

# Emmares ICO report

## The idea

- EMMARES - Email Marketing Rewarding System is an evaluation system that highly benefits email marketers (senders) as well as email recipients (all email users).
- EMMARES platform aims to **disrupt email marketing** by offering email marketers a chance to reach **more targeted customers** as well as offering email recipients a reward for evaluating the content of the email.

## How will they make money?

- Their primary **source of revenue** will be **service fees** from interested email marketers.
- Part of their revenue will also come from **marketer advertisement** and planned **marketplace**.

## Team & Advisors

- **Bojan Oremuz** (CEO & Founder): Has worked in the governmental IT council and as President of IT cluster Ealiansa. He specializes in leadership and strategy.
- **Denis Oresnik** (Cofounder & Software Developer): web and application developer with experience in building applications, blockchain architecture/technology (Eth) and tokenization.
- **Tadej Oremuz** (Cofounder & Solidity Developer): Has experience in marketing and software development. His main area of focus is solidity and dApps
- **Jure Tovrljan** (Cofounder & Creative Design and Advertising): brand identity specialist and innovator working as a creative director in a multi-award winning advertising agency.
- **Taja Oremuz** (Cofounder & Marketing): CEO of a marketing agency, has a Master's degree in marketing.
- **Dejan Plavse** (Email Marketing Specialist): IT professional with a bachelor degree in computer science and 8+ years of working experiences in various IT fields.
- **Kristof Gajsek** (Senior Developer): Full stack developer, has worked for FADN - European reporting system, SquizMAIL, and MailRocker Email marketing platform.
- **Gregor Zvikart** (Marketing & Business Development): B.Sc. from IT and computer science. He owns an IT company.
- **Ziga Palir** (System & Security): experience in the field of IT project planning, management and implementation for Microsoft operating systems, Databases and communications as an engineer specialist, open source operating systems and security solutions system administrator.
- **Advisors:**

- **David Drake:** Chairman of LDJ Capital and Victoria Partners.
- **Ilya Anikin:** Investment advisor working on hard cost optimization and strategy.
- **Giuseppe Gori:** Founder of next-generation blockchain Gorbyte.
- **Janko Cajhen:** CEO Comtrade, Hermes Softlab.
- **Peter Merc, Nina Kranjec, Nejc Urankar:** Legal advisors, Lemur Legal

## Timeline

- **Private presale ended** on 5 May 2018. **5 May - September 2018:** Public presale and ICO
- **Q2 - Q3 2018:** Beta rollout Emmares
- **Q4 2018:** Production Emmares and beta smart services
- **Q1 2019:** Production smart services
- **Q2 - Q4 2019:** Globalization
- **Code** connected to immutability and trust of content evaluation **will be available on Github**. Personal data will be secured according to the GDPR directive.

## Competition

- Currently there is **no direct blockchain based competitors**. **Earn.com** could be considered a competitor.
- Traditional competitors could include Email Service Providers like Gmail and Yahoo Mail as well as internet marketing companies.

## Funding

- **Crowdfunding** began on **5 May** and will last until **September 2018**.
- **Hardcap** is **35'000 ETH**. Sofcap is **2'000 ETH**.
- Investment is needed to fully implement the platform. Funds will be differentiated and diversified to assure long-term stability and growth.
- If the total number of ETH raised is less than 2'000 ETH, EMMARES Project Team will look for another round of ICO.
- **Accepted currencies:** ETH, altcoins, BTC, fiat
- **China, United States and Singapore residents are not allowed to participate.**

## Tokens

- **EMA** is a standard **ERC20 utility token** issued on the Ethereum Network.
- **500'000'000 EMA** tokens will be **generated**. **255'000'000 EMA** (51%) will be **available** during the crowdsale.
- **Token distribution:** new account opening incentives pool (23%), team and founders (17%), strategic partners and advisors (5%), pre-token crowdsale contributors (3%), bounty program (1%).

- **2 years vesting period** with a 1 month cliff is applied **for** founder and **team tokens**.
- **Unsold tokens** will be **burned** after the crowdsale
- **1 ETH** is **5100 EMA**. Different bonuses apply in different stages. There are 6 stages.
- **Tokens** for public presale and phase 1 to 6 will be **released after soft cap reached** via smart contract immediately.
- Team is in talks with exchanges but because of the nondisclosure agreements no names yet.

## Marketing

- They have **active Facebook, Twitter, Telegram, Instagram, LinkedIn and Bitcoin Talk accounts**.
- For the purposes of ICO they partnered with **Astoria agency**.
- They have a **bounty program**.
- Their **post ICO marketing** will include influencer marketing, video and Youtube marketing, content marketing, social media and live conferences.

## Legal

- They have a **risk warning** in their whitatepaper.
- **Full KYC** procedure is needed for every investor.
- They have **legal experts** in advisors (**Lemur Legal**).
- They will have **full compliance** with the new EU **GDPR directive** about protecting personal data.

## Escrow & Security

- **Escrow** is **automatic** as they use smart contracts via Ethereum Network.
- They have a **system and security expert** in their team: **Žiga Palir**.
- They use **cold wallets**. Users will be able to hold their tokens on their platform.

## TLDR

- EMMARES is an email marketing rewarding system for more targeted campaigns with less spam.
- Pros:
  - **Experienced team** with a **functional MVP** to be offered to selected companies.
  - **Good business model** with no direct blockchain based competitors.
- Cons
  - It could be **difficult to acquire** a sizeable number of **customers**.