ver. 2.0.2

e-Chat

ver. 2.0.2

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1. Problems and Solutions

To date, messengers are among the most common applications. This is facilitated by the widespread dissemination of smartphones and Internet access. With every passing day, more and more messengers are appearing on the market. Each messenger has its own audience, and as a result, it is necessary to install dozens of applications in the smartphone to communicate with friends.

Such a variety of messengers is due to the fact that at some point, commercial organizations were able to offer much more attractive communication solutions than existing open standards (for example, SMS).
Developers and owners of numerous commercial messengers put commercial gains in first place, and factors such as anonymity and confidentiality of users are of secondary importance. In most cases, commercial messengers have a number of drawbacks:

Centralized management.
All correspondence goes through the server of the company owning the messenger, and the company can dictate its rules: block messages on a certain subject or prohibit the transfer of certain files. The company may also be subject to government pressure, and may be asked to disclose users' correspondence or to impose certain restrictions upon their request.

Centralized architecture.
This problem is due to the presence of a single point of failure. On the one hand, it allows to block access to a certain service for the whole country. On the other hand, technical problems on the management servers may lead to unavailability of the service for all or a significant part of users.

No end-to-end encryption.
This mechanism could guarantee complete confidentiality of data all the way from the sender to the recipient. In other cases, the data can be opened on the server through which communication is performed.

Connection of phone number.

The mandatory requirement of binding a phone number, email or account from another system does not allow anonymous correspondence. And the stored data on user accounts on messenger servers often become the target of hacker attacks. Hackers use this intercepted data for resale or blackmail.

To solve these problems, e-Chat team is developing a multifunctional messenger, the architecture thereof is based on P2P communication, distributed data storage in IPFS and end-to-end encryption. The solution, based on a combination of these technologies, is consistent with the principles of decentralization, confidentiality and resistance to attacks.

2. Features and Benefits

e-Chat is a multifunctional decentralized messenger including the features of a classic messenger and multi-currency crypto-wallet.

An alpha version of the e-Chat application is already available in Google Play and the App Store. A lot of goals have already been realized, but even more still has to be done. Our goal is to create an app for communication in a network that will not depend on servers and will not be affected by government structures. The application, which combines a high level of privacy and security of user data with the most convenient functionality.

E-Chat Features

- individual and group text chats,
- audio calls,
- video calls,
- live broadcasts,
- information channels,
- paid channels,
- cryptolikes,
- cryptocurrency transfers between users,
- cryptocurrency micropayments via offline solutions,
- issue and connection to a payment card account,
- ECHT token conversion into fiat money.

e-Chat functional advantages

Possibility of anonymous communication.
Registration of a classic account in e-Chat is not mandatory, in order to start communication it is only necessary to provide another person with your ID generated by the application during installation.

A communication channel for your business.
e-Chat provides an opportunity to create an information channel for your brand that will promptly inform your customers about the company's news and promotions, as well as conduct interactive promotions, including remuneration in ECHT for certain activities.

Monetization of author's content.
e-Chat allows you to create channels with subscription-based access with payment in ECHT. This function is in demand for authors of master classes and training courses. e-Chat provides a full-fledged mechanism for communicating with subscribers (a channel for publishing materials, webcasts, group and individual chat rooms) and a convenient way to accept payment for tuition.

Rewards for popular content.
e-Chat provides all users with the opportunity to give remuneration for interesting content by «cryptolike», thereby sending a certain amount of ECHT to the author. «Cryptolikes» encourage authors to add new interesting materials.

Free use.
All the main functions of e-Chat are absolutely free. Payment is charged only for additional opportunities associated with infrastructure costs (data storage on IPFS nodes for more than 30 days) and access to the copyright content of other users.

Built-in lightweight cryptocurrency wallets.
E-Chat users will be able to transfer and store BTC, Ethereum, ECHT and any ERC20-compatible tokens. A lightweight wallet allows you to keep full control over private keys, but it eliminates the need to load a complete chain of blocks, the size of which can be tens of gigabytes.

Micropayments support.
With the spread of offline technologies (Raiden Network, Liquidity Network, etc.), the e-Chat team plans to implement micro payments in order to reduce transaction commissions in the blockchain.

Transactions in internal currency (ECHT) with zero commissions.
For public accounts, there is a possibility of a two-way conversion of ECHT tokens into the internal ECHT currency. Transfers and payments made in ECHT internal currency, are conducted without commissions, as they do not require the payment of transactions commissions in the Ethereum blockchain.

e-Chat Technical Advantages

Decentralized architecture.
e-Chat architecture is developed on the basis of P2P communication without the participation of servers, distributed data storage in IPFS and end-to-end encryption.

Application of smart contracts.
Payment for advanced functions, access to copyright content, payment for «cryptolikes» in e-Chat are carried out via smart contracts on the Ethereum platform.

Security.
The use of asymmetric end-to-end encryption and P2P connections between e-Chat applications eliminates the possibility of intercepting user correspondence.

Anonymity.
To identify e-Chat users, an ID generated on the application side is used, this ID is stored only in the e-Chat application and is known only to those people whom you passed it.

Confidentiality.
The absence of servers that store user correspondence excludes the disclosure of this information at the request of government agencies or as a result of hacker attacks.

Protection against wiretapping.
The network connection between the interlocutors is established directly outside the server, and all the transmitted data is encrypted. This technical solution excludes the possibility of «wiretapping» and interception of text messages.

Protection against blocking.
Using P2P connections for communication and the DHT mechanism to determine the IP address and TCP / UDP ports of the interlocutor exclude the technical possibility of administrative blocking of e-Chat operation.

Absence of single point of failure.
e-Chat doesn't use the server to exchange messages, as well as make audio and video calls, therefore, there is no central link, the malfunction of which could lead to unavailability of the service.

Secure storage of correspondence.
e-Chat users have the option of storing correspondence in IPFS. All user data is stored in an encrypted form. Data security is provided by duplicating data on multiple nodes.

Cross-platform versions.
Versions of the e-Chat application are developed for all popular platforms.

Optimization.
Thanks to careful optimization and code refactoring, the e-Chat application will not occupy much space in the device memory, and the use of hardware encryption will save battery power.
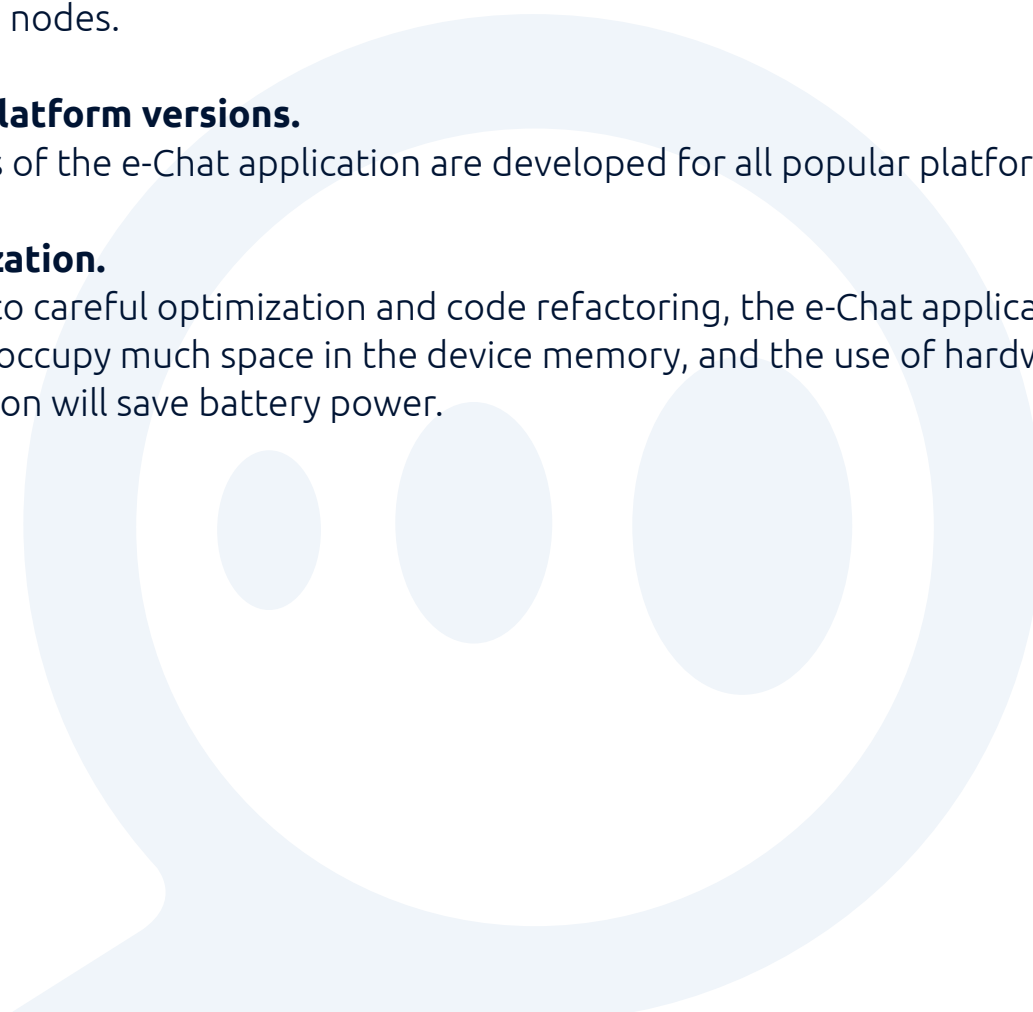
3. Architecture and Technology

The transfer of messages in classic messengers is carried out according to the principle «client-server-client»:

Traditional Messaging Service

🔒LOOK/LOCATE/PAYLOAD   🔒LOOK/LOCATE/PAYLOAD
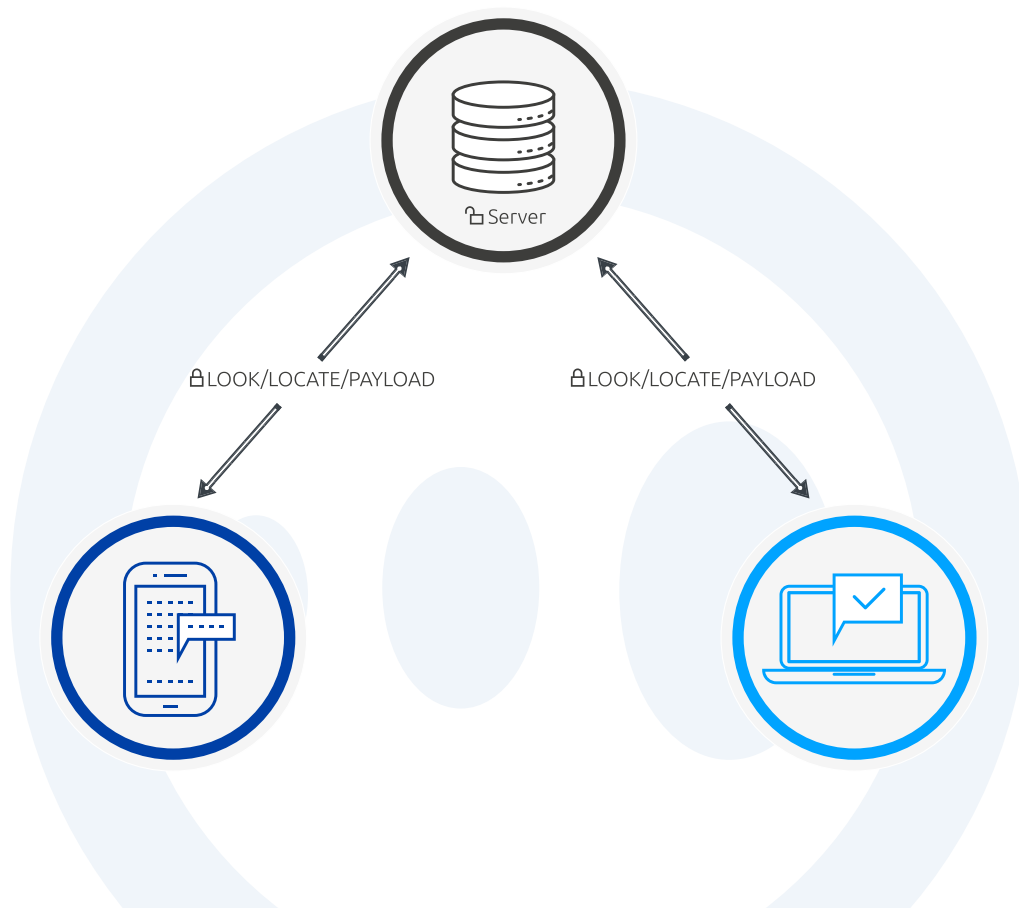
This technology undoubtedly has its advantages: quick search of users on a single database, storage of correspondence and synchronization between all devices of one user, service for transfer and storage of files, quick connection even if clients work through NAT.

But in certain cases, the pros become cons. The storage of correspondence and data about users on the servers of the service jeopardize the confidentiality of this data. Data and correspondence can reach third parties as a result of server hacking, can be disclosed by the owners of the service at the request of government agencies or special services, and can simply be available to the employees of the service.

Another drawback of this architecture is a single point of failure - the server. If the server stops working for some reason, then the service also stops working.

The core of the e-Chat messenger is the concept of decentralized messaging. This concept lies in creating an instant messenger, which will ensure the anonymity of users, confidentiality of correspondence and the absence of a single point of failure.
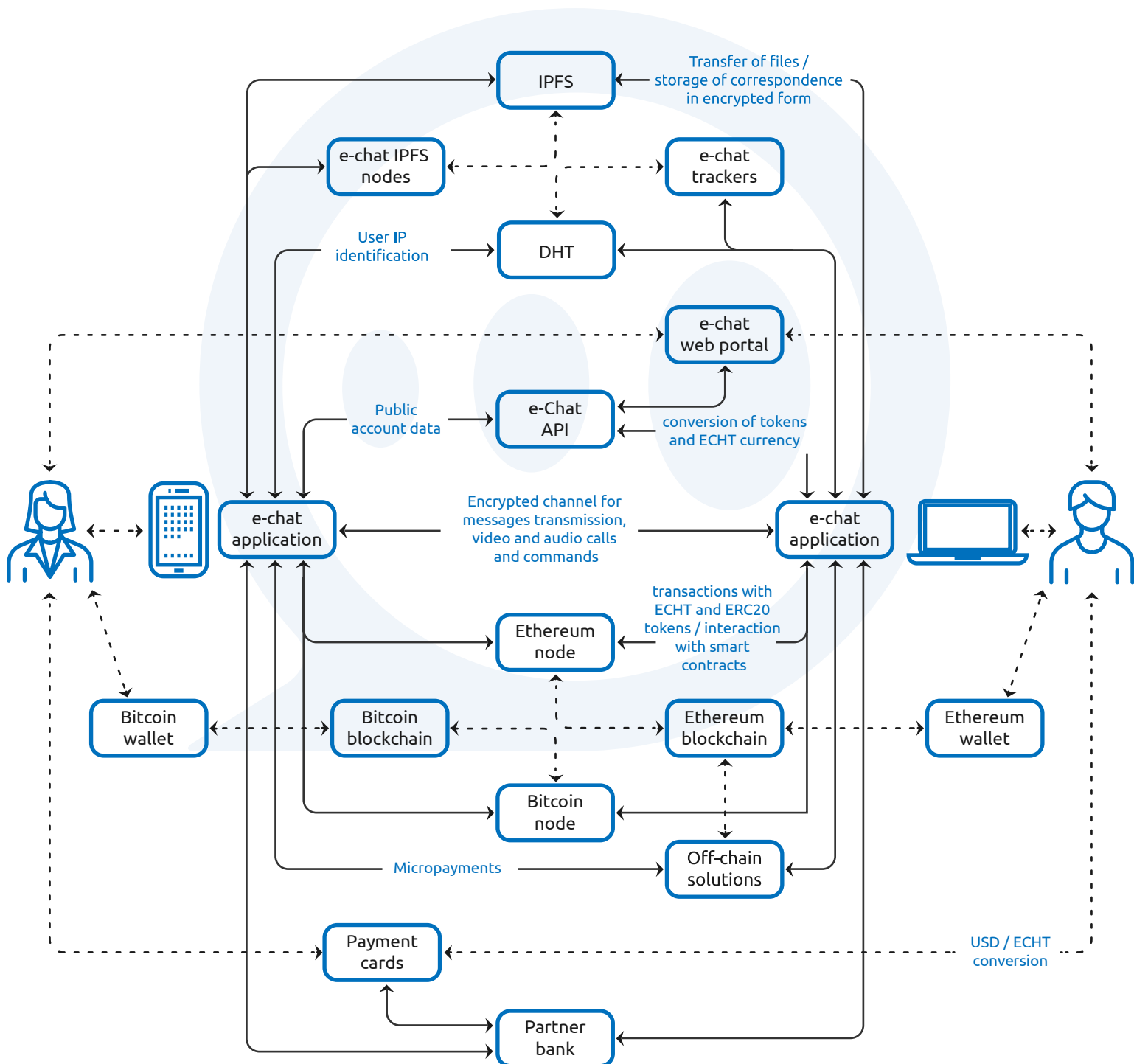
E-Chat Application

The e-Chat application is a decentralized messenger with a built-in lightweight purse for BTC, ETH, ECHT tokens and any other ERC20 compatible tokens.

E-Chat Application, Messenger Functionality

e-Chat messenger embodies the concept of peer-to-peer (P2P) interaction. In P2P networks, clients are connected for data transmission directly, outside the servers.

DHT

The main problem of P2P networks is the search for other network members (in our case, the search for interlocutors). To solve this problem, e-Chat will use the solution applied in Bittorrent - DHT (Distributed hash table).

DHT is a protocol allowing P2P network clients to find each other without using a tracker (a server that has information about IP and TCP / UDP ports at which a particular client is available). Customers with DHT support form a common DHT network and help each other find members of the network. To speed up the search for interlocutors, tracker servers (e-Chat trackers) can be used, their use increases the performance of the DHT network, but is not mandatory.

Each user is assigned a unique ID when installing the application. Also ID is assigned to each group chat. In order to start a conversation or join a chat, you need to know the ID of the person you intend to chat with / ID of a chat.

The assigned ID is used to search for an interlocutor via DHT. After determining IP addresses and TCP ports, an encrypted channel for data transfer is established between the interlocutors (persistent asymmetric end-to-end encryption is used). In the case of a chat, the channel is established between each pair of interlocutors.

The installed direct encrypted channel is used to:

- transmit text messages;
- make audio and video calls;
- send control messages between e-Chat applications of interlocutors, for example, the details of the transfer of files over IPFS;
- exchange additional public keys by means of which the e-Chat applications of the interlocutors will encrypt the transferred files and offline messages until the next connection (and, accordingly, the generation of a new key pair);
- coordinate special names (paths) in IPNS (IPFS subsystem for addressing dynamic content), which will publish offline messages until the next connection.

IPFS
IPFS (InterPlanetary File System) is used in e-Chat for the following purposes:

Exchanging files between users.
The file to be sent is placed in IPFS, the recipient receives a link for downloading it from IPFS via the main direct encrypted connection. If necessary, the file can be encrypted.

Saving undelivered messages.
P2P interaction is possible only if both users are online and a network connection is established between them. Taking into account that, for the purposes of decentralization, a server that cannot store undelivered messages for offline recipients, IPFS is used for this purpose. The message, which must be delivered offline to the interlocutor, is encrypted with a previously agreed key and placed in IPFS. The recipient, when exiting the network using the IPNS subsystem, verifies the receipt of offline messages according to the paths agreed in advance with each other in IPFS.

Permanent storage of correspondence.
All correspondence is stored only in the e-Chat application. If you need to back up the correspondence or synchronize it on several devices, you need to use the corresponding option of the e-Chat application -in this case the correspondence will be encrypted and stored in IPFS for a given period and particular users.

e-Chat IPFS Nodes

e-Chat IPFS nodes are the nodes of the IPFS network, the task thereof is to ensure the long-term storage of data published by e-Chat users in IPFS. The peculiarity of IPFS is that the data published in IPFS is not replicated to other nodes automatically. A copy of the file on the other node appears when the node has downloaded this file, and from that moment the file will be available if at least one of the two nodes is available. The most popular files will have more copies. If the file was published by one node and the node is offline, then such file will be unavailable.

The specificity of files that users save in IPFS is that they have in most cases one sender and one recipient. Accordingly, if the sender is disconnected from the network, the recipient will not be able to download the file. To ensure data availability and security, IPFS nodes will be used, which will save the files downloaded to IPFS by e-Chat users to local storage, making them available regardless of the status of the file sender. Saving of data will be ensured by the fact that the same file will be downloaded by several nodes. Data security is provided by the encryption mechanism. Data is placed in IPFS in an encrypted form, and the keys for decryption are available only to the users to whom the data is intended, and are not stored centrally, which eliminates the possibility of intercepting data by intruders.

As the maintenance of the described nodes require significant resources, free storage of files will be provided for 30 days, and permanent data storage in exchange for ECHT tokens.

e-Chat API and e-Chat Web Portal

The application of user and chat identifiers described above provides complete anonymity of correspondence. However, e-Chat is not limited to the identifier mechanism, which involves the transmission of its identifier in an alternative way (for example, via email). To create public (searchable) accounts and public chats (channels), the e-Chat API is used. In your account settings, you can choose whether to be anonymous or public. In the latter case, account information will be stored by the e-Chat application on the server via the e-Chat API. A public account can be associated with a classic nickname, an email address will be available through the built-in search application.

Registration of public accounts and access to them is also possible via the e-Chat web portal.

Regardless of whether the account is public or anonymous, the transmission of messages in any case is made between users directly in accordance with the algorithm described above without saving it to the server.

E-Chat Application, Wallet Functionality

The e-Chat application will contain a built-in lightweight wallet that will allow you to safely store and transfer BTC, ETH, ECHT tokens and any other ERC20 compatible tokens.

Operations with cryptocurrencies and tokens will be available both between e-Chat users (by their ID or nickname) and with the native addresses of Ethereum and Bitcoin.

All operations will be performed by the application directly in the blockchain through JSON RPC interaction with the node of the corresponding blockchain, without the participation of intermediate servers and services. The node selection function, including local one, will be available. This solution will ensure the transparency and security of all payment transactions.

For those users who have gone through the identification procedure, it will be possible to issue a debit plastic card in a partner bank which the USD / ECHT / USD conversion will be available through the e-Chat application and the web portal.

Transfers of cryptocurrencies and tokens in the e-Chat application can be carried out in three modes:

Lightweight wallet mode.
The transaction is fixed directly in the blockchain and does not differ from the transfer through any other cryptocurrency wallet. This mode is the most transparent and reliable, but it will require blockchain transaction fees.

Micropayment mode.
In this mode, off-line solutions will be used for transactions, such as Raiden Network and Liquidity Network, which implement the mechanism of payment channels between users, thereby minimizing the number of entries in the blockchain, and accordingly, transaction fees.

Internal currency mode.
ECHT tokens can be converted to the internal ECHT currency and vice versa. All transactions in the local ECHT currency are made without commissions and are carried out via the e-Chat API. This is the least decentralized mode, but the considerable advantage of this mode is zero commissions.
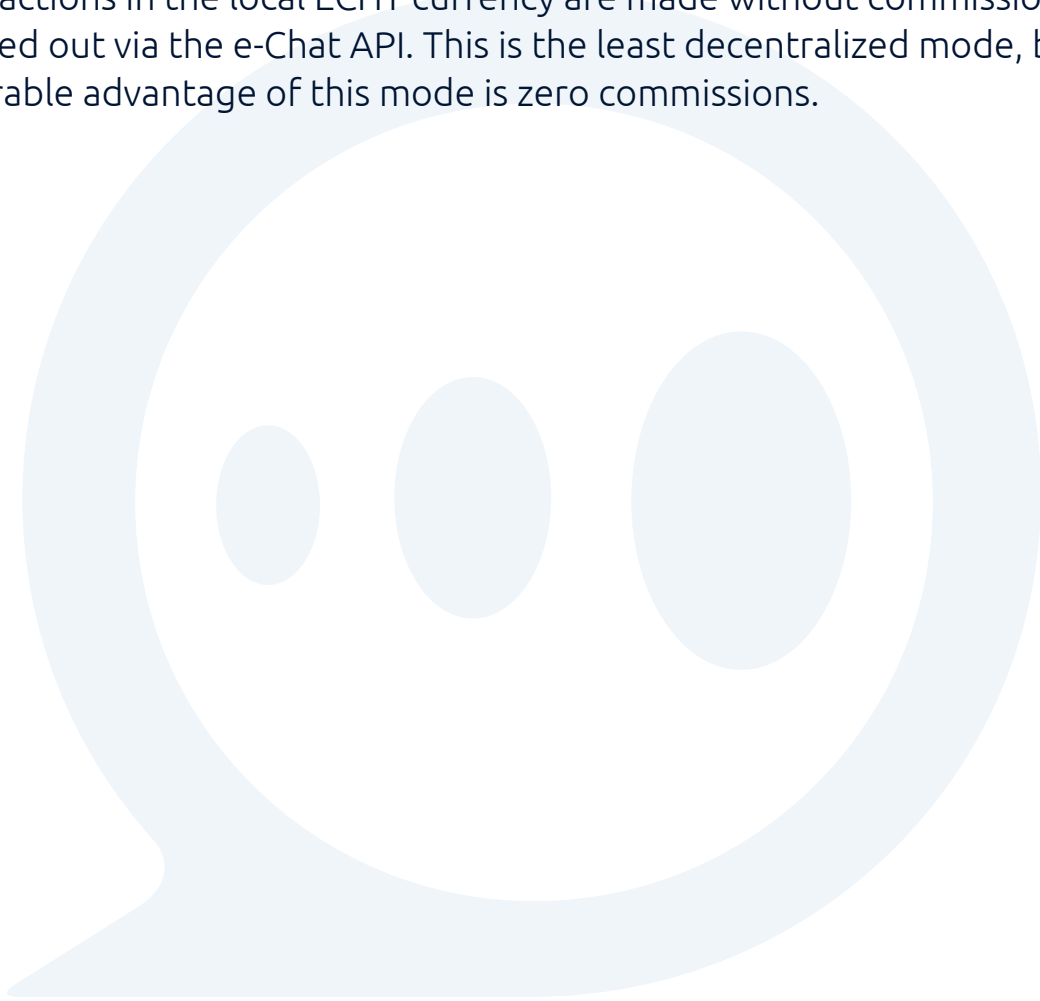
4. Market Analysis and Reasoning

The mobile application market, and in particular, the messenger segment, is one of the fastest growing markets of the digital industry. Combining several large segments e-Chat claims to be one of the major driving forces in this field. For the analysis, the following segments were chosen in which e-Chat claims to take its place:

- common market for mobile applications,
- the market for mobile instant messengers,
- voice communications market using mobile messengers.

Below, we present the values of the main analyzed value in recent years with growth prospects. Provided that e-Chat will take 2-3% of total share, the company's capitalization will exceed $3-5 billion within 1-2 years after the launch of the updated application.
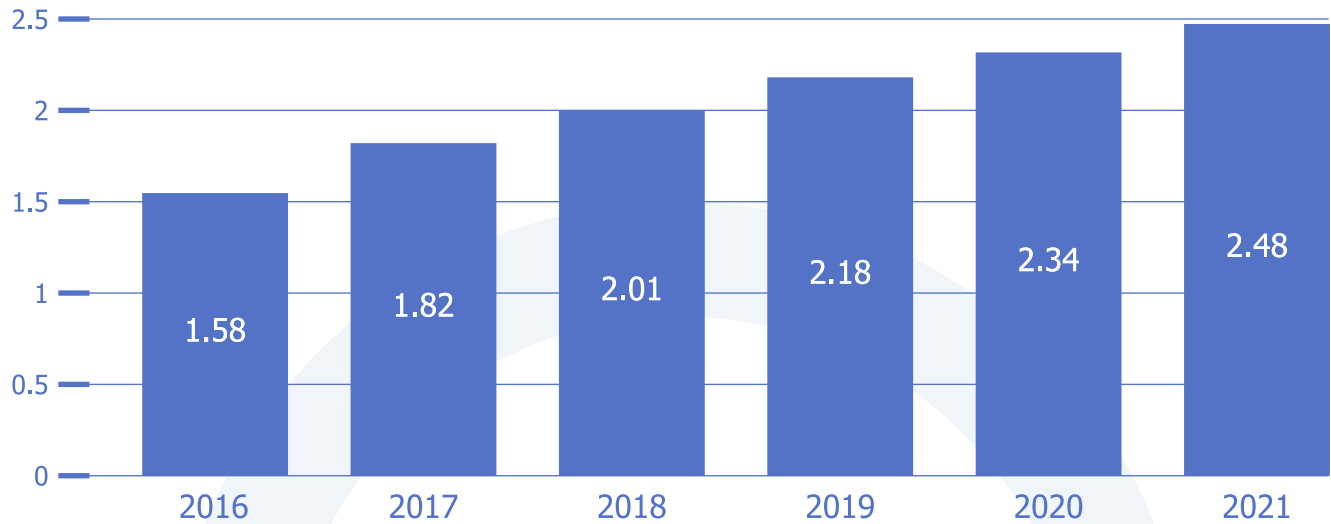
1. The global market for mobile applications accounts for $166 billion in 2017

2. Number of messenger users in 2019 will reach 3.827 billion - half the world's population.
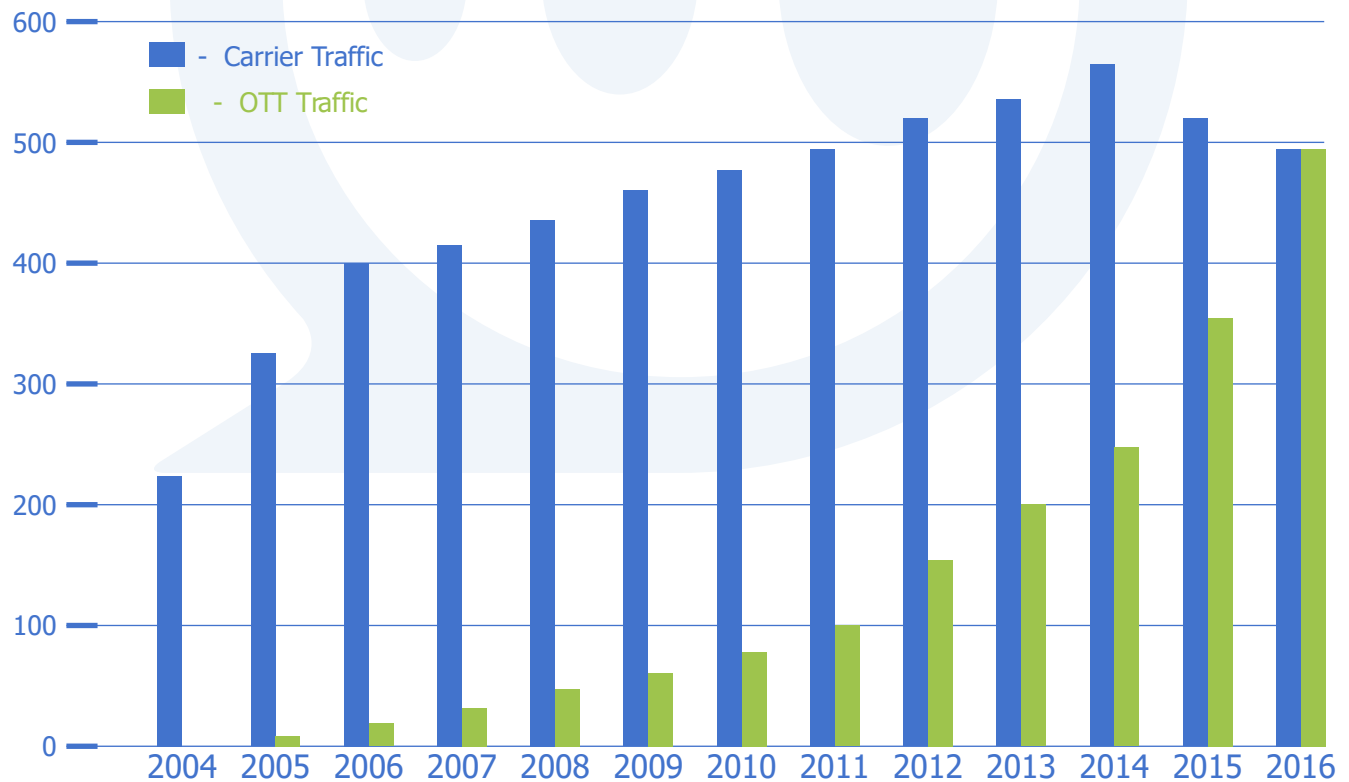
World im accounts (m), 2015-2019

Year	Value (m)
2015	3.290
2015	3.422
2017	3.548
2018	3.700
2019	3.827
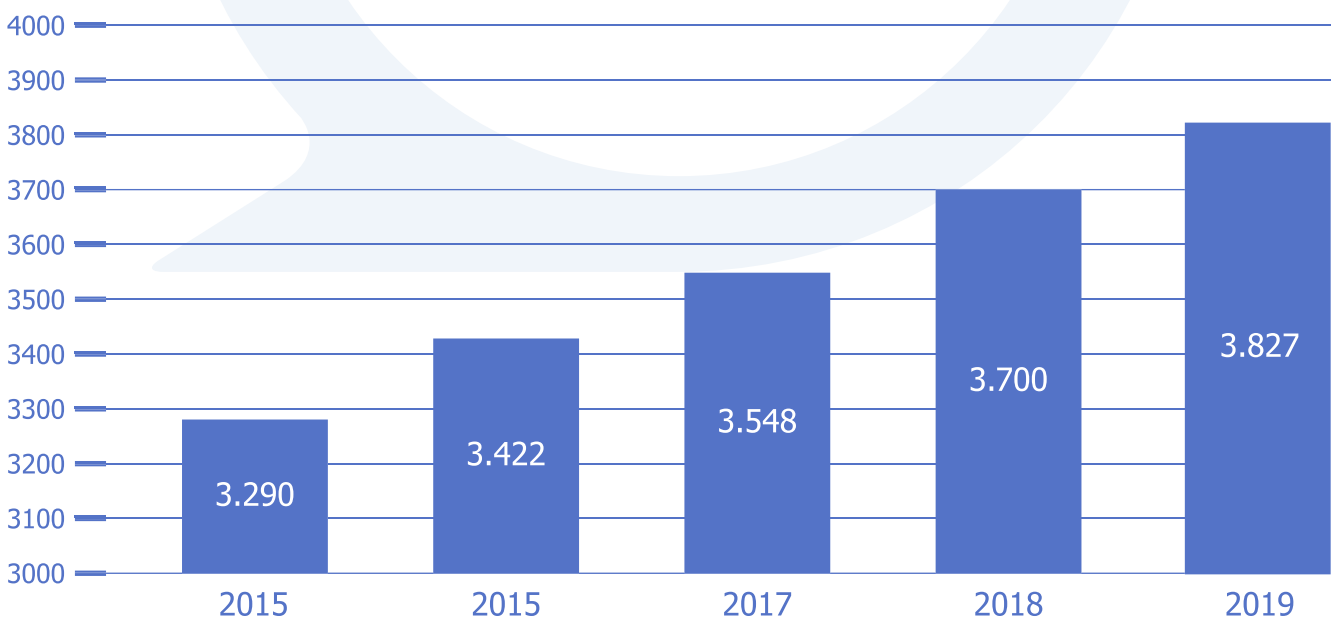
3. The number of mobile instant messengers' users

Number of mobile phone messaging app users worldwide from 2016 to 2021 (in billions)

Year	Value
2016	1.58
2017	1.82
2018	2.01
2019	2.18
2020	2.34
2021	2.48

Source: https://www.statista.com/statistics/483255/number-of-mobile-messaging-users-worldwide/

4. Comparison of voice traffic through messengers and standard cell phones

- Carrier Traffic
- OTT Traffic

Source: to TeleGeography

5. Comparison of the growth rates among the number of mobile instant messengers' users yearly (2016 - 2021)

Year-on-year worldwide mobile phone messaging app user growyh from 2016 to 2021

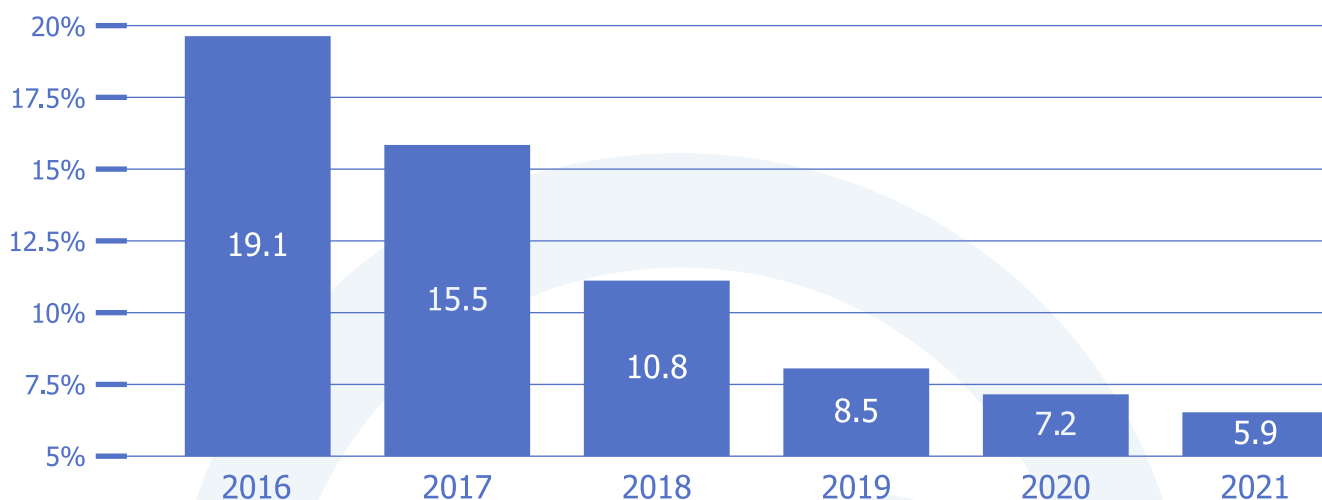Source: https://www.statista.com/statistics/483287/change-of-mobile-messaging-users-worldwide/

The apparent decline in market capacity will reduce the annual growth of the number of users, but even in 2018 this value will remain double-digit

6. Increase in Viber instant messenger users (major regions: Asia and Eastern Europe), characterized solely by the availability of an audio / video calls
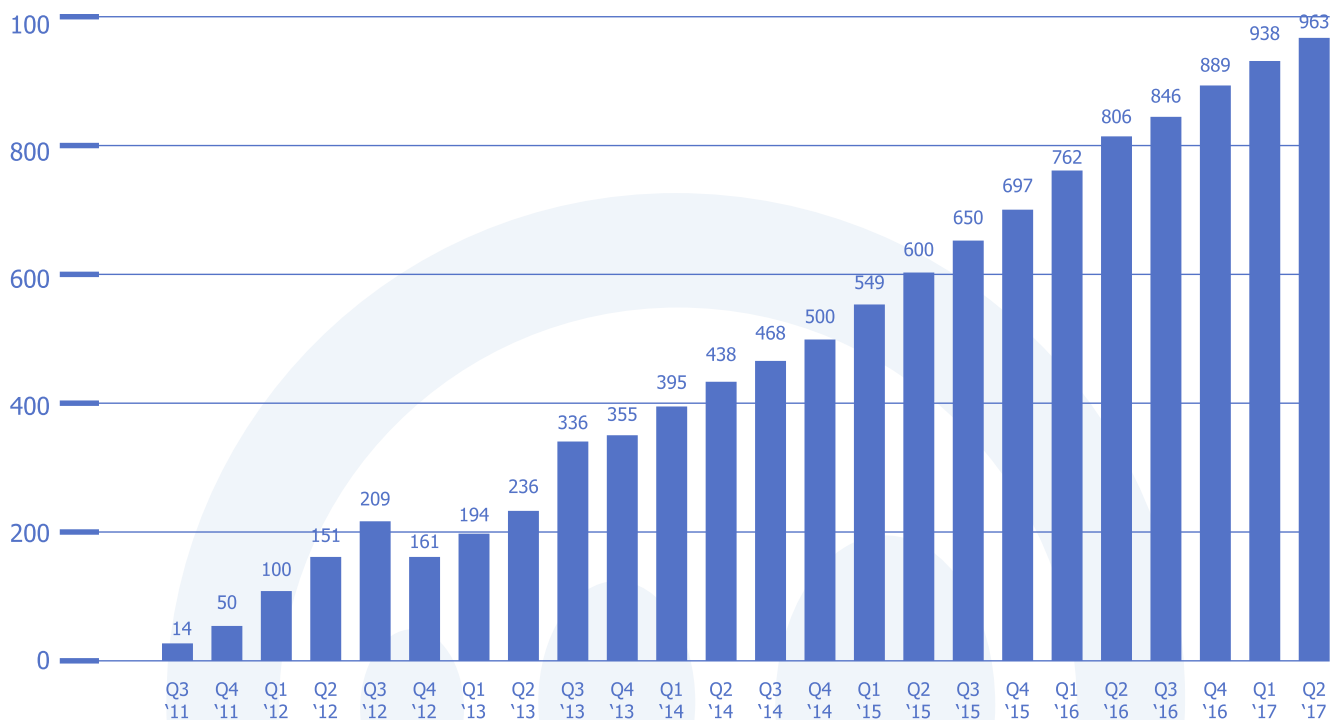
Number of unique Viber user IDs from June 2011 to June 2017 (in millions)

Source: https://www.statista.com/statistics/316414/viber-messenger-registered-users/
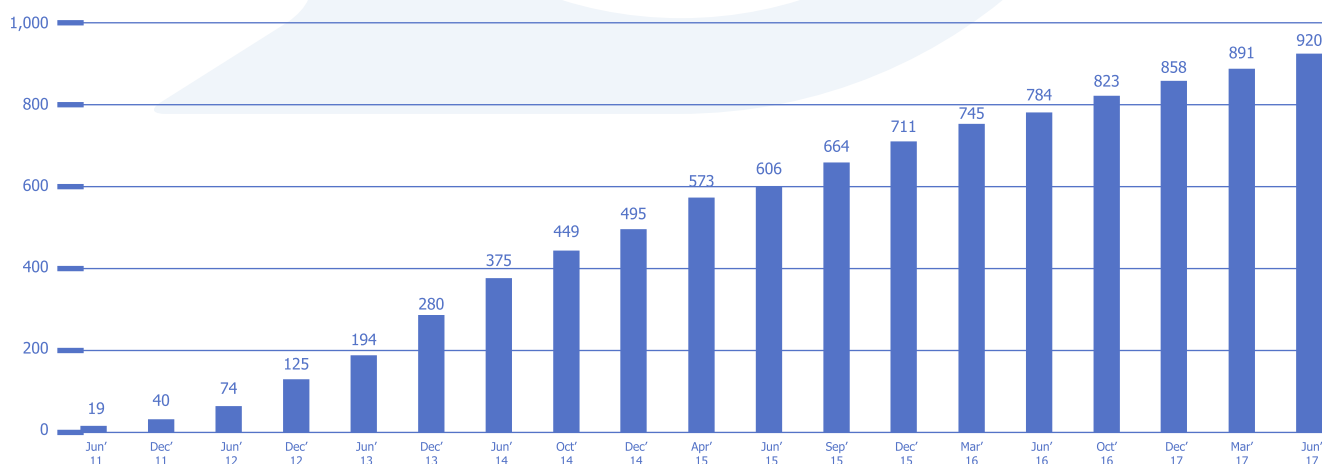
7. Increase in WeChat users - the most popular messenger in China

Number of monthly active WeChat users from 2nd quarter 2010 to 2nd quarter 2017 (in millions)

8. The penetration of the most popular Chinese instant messenger WeChat with built-in capabilities to make payments, by age groups

Penetration of WeChat among internet users in China as of 3RD quarter 2015, by age goup

16-24	25-34	35-44	45-54	55-64	TOTAL
58	68	68	63	62	64
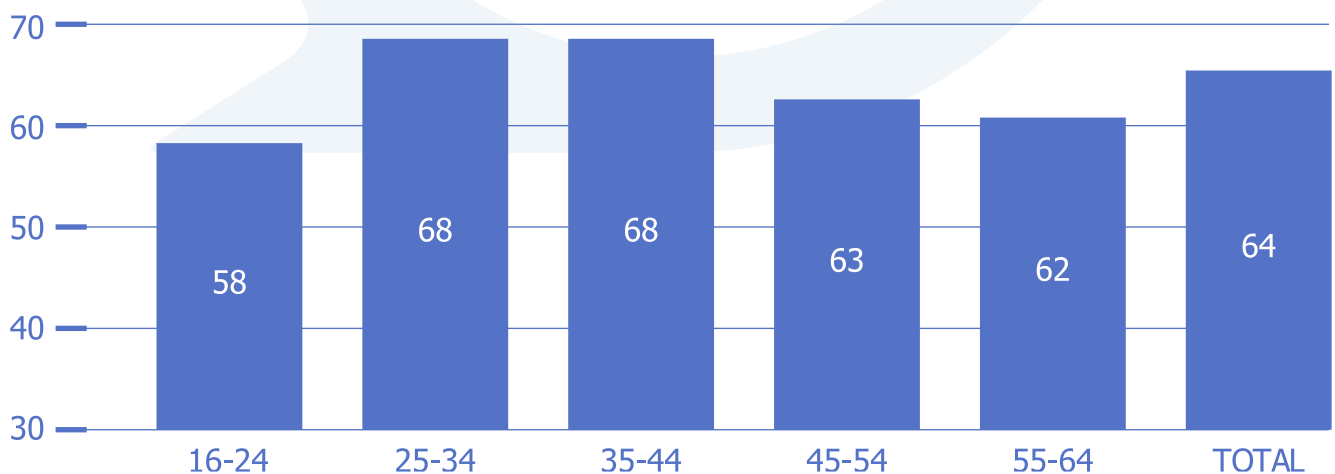
Source: https://www.statista.com/statistics/509659/china-wechat-penetration-by-age/

9. The total cryptocurrency market volume -> $180 billion.

Total Market Capitalization

Source: https://coinmarketcap.com/charts/
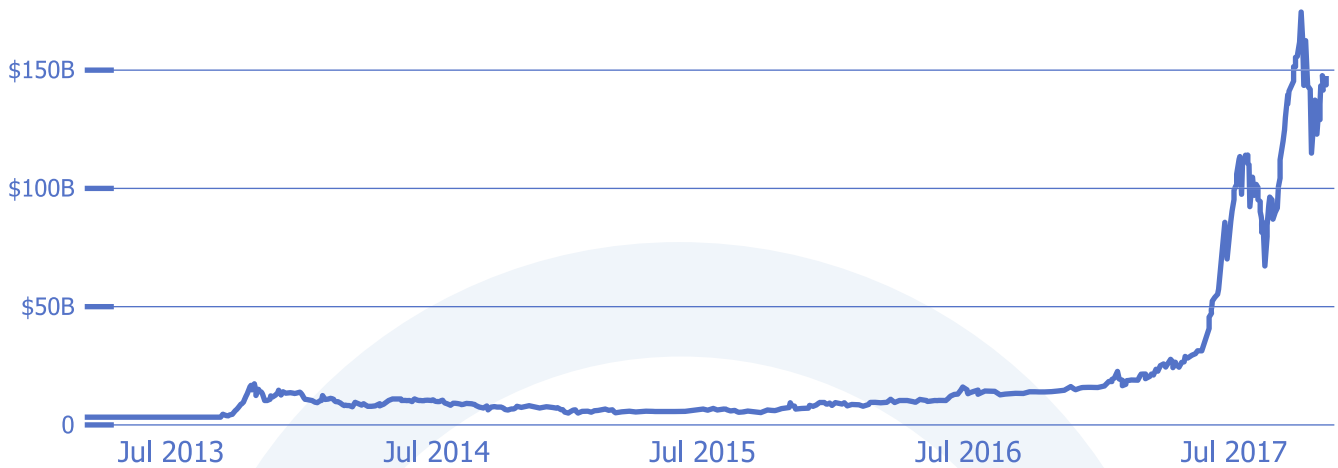
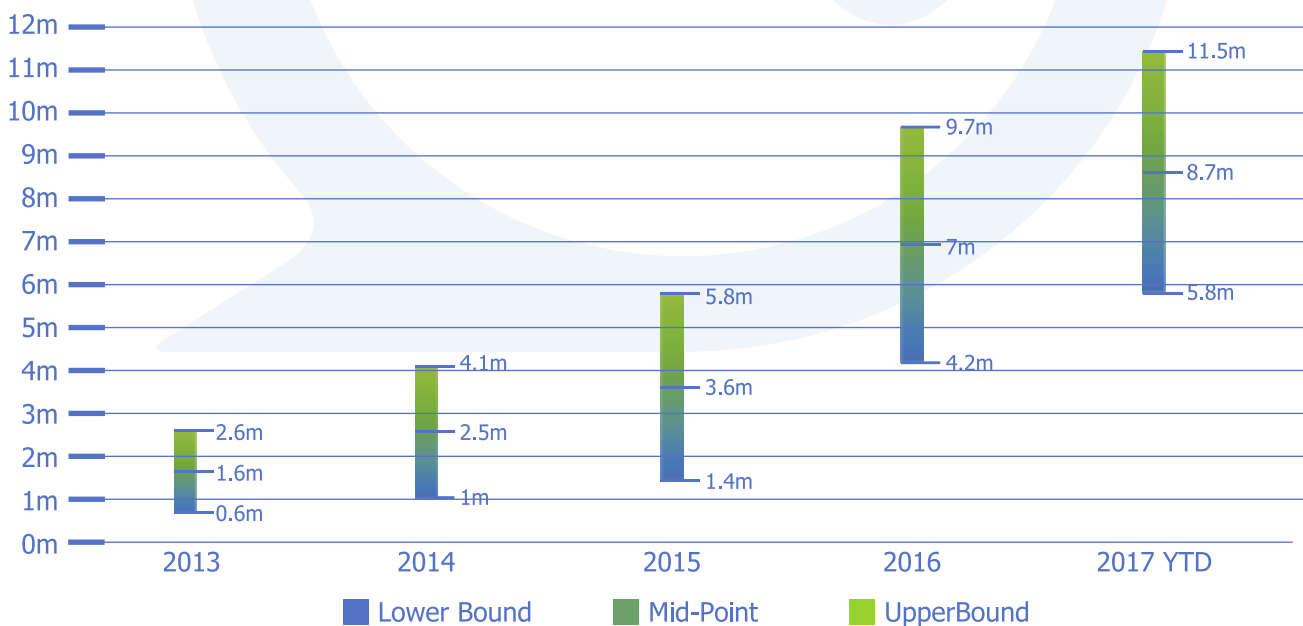**9.1.** The volume of cryptocurrency daily trading > $4.8 billion

10. Number of active Bitcoin wallets> 11.5 million users. 65% of them use mobile applications as a main client

Estmated Number of Active Wallets

Source: the Cambridge University / First of Global Benchmarking Study Cryptocurrency.

11. The number of confirmed transactions per day with TOP-3 world cryptocurrencies (Bitcoin, Etherium, Litecoin) exceeds 600 thousand transactions

Confirmed Transactions Per Day
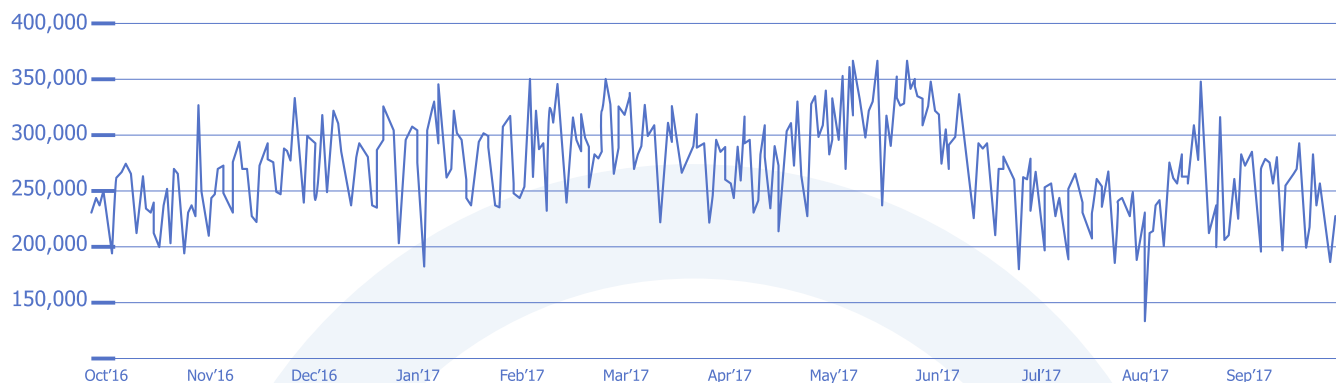
Source: https://blockchain.info/ru/charts/n-transactions?timespan=1year

Litecoin Transactions historical chart

Source: https://bitinfocharts.com/comparison/litecoin-transactions.html#1y

Ethereum Transactions historical chart

Source: https://bitinfocharts.com/comparison/ethereum-transactions.html#1y
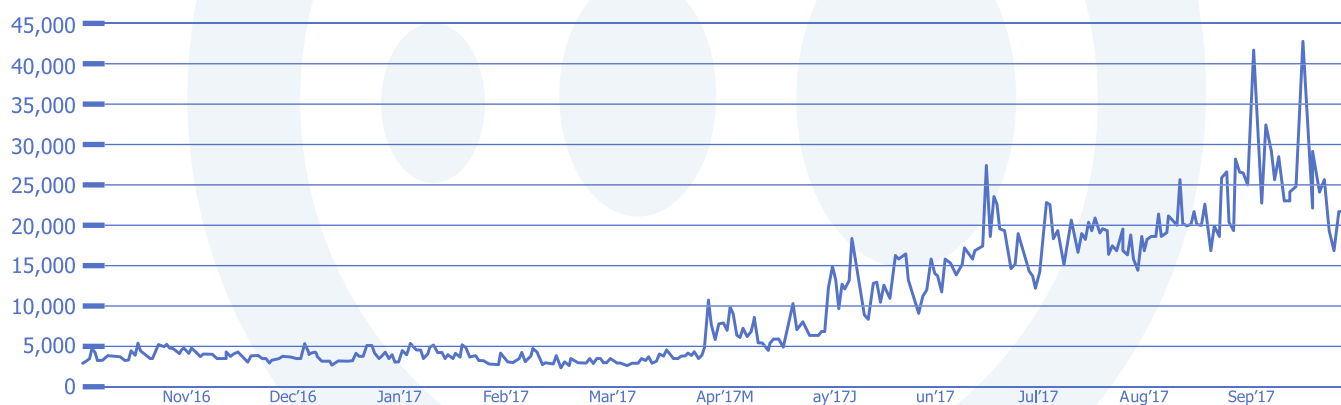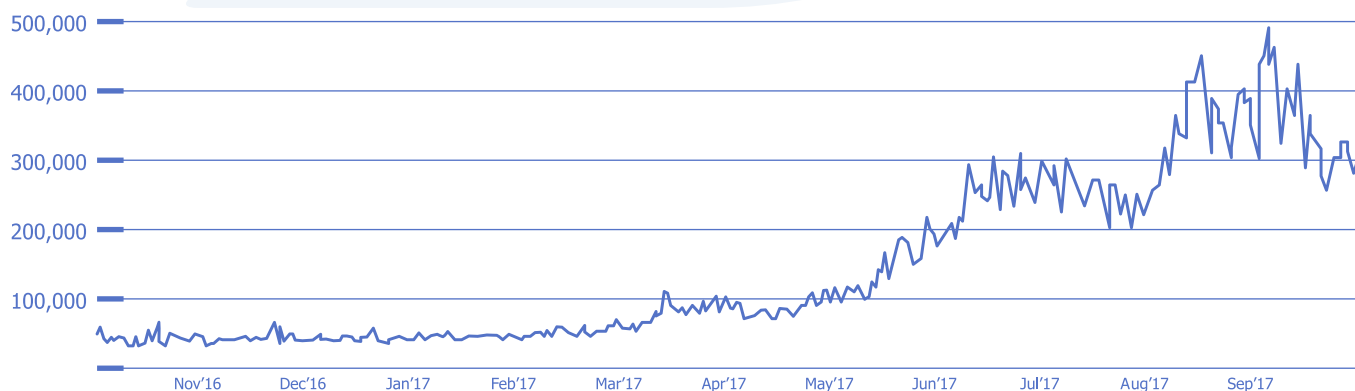
12. Money Transfers Market - $ 580 billion (2016)

Source: http://www.worldbank.org/en/topic/migrationremittancesdiasporaissues/brief/migration-remittances-data
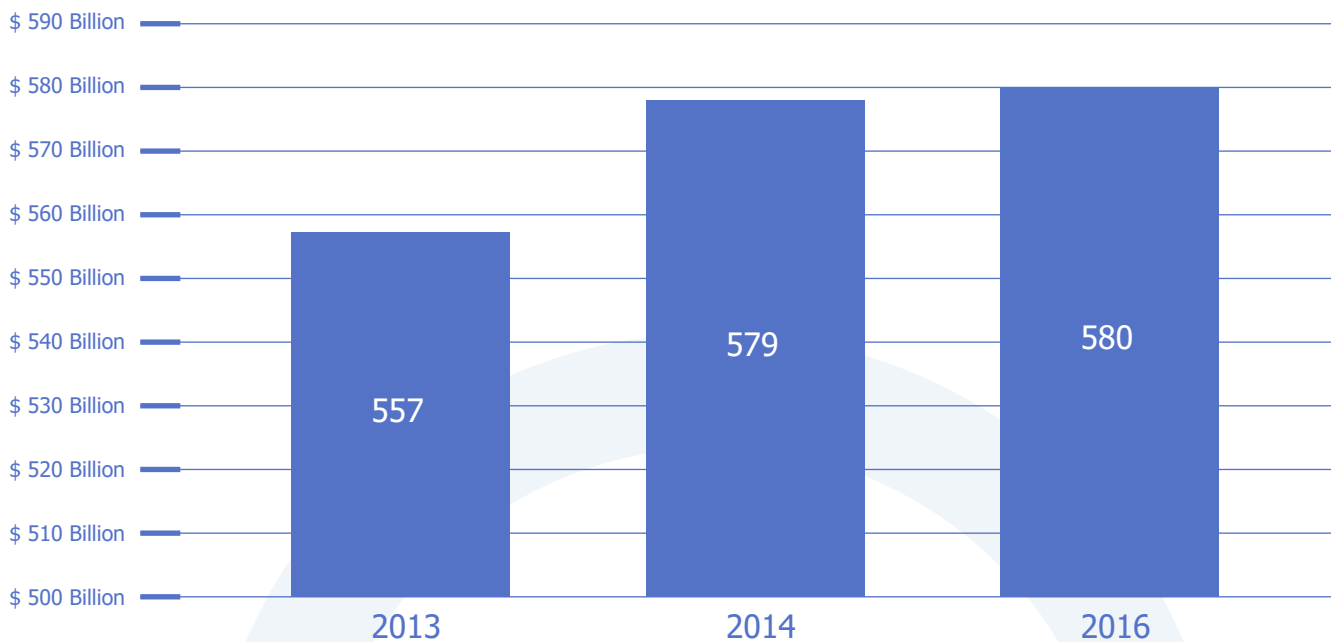
Money transfers market reaches the fantastic figure of $580 billion. Just imagine - about a half a trillion

13. Market of p2p transfers via mobile devices will reach $ 17 billion by 2019

14. The total market of mobile payments in 2019 will reach $1.1 trillion

Total revenue of global mobile payment market from 2015 to 2019 (in billion U.S. dollars)
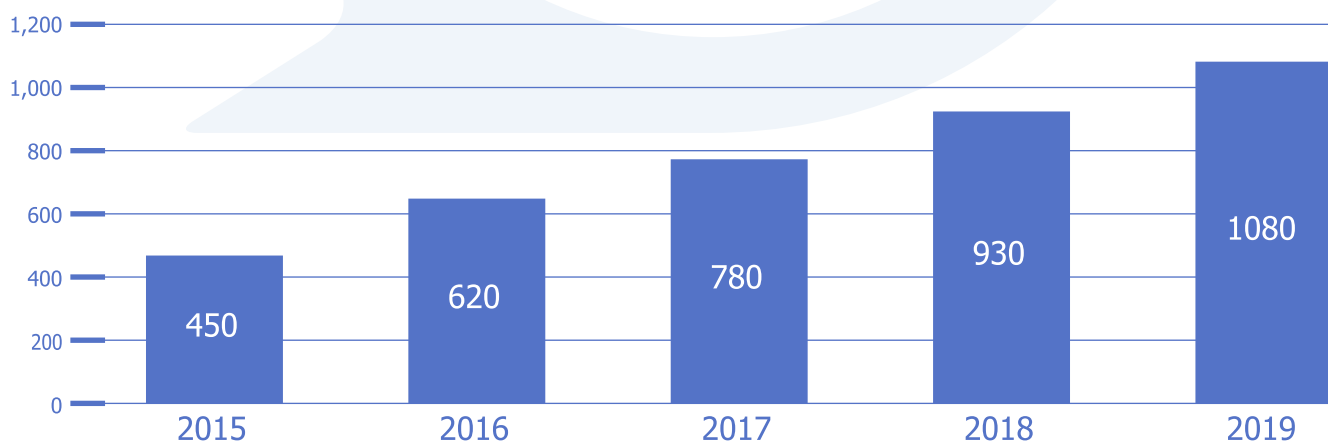
5. Marketing Plan

The cost of the project's marketing is one of the most significant items of expenditure. With well understanding and having huge experience in the field of promotion of mobile applications, we can calculate the entire budget and the effect of promoting our application with high accuracy.

To calculate the subsequent budget and the expected effect, let's take the existing figures of the open messenger statistics:

2017
Facebook Messenger - **1.14 billion users**
The number of messages per day - **over 10 billion**
Average number of messages per day - **6.94**

2017
Kik - **15 million users**
The number of messages per day - **over 250 million**
Average number of messages per day - **16**

The most popular instant messengers. January 2017

Messenger	Monthly active users in millions
WhatsApp	1000
Facebook Messenger	1000
QQ Mobile	877
WeChat	846
Skype	300
Snapchat	300
Viber	249
Line	217
BBM	100
Telegram	100
Kakaotalk	49

Mounthly active users in millions
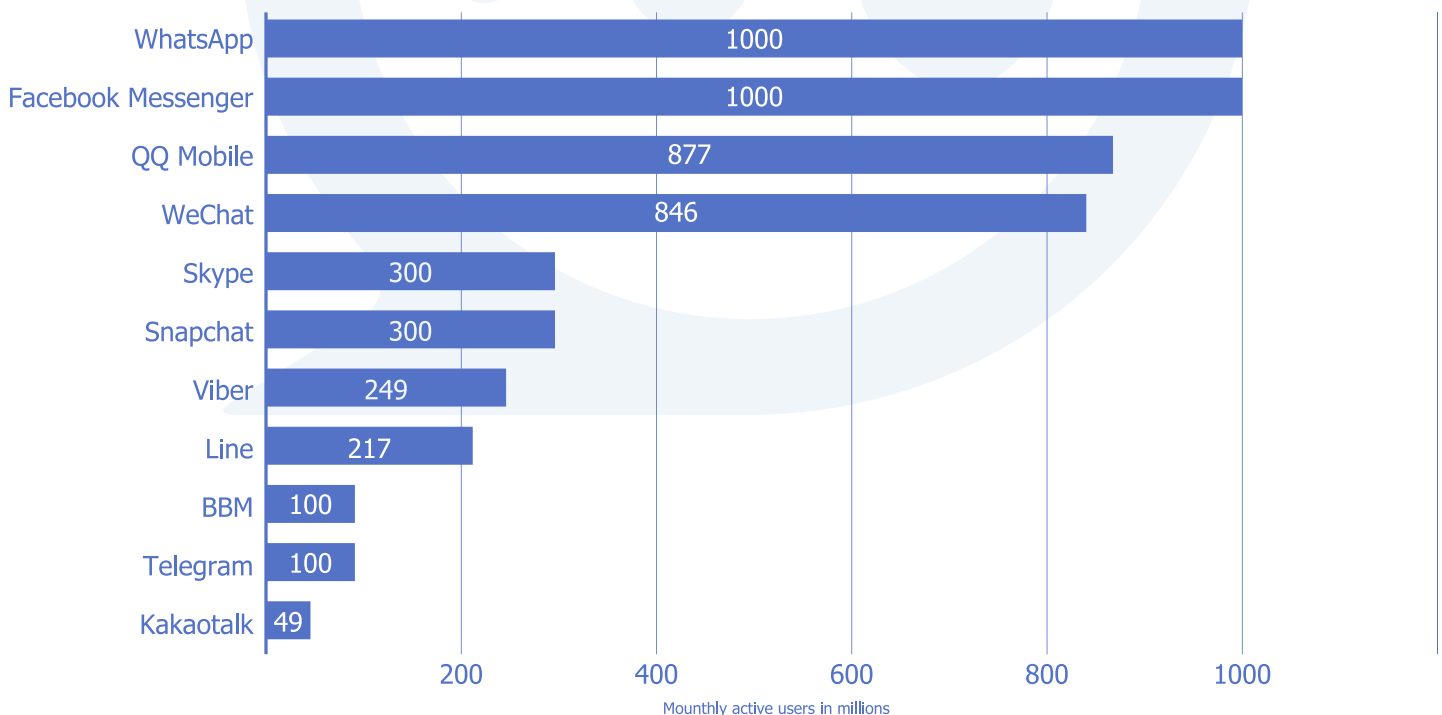
Channels and Tools

The goal of the marketing campaign is not just to convey information about the existence and benefits of the project, but create a community of people trusting all their communication within our application in the first place. In addition to the community of active users, there is a group of interested investors who have a unique opportunity to gain access to profit distribution.

The marketing campaign of the application includes the following, but not the final lines of activity. It is important to take into account that the overall success of the marketing campaign is built on the combination of various marketing tools, as well as their totality, without highlighting just one specific point. Our world has moved to the stage of making decisions on the basis of many touches, which convince the user to adopt one or another algorithm of actions, and cause an additional level of trust and involvement.

ASO (AppStoreOptimization)

This is a set of measures to optimize the application, namely: title, keywords, descriptions, in order to maximize the visibility of your application in search, localization.

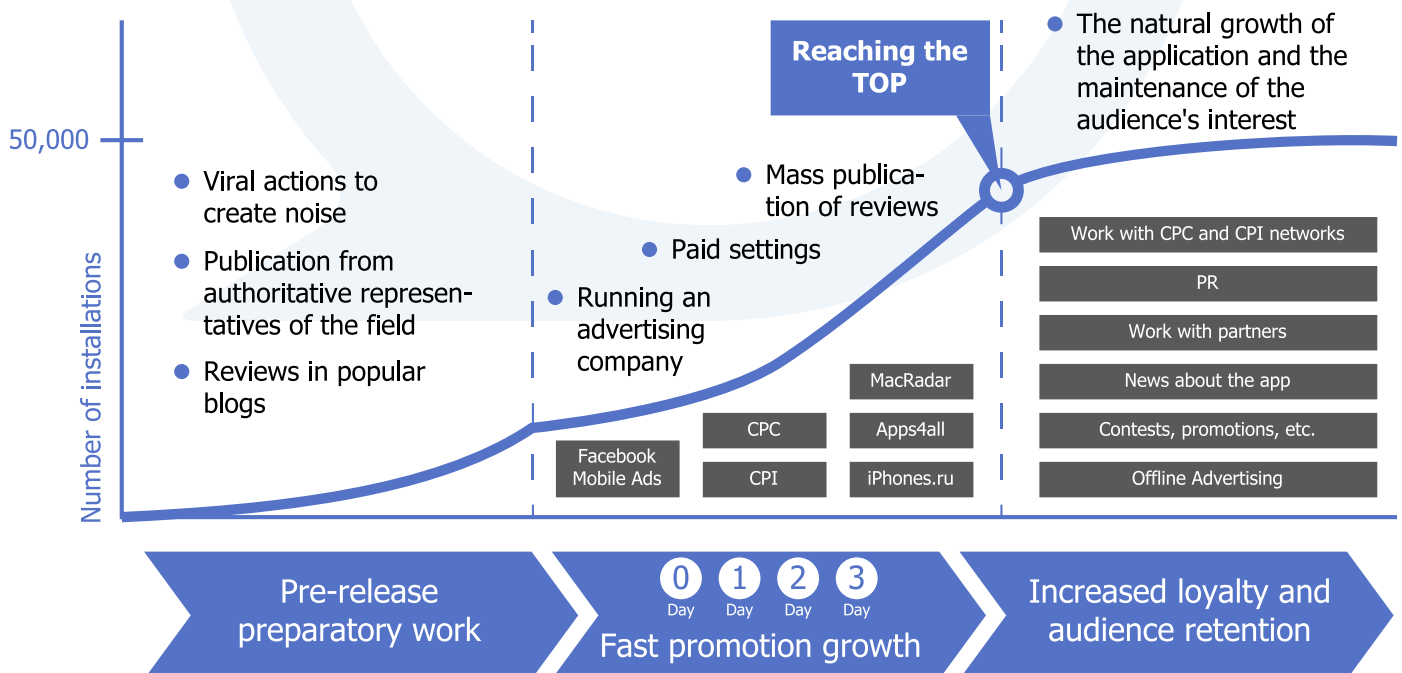## Plan for the withdrawal of the application in the TOP

- The natural growth of the application and the maintenance of the audience's interest

Reaching the TOP

50,000

Number of installations

- Viral actions to create noise
- Publication from authoritative representatives of the field
- Reviews in popular blogs

- Mass publication of reviews
- Paid settings
- Running an advertising company

| Work with CPC and CPI networks |
| PR |
| Work with partners |
| News about the app |
| Contests, promotions, etc. |
| Offline Advertising |

| MacRadar |
| CPC | Apps4all |
| Facebook Mobile Ads | CPI | iPhones.ru |

Pre-release preparatory work → **0** Day **1** Day **2** Day **3** Day Fast promotion growth → Increased loyalty and audience retention

Social networks (Facebook, Twitter, Weibo, etc.)

The ever-increasing role of social networks can play one of the important roles in the formation of our community, and the opportunities of the most targeted advertising attract our audience. Our goal is to be represented in the largest possible number of global and local social networks to be closer to our users and to hear them!

PR (materials, bloggers, reviews, press releases)

By having huge experience and a base of contacts in the sphere of high technologies, fintech, specialists, and media managers, we look forward to receiving reviews in the most prestigious publications devoted to technologies: techcrunch.com, variety.com, mashable.com, theverge.com, gizmodo.com, techrepublic.com, finance.yahoo.com/tech and others.

Vloggers

Thanks to the established contacts with popular vloggers on the topic of cryptocurrency, blockchain technology, as well as a referral system with fees for inviting users, we expect to receive more than 3,000 reviews during the first year of work after a crowdsale.

Video Ads (Facebook, Youku, YouTube)

One of the fastest growing formats of advertising. Many social networks give priority to video advertising, due to the cost of the final lead. Thanks to the format, it can be reduced several times. Especially for the preparation of a large number of materials, the team involves experienced production specialists, whose creativity you can already appreciate in our presentation video on the site.

CPI Network

The affiliate program is an integral part of the marketing plan and is able to bring a large number of installations and active users on conditionally foreign resources. Our goal is to attract at least 10 million installations within 1 year through partner networks for the rewards.

Basic KPI Marketing Campaign

1. Using the application

- identification of demographic data
- the time of greatest user activity
- devices
- OS
- time of use
- cohort analysis

2. Lifetime Value

A proven metric for any marketing initiative is the lifetime value (LTV). LTV is the value of every mobile user. One of the key indicators, taking into account the likely time for user habituation to the application and learning the full functionality.

This indicator allows to calculate the exact value of each attracted user and predict the most accurate business model and budget. For a period of 1 year, our preliminary target is set at $ 3 per year. Thus, with the aggregate cost of attracting the user at a price less than 1 USD, taking into account other overhead costs, in less than 1 year. Investors can expect at least a twofold increase in dividend income, without taking into account the growth of the exchange rate, which will also be positively influenced by news about growth of the company and the project.

3. Retention Rate

We strive to make use of the durable, so the whole series of add-ons in the Roadmap is designed to give the possibility for a significant increase in interest in the application along with every update of the application.

4. Active Users

One of the main achievements is the monthly increase in active users (MAU) or the daily increase in active users (DAU). For us, the DAU indicator is the most significant and it is important that the use of the application brings users pleasure.

5. Duration of the Session

Duration of the session is one of the most important metrics that characterizes the user's interest in the application. In this part, the functional of the future application has at least a few strong components to increase this indicator: the ability to make video calls (individual and group ones), the ability to record streaming video, and the content component.

6. Average revenue per user (ARPU)

Monetization of the application will by no means come to the fore, and the main component of the future monetization will be reduced to micro-commissions for transactions of payments between users and exchange of cryptocurrencies, but our goal is to make the transaction capability so simple and convenient that e-Chat becomes one of the most used applications for making payments and transactions in the cryptocurrency, as well as fiat money. The key metric of this point of marketing KPI is the increase in user activity in terms of making payments, and the corresponding increase in the ARPU.

7. Time to Start / Download the Application

We realize that time is crucial, and we are responsible for ensuring that our users download the e-Chat application as soon as possible. One of the key metrics in the development and promotion of the application will be the application download speed - less than 1 second, which is actually perceived by the human brain as an instant download.

8. User Acquisition

One way to acquire new users is to learn how existing users found the application, whether organic search, paid advertisements, referrals in the application or transferring the information to each other. People are attracted to different kinds of applications for various reasons, and it is useful to know the best way to reach your target audience.

9. User Experience / Satisfaction

Do people spend five minutes on actually extracting the value from your application, or are they trying to find the page they are looking for using the pages only when they are frustrated? Just because someone is using the application, it does not mean that they are enjoying the application. Of course, you can read reviews and ratings in application stores, but you can also use tools such as Helpshift and messaging in the application to get feedback on malfunctions, errors, and the user interface using this feedback to improve the user experience.

10. Geography of the Application

Worldwide.

11. Analytics

The basic principle of the work for our marketing team is to make decisions solely on the basis of figures, not based on subjective assumptions.

6. Affiliate Program

One of the main principles of the e-Chat team is mutual cooperation. We are constantly looking for new partners.

The one-level referral program is designed to attract users and provide the opportunity to earn internal tokens for active users of attracting referrals. The system provides not only a fixed fee for each active customer involved, but also a percentage of its payments and service revenue from commission fees. The referral program is provided both during the ICO and in the future, with the official launch of the updated messenger.

Referral program during the ICO. When registering on the site that collects echat.ico funds, a unique link is available in the user's cabinet that is assigned to a specific user (hereinafter in this section - P1). This link can be distributed an unlimited number of times in completely different places. When clicking on this link and then registering with other users (hereinafter in this section - P2), P2 becomes a referral in relation to P1. When investing a certain amount of money, P1 receives an additional 5% of the amount of P2 investment in your account. P2 can also participate in the affiliate program by inviting in e-Chat ICO P3, P4 and so on. Thus, P1 will receive partner deductions from investment P2, and P2 will receive deductions from P3 and P4. All bonus coins accrued through the referral program are provided according to the token distribution plan.

In addition, we envisage the expansion of opportunities for the partner program and the most active participants:

- if the aggregate amount of investments of all referrals P2 is more than $50,000 in equivalent, then its referral deductions will increase from 5% to 7.5%;
- In the event that the amount of investments of all referrals P2 is more than $100,000 in equivalent, then its referral deductions will increase from 5% to 10%.

Here are just a few ways to use the referral program for referral deductions:

- Invite friends who wish to invest in e-Chat to participate in ICO;
- Make an overview of e-Chat ICO in your blog (in text / video or podcast format), additionally, in the description or in the text, specifying your own referral link;
- The publication of a referral link in their personal accounts in social networks;

- Publication of the link in specialized groups and forums dedicated to cryptocurrencies and blockchain technology (we are wary of spam, for this we recommend to publish links in a native format with a small description of e-Chat, and for the convenience of users, we have prepared several prepared materials that you can use);
- Run targeted or contextual advertising using your own referral link.

Thus, the e-Chat team will receive additional coverage among the loyal audience and additional inflow of investments, plus users will be able to increase their investments many times.

Affiliate program in e-Chat messenger
In the e-Chat application, the partner program will also be used. This function will be added to application Q1.2018 together with the release of its own token and adding it to the messenger. However, the affiliate program in the application has a different purpose. Its purpose is to acquaint users with the capabilities of the messenger, to reveal all its functionality.

When registering M1 in e-Chat, he can advise this application to his friend by providing his identification number. M2, downloading the application and completing the registration process, indicates the identification number of M1, who advised him to download a completely new decentralized multitask messenger e-Chat. After the registration is over, the M2 will receive three complimentary ECHTs that can be spent on any instant messenger capabilities. M1 receives an additional bonus of 1 ECHT for the invitation of a friend.

Thus, M1 has a motivation to add new loyal friends to the messenger, who, in turn, have the opportunity to make donates to it. And M2 has the opportunity to study e-Chat without additional restrictions, with the balance on the account.

7. Benefits for ECHT Cryptocurrency Holders

The above statistics, an active marketing strategy and an affiliate program create the prerequisites for a rapid growth in the number of users of the e-Chat messenger. With the increase in the number of users, there will be a growing demand for ECHT token, which is used in the messenger for the following purposes:

- payments for copyright content and access to paid channels;
- rewarding authors through «cryptolike»;
- payment for some e-Chat functions related to infrastructure costs.

The ECHT token issued in a limited amount on the basis of Ethereum platform and complies with the ERC20 standard. Support of this standard ensures compatibility and ease of integration of the token with different services (wallets, exchanges, etc.). The Ethereum platform completely supports the concept of decentralized applications thanks to built-in Solidity language for writing smart contracts that will be used to implement a number of functions in the e-Chat messenger.

After the ICO completion, the token will be listed on the largest crypto-exchanges.

Thus, the liquidity of the ECHT token and growth in its value will be provided by the demand from the growing e-Chat audience and the possibility of trading on crypto-exchanges.

8. Roadmap

Q4 2016

Creating of the idea.
Working on the concept and business plan.

Q1 2017

Team forming.
Start of the development of instant messenger e-Chat.

Q2 2017

The release of the e-Chat messenger.
Studying the feasibility of applying decentralized technologies for the further development of the application.

Q3 2017

Preparation for the ICO.
Creation of an information background aimed at attracting attention to e-Chat, forming a community, loyal image of the brand and crowdfunding. Continuation of the development of e-Chat: redesign, expansion of functionality.

Q4 2017

Conducting pre-ICO and first rounds of ICO.
Launch of an omnichannel marketing program and PR campaign to promote e-Chat ICO. Continued development of e-Chat: the introduction of support for P2P connections, the implementation of end-to-end encryption. Achieving an indicator of 50,000 application installations.

Q1 2018

Conducting the final ICO rounds.
Listing of ECHT tokens on crypto-exchanges. Continuation of the e-Chat development: integration of the ECHT token, the implementation of the functionality of the cryptocurrency wallet.

Roadmap

Q2
2018

The launch of a massive marketing campaign.
Continued development of e-Chat: implementation of paid channel functionality, integration of IPFS support. Achieve of 1,000,000 application installations.

Q3
2018

Continuation of the marketing campaign.
Implementation of the possibility of issuing and binding payment cards to a user account. Continued development of e-Chat: implementation of streaming. Starting the development of e-Chat desktop version.

Q4
2018

The release of the desktop version of e-Chat.
Integration of e-Chat with off-line solutions and the introduction of micropayments. Continuation of the marketing campaign. Achieving an indicator of 50,000,000 mobile application installations.

9. Project Team

One of the main decisions of the development team is the refusal of publicity. This is done because our goals are much higher than obtaining public recognition and fame, the values that become so desirable in capitalist society. In addition, e-Chat is an instant messenger that works independently of countries, borders, special services and any other circumstances. Therefore, we're asking: if we can not provide our own anonymity, how can we provide this to users? Although this limitation does not affect the management of the team, this decision was made for the developers, since they are the easiest target for external pressure.
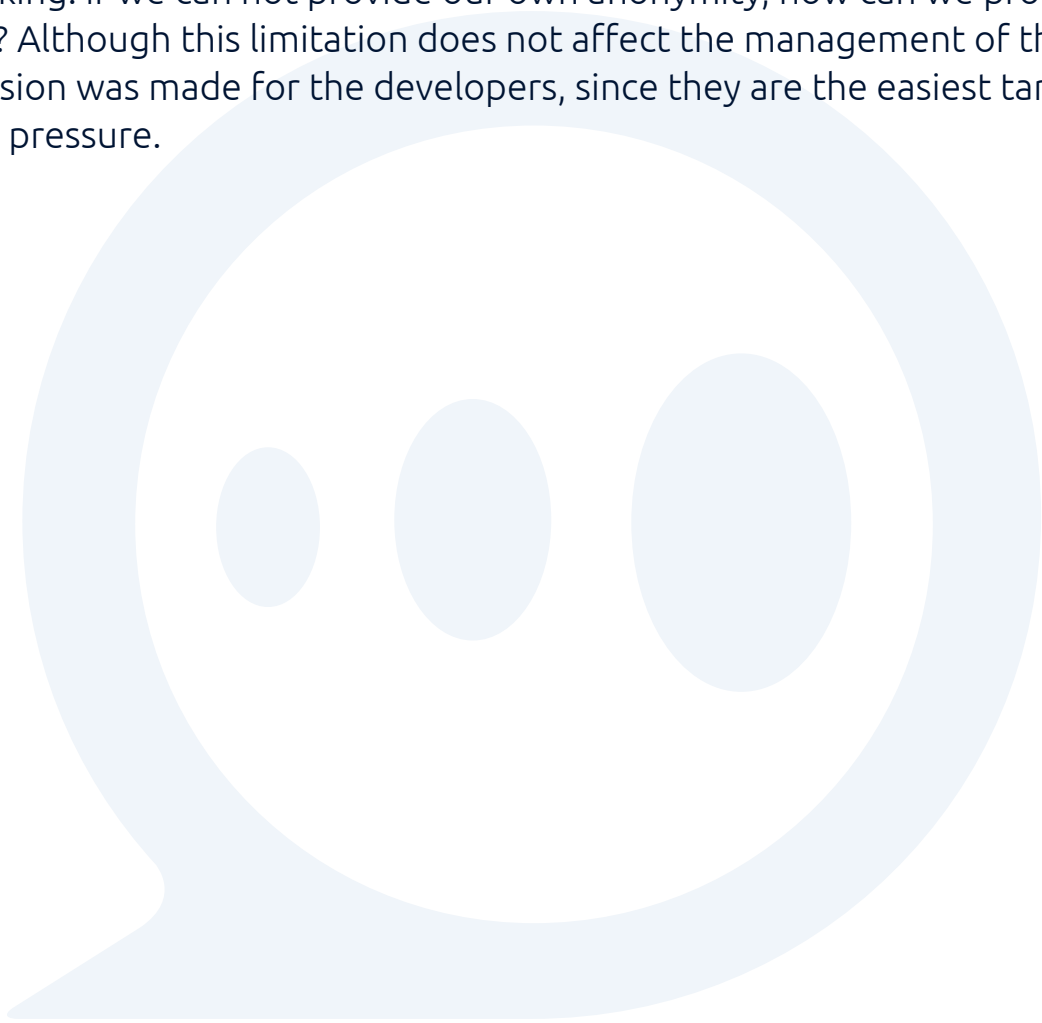
10. Public Sale

The creation and issue of e-Chat coins is done through the ICO (Initial Coin Offering) in Q4 2017. The investment goal is $300 million.

This amount is justified by the fact that in 2017 the messenger market has 3.5 billion users and all popular messengers have a common problem of monetization. e-Chat creates a new integrated model that allows users to use all the functions of the messenger for free and at the same time to earn money or make purchases. Thus, we create an infrastructure that allows us to effectively monetize the project. It includes sites for: communication, streaming, blogging, financial transactions, data transfer, telephony, integration of mobile games and applications.

Token Sale (distribution)

Token distribution phase #1 Pre-ICO
Start date: 16th of October 2017 (12:00 PM London Time, GMT-0)
End date: 15th of November 2017 (12:00 PM London Time, GMT-0)
e-Chat tokens distribution cap e-Chat (phase #1): 5,000,000 ECHT
Currency accepted: ETH, BTC, LTC, ZEC, BTS
Token exchange rate: 1 ECHT = 0.7 USD
Amount of tokens per one person: unlimited
Minimum transaction amount: $10
Maximum transaction amount: unlimited

Token distribution phase #2-8 ICO
Start date: 16th of November 2017 (12:00 PM London Time, GMT-0)
End date: 15th of February 2018 (12:00 PM London Time, GMT-0)
e-Chat tokens distribution cap (phase #2-8): 295,000,000 ECHT
Currency accepted: ETH, BTC, LTC, DASH, ETC, BTH, BTG
Amount of tokens per one person: unlimited
Minimum transaction amount: unlimited
Maximum transaction amount: unlimited

Token distribution phase #2 ICO round 1
Start date: 16th of November 2017 (12:00 PM London Time, GMT-0)
End date: 15th of December 2017 (12:00 PM London Time, GMT-0)
Token exchange rate: 1 ECHT = 0.75 USD

Token distribution phase #3 ICO round 2
Start date: 16th of December 2017 (12:00 PM London Time, GMT-0)
End date: 30th of December 2017 (12:00 PM London Time, GMT-0)
Token exchange rate: 1 ECHT = 0.8 USD

Token distribution phase #4-8 ICO round 3
Start date: 8th of January 2018 (12:00 PM London Time, GMT-0)

Token distribution phase #4 ICO round 3
Start date: 8th of January 2018 (12:00 PM London Time, GMT-0)
End date: 15th of January 2018 (12:00 PM London Time, GMT-0)
Token exchange rate: 1 ECHT = 1.05 USD

Token distribution phase #5 ICO round 3
Start date: 16th of January 2018 (12:00 PM London Time, GMT-0)
End date: 21th of January 2018 (12:00 PM London Time, GMT-0)
Token exchange rate: 1 ECHT = 1.125 USD

Token distribution phase #6 ICO round 3
Start date: 22th of January 2018 (12:00 PM London Time, GMT-0)
End date: 31th of January 2018 (12:00 PM London Time, GMT-0)
Token exchange rate: 1 ECHT = 1.2 USD

Token distribution phase #7 ICO round 3
Start date: 1st of January 2018 (12:00 PM London Time, GMT-0)
End date: 8th of February 2018 (12:00 PM London Time, GMT-0)
Token exchange rate: 1 ECHT = 1.275 USD

Token distribution phase #8 ICO round 3
Start date: 9th of February 2018 (12:00 PM London Time, GMT-0)
End date: 15th of February 2018 (12:00 PM London Time, GMT-0)
Token exchange rate: 1 ECHT = 1.35 USD

Token distribution phase #9 ICO round 3
Start date: 16th of February 2018 (12:00 PM London Time, GMT-0)
End date: 1st of March 2018 (12:00 PM London Time, GMT-0)
Token exchange rate: 1 ECHT = 1.425 USD

Use of funds
- **30%** - Development
- **48%** - Marketing & PR
- **10%** - Reserve Fund
- **12%** - Founders

The distribution of tokens
- **92%** - Token Sale
- **7%** - Referral Program
- **1%** - Bounty Campaign

11. Contacts

E-CHAT INTERNATIONAL LIMITED

Registered in Hong Kong, 4th October, 2016 with Company Registration Number 2434664.

Address:

Unit 25A, Wing Hing Commercial Building, 139 Wing Lok Street, Sheung Wan, Hong Kong

Call Us:

+8 (528) 009-06441 - Hong Kong

e-Chat