



Kuende - Creating Real Life Experiences

We know that social media has the power to change the world. It's time to use that for the betterment of every person, group and community. It's time for Kuende.

Our Vision: Putting the Social Back into Social Networks

Traditional social networks highlight individual experiences in ways that can isolate others and generate feelings of sadness and isolation. They fail to encourage healthy behaviors and the types of interactions that people need. In short, they cause harm when they fail to be social.

Kuende is the solution to this well-researched problem. We are a growing social network that actively encourages real-life interaction by combining traditional profiles, feeds and chats with gamification of activities in the real world. Digital activities are designed to complement, not replace, real ones.

We allow users, communities, influencers and businesses to create specific challenges linked to real-world locations and designed purely to bring people together around hobbies, skills, activities, actions and more.

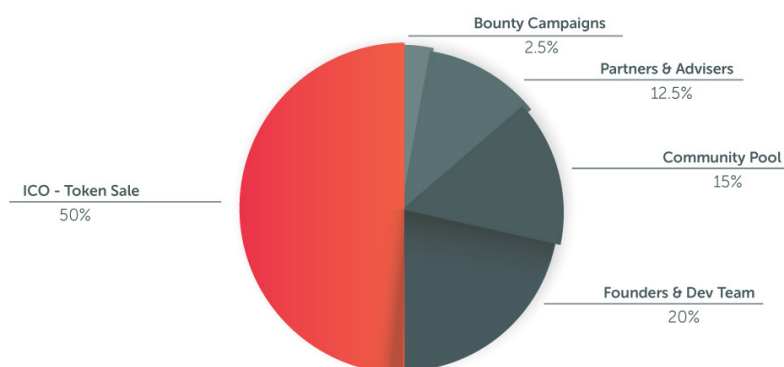
With more than **60,000** users already, we believe we have a viable pilot audience to support testing and refining of our business model.

Business, Blockchain and Crowdsale

We're embracing the rise in blockchain technology and cryptocurrencies because they are gaining popularity with our core audience and it provides a reliable, transparent way to generate revenue from businesses and give rewards to our users. Millions of people around the globe already use social networks and activity meeting groups. We plan to combine these models and use tokens to promote sustained interest and engagement.

Kuende will raise the capital through the sale of Kuende Token (KUE) in

ICO - KUE TOKEN DISTRIBUTION



Company

- Total Investment Funding Received: \$2.6M
- 3 Years of On-time Product Delivery
- Web and Mobile Apps Available
- More than 20,000 App Downloads
- More than 60,000 Users
- 4.8 Rating on Google Play Store

ICO

Total Token Supply: **3,560,000,000 KUE**

1 ETH = **50.000 KUE**

Hard Cap: **\$17,000,000** (will be set in ETH once the Whitelist period is over)

Soft Cap (reached): **\$2,000,000** (4000 ETH)

Whitelisting Ending Date: **26 September, 2018**

Public Sale Period: **1 - 21 October, 2018**

Team



Pavel Antohe
CEO & Founder

Experienced Entrepreneur, Alumnus of Blackbox.vc - Powered by Google Ventures



Teodor 'Tony' Pripoae
CTO & Co-founder

Senior Backend Developer, Backend Archited Designer, Ruby on Rails Pioneer



Alexandru Tache
Senior Developer

8+ years exp in Software Development, former Site Reliability Engineer for Google Cloud



Daniel 'Hertz' Bugarin
CISO

8+ years in Information Security, ex eMAG & PayU, top CTF performer and a Blockchain Tech master

Check out the full bio of our [24 team members](#)

KUE is an ERC20-compliant token that will be used to create and curate challenges by giving owners a stake in our system. We will raise an initial fund through the sale of KUE tokens. The business model moving forward involves four revenue streams:

1. Sponsored Challenges: Users, Influencers and Brands will purchase KUE to secure a stake in Kuende, allowing them to create challenges and target specific audiences.

2. Advertising: Ads will eventually be sold, though users must opt-in to receive ads and will also receive in-platform rewards. Our developers are already working on revolutionary ad units that may be combined with Challenges, such as AR events or overlays that mix ads with locations and even activities.

3. In-app Purchases: We plan to sell bonuses, boosts, perks and more for our games as well as sell stickers, backgrounds and emoji packs for our chat services.

4. Business Partnerships: Kuende will make strategic business partnerships that will fuse our challenge-centric platform with other platforms.

Advisers



Charlie Shrem

Founder of Bitcoin Foundation, cofounder & former CEO at BitInstant, co-founder CryptolQ, Bitcoin & Blockchain Legend.



Fadi Bishara

Blackbox.vc Founder, one of the most influential Silicon Valley Connector & Mentor, startup & business adviser.



Rana Chakrabarti

11 years as Experience Designer for SAP and a Blackbox.vc Mentor, Rana is helping us design the Challenge Framework.



Aurel Iancu

Cosmos Validator, CTO & Digital Asset Manager at Dokia Capital. Early adopters and advocates for Ethereum, blockchain specialist.



Kuende Swiss GmbH, Arbachstrasse 2, CH-6340 Baar, Canton of Zug

Contact: ico@kuende.com

