Sendy

Radically Better Email

Through Rewarding Attention

IMPORTANT NOTICE

This Whitepaper is intended for general informational purposes only and does not constitute a prospectus, an offer document, an offer of securities, a solicitation for investment, or any offer to sell any product, item or asset (whether digital or otherwise). The information herein below may not be exhaustive and does not imply any elements of a contractual relationship. There is no assurance as to the accuracy or completeness of such information and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information. Where this Whitepaper includes information that has been obtained from third party sources, the Foundation and/or the Sendy team have not independently verified the accuracy or completion of such information. Further, you acknowledge that circumstances may change and that this Whitepaper may become outdated as a result; and the Foundation is under no obligation to update or correct this document in connection therewith.

This Whitepaper does not constitute any offer by the Foundation, the Distributor or the Sendy team to sell any SNDY (as defined herein) nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision. Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance of Sendy. The agreement between the Distributor and you, in relation to any sale and purchase of SNDY is to be governed by only the separate terms and conditions of such agreement.

By accessing this Whitepaper or any part thereof, you represent and warrant to the Foundation, its affiliates, and the Sendy team as follows:

(a)   in any decision to purchase any SNDY, you have not relied on any statement set out in this Whitepaper;
(b)   you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);
(c)   you acknowledge, understand and agree that SNDY may have no value, there is no guarantee or representation of value or liquidity for SNDY, and SNDY is not for speculative investment;
(d)   none of the Foundation, its affiliates, and/or the Sendy team members shall be responsible for or liable for the value of SNDY, the transferability and/or liquidity of SNDY and/or the availability of any market for SNDY through third parties or otherwise; and
(e)   you acknowledge, understand and agree that you are not eligible to purchase any SNDY if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country (i) where it is likely that the sale of SNDY would be construed as the sale of a security (howsoever named) or investment product and/or (ii) in which access to or participation in the SNDY token sale or Sendy is prohibited by applicable law, decree, regulation, treaty, or administrative act, and/or (including without limitation the United States of America, Iran, and the People's Republic of China).

The Foundation, the Distributor and the Sendy team do not and do not purport to make, and hereby disclaims, all representations, warranties or undertaking to any entity or person (including without limitation warranties as to the accuracy, completeness, timeliness or reliability of the contents of this Whitepaper or any other materials published by the Foundation). To the maximum extent permitted by law, the Foundation, the Distributor, their related entities and service providers shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including, without limitation, any liability arising from default or negligence on the part of any of them, or any loss of revenue, income or profits, and loss of use or data) arising from the use of this Whitepaper or any other materials published, or its contents or otherwise arising in connection with the same. Prospective purchasers of SNDY should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the SNDY token sale, the Foundation, the Distributor and the Sendy team.

The information set out in this Whitepaper is for community discussion only and is not legally binding. No person is bound to enter into any contract or binding legal commitment in relation to the acquisition of SNDY, and no virtual currency or other form of payment is to be accepted on the basis of this Whitepaper. The agreement for sale and purchase of SNDY and/or continued holding of SNDY shall be governed by a separate set of Terms and Conditions or Token Purchase Agreement (as the case may be) setting

Sendy

Whitepaper V1.7

out the terms of such purchase and/or continued holding of SNDY (the Terms and Conditions), which shall be separately provided to you or made available on the Website. In the event of any inconsistencies between the Terms and Conditions and this Whitepaper, the Terms and Conditions shall prevail.

All contributions will be applied towards advancing, promoting the research, design and development of, and advocacy for decentralised technologies, primarily in its application for email and email marketing through decentralisation and aligning incentives by matching incentives of marketers and email subscribers, removing the middleman and incentivising attention by placing value on the attention of subscribers, as well as enhancing user privacy.

This is only a conceptual Whitepaper describing the future development goals for Sendy to be developed. This Whitepaper may be amended or replaced from time to time. There are no obligations to update this Whitepaper or to provide recipients with access to any information beyond what is provided in this Whitepaper.

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by the Foundation, the Distributor and/or the Sendy team may constitute forward-looking statements (including statements regarding intent, belief or current expectations with respect to market conditions, business strategy and plans, financial condition, specific provisions and risk management practices). You are cautioned not to place undue reliance on these forward-looking statements given that these statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results to be materially different from that described by such forward-looking statements, and no independent third party has reviewed the reasonableness of any such statements or assumptions. These forward-looking statements are applicable only as of the date of this Whitepaper and the Foundation and the Sendy team expressly disclaims any responsibility (whether express or implied) to release any revisions to these forward-looking statements to reflect events after such date.

The use of any company and/or platform names or trademarks herein (save for those which relate to the Foundation or its affiliates) does not imply any affiliation with, or endorsement by, any third party. References in this Whitepaper to specific companies and platforms are for illustrative purposes only.

This Whitepaper may be translated into a language other than English and in the event of conflict or ambiguity between the English language version and translated versions of this Whitepaper, the English language version shall prevail. You acknowledge that you have read and understood the English language version of this Whitepaper.

No part of this Whitepaper is to be copied, reproduced, distributed or disseminated in any way without the prior written consent of the Foundation.

Sendy

Whitepaper V1.7

Table of Contents

Sendy

Whitepaper V1.7

V1.1 Amendments

System Architecture - Add details regarding system architecture and network fees

V1.2 Amendments

Token Sale - Clarify total token supply

V1.3 Amendments

Token Sale - Update tokenomics with new token supply and price per SNDY
Advisors - Adding Sebastian Quinn-Watson

V1.4 Amendments

Blockchain & Software - Clarify scalability considerations
Roadmap - Update roadmap
Token Sale - Update softcap
Team - Clarify team roles

V1.5 Amendments

Abstract - Clarify based on product roadmap
Sendy Email Solution - Clarify product based on updated roadmap
Business Landscape - Clarify the positioning of other projects in the email space
Blockchain and Software - Clarify the positioning of other projects in the email space
Token Sale - Clarifying team token vesting
Advisors - Adding David Bean

V1.6 Amendments

Abstract - Adjust based on new product roadmap
Sendy Email Solution - Updated based on updated roadmap
Provisional Roadmap - Updated development roadmap
Token Sale - Updated token sale amount, allocations and vesting schedule

V1.7 Amendments

Provisional Roadmap - Updated development roadmap
System Architecture - Amend token reclaim fees
Token Sale - Updated token sale details
Sendy Team - Updated Sendy team members

Sendy

Whitepaper V1.7

Abstract

Sendy is a fundamental transformation of email marketing through decentralisation and incentive alignment. Our core mission is to build an open incentive protocol on top of email that incentivises genuine engagement by subscribers and better quality email by marketers.

Through blockchain technology, we are building a platform-agnostic API that allows marketers to attach a token reward pool to their email campaigns, improving engagement rates and offering subscribers a frictionless way to be rewarded with cryptocurrency by assigning micro payments to their email interactions.

Importantly this requires no fundamental change in behaviour for either party - email marketers distribute a portion of their payment for sending to incentivise engagement with Sendy tokens (SNDY) and subscribers are rewarded for their previously 'unrewarded' engagement, which creates a virtuous cycle by encouraging best practices in sending, more engagement, and less marketing SPAM.

Sendy

Whitepaper V1.7

Sendy Overview

Introduction

Sendy is radically transforming email by building an open email incentive API that enables marketers to reward their engaged subscribers through micro-payments backed by an ERC 20 token (SNDY), built on the Ethereum blockchain.

Email is a truly open protocol, but with the cost of sending being virtually free, the majority of emails today are spam. In reaction to the spam problem, centralised platforms like Gmail and Outlook filter emails based on engagement rates, making it harder for legitimate marketers to reach their subscribers.

With Sendy, email marketers attach tokens (SNDY) to their email campaigns, and subscribers are rewarded with tokens for engagement. This creates a virtuous cycle which encourages high quality email sending, and increased subscriber engagement. Sendy is platform agnostic, meaning current email marketing services can adopt Sendy tokens (SNDY) into their current infrastructure, and subscribers have a frictionless reward system built in.

The Problem with Email Marketing

As an email subscriber, email marketing sucks. Once you have opted-in to receive emails from a company, you are often treated like a free commodity. But your attention has a value, and should be valued.

In search and social advertising, marketers feel the cost of poor advertising. But email marketing is treated as virtually 'free', and leads to your attention being treated like oxygen. Over 59% of all emails received are spam, which leads to poor engagement[1]. Contrast this with the targeted, relevant content you see on your newsfeed or search where customer attention has a 'value'.

---

[1] "• Spam statistics: spam e-mail traffic share 2017 | Statista."
https://www.statista.com/statistics/420391/spam-email-traffic-share/. Accessed 31 Jan. 2018.

Sendy

Whitepaper V1.7

For legitimate marketers in 2018, email marketing is *still* the most effective channel to reach your customers[2]. For every dollar spent on email marketing, it returns $38[3].

However engagement with opted-in customers of legitimate emails is getting harder. Marketing emails now only reach approximately 20% of their contacts depending on the industry[4].

Big ISPs like Gmail and Yahoo are filtering emails into Promotions folders, and Junk, partly in reaction to the SPAM problem. This filtering is based on customer interactions - good senders with better engagement (opens and clicks) achieve better delivery. ISPs treat customer interactions from a particular sender as one of the most important indicators of which part of an inbox emails should be delivered to: good open and click rates show an ISP a subscriber actually values the emails they're receiving.

So by incentivising subscribers to open and click emails by giving their attention a value, the 'inboxing' rate and engagement rate for marketers rewarding subscribers with SNDY should improve, which is a big win for everyone.

The $22 Billion Dollar Opportunity

Email Marketing is growing 19.6% annually, and will be worth $22.16 Billion by 2024,[5]. More importantly, of the 105 billion emails sent each day[6], 59.56% of those are spam[7]. That is 62.5 billion unwanted emails received daily. Sendy aims to solve this problem.

---

[2] "Email Beats Search, Social as Largest Driver of Conversions for ...." 28 May. 2013, https://searchenginewatch.com/sew/study/2270974/email-beats-search-social-as-largest-driver-of-conversions-for-ecommerce-study. Accessed 31 Jan. 2018.
[3] "National client email report 2015 - DMA." https://dma.org.uk/uploads/ckeditor/National-client-email-2015.pdf. Accessed 31 Jan. 2018.
[4] "Email Marketing Benchmarks - MailChimp." 1 Feb. 2017, https://mailchimp.com/resources/research/email-marketing-benchmarks/. Accessed 31 Jan. 2018.
[5] "Worldwide Email Marketing Industry Worth US$22.16 bn by 2024 ...." 17 Apr. 2017, https://www.prnewswire.com/news-releases/worldwide-email-marketing-industry-worth-us2216-bn-by-2024-increasing-number-of-email-users-to-boost-markets-growth-says-tmr-619595883.html. Accessed 31 Jan. 2018.
[6] "Worldwide Email Marketing Industry Worth US$22.16 bn by 2024 ...." 17 Apr. 2017, https://www.prnewswire.com/news-releases/worldwide-email-marketing-industry-worth-us2216-bn-by-2024-increasing-number-of-email-users-to-boost-markets-growth-says-tmr-619595883.html. Accessed 31 Jan. 2018.
[7] "• Spam statistics: spam e-mail traffic share 2017 | Statista." https://www.statista.com/statistics/420391/spam-email-traffic-share/. Accessed 31 Jan. 2018.

Why 'Open Rates' and 'Click Rates' Are Vital

On Gmail, the most popular email ISP in the world[8], the difference between landing email newsletters in the 'Primary' tab, the 'Promotion' tab or even the 'Junk' folder can depend heavily on what percent of emails sent are opened, clicked, or manually marked as SPAM. So an incentivised email sending token economy should improve interaction rates for email senders using SNDY, and reward subscribers for their attention.

The Vision

Sendy will improve email marketing for both subscribers and marketers by aligning incentives through a decentralised email marketing platform that values, and rewards attention. We will be email platform agnostic, and allow any Email Service Provider (ESP) to integrate with Sendy to incentivise better sending, and reward attention for all engaged subscribers.

Email is the original decentralised protocol and with over 3 billion users[9], it's one of the most effective ways to accelerate mainstream adoption of cryptocurrencies without any change in behaviour.

Who Are We

We have been working for the past five years fixing email marketing. We are the founding team behind SmartrMail and Sendicate Email Service Providers (ESPs). Sendicate was founded in 2012 with a mission to help people simply send beautiful emails to people who matter. It is an email platform similar to MailChimp and Campaign Monitor, but with a focus on usability and great design.

We launched Smartrmail in 2016 to fix ecommerce email marketing, using machine learning. We help ecommerce stores send personalised email by using their own store data in our

---

[8] "Primary e-mail providers according to consumers in the United States as of 2016, by age group" https://www.statista.com/statistics/547531/e-mail-provider-ranking-consumer-usa-age/ Accessed 31 Jan. 2018

[9] "Number of e-mail users worldwide from 2017 to 2022 (in millions)" https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/ Accessed 15 Aug. 2018

Sendy

Whitepaper V1.7

Machine Learning (ML) engine. This means their customers will receive emails with products they're actually interested in, instead of bulk, generic email newsletters. SmartrMail is a younger platform, having graduated from Australia's leading technology accelerator Startmate in 2017, and it has already generated over $31 million in sales for it's users by helping them send better emails.

Across both platforms there are currently 7,000 users who are sending 104 million emails a month. Over the last year these users have sent *a billion emails* (1,006,707,302 emails to be exact) to over 72 million subscribers.

At launch we can distribute SNDY to more than **72 million people** across the world.

It's fair to say we know and love email, and have dedicated years to improving it. We have a burning passion to improve email marketing by better aligning incentives. Finally blockchain technology has allowed us to do it.

Sendy Email Solution

We are building Sendy to reward attention, incentivise better quality email, and truly integrate email into the new web 3.0 paradigm. The Sendy platform enables a decentralised economy between subscribers, senders and services.

How Sendy works for Email Subscribers

As email subscribers will be given rewards for their attention, Sendy will turn subscribers into active and engaged actors in the email marketing economy, rather than the ignored participants they previously were.

For every attention action on the Sendy platform, subscribers will be rewarded with tokens. To get rewarded, subscribers only need to claim their wallet on the Sendy website that is automatically created through the platform after they verify their email address . Subscribers will not have to install any additional software or perform other complex actions. Once their wallet is set up, they will have custody of their private keys, and can transfer their SNDY to other wallets or exchange for cryptocurrency via Shapeshift.

Sendy will also build an Email Marketplace where subscribers can find newsletters to subscribe to based on their interests, and be rewarding with a bonus SNDY amount for opting in and engaging with the newsletters.

Subscribers can exchange their earned SNDY for other virtual currencies, spend it with marketers as part of a decentralised global loyalty program or stake their tokens to report spam and earn additional rewards.

How Sendy works for Email Marketers

Sendy will increase engagement with marketing emails through rewards based on attention-metrics such as opens and clicks. With more visibility and more engagement with their content, marketers may be able to realise a better return on their investment in email marketing.

Email marketers can also save on the cost of acquiring leads by paying a bonus SNDY reward on the Sendy Email Marketplace that provides a portal for marketers to list their newsletters along with a bonus amount of SNDY they'll pay if subscribers signup and engage with their content.

How Sendy works for Email Service Providers

Sendy is an open platform, any email marketing service can plug into the Sendy platform to increase their users engagement rates by enabling their users to reward their subscribers with SNDY.

ESPs will also earn a small percentage of network fees as detailed in the asset contract to incentivise them to increase adoption of Sendy by marketers.

Sendy

Whitepaper V1.7

Sendy platform	
Attention Rewards API	Email Newsletter Marketplace
● Email Service Providers ● Email Marketers	● Email Marketers ● Subscribers

The Sendy Token Economy

The Sendy platform creates a virtuous loop where both email marketers and subscribers are incentivised to use tokens.

Email marketers can purchase SNDY (pronounced 'sendy') tokens from the market within their email service provider in exchange for fiat or other cryptocurrencies.

When sending to opted-in subscribers, senders will set a SNDY amount that they'll attach to an email campaign to incentivise opens and clicks. By engaging with emails, subscribers will earn a share of the attached amount for a set time period, after which SNDY will be distributed to the relevant subscribers who have engaged with the emails.

We also plan to enable email senders to set custom goals to reward subscribers, much like setting a goal within Google Analytics. So instead of rewarding just opens or clicks, a sender may choose to reward subscribers that click through and do an action on their site, like fill out a form, or checkout a shopping cart. We will provide senders with a JS tracking snippet for custom goal tracking, which they can add to their website.

Subscribers will be able to acquire tokens with virtually no friction. Every unique email address that comes through the Sendy platform gets assigned a unique wallet.

On first send to an email address it is assigned a unique wallet address

sally@company.com	0x1cb073679e46179684ded5127197ca75be6a659f	0 SNDY

After interactions with emails sent with SNDY, wallet automatically gains tokens

sally@company.com	0x1cb073679e46179684ded5127197ca75be6a659f	3 SNDY

On every email sent there's a wallet link at in the footer which shows the user's Sendy balance, incentivising users to finish wallet sign up to redeem their tokens.

This growth strategy is deployed in much the same way early Inbox Service Providers like Hotmail, and Email Service Providers like MailChimp achieved viral growth. Adding in a Sendy Wallet Total to emails sent through ESPs provides a continual viral growth loop.

Sendy

Whitepaper V1.7

Example Use Cases

Max | Email Subscriber

Max is subscribed to a few different email lists from publishers and retailers. He is new to cryptocurrency but notices he has built up a SNDY balance after opening emails from various newsletter subscriptions, and seeing his growing balance in the email footer. He claims his wallet from the footer link at the bottom of a newsletter email, and is able to exchange his SNDY for Bitcoin, which he then converts to fiat through Coinbase.

He subscribes to more newsletters from marketers that offer SNDY through the Email Marketplace, and then starts paying more attention to emails he receives from senders that he knows attach SNDY to their campaigns.

Sarah | Email Sender

Sarah is an e-commerce store owner and is struggling to generate repeat purchases due to a lack of engagement. Her current loyalty rewards program only allows her to reward users with points for new purchases – which she does not have enough of. Sarah deposits SNDY into her Email App (ESP) and rewards her users for opening her emails and clicking through to her site. She notices a real jump in email click through rates from her subscribers. This boost in traffic from her existing subscribers flows through to more repeat sales.

Julian | Email Sender

Julian runs an affiliate marketing company and struggles to get new email subscribers for his weekly newsletter. He pays for social ads optimising for new signups but is often frustrated by the low return. He starts offering subscribers SNDY through the Email Marketplace and starts generating more engaged subscribers for a lower cost.

Business Use Cases

Retailers

Retailers both online and offline send emails to their subscribers and pay the same amount regardless of the level of engagement. By utilising the Sendy platform users can apportion some of their cost to incentivising subscribers via tokens, therefore increasing their engagement and the number of products they sell.

As previous purchasers are more likely to convert and have more value placed on their attention, retailers can upload a list of verified and converted customers that they'll pay a higher

Sendy

Whitepaper V1.7

SNDY rate to for engagement. In addition, the Sendy platform will provide conversion tracking functionality on leading e-commerce platforms to enable instant converted customer verification.

Retailers can also utilise Sendy as part of a decentralised global loyalty programme. Accepting SNDY from customers will also facilitate a natural opportunity for retailers to collect opted-in email addresses.

Publishers

Though digital publishers are seeing an increase in readership, their ad revenues and profits are steadily decreasing due to ad blockers and a higher cost of traffic[10]. Paid content still struggles to bring in a substantial amount of revenue with an increasing amount of free content available to readers.

By utilising the Sendy platform, publishers redistribute some of their marketing costs to directly reward their email subscribers and incentivise engagement. Publishers can then accept SNDY as a donation in exchange for quality content or users can convert SNDY to other cryptocurrencies or tokens like BAT to donate to publishers.

The Sendy platform will also provide a network of opted-in readers that publishers can reach and reward.

Click Fraud & Abuse Prevention Capabilities

Any incentive marketing is open to manipulation and abuse. We anticipate bots, fake email accounts and other token scams to attempt to harvest free Sendy. No single prevention method is perfect therefore Sendy will employ a variety of abuse prevention strategies including but not limited to the ones below:

Subscriber Score Compensation Model

Each email address registered with Sendy will be given a Subscriber Score, based on a range of factors, which indicates the quality of email subscriber. The Subscriber Score will act as multiple to determine the total reward a subscriber can receive per action taken. Senders can also choose to only deploy rewards to subscribers with a set minimum Subscriber Score.

---

[10] "Media Websites Battle Faltering Ad Revenue and Traffic - The New ...." 17 Apr. 2016, https://www.nytimes.com/2016/04/18/business/media-websites-battle-falteringad-revenue-and-traffic.html. Accessed 31 Jan. 2018.

Sendy

Whitepaper V1.7

Machine Learning / Site Visit Tracking

Sendy will provide senders with anti-fraud tools to deploy on their sites to track email clicks and browsing behaviour. With access to site visit data and browsing behaviour, Sendy abuse prevention algorithms will detect click harvesting and remove bad actors from the network.

Sender Conversion Verification

Marketers will be able to provide the platform with a list of verified subscribers that they're willing to pay rewards to. Unverified subscribers can be restricted from rewards or claiming tokens until they complete a conversion or senders can pay them a smaller fraction of the reward a verified subscriber would receive. Senders can also cap the amount of tokens a subscriber can receive if a purchase is not made to preserve an acceptable cost-per-acquisition. Subscribers without verified conversions across the network will likely have low sender scores and therefore click harvesting or only clicking to earn SNDY will not be feasible.

Business Landscape

Other Blockchain and Cryptocurrency Email Projects

There are currently a handful of blockchain email projects launching, however we don't see any as direct competitors to Sendy. Given their current solutions we do not believe any of these approaches are likely to enter the same market as Sendy as they aim to solve different problems and require a significant change in behaviour. Sendy's solution is completely frictionless and requires no change in user behaviour.

Though we believe the blockchain email projects mentioned are not direct competitors to Sendy or are targeting the same user base, we are open to partnering and contributing to the improvement of email with others working on email-related blockchain projects.

Bitbounce / Credo

Bitbounce provides an inbox filter that only allows emails from senders a user has whitelisted. Senders that are not whitelisted have to pay a set fee in Credo tokens to get their emails through to the recipient. While this solution is great for users receiving constant cold outreach emails, we don't believe it offers a compelling solution for mass adoption or targets the same market as Sendy. It is also not scalable for traditional B2C email marketing purposes with individual subscribers setting the price they will receive email at.

Sendy

Whitepaper V1.7

Earn.com

Earn.com provides a service where users create a public profile where they can be rewarded for taking certain actions such as replying to email or filling out surveys. Users can also set an inbox filter to bounce back emails from senders they have not whitelisted redirecting them to the user's public profile. We believe the tasks delivered by Earn.com and the process of joining their network have significantly higher friction and are outside the scope of the Sendy platform.

Emmares

Emmares has proposed building an email marketing rewards platform where subscribers earn tokens for reviewing the quality of emails. Senders then are ranked and subscribers are able to subscribe to more senders via the Emmares platform. We believe the model proposed requires a behavior change in the way subscribers interact with email and isn't a viable way to fight spam. A fair rating system won't work as ISPs increasingly filter emails on an individual basis. Those that end up receiving emails are engaged and therefore more likely to submit a positive rating. Unengaged subscribers who don't want the emails, will have the emails sent to their spam folder and are less likely to submit their negative rating.

Sendy Advantage Matrix

Present Ecosystem	Sendy Attention Rewards
Subscribers are passive participants	Subscribers are valuable actors and are rewarded for attention
Expensive charges on email marketers regardless of engagement	Email marketers redistribute a portion of their costs to rewarding subscribers and increasing engagement
Majority of email is spam	Align incentives so marketers are incentivised to send less spam and valuable email.
Expensive to acquire new email leads	Global network of target customers
Uncertain deliverability	Improved deliverability
Delivery based payment	Delivery and Attention based payment

Sendy

Whitepaper V1.7

Blockchain and Software

Processing of Smart Contracts

The Sendy attention rewards system will be built on the Ethereum blockchain to process smart contracts between senders and subscribers. Ethereum is open source and blockchain based. Large organizations using Ethereum include: JP Morgan, Deloitte, Santander Bank, the Luxembourg Stock Exchange and Microsoft.

Smart contracts enable Sendy to be a decentralised email marketing incentive platform. These cryptographically secure smart contracts run on a distributed public ledger, therefore ensuring that their result is verifiable and cannot be manipulated.

Privacy

Ethereum's Metropolis update planned for early 2018 plans to introduce both zkSnarks and ring signatures which will allows senders and receivers to keep their privacy when transacting. For senders this ensures that competition cannot link on-chain transactions between sender and subscribers. For subscribers this ensures the senders you subscribe to remain private. Sendy may also use an off-chain scaling solution that will subsequently meet these privacy requirements for users.

Scalability

Today, transaction throughput is the main inhibitor from the Sendy project to be completely decentralised. However, with the success of future developments including but not limited to Plasma, blockchain sharding, and Casper (PoS) we expect the Ethereum blockchain to provide the necessary scalability for the Sendy attention rewards platform. If necessary, Sendy may move to another blockchain in the future if scalability needs aren't met on the Ethereum Virtual Machine (EVM).

Network Overload

The Ethereum network is subject to congestion, however since all emails will be sent off-chain this won't affect email delivery. Only rewards for attention will be transacted on-chain. A full system architecture roadmap towards decentralisation is detailed in the system architecture section of this whitepaper, however on initial launch Sendy will move the majority of transactions off-chain until the necessary throughput is available on the EVM or another blockchain.

Sendy Roadmap & Development

Provisional Sendy Roadmap

0.1: Closed API MVP
Q3 2018

As the Sendy founding team has already developed ESP technology with Sendicate and SmartrMail the first stage of development will be mainly focused on building out the functionality in both platforms for email marketers to send SNDY to their subscribers. Sendicate and SmartrMail have already reached an understanding between selected users on adopting SNDY within their campaigns.

1.0: Sendy MVP on SmartrMail and Sendicate
Q4 2018

User adoption within both Sendicate and SmartrMail. Freemium users will be required to include a Sendy footer on their emails while paid users will automatically receive a portion of their spend back in tokens by activating the wallet balance footer.

Sendy

Whitepaper V1.7

User verification to prevent the possibility of subscribers creating multiple accounts. Senders can choose to only send tokens to manually verified accounts, or opt-out completely. With the expected subscriber engagement improvements from incentivising subscribers' attention with SNDY, we anticipate a low opt-out rate.

We expect to keep user adoption limited to a closed trial due to privacy and scalability risks on the Ethereum blockchain prior to the Metropolis update.

1.1: Platform Agnostic Sendy API
Q1 2019

Reach mainstream adoption through a platform agnostic open API that other email service providers can plug into.

1.2: Email Marketplace
Q2 2019

A marketplace for subscribers to find interesting email newsletters in topics they're interested in, allowing them to subscribe to receive newsletters they like, and earn rewards for engagement with these newsletters.

Email Marketers can list their newsletters in the online marketplace, and gain new subscribers with little friction through direct incentivisation.

Email Marketers can also expand their reach and drive more traffic by sending to private lists created by the Sendy platform. Subscribers can opt-in to receive emails from previously unknown senders and then decide upon receiving the first email whether or not they want to continue receiving email from the sender. Only subscribers with a minimum subscriber score can opt-in.

2.0: Messaging App Integrations
Q1 2020

Once the platform is built out for integration with Email Service Providers, integrations with popular messaging apps will be built. Like with emails, marketers will be able to attach a rewards pool of tokens to their marketing campaigns. For example, tokens could be attached to WeChat broadcast messages, then distributed based on engagement.

Sendy

Whitepaper V1.7

System Architecture

Sendy - Pre 1.0 MVP

At launch the Sendy platform will minimize on-chain transactions due to throughput and privacy limitations currently on Ethereum. Balance transfers between marketers and subscribers after email campaign sends will be done off-chain, on an internal ledger system developed by the Sendy team. The Sendy API will limit on-chain transactions to when subscribers create their wallet and claim their SNDY tokens from the platform. While security risks are increased, we expect to be able to move balance transfers on-chain once scalability improvements are made on the Ethereum network.

Marketer Interactions:

1. Marketer deposits SNDY balance into individual Sendy Wallet (private keys held by Sendy)
2. Sendy API records marketer balance on centralised database
3. Marketer calls Sendy API through ESP to assign SNDY balance towards a campaign
4. SNDY balance attached to campaign is deducted from Marketer's balance and escrowed until set time limit.
5. Once time limit is reached and stakes are calculated SNDY balance is distributed to subscribers

Subscriber Interactions:

1. Subscriber clicks through email footer to claim SNDY
2. Subscriber creates SNDY account and verifies email
3. Subscriber claims SNDY and transfers it to ERC 20 compatible wallet

Optional subscriber interactions:

- Subscriber converts SNDY to another cryptocurrency through a Shapeshift integration
- Subscriber donates SNDY to Sendy determined charity or pineapple fund
- Subscriber forfeits balance to asset contract

Sendy

Whitepaper V1.7

V0.1 MVP
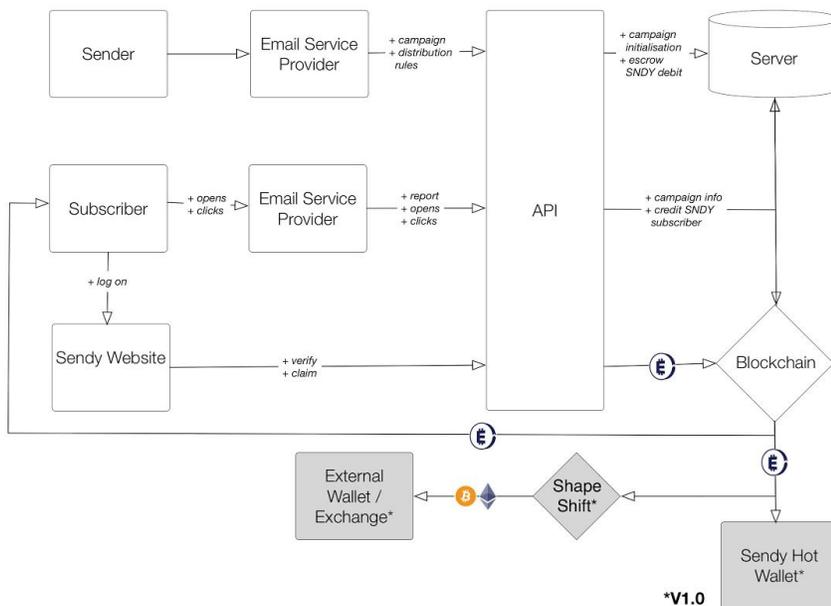
Sendy 1.0

After throughput improvements and privacy functionality is added to Ethereum or another suitable blockchain, Sendy will move towards a more decentralised model.

Sendy

Whitepaper V1.7
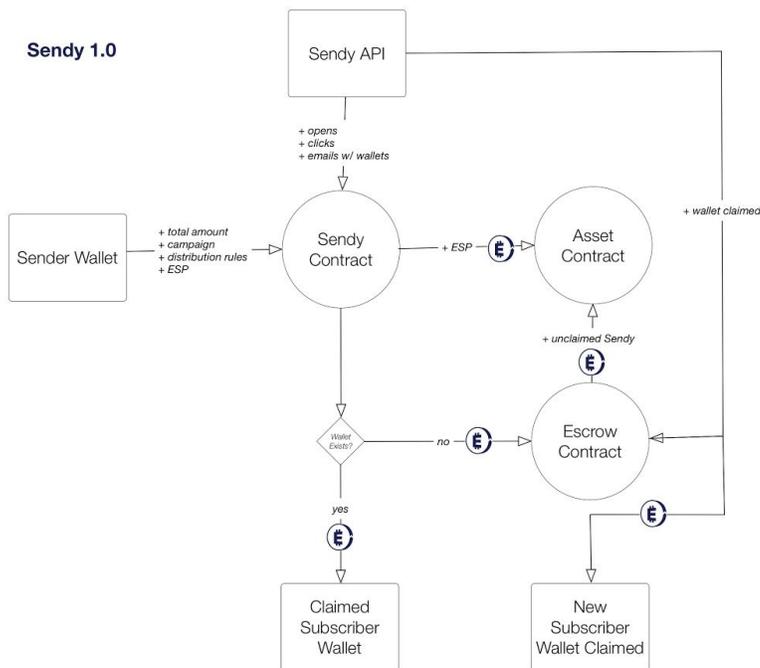
Senders will be able to sign transactions through their ESP directly into the Sendy contract. The transaction data required will include the campaign, distribution rules, and ESP wallet address. After the set time limit passes on a campaign, the Sendy contract will fetch open, click and subscriber data through a blockchain oracle and send network fees to the asset contract.

Subscribers that have linked their email address to a wallet address and have claimed a stake in the campaign rewards will have SNDY distributed to their wallets. Subscribers that have earned rewards but have not attached a wallet address to their email will have their funds held in escrow contracts with both the balance and location held within the Sendy platform.

When subscribers claim their balance and attach a wallet to their email address, funds will be distributed from the escrow contract into their attached wallet.

Funds unclaimed after 45 days will be distributed back to the sender with a 20% network reclaim fee going back to the User Growth Pool. The time frame on unclaimed funds may change depending on subscriber uptake of Sendy and future product development.

Network Fees

Any campaign sent through the Sendy platform will occur a 1% network fee to be paid in SNDY and distributed to the asset contract. The Asset Contract will accumulate the tokens and

Sendy

Whitepaper V1.7

dispense them monthly based on the publicly viewable split in the smart contract. 50% of the network fee will be allocated to the Sendy Foundation to fund ongoing development and incentivise new users. 50% will be allocated to the ESP sending the email for them to incentivise new users.

Token Sale

In order to control the supply of reward tokens, and to fund development of the Sendy roadmap, Sendy will be holding a token sale of SNDY tokens.

Upon token launch, there will be precisely 600,000,000 tokens created. No additional tokens will ever be created.

- 38% will be available to sale participants
- 26% will be allocated to the User Growth Pool
- 15% will be allocated to the Sendy team
- 12% will be allocated to the Future Development Pool
- 7% will be allocated to Sendy Advisors
- 2% will be set aside for the bounty program

Our goal is to raise a maximum of $8 million USD and a minimum of $1 million USD. 228,000,000 tokens (SNDY) will be available for purchase at an initial rate of $0.05 USD = 1 SNDY.

User Growth Pool

The user growth pool will allocated 156,000,000 tokens and be used to incentivise Email Service Providers (ESPs) and email users to participate in the Sendy ecosystem. 30% of tokens will be released immediately and the remainder will vest monthly for 12 months.

Future Development Pool

72,000,000 tokens will be allocated to the development pool to ensure the network has sufficient funds for continued long term development. The entire allocation will be locked up for a period of 3 years with no option of accessing the funds until the 3 years are over.

Sendy Team Tokens

Sendy team tokens will be allocated across the founding team members and employees. Team tokens will be vested over 24-months, with a 12 month cliff.

Sendy Advisor Tokens

Sendy Advisor tokens will be allocated towards strategic advisors of Sendy. Advisor tokens will be vested over 24-months.

Budget Allocation

Platform Development : 54%
The current Sendy team consists of 7 software engineers. 54% of the budget will be allocated to the development team to build the Sendy platform.

Marketing & Partnerships: 25%
25% of the budget will be used to build awareness and drive user adoption of SNDY within the current email marketing ecosystem. The funds will also focus on building and growing a global Sendy community.

Admin & Operations: 15%
Allocated towards accounting, security and any other administrative expenses

Legal: 5%
Costs are directed towards legal expenses.

Bug Bounty Program: 1%
Allocated for the bug bounty program and any unforeseen costs

Sendy Founding Team

The Sendy team is an established, technical team of email and crypto professionals who have worked together for many years. They have a track record of fast execution of user-centric products.

Team

George Hartley - CEO & Co-founder
Master of Computer Science with Distinction (Intelligent Web Systems) (RMIT)
Co-Founder and Co-CEO of email marketing startup SmartrMail and Sendicate. Co-founder and Director of Australia's largest art marketplace, Bluethumb. Former UX lead at Outware Mobile, Australia's largest app development agency. Early Bitcoin and Ethereum investor.

Twitter: https://twitter.com/gthartley
Linkedin: https://www.linkedin.com/in/gthartley/

Sendy
Whitepaper V1.7

Philip Slusarski - CFO & Co-founder
Master of Business (M.Bus) / Bachelor of Economics (B.Ec) / CPA Australia / Chartered Secretaries Australia
Co-Founder and Co-CEO of email marketing startup SmartrMail and Sendicate. Raised $500k from Sydney Angels and Sidecar Fund. 2017 graduate of the Startmate accelerator - Australia's best startup incubator backed by Blackbird Ventures. Formerly Chief Financial Officer and Company Secretary of Mnet Group (an Australian Publicly Listed Company – ASX:MNZ) a mobile development and technology company.

Non-Executive Director of online art marketplace bluethumb.com.au which has raised $1.5m in funding from BRW Young Rich listers Adam Schwab and Jeremy Same and. The winner of QUT Creative Enterprise Australia's Creative3 Pitch in 2015.

Linkedin: https://www.linkedin.com/in/philip-slusarski-74795018/

Audrius Brazauskas - CTO & Co-founder
Masters of Computer Science (Software Engineering) / Bachelor of Computer Science (Cryptography)
Lead full stack developer with 12 years development experience. Previously Barclays Bank Lithuania and SEB AB Developer team lead in cryptography.

Github: https://github.com/audrius
Linkedin: https://www.linkedin.com/in/audrius-brazauskas-6274136a

Joshua Reyes - CMO & Co-founder
Bachelor of Business Administration (BBA)
Josh is a professional marketer, currently leading growth at SmartrMail. He's passionate about building products that users love and getting them in the hands of more users every day.

Linkedin: https://www.linkedin.com/in/reyesjosh/

Marcos Teixeira - Senior Developer
6 years experience as a software engineer, developing Ruby and Android applications. He's an efficient problem solver and leads new integrations and API development.

Github: https://github.com/marcosteixeira
Linkedin: https://www.linkedin.com/in/teixeiramv/

Maria Famador - Developer
Maria is a full stack software developer with 4 years experience.

Sendy
Whitepaper V1.7

Github: https://github.com/MariaFamador
Linkedin: https://www.linkedin.com/in/ma-regina-famador-b9018076/

Deivydas Ziziliauskas - Developer
Deivydas is an experienced software developer and a backend enthusiast who enjoys working on outside system integrations and managing data from those systems. He's passionate about building modern interconnected web applications.

Github: https://github.com/ecuSinner
Linkedin: https://www.linkedin.com/in/deivydas-ziziliauskas-03603a26/

Mars El-Bourgrini - UX Designer
Mars is a true 'full stack designer', with 11 years experience. He has 6 years experience as a software developer, before pivoting into lead UX and UI design for the last 5 years across dozens of large scale companies, as well as start ups.

Behance: https://www.behance.net/nonverbal
LinkedIn: https://www.linkedin.com/in/marselbougrini/

Marius Pakalnis - Junior Developer
Marius is a junior developer, who previously worked as a management and customer service specialist.

Linkedin: https://www.linkedin.com/in/marius-pakalnis-24a06b159/
Github: https://github.com/pakalnismarius

Aidas Vaitkevicius - Junior Developer
Aidas is a new junior developer on the SmartrMail team.

Github: https://github.com/aidasv

Nicolas Vibert - Customer Success
Nicolas is an experienced customer success officer on the SmartrMail team.

Linkedin: https://www.linkedin.com/in/nicolas-vibert-44757350/

Advisors

Seth Gottlieb - CEO/Co-founder All Inbox
Linkedin: https://www.linkedin.com/in/sgott/

Sendy
Whitepaper V1.7

Seth is the founder and CEO of All Inbox, one of the largest email marketing organisations in the US. He has 15 years experience in email, and built a company from the ground up that handles email marketing for dozens of large organisations, sending 25,000,000 email newsletters daily. He founded the All Inbox Fund to specifically back crypto projects.

Jamie Skella - Co-founder Horizon State
Linkedin: https://www.linkedin.com/in/jamieskella/

Jamie is the founder of Horizon State, who are leveraging blockchain technology to redesign the way that opinion is solicited, votes are cast, and collaborative decisions are made. They concluded an AUD $1.4 million raise (ICO) in October 2017 and were voted 7 of 100 on a list of world changing technologies by The Australian. Prior to that he devised and directed development of MiVote's world-first blockchain voting MVP. Formerly Director of UX at Tatts Group and the Australian Football League.

Dave Bean - Head of Sales, Earn.com (Coinbase)
Linkedin: https://www.linkedin.com/in/davebean51/

Dave was the first sales and business development hire for Earn.com, contributing to growth that resulted in an acquisition by Coinbase reported at $100m+. Dave is an accomplished Sales Director and Business Development Manager with diverse expertise ranging from genomic lab diagnostics to SaaS in the healthcare, automotive, and cryptocurrency/blockchain industries.

James Waugh - CEO Blueblock
LinkedIn https://www.linkedin.com/in/james-waugh-472545107/

James has been embedded in the cryptocurrency and ICO space since the Ethereum network launch. After contributing to 50+ ICO's, James has been advising on ICO best practices, token economics, smart contract architecture and community management. James is involved with the Blockchain Association of New Zealand and has played a major role in a number of Australian ICO's. He is passionate about helping to ensure the token holders best interests are represented and that the team & community have a healthy and productive relationship.

Clarence Guo - Blockchain Advocate & Solicitor
LinkedIn https://www.linkedin.com/in/clarence-guo-650b8330/

Clarence is a practising advocate and solicitor in Singapore. He is a director at a boutique law firm, Tzedek Law LLC. He specialises in assisting fintech start-ups and has developed an expertise with companies dealing with blockchain technology / virtual currencies. He is well-versed with the rapidly developing regulatory environment for blockchain technology. Clarence has been endorsed in the banking and finance section of the Legal 500 2017 edition, as having a "fine record in real estate finance".

Sendy
Whitepaper V1.7

Craig Yeung - Lawyer, Director, Founder Motus Legal
LinkedIn https://www.linkedin.com/in/craigyeung/

Experienced in angel and venture capital investments and divestments, mergers and acquisitions, corporate governance, joint ventures, shareholders agreements, licence, teaming and development arrangements, as well as general commercial legal advice. Listed in The Best Lawyers in Australia 2017 and 2018 for Corporate Law.

Joshua Buirski - Founder, Decred Contributor & Web 3.0 Advocate
LinkedIn https://www.linkedin.com/in/joshuambuirski/

Joshua is the founder of the Distributed Technologies Institute (DTI), a leading Australian provider of corporate training and professional services exploring various distributed forms of technology such as distributed ledger/blockchain. Joshua recently traveled to New York on behalf of DTI as part of the Australian Government's first blockchain-specific trade delegation. In addition to his work with DTI, Josh serves on the advisory board for the blockchain-enabled freelancing marketplace CanYa (CanYa.io), is an advisor on Web 3.0 to YBF Ventures (Australia's leading fintech & startup hub), and is core contributor to various industry leading projects such as the Decred Project (decred.org), the Open Index Protocol (http://oip.wiki), the Alexandria Web 3.0 media browser, and the FLO Blockchain.
He is a co-organiser of two of Australia's leading blockchain-focused communities.

Token Launch

As discussed in this Whitepaper, the native digital cryptographically-secured utility token of the Sendy platform (SNDY) is a major component of the ecosystem on the Sendy platform, and is designed to be used solely within the network. SNDY will initially be issued as ERC-20 standard compatible digital tokens on the Ethereum blockchain, and (considering the requirements of the Sendy platform, development plan as well as future technology developments), these may be migrated to tokens on the native blockchain of the Sendy platform when the same is eventually launched.

SNDY is a non-refundable functional utility token which will be used as the unit of exchange between participants on the Sendy platform. The goal of introducing SNDY is to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on the Sendy platform. SNDY does not in any way represent any shareholding, participation, right, title, or interest in the Foundation, its affiliates, or any other company, enterprise or undertaking, nor will SNDY entitle token holders to any promise of fees, dividends, revenue, profits or investment returns, and are not intended to constitute securities in Singapore or any relevant jurisdiction. SNDY may only be utilised on the Sendy platform, and ownership of SNDY carries no rights, express or implied, other than the right to use SNDY as a means to enable usage of and interaction with the Sendy platform.

SNDY would also provide the economic incentives which will be consumed to encourage participants to participate, contribute and maintain the ecosystem on the Sendy platform. Users of the Sendy platform and/or holders of SNDY which did not actively participate will not receive any SNDY incentives.
SNDY is an integral and indispensable part of the Sendy platform, because without SNDY, there would be no incentive for users to expend time and resources to participate in activities for the benefit of the entire ecosystem on the Sendy platform.

In order to support the development of the Sendy platform in accordance with the roadmap, the Foundation will organise a token sale of SNDY tokens. The Distributor of SNDY shall be an affiliate of the Foundation. The contributions in the token sale will be held by the Distributor (or its affiliate) after the token sale, and contributors will have no economic or legal right over or beneficial interest in these contributions or the assets of that entity after the token sale.

Further details of the token launch can be found on the Website.

In particular, you understand and accept that SNDY:

(a)   is non-refundable and cannot be exchanged for cash (or its equivalent value in any other virtual currency) or any payment obligation by the Foundation or any affiliate;

Sendy

Whitepaper V1.7

(b)   does not represent or confer on the token holder any right of any form with respect to the Foundation (or any of its affiliates) or its revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to the Sendy platform, the Foundation, the Distributor and/or their service providers;

(c)   is not intended to represent any rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

(d)   is not intended to be a representation of money (including electronic money), security, commodity, bond, debt instrument or any other kind of financial instrument or investment;

(e)   is not a loan to the Foundation or any of its affiliates, is not intended to represent a debt owed by the Foundation or any of its affiliates, and there is no expectation of profit; and

(f)   does not provide the token holder with any ownership or other interest in the Foundation or any of its affiliates.

SNDY are designed to be consumed, and that is the goal of the SNDY token sale. In fact, the project to develop the Sendy platform would fail if all SNDY holders simply held onto their SNDY and did nothing with it.

To the extent a secondary market or exchange for trading SNDY does develop, it would be run and operated wholly independently of the Foundation, the Distributor, the sale of SNDY and the Sendy platform. Neither the Foundation nor the Distributor will create such secondary markets nor will either entity act as an exchange for SNDY.

Sendy

Whitepaper V1.7

Risks

You acknowledge and agree that there are numerous risks associated with purchasing SNDY, holding SNDY, and using SNDY for participation in the Sendy.

1.   Uncertain Regulations and Enforcement Actions

The regulatory status of SNDY and distributed ledger technology is unclear or unsettled in many jurisdictions. The regulation of virtual currencies has become a primary target of regulation in all major countries in the world. It is impossible to predict how, when or whether regulatory agencies may apply existing regulations or create new regulations with respect to such technology and its applications, including SNDY and/or Sendy. Regulatory actions could negatively impact SNDY and/or Sendy in various ways. The Foundation (or its affiliates) may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.
After consulting with a wide range of legal advisors and continuous analysis of the development and legal structure of virtual currencies, the Foundation will apply a cautious approach towards the sale of SNDY. Therefore, for the token sale, the Foundation may constantly adjust the sale strategy in order to avoid relevant legal risks as much as possible. For the token sale the Foundation is working with Tzedek Law LLC, a boutique corporate law firm in Singapore with a good reputation in the blockchain space.

2.   Inadequate disclosure of information

As at the date hereof, Sendy is still under development and its design concepts, consensus mechanisms, algorithms, codes, and other technical details and parameters may be constantly and frequently updated and changed. Although this white paper contains the most current information relating to Sendy, it is not absolutely complete and may still be adjusted and updated by the Sendy team from time to time. The Sendy team has no ability and obligation to keep holders of SNDY informed of every detail (including development progress and expected milestones) regarding the project to develop Sendy, hence insufficient information disclosure is inevitable and reasonable.

3.   Competitors

Various types of decentralised applications are emerging at a rapid rate, and the industry is increasingly competitive. It is possible that alternative networks could be established that utilise the same or similar code and protocol underlying SNDY and/or Sendy and attempt to re-create similar facilities. Sendy may be required to compete with these alternative networks, which could negatively impact SNDY and/or Sendy.

Sendy
Whitepaper V1.7

4.   Failure to develop

There is the risk that the development of Sendy will not be executed or implemented as planned, for a variety of reasons, including without limitation the event of a decline in the prices of any digital asset, virtual currency or SNDY, unforeseen technical difficulties, and shortage of development funds for activities.

5.   Security weaknesses

Hackers or other malicious groups or organisations may attempt to interfere with SNDY and/or Sendy in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, there is a risk that a third party or a member of the Foundation or its affiliates may intentionally or unintentionally introduce weaknesses into the core infrastructure of SNDY and/or Sendy, which could negatively affect SNDY and/or Sendy.
Further, the future of cryptography and security innovations are highly unpredictable and advances in cryptography, or technical advances (including without limitation development of quantum computing), could present unknown risks to SNDY and/or Sendy by rendering ineffective the cryptographic consensus mechanism that underpins that blockchain protocol.

6.   Other risks

In addition to the aforementioned risks, there are other risks (as more particularly set out in the Terms and Conditions) associated with your purchase, holding and use of SNDY, including those that the Foundation cannot anticipate. Such risks may further materialise as unanticipated variations or combinations of the aforementioned risks. You should conduct full due diligence on the Foundation, its affiliates and the Sendy team, as well as understand the overall framework, mission and vision for Sendy prior to purchasing SNDY.

Sendy
Whitepaper V1.7

Sendy

Whitepaper V1.7