

Sendy's mission is to build an open incentive protocol on top of email that incentivises genuine engagement by subscribers and better quality email by marketers.

The average email newsletter has a 22% open rate, which leaves 78% of subscribers out of the loop. Sendy is creating 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.

Sendy will also build a Marketplace where subscribers can find email newsletters they like and earn bonus tokens when they engage with them. Currently, marketers pay an average of \$0.93 for a new email subscriber on centralised platforms with no guarantee of engagement and the subscribers earning nothing in return for their data.

At launch Sendy will be integrated with existing email companies, SmartMail and Sendicate. With over **7,000 paid users and sending 1 billion emails per year to 72 million subscribers** – Sendy will have immediate scale at launch, accelerating the mainstream adoption of cryptocurrencies.



Earn Tokens for your attention

As a subscriber, your attention on email is valuable. Finally you can be rewarded for your opening, clicking and further site interactions.



Better email interaction rates

Open and click rates are vital for email marketers. Sendy improves these, and will improve overall inboxing.



Zero friction for everyone

People don't like changing behaviour. So we've made it automatic for subscribers to start collecting tokens, and see their growing balance.

An Experienced Team in Email and Blockchain

SmartMail[®]

Sendicate



George Hartley
CEO / Co-Founder



Philip Slusarski
CFO / Co-Founder



Audrius Brazauskas
CTO / Co-Founder



Joshua Reyes
CMO / Co-Founder



Jamie Skella
Founder & CPO - Horizon State



Dave Bean
Head of Sales - Earn.com



Seth Gottlieb
Co-Founder & CEO - All Inbox

Presale Open Now. Apply at sendy.network

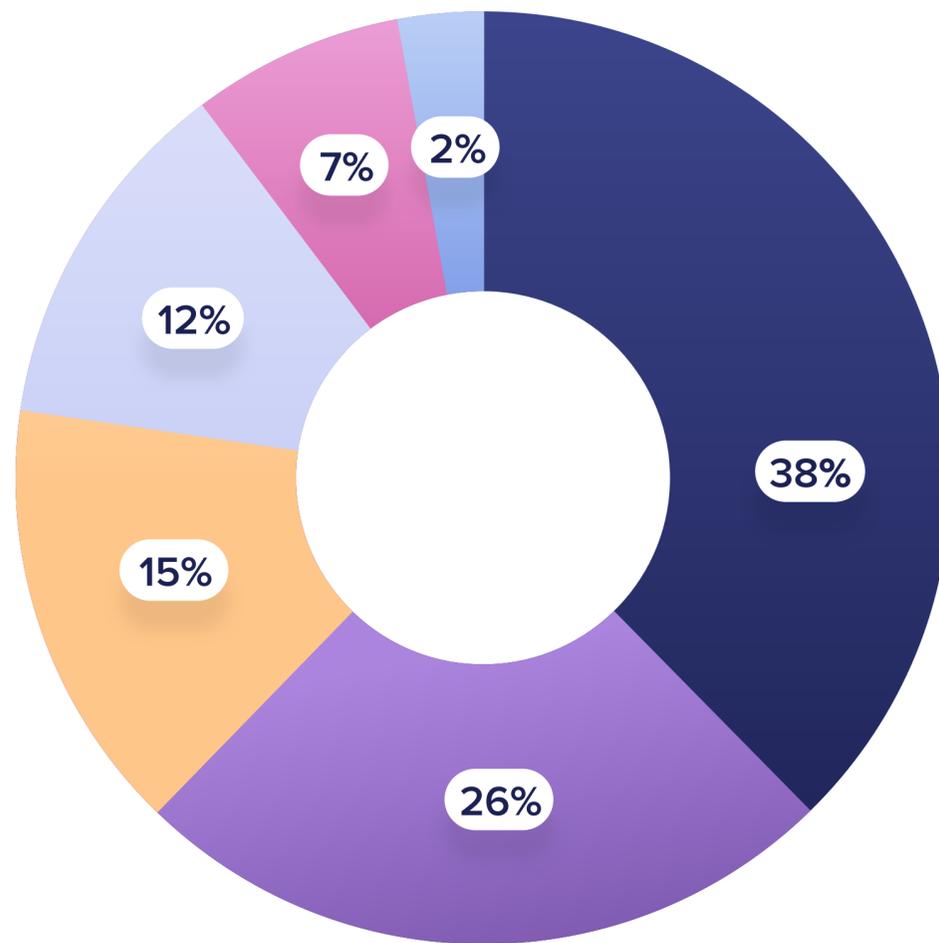
Token Price

	PRE-SALE	PUBLIC SALE
Dates	August & September 2018	October & November 2018
Size	\$7M USD	\$600K USD
Discount	22%	0%
Token Price	\$0.039	\$0.05
Minimum	\$100K USD	0.1 ETH
Lockup	3 months Bonus Lockup	No Lockup
	OPEN NOW	Not Open Yet

Total Tokens 600,000,000

Hard Cap \$8,000,000 USD

Token Allocation



- Token Sale
- User Growth Pool
- Team
- Future Development Pool
- Advisors
- Airdrop & Bounty

Backers & Advisors

TECHEMY



APOLLO
CAPITAL

Coinstart



Sendy

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