

Global Survey

A new level of public opinion research

White Paper v1.0 15.03.2018

(this version of the document is not final and can be regularly updated)

Table of contents

1 Introduction	5
2 Problematics	6
2.1 Making surveys is not available to everyone	6
2.2 No guarantee of the uniqueness of the respondents	6
2.3 The minimum limit for withdrawal	7
2.4 High fees of services	7
2.5 Low surveys flow	8
2.6 Weak scalability and localization	8
2.7 Vulnerability of personal and earned funds	8
2.8 Respondents can't view the statistics	9
2.9 Fraud	9
3 Solutions of Global Survey	10
3.1 Making surveys is available for everyone	10
3.2 Guarantee of uniqueness of respondents	10
3.3 No need to withdraw rewards	10
3.4 Minimal fee	11
3.5 No need to wait for an invitation	11
3.6 Unlimited scalability and localization	11

3.7 Financial safety	12
3.8 Transparent statistics	12
3.9 Fraud is excluded by the system	12
4 Competitors of Global Survey	13
4.1 Direct competition	13
4.2 Indirect competition	13
5 Potential customers and users of the service	14
6 Project description	15
6.1 Principle of operation	15
6.2 Global Survey now	16
6.3 SurveyToken	16
6.4 Plans for the development, road map	17
7 Project economics and commercial advantages	19
7.1 Scheme of token circulation, the source of profit	19
7.2 Price advantages over competitors	20
8 Team	22
9 Distribution of investment	23
10 Token sale and distribution	25
10.1 PRE-ICO	26
10.2 ICO	26

10.3 Buying tokens	27
10.4 Referral program and bonuses of the ICO stage	28
11 Legal aspect	39

1 Introduction

Humanity is developing at a rapid pace. Scientific, economic, political and cultural progress requires an increasing amount and quality of feedback from all participants. It is extremely important to know the current trends, opinions and interests of the population.

The Global Survey project is a modern high-tech service that solves this problem, bringing the process of public opinion research to a new level. It aims to connect the established sphere of online surveys with young, innovative and promising blockchain technology.

The service embodies a convenient and effective tool for making surveys of any scale, being anywhere in the world, an original system of stimulation and encouragement of participants, using blockchain technologies. This system consists in the use of the digital token SurveyToken (SRT), which appears as a means of payment for the placement of surveys, and as a means of encouraging participation in these surveys, information about which, in turn, is also stored in the blockchain.

The existing services for making surveys, including paid ones, do not have sufficient scalability, efficiency and flexibility. The Global Survey project, in addition to all this, has many other advantages.

2 Problematics

Our team consists of active users of various online applications and services. Sites for paid surveys, we are also not spared. For many months of using such services, we have a number of comments about their imperfections, as well as many ideas and innovations to supplement them.

Since we are IT developers, and recently we are actively exploring innovative blockchain technology and understand its importance and great prospects, we decided to create an international platform for making research of public opinion of a fundamentally new generation.

Below are a number of shortcomings of existing services that we have identified.

2.1 Only large companies and organizations can make a full-fledged research

Only large companies and organizations can become clients of the majority of similar services. Regular users of these questionnaires can only participate in surveys as respondents, and may not make their own research.

For example, an entrepreneur Mr. Jones (imaginary) has a small bakery, the products of which are sold exclusively within the city. Mr. Jones plans to expand its company to the scale of the district. But before that, he needs to make a detailed marketing research among the residents of the district, taking into account each element of the product range. Making face-to-face survey costly and inefficient, this is why Mr. Jones decides to make an online survey, using the appropriate service. But he discovers with annoyance that the priority of this service is exclusively large companies, and the preparation and publication of the survey takes place with the direct participation of service staff in one of the offices, which is not in the provincial city at all.

2.2 No guarantee of the uniqueness of the respondents

Existing questionnaires cannot give its customers the assurance that each of all respondents of their survey is a single person. In this regard, there is a risk of obtaining false results by the client.

For example, a large furniture company "Armada" (imaginary) makes a research of preferences among their potential buyers in one of the small Eastern European countries.

To do this, she orders a survey of about 100 000 respondents based on one of the existing services. But the problem is that 20% of the accounts registered in this service are fake, or they are not used by the person under whose data the registration took place.

Unscrupulous users create for themselves a lot of accounts for the purpose of multiple participation in one survey and, accordingly, receive a greater reward. As a result, "Armada", paying a large sum, receives results that are 20% untrue. And further trade policy based on false information is fraught with even greater financial losses.

2.3 The minimum limit for the withdrawal of funds earned by the respondent

Most services for making paid surveys have a limit on the minimum amount of funds that the user can withdraw from the service account in their personal possession. Often, this number is so high relative to the capabilities of the service that the respondent may need many months to achieve it. It should be noted that the withdrawal itself, sometimes takes many days.

For example, a student Kate (imaginary) spends her free time with benefits for themselves and for society, participating in paid surveys. After 2 months of regular use of one of the existing questionnaires, she notes that her balance on the service is still far from the minimum output. A month later the situation has not changed, and Kate, without getting real rewards, loses interest in the services and generally in such useful occupation as the surveys. After some time, the organizers of the questionnaire are assigned a reward of Kate itself.

2.4 High fee of the service

Most of the existing questionnaires today need to have a large staff in view of the fact that they are the main participants of functioning of the service, such as assisting customers in the preparation of surveys, their acceptance and publication, the selection of respondents and moderation of their results. Also, these services have a need to have offices in different cities and countries to maintain contact with customers. All this entails the need for high revenue, which has a critical impact on the service fee. The situation is aggravated by the use of various payment systems and banks, which, in turn, also charge a fee.

For example, our familiar entrepreneur Mr. Jones, after all, got through to the administration of the questionnaire and offered to make a survey among the residents of his district, the volume of which is 2000 respondents, with a reward of \$1.5 each. The total amount, which was voiced by the employee, was a multiple of the one that is

approximately Mr. Jones expected.

2.5 Low flow of surveys

The problem of the low frequency of new surveys is present in all existing questionnaires. Often, the user has to wait weeks for invitations to participate in the new appropriate for it survey that strongly affect the time of reaching the minimum size of the withdraw earnings.

For example, the reason for the slow growth in the balance of student Kate on one of the questionnaires was the low frequency of new surveys suitable for her, which, in conjunction with the already described high withdrawal threshold, forced her to leave the service.

2.6 Weak scalability and localization

Due to the imperfection of its system, many questionnaires are limited by their country or region. This is due to language barriers and the already described problem of the need to have a large staff for the organization of local offices. Therefore, global researches covering groups of countries, continents and even the whole world seem impossible in these services.

On the other hand, international services aimed at working exclusively with large companies cannot provide an opportunity to make surveys of small businesses and other organizations of local importance, the research of which is aimed at the local audience, not to mention surveys exclusively among participants of one particular company, educational institution and other types of organizations.

The result – companies and organizations of all sizes, when conducting studies of various kinds and scales, are forced to cooperate with a variety of different questionnaires, and each time to adapt to the peculiarities of their work.

2.7 The vulnerability of personal and earned funds of the users

The existing questionnaires keep funds intended for the payment of rewards to respondents as part of their system and on their own accounts. The respondent does not have access to the funds already earned until a withdrawal is made to his own wallet. During the time of finding funds in the accounts within the system, they can happen anything, up to their complete loss, unexplained delay in payment and even complete refusal to pay by the administration of the service.

For example, a student Kate, typing enough to withdraw the amount of money on her

account, sent a request for payment of earned funds to her personal wallet, but within the allotted time, the payment did not occur. Having written to the support service about her problem, Kate was received a response that the service was subject to hacker attack, there were difficulties in its work, and perhaps the funds were irretrievably lost. As a result, after many months of using the questionnaire, Kate was left without a reward.

2.8 The respondents cannot view the statistics

Existing questionnaires do not allow respondents to view the overall statistics of the surveys, of course, provided that the results are not confidential and the customer allows it.

For example, a student Kate, taking part in a survey from a well-known fashion brand, which explores the current preferences and trends among the girls of her social group, was interested in how her tastes coincide with those of most other girls. But, unfortunately, the service she uses does not provide such an opportunity.

2.9 Fraud

Unfortunately, there are many unscrupulous questionnaires, which deal with cheating and exploiting its users by deception take away respondents honestly earned the money.

For example, a student Kate is used one of the services, where the minimum withdrawal amount is \$10. After accumulation on the Kate's account of \$8, she is no longer invited to come to a new survey. At the same time, this questionnaire has a rule that if the user does not show activity on the site within 2 months, then his account will be deleted and the funds will be debited in favor of the administration. That is what happened to Kate.

Or it may happen that the account of Kate, without warning, will be blocked for alleged violation of the rules, without clear explanations and evidence from the administration, and Kate's reward was debited.

3 The Global Survey solutions

The Global Survey platform solves the above problems with the use of modern technologies and gives everyone the opportunity to make public opinion research of any scale according to a single standard.

For researchers, Global Survey will make surveys simple, efficient, and cheap. And for respondents will make participation in surveys convenient, interesting, safe and profitable.

We aim to breathe new life into the established industry of paid questionnaires, to bring the latest technologies and solutions. Global Survey sets a new pace for the progress of this industry.

3.1 Making research is available to everyone

Now not only large companies and organizations, but also companies of local importance, and even ordinary users can make their own full-scale research. Our service provides absolutely every user with a powerful and convenient tool to create and publish surveys of any complexity, as well as to collect their results. And all this-without leaving home or office.

3.2 Guarantee of uniqueness of respondents

Global Survey will be able to guarantee its customers absolute uniqueness and honesty of each respondent. In the future, our platform will be integrated with a third-party blockchain project specializing in the collection, storage and universal application of reliable personal information that characterizes a particular real person. And the honesty of the results of participation in the surveys will be ensured by our original system of incentives and penalties, which we call the self-cleaning mechanism of the Global Survey ecosystem.

3.3 No need to withdraw rewards

The mechanics of the functioning of the Global Survey is built on the Ethereum blockchain platform, the digital token SurveyToken (SRT) is used as payment for placement survey and as a reward of the respondents.

The amount of tokens intended for payment of rewards to respondents together with information about the relevant survey is stored in the blockchain on the balance of this

survey. There are no internal accounts of the service. After taking part in the survey and sending the result, the reward goes directly to the respondent's wallet. Global Survey has also not keeps the private keys from the wallets of users.

3.4 Minimal fee

The perfect and versatile mechanics of Global Survey does not require a large staff. Working with clients is optimized so that to cooperate with clients from any corner of the world, there is no need to have local offices. As a consequence, for profit service is not required to inflate the fee.

When the user composes a survey in the designer, he selects the number of respondents he needs. It is for this parameter that the service charges a fee. Each respondent will be worth a small fixed number of SRT tokens.

3.5 No need to wait for an invitation

The user of Global Survey does not need to wait for the invitation to participate in the next survey, instead on the main page of the site he has access to a list of suitable surveys for him, where he chooses the most interesting surveys for him. There is also the filter and the search bar.

Such a large number of surveys is achieved, on the one hand, by making of research is accessible and easy for all users, and on the other hand, by a full-scale marketing campaign of the Global Survey service itself.

3.6 Unlimited scalability and localization

When creating a survey in Global Survey, you can set any scale of the survey by a few mouse clicks: from the whole world or continent to a specific locality or even an institution.

For example, a Scandinavian resident can make a survey among residents of a group of countries in South America. Also, the director of a certain school can make a survey exclusively among students of his educational institution.

3.7 Financial safety

The Global Survey system in no way poses a risk to the personal funds of both respondents and survey organizers. As mentioned above, the service does not store private data about the user's wallets and does not have internal accounts, on which may be someone's money.

To contact to blockchain website uses a browser extension MetaMask, which is a safe repository of custom ETH wallets. MetaMask will also ask the user for confirmation for all actions related to the blockchain.

3.8 Transparent statistics

On Global Survey the overall results of surveys can be made public at will of their organizers. This is the responsibility of the parameter defined by the organizer when creating the survey in the designer.

If the access to statistics is open, view the current general statistics of the survey can any users, but given that they approach the survey parameters of targeting.

3.9 Fraud is excluded by the system

Blockchain technology is designed in such a way that any types of fraud and deception are excluded programmatically. Accordingly, SurveyToken develops and operates on the same principles.

Even if we want to cheat and deprive any of the users of funds or rewards in our favor, we will not succeed, because the algorithm of operation SurveyToken is designed in such a way that the amount of tokens involved in a particular survey can eventually be distributed only between the participants of this survey. And in exceptional cases, in case of premature removal of the survey due to violation of the rules by its organizer, the remaining tokens on the balance of the survey are returned to the organizer.

We have no direct control over tokens circulating within the service.

4 Competitors of Global Survey

The difference between Global Survey and all other services for paid online surveys, as well as the mechanics of using blockchain technology, makes our project out of competition. However, we should not ignore the real situation of the industry, as well as indirect competition.

4.1 Direct competition

There are already many well-established leaders in the industry of paid surveys. All of them have some or other problems that are described above, and despite the many complaints from users, are not going to solve them. Customers and ordinary users of these services, in fact, have no choice, because all the questionnaires are more or less similar to each other.

Global Survey is a fundamentally different service, a new concept of online surveys, which solves existing problems and introduces new ideas and technologies. Therefore, it is a new choice for all participants of this industry.

4.2 Indirect competition

Since Global Survey is a new generation questionnaire that also uses blockchain, it can be said that the existing services, in fact, are not fully direct competitors and pass into the category of indirect ones. Other indirect competitors are various centers and organizations engaged in making face-to-face surveys, as well as social networks and other Internet resources, in which it is possible to collect user opinions on different topics.

Combining low cost and simplicity for research organizers, as well as convenience and personal benefit for respondents, our service can be a significant competitor for all related areas.

5 Potential customers and users of the service

The main clients (who makes the survey) of Global Survey will be commercial enterprises of all sizes (as well as marketing agencies), which need to regularly make various market research among participants of the relevant market segment, various research centers, sociological institutes and other organizations of non-profit nature, which also need to make various kinds of public research.

However, as mentioned above, to make their own research can absolutely any system user on any topic of interest to him. In fact, there are no restrictions, so we can say that any socially active person can become a potential client of our service, up to the student conducting scientific research as part of their course work.

The rest of the Global Survey audience are regular users participating in surveys. They can be people of absolutely all ages, social groups, categories, layers, professions and religions who want to spend free (and not only) time for the benefit of themselves and society. For example, the same student Kate, who, in between, comes to our resource and devotes a little time to any survey. At the same time, she receives earnings (which she can pay for communications, public transport, etc.), and, albeit a little, but still affects the surrounding reality for the better, in its view, the side. All this can be said about the representatives of all other social groups and ages. Such wide coverage of the audience is necessary for the service to function effectively, it is a guarantee that every researcher, regardless of the subject of his survey, will receive a full and high-quality response.

Of course, it is worth considering that at the moment not all people are familiar with blockchain and cryptocurrencies, and, moreover, not all of them are used in everyday life (even if desired, so far, there are small count of areas where they are practically used). But, as we can see, the popularity and awareness of the importance and revolutionary nature of blockchain technologies among the population is growing exponentially, and their coming to the masses is a matter of the near future. And by this time, we plan to take a niche of international services for making paid online surveys based on blockchain technologies.

6 Project description

The Global Survey project is an international platform for paid online surveys of any size and on any subject. The user registered on the service may act in the role of the researcher making the surveys (the initiator) and the role of the participant passing the surveys (the respondent).

6.1 Principle of operation

The initiator places on this platform his survey, created in a special constructor, pays SRT tokens the appropriate fee for the number of respondents, as well as the assigned optional respondent reward. Payment is made automatically using the MetaMask. The paid survey is stored in the blockchain, and tokens intended for respondents reward are frozen in the account of this survey.

Users who fill in the survey form and send the result to the server become respondents of this survey and receive a proper reward in the form of SRT tokens to their wallet. The publication of the survey continues until the required number of respondents is collected.

During the survey, as well as some time after its completion, the initiator has both detailed general statistics and individual results of each respondent. All the information collected by the survey, beautifully designed and detailed, the initiator can save as files of popular formats to his device. The initiator can also connect other users to a specific survey to collect and process the results together.

Also on the platform there is a rating system that radically affects the amount of reward and other user bonuses. Respondent's ratings are influenced by how faithfully and actively they participate in the surveys, since the initiator can evaluate the result of each respondent at his own discretion. Also, respondents, in turn, can influence the initiators.

[Detailed explanation of each aspect and the benefits of a Global Survey](#)

6.2 Global Survey now

At the moment, the early beta version of the service is already available at <https://gsurv.com>. It has already implemented the basic functionality, such as creating and publishing surveys, participating in them, collecting and evaluating results, rating system and much more. A fully developed system of interaction of the service with blockchain and SurveyToken.

At the moment, the site is working in demo mode, to place surveys does not require payment, so each user, as part of familiarization with the service, can create surveys of small volume and with some other restrictions, as well as participate in surveys of other users. Immediately after the ICO stage, the demo mode will be disabled.

6.3 SurveyToken

As part of the service, the cryptocurrency SurveyToken circulates. It is a token based on the Ethereum blockchain platform and has an abbreviated name (symbol) – SRT. The total supply – 570 000 000 SRT. SurveyToken is the only means of payment for service fees and respondent rewards. It also carries a useful functionality, on which mechanics of the service is built.

Contract address: 0x795aFd4350049359A5ef359ec7bc8579b1E36D60

Symbol: SRT

Decimals: 18

To work with blockchain, the service uses the MetaMask browser extension. This extension is a safe vault of Ethereum wallets. It should be noted that in the Global Survey database only the address of the user's wallet is stored. In no way can the service pose a danger to the user's personal funds, since the private key is stored in MetaMask, and MetaMask will request confirmation from the user himself to perform all actions related to SRT tokens and blockchain.

SurveyToken complies with the ERC20 standard, which means that all its holders can make standard transactions, use it as a means of payment, and trade on the exchange. On our site possible to make simple transactions of SRT tokens quickly and easily.

Immediately after the sale, SurveyToken will begin to appear on decentralized crypto exchanges, such as EtherDelta, followed by the placement of tokens on other exchanges. Initially, the priority will be the exchange with the fastest and most affordable placement procedure. The list of exchanges will be updated on the website and in our official communities.

[SurveyToken Solidity code and ABI interface](#)

6.4 Plans for the development, road map

There are already implemented and planned stages of the project development. Depending on the degree of success of token sale, these dates may differ slightly from reality.

4Q 2017

- ▶ The first tests of the alpha version of the Global Survey
- ▶ Beginning of development of the SurveyToken

January – February 2018

- ▶ Deployment SurveyToken on the test network
- ▶ Integration with the service and testing
- ▶ Beta version of the service

March 2018

- ▶ ICO concept development, deployment of the contract
- ▶ The announcement of the sale of the tokens
- ▶ Publication of website of the service in demo mode
- ▶ SurveyToken emission and start of the PRE-ICO stage
- ▶ Bounty campaign start

2Q 2018

- ▶ End of PRE-ICO
- ▶ Removing demo restrictions from the Global Survey website
- ▶ Complete integration of SurveyToken with the service
- ▶ Completing the main stage of ICO and extra bonus stages
- ▶ Token listing on decentralized exchanges

3Q 2018

- ▶ End of the bounty campaign
- ▶ SurveyToken listing on many other well-known exchanges
- ▶ Testing and optimization of the service under the influx of new users

4Q 2018

- ▶ Significant expansion of the Global Survey development team
- ▶ Start of the planned development and introduction of advanced functionality of the service
- ▶ Integration with third-party blockchain projects
- ▶ Start of a full-scale marketing campaign

2019

- ▶ Mobile app release
- ▶ The transition of the Global Survey on private servers
- ▶ Adding multiple interface languages and support
- ▶ Continuation of the development of service capabilities
- ▶ Continuation of the marketing campaign

2020

- ▶ Global Survey is the world's first place among international platforms for the exploration of public opinion

7 Project economics and commercial advantages

Perhaps the main commercial advantage of our project among such services is the financial benefit and convenience for customers.

The client (i.e. the user who decides to make the survey) receives a complete package of effective and convenient tools and services absolutely free of charge. And only within a week of setting up and creating a survey in the designer, the customer must pay for it to be published. In this case, one-time automatic payment of a particular survey by SRT tokens is made, only two parameters are taken to calculate the price: the number of respondents (multiplied by a fixed fee of the service) and the respondent reward (multiplied by the number of respondents) set at the request of the client. In other words, the customer pays to our service only for the number of respondents (survey volume).

Existing questionnaires cannot boast of such a simple and transparent pricing policy. They have a variety of optional and expensive tools and services that are available by default in Global Survey. To calculate even the approximate cost of the survey have to use complex calculators.

7.1 Scheme of token circulation, the source of profit

The only means of payment for the services of the platform, and the payment of rewards to respondents is SurveyToken.

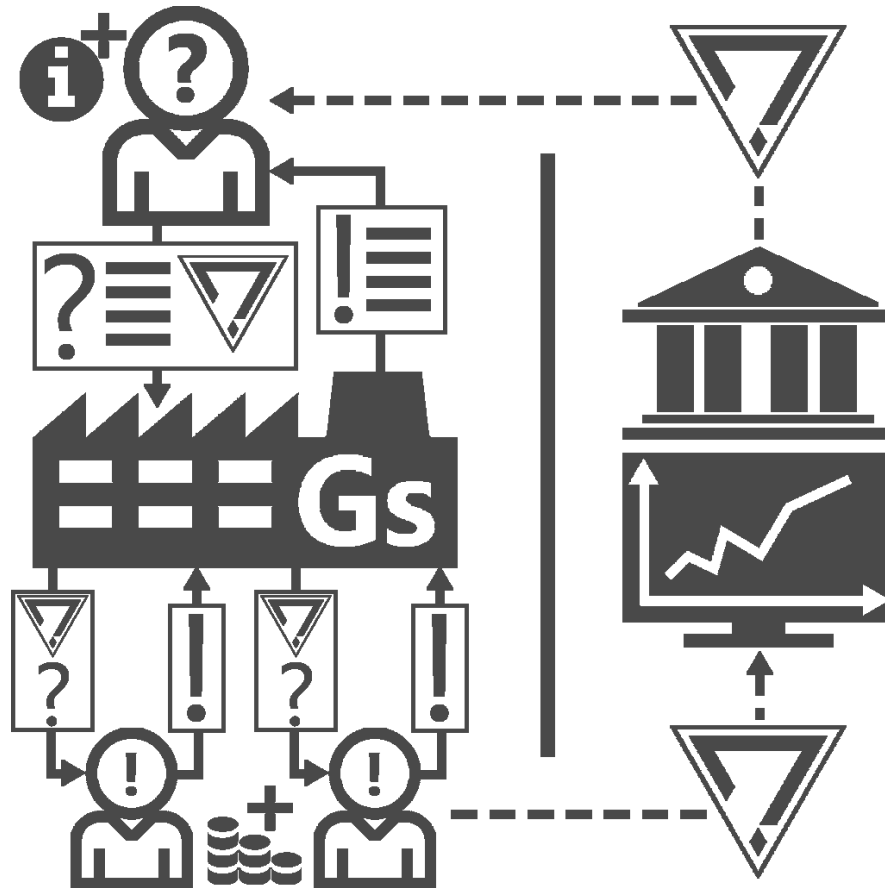
The source of income of the service is charging a fixed fee for the number of respondents (tickets) of the survey. The amount of fee is determined by the administration in its sole discretion and acting in the whole service. Depending on the price of SurveyToken, the price of one ticket will be maintained at around \$0.05. Such fee will be enough to service the platform and receive the planned profit.

Also, to motivate users to participate in the survey, the survey organizer can assign the size of the respondent's reward. The minimum reward is three times the size of the fee of the ticket (about \$0.15). The reward can be zero, then the organizer will be sufficient to pay the service fee, but in this case there is a risk that the selection of the required number of respondents could be delayed for a long time.

The total number of SRT tokens, which must be paid by the organizer of the survey for publication is the sum of the fee of the ticket and the size of reward multiplied by the number of tickets.

Initially, the customer purchases SurveyToken on one of the exchanges, that increases the price of the token. He then pays for his survey with the required amount of tokens. Part of

the payment (fee) goes to the account of the service administration. In the blockchain creates an object containing information about this survey, and the remaining part of the payment intended for payment of rewards is frozen on the account of this object.



The respondent of the survey, immediately after the server accepts his result, is sent from the account of the survey proper amount of tokens to respondent's ETH wallet. Thus, SRT tokens leave the scope of the service, and the respondent becomes their holder. Further, he has the right to dispose of the funds at his discretion: keep use the service, accumulating tokens, sell them on one of the exchanges at the desired rate or use tokens as a means of payment, making standard transactions.

7.2 Price advantages over competitors

By monitoring the price situation in the industry of paid surveys, as well as using special calculators, we have identified the average cost of surveys of various sizes and compared with the cost of making similar surveys using our platform.

Research parameters			
Scale of research	Small	Medium	Large
Count of questions	30	50	80
Count of respondents	1 000	10 000	100 000
Respondent's reward	\$0.5	\$1	\$1.5
Cost of the survey			
Global Survey	\$550	\$10 500	\$155 000
Other questionnaires (averaged)	\$4 250	\$47 300	\$526 400

Based on the data obtained, we can say that the cost of the survey using the Global Survey platform, on average, 70-90 percent lower than the existing questionnaires (at the same time, it is worth considering that the competitors have problems with the quality of the results and the uniqueness of the respondents who are leveled by the Global Survey system). This fact is a significant help in the client's choice in favor of our service, which will allow us to occupy a large part of the market in a relatively short time.

Lower cost, in turn, contributes to the fact that the organizer of the survey there is an opportunity to set a higher respondent reward. This fact, along with other advantages, will increase the popularity of the service among ordinary users acting as respondents.

8 Team

The Global Survey project is represented by a team of young professionals with extensive experience in various fields, such as IT development, trade and law. Over the past few years, we have been united by a joint study of blockchain technologies and cryptocurrencies, as we realize the global importance of this innovation and its great prospects.

David Akopyan

CEO, main developer

Programmer, experience in software, web apps and games development for more than 5 years. Since 2016 he has developing a blockchain systems.

Manuk Akopyan

Financial director

7 years of experience in the field of control of financial and economic activity of enterprises.

Georgiy Markaryan

Promotion and marketing

8 years of wholesale trade and performance of export contracts.

Vadim Nesterenko

Director of public relations

3 years of experience in the transport company, doing business with its customers.

Georgiy Tarasyan

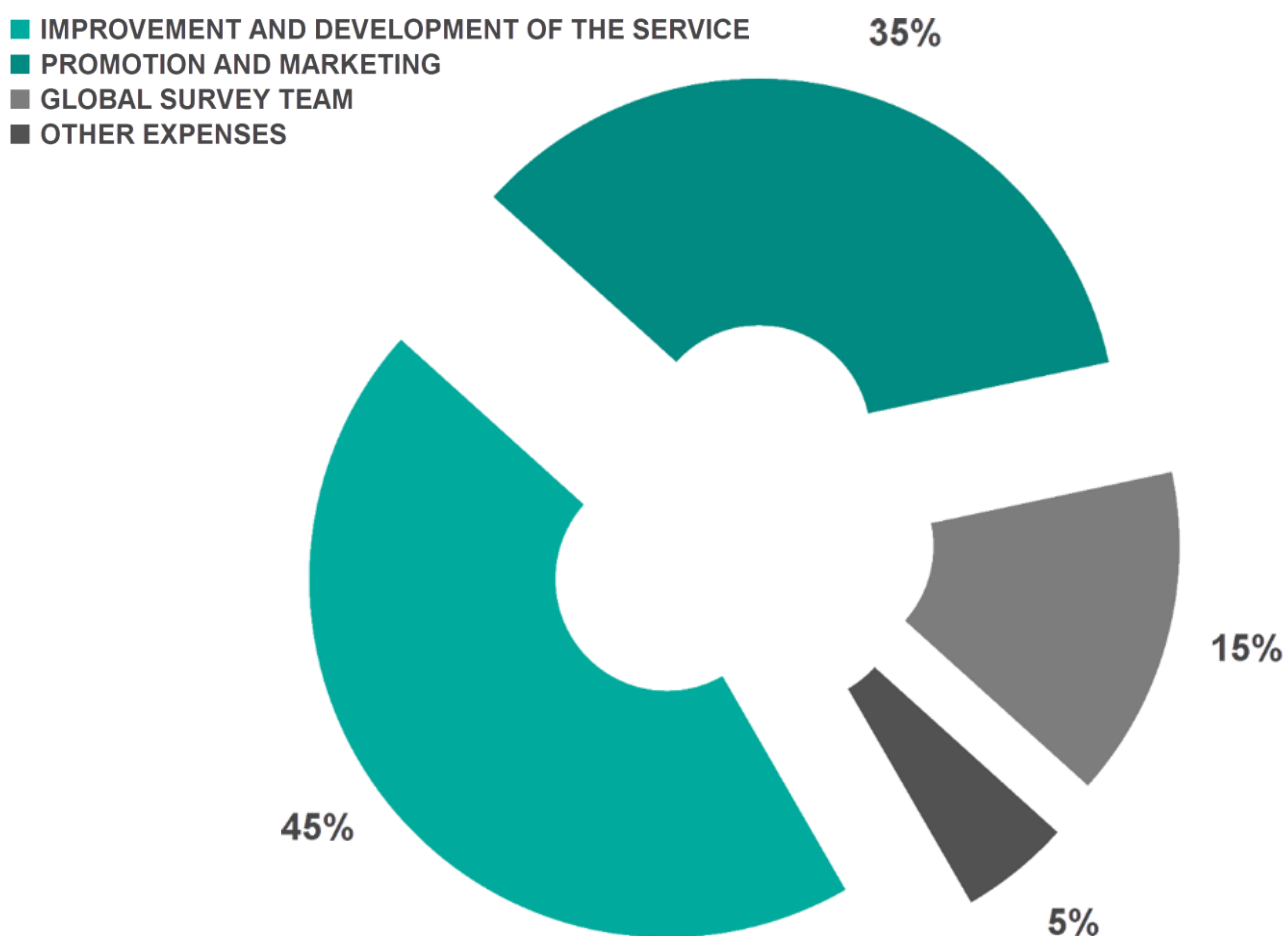
Project lawyer

11 years of experience in legal support of organizations.

9 Distribution of investment

420 million SRT will be sold out of the total token issue, another 30 million will be given in the form of bonuses. 120 million will be sold at the PRE-IPO stage at the price of \$0.0065, another 300 million will be sold at the ICO stage at the price of \$0.01. Such a small initial price of the token is set for more convenient operation and perception of values when using the service, since the average reward of the respondent, in dollar equivalent, will vary in the area of several dollars.

The maximum amount that the Global Survey team plans to attract in the course of the SurveyToken sale is \$3 780 000.



45% of the collected capital will go to the full-scale development of the project, the development and introduction of all the planned functionality (a detailed list of innovations and improvements described in the section "about" on the site), which will require the involvement of many new developers and other professionals. A mobile application will also be developed, which will improve the usability of the service. In the future, in order to achieve the maximum independence of the service from the unfavorable factors that our team cannot influence, it is planned to switch to our own computing power, which will

require the purchase of server equipment, the necessary peripherals, the organization of working space.

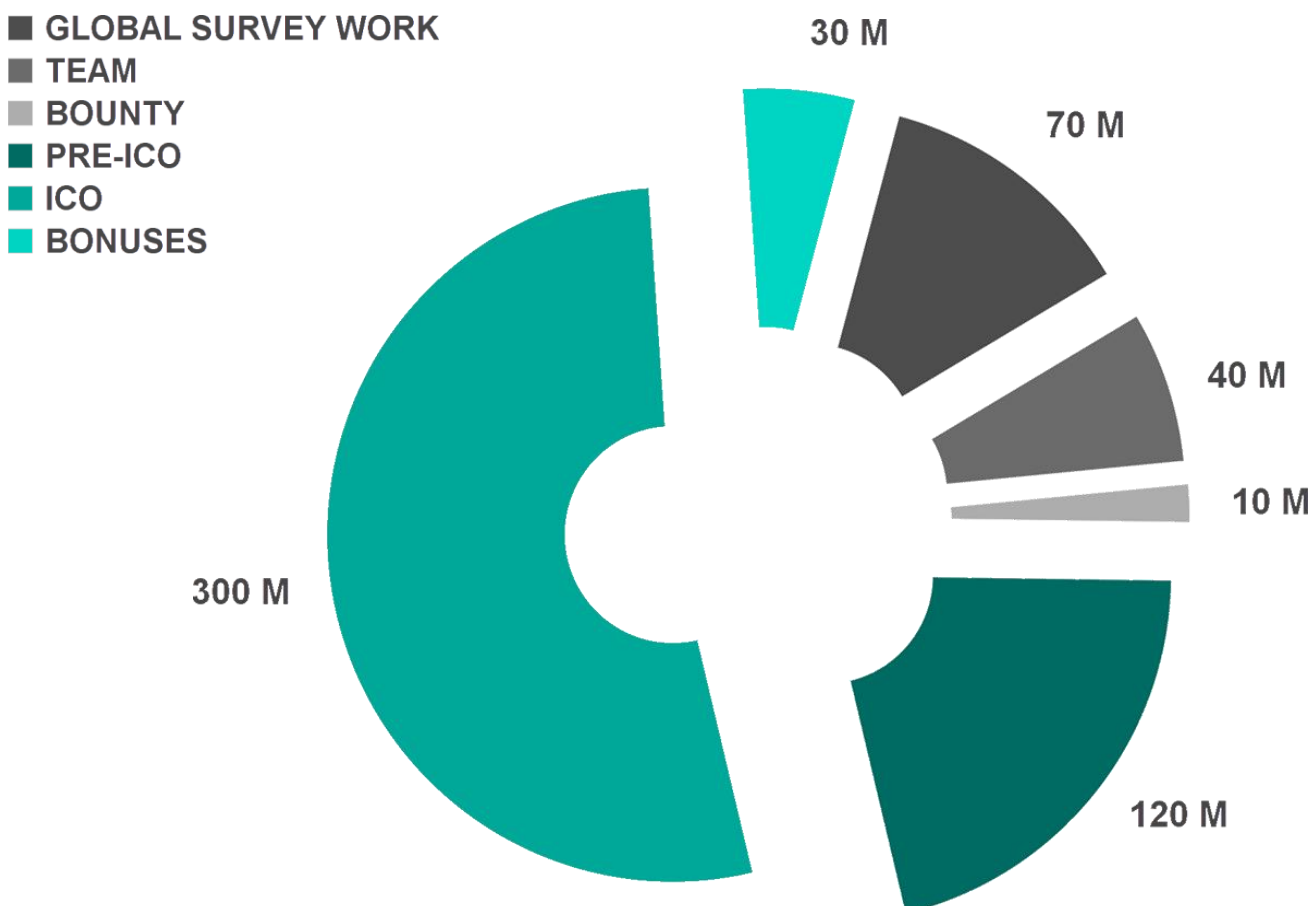
35% of the capital will go for promotion and marketing, as it is planned to bring Global Survey into the world leaders among the services of public opinion research, which will make SurveyToken highly demanded cryptocurrency and increase its price by many times. Within two years, a full-scale marketing campaign will be carried out through various media, popular internet resources, social networks, video hosting, etc.

15% of the collected capital will be distributed among the members of the Global Survey development team as a fee for the work already done and planned, and this part will be used to reimburse the funds spent by the team and to repay debts related to the development.

Of the remaining 5%, a small reserve fund will be formed for external and unforeseen expenses related to the company's activities.

10 Token sale and distribution

Total supply is 570 000 000 SRT. The main part will be sold out, a small part will be paid to the participants of the bounty campaign. A considerable part will remain in the Global Survey service fund and will be used in extreme cases with the technical needs of the implementation of the service and its development. The last part will remain with the developers of Global Survey.



Selling tokens SurveyToken will be held in two stages: PRE-ICO and ICO. For sale released 450M SRT (120M - PRE-ICO, 300M – ICO, 30M - bonus fund for the ICO). There will also be a bounty campaign, the fund of which is 10M SRT.

The minimum threshold for collection of funds and their return to investors is not provided. In any case, all collected funds will go to the development of the project.

In the framework of the PRE-ICO and the ICO will be featured special tokens GoldBon and SilverBon, that after the ICO can bring their owners substantial bonuses.

The tokens remaining after all phases of sales will be included in the Global Survey technical fund and frozen at least to 2021.

10.1 PRE-ICO

Supply: 120 000 000 SRT tokens

SRT/USD rate: \$0.0065

SRT/ETH rate: --

Threshold: \$3900 USD (600 000 SRT)

Date: 30 March 2018 - 15 April 2018

PRE-ICO stage is intended for large investors and funds, there is a minimum investment threshold (one transaction), which is equal to 600 000 SRT (\$3900 USD). The advantage here is to lower cost of the token is compared with the phase of the ICO (35% below).

But the main advantage is the ability to get special tokens GoldBon. After completion of the ICO stage, GoldBon holders will take all unsold tokens intended for the ICO stage, including the bonus fund. 1 GoldBon is equal to 0.5% of this remnant.

For every 600 000 tokens (which is also 0.5% of the total PRE-ICO issue) purchased at the PRE-ICO stage, the investor will additionally receive 1 GoldBon. All will be given 180 GoldBon, this means that only 90% of the remainder of the ICO will be taken, and that last 10% of PRE-ICO investors may not receive GoldBon.

The amount GoldBon is calculated ONLY within a single transaction. For example, if the investor has purchased 900 000 SRT at once (for which he received 1 GoldBon), but then decided to buy another 900 000 SRT, then he will have 2 GoldBon.

PRE-ICO investor can become a beneficiary of the ICO stage referral program without the need to invest in ICO.

10.2 ICO

Supply: 300 000 000 SRT tokens

SRT/USD rate: \$0.01

SRT/ETH rate: --

Date: 30 April 2018 – 15 June 2018

The ICO stage is available to investors of any scale, there is no threshold of entry. Here investors can get referral and early participation bonuses.

At this stage, it is possible to obtain special SilverBon tokens. After completing ICO and the expiry of the time allotted for the use GoldBon tokens according to their purpose, the time will come to use SilverBon tokens. SilverBon holders will take the rest of the tokens from PRE-ICO, to which more tokens will be added, which will remain from the ICO after GoldBon owners take their share. 1 SilverBon equal to 0.008% of the total residue. Detailed instructions on how to use GoldBon and SilverBon will be published near the end of the ICO.

For every 20 000 SRT purchased at the ICO stage, the investor will additionally receive 1 SilverBon. A total of 12 500 SilverBon will be issued (a total of 100%), this number will be achieved by 83% of ICO implementation, which means that the last 17% of ICO investors may not receive SilverBon.

The amount of SilverBon received is calculated ONLY within one transaction, similar to GoldBon.

10.3 Buying tokens

The user, first of all, needs to log in, activate MetaMask and make sure there is a connection to the blockchain (balances should be displayed correctly).

In the "ICO" section of the site under the block with a timer and information about the current stage of token sale is the investor panel. In the text field, the user needs to specify the amount of ETH that he wants to exchange for SRT. Below there are the current exchange rates, the number of tokens that the user will receive for the specified number of ETH.

The current exchange rate SRT/ETH will be determined one hour before the start of the next stage based on the exchange rate ETH/USD. The SRT/ETH rate will be adjusted daily at 12:00 GMT.

After clicking on the "SEND" button, a transaction will be formed and MetaMask will ask the user to confirm sending. As soon as the Ethereum network confirms the transaction, the user's ETH wallet will receive the corresponding amount of SRT tokens.

NORMAL SEND ETH TO THE ADDRESS OF THE ICO CONTRACT WILL NOT WORK.

10.4 Referral program and bonuses of the ICO stage

During the ICO stage, a single-level referral program will operate. An authorized user can get his referral link in the investor panel in the "ICO" section of the site. Another user who has passed through this link and registered on the site becomes the referral of the owner of the link, and the owner becomes the beneficiary.

Referral bonus is equal to 5% of referral investments. It will be credited to the beneficiary only if the beneficiary has already invested in the ICO and has 3 SilverBon (\$600) or more on his account, or if he was an investor in PRE-ICO (has at least one GoldBon).

An additional 5% bonus will be awarded to all investors who have purchased tokens within 14 days from the start of the ICO.

[Solidity code of the ICO contract and ABI interface](#)

11 Legal aspect

The purpose of this document is to provide information about the Global Survey project to potential SurveyToken buyers. The given information is not exhaustive, does not imply contractual obligations and can only be considered as marketing information about the project.

On the basis of the information given in this document, the potential SurveyToken buyer can make a decision about their purchase. This document does not constitute an offer to sell or buy securities in any jurisdiction. This document does not offer token purchases to individuals and companies that do not have sufficient legal capacity to participate in token sales. If you are not sure that you are eligible to participate in this sale, you must seek professional legal, financial, tax or other advice.

The statements contained in this document are not a guarantee of future work and are subject to certain risks and uncertainties that are difficult to predict. Therefore, actual results may differ materially from those projected due to a variety of factors.

Participation in the sale of tokens is completely voluntary. You need to carefully examine and make the order and the rules of the sale of tokens provided in the present document. If you do not agree to the terms in whole or in part, you must not participate in the sale.