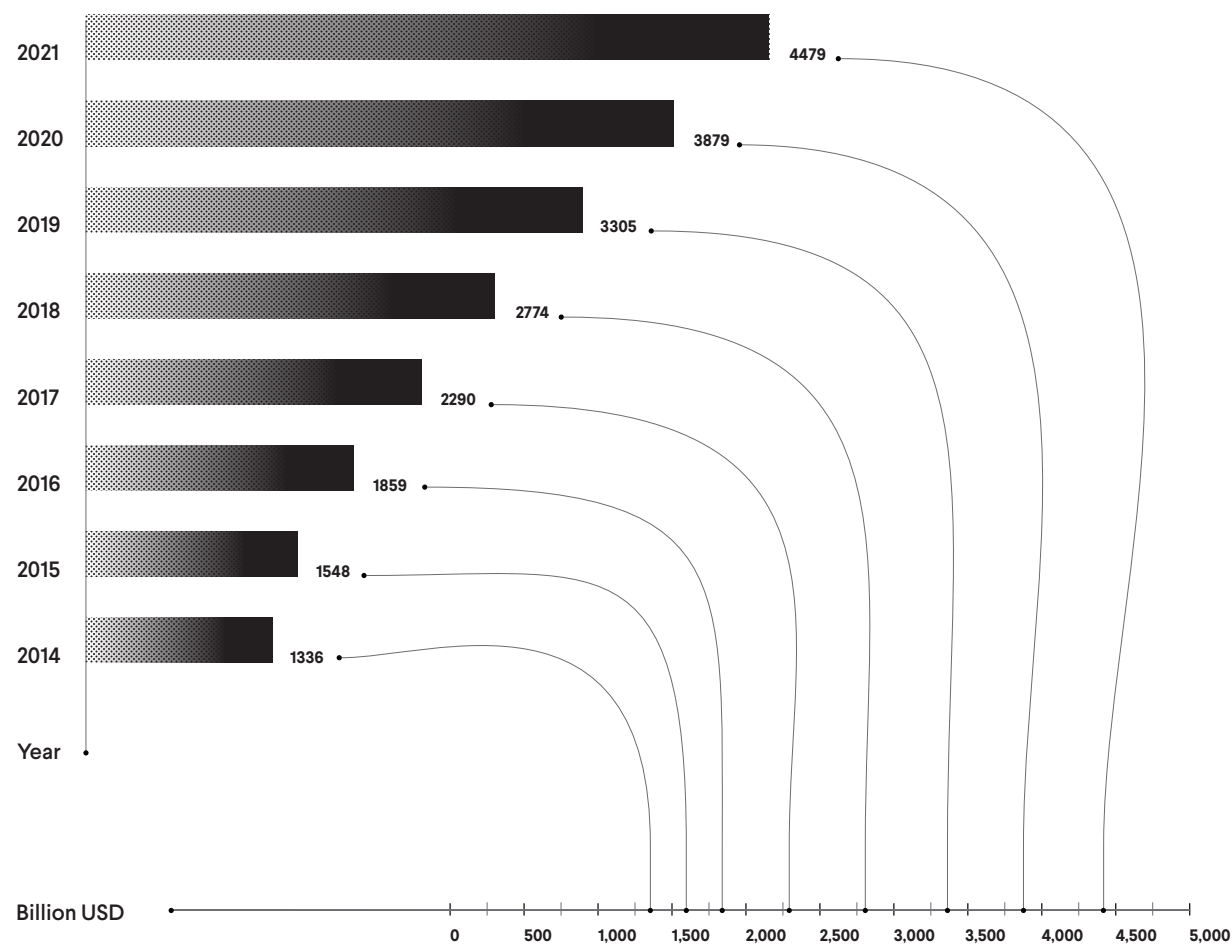


FIGURE 1

Projection of retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)

² <https://www.businessoffashion.com/articles/intelligence/top-industry-trends-2018-6-mobile-obsessed>

Desktop PCs are still the most popular device for placing online shopping orders but mobile devices, especially smartphones, are catching up. Consumers are increasingly using apps to buy goods online – especially in Asia. More than 50% of e-commerce is currently conducted using a smartphone or tablet in Japan and South Korea.² In China, meanwhile, more than 80% of online shopping is done using mobile-leading players like Alipay and WeChat.

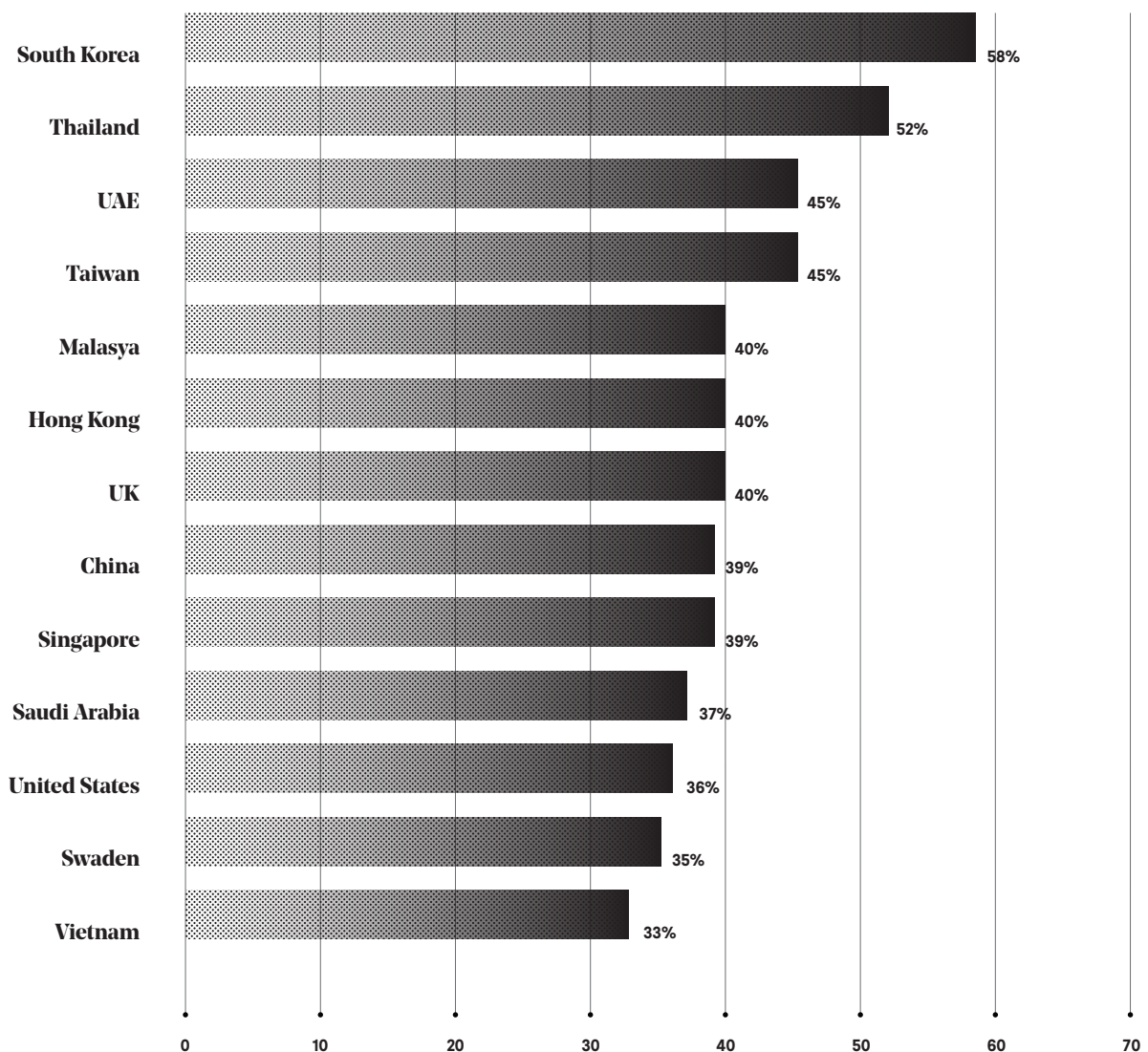


FIGURE 2

Share of the population who bought something online via phone in the past month as of Q3 2017 (by country).

2.3. Mobile Platform Market

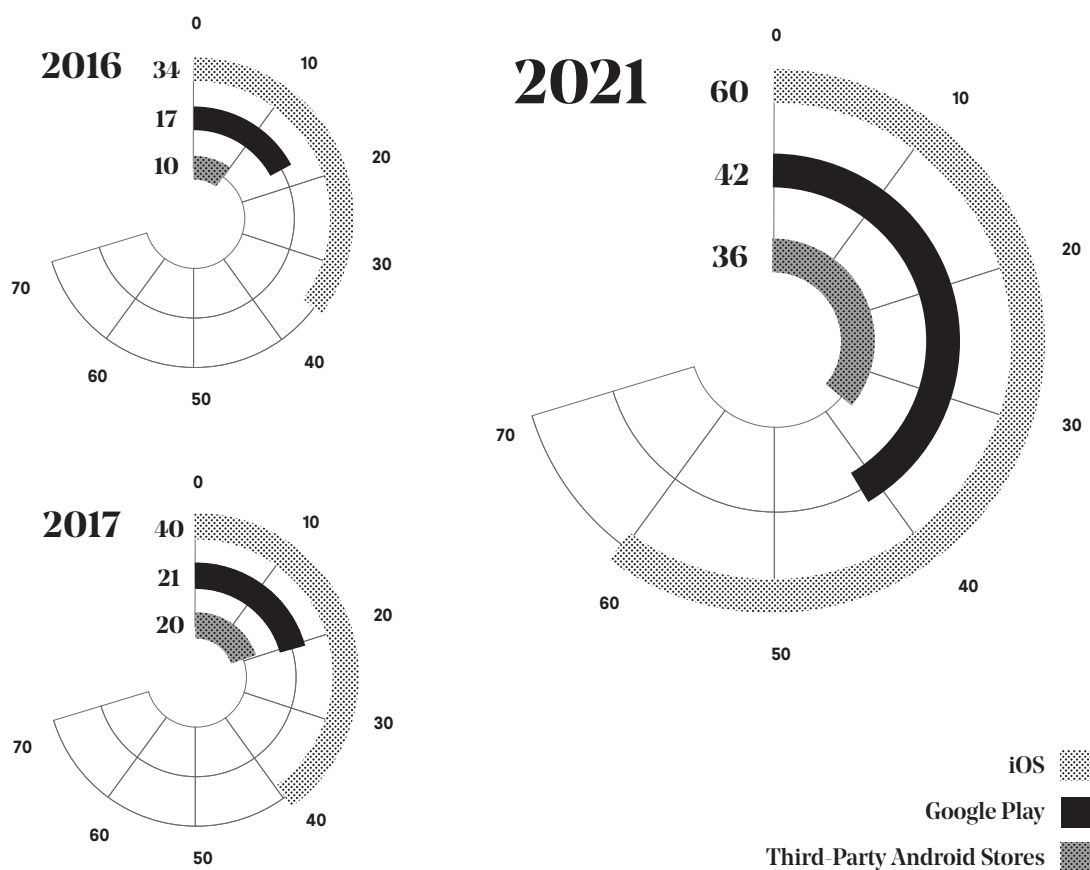
The mobile market is largely dominated by Apple's iOS platform and Google's Android.

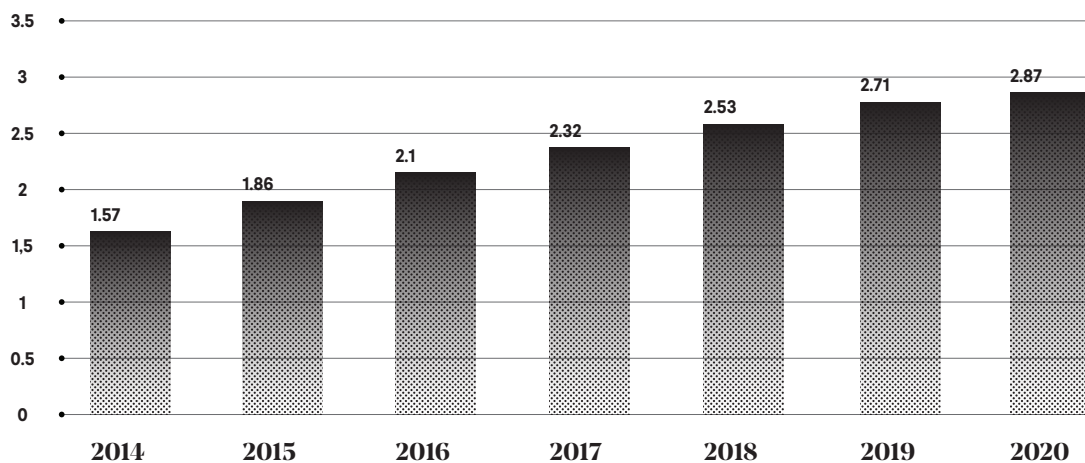
In 2016 alone, almost 1.5 billion smartphones with either Android or iOS operating systems were sold to end users worldwide. Android, with 80% of all smartphones sales, leads the market. In contrast, about 15% of all smartphones sold to end customers have iOS as their operating system. The leading smartphone vendors are Samsung and Apple, with about 20-25% and 15% of the market share respectively, followed by Huawei, OPPO, and Vivo.

While Android has the advantage of a broader reach, Apple has always been more lucrative for app developers, thanks to its several hundred million iTunes users. iOS generated twice as much revenue as Android in 2016 and three times as much revenue as all third-party Android stores combined. In 2017, the overall proportions remained largely similar, with Apple continuing to outpace Google by \$20 billion. (Please see the table below). Already demonstrating impressive grow, the global mobile apps market is projected to grow at a compound annual growth rate () of 15.14% during the 2017-2021 period.³

³
<http://www.businessofapps.com/data/app-revenues/>

FIGURE 3
Global mobile app revenue by platform in 2016, 2017, and 2021 (in million U.S. dollars).



**FIGURE 4**

Number of smartphone users worldwide from 2014 to 2020 (in billions).

Similarly, the number of smartphone users is forecast to grow from 2.32 billion in 2016 to around 2.5 billion in 2019, with smartphone penetration rates increasing as well. Just over 36% of the world's population is projected to use a smartphone by 2019, up from about 10% in 2011.⁴

China, the country with the largest population in the world, is an important global market for the smartphone industry. The number of smartphone users in China is forecast to grow from around 563 million in 2016 to almost 675 million in 2019. Around half of the Chinese population is projected to use a smartphone by 2020. The United States is another significant market, with around 223 million smartphone users reported in 2017. By 2019, the number of smartphone users in the U.S. is expected to increase to 247.5 million.⁵

With the smartphone market set to expand, attention is understandably turning to electronic commerce payments. These draw on technologies like mobile

commerce, electronic funds transfer, internet banking, online transaction processing, electronic data interchange (EDI), and automated data collection systems. Technavio's analysts forecast that the global e-commerce payment market will hit almost \$135 billion in revenue by 2022.⁶

So far, however, adoption in Europe and the U.S. has been slow — only about 15% of smartphone owners use mobile payment technologies to pay for purchases. But it's expected to boom as apps such as Apple Pay are increasingly accepted by fashion retailers. Mobile transactions in the U.S. were projected to reach approximately \$930 billion annually by the end of 2018⁷, for example, while the American market research company Forrester estimates that mobile payment transactions in Western Europe will grow from €52 billion in 2016 to €148 billion by 2021.

The opportunities for tremendous wealth are clear to see. Understandably, therefore, the landscape of

^{4 and 5}

www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/

⁶

www.giiresearch.com/report/inf359298-global-e-commerce-payment-market.html

⁷

www.mckinsey.de/files/state_of_fashion_2018_final_online.pdf

mobile payment solutions is becoming crowded. Some 700 Fintech solutions are already available globally and more start-ups will continue to emerge. The question of who ends up on top will depend on the solutions and innovations they deliver.

Cryptocurrencies are also becoming more recognised by the wider population and are slowly stepping into the mainstream. According to Statista, credit cards were the preferred payment method of online shoppers worldwide in March 2017, with 3% using cryptocurrencies, but this percentage is anticipated to increase. Research conducted in the U.S. during July and August 2017 showed that over 39% of respondents, who were familiar with cryptocurrency, were willing to use Bitcoin for transactions and making purchases.¹⁰

One of the main reasons for the slow adoption of cryptocurrency payments is that big online merchants aren't using them as a payment solution yet. As of July 2017, Bitcoin was accepted at just three of the top 500 online merchants.¹¹

8

www.forrester.com/Contactless-%26-Mobile-Payments

9

www.statista.com/statistics/508988/preferred-payment-methods-of-online-shoppers-worldwide/

10

www.statista.com/statistics/770516/willingness-to-use-bitcoin-for-transactions-purchases/

11

www.bloomberg.com/news/articles/2017-07-12/bitcoin-acceptance-among-retailers-is-low-and-getting-lower

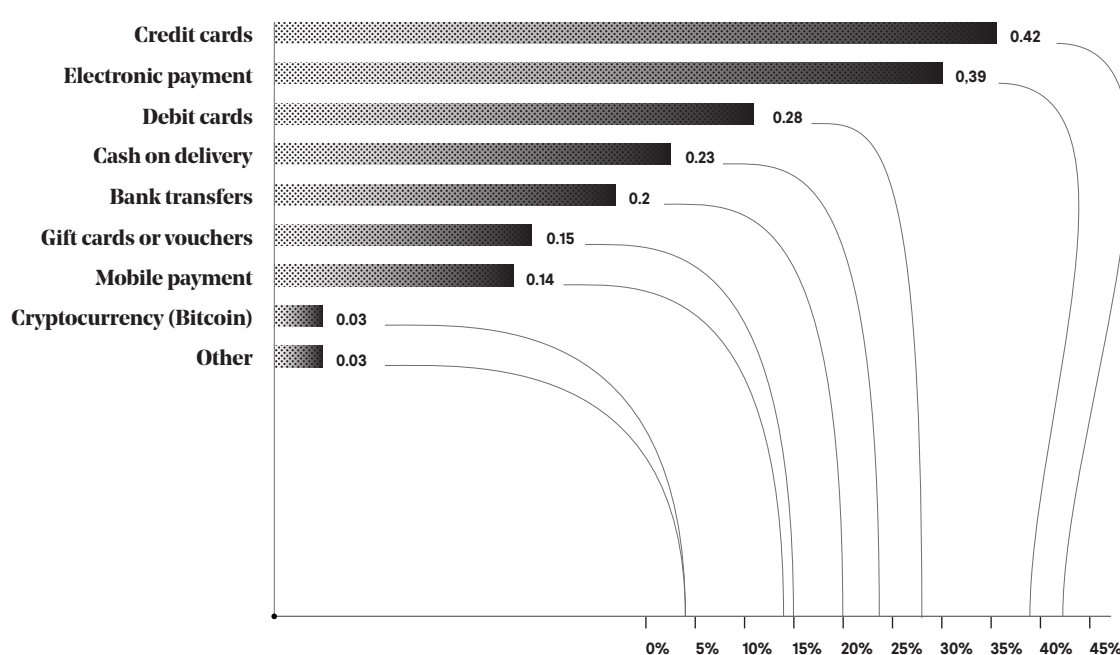


FIGURE 5

Preferred payment methods of online shoppers worldwide as of March 2017.

2.4. Fashion Industry and Mobile App Technology

The next big thing to hit the fashion industry – following on from the massive uptake in online shopping – is set to be mobile commerce (m-commerce). Mobile data traffic is already outpacing desktop as consumer attention shifts to smartphone screens that allow them to shop on websites or through dedicated apps on-the-go.¹²

It's a match made in heaven as both industries are on the rise. The fashion industry grew by about 2.5-3.5% in 2017, according to The Business of Fashion. The number of smartphones, meanwhile, increased by 3.9% in 2016 alone.¹³

In the fashion sphere, consumers use their mobile phones for everything from inspiration to price comparisons. They spend an average of six hours every week researching fashion on their phones, while half of millennials spend more than three hours every day on their devices generally.¹⁴

Mobile devices are an everyday convenience so it makes sense that users are discovering the ease of using them for everyday payments as well. These could take the form of payments made on browsers or in apps, through mobile wallets or by using them to pay in physical stores. Such transactions are already on the rise, with mobile devices now accounting for almost \$1 in every \$4 spent online in the U.S.¹⁵ This is due to a range of factors, including the advent and popularity of phones with large screens, as well as the ubiquity of tablets, the rise of mobile-optimised online shops, dedicated smartphone apps, and easy checkout/payment options.

The use of mobile for online shopping depends on the product category, according to the figures of American media measurement and analytics company, Comscore (please see the table below). However, across all categories, mobile devices accounted for

23% of e-commerce spending in Q3 2017, up from 2% in Q3 2010.

The opportunities provided by mobile are undeniable so it won't be long until fashion companies start taking advantage of them. Indeed, forward-looking companies like Tommy Hilfiger and Farfetch have already started to adapt. With the changes they've implemented, including the development of mobile apps, it's clear they understand that the stores of the future will need to allow for deep customer engagement through mobile, digital wardrobes, pay-by-app opportunities, and links to social media accounts. Neiman Marcus is another store at the forefront.

It has developed an app that integrates mobile shopping with its physical stores by providing shoppers with information that interests them – like whether or not their favourite sales assistant is working that day – when they enter the shop. Facilities such as these require speedy technology to keep customers engaged all the time.

We will soon see more fashion companies follow suit. Indeed, of all the branded apps available on smartphones, around 17% belong to the fashion industry.¹⁶ It's just common sense. After all, mobile apps help fashion brands reach the masses, explore newer markets, and engage with their existing customers directly.

¹²

<https://medium.com/@carolrobertjoan/the-influence-of-mobile-apps-on-the-fashion-industry-cd146abf2f33>

¹³

<https://www.businessoffashion.com/articles/intelligence/10-fashion-trends-define-agenda-2017>

¹⁴

<https://www.businessoffashion.com/articles/intelligence/top-industry-trends-2018-6-mobile-obsessed>

¹⁵

<https://www.statista.com/chart/12325/mobile-share-of-e-commerce-spending/>

¹⁶

<http://www.fibre2fashion.com/industry-article/6947/mobile-apps-enter-the-fashion-industry>

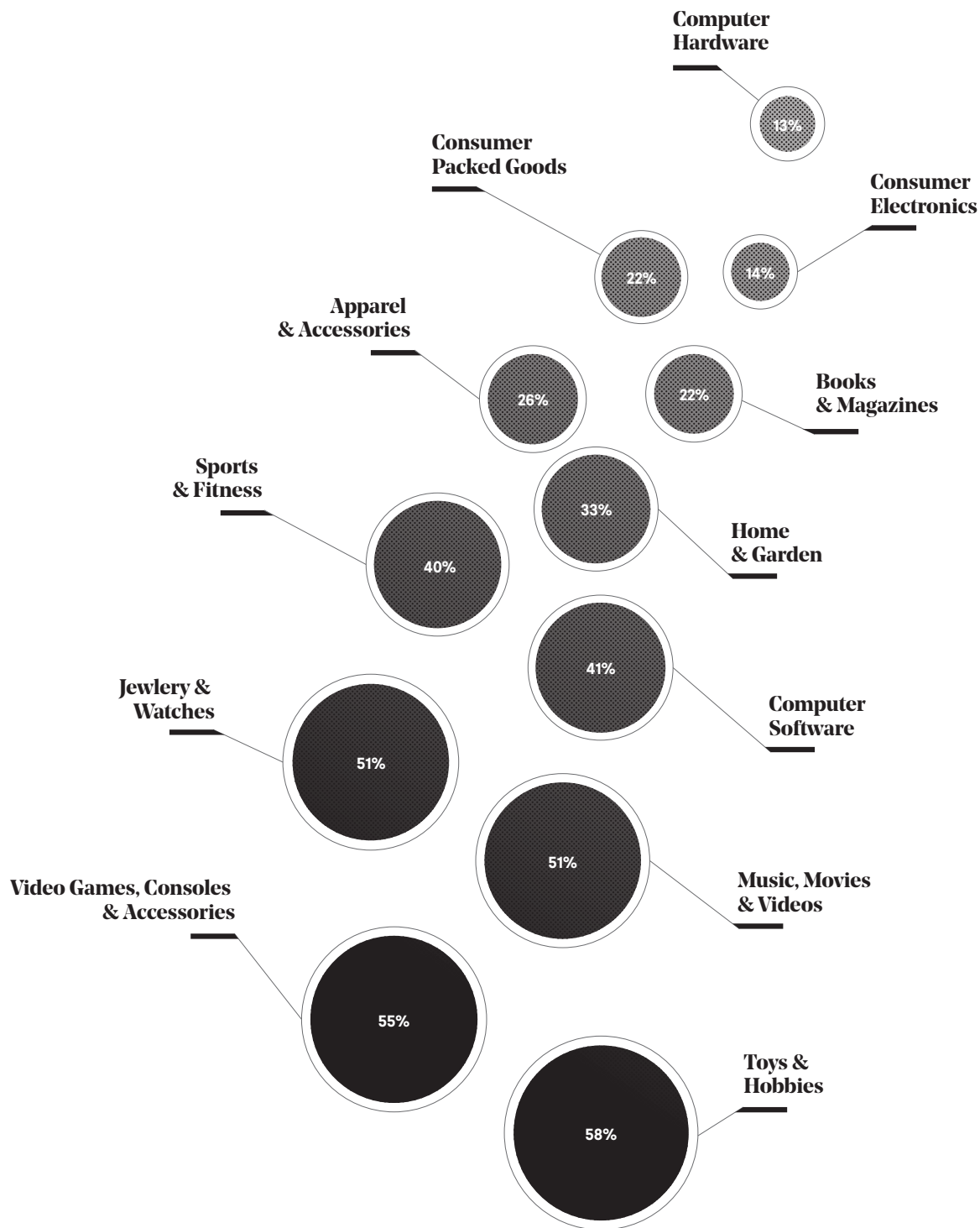


FIGURE 6

Mobile share of U.S. e-commerce spending in Q3 2017, by category

2.5. Types of Fashion Apps

Fashion apps have started to tap into the power of mobile. Although it's still early days, three broad groups of fashion apps have already emerged.

DISCOVERY PLATFORMS

These allow users to browse fashion on offer from a wide range of retailers. Community-driven, they are an important source of inspiration for passionate fashionistas and normal consumers alike. But they don't hold inventory or manage orders, shipping, or payments.

Popular discovery apps include The Hunt and ShopStyle: Both of these offer a constant rotation of the latest looks and current fashion trends. Hook: This app offers the latest looks via its real-time trending feed. Excitingly, Hook uses a first-of-its-kind type of artificial intelligence (AI) to power its fashion search engine. It also has a snap and search function, which lets users upload images from their phones and then search for corresponding looks. This feature appeals to millennials who may spot a trend before search engine terms for it become common.

Bringing the "3 Cs" of purchase decision-making (see below) together in one place is a revolutionary development that drives up sales – credited to discovery platforms like Polyvore (now discontinued) and Pose by Forbes. Content: Consumers can discover content, getting information and inspiration in the process. Community: Consumers can reach out to the community for feedback and recommendations in real-time. Commerce. Consumers can buy items.

When consumers decide to buy items on discovery platforms, they are sent to a brand's website to checkout (as mentioned, discovery platforms don't hold inventory). But, as revealed by a 2017 Google/SOASTA study, 40% of consumers will leave a mobile page that takes longer than three seconds to load.¹⁷ Furthermore, 79% of shoppers are less likely to purchase items from a site again if they are unhappy with the site's performance.¹⁸ One of the first and most important measures a brand must take before partnering with a fashion app, therefore, is ensuring the efficacy and speed of their mobile platform.

¹⁷ www.dotcom-tools.com/blog/how-fast-should-my-website-load/

¹⁸ www.smartinsights.com/mobile-marketing/app-marketing/fashion-apps-major-sales-opportunity-fashion-brands/

PERSONAL SHOPPING APPS

These apps offer the bespoke services of personal shopper on a convenient mobile platform. With the option to speak directly with personal shoppers in a store, these apps act more like a communication interface than a retail platform. They demonstrate just how well the brick and mortar model can interact with mobile. In fact, they're a win-win for both brands and consumers. Compared with discovery platform apps, users of personal shopping apps are focused, mature, and know exactly what they want.

UNIVERSAL CHECKOUT/ FASHION AGGREGATOR APPS

These apps allow users to buy items from multiple brands with the click of a button. While they can be technically challenging to implement, they act as a consolidated storefront for consumers. This can lessen the risk of consumers abandoning their shopping baskets – a considerable concern for e-tailers.

2.6. Pros of Crypto Currency and Prospects

Every successful new technology undergoes a Cambrian Era-style explosion of growth in which people try to use it for everything. Cryptocurrencies and the blockchain technology that drives them are now taking their turn in this one-tech-fits-all role.

There is a growing consensus that cryptocurrencies will play a major role in the future. Initial Coin Offerings (ICOs), which introduce new cryptocurrencies to the world, have raised more than \$11 billion so far and the pace appears to be speeding up. More money was raised in the first three months of 2018 than all of 2017, according to CoinDesk.¹⁹

Initial Coin Offerings (ICOs), which introduce new cryptocurrencies to the world, have raised \$4 billion so far, mostly in the last year—and that has turned them into a craze of their own²¹.

Bitcoin currently dominates in the field, with one forecast predicting it hits \$1 million within three years,²⁰ but the data suggests that its market share will drop significantly in the next few years.²¹ Nevertheless, Bitcoin is just one player, albeit one that triggers fierce debate. The collection of digital currencies inspired by Bitcoin are collectively called Altcoins, the most high profile of which are Ripple and Ethereum. There are now thought to be more than 1,100 Altcoins, with a total market capitalisation of about \$150 billion as of October 2017.²²

Some countries are also developing their own national cryptocurrencies. Dubai launched its first official cryptocurrency, Emcash, in 2017. The Chinese central bank is also reportedly developing its own digital currency after having banned the trading of Bitcoin, fearing the possibility of capital flight. Japan's government, on the other hand, has embraced Bitcoin, creating regulations to legitimise its trading, while North Korea is allegedly using cryptocurrencies to evade international sanctions.²³

All these digital currencies rely on blockchain technology, a method of recording data on a digital ledger of transactions, agreements, and contracts. But, for security, the ledger is not stored in one place. Instead, it's distributed across hundreds or even thousands of computers around the world. Blockchain technology provides the basis for creating a decentralised ecosystem that will put the 'individual players' at its core, protecting their interests, providing them with new means of directly interacting with their sponsors and, as a result, tightening the connections between members of the already highly-involved community.²⁴

19

www.coindesk.com/6-3-billion-2018-ico-funding-already-outpaced-2017

20

economictimes.indiatimes.com/markets/stocks/news/this-cryptocurrency-is-up-1000-in-a-month-and-its-not-bitcoin-or-ethereum/articleshow/61976303.cms

21

www.technologyreview.com/s/607947/the-cryptocurrency-market-is-growing-exponentially/

22

www.weforum.org/agenda/2018/01/introducing-ripple-the-second-most-valuable-digital-currency-after-bitcoin/

23

irenebrination.typepad.com/irenebrination_notes_on_a/2017/10/cryptocurrencies-fashion.html

24

ftv.com/c/wp-content/uploads/2018/03/FTV-Coin-Deluxe-Whitepaper-180314-LowRes.pdf

With regards to fashion, buying luxury products using cryptocurrencies makes sense. After all, consumers may be more eager to invest in a luxury product using a fraction of a mined bitcoin than using their own hard-earned money. For this reason, fashion companies – especially those trading on the Stock Exchange – shouldn't ignore cryptocurrencies.²⁵ Launching a limited product that could be bought in cryptocurrencies, or including cryptocurrencies on their e-commerce sites, for example, could help them stir the interests of consumers and produce some media revenues.

The digital landscape is an exciting new frontier for consumers and businesses alike, one with seemingly unlimited potential. The future of cryptocurrencies and tokens, as well as blockchain technology, is extraordinarily bright.

²⁵
irenebrination.typepad.
com/irenebrination_
notes_on_a/2017/10/cryp-
tocurrencies-fashion.html

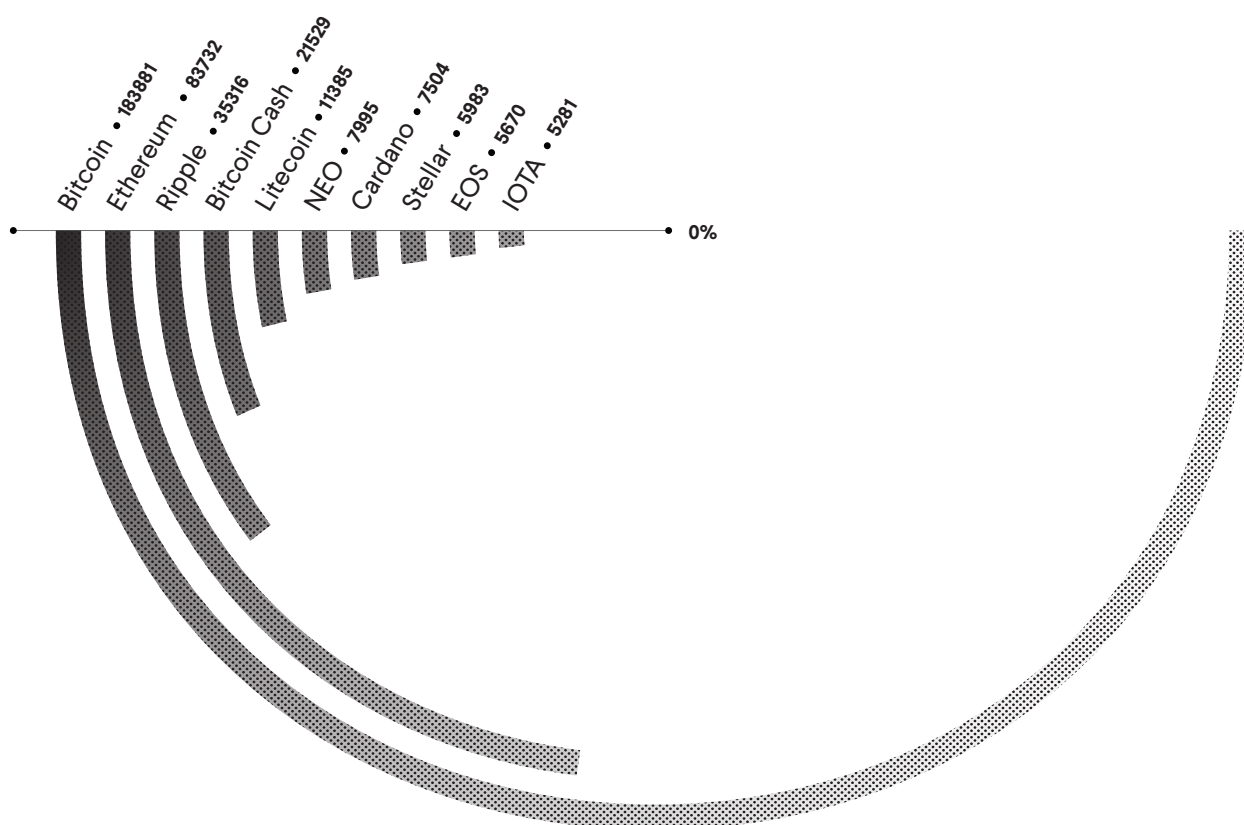


FIGURE 7

Market capitalisation of cryptocurrencies as of March 2018 (\$ billion)

3.0

Primpy

Primpy is a cognitive, blockchain-based, user-generated commerce platform. It's changing how retailers and business owners sell their products, and how people discover, purchase, resell, and learn about new items online. With unique features and its own database of shoppers, it will be a platform that fashion business owners want to be part of. Driven by both data and human expertise, it will target only the customers that look for offered products or that want the services that vendors have to sell. With customer permission, the data will also be shared with real-world shops when customers enter their stores.

3.1 Databases Storage and Security

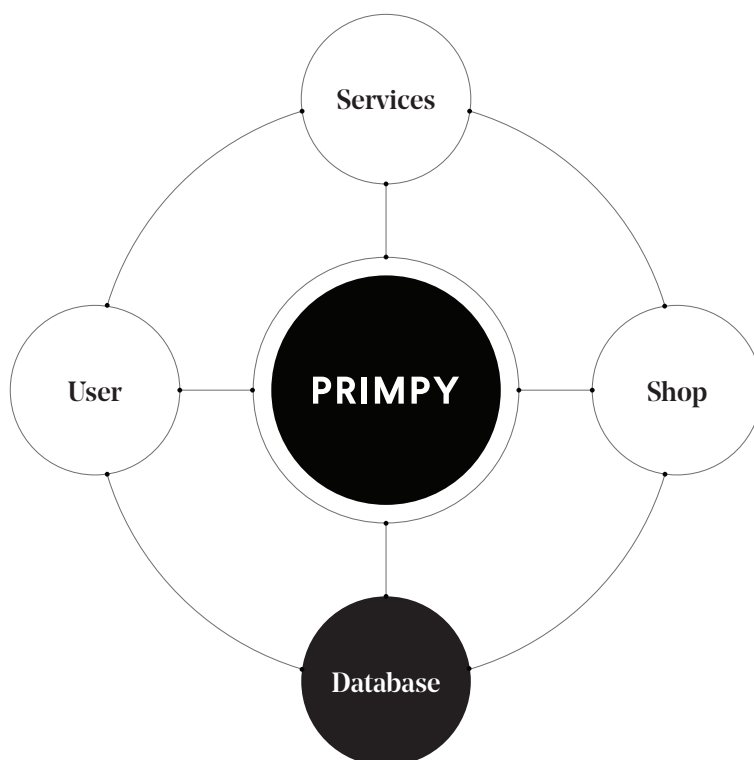
In order to make the product lucrative enough for business owners to want to use it, we're initially building the complete platform architecture, which will have a database as a precondition.

The whole wireframe is designed in such a way that it can serve an unlimited amount of data entries and user requests. And because we want to make it globally available, Primpy will have multilingual, multinational, and multi-currency support.

The initial feature that will bring new users to the Primpy platform will be the data warehouse. It consists of the following databases.

- User profile and behaviour.
- Shops and products.
- Service providers and their offered services.

3.2. Primpy's Data Storage Architecture



Primpy will use its database to automatically suggest to customers the products they want to see, to shops, the customers that want to target, and to service providers the a way to obtain the exposure they desire.

USER DATABASE

Every user in our database will be profiled with a configurable number of data fields, which are carefully tailored to the needs of retailers.

The database will be used by Primpy to show users only the content they want to see. Similarly, shops will be able to sell and advertise only to the people that need or are looking for the things they have to offer.

SHOP DATABASE

Profiles of shops and the products they sell will come next. Products will be profiled with an extendible number of data fields, which will be carefully categorised using global categorisation standards.

Primpy will not collect entire datasets for the items already in our database (such as title, description, specification, photo, etc.), but it will collect the following data, specific to each individual online store::

- Price;
- Size and colour;
- Number of available items;
- Shipping countries;
- Shipping options;
- Shipping price;
- Shipping Duration;
- Warranty details, etc.

SERVICE PROVIDER DATABASE

All the service providers will be able to assist both parties (users and shops).

Their database will consist of:

- Services they offer;
- Services prices;
- Location;
- Terms of work;
- Articles they wrote;
- Customer reviews, etc.

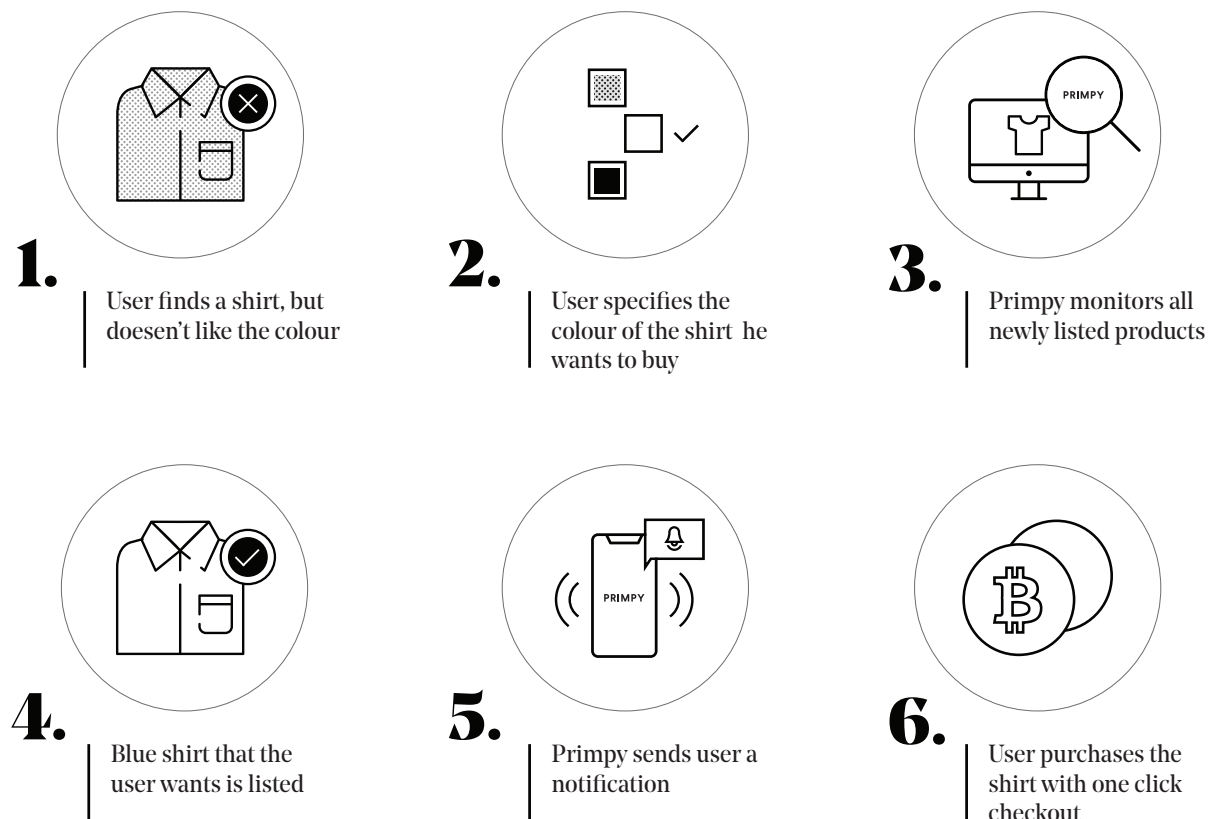
3.3. Matching Algorithm

The cognitive algorithm (AI) we will develop will compare the data gathered from shops and service providers with the data in our user database. It will be presented

to both parties via two different methods. Shops and service providers will be able to make connections and collaborate with each other. They can also target their desired audiences by selecting targeting methods using the filters offered on the platform. Users will be presented with the content they're interested in through articles written by influencers and through products on their wishlists. They will also see products they like and products that are in the size and colour they want.

3.4. Global Product Discovery

After a user searches for an item, Primpy will present them with a match. The match will either be directly related to what they were looking for, or related to the search based on Primpy's knowledge of that particular user. Such knowledge could be based on the user's profile preferences or user behaviour data analytics (anything from products they like or own, to stylists or shops they follow). Primpy will also suggest alternative products. These might be items that have a better price to quality ratio and that also match the user's current wardrobe, for example. This service will help the user find the right substitute for them.



3.5. Preference Buying

On occasion, the user might think the suggested item is too expensive or in the wrong colour. In those situations, the user can specify what might make them buy it. For example, a lower price or a more suitable colour. Primpy will monitor the platform and notify the user when the item meets their criteria and it will give them the opportunity to buy it.

3.6. User privacy and security

User privacy and security is extremely important to Primpy. For this reason, Primpy will implement a multi-layer security system that prevents internet-related fraud and identity theft. The solution will be compliant with PCI Security Standards, using additional multi-signature cryptographic security layers.

Users will have full control over their data. They will be able to decide when, with whom, and for how long they are willing to share their personal data. For example, shops will only have access to the walk-in data of a customer if said customer agrees to it and only as long as the customer is in their shop. Furthermore, with the click of a button, users will have the power to erase all the private information that Primpy holds about them.

It is important to acknowledge that Primpy will also respect the General Data Protection Law (GDPR) that came into effect in May 2018.

3.7. Wardrobe

Primpy will offer users the opportunity to create their very own wardrobe. It can be either private or shared, depending on their preference. It will be generated in two ways:

- Automatically: When purchasing items through Primpy's platform, each item will be automatically added.
- Manually: Following simple instructions, users will have the option to add items they already own.

Using the wardrobe, personal stylists will be able to help users style their outfits and Primpy will be able to suggest content that users might want to see.

3.8. Selling Products

With regards to selling products, users are divided into two groups – namely, normal users and all other users. Based on which group a user belongs to, the user will be able to sell products as follows.

- New Items/Services: Selling new items will be limited to established businesses and service providers.
- Second-hand Items: Both groups will be able to sell used products, but normal users will have a limitation on how many active listings they can have at the same time.

3.9. Visual Recognition

Users will also be able to use their camera phones to add products to their wardrobes. Using visual recognition, the Primpy AI will organise the scanned items by colour, brand, and other characteristics. This will make the process of manually adding items to their wardrobes even easier.

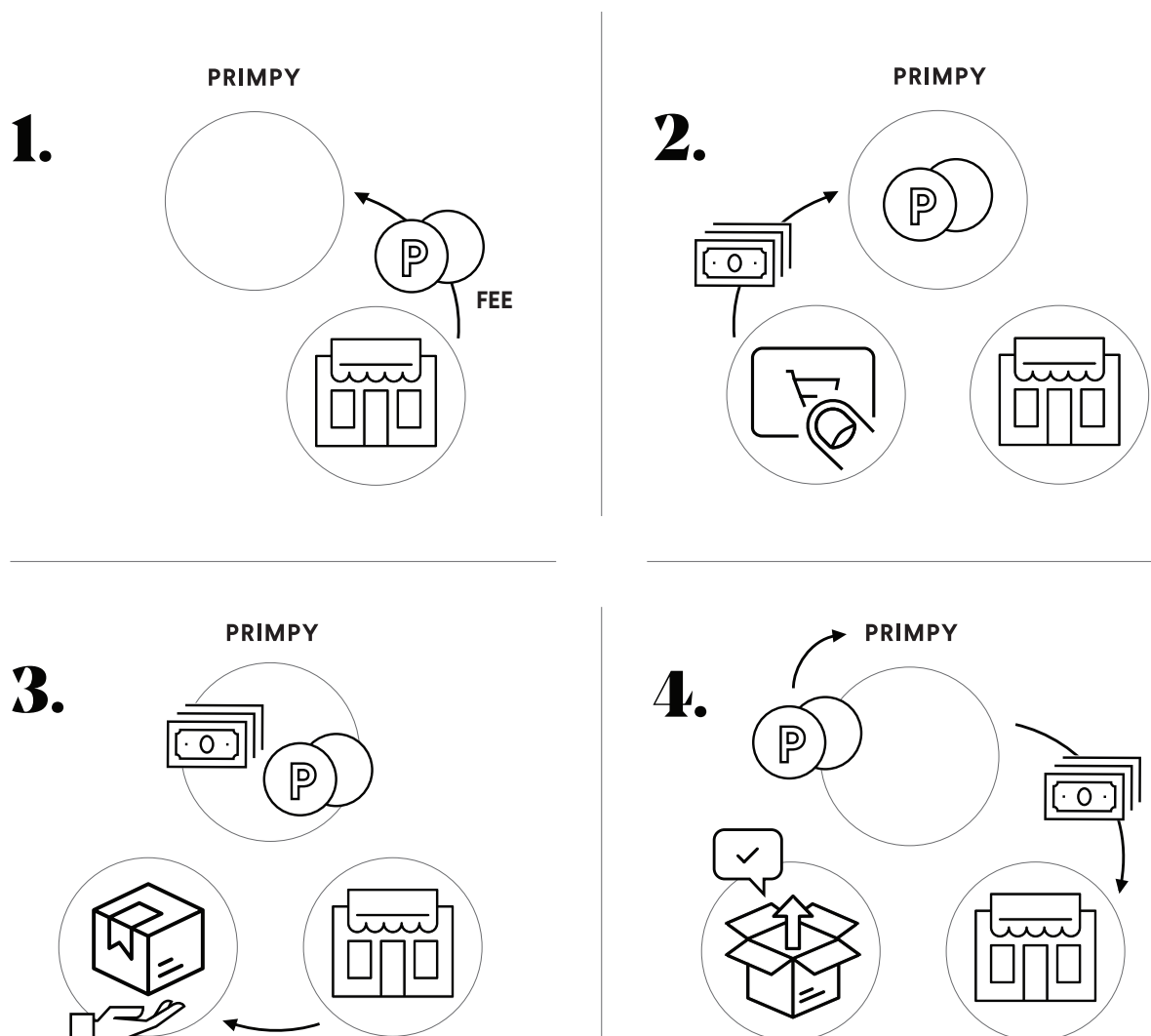
Later in the process, this feature will also be used to capture street style, allowing users to find out the brands of stylish products they see out and about, as well as how much they cost and whether they're being sold nearby.

3.10. Escrow Service

Every listing posted on Primpy will be protected by the Primpy Escrow Service, which adds an additional layer of security to the sale process. As part of this service, Primpy will act as a third-party secure link and withhold money until the sale is successfully completed.

If any issues arise from this process, mediation will be used in the first instance. Should that prove unsuccessful, arbitration will be used. Both the mediator and arbiter will be paid from a fee that's taken from the escrow service.

Primpy Escrow Service is a default service, paid for by in-platform PPX tokens.



3.11. **Air Notification and Smart Identification**

The Air Notification feature will be available to shops using Primpy's beacon hardware. Shop owners will be able to use it to target customers who are passing their shops.

The same hardware will also be used for Smart Identification. This will allow shop owners to obtain and decrypt the data (tastes, sizes, etc.) of customers who are in their shops in order to provide them with a quicker and more precise service. This only applies if the customers are willing to share their information (as soon as customers leave the store, the data is re-encrypted and leaves with them).

3.12. **Loyalty Programme**

Shops will have the option to opt-in to Primpy's global loyalty programme.

Shops will have access to a simple, user-friendly interface and, with it, their shoppers will be able to get PPX tokens added to their Primpy account (wallet) as a form of cashback return. Shops participating in the loyalty programme will also have the option to send newsletters to their customers.

Users with PPX tokens in their wallets can use them for any service or transaction on the platform – not just buying from the shops. They will also be able to cash them out (an option made possible by blockchain technology).

The main benefit of the loyalty programme is that shops can reward their most loyal customers, incentivising them to shop again. But that's not all – the rewards have a positive effect on the ecosystem as a whole. After all, if users have tokens that can be used anywhere on the platform, one shop's loyalty reward can become another shop's first-time purchase.

3.13. **Launch your collection**

We've saved the best feature for last. The cherry on top of the Primpy sundae, as it were.

Primpy's core ideology is based on the idea that everyone should have an equal chance to be seen. So we envision that Primpy will be a vital start-up platform for talented fashion designers.

Fashion designers will be able to present their collections to Primpy's users and accept Primpy's token investments to help them fund what might otherwise be an unachievable project. Investors will be incentivised with rewards. Designers can decide what form these might take. For example, a piece of clothing or a percentage of future profits from the collection in question.

Upon the successful completion of funding, Primpy will offer designers a way to use invested tokens for the

creation of their clothing line or fashion accessory.

To make this possible, Primpy is already preparing contracts for large clothing factories and private dressmakers around the world. Primpy will also provide quality control services.

4.0

Tokens

Primpy is introducing a unique new economy based on two Primpy tokens: PPI (used outside the platform) and PPX (used on the platform). The PPX tokens will enable payments and rewards for Primpy's users based on their purchases and actions. The rewards themselves will come from retailers and service seekers. What will users gain? A better overall fashion and shopping experience and an increase in conversions among the service providers and sellers in the network.

4.1. Token Usage

Primpy's users will be able to spend tokens in the following ways.

NORMAL USER:

- To pay for products and services;
- To accept payments for used items they sell;
- To accept cashback from the cash-back loyalty programme;
- To accept discounts by doing promotions for shops; and
- To invest in a designer's upcoming collection (this is targeted at rising design talents).

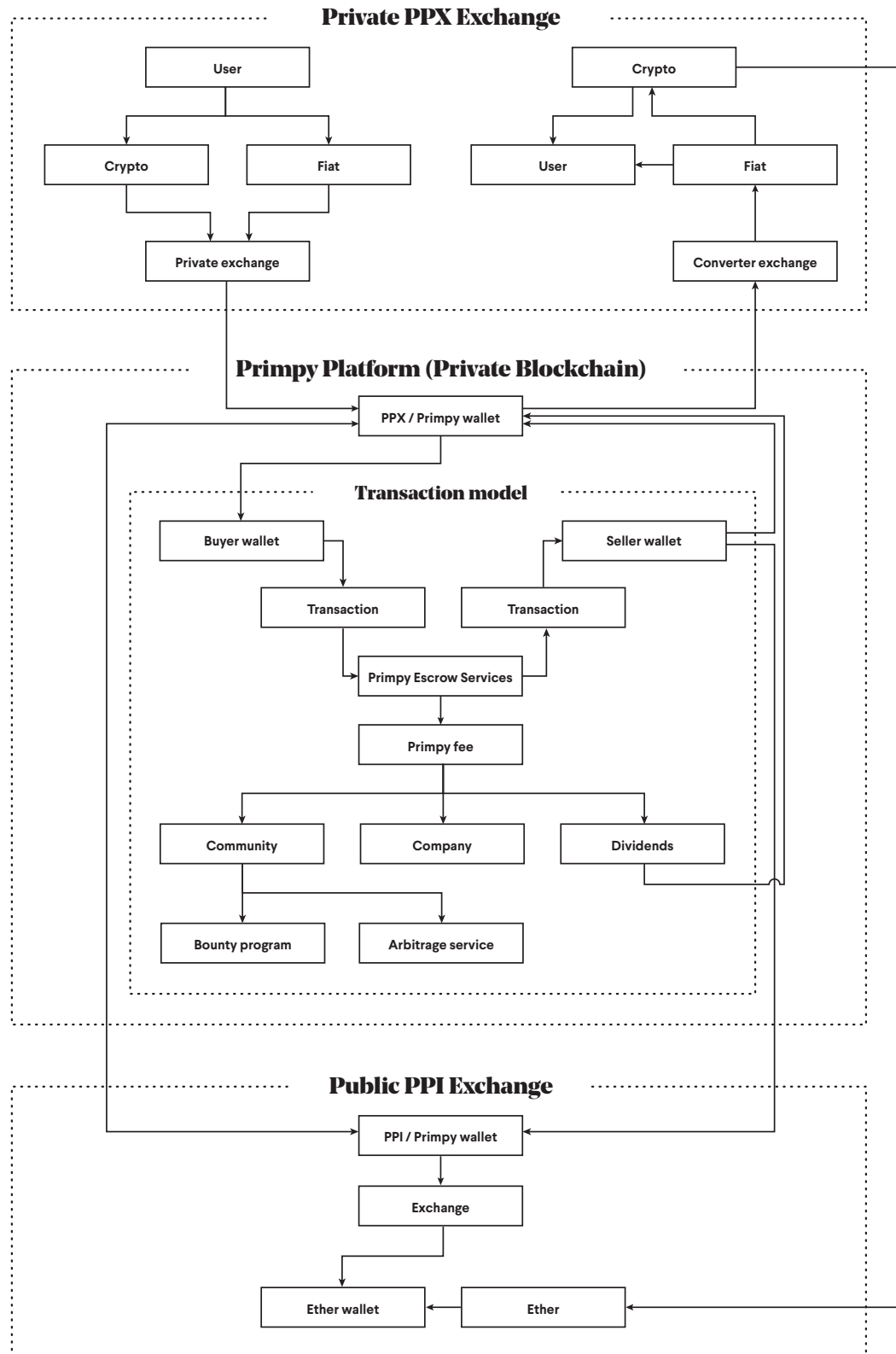
SHOPS:

- To accept payments for the products they sell;
- To pay for advertising on Primpy's platform;;
- To hire and pay influencers for promotions;
- To hire and pay photographers for product and shop photos;
- To hire and pay bloggers for content creation; and
- To offer the cashback loyalty programme.

SERVICE PROVIDERS:

- To accept payments for their services;
- To accept payments for selling new and used items;
- To accept payments for content creation;
- To accept payments for offering personal shopper services;
- To accept donations;
- To accept payments for their photos; and
- To produce new fashion collections.

4.2. Tokenomics



As mentioned, the Primpy token ecosystem will consist of two tokens (PPX and PPI). There will also be three distinctive components:

- Private PPX exchange;
- Primpy platform (private blockchain); and
- Public PPI exchange.

The two tokens, meanwhile, will have two very different roles:

- PPX will only live inside the platform. Its sole purpose is to enable transactions between users. ¹
- PPI will live outside the platform. Its holders are guaranteed a percentage of the profits that the PPX token will bring (dividends).

PRIVATE PPX EXCHANGE

This is an internal exchange where users can convert their money to and from PPX tokens. With the Primpy interface, users can use credit cards (via the credit card transaction provider) and other cryptocurrencies (via the crypto payment gateway) to send Primpy funds, which are then internally converted to PPX and taken from Primpy's main wallet in order to be transferred into the user's wallet.

PRIMPY PLATFORM (PRIVATE BLOCKCHAIN)

All transactions conducted inside the platform will follow the same model, which is as follows.

1. The buyer pays the seller for an item or service.
2. The transaction is executed immediately and the payment goes into the Primpy Escrow Service ²
3. When the payment enters the escrow system, a 7% fee is taken by Primpy. This fee is distributed between:
 - Community growth³
 - Company's income; and
 - Dividends⁴
 -
4. Upon successful delivery and the buyer's confirmation that the received service or product is as described, Primpy releases tokens from escrow to the seller.

¹ PPX token will hold a stable value, same as fiat on which it is pegged on. This will be possible because of the following model:

- When somebody buys tokens, we mint them 1:1 (ex.: 1 EUR in = 1 PPX out).
- They will be able to convert them to ether

Meaning, every existing token will always have the same amount of fiat currency behind, thus maintaining a stable value.

² Escrow service will help maintain a safe, transparent and secure environment for buyers and sellers.

³ Community growth tokens will be distributed in two different ways:

- For the arbitrage resolution of potential claims between parties using the escrow service
- For the bounty programme for on-platform activities

⁴ Dividends will be distributed between all PPI token holders based on all PPI tokens issued and the percentage of PPI tokens they hold.

Distribution will be limited by the minimal amount 1000 of PPI tokens one must hold to be eligible for a dividend payout. In the first two years the »dividends« payout will be on a yearly base. From the third year on the »dividends« payout will be on a quarterly base. In the first year the »dividends« payout will be 2% of the platform transactions fees. From the second year on the »dividends« payout will be 1% of the platform transaction fees.

PUBLIC PPI EXCHANGE

The PPI token will live inside a publicly available Ethereum exchange. PPI owners will have the following benefits:

- They will be paid dividends (in ether) of profits as described above (the first two years on a yearly basis and on a monthly basis after that).
- They will be able to convert the tokens to ether.

PPI token will be listed on a public exchange on 1.1.2020.

STO STRUCTURE AND TIMETABLE

Private sale (phase I):

- Target 25 Million USD
- Duration: from 1.3.2019 to 30.6.2019
- Price - 0.65 USD per PPI (35% bonus)
- Minimum purchase 100,000 USD

Public sale:

- Target 7 Million USD
- Duration: from 1.11.2019 to 31.12.2019
- Price - 1.00 USD per PPI
- Minimum purchase 50 USD

Private sale (phase II):

- Target 15 Million USD
- Duration: from 1.7.2019 to 31.10.2019
- Price - 0.80 USD per PPI (20% bonus)
- Minimum purchase 100,000 USD

All unsold tokens will be burned.

TOKENOMIC PARAMETERS

The tokenomic parameters are as follows:

- Goods and services offered in exchange for PPX are priced at a 1:1 rate of 1 token to \$1.
- The PPI token will have a soft cap of \$5 million and a hard cap of \$47 million.
- The PPI token will be an ERC-20 token.

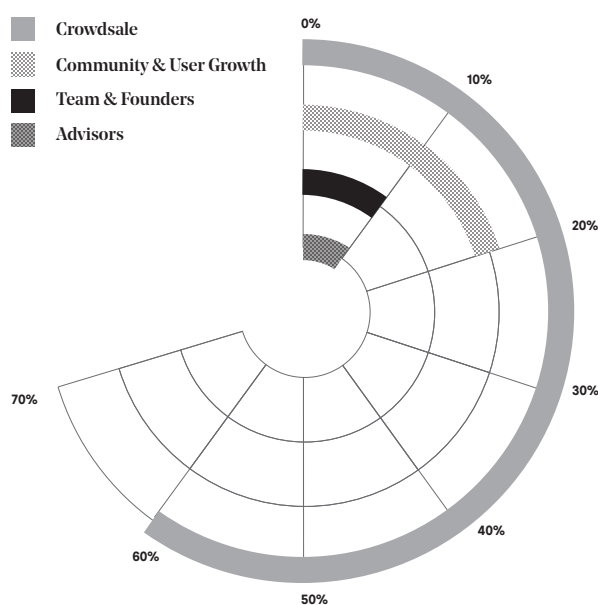


FIGURE 8
Token Distribution

* Team & Funders tokens will be locked for a period of 1 year

* Advisors & Service Providers tokens will be locked for a period of 1 month

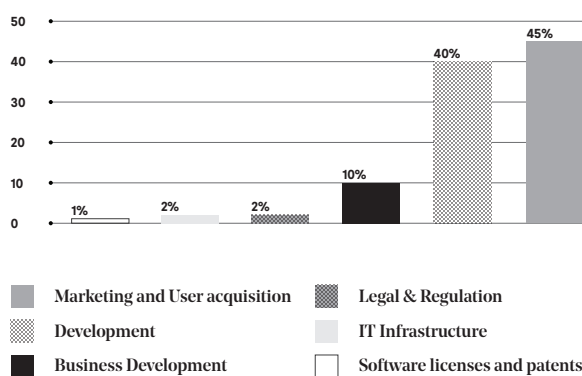


FIGURE 9
Raised funds distribution

4.3. Blockchain Selection & Use Case

When selecting a blockchain for the platform, we were somewhat restricted by the use of the ERC20 Protocol. However, the public Ethereum blockchain, which supports ERC20, is perfectly adequate for the purposes of launching the project.

The full extent of the project's required scale is still to be determined. However, an assumed eventual total of 1 million daily users (based on a total of 50 million registered users) adheres to the widely accepted ratio of 1:50 in terms of registered users making purchases via the app on any given day.

The Ethereum blockchain hit the 1 million transactions per day threshold in January 2018, with its highest Tx being 1.35 million in one day.

So, with a total of 1 million purchases per day via the platform, and an attendant allocation of ERC20 Tokens as rewards/cashback (thereby doubling the transaction rate), current scalability issues within the Ethereum network mean that it would not cope with this level of volume. It would effectively triple the current load on the network. The graph below illustrates the growth in Ethereum network transactions, from October 2015 to date.

Ethereum Transactions

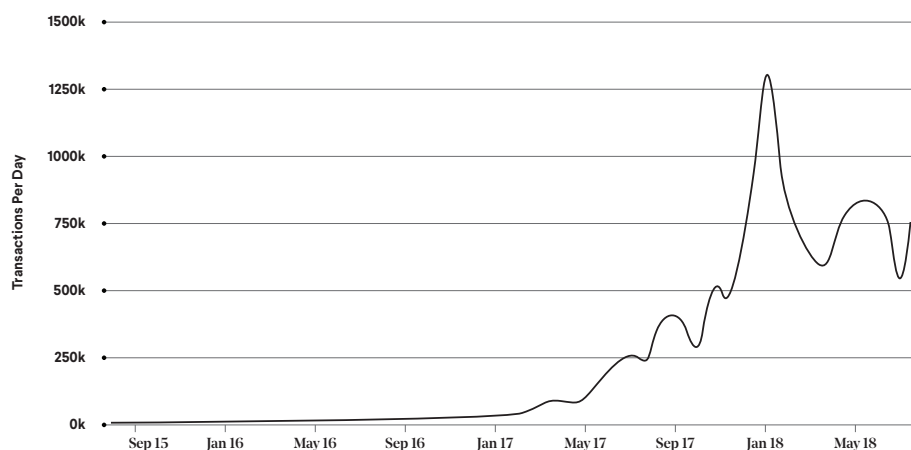


FIGURE 10

Ethereum Transactions (Etherscan.com – Source)

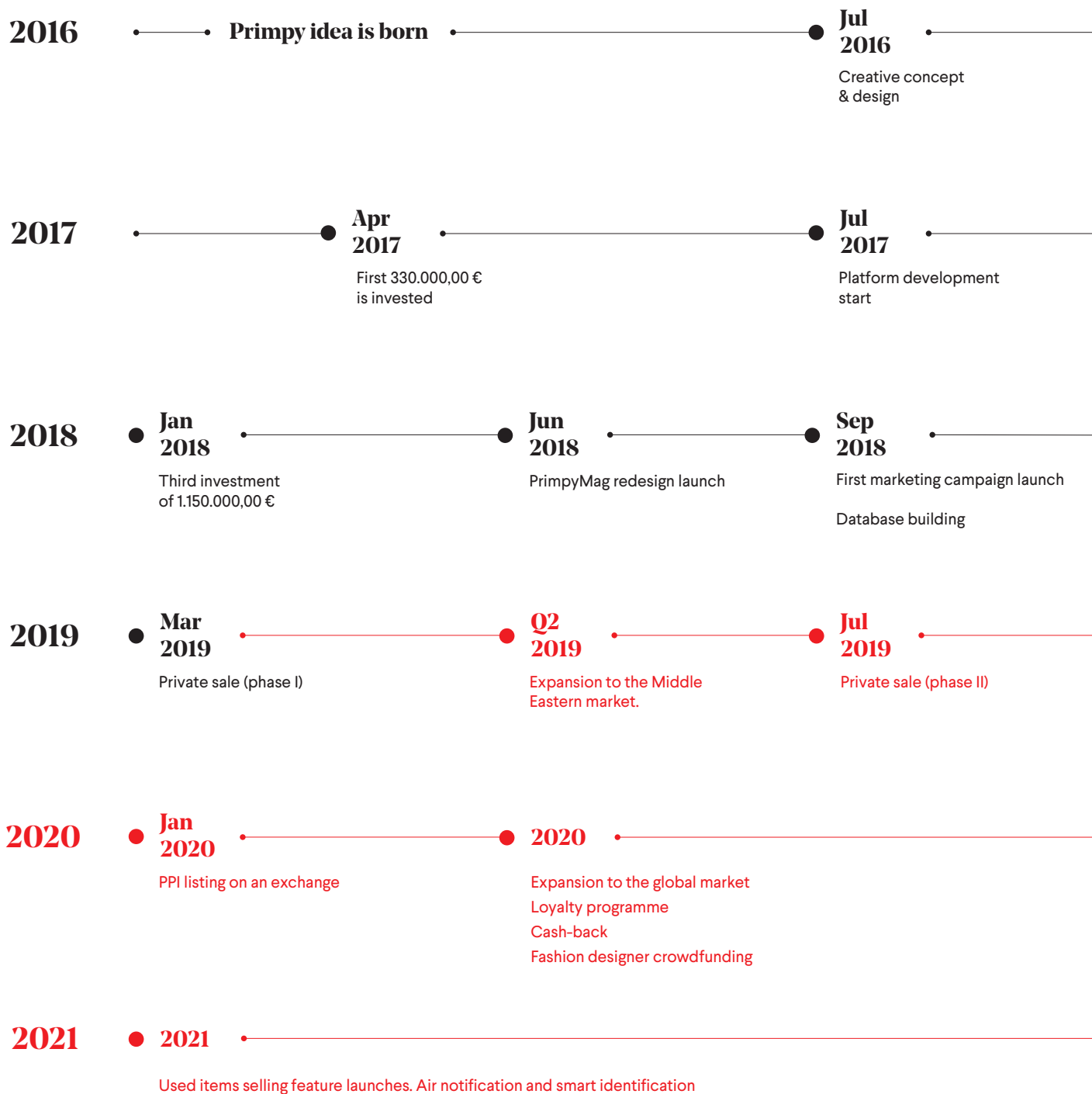
Additionally, each transaction requires a gas payment. On this basis, Primpy has opted for the previously described private blockchain, where there are no transaction costs and waiting times are negligible.

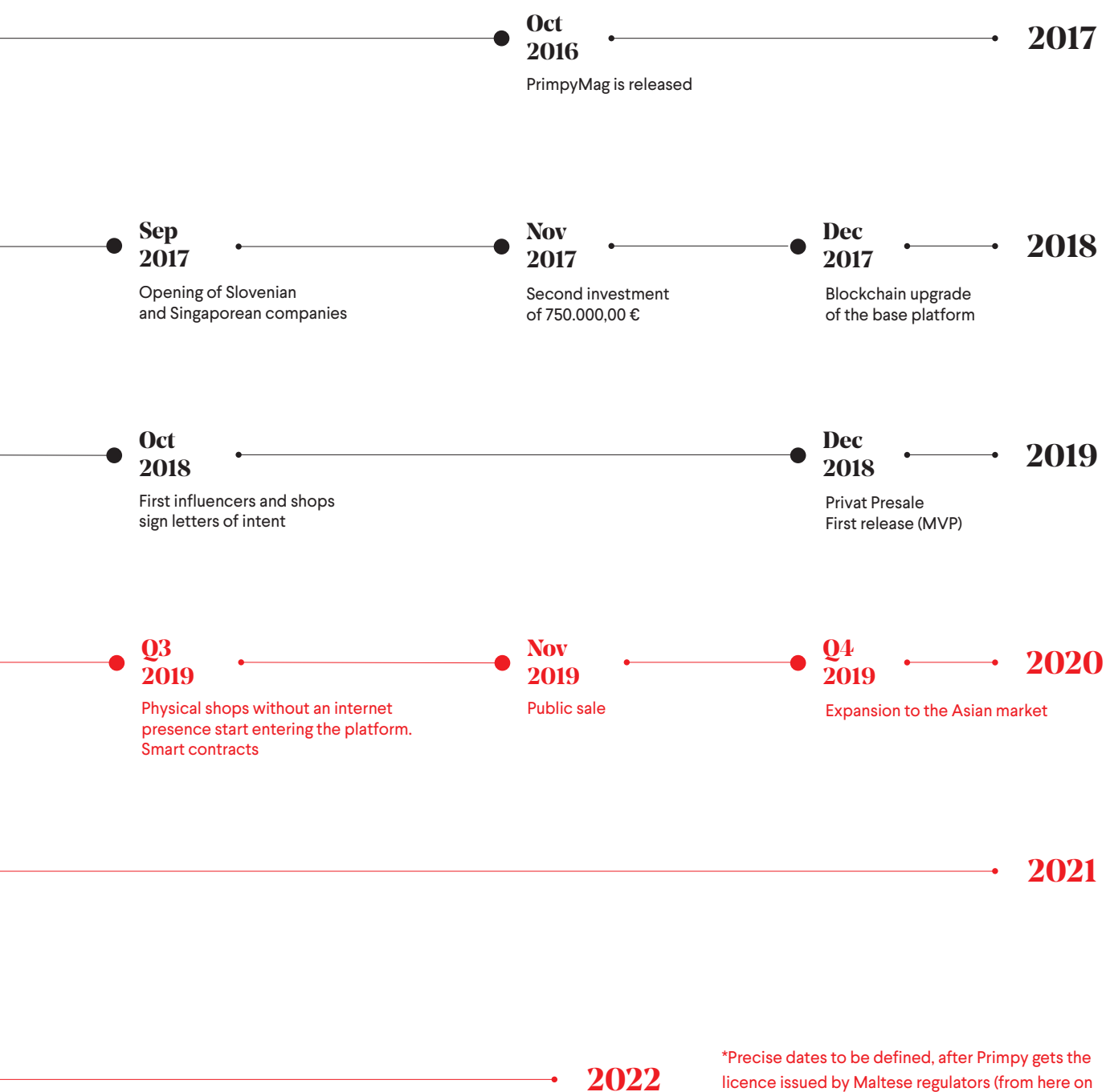
This decision allowed Primpy to avoid the following future actions:

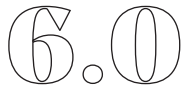
- Converting to a faster blockchain, dependent on the pace of scaling;
- Implementing a mirrored scheme in the short term and then converting to a full Ethereum back-end once Ethereum has been scaled; and
- Retaining a mirrored scheme as the implementation model in perpetuity, dependent on the cost factors.

5.0

Roadmap







Team

Fabrizio Piccoli

FOUNDER

The founder of Primpy, Fabrizio Piccoli is a pioneering tech entrepreneur working primarily in Europe and Asia. Responsible for founding Seven Srl, one of the earliest Italian Internet Service Providers, and Primatest (the first chain of Italian internet cafes) in the 90s, as well as the trailblazing “Il Maggiordomo” project in 2000, which aimed to be the first decentralised marketplace, Fabrizio has long been passionate about the evolution and revolution of the online experience for consumers and businesses alike.

Cristina Lavarone

CMO

In addition to her stellar background in the field of marketing, Cristina Lavarone – Primpy’s CMO – has years of international corporate management experience to her name. She has followed the Primpy project from its earliest inception, believing in its pioneering potential, and today manages all of the company’s internal and external resources in pursuit of its continuing global expansion.

Fabio Mezzone

COO

A dynamic presence in the fields of digital publishing and e-commerce during his 20-year career, Fabio Mezzone is now at the helm of a dedicated team at Primpy that handles all of the global e-commerce projects for the company. He is also COO at Uitch Srl.

Roberto Ongaro

CEO

Roberto Ongaro is a communications and advertising specialist, with an illustrious, award-winning career. Beginning as a radio host in the 1970s before moving on to become Communication Manager at L’Espresso-Repubblica Publishing Group, General Manager at ATA-UNIVAS Group, CEO of Euforia (partnering with Pirella-Gottschke-Lowe), Founder of Korrente, and Senior Partner at Ogilvy, Roberto is now CEO of Primpy.

Edoardo Prada

CFO

Edoardo Prada comes to Primpy with 30 years of professional experience in economics and finance behind him, with particular expertise gathered from his time with Tier 1 banking institutions and leading management consulting firms. Aiming to provide companies with effective, efficient 360° assistance, he has specialised in everything from business planning and M&A, to management control and consulting, treasure management, customer portfolio assessment and analysis, positioning strategy, and consulting during his impressive career.

Rossella Canevari

EDITOR IN CHIEF

Rossella Canevari is a force to be reckoned with in the fields of journalism, literature, TV screenplay writing, and web publishing. In addition to being Editor in Chief, responsible for the content of Primpy, she is also the company’s social media strategist.

Luciano Aristide Russo

ART DIRECTOR

In addition to being Art Director at Primpy, Luciano Aristide Russo is the company's Brand Ambassador and a key strategist. A graduate from the Bocconi Business School, he majored in Digital Marketing at the Milan Catholic University.

Arianna Airoidi

FASHION PHOTOGRAPHER

A graduate of the European Design Institute and a sought-after freelance fashion photographer, Arianna Airoidi's work has, to date, been showcased in leading international publications, such as Vogue, WRPD, Vulcan, and more. Today, she's the photographer for Primpy Italia.

Benedetta Marazzi

COMMUNICATION MANAGER (OGILVY - GEOMETRY GLOBAL)

With experience in branding, direct marketing, and CRM, Benedetta Marazzi is an Experience Designer with Geometry Global and has been working for Ogilvy since 2001. Today she is also the Communication Manager at Primpy, integrating her experience with varying digital disciplines into activation campaigns and pursuing her passion for experiential marketing and new forms of communication.

Valentina Federici

GRAPHIC DESIGNER

Specialising in Graphic Design, Valentina Federici studied at the Marangoni Institute, graduating with a special fashion business qualification. Bringing her unique eye and impressive talent to Primpy Italia, she is responsible for the brand's graphic layout.

Silva Tramatzu

PROJECT MANAGER

A graduate of the European Design Institute and a sought-after freelance fashion photographer, Arianna Airoidi's work has, to date, been showcased in leading international publications, such as Vogue, WRPD, Vulcan, and more. Today, she's the photographer for Primpy Italia.

Francesca Malagoli

ART DIRECTOR (OGILVY - GEOMETRY GLOBAL)

Francesca Malagoli has developed a deep-rooted sensibility for visual communication and strategy during her years of education and professional development. Graduating from NABA Milano with a degree in Graphic Design and Art Direction, with a further qualification in Design Communication from the Politecnico of Milan, she is excited to pursue further advancement in the experiential marketing area as an Art Director at Primpy.

Luka Rudan

STO EXECUTIVE MANAGER

Luka Rudan's digital expertise has been shaped by his entrepreneurship during his career in the business sector, working across the fashion, logistics, and auto industries. Working with an international clientele, Luka aims to create unique and inventive solutions to improve the digital footprint of businesses.

Alan Jereb

STO COMMUNITY MANAGER LEAD

Alan Jereb brings his breadth of knowledge to the Primpy team, providing truly innovative solutions while carrying out his role as Community Manager Lead. A content creator at heart, Alan's experience with digital and social media communities allows him to lead people-oriented initiatives, both internally and externally, with a solution-focused approach.

Marko Kravos

STO MARKETING MANAGER

Marko Kravos specialises in planning, managing, and executing marketing projects. Drawing on experience with other global teams, where he contributed to the successful industrialisation and market launch of new products, he makes sure that all communication between partners and team members at Primpy is flawless, a crucial part of the company landscape as it is a rapidly-expanding international business.

Anastasiya Rudenko

PRODUCT OWNER

Responsible for the coordination of the Development and Design teams in Slovenia, Anastasiya Rudenko is a key player in the Primpy team. She ensures that the big picture and the little details are consistent in order to maintain a solid through line across the development of a product.

Iztok Pavlin

STO CHIEF PROJECT MANAGER

Primpy's Scrum Master and STO Chief Project Manager, Iztok Pavlin has extensive project management experience, developing a particular expertise in working across multiple projects simultaneously, while ensuring the successful delivery of major deliverables, during his time working for Outfit7. A knowledgeable digital professional whose strengths lie in delivering IT projects, such as complex ERP Systems and digital marketing strategies, he is also a capable and charismatic public speaker.

Gregor Velišček

STO CONTENT MANAGER

A skilled videographer with experience creating media for multiple platforms, Gregor Velišček is a master of all aspects of video production, from storytelling and filming, to editing and animating. With over 50 successful projects under his belt, he's bringing his experience to bear at Primpy as STO Content Manager.

Metka Jelinčič Maraž

STO LEGAL

An experienced legal expert with more than 15 years of experience, mainly in the fields of commercial, labour, public tenders, and civil and transport law, Metka Jelinčič Maraž has developed an impressive practice based on her strong critical thinking, research, and communication skills. With experience both as a corporate lawyer in a large company and in the human resources sphere, she is uniquely suited to her role, bringing together multiple perspectives while pursuing the legal needs of her clients.

Borja Bolčina

DEVELOPMENT TEAM LEAD

A senior .NET developer with more than 10 years of experience working with Microsoft web and desktop applications, Borja Bolčina is the Development Team Lead at Primpy. As a Microsoft Certified Solutions Developer he has an impressively deep knowledge of MCSD and MCTS Web Applications, and with Microsoft .NET Framework 4 Developer. His massive knowledge of ASP.NET platform, C#, Domain and Test Driven Design have a great impact on the whole project.

Luka Žgur

FULL STACK DEVELOPMENT

Luka Žgur develops the functionality of UX (front end) at Primpy, based on Akeo Lab wireframes, and works on the back-end API functionality using Microsoft NET CORE technology and C#. He also works with React.js technology and the TypeScript programming language.

Andrej Kristančič

FRONT-END DEVELOPER

Andrej Kristančič honed his tech skills working at Mahle, where he provided IT support for over 60,000 of the company's employees. Today a Front-End Developer for Primpy, he is currently developing websites and webshops in Wordpress, Magento, and WooCommerce.

Elvis Sukanović

BLOCKCHAIN DEVELOPMENT TEAM LEAD

A blockchain developer with experience working with crypto payment solutions, Elvis Sukanović constantly builds and tests back-end systems and blockchain ledgers as part of his role as Team Lead at Primpy.

Boštjan Krajnik

APPLICATION ARCHITECT

Boštjan Krajnik is the architect of the Primpy app. He works with the most advanced conceptual functionalities of the app (both the front and back end), as well as choosing and connecting the app's essential elements.

Blagojcho Zhelezarski

FRONT-END DEVELOPER

As one of Primpy's Full Stack Developers, Blagojcho Zhelezarski develops the functionality of UX (front end), based on Akeo Lab wireframes. As part of his role, he interacts with React.js technology, as well as the TypeScript programming language.

Kristjan Saksida

FRONT-END DEVELOPER

Drawing on two years of experience working with Drupal websites and building on the momentum generated by over 15 successful projects for external partners, Kristjan Saksida is a valued member of the team at Primpy, today working as a Front-End Developer.

Bor Pahor

FRONT-END DEVELOPER

Currently working on websites, webstores, and web applications, mainly in Umbraco CMS, Bor Pahor is one of the expert team of Front-End Developers at Primpy. His main area of expertise lies in working with Java, C#, PHP, and JS. During his free time, meanwhile, he develops Android mobile apps.

Miha Kralj

BLOCKCHAIN DEVELOPER

An experienced freelance developer, Miha Kralj was an early adopter of blockchain technologies and is currently Primpy's Blockchain Developer, working with the system's most advanced automation requirements.

Marco Crotta

BLOCKCHAIN TECHNOLOGY ADVISOR

Marco Crotta has spent his career working as a specialised consultant, researcher, and later, an active player in the cryptocurrency space. Today, he's Primpy's Blockchain Technology Advisor. He is also an instructor, writer, advisor, and start-up consultant with years of experience in blockchain-related projects. Aiming to help the public understand blockchain technology, he started his own YouTube channel, "Blockchain Caffè", in 2017.

Luca Fabbro

FULL STACK DEVELOPER - ECOMMERCE SPECIALIST

An entrepreneur and developer with over 30 years experience in software design and engineering, Luca Fabbro is a Full Stack Developer and an E-commerce Specialist. He has 20 years of experience working in the development of front-end and back-end applications, with a particular focus on international B2C and B2B e-commerce projects.

Andraž Šturm

SENIOR UI/UX DESIGNER

A skilled graphic designer with over five years of experience in the field, Andraž Šturm works to manage and coordinate graphic design projects, such as brand identity, UI/UX, and promotional materials from concept through to completion as part of his role as Primpy's Senior UI/UX Designer. Andraž is dedicated to staying up-to-date with new techniques and procedures related to graphic design.

Nikita Fuchs

SENIOR BLOCKCHAIN DEVELOPERS

Primpy's Senior Blockchain developer, Nikita Fuchs is a software engineer and expert on Ethereum smart contracts, a senior consultant to Astratum.com, and the only blockchain developer with \$100 million worth of Envion's ICO. With experience working on the design and development of decentralised blockchain applications, as well as smart contracts for finance, industry and NGOs, Nikita brings her experience to Primpy's blockchain development.

Francesco Concilio

DEVELOPER

A man of many talents, Francesco Concilio is a former professional fencer with the Italian national team and a current Physics student at Milan University. He brings his impressive expertise in blockchain and cryptocurrency to his role as a developer at Primpy.

Luka Gigovič

DESIGN LEAD

A detail-obsessed graphic designer, Luka Gigovič is Primpy's talented Design Lead. With experience across a wide range of design disciplines, such as branding, UX/UI, and type design, he is particularly passionate about user-centric design and clear visual communication. He loves working on simplifying complicated user flows in order to make applications both beautiful and easy to use.

Blaž Cencič

UI/UX DESIGNER

A graphic and product designer, Blaž Cencič is talented at making graphic design and graphic elements for web and print, as well as video editing and animation. He has a particularly impressive knowledge of Adobe and 3D programmes.

Adedayo Adebajo

COMMUNITY TEAM LEAD

An experienced community manager and blockchain enthusiast, Adedayo Adebajo started his career as a chat moderator in a Poloniex exchange before moving on to become a support specialist. A blockchain evangelist and enthusiast, as well as an artist, writer, entrepreneur and philanthropist, he brings his wide range of interests and expertise to bear on his role as Community Team Lead.

Aiza Canal

COMMUNITY MANAGER

Aiza Canal draws on a wealth of experience in customer service and industrial business to her role as a Primpy Community Manager. During her career, she has also worked as a Virtual Assistant, dealing with web research, data entry, and technical support.

Bolanle Adedayo

COMMUNITY MANAGER

A Community Manager with more than three years of experience in sales, human resources, and customer relations, Bolanle Adedayo is a blockchain enthusiast who has moderated online chats for numerous successful ICOs. She developed her expertise during time spent as a lead customer support team member in a well-established and highly-esteemed investment bank in Africa.

Jessie Vellos

COMMUNITY MANAGER

A community manager at Primpy, Jessie Vellos has been involved with crypto assets since 2011. His experience includes listing ICOs, reviewing and translating white papers, helping clients with margin situations, loan concerns, and assisting users with trade issues. He currently holds a Masters degree in Cyber Security and is a military veteran.

Djema Ablyakimova

COMMUNITY MANAGER

With experience in customer relations, business development, and marketing – including time spent strategising for crypto funds and helping with business development, mainly for start-ups in Ukraine – Djema Ablyakimova is a Community Manager at Primpy with a passionate enthusiasm for fashion and blockchain technology.

Babajide Ogungbe

COMMUNITY MANAGER

Babajide Ogungbe is a Community Manager at Primpy with more than three years of experience in customer relations, business development, and promotion. He honed his service skills and focus during his time as a network operating centre support specialist with a leading internet service provider company in Africa.

Ogunlabi Ebenezer

COMMUNITY MANAGER

A Community Manager with Primpy, Ogunlabi Ebenezer is a seasoned professional with two years of experience in a similar role at Plumblin. His specialty is in working to improve a firm's relationships with partner firms and customers.

Oyinkan Bakare

COMMUNITY MANAGER

Oyinkan Bakare is an IT professional with experience in network administration, network and systems analysis, technical documentation, and information and communications technology (ICT). He has also spent time working as a trained community and chat moderator, a customer care consultant, and a technical engineer. Passionate about blockchain technology, he brings a broad range of skills and experience to his role as a Primpy Community Manager.

Abayomi Akinnola

COMMUNITY MANAGER

A trained customer service representative with experience in the private real estate sector and with non-governmental organisations in Africa, Abayomi Akinnola is currently a Community Manager at Primpy, bringing his keen eye for detail and his enthusiasm for helping others to his role.

Dr Stef Savanah

TOKENOMICS ARCHITECTURE

Dr Stef Savanah has amassed extensive technical expertise in blockchain technology over years of intensive R&D and is the co-inventor of over 60 UK and international patent applications. Dr Savanah's 35+ year career covers all aspects of Information Technology and includes over 17 years in the finance sector, as well as numerous tertiary qualifications in both the physical and human sciences. He is responsible for Primpy's tokenomics architecture.

Ciril Komotar

INFLUENCER AND ADVISOR

One of the most successful influencers in the Adriatic region, Ciril Komotar is now bringing his talents to the Primpy team. He started his career in journalism at the automotive magazine, Avto-Sport, before moving to the Siol.net portal to create, write, photograph, and direct the editorial office. Today, in addition to working at Primpy as Influencer and Advisor, his creative passions are also aimed at the online sensation, the Komotar minuta vlog.

David Lofts

STO ADVISOR

David Lofts is a Brand Architect with a background in global consumer and finance marketing. He has advised a wide range of global companies, including Chrysler JEEP, the Lloyds Group, and AXA, and has assisted in developing brands and launching public flotations worldwide. More recently, he co-founded the 21 Million Project and the blockchain-funding platform Chainstarter before starting his own blockchain consultancy, Ethical ICO, and joining Primpy as an STO Advisor.

Radovan Jereb

FINANCIAL ADVISOR

Radovan Jereb is a finance and sales professional with over 30 years of experience and a Masters degree in Economics. He brings his extensive experience in international trade finance, sales, banking, management, and corporate governance to his role as Financial Advisor at Primpy.

Mateia Kogoj

FASHION ADVISOR

A linguist with particular skills in the Slovene, Italian, French, and English languages, with a further understanding of Spanish, Portuguese, and Croatian, Mateia Kogoj is a talented member of the Primpy team, working as a Fashion Advisor. With an impressive eye for style, she owns her own brand of swimwear, Giakara, and works on the English language editorial in the PrimpyMag's English language editorial.

Mateja Škraba

FASHION ADVISOR

Mateja Škraba is a Fashion Advisor at Primpy and a brand owner and designer in her own right. She designs high-end leather and faux leather goods for Frachella and Viva's alongside studying Economics. She brings her style and skills to Primpy, working on English language editorial for the PrimpyMag's English language editorial.

Serena Alfieri

SALES ACCOUNT & FINANCIAL MANAGER

With over 10 years of experience with industrial enterprises in the fields of marketing, finance, and management, as well as Masters degrees in Foreign Languages and Literature, and American Studies, Serena Alfieri brings a wealth of expertise to her role at Primpy.

Riccardo Romanzin

FUNDRAISING

Entrepreneur, sales manager, and consultant, Riccardo Romanzin has accumulated many years of experience working for large companies such as Barilla Spa and Zucchetti Spa. Today, Riccardo works as the Fundraising Manager for Primpy, as well as taking care of the strategic planning and coordination for Uitch srl's fundraising activities.

Pedro Bermudo

FINANCIAL ADVISOR

With a background in aeronautical engineering and consulting for financial services and international companies, Pedro Bermudo brings his strong market and business development skills to his role as a Financial Advisor for Primpy. He has previously worked as General Manager for a Spanish legal group, a Marketing Manager in the U.S., and completed the Executive Masters degree in Marketing & Sales at SDA Bocconi.

7.0

Why Invest

When you invest in a project, you invest in the idea of the project. You read the white paper and if you think that the team is credible and the project has promise, then you invest.

We've got the beta prototype ready. We're ready to go. But as we've already mentioned – investing in a project is a big decision, and one that is not free of risk. It should not be undertaken unless you're completely confident in the project.

So take some time. Think it through. We're not going to sell you on Primpy or tell you why you should invest. This is your decision. Make it wisely.

8.0

Conclusion

Blockchain is a technology that will shape our future. The transparency, equality, and decentralised cryptocurrencies that this technology brings will allow us to create solutions that will ease and improve our everyday lives. Looking to the future, we believe that Primpy will become one of those products.

PRIMPY
