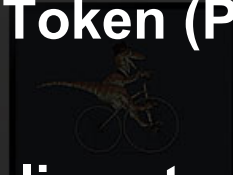
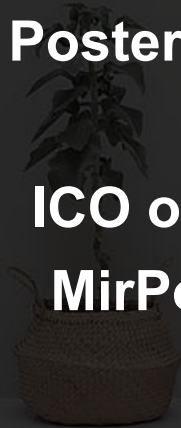




# WHITEPAPER

Poster Token (PT)

ICO online store  
MirPosterov.ru



## Contents:

1. Poster Token (PT) .....	3
What is MirPosterov.ru .....	3
2. How it works .....	3
Investor's personal area .....	4
3. ICO Details .....	6
Distribution of tokens .....	6
Distribution of attracted funds .....	7
Prerequisites for the growth of the cost of the token .....	7
4. Road map .....	8
5. Team .....	9

## 1. Poster Token (PT)

Poster Token (PT) — token, on which the daily profit is calculated! We pay investors **10% of the amount of each order** our online store [MirPosterov.ru](http://MirPosterov.ru).

What are the holders of the Poster Tokens (PT):

- Investor's personal area
- Personal account with the ability to make a profit on the wallet Ethereum
- Online tracking of all incoming orders
- Participation in the discussion of business details
- Participation in the management of the online store (for large investors)

### What is MirPosterov.ru

[MirPosterov.ru](http://MirPosterov.ru) — online store posters, Framing Workshop. In our store there are thousands of popular images that can be ordered in different sizes, to decorate them in frames and a mat.

We deliver goods to anywhere in Russia and CIS countries. For our customers, more than 1300 self-delivery points are available, as well as various courier delivery services.

We constantly improve the customer service, keep excellent prices with the same quality.

We are ready for a serious business scaling!

## 2. How it works



The investor buy Poster Tokens on favorable terms.

1st week: bonus **+25%**  
2nd week: bonus **+10%**  
3rd week: bonus **+5%**



Unlike most ICOs, Poster Token allows an investor to receive revenue right after the issue is completed, even before the release of the token on the crypto-exchange.

We pay investors **10% of the amount of each order** our online store!



Our business is developing dynamically. In the future, the yield of the Poster Token will inevitably only grow.

And it is quite obvious that this will lead to an increase in the exchange value of the token itself.



## Investor's personal area

Each investor gets access to his personal office, where he will be able to monitor all the necessary information in real time.

**Покупатель** | **Инвестор**

Здравствуй, **sohu!** | [Панель управления](#) | [Выход](#)  
Ваш город: **Москва** | Баланс: **560.93 руб.**

### Панель управления Инвестора

Баланс: **560.931 руб.** | Токены: 1694 PT (0.17 %)

#### Статистика сайта

Сейчас на сайте: 29 чел.  
Сегодня было на сайте: 336 чел.  
Посетителей за сутки: 363 чел.  
Посетителей за неделю: 1900 чел.  
Посетителей за месяц: 5328 чел.

#### Курсы валют и криптовалют

USD	56.66 руб.
EUR	69.47 руб.

	24ч	7д
Bitcoin	11525.2 \$ +2.25	+11.98
Ethereum	857.717 \$ -0.58	-1.58
Ripple	1.03085 \$ +8.8	+7.79
Bitcoin Cash	1270.68 \$ +0.99	+1.8
Litecoin	211.264 \$ +0.71	-5.75

Ethereum 48599.62 руб.

For example, to monitor the receipt and processing of orders online:

**Покупатель** | **Инвестор**

Здравствуй, **sohu!** | [Панель управления](#) | [Выход](#)  
Ваш город: **Москва** | Баланс: **560.93 руб.**

### Заказы

Баланс: **560.931 руб.** | Токены: 1694 PT (0.17 %)

Поиск:

Показывать только:

« 1 **2** (37)

21. Номер заказа: <b>#921</b>	Обработан: 08.02.18
Дата заказа: 07.02.18 22:19	Сформирован: 12.02.18
Сумма заказа: <b>740 руб.</b>	Оплачен: 05.03.18
Покупатель: <b>julia-sj</b>	Отгружен: 12.02.18
Скидка: 0%	Выплачено инвесторам 74 руб.:
Доставка: Самовывоз из ПВЗ: Москва, Хорошевское 90 (200 руб.)	05.03.18
Оплата: Наличными при получении	
22. Номер заказа: <b>#920</b>	Обработан: 06.02.18
Дата заказа: 06.02.18 16:05	Сформирован: 08.02.18
Сумма заказа: <b>3100 руб.</b>	Оплачен: 09.02.18
Покупатель: <b>lena-71.zaharova</b>	Отгружен: 08.02.18
Скидка: 0%	Выплачено инвесторам 310 руб.:
Доставка: Доставка по Москве (в пределах МКАД) (300 руб.)	05.03.18
Оплата: Наличными при получении	



Manage your personal account:

Покупатель **Инвестор** Здравствуйте, **sohu!** | [Панель управления](#) | [Выход](#)  
Ваш город: **Москва** | Баланс: **560.93 руб.**

**Мой счёт**  
Баланс: **560.931 руб.** | Токены: 1694 RT (0.17 %)

Выписка за период (dd.mm.yyyy):  
с  по

За всё время    За сегодня    За неделю    За месяц    За 3 месяца    За год

1.	#41	05.03.2018 12:00:54	Вознаграждение инвестору. Заказ #924	<b>+0.22 руб.</b>	560.72 → 560.93
2.	#39	05.03.2018 12:00:46	Вознаграждение инвестору. Заказ #929	<b>+0.46 руб.</b>	560.26 → 560.72
3.	#37	05.03.2018 12:00:42	Вознаграждение инвестору. Заказ #930	<b>+0.34 руб.</b>	559.92 → 560.26
4.	#35	05.03.2018 12:00:38	Вознаграждение инвестору. Заказ #934	<b>+0.1 руб.</b>	559.82 → 559.92
5.	#33	05.03.2018 12:00:31	Вознаграждение инвестору. Заказ #935	<b>+0.3 руб.</b>	559.52 → 559.82
6.	#31	05.03.2018 12:00:25	Вознаграждение инвестору. Заказ #936	<b>+0.12 руб.</b>	559.4 → 559.52
7.	#29	05.03.2018 12:00:16	Вознаграждение инвестору. Заказ #939	<b>+0.19 руб.</b>	559.21 → 559.4
8.	#27	05.03.2018 12:00:06	Вознаграждение инвестору. Заказ #95	<b>+0.19 руб.</b>	559.02 → 559.21
9.	#25	05.03.2018 12:00:02	Вознаграждение инвестору. Заказ #97	<b>+0.71 руб.</b>	558.32 → 559.02
10.	#23	05.03.2018 11:59:58	Вознаграждение инвестору. Заказ #98	<b>+0.51 руб.</b>	557.8 → 558.32
11.	#21	05.03.2018 11:59:54	Вознаграждение инвестору. Заказ #911	<b>+0.2 руб.</b>	557.61 → 557.8

Participate in the bounty campaign:

Покупатель **Инвестор** Здравствуйте, **sohu!** | [Панель управления](#) | [Выход](#)  
Ваш город: **Москва** | Баланс: **560.93 руб.**

**Мои баунти-публикации**  
Баланс: **560.931 руб.** | Токены: 1694 RT (0.17 %)

1.	#4	05.03.2018 22:11	<a href="https://www.facebook.com/.../posts/10157...0880981095/">https://www.facebook.com/.../posts/10157...0880981095/</a>	Статус: <i>Ожидает</i>	Баллов: 0	✘
2.	#2	05.03.2018 22:10	<a href="https://www.facebook.com/.../posts/10157...7121095/">https://www.facebook.com/.../posts/10157...7121095/</a>	Статус: <i>Ожидает</i>	Баллов: 0	✘
3.	#3	05.03.2018 22:10	<a href="https://www.facebook.com/.../posts/10157...61462426095/">https://www.facebook.com/.../posts/10157...61462426095/</a>	Статус: <i>Ожидает</i>	Баллов: 0	✘

Well and still a lot of other possibilities.

Our team is constantly working on customizing the basic engine, improving the design and convenience of the functionality for users.

### 3. ICO Details

Name of the token: **Poster Token**  
 Token symbol: **PT**  
 Blockchain platform: **Ethereum**  
 Protocol: **ERC 20**



#### Conditions:

All unsold tokens entered in the open sale are burned under the terms of the smart contract after the ICO. Further emission of tokens is not planned.

Maximum output: **1 000 000 PT**  
 Cost of the token: **4000 PT = 1 ETH**  
 Currency of purchase: **ETH**  
 Maximum sale: **Not limited**  
 Period of sale of the tokens: **4 weeks**

#### Investor Protection:

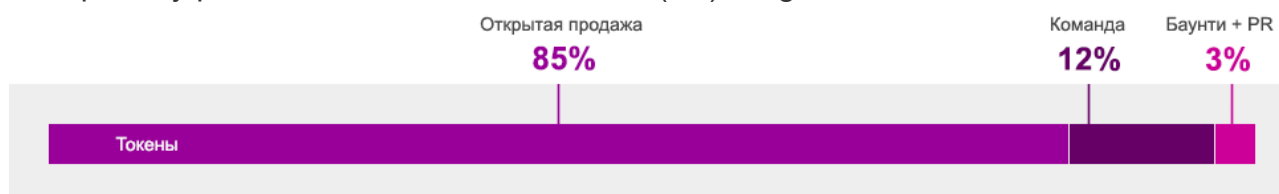
If the minimum threshold (soft cap) is not reached, the money is returned to investors.

Minimum collection threshold (soft cap): **50 ETH**  
 Maximum collection threshold (hard cap): **250 ETH**

**Offers:** 1st week **+25%**, 2nd week **+10%**, 3rd week **+5%**

### Distribution of tokens

The primary placement of the Poster Tokens (PT) is agreed as follows:

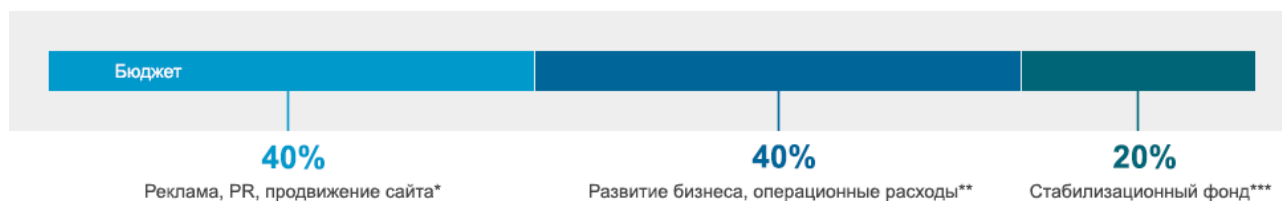


- 85% PT** — reserved for ICO participants
- 12% PT** — reserved for project team members
- 3% PT** — reserved for members of the bounty campaign

Total will be released 1 000 000 tokens. An additional issue of tokens is not provided. All unsold tokens will be removed from circulation on the basis of a smart contract.

ICO end conditions: all tokens are redeemed, or 4 weeks after the start.

## Distribution of attracted funds



- 40%** — advertising, PR, website promotion
- 40%** — business development, operating expenses
- 20%** — stabilization fund

\* The budget for advertising, PR and website promotion will be evenly distributed for 1-2 years (depending on the amount collected). The money will be spent on publishing in the media and promoting the project on topical resources.

\*\* Business development includes the purchase of new equipment for printing posters and for a baguette workshop, renting a new room, recruiting additional staff, expanding the functionality of the site.

\*\*\* The stabilization fund will be necessary for the sustainability of business and for smoothing internal and external factors of influence on the life of the company.

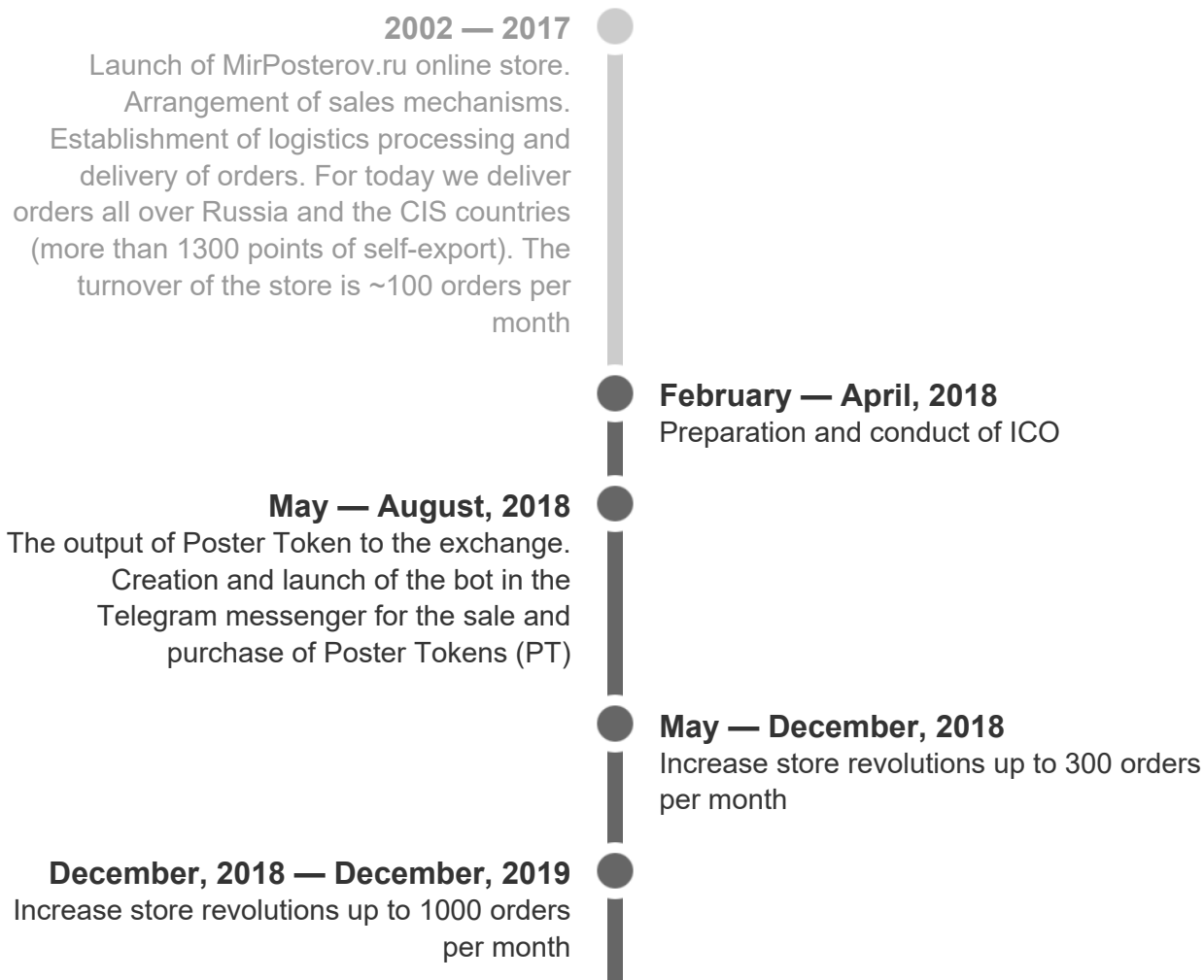
## Prerequisites for the growth of the cost of the token

- 1.** As the business develops and the number of orders increases, there will be an inevitable growth in the yield of the Poster Token (PT). And it is quite obvious that this will lead to an increase in the exchange value of the token itself.
- 2.** After the ICO, the PT token will be freely traded on exchanges. We plan to constantly expand the presence of the token on different exchanges, as the project develops.

It is also planned to launch the bot in the Telegram instant messenger for the sale and purchase of Poster Token (PT) tokens based on p2p technologies.

- 3.** The development of the world's crypto currency will facilitate their use in the global economy and the transition to mutual settlements between all participants in the crypto currency. Therefore, the value of digital assets in the future will only grow.

## 4. Road map



The stages of the road map will be adjusted and detailed depending on the amount of attracted investments.



## 5. The project team



### **Anton Savchenko**

Founder and CEO

Entrepreneur, programmer, founder of the project. Experience in the field of Internet commerce. Co-owner and head of online stores TortMag.ru and ZakazTortikov.ru. Crypto enthusiast.



### **Elena Efimova**

Co-founder and Commercial Director

Experience in managerial work in the field of trade. Successful cooperation with the main retail networks of Russia (X5 Retail Group, O'Key, Lenta, Auchan, Magnet and other). Specialist in communication with clients in social networks.



**+3**

Permanent staff



**++**

Freelancers