

Pockero Network

—Get your own Pockero Hero—

"We lived in a world where there were people, citizens, a world where there were businesses; now we live in a world where people can become businesses in 60 seconds."

—Brian Chesky





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Overview

In this paper, we offer an overview of the Pockero Network, a collective of decentralized marketplaces and communities on mobile devices.

Pockero Network exist as decentralized entity, built upon a standard open source framework comprised of Ethereum smart contracts and front-end libraries.

Pockero Platform provides libraries with core functionalities that are necessary to operate an online marketplace or community on mobile devices. Namely, the ability for users to post listings, filter and search through listings, rank peers and increase reputation. The Pockero framework is designed to be open and extendable Dapps to be customized and granted additional functionality through the use of auxiliary modules.

We also introduce the Pockero Network Token [PCKO] an ERC20 Token, in order to facilitate open participation and coordination across the network while providing protections from malicious actors. The Pockero Token is a multi-utility token which is required for application to the Pockero Network, utilized in an incentivized rewarding action to dictate access to a suite of ancillary services exclusive to network members, used to signal support or disapproval for proposals made by network participants, and which can be staked to deposit pools to mint tokens providing district-specific rights on third-party platforms.

Company description

Pockero's goal is to disrupt and redefine advertisement systems and classified ads as we use to know them.

Systems that have not evolved for decades, we have changed our mode of consumption and our users too. Text ads are no longer as convincing as they used to be, and ad walls quickly turn into ad cemeteries.

With Pockero, you can launch video queries to request help for a service or borrow an object. The whole is based on the instantaneousness in the form of a game, the heroes in the surroundings must answer it quickly since we do not create an ad wall but rather a stream of spontaneous and gamified requests.

In order to make this new ad system more dynamic and friendly, to gratify your hero, you invite him to have a drink, eat a tip, or you give him tips when the query is completed.

The more you help your community, the more you meet people and make new acquaintances, but above all, you reach new levels in the application, you evolve your avatar by gaining points with each request, each level giving you access to a (Starbucks, Honey and Pie, Flam's, NOOI etc)

We therefore create a high rate of attachment by finding a way to increase the engagement of our users, so they are encouraged to use the application and come back frequently.



Introduction

Pockero is a peer-to-peer application that aims to redefine P2P service systems. Systems that have not evolved for decades, hence, we have changed our mode of consumption and our users too. Text advertisements are no longer as convincing as they used to be, and ad walls quickly turn into ad cemeteries, in other words these advertisements usually end up lingering on those sites for weeks without finding anybody to answer them.

With Pockero, you can launch video queries to request help for a service or to borrow an object. The whole concept is based on the instantaneousness of the internet and we package it in the form of a game, the heroes in the surrounding neighbourhood must answer the request quickly since we do not create an ad wall but rather a stream of spontaneous and gamified requests.

In order to make this new ad system more dynamic and friendly, to gratify your hero, you invite him to have a drink, eat a tip, or you give him tips when the query is completed

The more you help your community, the more you meet people and make new acquaintances, but above all, you reach new levels in the application, you evolve your avatar by gaining points with each request, each level giving you access to a (Starbucks, Honey and Pie, NOOI etc)

We therefore create a high rate of attachment by finding a way to increase the engagement of our users, so they are encouraged to use the application and come back frequently.

Project history and ideation


The idea of creating a peer-to-peer mutual aid application between individuals (C2C) came from one of the founders following his move for which he needed help and where none of his relatives could come to help him. He asked himself: Why can not we have access to the skills and unused objects of our community? Convinced by the potential of market development of the economy of sharing he has gathered the best skills to build his team of founders

We were first interested in the market economy sharing, which explodes in France and Europe, is taking a great importance in the mentalities of our society.

The project was approved by the steering committee of the INNOV'INSEEC incubator on 31 January 2017. The project is monitored closely and regularly by the incubator. Our goal at the moment is to find the funding that would allow us to pay for everything we need to start the business and ensure the survival of the business. Because when you make an online betting site you must have a substantial cash to ensure the bets made on the site.

Key Features

- The ability to launch queries for any type of everyday services. No matter where, anytime.
- Text Queries: Once in the application, the user has the ability to describe his need on a text insert as well as select the type of reward for his hero. This feature is the one that will happen on the V1 of our application, easier to develop in terms of manpower (MPH: Man Power Hours). The advantage is that it is a great way for us to collect data as efficiently as possible from the start.
- Queries via chat-bot: the user will be able to access our services via our artificial intelligence "Monty", in other words, anyone wishing to use our services will be able to do it through our chat-bot which will be available on any services of Messaging such as Messenger, Skype, iMessage, WhatsApp and many others. The goal being that any person with a problem will talk to our A.I. by telling him what it needs, the robot will take care of.



- Video Queries: Once in the application, the user arrives on a "viewfinder" of his camera with our interface of recording and sending of the requests, the user has the possibility to describe his need in a video A few seconds via a snapchat interface. The advantage of using video is that we all know now that the main vector of communication for the next few years will be video, both in data transmission and in terms of communication between parties, so we will be on the Emerging trend. In addition, video is a sign of confidence more important than any other, since the person seeking a service must film himself in self-help to describe his need, in other words, our heroes will see the faces of those who need They will hear their voices which is better than a simple.

Create a Pockero account with the user's email account data (Username, first name, last name, etc ...)

Connect to the application

Ask the phone number in case this one is missing. Request any other missing information

Launch a query for it (the localization data etc ... provided by the messaging app) Provide feedback on the status of the query

Provide feedback after service

The purpose here being be invited to download the application. The advantage of using artificial intelligence is that our users do not have to do actions to become active users, the only thing they have to do is ask the robot what they want. So they allow us to create an account for them. It is as if they were chatting with someone on the team and asking us to make a request for them, everything is done on our side, the user will have nothing to do apart from describing his need, we So we have an action (1 message) we have the equivalent of:

- An account created (and the resulting data)

- A new user

- An active user

- A query created

It is as if that person had downloaded our app, so they are not obliged to go find the application, download it, create an account, create its application and then send it. This will ensure a higher conversion rate than if we only had users through the app.

- Query via widget: (With the App installed) Our users will be able to use our iOS widget in order to use our application, so they will not have to enter the application and will be able to send a request from the application.

- Query via Siri: (with the App installed) Our users will be able to ask Siri whatever they might want. This will be an essential Accessibility Feature as any user will be able to use our service, whatever disability they might have. They just have to say "Hey Siri, I need a hero to help me go to the park", "Hey Siri, I need some help to paint my wall", "Hey Siri, I need a Pockero" etc...

Business Purpose

The main business (or business area of the company) is the development of mobile solutions. We are a peer-to-peer platform of services between individuals. We can help you find help for any daily tasks you might imagine.

- Development of applications and our service that the user download the application thereafter, at the end of this service A.I the user will

- Updates (development dev)

- 
- Increase brand awareness
 - Building a community of everyday heroes
 - Development of a crypto-currency token
 - Development of a blockchain
 - Partner research (larger panel)
 - Find innovative new things to do / sell
 - Sell data analytics
 - Community management

The purpose of the company is to become the first platform of services between individual in the world.

Key Success Factors

Cryptocurrency/Tokenization: We intend to tokenize our service, so we are currently creating a "Smart-Contracts" protocol, using a Block-Chain which will allow us to tokenize these smart contracts and thus create virtual value thanks to this action produced online, in other words helping someone online will allow us to create a token that will have value just like the BitCoin, so using our service both parties will be paid by the simple fact that this request existed.

UX UI: We place a crucial importance on user experience and user interface, if our users are in the best environment, giving them envy

Gamification: Our platform is completely gamified, in other words, our users will be able to earn points for each request made to encourage them to use our service, so they change their profile as and when

Video: The use of video for application requests is one of the elements that will guarantee our success because video is the most used vector of communication and since this trend is in the emergence phase, we want to take the lead before everyone else got into the market.

Core Product

At the core of every Dapp are components necessary to operate a marketplace or bulletin board application. All districts provide the following baseline functionalities:

- Posting and listings (texts, photos and videos)
- Search and filtering
- Ranking and reputation
- Payments and invoicing

These capabilities are tied together and made accessible to users via list, thumbnail, etc, popularized by online services such as Uber, Airbnb, eBay, Amazon, Tinder.

Pockero App

The first Dapp to be deployed to the Pockero Network will be Pockero App, a peer-to-peer marketplace for the exchange of daily services. Pockero App intends to provide an easily discoverable services that have been made available for purchase by Pockero Network members.

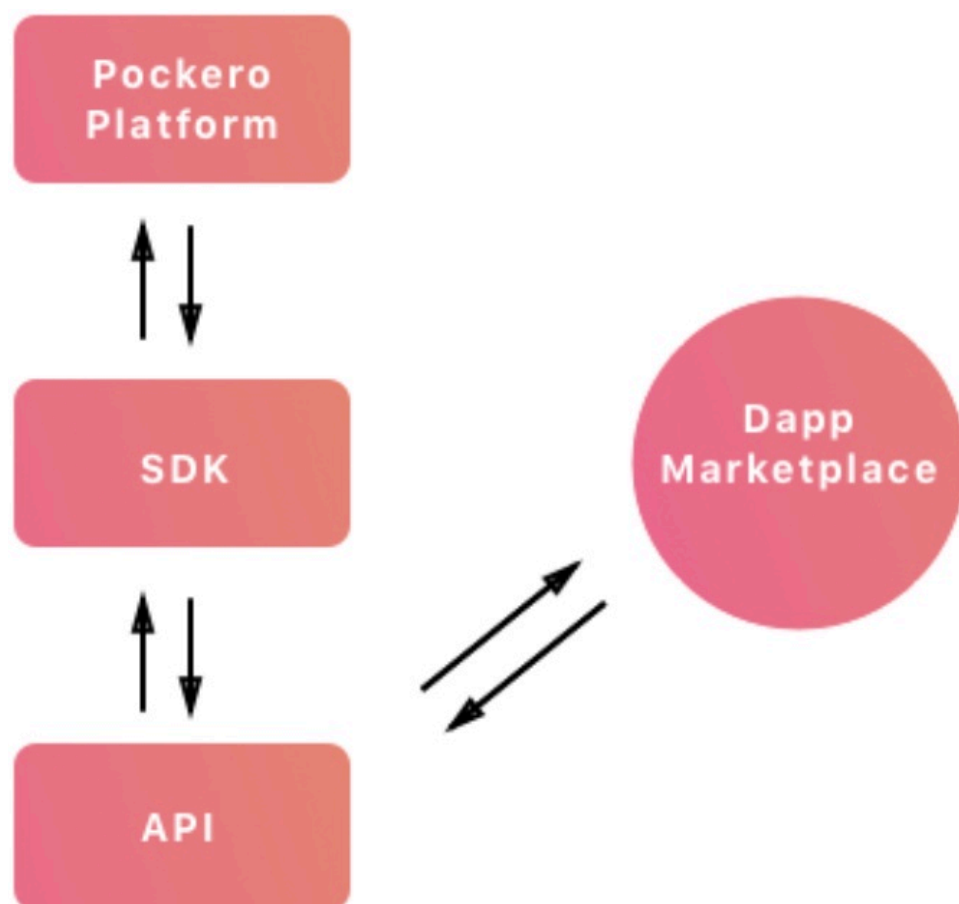
Amongst available options, user will be able to choose to open customized auctions or list their names for sale at fixed prices. Sellers will have the option of setting their prices in ETH or any ERC20 token.

Pockero App will also allow for the trading of services, enabling the exchange of items, in decentralized applications (Dapp) such as Status or Civic.

Pockero Platform

The Pockero Network will ultimately be comprised of global marketplaces and hyperlocal communities alike. The Dapp creation platform will provide users with an easy to use interface to design and deploy their own Dapp to the Pockero Network.

The dapp creation platform will provide a way to customize the parameters of the smart contracts powering a district and will offer numerous UI options to support a wide variety of markets and communities. The Dapps creation interface will feature an auxiliary module directory, similar to the Apple App Store , to allow for the easy discovery of plugins that extend the functionality and utility of Dapp.



Roadmap

2017

- Concept development
- Incubation of startup in France

Q1

Q2

Proof of concept and prototype/Alpha of Pockero App Developed off chain

- Raised Angel Investment Round
- Incorporation in Dubai UAE: Offices & Team

Q3

Q4

Design functionality and implementation of the Token Economy Service

2018

Finalization of the first public beta iOS

Q1

Q2

- Public Token Sale
- Code reward smart-contract

- Integration smart-contrat in App
- First Public Beta in UAE

Q3

Q4

Release v1.0

2019

- Product fully Developed
- Public release in USA

Q1

Q2

Implement Preventive Control

Pockero Platform release worldwide

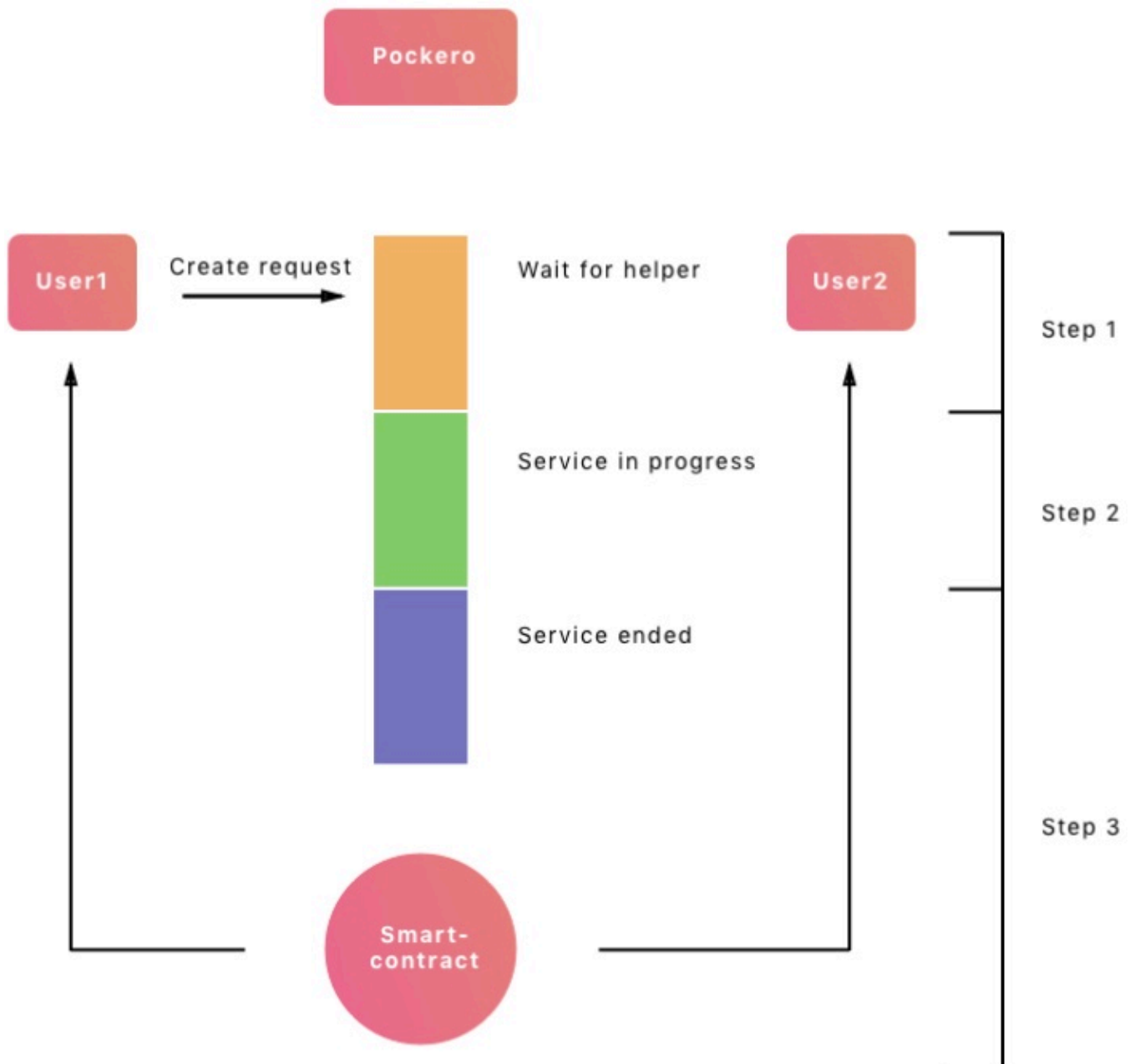
Q3

Pockero Token

To facilitate open participation and coordination across the network while providing protections from malicious actors we introduce the Pockero Token [PCKO].

The Pockero Token is a multi-utility ERC20 Token providing holders with both network wide governance utility and a means of gaining access to district-specific voting rights.

- Loyalty token to reward users who participate in the platform, contributed to them when they perform certain activities in the Pockero Network's ecosystem
- A medium of value exchange allowing providers to invoice their services in PCKO
- A store of value, allowing providers to retain payments in the Pockero App wallet.





Pockero Token Distribution

The Pockero Genesis Contract minted 450,000,000 Pockero Tokens.

The Pockero Genesis Contract has allocated the minted Pockero Network as follows:

- 175,000,000 = Distributed to participants in Contribution Period
- 100,000,000 = Reserved for Rewarding system
- 45,000,000 = Distributed to Partners (vest over the course of 24 months)
- 55,000,000 = Distributed to Founders (vest over the course of 24 months)
- 15,000,000 = Distributed to Advisors (vest over the course of 24 months)
- 60,000,000 = Distributed to Early Contributors (vest over the course of 12 months)

PCKO tokens minted for allocation to founders, advisors, and early contributors are subject to a vesting schedule. Founder and advisor tokens are allocated over a 24-month vesting period, with a 12-month cliff. Early contributor tokens are allocated over a 12-month vesting period, with a 3-month cliff.

Contribution Period

Contribution Period starts in Q1 2018. During this time, contributors are allowed to purchase a total of xxx PCKO during the 24 first hours. Unsold PCKO Token will be burned.
Hard cap \$8,000,000.

Pockero Network's ICO will be a capped sale raising \$8 million (8,000,000) equivalent of ETH with whitelisted contribution caps. Pockero team will be issuing 450 million (450,000,000) ERC20 tokens, called Pockero Network Token [PCKO], to create a Disruptive Decentralized Marketplaces on mobile devices.

These tokens will be offered in a crowdsale to allow participants to purchase PCKO early as well as contribute and support the further development of Pockero Network. Starting Q1 2018, participants will have the ability to contribute and receive PCKO in exchange for their ETH by sending Ether to a designated address.



Use of funds

The funds will be used to further develop our dapp and Network. However here are some key elements to be taken into account:

- Acquiring new partners for our Network. Partners who will accept PCKO as a method of payment and who will offer discounts to our community especially if people decide to pay by using our PCKO token.
- Acquiring new participants in the Pockero Network, other apps and companies who want to use our network and APIs to be a part of our network. We already have 1 upcoming app which will be on our network, an app for charities based on our current model on Pockero app but to connect individuals with charities.
- Growing our development team to develop new features
- Scaling our dapp worldwide, by starting with identified markets such as the Netherlands and California, where peer to peer help has more opportunities of succeeding

Development Expenses

Contributions allocated for development expenses will be utilized to cover costs associated with the refinement of Pockero Protocol, the deployment of new Dapp to the Pockero Network, the creation of auxiliary modules, improvements to Dapps developed in-house, security audits, and the launch of the Pockero Platform.

Operational Expenses

Contributions allocated for operational expenses will cover any costs associated with accounting, business development, community management, education, people operations, recruiting, support, and any other administrative tasks.

Marketing Expenses

Contributions allocated for marketing expenses will cover any costs associated with the promotion of the Pockero Network, Dapp on the Pockero Network, the Pockero Platform.

Legal Expenses

Contributions allocated for legal expenses will cover any legal costs associated with the establishment and operation of Pockero SAS, the establishment and operation of entities selected as service providers by the Pockero Network, and any unforeseen legal costs necessary to resolve matters that could pose a threat to the Pockero Network.



Team

Gustavo Montero | Chairman

<https://www.linkedin.com/in/gustavo-a-montero-65b357>

Alexandre Rigaud | CEO

<https://www.linkedin.com/in/arigaud>

Fabien Chung | CTO

<https://www.linkedin.com/in/fabien-chung-a1793830/>

Arnaud Gaget | CMO

<https://www.linkedin.com/in/arnaud-gaget-549877106/>

Advisors

Laurent Rigaud | Business Development / Sales Advisor

Allan Rowley | Financial Advisor

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Know Your Costumer (KYC)

KYC checks will be performed by Pockero Network for all ICO participants. This will be done for the following reasons:

As part of the Pockero Network fully integrated wallet service, Pockero Network is planning on integrating fiat 'on/off rails' services to allow users and providers to pay for services by credit card and withdraw payments to their bank accounts. These services will eventually require regulated KYC/AML checks, so it is necessary to start the compliance process now.

The cryptocurrency marketplace is becoming saturated with a number of ICO activities and it is becoming increasingly difficult to determine legitimate projects. Pockero Network has a legitimate team, a legitimate product and a legitimate ICO and so will be including KYC to demonstrate authenticity and our commitment to the Pockero Network Team.