

UP-Platform

universal digital platform for doing business and attracting investments



Glossary. Page 1

Artificial Intelligence

a technology for creating computer programs and machines capable of making decisions and solving complex problems

Blockchain

a continuous sequential chain of blocks built up according to certain rules (a linked list of records) containing information about a certain object and stored simultaneously on several computers, which guarantees the impossibility of its being hacked

Crowdfunding

a method of collective financing in small amounts from an unlimited number of people carried out both on a fee basis and free of charge, and most often through the Internet

Crowdfunding

a kind of crowdfunding, which consists in attracting collective investments from an unlimited number of people in exchange for a share in the company

Glossary. Page 2

Crowdsourcing

the mobilization of a wide range of people to solve one or another problem, in fact, the crowdfunding of knowledge and skills

Cryptocurrency

a digital currency based on blockchain technology

Fiat money

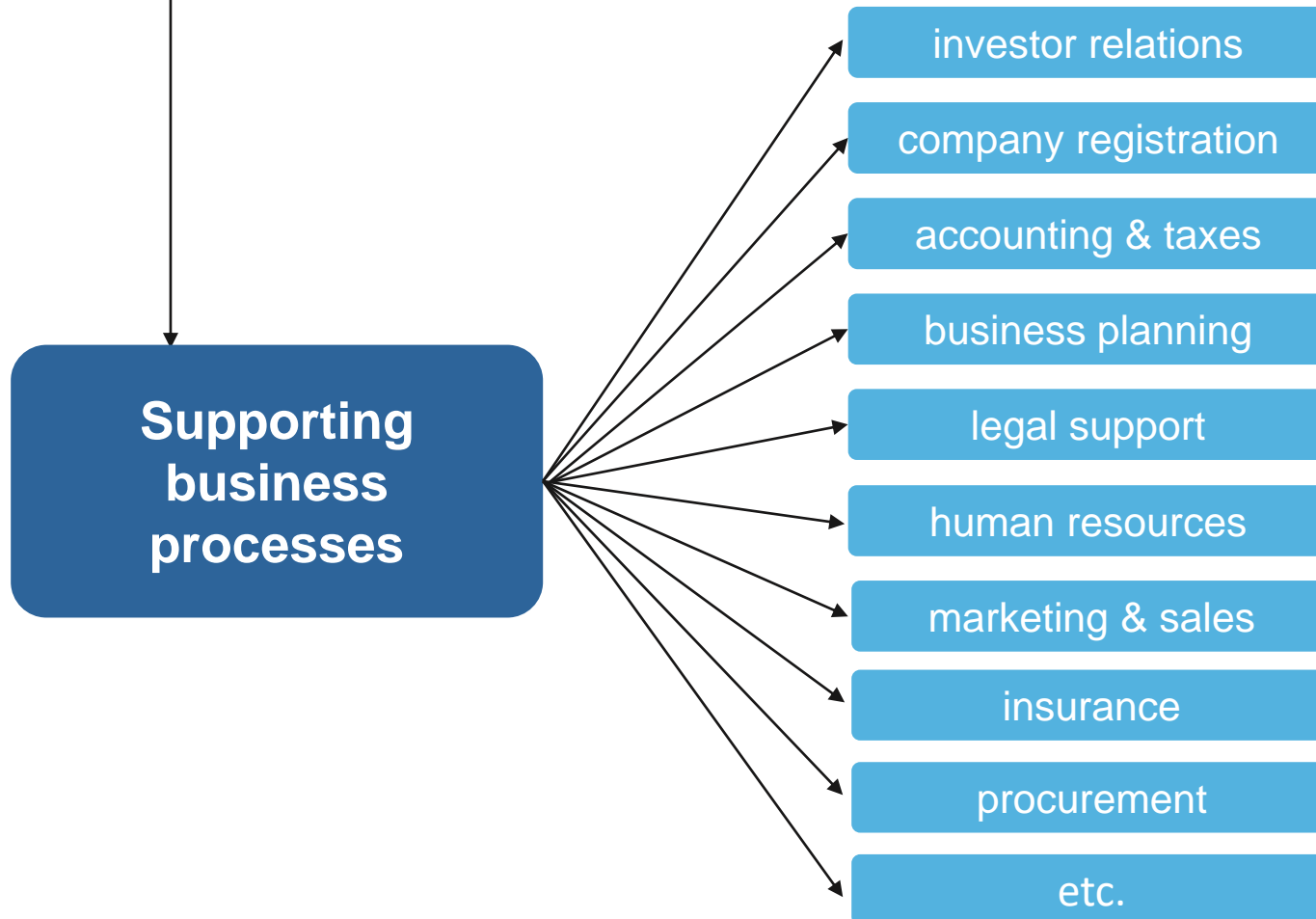
money issued by the state, the nominal value of which is established and guaranteed regardless of the value of the material, in other words: customary money, the currency of the state

Token (digital token)

an entry in the blockchain, that certifies that the owner of the token has rights to objects of civil rights and/or is a cryptocurrency; in the context of the presentation of the UP-Platform, a token is a equity or a debt security issued using blockchain under the simplified release procedure

Problem

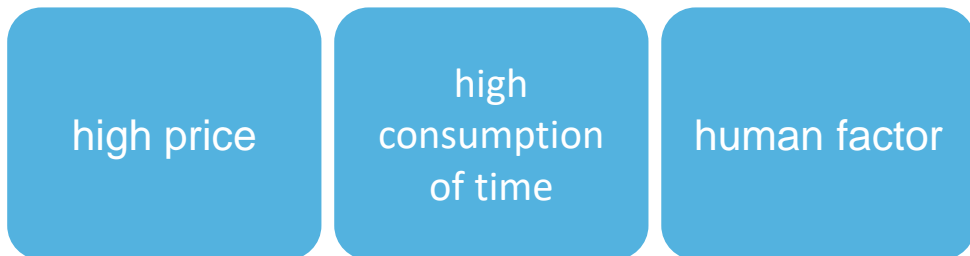
Supporting business processes often **distract** the entrepreneur from the main activity, and sometimes they become an **obstacle** to starting a business.



This problem can be solved with the help of following tools:

- 🌐 outsourcing
- 🌐 consulting
- 🌐 brokerage

BUT: they have significant drawbacks



Solution

We offer to introduce an innovative system

country platform solution

for optimizing investment attraction and high-quality business automation:

**Universal
Entrepreneurial
Platform
(UP-Platform)**



What will the UP Platform be?

legally

technological park with special status (special legislative act) owned by state and private organizations

technically

business software in the form of a mobile application and website using the newest technologies

functionally

platform for attracting investments and doing business with robotic support for business processes

politically

special jurisdiction in the state with access to international business (both projects and investors)

socially

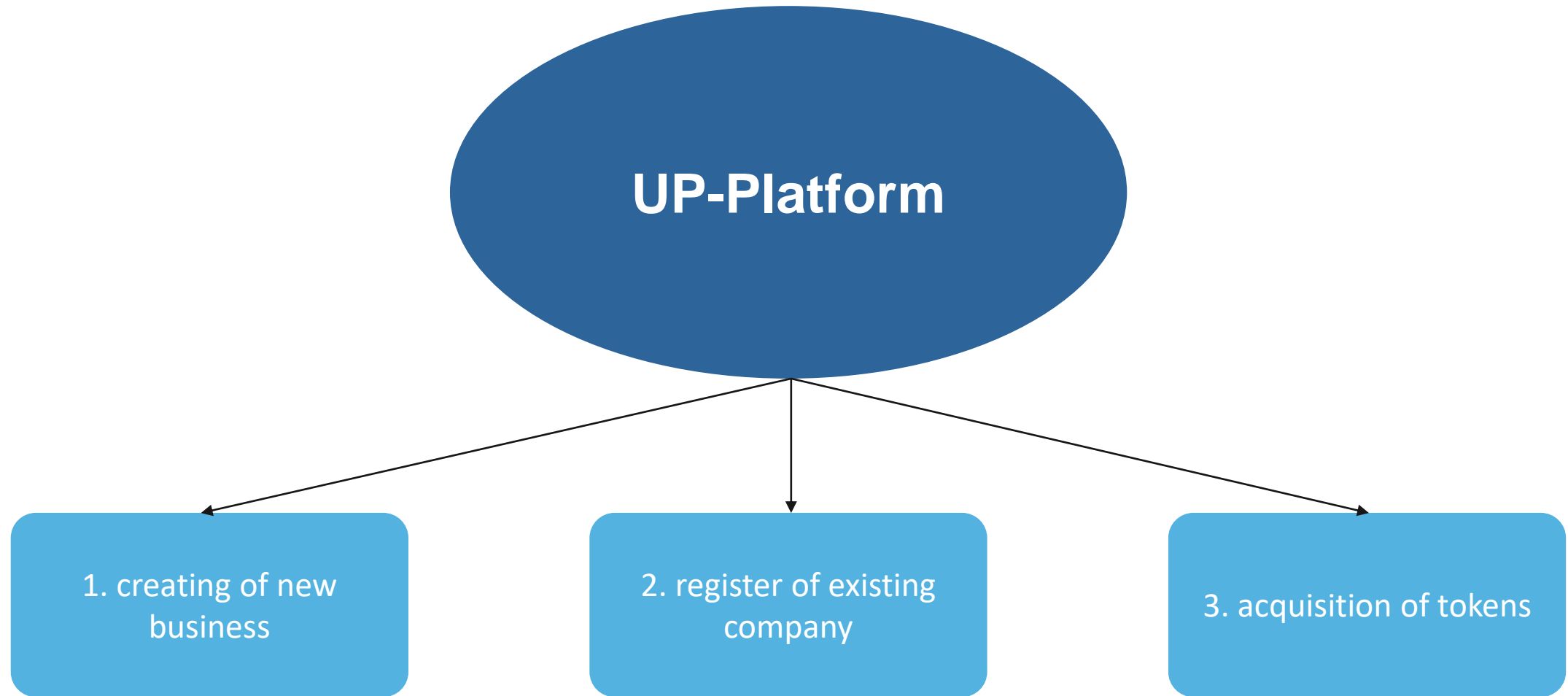
a job-creating tool that supports entrepreneurship, increases tax revenues

New generation technology park

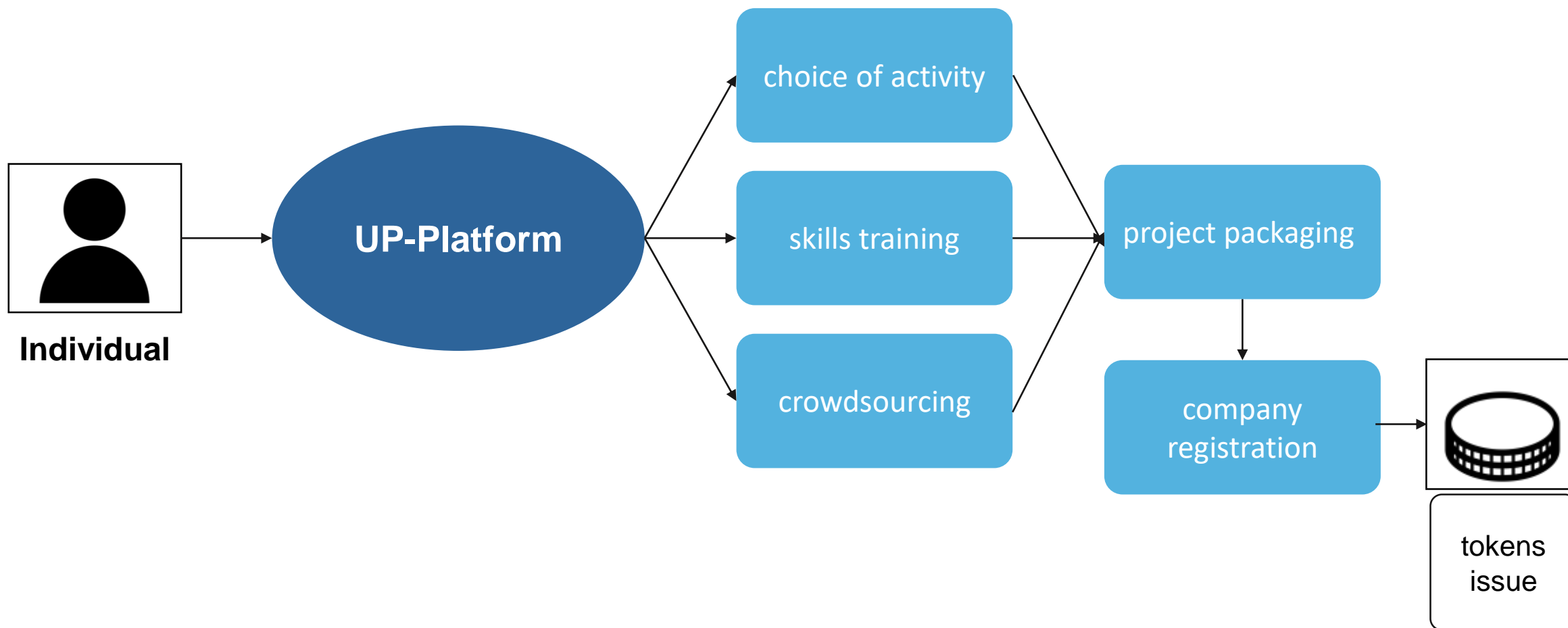
	classic technopark	Belarusian High-Tech Park	UP-Platform
resident's location	technopark territory	anywhere in Belarus	anywhere in the world
target audience	innovative industry	any high technology	any business areas
grounds for residence	registered capital, business plan	business plan	desire to do business

Together with the High-Tech Park, the UP-Platform should become the driver of the growth of the Belarusian economy, in which the High-Tech Park will be a fleet for the high-tech sector, and the UP-Platform for manufacturing, agriculture and the services sector.

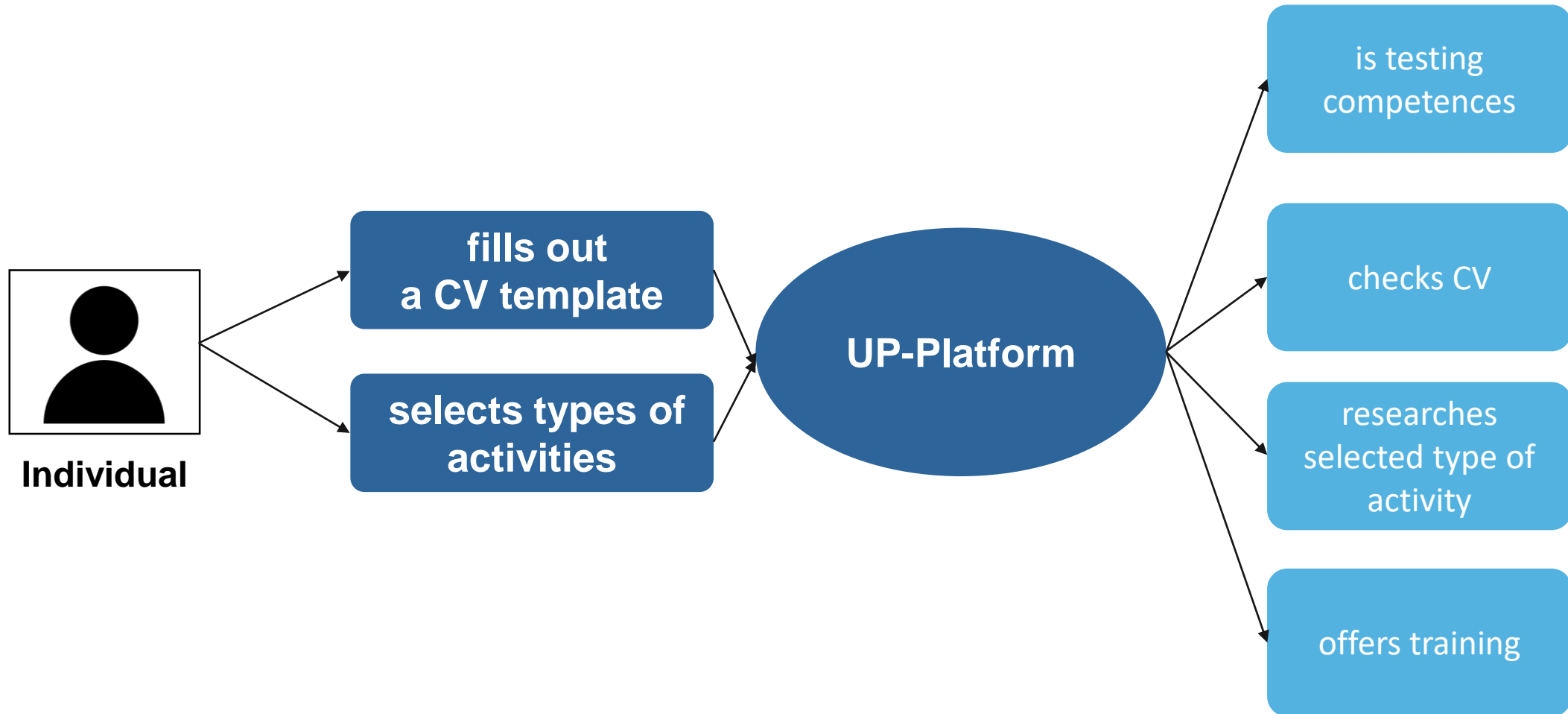
User features



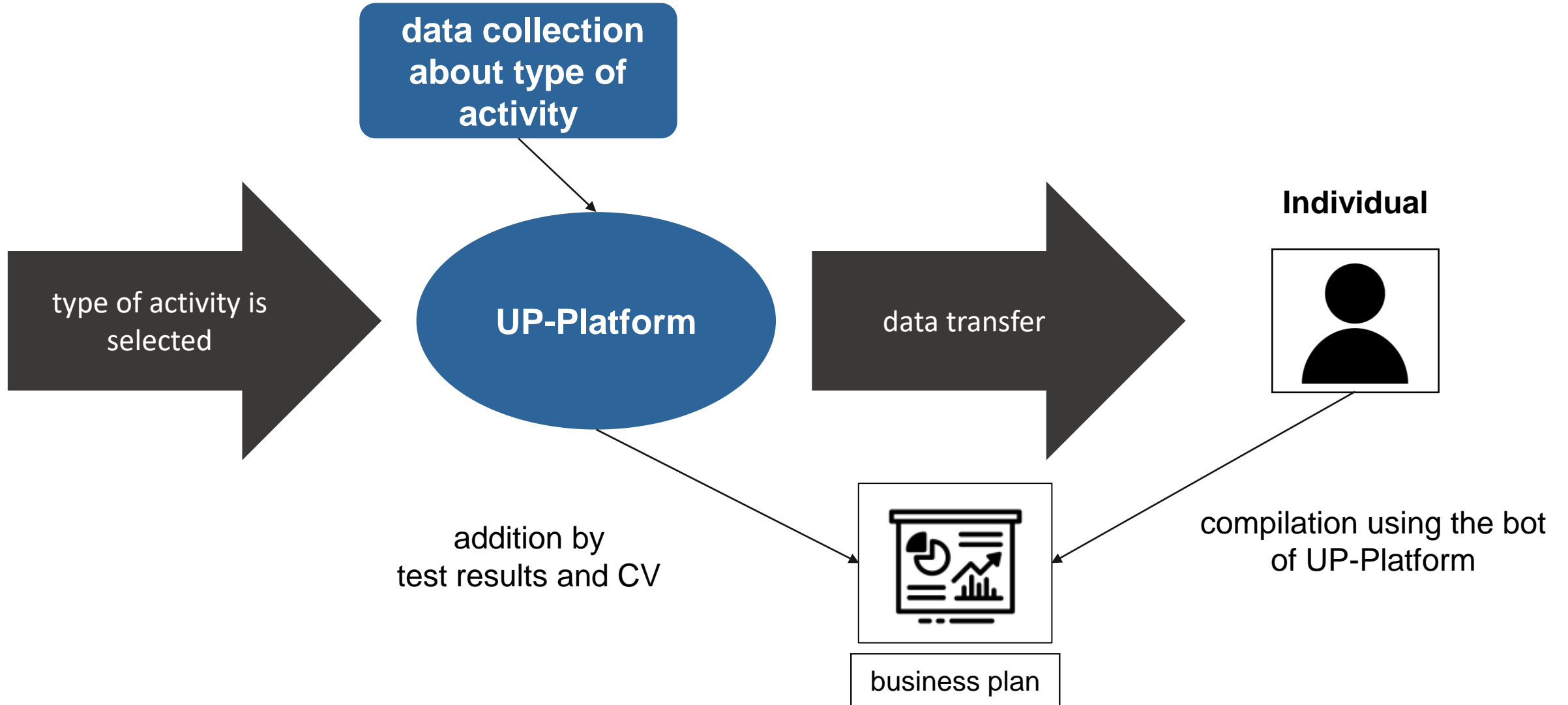
1. Creating of new business



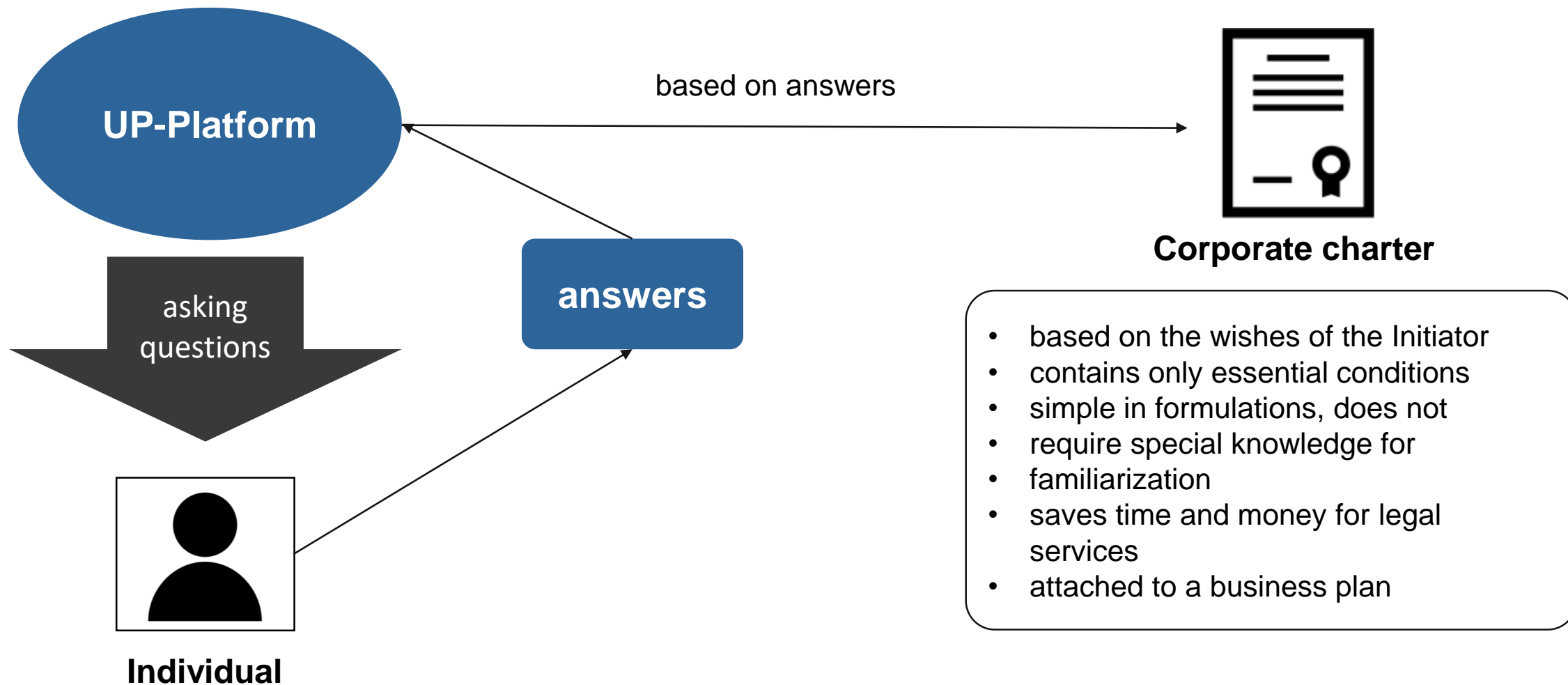
1.1. Choice of type of activity



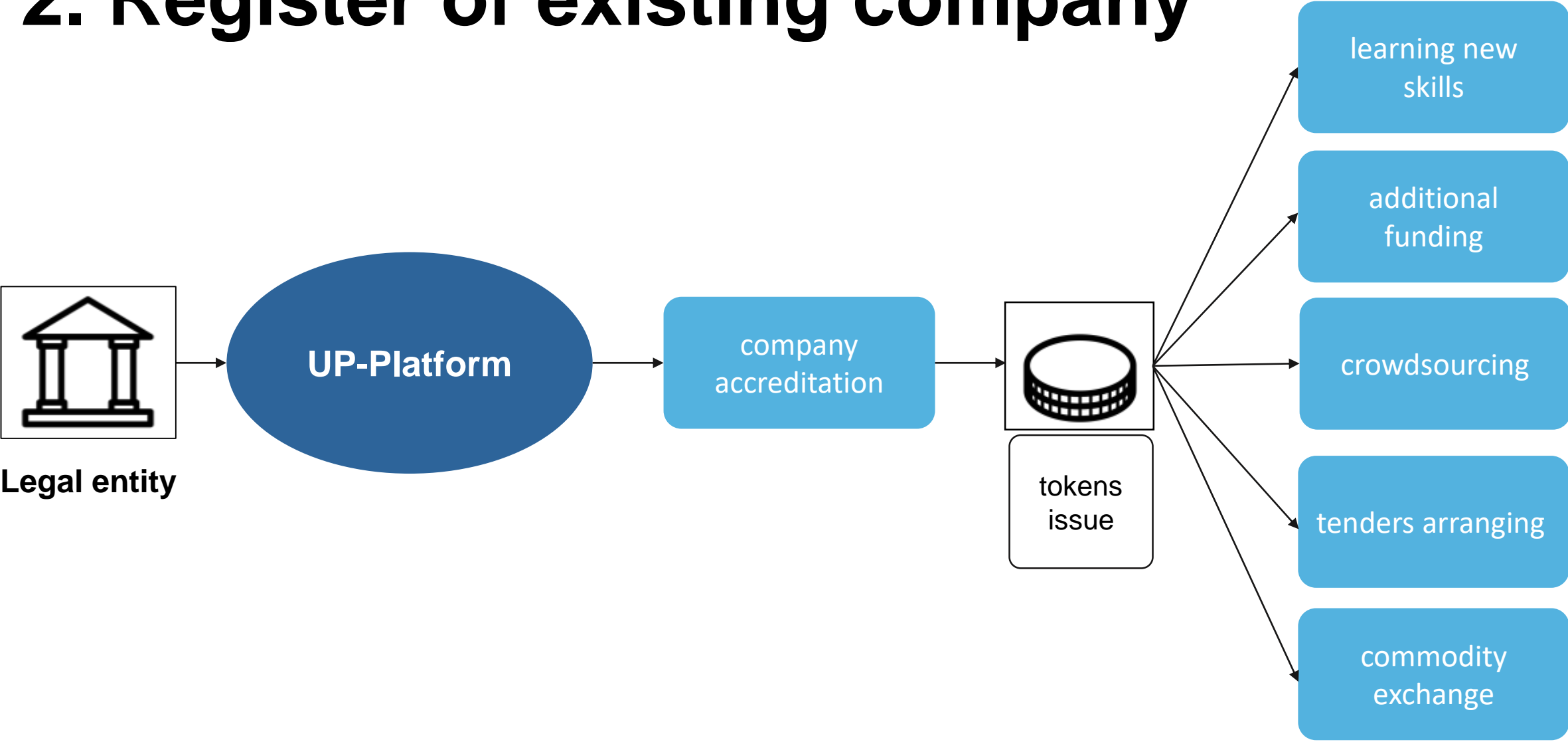
1.2. Project packaging



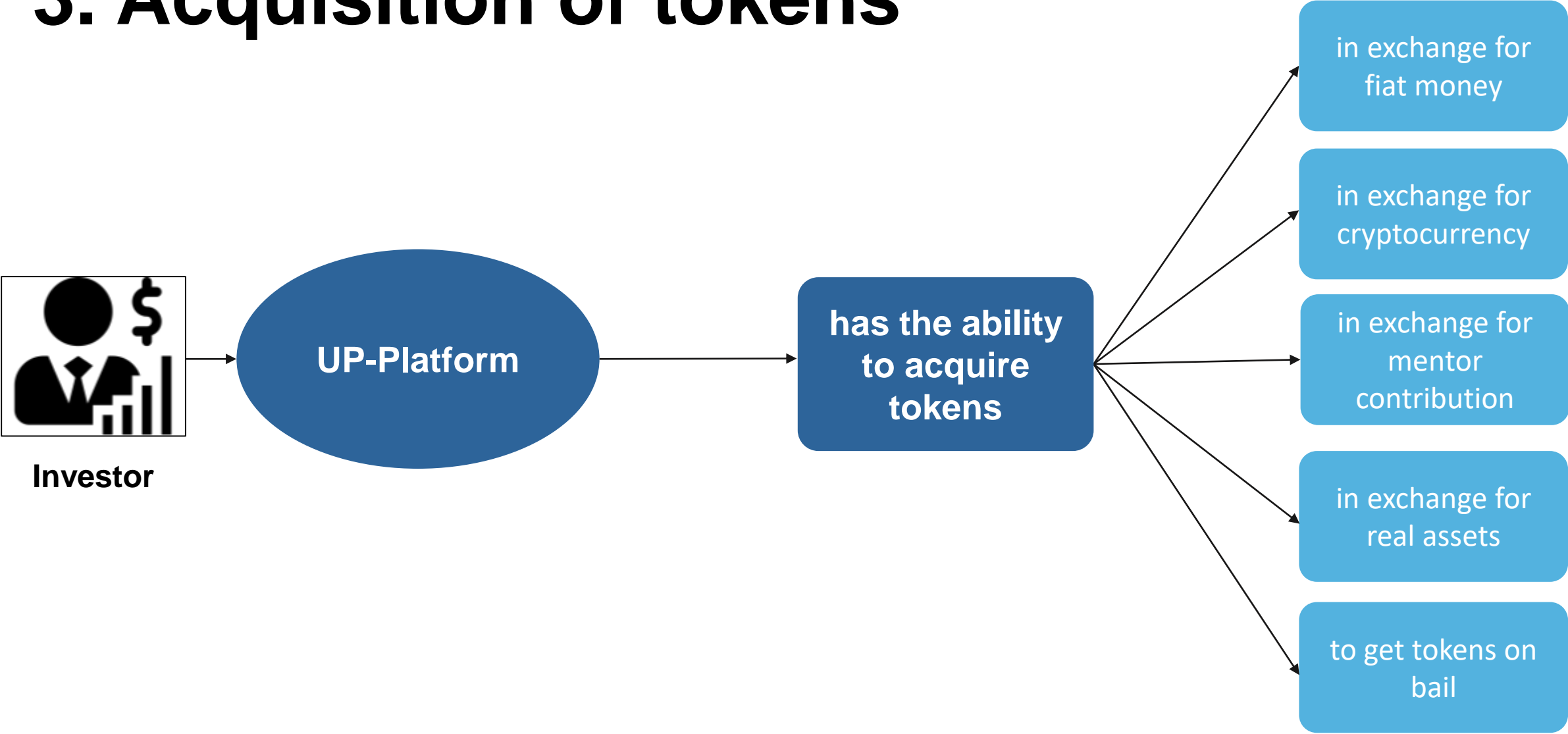
1.3. Company registration



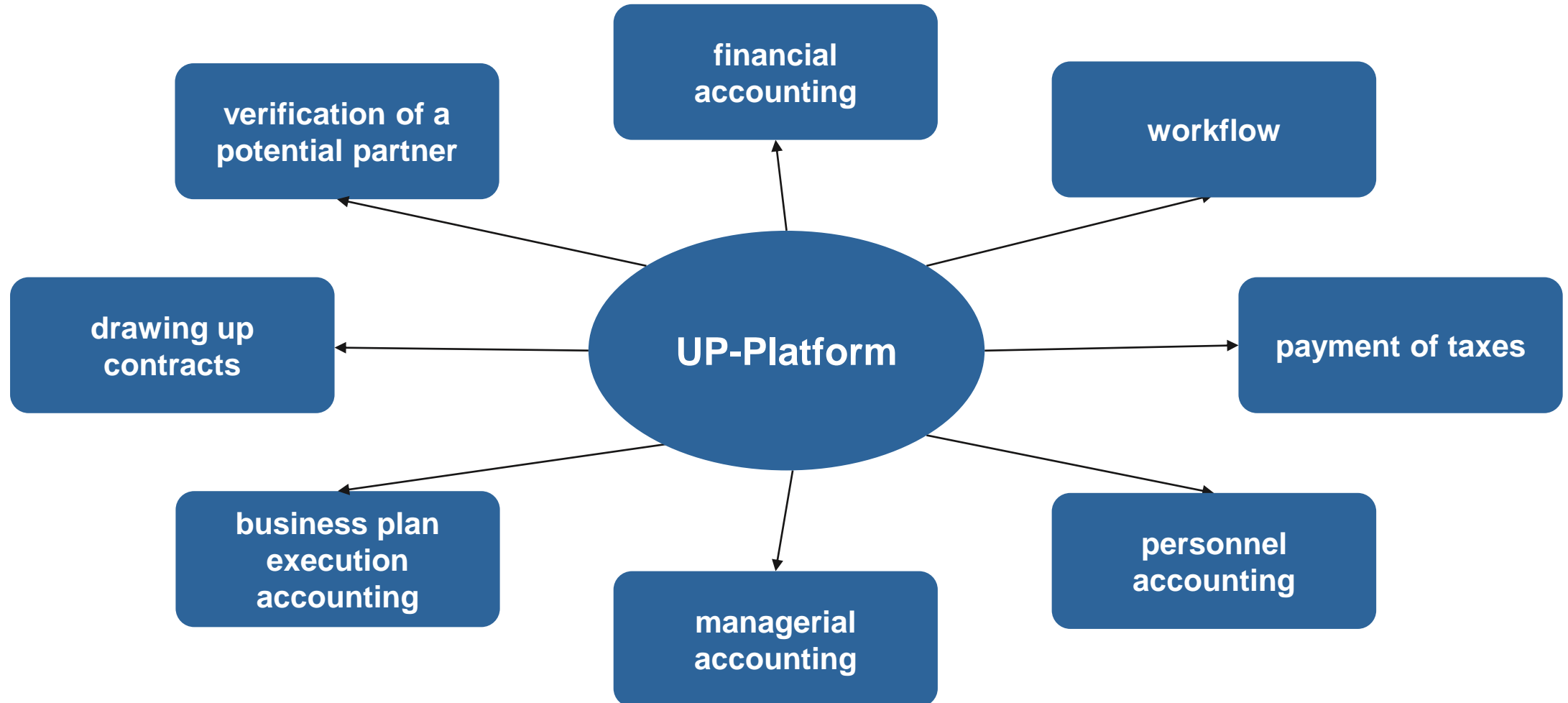
2. Register of existing company



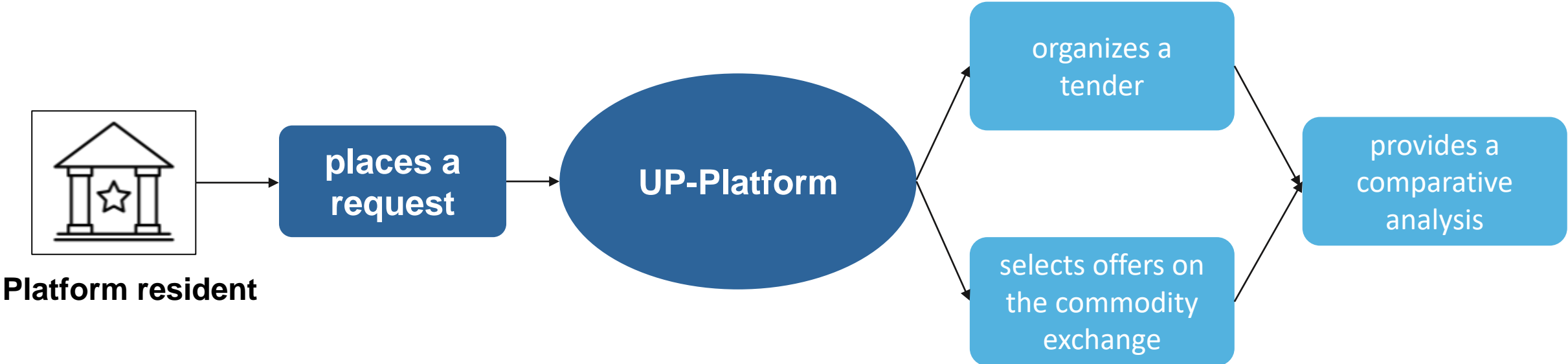
3. Acquisition of tokens



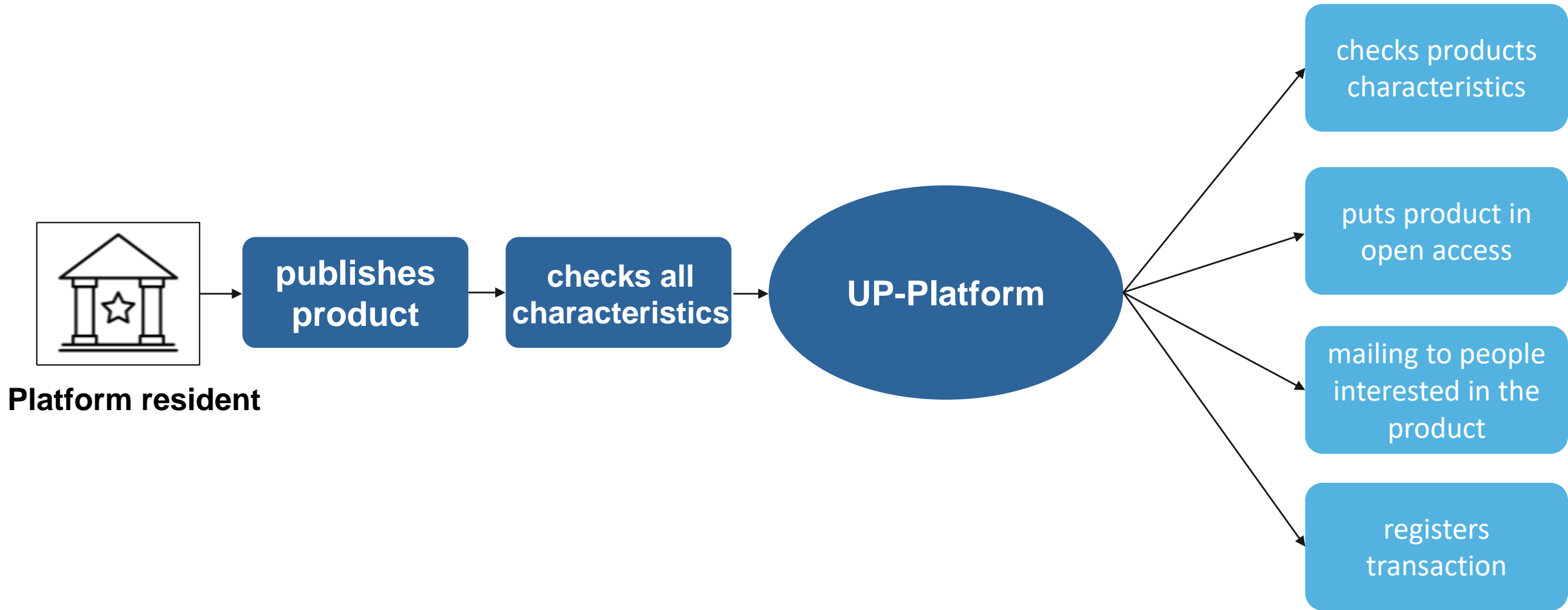
Doing business by the UP-Platform



Tenders arranging



Commodity exchange



Token on UP-Platform

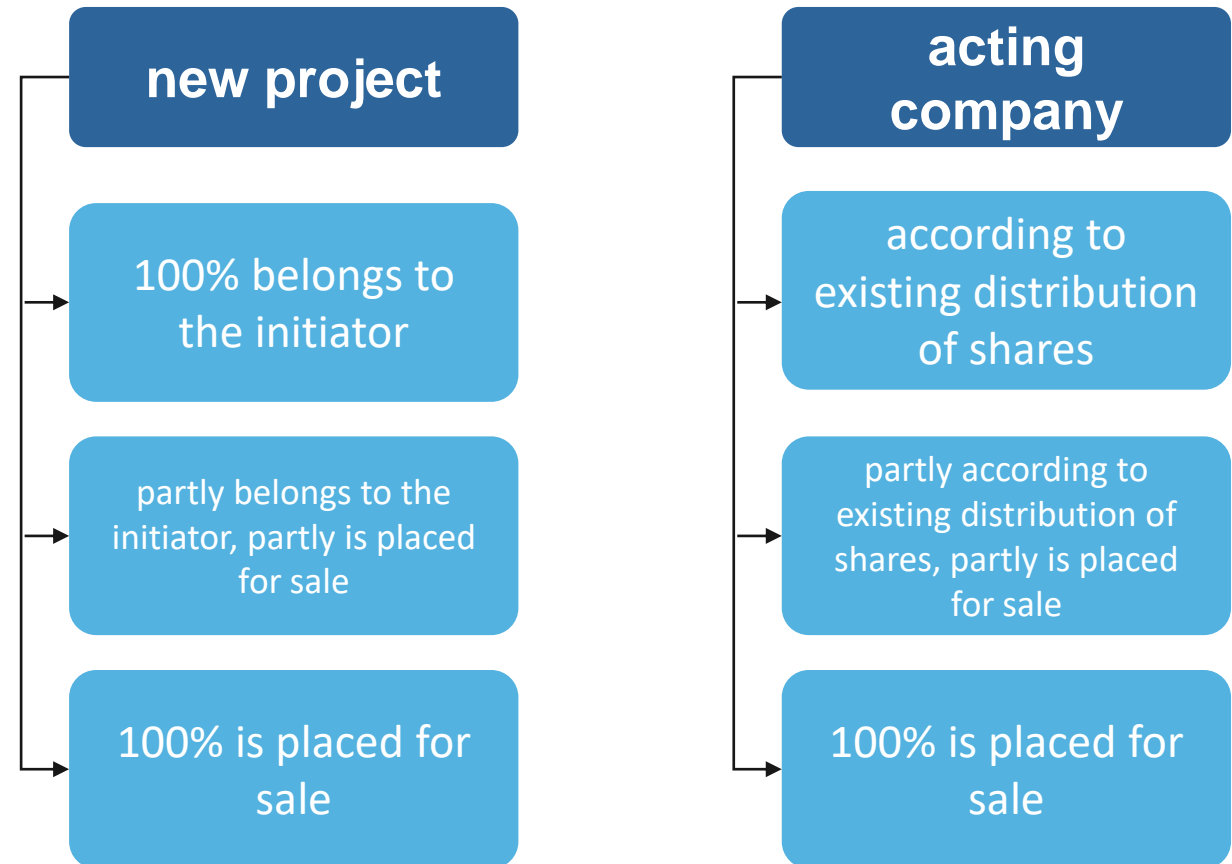
The essence of the token on UP-Platform:

- confirms ownership of a share in the project
- is the basis for obtaining a share of the project profit
- gives the right to participate in strategic project management
- free to alienate; there is an opportunity to earn on the difference in its value

Tokens on the UP-Platform are based on **Ricardian smart contracts**, i.e. they can be read by:

- computer (there is a code)
- human (there is a text)

Token issue on UP-Platform



Used technologies



blockchain

- archive and workflow
- reporting
- stock tokens
- agreements between residents



augmented reality

- business process visualization
- education
- game component



artificial intelligence

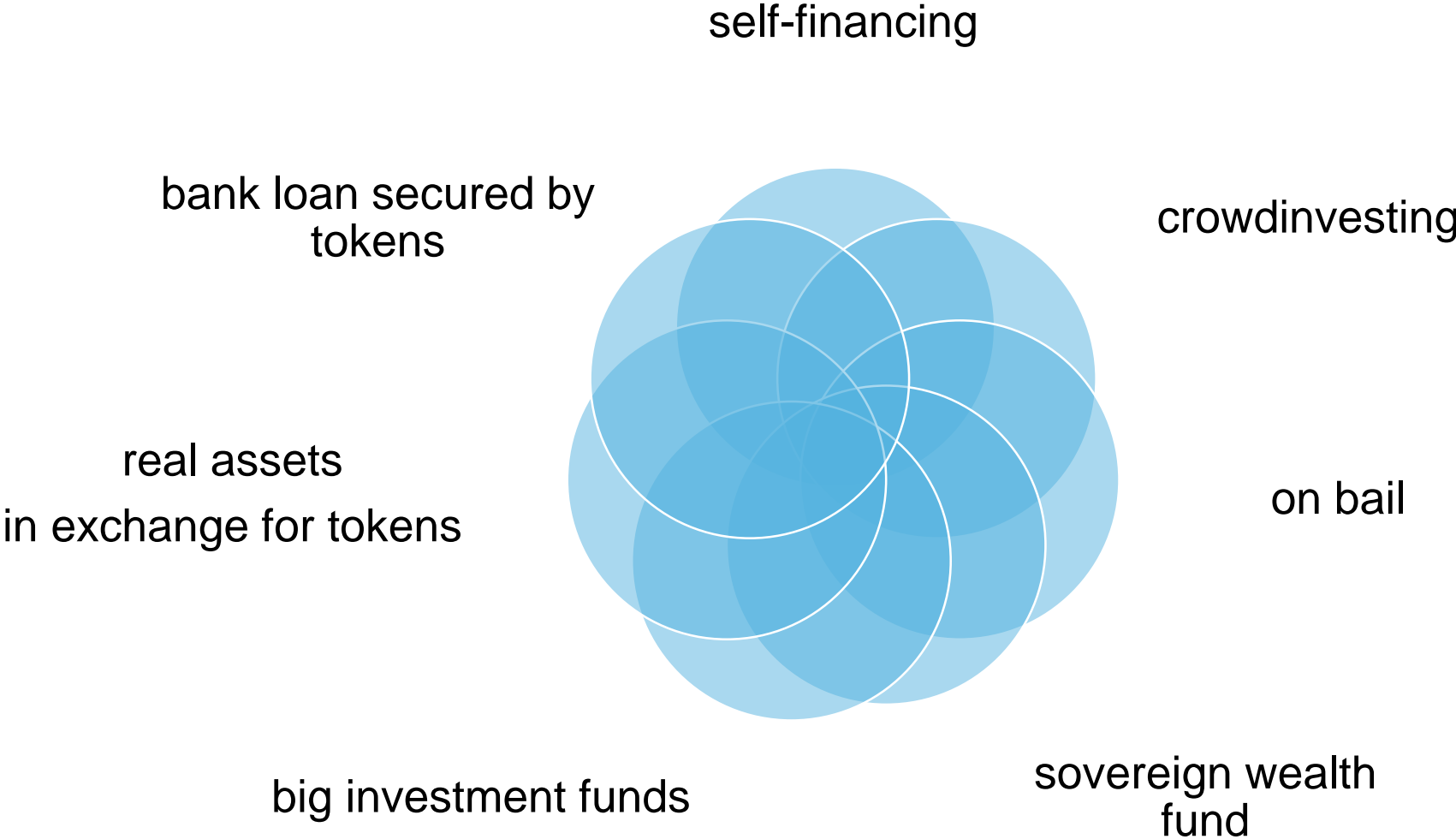
- drawing up a business plan and company charter
- company activity support



Big Data

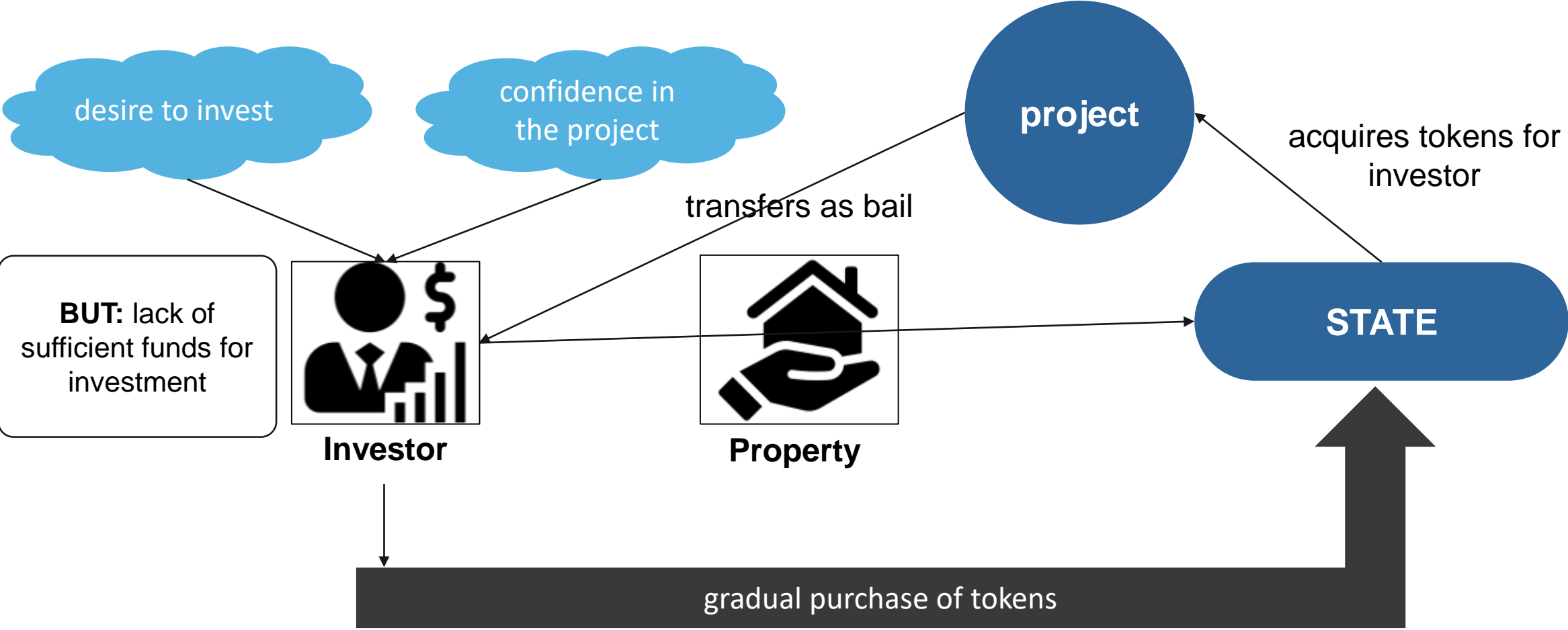
- service improvement
- creation of additional tools

Types of financing on UP-Platform



Tokens on bail

A new type of financing in the conditions of UP-Platform



Sovereign wealth fund

Over time, the creation of an in-platform state- owned investment fund is also proposed, with a focus on financing projects:

on import substitution

in the field of the
newest technologies

in PPP

Education

areas of study	places for study	funding of study	practical use
business administration	intra-platform courses	state subsidy for the most talented	application of knowledge in the project
innovative competence	leading universities of the world	scholarship from UP-Platform	competencies are visible to the investor
advanced training	retraining courses	crowdfunding	opportunity to earn by teaching
most popular professions	exhibitions, seminars and forums		
	internship in large companies		

Crowdsourcing

Inside the UP-Platform there will be a crowdsourcing sub-platform, which will be place to discuss projects and other topics related to the UP Platform's activities. What opportunities will it give?

for investor

- find out opinions on projects from a wide range of people
- get personally investment advice

for initiator

- get advice on the content of the project
- find partner
- get recommendations on the project

for crowdsourcer

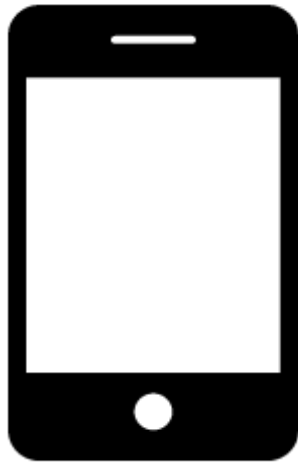
- become a project partner
- earn by giving advice
- increase the rating inside the platform

for UP-Platform

- learn the opinion of the masses about its activities
- improve the platform
- save users costs for consultations

Game component

creating a mobile and web gaming application for investing on the basis of the Tamagotchi game principle



control of industrial, construction and agricultural projects using drones and satellite images



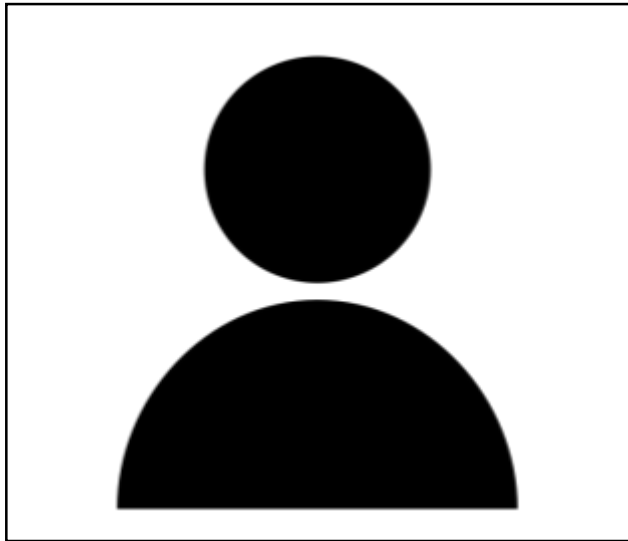
the possibility of tourist visits to the invested enterprise, if it is physically located in Belarus



the ability to control estimates, the process of disbursement of funds, profits, accounting, etc. in real time

Personal cabinet

The cabinet will be snapped to an individual. The cabinet will reflect the activity of the person for the entire period of stay on the platform.



CV



Personal rating
change chart



History of activity on
UP-Platform



Diplomas and
awards

PERSONAL RATING



Registration date:

Reviews

Write...|

Additional tools

Additional tools that can make the UP-Platform more attractive in the eyes of potential residents.

Rent for %

Provision of premises from state property for rent for a percentage of profits with a regressive change in the rate.

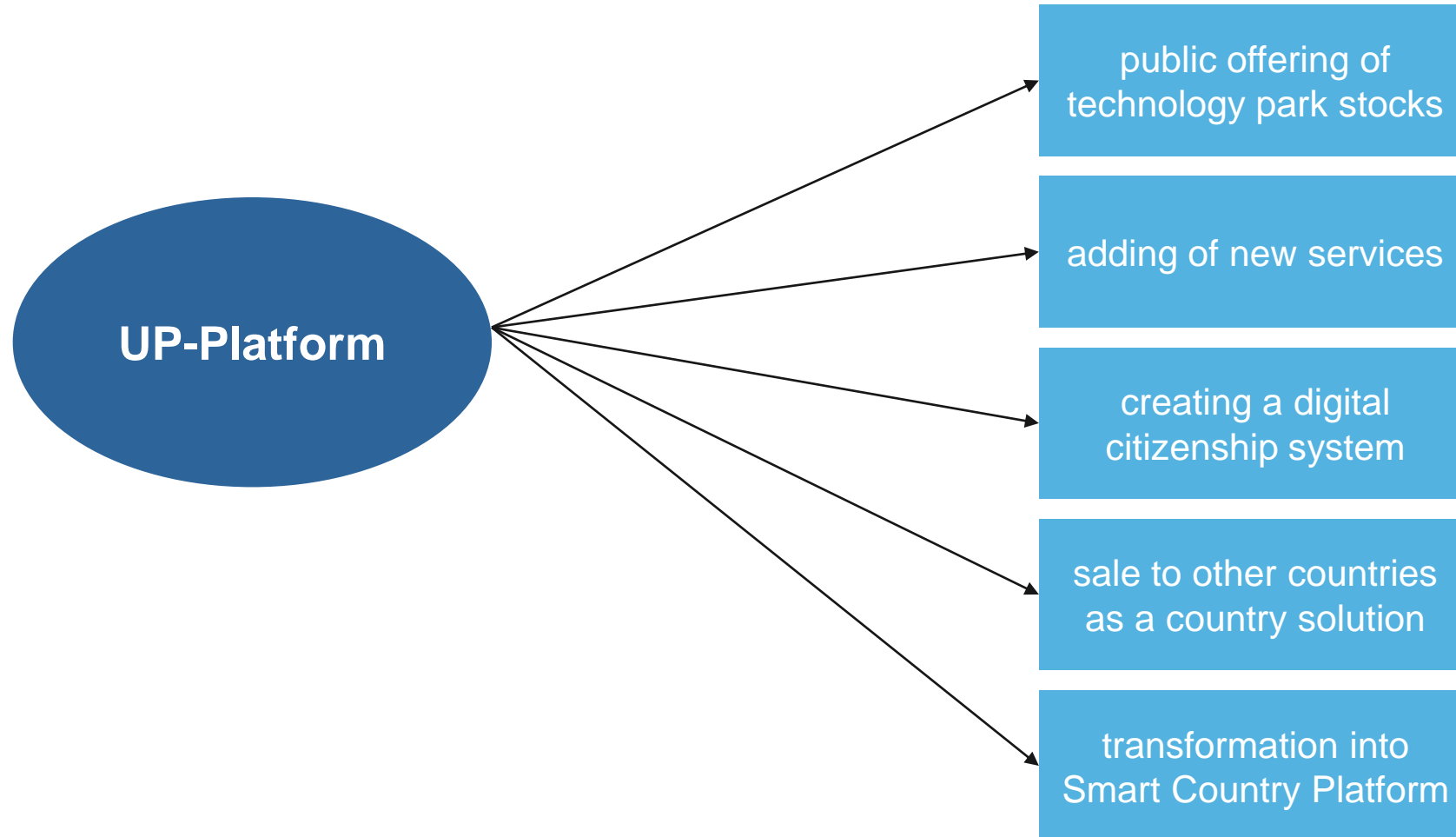
Insurance

State financial risk insurance can make investments more reliable. Insurance premium will be paid by project tokens.

Leasing

Financial leasing within the platform of both real property and intellectual property. The Platform and residents will act as the lessor.

Project development opportunities



Performer: Association Digit&Life

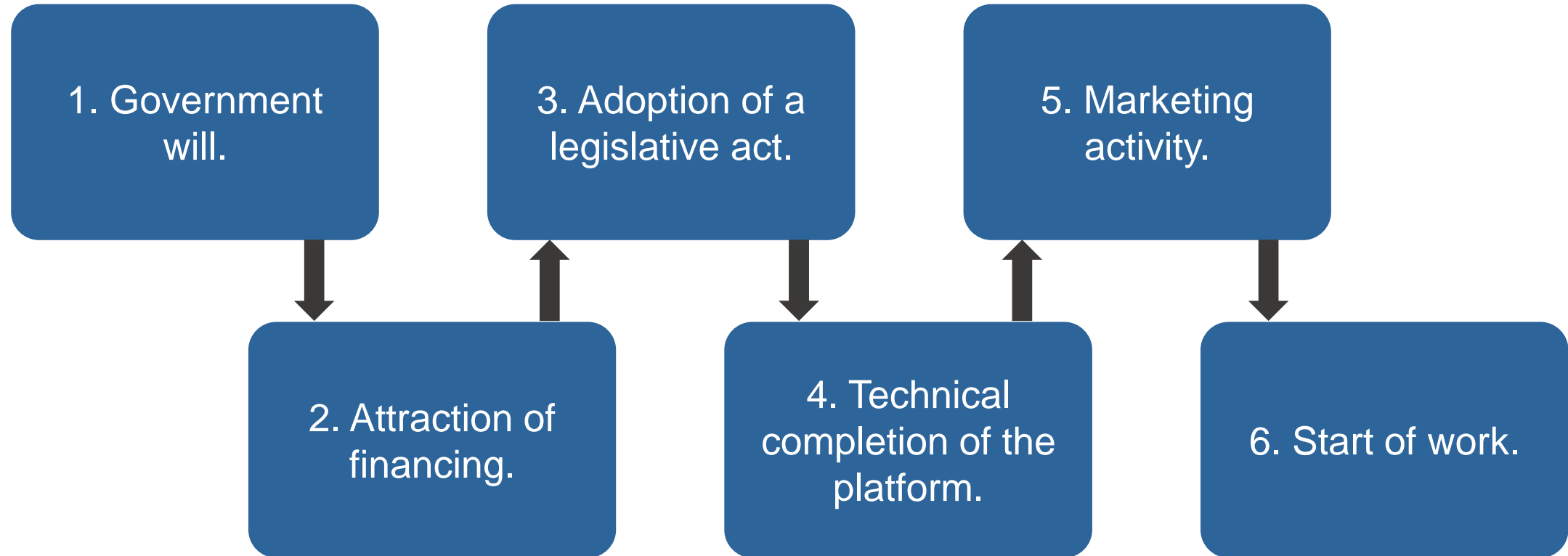
Association of digital transformation Digit&Life is a non-profit, voluntary alliance of commercial and non-profit organizations with any type of activity permitted by the legislation of the Republic of Belarus, aimed at facilitating the transformation of social and economic processes using new technologies in order to increase their efficiency and comfort.

Stage of preparation:

- 70% of technical readiness
- ready-made economic and legal model
- presentation of the project to government agencies and potential investors



Road map of UP-Platform



Contacts

Official name: Association of digital transformation “Digit and Life”

Chairman of the Board: Nikolai Ladutko

Address: Republic of Belarus, 220114, Minsk, Independence Avenue, 165A, room 2.16/11

Phone number: +375 (29) 121-14-00

Email: info@smartcountry.club

Website: <http://smartcountry.club>





Thanks for attention!