



MANUS APP LTD WHITEPAPER V1.5

Here to help!

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1 EXECUTIVE SUMMARY

Manus App is a state of art location based on-demand skill sharing platform that provides tradesmen and service providers a decentralised social marketplace for getting connected with local customers, who are looking for quality services at competitive market rates. It offers a decentralised blockchain based platform that enables users to offer and receive services without involving a middleman: who previously would be taking a big share of their earnings. We have the vision to be a comprehensive skills and service sharing ecosystem that revolutionises the way we look for normal day services based solutions. Our platform will provide a one stop solution for all sorts of needs ranging from Plumber, Electrician, Painter, Carpenter, Roofer, Gas Engineer, Locksmith, Handyman, Tree Surgeon, TV/Satellite and Gardner. We are aiming to create an active market place of tradesmen (suppliers) and customers (buyers) and thus bridge the gap between available tradesmen and DIY (Do it Yourself) tasks that customers want.

This white paper gives a detailed description of our research and planning and aims to demonstrate the current status and future plans of the Manus platform, its associated products and solutions and the Manus token—the payment gateway within the Manus ecosystem. The document strives to inform our readers how we are using our teams' expertise to provide you a blockchain deployed decentralised app with integrated marketplace allowing tradesman and customers to avail services at minimal costs with higher speed, efficiency and maximum security while at the same time incentivising users for using our products. We are committed to building a strong brand based on a real utility with a practical function for mainstream audiences, thereby creating true value of our cryptocurrency in the world.

Kommentar [AA1]: Shall we remove the word App when referring to Manus. Manus App Ltd is the registered company name and domain name. The brand name itself is just Manus.

Kommentar [MY2]: Manus sounds better

Kommentar [EI3]: It's a standard set rate at £60 per hour, that will no change on location or take.

Kommentar [MY4]: The reason we have offered far lesser prices is: considering the disruptive nature of block chain and crypto-industry, you are claiming to be removing the middleman, who normally would take major share of the tradesman earning. Now that you are suggesting a standard fixed rate with around 20% commission, I afraid in the crypto industry this will simply won't be able to attract investors/users, as simply would be a blockchain deployed version of traditional tradesman marketplace. It is a solution though and we have deep respect for your knowledge and working on this business model. So if you want us to follow your approach, we surely would.

Kommentar [AA5]: List of services that will be available are: Plumber, Electrician, Painter, Carpenter, Roofer, Gas Engineer, Locksmith, Handyman, Tree Surgeon, TV/Satellite, Gardner.

Kommentar [MY6]:

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3 BACKGROUND OVERVIEW OF TRADESMAN INDUSTRY

As civilisation progresses, human desires increase, leading to the evolution of economic activities. Normally primary activities such as hunting, animal husbandry and agriculture emerged. Later on, as science and technological development took place which leads to the evolution of industrial sector. The expansion of both these sectors made the advancement of service sector.

The service sector being one of the most important sectors of the economy plays a significant role in the development of an economy and current statistics—given below in market overview section in detail—reveals that this industry is expanding at a faster rate. A part of the economy in the service sector includes all activities which people offer their knowledge and time to improve productivity, performance, potential and sustainability and also known as advice, experience and discussion include the service sector. One important sector of the service industry is the Tradesman Industry.

A tradesman refers to a worker who specialises in a particular occupation that requires work experience, on-the-job training, and often formal vocational education. In simpler terms, whether one is looking for a floor heating company or a plumber, it is the local tradesman who is going to be looked for, at the moment.

Despite being viewed by some as a second class career path, research carried out by the Milkround has discovered that in a survey of 900 school leavers [42% believe that they already have the skills necessary](#) to start full time work and could contribute to the skilled work force. However, parents are still pushing children to go to university, believing the job prospects afterwards to be better. The factor these parents fails to consider though, is that tradesmen are incredibly important to the world economy, responsible for playing a vital role in any economy as they are the hands that allow innovation and development to occur and without their work, productivity would come to a halt and the UK's progress will inevitable stand still.

Manus App, being the disruptor of tradesman marketplace for both tradesman and customer, aims to resolve the main issues faced by this marketplace, which are given below:

Problems we solve:

Our research suggests that some of the main issues faced by the traditional tradesman marketplace are:

1. A middleman getting a two-digit percentage of tradesman earning
3. Centralised control and governance
4. Tedious process of hiring both for customer and tradesman
5. No proper review system for ensuring quality service and anyone can leave a review
6. Tradesman has to wait for multiple days if not weeks just to get a part time job

Kommentar [EI7]: I don't think it hectic, it more lengthily.

Kommentar [MY8]: Changed to Tedious

Kommentar [EI9]: Point 5 and 7 have same meaning

Kommentar [MY10]: Taken Care of

Kommentar [EI11]: Do you mean when quoting for a task?

Kommentar [MY12]: Due to unavailability of jobs

4 INTRODUCTION TO MANUS APP

The Manus App is a modern age tradesman marketplace that utilizes sophisticated technologies such as Global Positioning System, Big Data, Artificial Intelligence, Blockchain and Smart Contracts to enable connectivity between local tradesman and customers seeking for Do-It-Yourself (DIY) tasks round the clock.

It is a first of its kind service and skill sharing platform that is built entirely on blockchain and use a cryptographic mode of payment i.e. Manus Token for payments, and considering its cutting-edge business model, the platform has the potential to disrupt the traditional Tradesman Marketplace and act as a true alternative that accept crypto as a medium of account.

We aim to facilitate people from all walk of life with the focus on those looking for tradesman to perform DIY task in home or workplaces. In doing this, we also provide tradesman an opportunity to get employed according to their right set of skills and earn themselves a handsome earning. The main objective is made on making the process of hiring a tradesman easier, so that, for them in the literal sense of this expression, there are no limitation of time, distance or weather conditions.

We believe that Manus app platform will boost tradesman business by allowing tradesman and customers a peer to peer connectivity, where all transactional activities aren't trusted i.e. having no middleman involved, and as a result, enable them to not only take the fair share of what they earn, but also contribute towards the betterment of the socio economics of the area.

In the Manus financial ecosystem, all transactional activities are to be deployed on a decentralised blockchain, which ensure transparency, visibility, credibility, immutability and complete autonomy of the community.

Kommentar [EI13]: No sure what this means?

Kommentar [MY14]: The proposed fee is 2.5% which is minimal and near to zero. As mentioned earlier, you are welcome to keep the more realistic approach i.e. 33% of whatever fee you find appropriate. This number is taking into consideration the crypto industry based offerings

Kommentar [EI15]: For Manus to run as a business we need to keep the 20% charge, as stated in the numbers in the business plan provided.

Kommentar [EI16]: I think is worded wrong, the meaning is correct.

Kommentar [EI17]: No changes was made to this?

5 MISSION STATEMENT

We aim to bridge the gap between availability of tradesmen and urgency of customer's DIY tasks, while at the same time, ensuring that the governance lies within the community—enabling all parties to get their deserved share of earning.

Manus is here to Revolutionise, Innovate and Disrupt the DIY Market.

6 OUR VISION

We envision a truly decentralised tradesman and services marketplace, where community have the ultimate control on governance, and no middleman or centralised authority takes a major share of tradesman earning.

7 MANUS SOLUTIONS

The key driver of the Manus App is the availability of local tradesmen and urgency of the job. Instead of a tradesman to visit some local advertising agency or a contractor and wait for several days, all he has to do is install the Manus App available on Google Play store and Apple App store, and this app will be one of the first places (maybe the only place) for customers to turn to in an emergency, such as a burst pipe, broken boiler or leaking roof or when a tradesman needs to add work to their schedule.

HOW IT WORKS?

Tradesmen and customers could visit the company's website, the App Store or Google Play, download and easily install the Manus App on their Smartphone (iPhones and Android phones). Once installed on their phone, the customer will complete a short registration before starting their search for tradesmen based on availability and locality.

Every job agreed between customer and tradesman will generate an hourly fee of £50. This is collected at booking by a payment platform. Of this £50 fee, £40 is paid to the tradesman and £10 retained by the company. From the outset the tradesman and the customer agree a duration for the job and this is blocked out. So, for example, the job is booked in for 3-hours then the total fee is £150; of which £80 is paid to the tradesman and £70 retained by Manus.

With the help of blockchain technology, we are aiming to resolve some of the main issues faced by tradesman and services industry today, details of which are given below:

MINIMAL FEE

Manus believe in a business model that is more customer oriented rather than focused at gaining personal or corporate gains. The platform has a philosophy of making lives of people easier by allowing them to connect with the right tradesman in a cost-effective manner. Every job agreed between customers and tradesmen will generate an hourly fee of £60. This is collected at booking by a payment platform. Of this £60 fee, £40 is paid to the tradesman and £20 retained by Manus. From the outset, the tradesman and the customer agree the duration for the job and this is blocked out. So, for example, the job is booked in for 2-hours then the total fee is £120; of which £80 is paid to the tradesman and £40 retained by Manus. **This amount generated/deducted is used for the operational, managerial, development and maintenance of the Manus platform.**

USER FRIENDLY APPLICATION

Manus is a user-friendly application with elegant design and quality user interface, ensuring that anyone having basic knowledge of smartphone usage can list themselves on the app and start using our application without going into too much technicalities. We know the role of Human and Computer Interaction when it comes to users' perspective and would be hiring highly experienced professionals in this field so that a platform is created which is easy to comprehend and use for tradesman and ordinary customers.

Kommentar [AA18]: Every job agreed between customers and tradesmen will generate an hourly fee of £60. This is collected at booking by a payment platform. Of this £60 fee, £40 is paid to the tradesman and £20 retained by Manus.

From the outset, the tradesman and the customer agree the duration for the job and this is blocked out. So, for example, the job is booked in for 2-hours then the total fee is £120; of which £80 is paid to the tradesman and £40 retained by Manus.

This is proposed, as mentioned earlier. If the role of middleman is to be eliminated, it has to offer tradesman an advantage of giving them their complete or maximum earning/

MIDDLE MAN ELIMINATED

As discussed earlier, in the current marketplaces for tradesman and customers, a big share of the earning is taken by middleman—intermediaries who are working as commissioning and dispute resolving agents. We are aiming to implement peer to peer connectivity for order discussion and then use smart contracts for dispute resolution or as trust providing agents.

Smart contracts are sort of mutually set agreements that work much like traditional contracts, but the difference is that instead of relying on a third-party mediator, they are autonomous programmable codes and execute automatically once the required set of rules recorded in the smart contracts are fulfilled.

DECENTRALISED GOVERNANCE

A completely decentralised platform where the app is deployed in the form of dApp (decentralised application) on Ethereum blockchain and thus control lies within the community rather than a central authority. As a result, no single point of control is reserved with anybody—whether the founding body or management team. Furthermore, setting decentralised governance would ensure that the platform remains immutable, as it is nearly impossible to hack, alter or corrupt data on the blockchain. Data once entered/added cannot be edited, even by the uploader.

SMART CONTRACTS

Instead of relying on traditional escrow models for adding the much needed trust among transactional parties and hiring particular representative for dispute resolutions, Manus would use dedicated Smart Contracts where all set of rules and data are recorded on a decentralized blockchain that can never be altered or corrupted or is simple immutable.

Before starting a new contract, both parties are required to enter their agreed set of rules which is stored within the smart contracts alongside an escrow account, where order amount is also kept until completion of the service. Upon completion of the required service, the smart contract would automatically execute the funds transfer into tradesman account, which is followed by giving both parties a chance of **Smart Rating and Review**. This way, we ensure that, the role of the middle man is eliminated and a big share that was previously taken by intermediaries is retained to the users.

SMART REVIEWS

We are using a smart review and rating system that is connected to smart contracts and once an order has been executed it allows **both tradesman and the customer** to rate their experience. Unlike traditional platforms, where reviews are faked or manipulated, we allow clients and tradesman to review only once a real transaction has been performed.

A snapshot of such data is recorded on the immutable blockchain which facilitates every next client to look into the tradesman history of work and hire with confidence. Moreover, reviews are also linked to artificial intelligence software that is integrated within the Manus app to determines authenticity of the users, service and transactions.

This way, tradesmen and service providers who delivers quality service are promoted and given priority in listing and search ranking, leading them to have more jobs and in turn get better earnings in future assignments while customers can have the added satisfaction of mind of looking into a tradesman past track record and can decide wisely.

8 CUSTOMER (BUYER) BENEFITS

No extra fee: A Customer no longer have to pay extra fee for order placement or transfer of money/tokens

Available for everyone: A platform that enable customer access to different tradesmen on demand, 24/7 and 365 days a year in one handy place

Time Saving: Saves Time by placing orders with a few taps on your mobile phone

Decentralization and Transparency: Quality Assurance through deployment on a decentralized blockchain, Smart Contracts and Smart reviews

Suitably qualified and vetted tradesmen: All tradesmen must supply 3 references and be CRB registered.

No geographical Limitation: The platform is not restricted to any geographic location, thus allowing anyone to hire tradesman for their services anytime at anyplace.

User Friendly: Manus App provides ease of use through a user-friendly interface

Enable access to a Broader Marketplace: Access to a broad marketplace of tradesmen with a few taps on a Smartphone anytime and anywhere.

9 TECHNICAL ARCHITECTURE

9.1 MANUS TOKEN

Manus token is a state of the art cryptocurrency that allows peer to peer mode of payment and is deployed on decentralised Ethereum blockchain based technology. The currency would be used for daily transactional activities happening within the Manus platform and financial ecosystem—as a peer to peer exchange and store of value between users—allowing secure, efficient transactions at reduced costs.

Based on cryptographic technology of Ethereum blockchain, Manus token uses ethereum based consensus model for transaction execution in peer to peer transactional activities and allow seamless transfer of value between Customers and tradesman; daily consumers, sellers or anyone involved in the Manus financial ecosystem. The decentralised governance mode of the platform allows its value to remain intact and not to be affected by centralized institutions or group of individuals

9.2 MANUS TOKEN FEATURES | WHY CHOOSE MANUS TOKEN?

Decentralised: Control lies within the community, neither with corporates nor governments

Peer to Peer Transfer of Value: It allows peer to peer transfer of value without the role of any intermediary.

Secure: Highly secure through cryptography

Quick and Seamless: Instant transfer of value without any waiting time irrespective of amount or distances

Portable: You can carry billions of dollars' worth of tokens all in a cryptographic encrypted wallet

Inherent Utility: Unlike, most of the traditional cryptocurrencies, it has a true inherent value within the Manus platform/marketplace

Liquidity: Liquidity offered through listing on crypto trading exchanges and inherent utility

Transparency: All transactional activities recorded on distributed public and immutable blockchain

9.3 MANUS SMART CONTRACTS

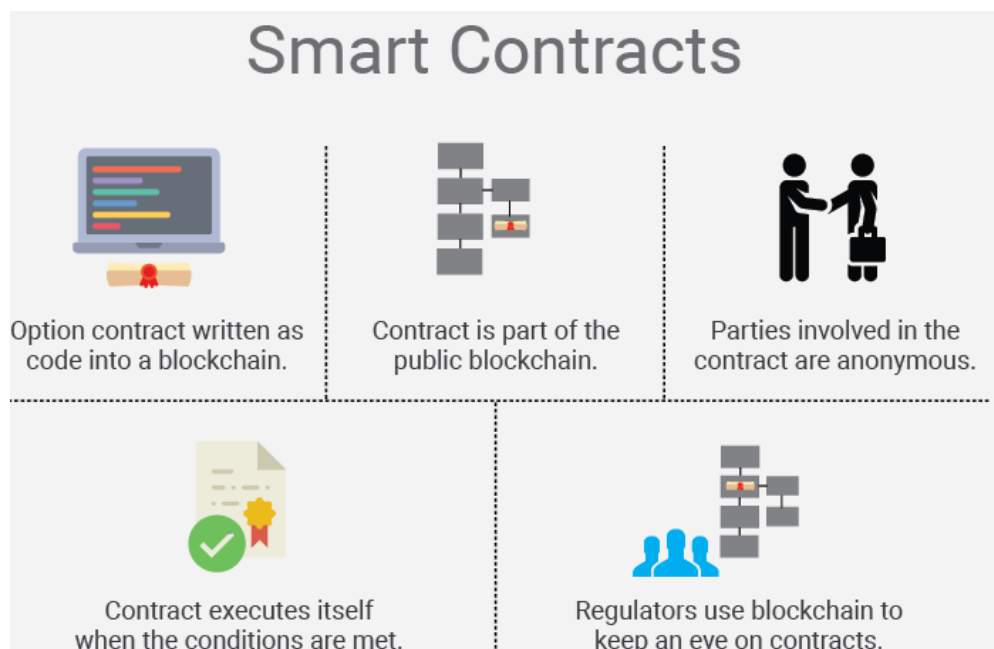
Usage of smart contracts within the Manus platform and Manus token allows secure payments and fair decisions between tradesman and Rather than go to the process of hiring a solicitor to draw up a contract to cover payment for services rendered, Manus Smart contracts will be configured to release a certain amount of funds to particular providers when they have completed a certain task. Like traditional contracts, smart contracts will be programmed to define rules and penalties around an agreement. One difference is that Manus smart contracts will automatically enforce these rules and penalties. MANUS uses Smart Contracts technologies that are the deterministic exchange mechanisms controlled by digital means that can carry out the direct transaction of value between untrusted agent, and utilize this technology to facilitate, verify, and enforce the negotiation or performance of economically-laden procedural instructions and potentially circumvent censorship, collusion, and counterparty risk.

Kommentar [EI19]: I'm 100% sure this repeated and stated above

Kommentar [MY20]:
Can you please highlight the specific portion where do you think this paragraph already exists?
I have checked using find feature of the MS Word and couldn't find any repetition

Kommentar [EI21]: I mean repeated that we have already said this in with different words but has the some meaning.

Furthermore, Manus uses Smart Contracts based technology for its transactional and tracking purposes. Smart contracts help the Manus platform and its users make deals and agreements; provide services to each other; exchange of money, property, shares or anything of value in a transparent, conflict-free way while eliminating the role of a middleman/third party and thus making the process less time consuming and speedy. Manus Smart contracts will offer a way to verify and order transactions in a distributed ledger, a record of consensus that is validated and held within a network of separate nodes. Entries can be altered but not deleted from a Manus Chain which will be a distributed ledger based on ethereum platform. All transactions will have an auditable trail and a traceable digital fingerprint. The data on the ledger would be pervasive and persistent, creating a reliable “transaction cloud” where transaction data cannot be lost.



This way, whatever work being done; service being provided or any other activity happening within the Manus’s ecosystem, all would be tracked and available for user review in a transparent way.

Usage of smart Contracts in the Manus ecosystem would ensure that in our blockchain-based distributed ledger environment, clearing and settlement happens within seconds. In the later stages following our roadmap, we will be aiming to create a dedicated Manus Blockchain where we can further optimize the process to clear and settle at different speeds depending on the market participant’s needs.

9.4 NATIVE SIGN UP/CREATE ACCOUNT

- Signing up to the platform will be done via mobile number verification to avoid account duplication and enable VOIP calls after booking. New users will be required to create their profile.
- **Referral system**, allowing existing users to invite/refer friends and get rewarded when people they have referred, join and use the service for the first time. We can use the same referral mechanic for corporate partners and reward them for referring Manus to their customers. We can generate for them unique link and referral code, allowing to track successful referral sign ups via the Appstore. For the app usage, we would allocate **50 Manus Tokens** to the person who has referred while the tradesman joining or the customer availing the service through this referral system would also be exempted from deduction for the first order activity.
- Sign in through phone verification and it will need an email or signing in through social media platforms such as Facebook, LinkedIn etc.
- Stripe/PayPal payment integration, allowing customers to connect their credit card and automate the process of payments to traders and the Manus commission deductions.
- Discover Tradesmen nearby by category and view their status, profile, ratings and ETA.
- If there are no available tradesmen in the category they want, the customer can request to be alerted/notified when a tradesman becomes available.
- Customers will be able to view a trader's public profile and ratings.

Kommentar [EI22]: Email will be needed. Also, they can sign in through social media

Kommentar [EI23]: Is this what we have agreed on?

9.5 BOOKING A TRADESMAN PROCEDURE.

- A customer has type search for a respective tradesman or service through Intelligent search feature
- Customer can send Booking Request through the tradesman's profile directly
- They then receive reply 'Request Accepted or Declined'.
- A customer also can contact the tradesman via chat feature to get updated ETA, while trader is on route.
- Trader can start and stop the visit timer, customer can only monitor the visit duration.
- Upon completion of visit, the fee will be calculated by the system and charged on the Customer's card. The fees will be calculated based on a 'per hour' rate and the duration of the task completed.
- Commission for Manus will be deducted automatically from the total payment due to the tradesman after the smart contract has successfully released the amount.
- Customer can book 1 trader at a time.
- Customer has only a limited amount of time i.e. 5 minutes, to cancel a booking for free. After this, they will be charged a fixed fee upon cancellation.
- VOIP calls and chat functionality implemented for customers and tradesmen without disclosing each/others contact numbers. These calls will only be allowed after the customer has booked a tradesman.

Kommentar [EI24]: Declined will not appear as the tradesman will be offline and the customer will not be able to book the said tradesmen

Kommentar [MY25]: A tradesman will receive a notification when he gets online

Kommentar [EI26]: Contact the tradesmen for what terms and conditions?

Kommentar [MY27]: For Inquiring ETA

Kommentar [EI28]: Can this be check against the tradesman GPS? To avoid them doing private/cash job?

Kommentar [EI29]: 5 mins correct?

Kommentar [MY30]: Sure

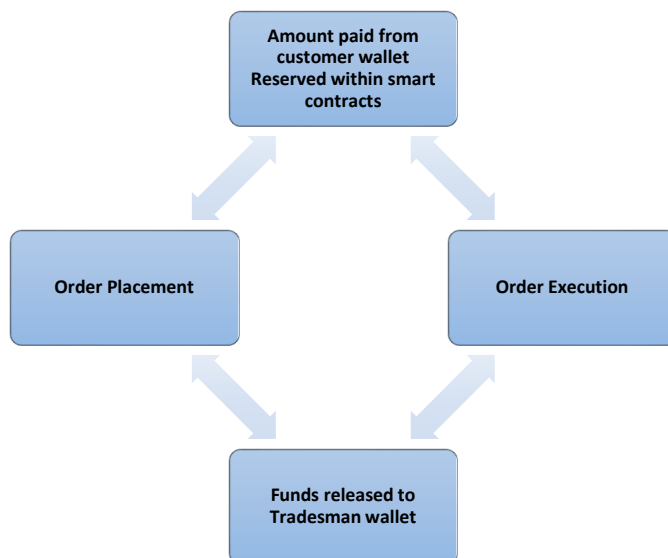
9.6 ORDER EXECUTION AND PAYMENT METHODOLOGY

Manus application accept two sorts of payment for order activities which are explained below in detail.

Payment via Manus Token

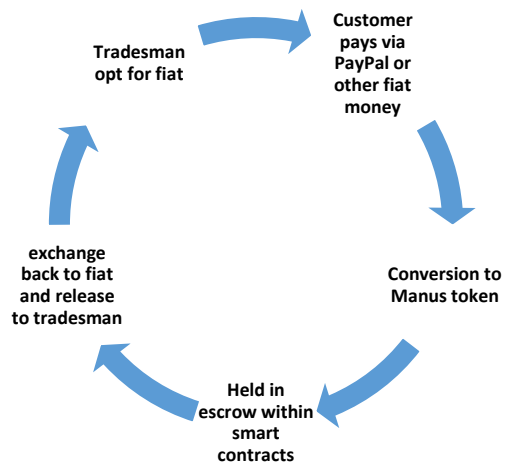
For a normal order—when Manus token has been selected as payment method, the order amount from customer's Manus wallet would be reserved within the smart contracts, which, upon completion of the service will get funded to Tradesman personalized wallet after a deduction of 20% in Manus token only.

The process is simple and further simplified for reader comprehension in the following chart:



Payment via Fiat Money

In case a tradesman wants to get paid via traditional mode of payment i.e. via PayPal or Credit Cards, 5% of the order amount would be deducted from Tradesman. Please note that the fiat money would first be converted into Manus token first considering the complexity involved with smart contracts and upon completion of the service will get exchanged and then deposited back to a tradesman account. A simple illustration of this process is given below:



Kommentar [AA31]: Jobs are calculated based on the hourly rate of £60. Currently, Manus will take a fixed fee of £20 on each hour.

Kommentar [MY32]: Again, 2.5% or Bulk order (not hourly) was a proposed number

Kommentar [EI33]: Let's keep to the 20% business model

10 SETTING STANDARD USER PROFILE

- Edit their personal info and profile photo.
- Change phone number. Requires re-verification

Receipts and purchase history

- Customers will be able to view their full purchase history and receipts
- Receipts/Invoices will be emailed to the customers on completion of a job.

10.1 MANUS WALLET

A highly secured digital wallet powered by Manus token will be integrated to the Manus platform. It can be used for sending, receiving or making payments in a peer to peer manner and for using order activities happening within the Manus platform. The wallet would be linked to Manus application and it would allow automatic processing of payments by accepting payments in Manus tokens directly.

Installing Manus Wallet

- Manus wallet can be downloaded from our website or a reserved button within the Manus App.
- Wallet would allow peer to peer mode of transfer and exchange of value between Manus token holders without any transactional fee in a seamless cost-effective manner.
- Both tradesman and customers can download wallets and link the public key to their respective Manus app accounts for receiving payments via Manus app.
- Smart Contracts would be linked to these wallets and autonomously deduct amount from a customer upon order placement and deposit amount into tradesman wallet on successful execution of the service

Additional controls and features:

- Log Out
- Deactivate Account
- View Terms of Service
- View Privacy Policy
- Payment info (connect, disconnect update their payment card)
- Help/Support allowing them to send a support message to Manus.

For the purpose of sending SMS number verification messages and VOIP calls, the system will be integrated with and use the Twilio 3rd party system and API.

10.2 DESK WEB PANEL

- Traders will initially register submit their information via the website or the iPhone app (if we opt for public Appstore distribution).
- Manus will vet each submission and on approval, the trader will be granted access to the app. The private app could be distributed privately or via the app store. Decision on the method of distribution will be taken at a later stage.
- Each tradesman will require manual vetting for their specified profession.
- The initial version 1 will allow tradesmen from up to 5 professions to register. Each group would require submission of specific documents and certificates from the candidate tradesmen.
- Tradesmen will be allowed to connect their bank account, using 'Stripe Connect' or PayPal (depending on the choice of payment partner) so they can automatically receive payments for tasks they complete on the platform. It is here to be noted that applying for payment via any mode of payment other than Manus Token will charge you 20% of the respective order amount.

10.3 MANUS RESPONSIVE CORPORATE WEB SITE

This will be designed to promote the service to Tradesmen and Customers and links Customers to the AppStore and Tradesmen to the web portal to register for the service if we opt for the registration via the web option.

Web Admin Area

This will be developed as a web CMS, allowing the Manus Administrator to monitor and curate the Tradesman and Customer Information Submitted on the Platform, as well as:

- a. View completed jobs
- b. View cancellations
- c. View payments
- d. View reported customers and tradesmen
- e. View ratings and reviews
- f. Ability to view tradesmen and customer details, their jobs and cancelations
- g. Ability to validate(approve) / suspend tradesmen accounts
- h. Ability to suspend customer accounts
- i. Ability to export contact details of customers and tradesmen working for the company, so they can be imported into various 3rd party email systems and reporting tools.
- j. Firebase Analytics integration into both Tradesman and Customers iPhone Apps

11 TRADESMAN AND SERVICES MARKETPLACE INDUSTRY OVERVIEW AND MOTIVATION FOR INVESTOR

Home services franchises encompass many kinds of industries, including, but not limited to the following. It is here to be noted that franchises can cross over into two or more of these categories, or be specialized within an industry:

- **Cleaning:** common sanitation work typically done in a customer's home
- **Decoration:** work undertaken to enhance the aesthetic value of a property
- **Landscaping:** work done to the exterior of a building to enhance "curb appeal"; includes work done with plants and other greenery as well as with stone, lumber, and other non-plant material also referred as hardscape
- **Renovation:** discretionary work that usually isn't necessary to the use of a property, or a part of the property, but can help increase its financial value
- **Repair/Maintenance:** work undertaken to correct issues that affect the use of a property, or a part of it
- **Restoration:** work that occurs after a catastrophic event such as a fire, flood, or natural disaster; also, after long-time neglect of a property
(Note: for this report the focus will exclude cleaning and restoration, which are covered in our cleaning report.)

General Home Services Franchise Segment Statistics per [IBISWorld](#):

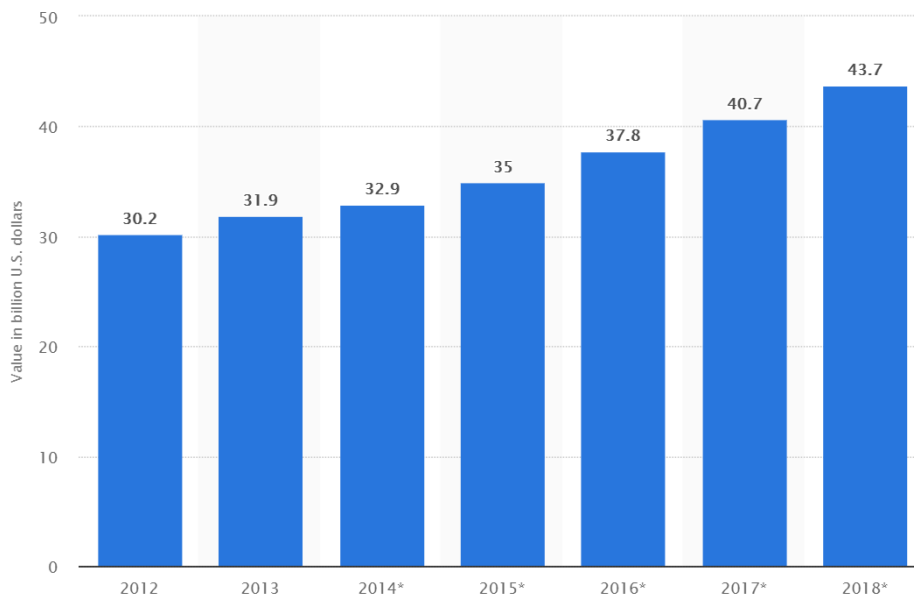
Estimates for the total financial impact of the home services industry vary, from \$400 billion to \$800 billion. However, all industry observers confirm that the industry is doing nothing but growing at a noticeably substantial rate. Why is the home services market growing at such a brisk pace? Simply put, a larger subset of American homeowners has more resources to pay others to do these chores for them because they aren't at home as much or just want to outsource the chores.

While homes are obviously the primary market, some franchises in the industry have begun to take on more commercial jobs as well contributing to the growth. There is also an ease of finding qualified tradesmen and women that didn't exist in past generations.

Technology has given consumers instant access to more workers and information, enabling them to get what they need at a cost that is comfortable to them. According to Forbes, with the new and current era of technological information access "Boomers can easily schedule their home renovations, while Generation Xers can use all available information to drive a hard bargain between thrift and quality. As for Millennials, Web-based home services [searching] could in time entirely redefine their lives."

Another research by statistica.com given below illustrates the value of the DIY market worldwide in 2012 and 2013 and provides a forecast until 2018. In 2013, the value of the global DIY market was approximately 31.9 billion U.S. dollars. In 2014, home improvement stores in the United States generated a revenue that amounted to about 144 billion U.S. dollars. Baby Boomers are one of the most significant drivers of the spending on home improvement and their influence on this market likely will

continue to grow. When Boomers no longer are able to sell their homes, the housing supply will open considerably and by 2025 about 12 million homes are projected to go up for sale.



Value of the DIY market worldwide from 2012 to 2018 (in billion U.S. dollars)

Kommentar [EI34]: Research provided on the UK market within the business plan. No sure why referred to the US Market

Kommentar [MY35]: As we have the plans to expand this business on global scale and US market is one of the most significant.

11.1 UK MARKET

Coming towards the specific marketplace of United Kingdom, our launching place, according to the Nationwide (<http://your.nationwide.co.uk/your-news/articles/Pages/diy-britain.aspx>), the UK spent £79 billion on DIY (2013). This includes larger extensions and conversions and many of the smaller jobs too. More than one in five (22%) of people plan to spend between £301 and £1,000 on DIY and around one in ten (nine per cent) will actually spend more than £5,000 over the next year.

The research indicates that there is a wide variety of activities on the DIY 'to do' list. Around two thirds (65%) are planning to paint, wallpaper or plaster. One third (33%) will look to improve their garden (e.g. landscaping, laying a new lawn, adding fencing or decking). Nearly a quarter (24%) will lay carpet or laminate/vinyl/wooden flooring. 18% will update or completely renew their bathroom. 16% will update or completely renew their kitchen. 16% will invest in self-assembly furniture.

The Nationwide's survey reveals an encouraging trend of "save first, do later" with a majority of Britons willing to save up before undertaking DIY rather than quickly turning to credit. This means that often there is a list of tasks building up before engaging tradesmen. These findings were supported in a separate research study from 2014. According to Lloyds Bank research 3.3 million UK homeowners undertook DIY jobs suggesting a similar £80 billion market for it.

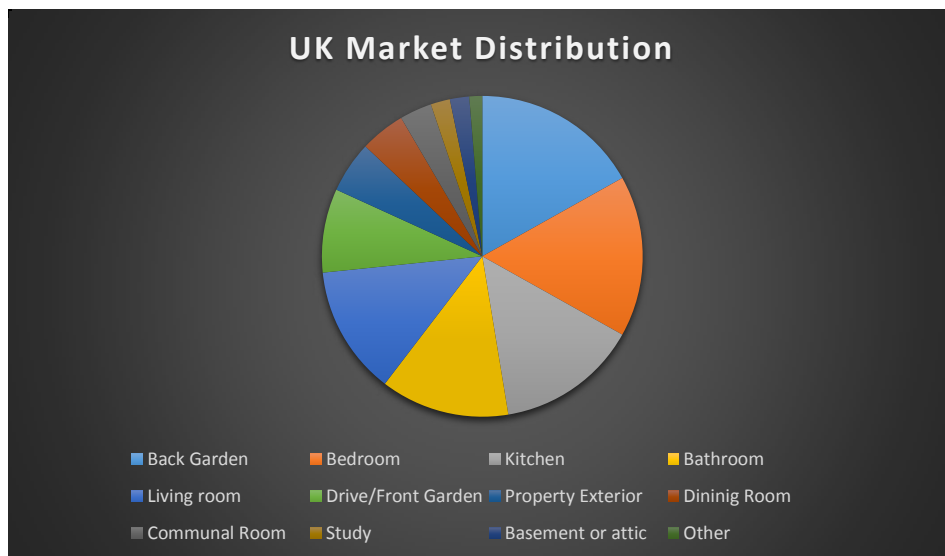
In a September 2015 survey undertaken by Sainsbury's Bank Credit Cards

<http://sainsburysbankmedia.co.uk/diy-enthusiasts-in-uk-spend-22bn-on-their-homes-in-a-year-1/>, they stripped out the largest jobs and focused on the smaller traditionally known as Do-It-Yourself projects. 2 in 3 adults said they plan to carry out a DIY project in the next 12 months with the top 3 areas in the home to benefit are back gardens, bedrooms and kitchens.

The research said that UK collectively spent over £22 billion on DIY projects in their homes over the past 12 months. The findings reveal that 4 out of 5 adults (79%) have carried out at least one DIY project in the past year. Those who have carried out DIY in the last year say they've spent £1,085 each.

The survey also reveals that 2 in 3 (66%) adults plan to undertake some form of DIY in the coming year. The garden is the most popular area of the home earmarked for DIY in the next 12 months, followed by the bedroom and then the kitchen. DIY projects planned for the next year.

Percentage of adults planning to undertake some form of DIY here in the next 12 months and the area of the house:



Kommentar [EI36]: Was this taken from the business plan that I provided?

Kommentar [MY37]: Yes

11.2 CUSTOMERS & DEMOGRAPHICS

The Manus App is for homeowners, estate and letting agents, building and construction firms, commercial property owners, freeholders and anyone else responsible for building or land maintenance as well as for tradesmen such as electricians, plumbers, roofers, carpenters, painters etc. across the UK.

According to the Nationwide survey, the older you get, the more you are likely to spend doing up the home or garden. While people up to the age of 54 are likely to spend an average of £2,755 on improving

their home, this expenditure rises significantly to £4,045 for those aged 55 and over. The Spring months are the most popular time to undertake DIY with nearly three in five (59%) admitting they will improve their home during March, April or May.

Spring is a particularly popular DIY time for the 25s and over 60% plan to do DIY during March, April or May. The Company wants to capture this market. The pattern is similar right across the UK.

12 REVENUE GENERATION MODEL

12.1 REVENUE GENERATED FROM ORDERS PLACED ON MANUS MARKETPLACE

Every job agreed between customers and tradesmen will generate an hourly fee of £60. This is collected at booking by a payment platform. Of this £60 fee, £40 is paid to the tradesman and £20 retained by Manus. From the outset, the tradesman and the customer agree the duration for the job and this is blocked out. So, for example, the job is booked in for 2 hours then the total fee is £120; of which £80 is paid to the tradesman and £40 retained by Manus. This amount generated/deducted is used for the operational, managerial, development and maintenance of the Manus platform.

12.2 WALLET TO WALLET TRANSACTION FEE

For every transfer from Manus to Manus or any other wallet, a very minimal fee i.e. 0.1% of the total amount to be sent is charged as processing fee. This will help the platform runs its operations in a smooth manner and help mane the maintenance and developmental costs.

Additional revenue could be made from in app purchasing through affiliate links or direct concessions with suppliers like Wickes, Ikea and Screwfix.

Kommentar [AA38]: Every job agreed between customers and tradesmen will generate an hourly fee of £60. This is collected at booking by a payment platform. Of this £60 fee, £40 is paid to the tradesman and £20 retained by Manus.

From the outset, the tradesman and the customer agree the duration for the job and this is blocked out. So, for example, the job is booked in for 2-hours then the total fee is £120; of which £80 is paid to the tradesman and £40 retained by Manus.

This is proposed, as mentioned earlier. If the role of middleman is to be eliminated, it has to offer tradesman an advantage of giving them their complete or maximum earning/

Kommentar [EI39]: No you think that half a percentage will too much

13 KEY BUSINESS COMPETITORS

Pre-Internet, people would find local workman through the phonebook, the local paper, a recommendation or even exchanging details with a tradesman when out and about. While this still continues, the Internet has significantly decreased the offline link up; instead moving it online.

The Internet has moved things on considerably, in terms of the quantity of tradesmen and customers that can be reached. That means more quotes, more competitive quotes and ratings available if you are prepared to search hard enough and dedicate time to it using various platforms or contacting individual firms; many of whom offer multi-services. Currently, the matching of small jobs needing to be done and those with available time to do them is inefficient and patchy.

The likes of RatedPeople, MyBuilder, Checkatrade and Plentific have grown in popularity, but each has its' own disadvantages. Often a customer will need to individually contact each tradesman by email. As there is no emphasis on "these are immediate jobs", a tradesman may only reply if they log into their email, which can be some time later. If they do reply then a lengthy process of arranging visits, quoting and scheduling work has to be undertaken. Multiply that by 3 or more tradesmen quoting and it becomes cumbersome and time consuming. These sites are more useful for bigger jobs like extensions and refurbishments.

Additionally, the likes of Gumtree have no rating feedback, so you take a risk with whom you go with. Another area of competition are firms like the web-based Scooter Handyman. People contact them over email or telephone and they send a handyman out for smaller jobs. Currently, they are small, with no app and semi-professional web presence. Then there is Pimlico Plumbers which is London based, again no app, very expensive and therefore tends to service the exclusive upper end of the market. For example, their rates are over 4 times normal ones.

Recently, RatedPeople have started to discretely promote their app; its tucked away at the bottom of their website. It is very much a version of their website on an app rather than having emphasis on distance, convenience and availability. To partly answer to this gap, the likes of Bizzby, LocalHeroes, Handy and Taskrabbit have entered the market, but focus on a range of tradesmen and non-tradesmen services. Frunbu has been set up just for the tradesmen area. However, customers still have to invite tradesmen to quote. It's an early stage company based in Lincoln and only covering that immediate area thereof. It demonstrates there is an appetite for such a service and room for a National player.

Kommentar [EI40]: Not like that Gumtree is refereed too. I don't think they are relevant to be a competitor for Manus

Kommentar [MY41]: This was taken from the business plan

Kommentar [EI42]: This reads like a fact, you need data to support this

Kommentar [MY43]: This was taken from Business plan

Kommentar [EI44]: Much more information is provided within our market search. Please take a look at that.

Kommentar [MY45]: It is taken from the same document

Kommentar [EI46]: Have a look at the market research not the business plan

14 DEPLOYMENT PLAN

Initially, we plan to trial the use of the Manus App in London and specifically Zones 1-3 (as colloquially known on the London Underground map). We aim that by Q1 2019, the Manus App will be rolled out UK-wide.

Additional marketing and promotion across a number of the largest UK cities is envisaged to build up awareness and the user database. Outside London, the likes of Manchester, Birmingham, Bristol, Leeds, Glasgow, Liverpool, Newcastle, Sheffield, Cardiff, Edinburgh and Belfast are next on the list for expansion. Targeting these cities should widen the Manus App's use beyond their immediate boundaries and spill over into the neighbouring towns and areas creating a linked up affect nationally with heighten brand awareness at an increasing rate. Around 55% of your investment will be focused on marketing and promotion to achieve a national presence and an active marketplace. For the record, our offices will be in London.

Kommentar [EI47]: ?

Kommentar [MY48]: Please provide the date as per which you are expecting the beta version

Kommentar [MY49]: Date is assumed, please edit with the correct one

Kommentar [EI50]: Don't like the way that is worded and its listing cities for no reason I think.

14.1 ROAD MAP

Timescale and Targets

Q4 (2018):

- Blockchain and iOS app development.

Q1 (2019):

- MVP launch of consumer and tradesman iOS app.
- Tests with real users, measure, learn and refine.
- Business legal, insurance, and marketing to drive initial tradesmen acquisition.

Q2 (2019)

- Marketing to drive consumer user acquisition.
- Staffing for Manus support.
- Development of Android app.
- Build strategic business partnerships.

Q3 (2019)

- Post launch B2B development.
- New features and improvements

14.2 MAIN PROJECT DELIVERABLES AND MILESTONES

The following listed points describe core tasks. Other supporting tasks take place in addition to these, however have not been listed as they are self-explanatory in their nature.

Q3 2018:

- **Strategy and research:** Generate creative and disruptive ideas based on how to best launch the product within the marketplace.
- **Information Architecture (IA) Design:** Mapping the project scope and strategy into detailed flow diagram.

Q4 2018 (1):

- **ICO Website Release**
- **White paper release**
- **Private Round Angel Investment**
- **Pre ICO Sale**
- **Main ICO Sale Roll out**
- **Development Team Hiring**
- **Management Team Expansion**
- **Marketing Expansion**
- **App and platform development start after**
- **Airdrop Session**

Q4: 2018 (2)

Blockchain development starts

UX Design iPhone Apps (Customers and Tradesmen): All main screens of the Customers and Tradesmen iPhone applications will be wire5framed and linked into user journeys to demonstrate the expected user interactions and behaviour.

Information Architecture of Web Admin Area: The structure and core features of the Web Admin Area will be mapped.

UX Design of Static Corporate Web Site: All main screens of the corporate website will be wire5framed and linked into user5journeys to demonstrate the expected user interactions and behaviour.

Q4: 2018 (3)

Brand Identity and Style Guide: Design to include corporate brand/logo, buttons, fonts, colour scheme and any other necessary elements of what might reasonably be required from an artistic standpoint to define the Service look and feel identity.

UI Design iPhone App (Customers and Tradesmen): Creation of all the main Customer and Tradesmen iPhone apps screens, based on the approved wireframes and strategy.

UI Design of Static Corporate Web Site: Creation of all main web site screens, based on the approved wireframes and strategy. Creation of click5through visual prototypes for the website, consisting of the approved GUI design images, linked together. The final prototypes are devised to form and set the creative path for the product creation and technological coding phase.

iPhone Apps Visual Prototype/Demo Preparation: Creation of click5through visual prototypes for the Customer and Tradesmen iPhone apps, consisting of the approved GUI design images, linked together. The iPhone apps visual prototypes will be accessible via various iPhone devices. The final prototypes are devised to form and set the creative path for the product creation and technological coding phase.

Web and Desktop Wallet Release

Q1: 2019 (1)

API Documentation and Mocked up Services: Based on the application requirements a fully documented RESTful API will be created with mocked up API services created.

Scalable Server Architecture Design and Deployment: Based on the product requirements we shall create a server architecture that is scalable and able to provide a top level of user experience and deploy it on the chosen hosting environment. **Mobile Wallet Release**

Q1: 2019 (2)

Backend Core Logic & API Development and Payments Integration: Replicate a fully operational RESTful API based on initial designs and associated core logic. All source code will be archived within a distributed version control system, GitHub, and automatically deployed using a continuous deployment service DeployHQ. Carry out the necessary integrations with various 3rd Party API, frameworks and payment gateways.

Development of iPhone App (Customers): Using xCode and appropriate third-party libraries develop the Customer iPhone applications based on signed off designs. Regular deployments of the iPhone apps will be made for the purposes of testing via TestFlight.

Q2: 2019

Development of Andriod App

15 PROMOTION & MARKETING

15.1 SOCIAL MEDIA AND BLOGS

Social Media - Creating a buzz online by engaging with potential consumers through all social media channels. Starting immediately and continuing throughout the course of the ICO and afterwards

Events

- Attending events. This is important as a feedback and research channel both for bringing ideas into the Manus App but also as a source of promoting it as we get people to understand. Starting immediately and continuing throughout the course of the project.

Influencers/Bloggers

- Influencers - Those whose opinions are widely followed and have a considerable following on social media.
- List of potential influencers such as Nick Knowles.

Pre-Launch Video

- A 30-second to 1-minute interactive promo video to announce launch of the Manus App and a demo of how it works.

15.2 AIR DROPPING

This is one of the most effective mean of raising community in the current ICO market scenario.

Research shows that some of the leading projects have gathered up to one hundred thousand of telegram members within 2-5 days. Specific sites have been created for this purpose that updates users for joining different social groups and in turn gets rewarded for it.

At Manus, we are aiming to reserve a specific percentage of total token allocation for this purpose and reward our early community for performing tasks such as: Liking and sharing our Facebook page, joining our telegram group, Following and tweeting our Twitter channel and commenting on our Bitcointalk thread.

Our initial target is to gather a community base of at least 50K users considering and offer each user token worth of USD 5 at the main ICO rate. Please note that all token distribution is conditional of screening (not a fake account or bot), a single user allowed to apply only once and remaining within all our social channels until end of the ICO Sale.

15.3 PRESS RELEASES

- Launch Video (YouTube)
- Media and UK Press

15.4 LAUNCH GIVEAWAYS THROUGH POWER OF SOCIAL MEDIA.

Online Advertising

- 30 – 60 second pre-roll video ad to appear on YouTube. Native Video Advertising on mass and across an array of publisher sites via the likes of Teads.
- Native Video Advertising at scale - Advertising on well-known publisher sites within middle of the articles is one unique way of grabbing user's attentions.
- Companies such as Teads can distribute our campaigns locally and globally with the world's leading publishers.

15.5 RADIO AND PODCAST ADVERTISEMENT

Branding and Artwork

- This interlinks with social media and building brand awareness. Users need to be made aware of the Manus Logo and be familiar with it there are also several others,
- This could potentially mean hiring social media admins to continuously promote and grow the brand of Manus online.

Direct Marketing

- For example, this could be with the Better Business Group who will source and call a relevant list of customers. The charges are £60 per hour with an expected call rate of 25 calls per hour

You Tube

- An online advert that we can have perhaps appear before YouTube videos.
- Also, target YouTubers.
- Tech YouTubers who review apps do not have to be You Tubers with million + subscribers can be those with a substantial following.

SEARCH ENGINE OPTIMISATION AND DIRECTORY LISTINGS

- Identify best targeted keywords for app.
- NB The Company has commissioned a detailed marketing plan which will be appended to this Business Plan once available.

16 MANUS TOKEN INITIAL COIN OFFERING

Manus is a cryptocurrency underlying the Manus ecosystem as the payment instrument within its blockchain. In order to make a fully functional marketplace for tradesman based services, we are aiming to raise funds by offering the community an Initial Coin offering i.e. ICO.

The Manus App is an exciting investment opportunity for investors wanting a significant return in a dynamic sector by allowing them an inherent utility within the Manus App. New funds are required to develop the Manus App and increase our profile UK wide. Our costs are reasonable, and the Manus App is scalable such that it can be rolled out across the UK, internationally and into other potential sectors without onerous additional costs. The business will trade through a limited company registered in England and Wales.

The ICO sale would consist of three different rounds i.e. Initial Private round for private investors, Pre-Sale and Main ICO Sale. During the ICO sale, tokens would be available for sale at discounted rates which would ascend as the different rounds of the token sale progress. For most relevant details about the pricing and other information, please visit our website ico.manusapp.com where you can participate in the ICO by buying Manus tokens.

16.1 PRIVATE ROUND

During this round, we would present our project before potential investors, businessman and prospect technology lovers. However, in order to avoid centralization, we won't allow anyone to hold more than 5% of the total supply at any time. The allocation of token reserved for this round is about 5-10% of the total supply.

16.2 PRE ICO SALE

Manus is launching its Pre ICO (Initial Coin Offering) in 2nd week of September 2018. It will consist of two rounds, during which, we would allow both offline and online users from all parts of the world (except those mentioned in the disclaimer section) to buy Manus tokens at discounted rates.

16.3 MANUS MAIN ICO

In this phase, we would be providing the community with the main Initial Coin Offering sale. People who wish to support and invest in MANUS will participate in the crowdfunding by sending donations to the project's address given on our website ico.manusapp.com. During the main ICO Sale, Manus tokens would be available at the price of \$--- per token and would account a total of around 35% of the token supply.

At the end of the Main ICO, each participant would receive Manus tokens corresponding to the amount in Ethereum they contributed. The more the number of Manus that is raised during a crowdfund, the more valuable each token will be. After the crowdfunding ends, the tokens will be tradable on various exchanges where its value would be determined by supply and demand.

Kommentar [EI51]: I don't think this is relevant as we are issuing utility tokens not security tokens, correct?

Kommentar [MY52]: If we use the word Hard Cap, then it will make sense i.e. we are keeping the hardcap as GBP 4,000,000

Kommentar [MY53]: Addressed

Kommentar [EI54]: I'm confused??

Kommentar [MY55]: Private Round is just like Angel Investors round during which you sell a specific number of coins directly to prospect investors

Kommentar [EI56]: Changed to the second week of September as discussed with Dwight

Kommentar [MY57]: Done

Kommentar [MY58]: Please Add

Kommentar [EI59]: Please input the correct information as agreed

Kommentar [MY60]: Taken Care of

Custom Token Information

- VP Stage 01/08
- Pre ICO 01/09
- ICO 01/10
- HARD CAP: £4M
- SOFT CAP: £2M
- ICO BEGINS: Date 15th September 2018
- ICO ENDS: Date 2018

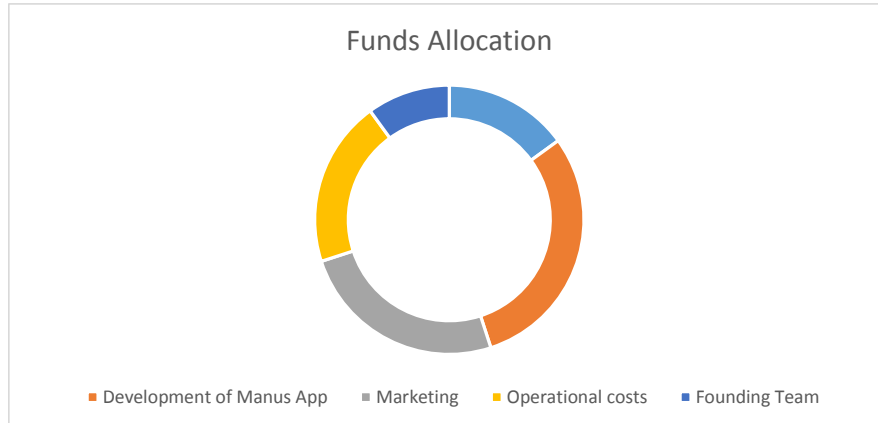
Kommentar [EI61]: Please input the correct information as agreed

16.4 FUNDS ALLOCATION//ASSUMED

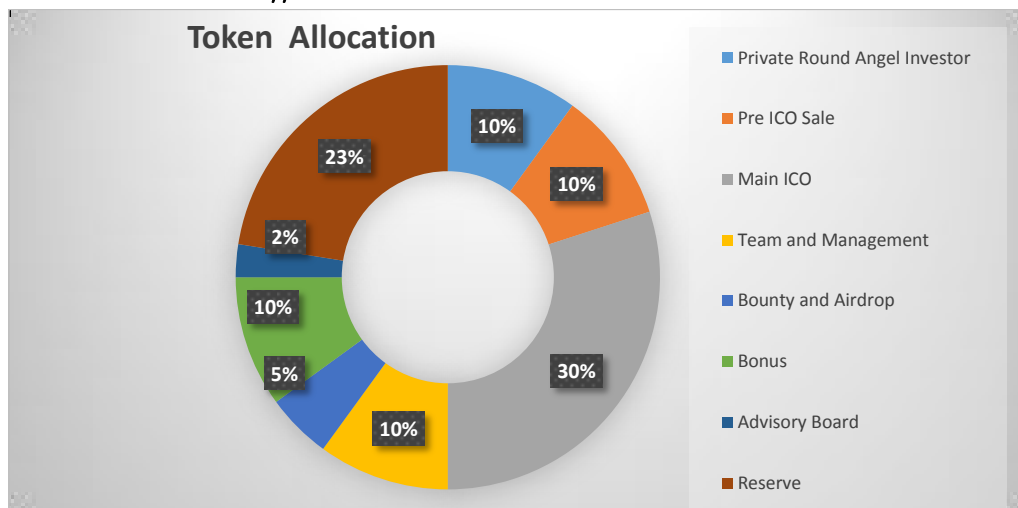
We are aiming to make Manus as the leading crypto investment. The proceeds from the token sale will fund the product launch, continued platform development and user acquisition. The raised funds will be spent over the next 24-months as follows:

- Development of Manus App 20%
- Marketing 55%
- Overheads / Operational Costs 25%

Kommentar [MY62]: Please add and modify. I have just created this chart to give you an overview. Funds allocation and token allocation would of course be as per founding body input



16.5 TOKEN ALLOCATION//ASSUMED



17 MANUS LEADERSHIP

17.1 ERVIS IBRA – FOUNDER AND CEO

A serial entrepreneur having founded and grown the following:

- Grand Projects Contractors Ltd –construction company
- Atlas Property Brokers Ltd- Property sourcing

17.2 AFIS AJIBIKE – CHIEF PRODUCT OFFICER

An experienced technical lead that specializes in digital products development. With over 10 years' experience in the digital industry he has worked in a variety of senior dev roles with large global businesses, consulting at board level to identify digital opportunities as well as implementing the solutions.

Afis currently spends his time innovating new digital products and businesses with teams of technical, user experience, business development, marketing & strategy, investment and finance experts. Skipping back a decade Afis started out working with several digital agencies, government organisations, global businesses and tech start-ups across different industry sectors.

Typically working through planning, conceptualising & build.

Businesses and Organisations, he has worked with include:

- Parliamentary & Health Service Ombudsman
- Shelter
- Royal Mail
- The Electoral Commission
- Boots
- Informa
- NSPCC
- TravelPlanners
- Mining Journal

Through these different organisations and global businesses, Afis was responsible for leading teams through build processes and ensuring projects are forward thinking, delivered to specification and of highest quality standard.

Through his consultation roles in more recent years he has contributed to new business pitches, collaborated with internal stakeholders to scope, build and deliver projects, identify and allocate resources and review what improvements are needed for the present and future opportunities.

17.3 CHIEF MARKETING OFFICER- TO BE APPOINTED

17.4 CHIEF FINANCIAL OFFICER – TO BE APPOINTED

17.5 ADVISORY BOARD OF EXPERTS - TO BE APPOINTED

18 SOCIAL CHANNELS

Website:

Facebook Page:

Discord Channel:

Twitter Channel:

Telegram Channel:

Kommentar [MY63]: Please links to social channel here

19 DISCLAIMER

PLEASE READ THIS DISCLAIMER SECTION CAREFULLY. IF YOU ARE IN ANY DOUBT OF THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX, OR OTHER PROFESSIONAL ADVISOR(S).

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No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with. There are risks and uncertainties associated with Manus Platform and/or the Distributor and their respective businesses and operations, the MANUS, the Manus Platform Initial Token Sale and the Manus Platform Wallet (each as referred to in this Whitepaper).

To the maximum extent permitted by the applicable laws, regulations and rules, Manus Platform and/or the Distributor shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you. MANUS and/or the Distributor does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this Whitepaper.

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Prospective purchasers of MANUS (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with Manus Platform, the Distributor and their respective businesses and operations, the MANUS, the Manus Platform Initial Token Sale, all information set out in this Whitepaper and the T&Cs prior to any purchase of MANUS. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of Manus Platform and/or the Distributor could be materially and adversely affected. In such cases, you may lose all or part of the value of the MANUS.