



# 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.*

## Motivation

There's something wrong in today's social media landscape. The focus on picture-perfect posts and heavily filtered imagery highlight a false glamorous reality and leaving social media users depressed and isolated. Science shows that the feeling of loneliness can cause further isolation and retreating to social media, creating a vicious cycle of seclusion and sadness.

We hope that Kuende can change the impact of social networking, by using it as a positive force to have people meet in the real world and facilitate true friendships with online and offline activities. By applying the principles of gamification to social interactions, we believe Kuende will create compelling, fun reasons for users to find each other and meet in various locations throughout their community.

## Your Online Life. Your Real Life. Your Balanced Life.

Kuende is a hybrid online-offline social network that combines the online features and appeal of a social media platform with outdoor activities. We are specifically reaching out to Gen-Z and Millennials, today's most active social media users and the groups most affected by lack of real-life interactions with their peers.

By connecting people with similar interests and gamifying real-world socialization, our users will create healthy, real-life connections without incurring any costs. Our business model is designed to focus on community locations and businesses that can facilitate Challenges to support these social interactions, with minimal direct advertising.

## The Kuende Value

Our mission grew out of seeing a world full of teenagers allowing digital interactions to replace real ones, creating significant personal harm. To ensure we meet our mission, we have established Core Values designed to keep the Kuende project on the right path:

- Making a difference in the lives of individuals
- Positive impact through services and offerings
- Challenge to engage and expand activities
- Creativity, to help people find and express themselves
- Entertainment, to ensure that our service remains a positive force that people want to use
- Concern for others, supported by our platform and our users

## Company Stats



**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  
Registered Users**



**4.8 Rating on  
Google Play Store**

# Our Roadmap

2015

**Pre-seed Investment - 120.000\$**

Kuende.com (Alpha)

2017

Kuende.com & Mobile Apps (Beta)

**Web & Mobile Security Audit**

Prepare ICO

GDPR Full Compliance (1/3)

2018 - Q2

GDPR Full Compliance (2/3)

**Security Audit**

More than 60,000 Users

2018 - Q4

**Deposit KUE into the Platform**

**Launched ICO**

Recommendations

GDPR Full Compliance (3/3)

Challenge Framework (2/3)

Testnet KUE and KP

Security Audit

Blockchain Integration (3/3)

2019 - Q3-Q4

Influencer Profile

**Cosmos Integration (2/2)**

Interest Based Groups

Group Challenges

Live Stream

Kshop (Digital Goods)

2016

**Seed Investment - 2.500.000\$**

Mobile Apps (Alpha)

Implemented Gamification

2018 - Q1

Challenge Framework (1/3)

**Blockchain Integration (1/3)**

ICO Website & Whitepaper

2018 - Q3

Anti-Fraud Mechanism

Challenge Framework (2/3)

Security Audit

Launched the Bounty Campaigns

**Blockchain Integration (2/3)**

2019 - Q1-Q2

Generate Kp

Cosmos Integration (1/2)

Challenge Framework (3/3)

Integrate with Civic (for KYC Procedures)

Encrypted Messages

1st Kuende Game

Tip Content Creators

Check-in Feature

**Kshop (In-app Purchases & Donations)**

2020

API for Challenge Creators

2nd & 3rd Kuende Game

Business Profiles

Sponsored Challenges

Ad-Related Mechanisms

**AR Challenges**

Start Testing Revenue Streams



## Three Groups We Think Will Love Kuende

We see three distinct groups who will partake in our services and support both the microeconomy and our business model. Here are some of the early interactions and revenue streams, though we expect to introduce additional income opportunities as the service grows.

### Users: You and Your Friends

The individual is the cornerstone of Kuende. We want to be a social network that invites people of all ages and abilities -- though our core, targeted demographic is Gen-Z and Millennials -- to join us and their community through the activities we offer. Users will be able to create, vote and participate in challenges. Their profiles also support traditional social posts of videos, photos, content feeds, music players and dynamic chats.

One important note is that users will not have KUE or Kp requirements to take part in most challenges (a full description of our utility tokens and their functionality is available in our Whitepaper). This means even casual users of our system can be engaged to attend and participate in challenges within their community -- this ensures that our business partners have a reliable audience size.

**Kuende Business Model Benefits:** *Our mission is to provide positive, real-world connections for social media users. We achieve this mission with each new person who joins Kuende. From a business perspective, growing users allows us to generate more in-app Kshop sales of digital goods and to secure more business partners and advertisers by providing them with a robust audience.*

### Businesses: Companies and Local Community Groups

Accounts linked to official businesses and community groups will be able to promote themselves through advertising and the creation of challenges. Accounts will be required to provide proof of their operations and ownership of the name when they sign up.

Businesses can create a variety of challenges that draw users to their locations, products, services and more. We envision trips to museums, using apps in public places, attending festivals or fairs, getting a meal and much more.

**Kuende Business Model Benefits:** *Businesses are expected to be the largest purchasers on the Kuende platform to support their operations through advertisements and Sponsored Challenges, generating a steady revenue stream for Kuende. These accounts will also be the first to have access to our advertising program. Eventually, businesses will be able to sell digital services and goods in our Kshop, where Kuende will take a small percentage.*

### Influencers: Celebrities, Stars and Community Heroes

Influencers are people who have a large community following on a platform. Our users can become influencers when they reach at least 10,000 followers, while we also invite people to verify their status through other metrics such as successful YouTube channels.

Influencer accounts are designed to be entertaining to our users and their celebrity status gives them additional benefits in our service. Influencers can organize Sponsored Challenges and they can partner with business accounts to promote a business's Sponsored Challenges. Our platform allows Influencers to be paid by businesses in the form of Kp.

**Kuende Business Model Benefits:** *The inclusion of influencer profiles helps us to create community heroes who help drive more people to real-world events. They can also post content for fans on Kuende, helping to bring people back to our service and social platform on a consistent basis. Kuende may find ways to reward Influencers to promote continual updates and engagements, or we may eventually allow users to provide direct rewards through Kp-backed purchases or subscriptions.*

## The Kuende Company and ICO

Kuende has raised more than \$2.6 million in seed and pre-seed funding. We are building on that success by launching an ICO on TBD to secure interest and excitement for our initial ecosystem. We believe it will help us to generate interest to grow our platform, reach new users and invest in new capabilities, features, and expansions into a variety of local and larger markets.

## Token Supply and Distribution

The Kuende Token (KUE) will serve as a utility token sold through our ICO. It will allow influence how many Kuende Points a user can receive from a challenge as well as be used to support various mechanisms within our system. Some Kuende features, like creating or voting on challenges, are only available for KUE owners. After ICO distribution, the KUE will be locked until Q3 2018, when they can be introduced and used in the Kuende Platform.

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

**1 ETH = 50.000 KUE**

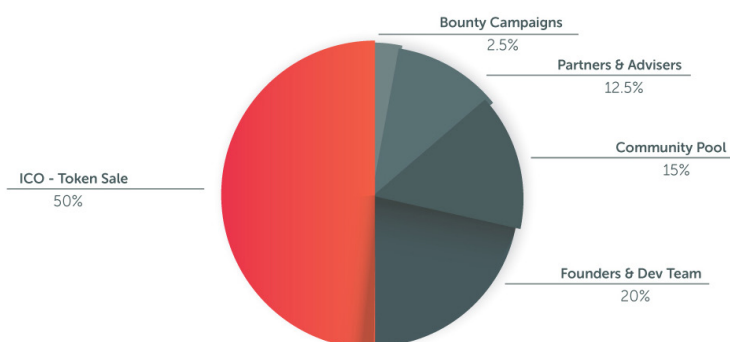
**Hard Cap: \$17.800.000** (will be set in ETH once the Whitelist period is over)

**Soft Cap (reached): \$2.000.000** (4000 ETH)

**Whitelisting Ending Date: 15 October, 2018**

**Public Sale Period: 19 October - 2 November, 2018**

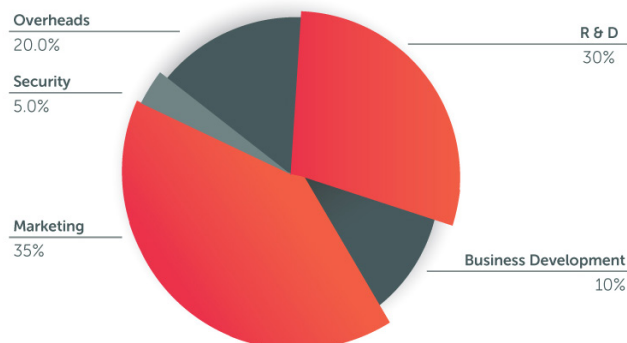
### ICO - KUE TOKEN DISTRIBUTION



## Use of Funds

Fifteen percent of KUE will be swapped for ETH, creating defined capital in Ether. These funds will be applied to the development and maintenance of the Kuende platform. Our current planned allocation is:

### USE OF FUNDS



## Blockchain Integration

The Kuende users and their experience are our top priority. For that reason, at the time being we cannot broadcast all the transactions that happen in Kuende on the blockchain. With that being said, as we are at this moment constrained by scalability limitations of existing solutions, we will approach the following 2-steps strategy:

**1. Using a semi-decentralized solution by connecting Ethereum blockchain to our open-source internal ledger.** This hybrid release is going to provide us invaluable insights for the second step, allowing us to calibrate the mechanics of our future fully on-chain economy according to real user behavior.

**2. Developing our own Tendermint based blockchain as a zone in Cosmos Network.** This will offer the flexibility of building a custom solution focused on our very specific needs, such as enabling our users to interact with the blockchain without prior technical knowledge. At the same time, by building our own blockchain, there is no trade-off in terms of privacy, security or performance that must be done.

## Our Team

Kuende is a rapidly growing team with 29 specialists working to execute our vision. Each member has a core role in building and optimizing the Kuende Community or Experience.



**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 Reliabilty Engineer for Google Cloud



**Daniel 'Hertz' Bugarin**  
**CISO**

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

*Check out the full bio of our [29 team members](#)*

## 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.



**Thomas Bangert**

Former European Director of Display at TripAdvisor, business developer and angel investor. Vast expertise in digital media and online marketing.



**Rana Chakrabarti**

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



**Michael Kimelman**

Cofounder CryptolQ, cryptopreneur & best selling author. Former Founder & Managing Partner at Incremental Capital.



**Michael Trout**

Founder of Foundups Capital, blockchain evangelist, crypto investor. Early blockchain supporter and adopter of Ethereum. YouTuber & Influencer.



**George Bunea**

CEO IPSX, blockchain developer & evangelist, experienced crypto investor, cybersecurity specialist.



**Andrei Avadanei**

CEO Bit Sentinel, Founder Def Camp - the biggest IT Security Conference in CEE, cybersecurity and blockchain specialist.



**Dragos Stanca**

ICEEfest Founder, one of the top digital media and ad-tech pioneer in Central and Eastern Europe. Startup adviser and seed money investor.



**Dean Karakitsos**

Founder Bloqchain Science - that builds secure decentralized systems using blockchain technology for identity solutions. Digital Visionary & Futurist



**Aurel Iancu**

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

Meet the full team at [ico.kuende.com](https://ico.kuende.com)