Encrypted Certified Data Verification Protocol

White Paper ENG

ABSTRACT

ENDO is a Protocol that solves the problem of certified information tracking and encrypted data storage. The ENDO ecosystem allows organisations and users to participate in information and service exchange through the ENDO Token. All applications of this system have one goal – to create a single secure and certified environment for all important data. All your personal, corporate and publicly available information about education, identity, medical records and the like – can be controlled through the ENDO Platform. The platform will provide protected access of your stored information to third parties of your choice.

Organisations can connect their own applications to the ENDO Platform through API to intertrade information, and users will receive ENDO Tokens as a reward for granting access to their data.

The alpha version of the first ENDO-based application has already been launched and successfully operates with some of Europe's largest coaching, transportation and delivery companies, and universities. Basic functions that are available to clients include the creation and publication of documents in trial networks, cancellation procedures, distributed document confirmation, upload and allocation, as well as an open *Application Programming Interface* (API) and the industry-standard protocol for authorization *OAuth* to ensure an easy and secure way to publish and interact with secured data, and its integration with institutions.

BACKGROUND

Life within Data

The majority of people accumulate large arrays of data connected to their identity, such as documents, certificates, diplomas, accounts, etc. This applies not only to personal documents, but also to any other information, including commercial information that is of importance: delivery of cargo to warehouses, orders, contracts, acts of agreement, declarations, and much more.
Most of the documents are kept in paper format, which have low reliability since they are subject to external damage, like water or just deterioration of condition over time. Other risks include falsification of these documents that results in unnecessarily high costs for companies. However, this type of format is still the most common aggregator of people's personal information and identification.
Another common real-life example: fake identity cards used by teenagers to go to bars or to buy alcoholic beverages.

The Power of Verification

Among other things, rapid growth in the number of smartphones and other mobile devices has led to the fact that many of us work through the Internet. We are increasingly less likely to meet clients face-to-face, and this contributes to the spread of fraud related to identity data. In a highly competitive market, the ability to quickly and confidently verify and verify the identity of the customer is now very important.

Attracting new clients along with the need to control the risk of fraud and maintain a stable level of operational efficiency is a difficult task. ENDO Protocol, which uses in-house developed Blockchain technology and automatic data reading and document verification integrations, will help protect companies, institutions, and individuals from fraud. ENDO will have a worldwide database of factual information about candidates' work history from human resource departments of organizations, it can basically acts as an extension of HR. ENDO will validate and verify the information of the newly hired employees to avoid, for example, faked university diplomas.

Moreover, ENDO can be used for customer data verification: This type of service helps in verifying customer data related to the product and services, mostly needed for demographic and/or marketing research. Customer data, in these cases, has to be checked for accuracy to prevent terrible statistical scenarios. Information such as names, addresses, email identities etc. are checked to confirm that the transaction has been authorized by the customer. As customer data is susceptible to change (with people either getting married or relocating, or in cases of death), it becomes essential that data is maintained efficiently and updated regularly.

As for insurance verification, ENDO can assist insurance companies by verifying the information provided by customers to enable quick and reliable decision making. Operators of data verification services call each customer to validate the information provided by them to buy or claim insurance. This information can easily be forged or tampered with.

The ENDO solution is an automated data verification service that allows to check the authenticity of brands, medicine and food manufacturers, documents, including passports, foreign passports, driving licenses, photographs of permanent, working visas, and virtually anything you can think of. ENDO is a great tool for checking of international credentials, using several best-tested data sources and allows to quickly verify the identity of the client, even on the basis of minimal information. On the one hand, ENDO automates processes and saves time and money, and on the other - allows to accept new customers, improve the quality of service, successfully fight fraudsters and reduce the level of risk.

Famous Fakes

Money. According to this biannual report by the European Central Bank, the most popular among counterfeiters is a €50 banknote. Among Euro-banknotes, the volume of counterfeit €50 banknotes is 43.5%. The second most popular fake is a €20 banknote, whereas a close third place goes to the €100 bill.

Bags. One of the most forged fashion accessories are Louis Vuitton bags. According to unofficial statistics of marketers, only 1% of the products decorated with the LV branded monogram is not counterfeit. According to the official data of the fashion house, about €15 million is spent annually on combating manufacturers of counterfeit goods. In 2008, according to the Louis Vuitton intellectual property protection department, 8228 raids were conducted around the world to identify illegal products, and in 2009 there were already more than 9,000.

Accessories. Annually, Rolex produces about one million watches. Every watch receives a special certificate issued by the Swiss Chronometer Test Institute. In addition, every year in the underground factories of Southeast Asia, another 40 million Rolex watches are produced, although counterfeit. Such data for 2010 was published by Swiss Customs Service. Pirates inflict considerable damage on the brand - last year it amounted to $ 600 million.

Some more examples:

14 million US citizens have been victims of identity fraud	**13 million** US Americans live with fake passports	**Up to 1 million** fake MTPL insurance certificates are sold in Russia annually
3 million Australian immigrants in work on forged documents	**Up to 32%** of high school students in the US have falsified identification documents for the illegal purchase of alcohol and cigarettes	According to international court statistics, the share of convicts under the article for falsifying State sample documents does not exceed **10%**

Source info: For Insurer, Bankrate, ElonNews

Data Exchange

Digital data continuously moves from one company to another and is exchanged through different channels: messengers, by email, and through cloud storage. This exchange does, by far, not always happen in encrypted form. Trust in the transmitted data is low, as it can be changed or forged during copy transfer between counterparties.

Data Brokerage

Companies that deliver data brokerage services sell private information to their clients, mainly for marketing purposes. Data brokers store every bit of information, such as Internet activity, bulk transaction records and personal data, such as date of birth or literature preferences. Various businesses look forward to that data to target the customers accordingly. Brokers, in turn, assist clients by analyzing their consumer pattern and providing them with crucial customer data. This, in turn, enables organizations to better plan marketing strategies and identify potential customers. The aforementioned factors are expected to create lucrative business opportunities for data brokers in the not so distant future. A recent report published by Transparency Market Research (TMR) reveals that the global data broker market is set to exhibit a robust CAGR of 11.5% during the forecast period (2017-2026).

Data Risks

1. Centralization – Risk of data loss if central server is broken or hacked.
2. Inconvenience of storage – In a large stream of unstructured data, it is easy to lose the required document.
3. Modification, or deletion of data – without encryption and decentralised storage, data is not protected against information substitution, deletion or modification.

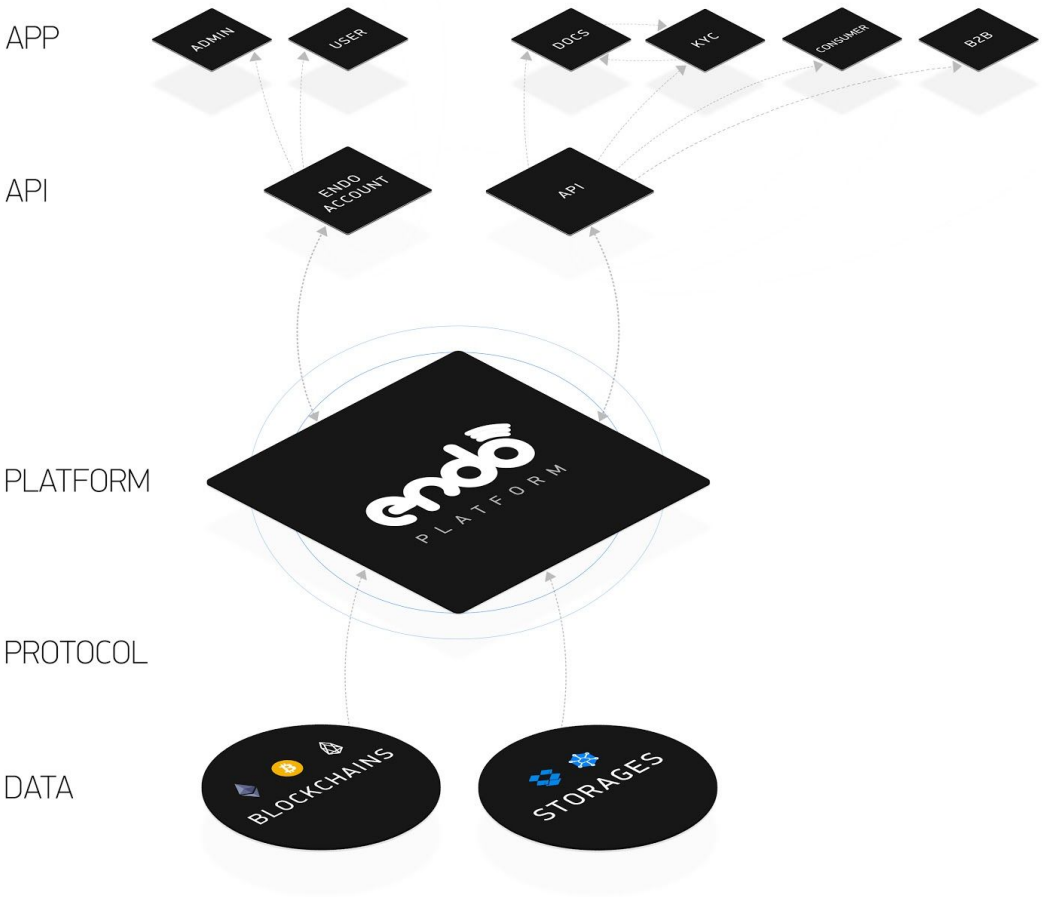
4. Verification – verification processes differ for scope and type of data; each agency has its own mechanism for verifying information, different deadlines, different methods and places for filing documents. The latter also leads to unnecessary costs.
5. Lack of a single convenient source of data access – Even if information is confirmed and verified, the data itself is transmitted through completely different channels and collected from different sources, which is quite time-consuming. When data is not standardized, it's usage becomes complicated.
6. Data exchange between different **countries** is challenged by verification and certification of translations.

Distributed Ledger Technology

Emergence of Blockchain technology made it possible for companies to deliver more trustworthy systems of verification and data management. Distributed ledger technologies can provide an easily accessible tool that can improve business processes of data exchange, wealth management and products behaviour tracking.

Trust building between network operators is ensured by cryptographic algorithms that prevent misconduct among participants of that network. These features enable companies to maintain security of sensitive business or personal data and, at the same time, are operable and easily manageable, for instance, in medical or financial institutions.

ENDO ECOSYSTEM



ENDO incorporates a decentralised platform that uses an in-house developed, Public Blockchain. This new type of Blockchain securely stores notarised information and allows for its transfer and exchange. The ENDO system provides API access to organisations, so they can connect their applications to the ENDO Blockchain. Organizations will be able to sell and buy information from each other through the ENDO Token. Users whose information is exchanged will have the option to approve the transfer or to opt out of the information exchange. In case the data owner approves of the exchange, they are awarded income in the form of ENDO Tokens.

Applications

The WebApp interface is used for creation and setup of applications and management of user data. Applications can be separated into the two following types: Admin and User accounts. These accounts can connect to the Blockchain through a separate API access and are used for setup and management of organisation applications.
Organization Apps are a form of private company software, connected to ENDO through API.

ENDO Admin App

WebApp for organizations. Core functions:

1. Application Set-up
    a. API key generation
    b. Scoring system integration
2. Blockchain hash storage
    a. Blockchain choice
    b. Fee calculation
3. Encrypted data storage
    a. Storage choice
    b. Storage connection and keys management
4. Account verification
    a. Document upload and storage
5. Data exchange settings
    a. Setting data prices
    b. Exchange terms and conditions

MyENDO – User app

The user's personal account:

1. User-data control: accept/decline data exchange
2. Access to rankings of Apps
3. Withdrawal of collected tokens
4. OAuth communication channel
5. User-data removal proposal

Integrated Applications

Integrated Apps can communicate with the Blockchain through the API:

1. All settings are managed in *ENDO Admin*
2. Apps can intertrade data

Developed applications: *ENDO Documents*, *ENDO Workflow* (for shipping companies)

API

API is used for creating Apps that interact with the ENDO Platform.
The ENDO Platform will contain two levels of API:

1. A connection mechanism for *ENDO Admin*, *MyENDO* and the ENDO Blockchain
2. Communication channel between the ENDO Blockchain and Organization applications
    a. App for data verification
    b. App for data exchange
    c. App for cooperation and communication
    d. Data verification check
    e. OAuth user data exchange

Platform

Development Framework: Graphene; consensus: DPoS
The main functions:

1. Protocol implementation. System governance
2. An intra-platform scoring mechanism
3. Inter-Blockchain cooperation for data and hash storage
    a. Multi Blockchain architecture: hash data can be published into other Blockchains, like Bitcoin, Ethereum, or EOS.
4. Data exchange and data movement mechanism
5. Payment & Data tracking
    a. User data can be depersonalised or can be pegged to a user ID. The decision is up to the user and is individualized for every data block
    b. Once the user data has been sold, the user (who confirmed the transaction) is unable to undo the exchange or delete the data from the receiving party
    c. Data is timestamped. New data added to the user account is in user property only. Organizations can buy it from the user.
6. ENDO as a medium of exchange between users and organisations.

In development:

    a. Data service integration. Focus on fast and easy data movement, services such as Zapier, IFTTT will allow ENDO to scale much faster
    b. Applications development (KYC, Logs, Workflow, Reviews)
    c. Users will be able to stake ENDO Token and earn interest

Protocol

The protocol is a set of rules that govern the system. The ENDO Protocol governs:

1. How data is stored
2. Who has access to the data
3. Data cryptography and inter-application communication, and exchange
4. Inter-Blockchain communication and data verification
5. How the ranking in the system is carried through
6. The logic behind communication with local and cloud storages - such as Dropbox, StorJ, FTP-based servers etc.
7. Decentralised data storage of Blockchain nodes, based on the IPFS protocol

Data

Data can be stored in centralized or decentralized repositories, the decision being up to the App owner. The Data Hash that verifies the originality of data will be always stored on the Blockchain.

Data can be stored on:

1. ENDO Blockchain nodes, based on the IPFS protocol

2. Cloud storage systems
    a. Centralised: Dropbox, Google Drive, etc.
    b. Decentralised: StorJ, IPFS, etc.
3. Local storage systems
    a. FTP, SSH, etc.

Local storages allow for deployment of completely private networks within corporate enterprises. NGOs or government institutions. This guarantees protection from data leaks and the ability to exchange data between a limited range of agents.

Data Exchange

The data exchange process is described in 4 steps:

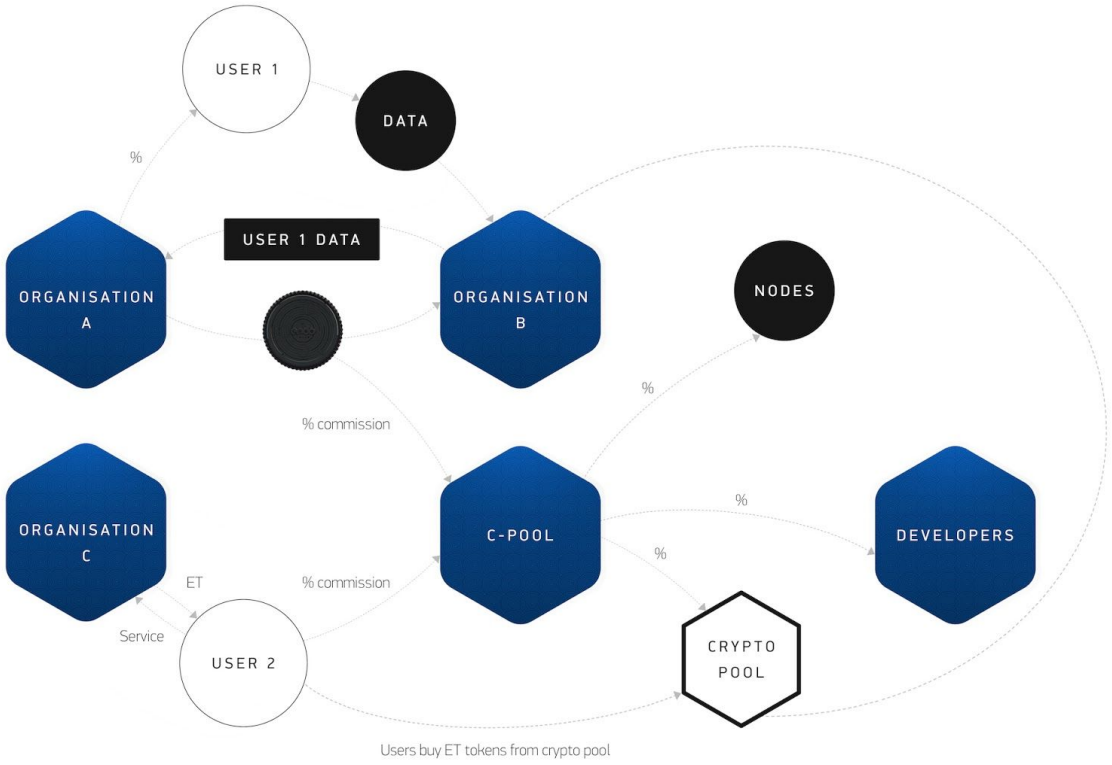
1) ENDO Platform, via App A Node, pulls data from a secured application vault;
2) App A Node encrypts data with App B public key and sends it to ENDO Platform, after which it either:
    a) ENDO Platform checks data owner's permissions to share their data and allows or rejects next steps;

    or

    b) ENDO Platform timestamps exchange event;
3) ENDO Platform pushes encrypted data to App B Node;
4) App B Node stores data to its secure vault.

EToken

EToken is an intra-platform utility token. EToken is the only currency that can be used to pay verification fees and data exchange between system users. If the user decides to store data on third-party servers, or to store hashes on other Blockchains (as described earlier on p.7), the User pays with the ET, which is exchanged for the other currency.



ET will be operating a Commission Pool (C-Pool) that will be distributed between the Node holders, the Development team and will be used to fill the pool for other blockchain cryptocurrencies.

The C-Pool will be filled by the commissions from the deals that occur on the ENDO Platform:

1. Service → User - Organisation
2. Data exchange → Organisation - Organisation

Users need ENDO Token to pay organisations for the service they provide through the platform. ENDO Token can be earned through sharing information.

Organisations may use the ET to buy and sell data, available on the ENDO Platform. If the data sold is user data, then the user earns a % of the ET or opts out, choosing to not allow for their personal data exchange.

Node holders will receive a proportion of the ET, acquired through commissions. Similarly, the team of developers will receiving a portion of these commissions. The DPoS architecture will allow for holding the ET in wallets, to pool funds on the nodes and participate in the DPoS.

In other words, the participants of the platform (Community members who have ET) could vote for delegates who support the ENDO Blockchain. This way, the entire Community participates in the consensus, and still follows the delegate model. If a user has ET, they can

use them to vote. If these tokens are transferred or spent, the right of voice is lost automatically.

SCORING

Data Scoring

By collecting and generating data, apps and their users become more vulnerable to unverified data. In order to ensure that private data is optimal and reflects the truth, a scoring system was implemented. Each app represents a certain organisation that publishes verified information, such as: email addresses, phone numbers, links to social networks (this info can be verified in a decentralized manner), registration of documents, passports and ID cards, and birth or death certificates (verified in centralized systems). Apps' score is influenced by the amount of information provided, as well as how and the amount of purchases made through other apps.

User Scoring

When approved by more authorities (workplace, etc.) the user's score within the system will change by the amount that reflects the verificator score.

ENDO will cooperate with other services, whose primary goal is to make financial services easier to access (Karma, SALT). These projects have scored ratings of people that can be applied to the ENDO Platform and used as a method of verification.

DATA SECURITY FUNDAMENTALS

- All data stored is securely encrypted, hence no unauthorised party can get access to the information;
- The keys from the applications and data vaults are issued only once, to the owner, making the owner solely responsible for their secure storage;
- If information is attempted to be exchanged, the platform will ask for the private key in a separate application;
- Users are allowed to request deletion of their data;
- If organizations require centralized storage, the data will be encrypted on the local node, and only the hash will be sent to the ENDO Blockchain.

APPLICATION EXAMPLES

ENDO Documents (MVP is live on testnet)

Documents are an essential part of everyone's life. There are many kinds of documents, such as certificates, diplomas, IDs, licenses, insurance policies etc. Documents get tampered

with or forged, damaged, and simply get lost. People today still store paper documents, make copies, and send them by post.

ENDO Documents is an app created for individuals, for the safe storage and sharing of documents that they own. Documents can easily be shared with third parties through a unique link. This link can be revoked at any time in order to disable access.

Institutions can create documents and peg them to specific users. Institution's admins set up rules for document verification. For example, they can choose the number of required admins for confirmation of document publication on Blockchain. This mechanism provides decentralised publication logic.

Documents that are government-controlled can also be published through the ENDO Platform. At present, ENDO is at the technical development stage to prepare the Platform for easy integration with government institutions.

ENDO Documents MVP is currently live on the ENDO Platform testnet. 50 organizations are already integrated into *ENDO Documents* and, between each other, create over 7000 documents per month.

ENDO KYC (in development)

The KYC procedure is necessary for a large number of activities: registration, deposit, trade and withdrawal of funds on stock exchanges, investments, etc. However, different countries and banks accept different information about the person's identification.

ENDO KYC is an aggregator of information about a person's identity. A large number of data is added to identification resources that can be used by different companies.

ENDO Workflow (private integrations are live on testnet)

Businesses are driven by documents, such as contracts, acts of agreement, invoices, bills, letters, and the like. The process of using documents is filled with its assurance, signing, exchange and long-term storage. Most business documents have to be verified and traceable for changes. In some countries, paper form of documents still has more weight than their electronic counterparts. However, e-docs are already widely used and will outrun paper in the long-run.

ENDO Workflow is an application framework and processes kit for B2B workflow. It makes document verification and secure sharing processes faster. Since every business has unique processes, *ENDO Workflow* allows for implementation of any kind of use cases connected to verification, storing, sharing and exchanging e-docs.

For example, one medium-sized shipping enterprise operates on *ENDO Workflow* for supply chain verification. This integration has reduced the probability of cargo loss for up to 15% in just two months.

ENDO Workflow API and Private account will be available according to the Roadmap.

ENDO Base (in development)

ENDO Base represent specific data that informs users about the events happening in a system. This can be security events, such as door opening, motion detection, IT actions, like logging in or out, file changing, or even atomic reactor temperature records. This data is important and sensitive to any changes or deletion.

ENDO Base is also an app for verifying event-based data records. It will be designed mainly as a backup service with changes tracking, data templates and analytics. It also grants access for data and could be exchanged for ENDO Tokens. If data is user-pegged, data owner will receive a reward in % based on current exchange rates.

ENDO Reviews (in development)

How often have you encountered a mismatch in the quality of products and their real-life reviews? Dishonest moderators and admins delete negative comments, trying to overlook bad assessments of their products and services. As a consequence, customers don't get a complete picture of the item or service being sold. Now imagine that the truth in terms of both positive and negative comments of people will be always visible and unchanged. Both businesses and organizations, as well as customers will, in turn, receive real feedback.

ENDO Reviews allows to record all reviews left about a product or service. Nobody can remove or modify them.

POTENTIAL CLIENTS

1. **Token sales and exchanges** – Integrated KYC procedures for token sales and exchanges to speed up registration.
2. **Universities, training centers, online schools** – Online verified diploma information will lead to an easier job hunting procedure and decrease the costs for information validation.
3. **Driving licences and fines** – For verified licenses and fines that will always be available to track.
4. **Real estate** – electronic property registration allows to check the current status of the property, see personal information about the tenant, realtor, or real estate agency.
5. **Reviews** – Transferring reviews to Blockchain will confirm them. Snippets of reviews are stored on the Blockchain, which ensures that comments can not be edited after they are written.

6. **Labor records** – Employers will be able to check real data about a potential employee by viewing their employment history.
7. **Branch organizations** – Business owners with several branches will be able to synchronize and exchange invoices, acts, contracts, and other documents.
8. **Travelers** – Couchsurfing services are becoming increasingly popular, but have a big drawback: a weak system of checking the owners of apartments to which travelers come. Vice-versa, to check the criminal history of a person for the safety of cohabitation with a guest, ENDO can be a source of accurate information.
9. **Taxi and car rental services** – companies could use a unified tracking system of all car orders, where each new order or changes in it will be saved and immediately coordinated within the database on all corporate computers.
10. **Identification of internet resources -** not only for official recoursed but also for hosting services and websites with databases.
11. **Banks** – credit history tracking can be done through a single synchronized access system, where credit status change is immediately displayed in the system. Also FATCA law acts and AML/KYC procedures can be validated through ENDO.
12. **Sports awards** – all rewards are stored in a personal account and verified by sports communities.
13. **Visa centers, Embassies** – coordinated communication between visa centers and embassies of countries will provide a quick confirmation.
14. **Police and hospitals** – all medical centers can have a single access to the patient's analysis and medical records, where you can study all the updated health indicators. If such data is needed for marketing or demographic research, personal data like name and passport number can be hidden.

PRODUCT DEVELOPMENT PLAN

2013-2016

- Team formation
- Successful implementation of 80+ outsourcing projects (IT development, digital production)
- GoFocus LMS platform launch
- PiperCat service for marketing automation and autofunnels building launch

2017

- Idea formalization
- Customer development
- Platform testnet private launch
- ENDO Documents MVP
- First integrations connected to ENDO Documents

Q1 / 2018

- Private presentations with market whales
- Shipping company connected to ENDO Workflow

- 20+ companies confirmed integration
- Platform code optimization

Q2 / 2018

- Marketing campaign
- Roadshow
- Platform interface MVP
- Token Sale

Q3 / 2018

- Platform testnet public launch
- ERC-20 token distribution
- ENDO KYC App beta
- ENDO Documents App public version launch

Q4 / 2018

- Platform mainnet launch
- ERC-20 token to ENDO Token exchange
- MyENDO launch
- ENDO Scoring mechanism launch
- ENDO Workflow app public launch
- Protocol patent registration

2019

- EOS Smart Contracts integration
- Multi-blockchain architecture
- ENDO Reviews app launch
- ENDO Logs app launch
- Integrations support

2020

- Government support
- Apps updates

TEAM

ENDO is proud to have a team of professional developers with many years of experience and successfully implemented IT and Blockchain projects, such as GoFocus and PiperCat, as well as many projects related to online education. The team also includes professionals from strategic development, international government relations, marketing strategy and analytics, who between them fluently speak 14 different languages.

Yan Palmachinsky – **Chief Executive Officer**

- Founder & CEO of the ENDO blockchain protocol made for the secure verified data storage and exchange
- Blockchain advisor to the Pension Fund of the Russian Federation
- Has studied at the American International University "Webster University" in several countries around the world
- IT technology entrepreneur and the founder of an international IT company “Take IT Easy”
- The creator of SAAS services using artificial intelligence: GoFocus, PiperCat
- The developer of innovative KYC method using Blockchain service in the notary-identification sector

Vladislav Utushkin – **Marketing consultant**

- Has more than 10 years of marketing, consulting and analytics experience
- 10+ years of experience in active sales in top-3 russian banks
- 5+ years of experience in managing the Internet marketing agency “RVR Project”
- Successfully closed the $ 12.000.000 token sale for another project
- Has studied at the Moscow State University

Mikhail Plyaskin – **Chief Operating Officer**

- Coordinator for the sale of large plots of land
- The founder of the company for the unification of companies in the communications sector
- Has studied at the Novosibirsk State University of Economics and Management

Nicolay Berezowsky – **Systems Architect**

- 3 years of development experience
- 2 years of business system analysis experience (freelance & in company)
- Doing scientific research about distributed ledgers consensus algorithms
- Has studied at the Novosibirsk State University in the Siberian scientific center, Faculty of Information Technologies

Kirill Khristenko – **Financial Analyst**

- 4 years of legal and economics experience
- Worked in court, provided legal support for companies, tax services, banks
- Was engaged in business
- Has studied at the Novosibirsk State University, Faculty of Economics

Andrey Veselov – **Investment Manager**

- 4 years of entrepreneurship
- Has studied at the Lesgaft National State University

Yekaterina Ten – Community manager

- 4 years of experience in journalism
- 2 years experience as copywriter and SEO-optimizer
- Worked in advertising holding BBDO as a PR-manager

- Led a project in Indonesia, was engaged in branding and developing a marketing strategy
- Has studied at the Moscow State University, faculty of Journalism

Alexandr Kirillov, Vadim Snopkov, Alexey Kurgansky, Aleksandr Kaganowsky - developers

- More than 10 years of experience in Backend, Frontend and Blockchain development and BigData analysis

RELATED RISKS

Certain Risk Factors Relating to Purchase, Sale, and Use of Tokens. IMPORTANT NOTE: THE COMPANY EXPRESSLY DISCLAIMS ANY AND ALL RESPONSIBILITY FOR ANY DIRECT OR CONSEQUENTIAL LOSS OR DAMAGE OF ANY KIND WHATSOEVER ARISING DIRECTLY OR INDIRECTLY FROM: (I) RELIANCE ON ANY INFORMATION CONTAINED IN THIS white paper (II) ANY ERROR, OMISSION OR INACCURACY IN ANY SUCH INFORMATION OR (III) ANY ACTION RESULTING FROM SUCH INFORMATION.

By purchasing, owning, and using Tokens, you expressly acknowledge and assume the following risks:

1. Risk of Losing Access to Tokens Due to Loss of Private Key(s), Custodial Error or Purchaser Error A private key, or a combination of private keys, is necessary to control and dispose of Tokens stored in your digital wallet or vault. Accordingly, loss of requisite private key(s) associated with your digital wallet or vault storing Tokens will result in loss of such Tokens. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a hosted wallet service you use, may be able to misappropriate your Tokens. Any errors or malfunctions caused by or otherwise related to the digital wallet or vault you choose to receive and store Tokens, including your own failure to properly maintain or use such digital wallet or vault, may also result in the loss of you Tokens. Additionally, your failure to follow precisely the procedures set forth for buying and receiving Tokens.

2. Risk of Hacking and Security Weaknesses Hackers or other malicious groups or organizations may attempt to interfere with the Platform or the Tokens 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, because the Platform is based on open-source software, there is a risk that a third party or a member of the Company team may intentionally or unintentionally introduce weaknesses into the core infrastructure of the Platform, which could negatively affect the Platform and the Tokens, including the utility of the Tokens for obtaining Services. Hackers or other malicious groups of organizations may also attempt to get access to private keys or other access credentials in the Wallet or any other wallet, vault, or other storage mechanism used to receive and hold

Tokens. As the result, the Tokens may be lost forever.

3. Risks Associated with Markets for Tokens The Tokens are intended to be used solely within the Platform, and Company will not support or otherwise facilitate any secondary trading or external valuation of Tokens. This restricts the contemplated avenues for using Tokens to the provision or receipt of Services, and could, therefore, create illiquidity risk with respect to the Tokens you own. Even if secondary trading of Tokens is facilitated by third party exchanges, such exchanges may be relatively new and subject to little or no regulatory oversight, making them more susceptible to fraud or manipulation. Furthermore, to the extent that third-parties do ascribe an external exchange value to Tokens (e.g., as denominated in a digital or fiat currency), such value may be extremely volatile and diminish to zero.

4. Risk of Uninsured Losses Unlike bank accounts or accounts at some other financial institutions, Tokens are uninsured unless you specifically obtain private insurance to insure them. Thus, in the event of loss or loss of utility value, there is no public insurer, such as the Federal Deposit Insurance Corporation, or private insurance arranged by Company, to offer recourse to you.

5. Risks Associated with Uncertain Regulations and Enforcement Actions The regulatory status of the Tokens and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the Platform and the Tokens. It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement changes to law and regulation affecting distributed ledger technology and its applications, including the Platform and the Tokens. Regulatory actions could negatively impact the Platform and the Tokens in various ways, including, for purposes of illustration only, through a determination that the purchase, sale and delivery of the Tokens constitutes unlawful activity or that the Tokens are a regulated instrument that require registration or licensing of those instruments or some or all of the parties involved in the purchase, sale and delivery thereof. Company 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.

6. Risks Arising from Taxation The tax characterization of Tokens is uncertain. You must seek your own tax advice in connection with purchasing Tokens, which may result in adverse tax consequences to you, including withholding taxes, income taxes and tax reporting requirements. In addition, the proceeds of the Token sale (which include any moneys that purchaser has paid for the Tokens) may be taxable to the Company, which may adversely affect financial resources available to the Company, Company’s business and the Company's ability to achieve its business objectives.

7. Risk of Competing Platforms It is possible that alternative Platforms could be established that utilize the same open source code and protocol underlying the Platform and attempt to facilitate services that are materially similar to the Services. The Platform may compete with

these alternatives, which could negatively impact the Platform and Tokens, including the utility of the Tokens for obtaining Services.

8. Risk of Insufficient Interest in the Platform or Distributed Applications It is possible that the Platform will not be used by a large number of individuals, companies and other entities or that there will be limited public interest in the creation and development of distributed Platforms (such as the Platform) more generally. Such a lack of use or interest could negatively impact the development of the Platform and therefore the potential utility of the Tokens, including the utility of the Tokens for obtaining Services.

9. Risks Associated with the Development and Maintenance of the Platform.The Platform is still under development and may undergo significant changes over time. Although Company intends for the Tokens and Platform to function as described, and intends to take commercially reasonable steps toward those ends, Company may have to make changes to the specifications of the Tokens or Platform for any number of legitimate reasons. Moreover, Company has no control over how other participants will use the Platform, what products or services will be offered through the Platform by third parties, or how third-party products and services will utilize Tokens (if at all). This could create the risk that the Tokens or Platform, as further developed and maintained, may not meet your expectations at the time of purchase. Furthermore, despite Company's good faith efforts to develop and participate in the Platform, it is still possible that the Platform will experience malfunctions or otherwise fail to be adequately developed or maintained, which may negatively impact the Platform and Tokens, and the potential utility of the Tokens, including the utility of the Tokens for obtaining Services.

10. Risk of an Unfavorable Fluctuation of ETH, BTC or Other Coin Value If the value of ETH, BTC or other coins fluctuates unfavorably during or after the Token sale, the Company team may not be able to fund development, or may not be able to develop or maintain the Platform in the manner that it intended. In addition to the usual market forces, there are several potential events which could exacerbate the risk of unfavorable fluctuation in the value of ETH, BTC or other coins, including another DAO-like attack on the Ethereum network, or significant security incidents or market irregularities at one or more of the major cryptocurrency exchanges.

11. Risk of Dissolution of the Company or Platform It is possible that, due to any number of reasons, including, but not limited to, an unfavorable fluctuation in the value of ETH, BTC (or other cryptographic and fiat currencies), decrease in the Tokens' utility (including their utility for obtaining Services), the failure of commercial relationships, or intellectual property ownership challenges, the Platform may no longer be viable to operate or the Company may dissolve.

12. Risks Arising from Lack of Governance Rights Because Tokens confer no governance rights of any kind with respect to the Platform or the Company, all decisions involving the Company's products or services within the Platform or the Company itself will be made by the Company at its sole discretion, including, but not limited to, decisions to discontinue its products or services in the Platform, to create and sell more Tokens for use in the Platform,

or to sell or liquidate the Company. These decisions could adversely affect the Platform and the utility of any Tokens you own, including their utility for obtaining Services.

13. Regulatory Risks The Company, and by extension the Platform, is subject to a variety of federal, state and international laws and regulations, including those with respect to privacy and data protection, consumer protection, data security, and others. These laws and regulations, and the interpretation or application of these laws and regulations could change. In addition, new laws or regulations affecting the Platform could be enacted, which could impact the utility of the Tokens in the Platform. Additionally, the Platform participants are subject to industry specific laws and regulations or licensing requirements. If any of these parties fail to comply with any of these licensing requirements or other applicable laws or regulations, or if such laws and regulations or licensing requirements become more stringent or are otherwise expanded, it could adversely impact the Platform and the Tokens, including the Tokens' utility for obtaining Services. Also, changes in laws or regulations governing the Company's operations may adversely affect its business. Any change in the Company's tax status, or in taxation legislation in the United States or elsewhere, could affect the value of its financial holdings, its business and the Company's ability to achieve its business objective. Prospective purchasers are urged to consult their tax advisers with respect to their particular tax situations and the tax effects of the purchase of Tokens from the Company.

14. Operational Risks The Company is a young company and the growth of the team and its capabilities may take longer than expected to result in the intended use for the Tokens. The Tokens are just one product in a highly competitive market, and broad adoption by other users and developments by technology partners may take longer than expected. The usefulness of the Tokens depends on the extent of widespread adoption of the offered technology by the marketplace.
15. Risk of Lack of Adoption The success of the Platform, Services, and Tokens is dependent in large part to the adoption of the Platform, Services, and underlying technology by users. It is possible that users do not adopt or use the Platform. Such lack of use or interest could negatively impact the development of the Platform and therefore the potential utility of the Tokens, including the utility of the Tokens for obtaining Services.

16. Technology Risks The Tokens are intended to represent a new capability on emerging technology that is not fully proven in use. As the technology matures, new capabilities may dramatically alter the usefulness of the Tokens or the ability to use or sell them. The functionality of the Tokens is complex, will require enhancements and product support over time, and full functionality may take longer than expected. The full functionality of the Tokens is not yet complete and no assurance can be provided of such completion.

17. Unanticipated Risks Cryptographic tokens such as the Tokens are a new and untested technology. There are other risks associated with your purchase, possession, and use of the Tokens, including unanticipated risks.

LEGAL NOTICE

The purpose of this Whitepaper is to provide information about ENDO to potential holders of the ENDO Token. The information given herein is not exhaustive and it does not imply any contractual obligations and may be considered only as the marketing information about the project. This Whitepaper is intended to provide basic data about the platform to the potential token holders, based on which it will be possible to decide upon purchasing ENDO Tokens.

Nothing herein may be interpreted as an investment quotation of any kind. This quotation of ENDO Tokens is not an offer to sell or buy securities in any jurisdiction. This document does not offer purchasing ENDO Tokens to individuals and companies that do not possess sufficient legal capability for participating in tokensale.

If you are not sure that you are entitled to participate in the ENDO tokensale, you need to apply to a professional legal, financial, tax or other consultant.

Participation in tokensale is entirely voluntary. One shall review carefully and accept the terms of the token sale agreement on the ENDO tokensale project website. If you disagree with the terms partly or fully, you should not participate in tokensale, and in case of your participation with further disagreement ENDO will have to decline participation in tokensale and in purchasing ENDO Tokens.

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