

# ICO Review: Experty (EXY)

Decentralized Knowledge Exchange

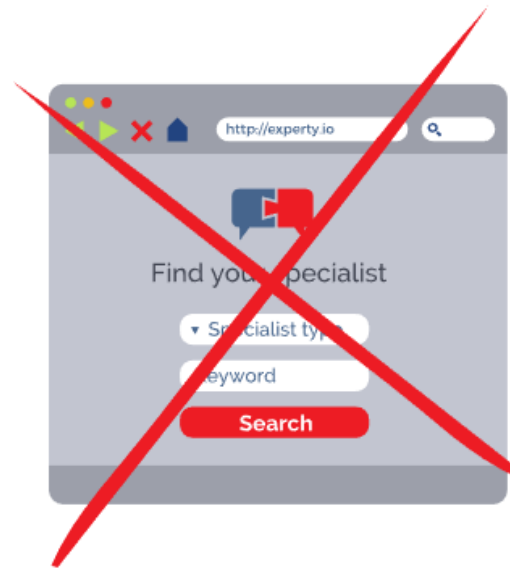
December 20, 2017



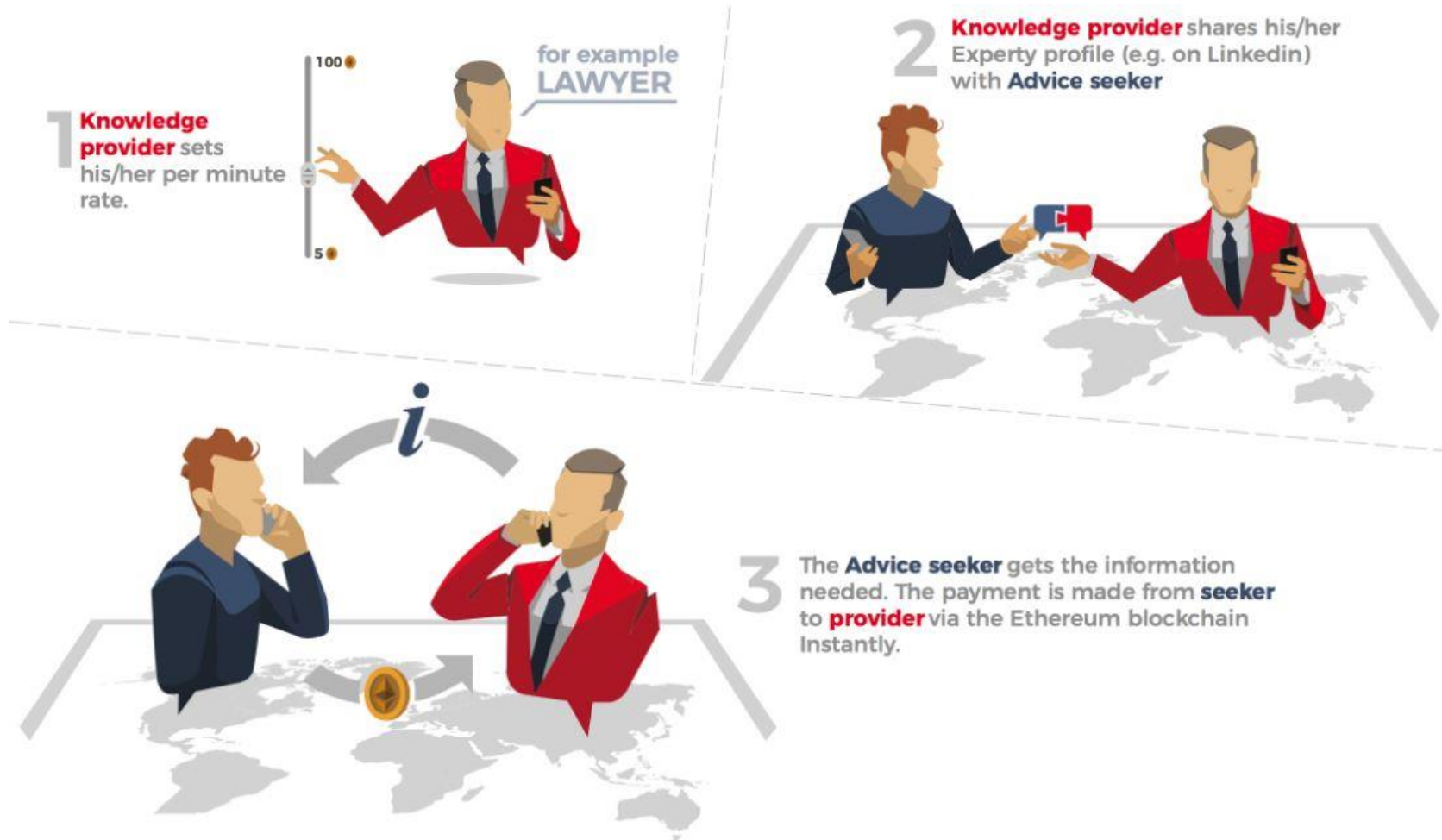
**EXPERTY.IO**

# What is Experty?

- Experty is a protocol that brings the “expert network” business onto the blockchain.
- Takes the decentralizing aspect of a blockchain and cuts out the middleman.
- Knowledge providers will be able to share their Experty link directly on social media (as opposed to using a marketplace).
- Payments will also be made through a smart contract so payment will be nearly instant.



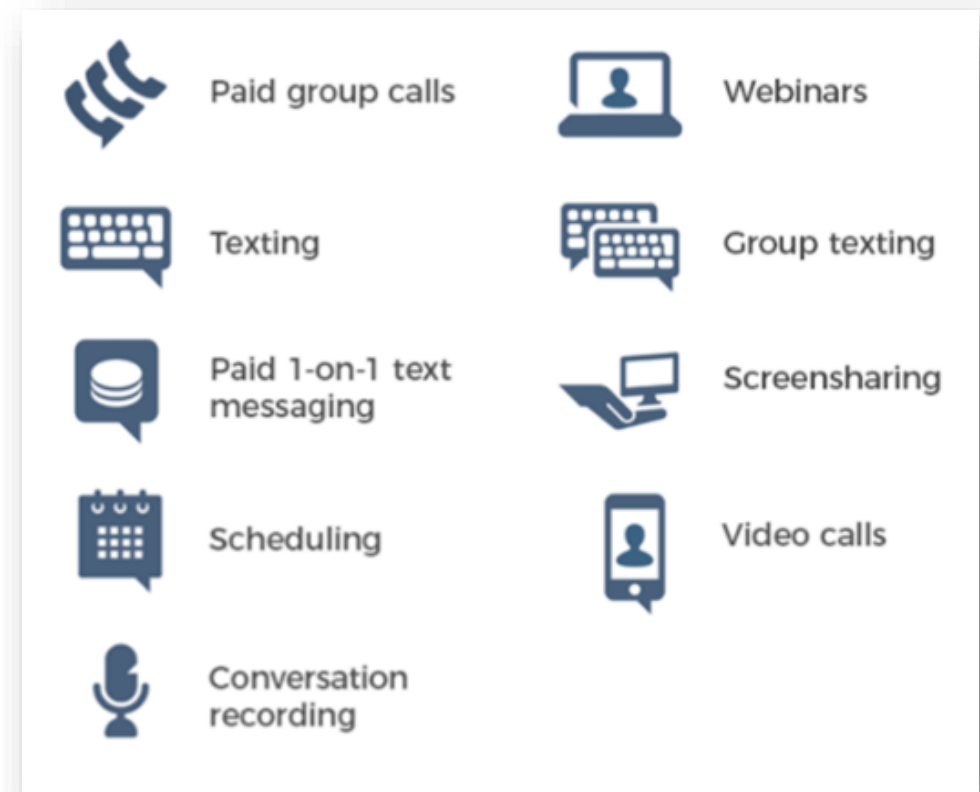
# How Exerty works



# Features of Experty

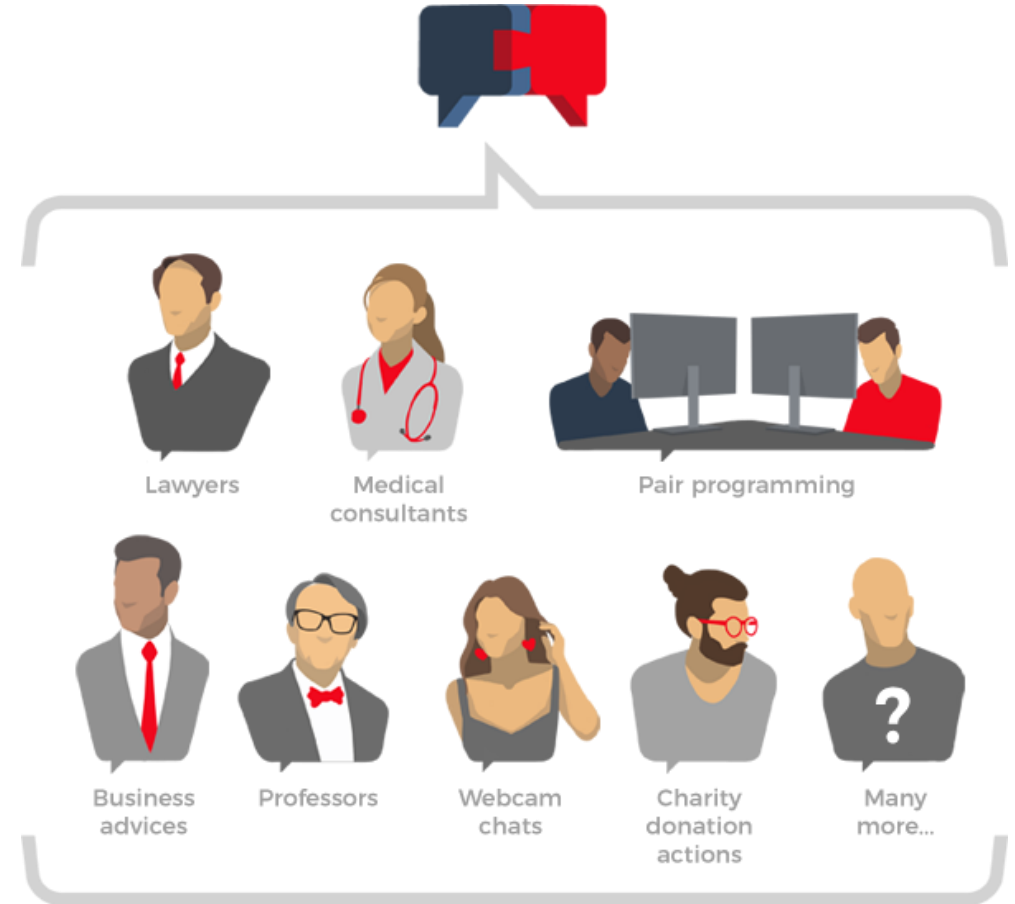
- Profiles
- Video and voice calls
- Messaging and scheduling
- EXY tokens
  - The main source of payment on the platform.
- EXY wallet
  - A soft-wallet on the website to hold EXY tokens.

## EXPERTY APPLICATION



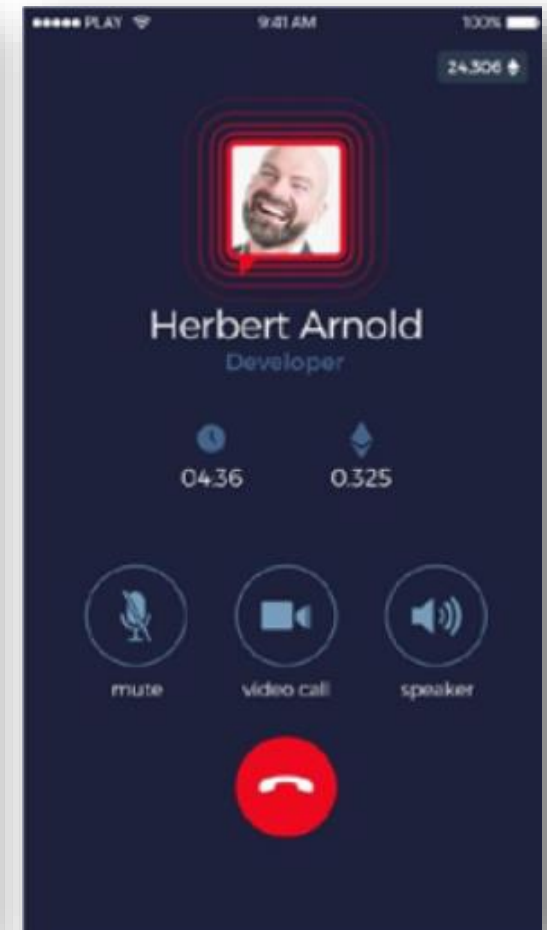
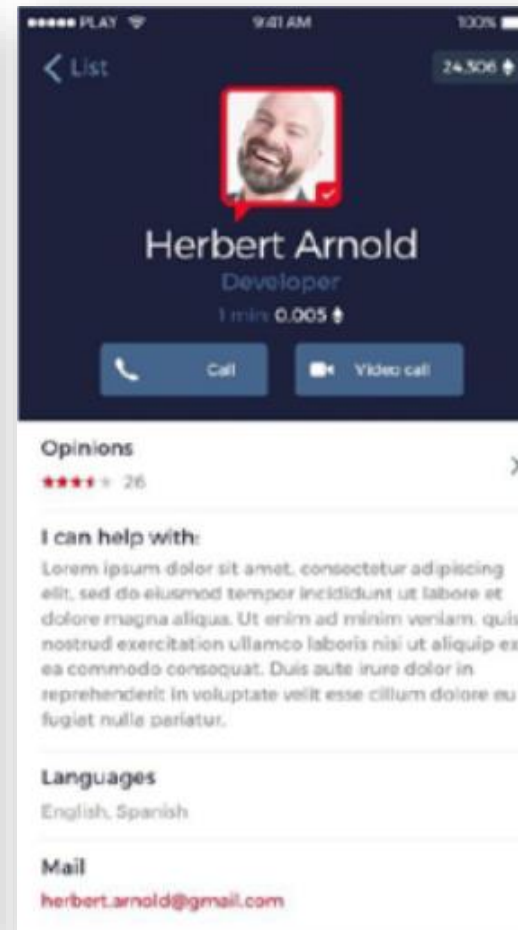
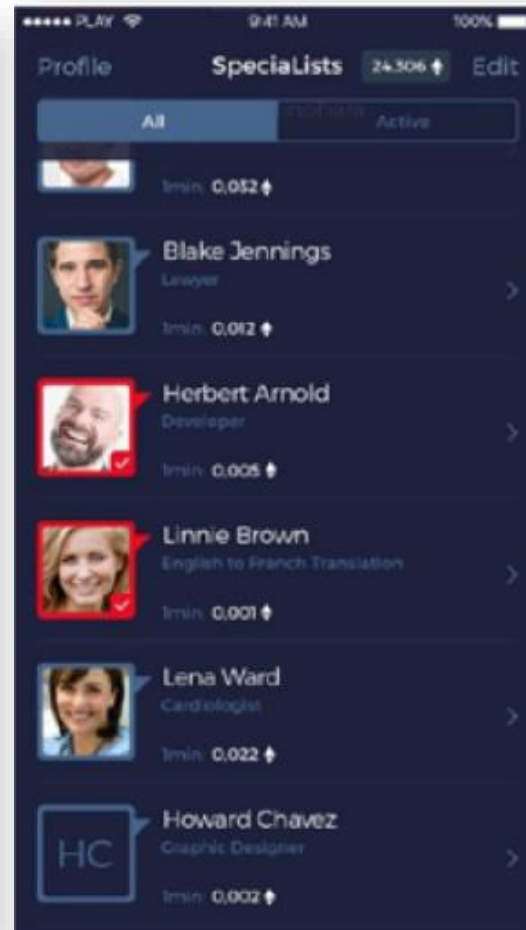
# Use cases

- Blockchain influencers
- Blockchain YouTubers
- Business advisors
- Developers
- ICO hotlines for companies and associations such as Bitcoin Suisse and Crypto Valley Association
- Paid premium support

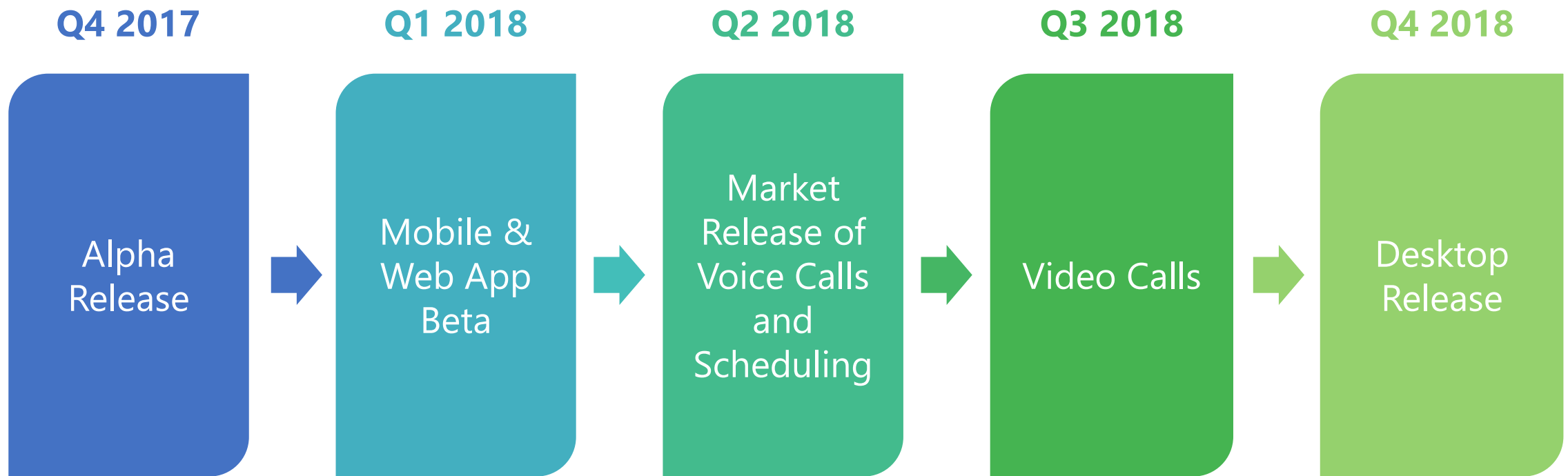


# PROJECT OVERVIEW

# MVP screenshots



# Development roadmap

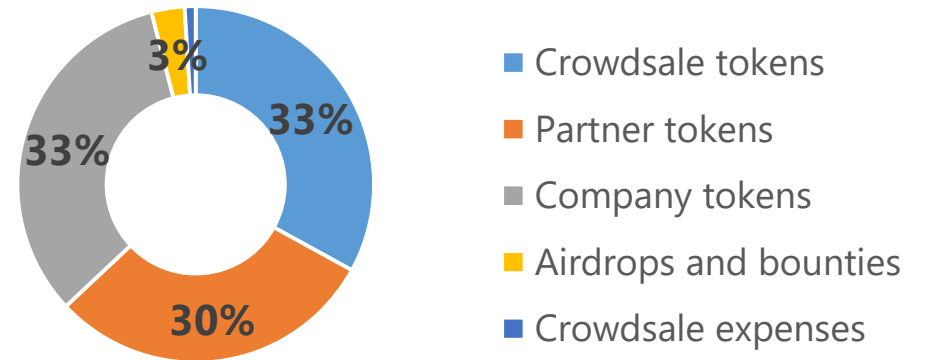


# EXY token sale summary

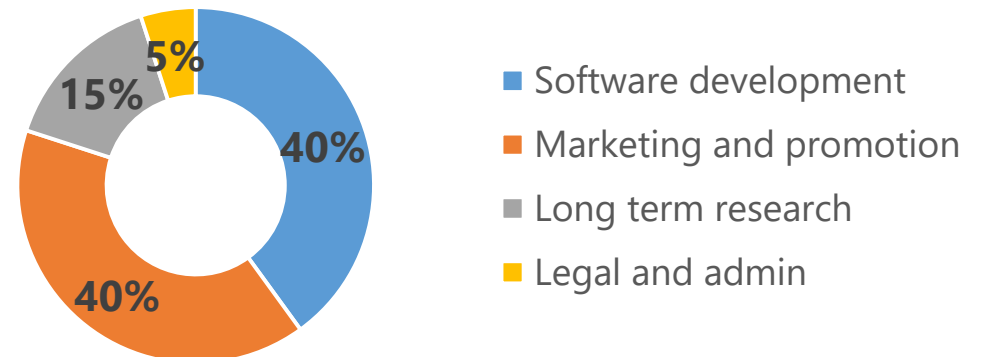
## ICO SUMMARY

- **Project name:** Experty
- **Token symbol:** EXY
- **Website:** <https://experty.io/en>
- **Hard cap:** US\$9M or 33,000 ETH, whichever is lower
- **Conversion rate:** 1 ETH = 1,000 EXY tokens
- **Max market cap at ICO (fully diluted basis):** US\$27M
- **Bonus structure:** Different Proof of Caring Tiers with bonuses of 60% + 5000 EXY / 40% + 1000 EXY / 20% / 10%
- **Presale or white list:** Pre-ICO Tiers for PoC participants
- **Countries excluded:** North Korea, USA (accredited investors only)
- **Timeline:** Crowdsale begins on January 25, 2018, and ends on February 25, 2018
- **Token distribution date:** When ICO is finished

## TOKEN DISTRIBUTION



## USE OF PROCEEDS





# Use of EXY tokens

- EXY tokens will be the only currency used on the Experty platform.
- The website will have a soft wallet, and a way for users to buy EXY tokens directly using fiat or cryptocurrencies.
- As EXY tokens are needed to perform transactions or staking, the more usage and users the Experty platform has, the more valuable EXY tokens should be.



## THE TEAM

# Who are the people behind Experty?



**KAMIL PRZEORSKI**  
CEO Founder



**TOM DYL**  
CTO CO-Founder



**GREG KUCMIERZ**  
Solidity engineer,  
co-founder



**BLAISE MATHAI**  
Communications  
Manager



**SARAH KHAN**  
Project Director



**ANATOLII MENLYK**  
Full Stack Developer



**LUKE KUBICA**  
Mobile Developer



**DANIEL CHMIEL**  
Fullstack developer



**HUBERT  
STEMPLEWSKI**  
Mobile Developer



**ALEX KOWALCZUK**  
Software QA



**ADAM STRZEMPA**  
Mobile Developer



**PATRYK SZCZYGLO**  
Mobile Developer



**PAWEL ROKOSZ**  
Frontend Developer



**MATT SACZEWSKI**  
Marketing Manager



**PATRYK HUZARSKI**  
Frontend Developer

# The opportunities

- By removing the middleman, Experty is able to provide expert network services at a lower rate than current incumbents. Certain experts currently charge a rate of thousands of dollars per hour and hopefully this would be reduced if they choose Experty.
- The team has already lined up a fair number of cryptocurrency experts ready to provide consulting services when the platform launches.
- Using the expert's social media instead of having a centralized place with all the experts' information makes it easier for users to consult with the experts.

# Our concerns

- Key team members are all software developers who don't seem to have experience in consulting or working with expert networks. It may be difficult for the team to expand outside the crypto space and into other areas such as legal, financial services, health, etc.
- There is a limit as to the number of calls an expert can take per day, so we believe Expertly will need a very large number of experts in order to justify a potential valuation in the range of tens of millions of dollars.

# What do we recommend?

## For flipping: **Positive.**

- The project has a high market awareness, therefore the \$9 million hard cap with the potential for higher bonuses is compelling.

## For long-term holding: **Neutral.**

- Given the team's background in software development, we are unsure whether they can branch out from the initial focus of the cryptocurrency space.
- If the team cannot provide a better user experience than current incumbents in the centralized space, the adoption for the project may be slow.

***CrushCrypto***