



nZToken

White Paper

Technological advancements reverberate through modern life and advance our society. Blockchain technology is one such advancement that has spawned a revolution, and is now seeing its potential come to fruition through the resourcefulness and initiative of today's innovators. Embodying this spirit of innovation, Nauta seeks to create an integrative platform that will transform online advertising, using a proprietary technological advancement in VR united with cryptocurrency, creating an ecosphere that will revolutionize e-commerce, beginning with the global market in real estate sale and rental.

Nauta's purpose is to maximize the efficiency of buyer-seller and renter-tenant transactions, and with a strong team behind it, Nauta is poised to do great things. Cryptocurrency is fascinating and exciting, but remains largely inaccessible to the majority, because it often provides no real-life function or value. By integrating advanced technology – developed in-house – with cryptocurrency and using a proven business model, Nauta aims to enhance the cryptocurrency concept, to bring it more within the reach of everyday people, to help make it ubiquitous.



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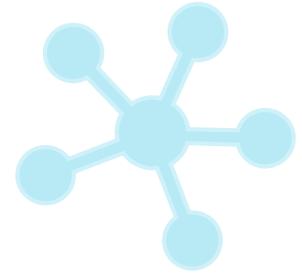
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Nauta is committed to decentralizing the network, enlarging the playing field, and democratizing transactions.

1. Introduction



1.01 What is Nauta?

With rapid technological advancements society is currently experiencing, financially promising markets have appeared, but so far have not been exploited to their full potential. Utilizing arguably the three greatest technological advancements of the past decade, Nauta aims to address this neglect and revolutionize, as a first step, one market in particular: the property market. The need for a property app that has global participation has never been greater. Our society has become increasingly migratory – truly global – and people are searching for properties to buy and rent all over the world. At Nauta we wish to facilitate this trend by allowing people to view and purchase property with confidence, allowing them to embark on each new endeavour with assurance and comfort. For property owners, Nauta represents a more practical, effective and inexpensive means of advertising to a global audience than currently available alternatives.

1.02 What is so different about Nauta?

Nauta's value lies in its ability to harmonize the contributions of its cryptocurrency predecessors, taking the legacy of each and improving upon it by combining their strengths – mainly security and privacy – with VR technology and creating an e-commerce platform.

By combining all these benefits into a single application, Nauta provides greater reach and impact, having built its foundation on several indispensable technologies that make it suitable for use in a variety of markets. And importantly, Nauta is designed to facilitate expansion: the initial focus on real estate will lay the groundwork for Nauta's internal economy, stabilizing the currency in order to more easily make the leap into other markets.



1.03 Why Nauta?

The current market for cryptocurrencies is notoriously volatile, with speculative investment and miner oligopolies now controlling a once decentralized crypto marketplace. Government intervention in the technology as well as individuals seeking rapid returns – without investment in the blockchain – have brought about rumours of an imminent crash, with the result that most of the major currencies such as Bitcoin and Ethereum will fade into oblivion. If or when this happens, it will be the cryptocurrencies that have created real market value that will outlast the speculative market to become a global standard – lowering barriers to trade between individuals around the world and creating a stable trading environment for investors and users alike. Because of its value-creating enterprise and ecosystem, Nauta's NZT will be among the cryptocurrencies that remain on top. And should there be no crypto crash, the momentum of the cryptocurrency market will simply benefit the NZT, allowing it to retain its value and further cementing its leading position. Nauta's goal is to create a simple and useful cryptocurrency with real market demand. Stimulating demand amongst our investors and users will increase the value of Nauta and create a stable and useful cryptocurrency – a stable and lasting investment. In the long term, all cryptocurrencies inevitably will decrease in volatility and reach a state of equilibrium maintained by countless voluntary transactions among consumers across the globe – forging a perfect environment for Nauta's NZT to be a medium of wealth transfer.

*The integration of Nauta and NZT
provides the optimal platform and
most secure medium for transactions.*

2. Nauta Ecosystem



2.01 Nauta & NZT

The Nauta network will not consist of just one application, but a series of applications, each of which will find its purpose in a specific market. Whilst the current – and primary – app is concerned with the real estate market, subsequent apps already in development are targeted at other markets. With the launch of each subsequent app, Nauta will allow interaction between them, allowing users to send, receive and use NZT within each platform seamlessly, using blockchain technology. Eventually the majority of consumer needs will be met within this self-contained Nauta ecosystem, using NZT alone.

The Nauta application will be free to download in order to maximize penetration. Much of Nauta's success will depend on widespread adoption and resulting network externalities. The only expense users will incur is a reasonable fee for posting an advertisement, which is far below the costs typically associated with real estate sales and is justified by the exposure the property will receive. Nauta's objective is to allow users to showcase their properties on a global stage in the most effective way, while simultaneously reducing their costs. In this way, we offer users high value, which in turn strengthens our revenue model.

NZT will serve as the only means of purchasing ad space on Nauta. This exclusive use will create an ongoing demand for NZT, which will serve to increase its value over time. Using a decentralized cryptocurrency will add an important element of security and privacy to the seller's experience. Furthermore, it will allow our customers and investors to trade in a mutual currency to ensure maximum benefits.

2.02 Nauta App features

- GPS map mode with a designated radius: This will allow shoppers to filter their search to areas of interest. Although Nauta will have a global footprint, it is important for users to be able to navigate efficiently through ads on the app.
- Built-in filtering system: Helping buyers narrow their search with more precision, saving them time and adding convenience. The filter will be based on characteristics specified by the user, allowing them to customize the search according to their chosen criteria, providing more overall benefit.
- Private chat between users: This will allow users to interact freely for inquiries and negotiations. Because Nauta aims to decentralize the markets in which it operates, one-on-one interaction between users is highly useful for the parties involved.
- Alert service for new ads in the area: This will help ensure user's satisfaction as they are notified instantly of new opportunities to buy or rent, or of new competing properties. Real-time notifications will allow the fastest and most efficient information flow, maximizing the efficiency of the markets created.
- Camera tool: Currently virtual reality applications require special and expensive equipment to produce the images that create immersive VR experiences. Nauta has developed a revolutionary camera tool and software that allows anyone with a smartphone to capture and construct VR experiences.
- VR advertising platform: Nauta's application and website integrates the camera tool with software and database management solutions to allow buyers and sellers a platform for showcasing and viewing properties. This platform thus provides users a virtual tour, allowing them to make more informed decisions and interact with each other in real time.
- Built-in NZT wallet: A built in NZT wallet capitalizes on the decentralized market benefits of cryptocurrency, allowing transactions between users, and the movement of NZT between users, accounts, and websites

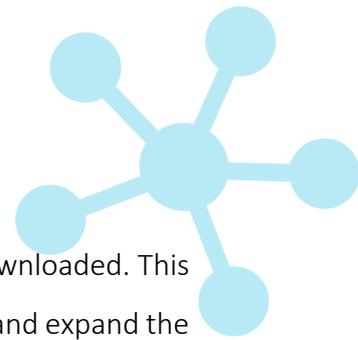
2.03 Steps for Sellers/Leasers

1. Simply download the free application from either the iPhone app store or the Google play store.
2. Create a free account.
3. Choose the option to add an ad.
4. Fill in the information for your ad, price, location, description, etc.
5. Use the camera feature built into the app, take a few snaps of what you are selling following the instructions provided by the tool.
6. The advanced algorithm will create a virtual tour for you.
7. Pay the ad fee using (NZT).
8. Optional: choose an advanced package for increased benefits and improved opportunity to sell or rent.
9. Press “publish” and wait for hits. (It’s that easy!)

2.04 Steps for Buyers/Renters

1. Download the free app.
2. Enter the desired radius.
3. Allocate a certain radius.
4. Filter your search with your desired decision criteria.
5. Choose between map mode (broad) and browse mode (specific locale).
6. Browse the market offerings for a match of your fit.
7. Either locate the seller's contact info and contact him personally or approach the seller using the private chat within the app (signing in is required for the chat option).





2.05 Incentive

A number of tokens will be deposited into each account each time an app is downloaded. This will give people an incentive to download the apps, increasing their popularity, and expand the market. Over time, as more and more apps are launched, the market ecosystem will expand and expectedly the price of NZT will stabilize and grow in value. At this time, Nauta will convert NZT from simply an advertising credit on the platform, to a way of purchasing across the entire Nauta network. The ultimate aim is to expand into all other available platforms and markets, creating a truly independent and self-sustaining medium of exchange and, thus, realizing its vision.

2.06 Privacy

The digital market that has grown in recent years is set to dominate and overwhelm the use of physical currency. Nauta aims to be at the forefront of this cultural shift by introducing the masses to the mechanisms of cryptocurrency. Functions such as value transfer, security and privacy, advertisement, e-commerce and real estate provisions will be integrated into Nauta. Moreover, facing risks of privacy invasion and insecure communication, Nauta will prioritize the privacy of our users who desire absolute confidence in their trade; the content, chats, and transactions on any of the apps under Nauta's umbrella will not be shared with anyone.

2.07 Crypto

In the crypto market, accessibility is essential. The more accessible our token is the higher the reward for our investors and users. Thus, we intend to launch on as many secure and reputable exchanges as possible. Working tirelessly to achieve this, our team are currently in talks with all the top crypto exchanges. We are thus ensured that prior to the launch of the ICO we will have secured a place at one or more markets.

2.08 Partners

We have already formed partnerships with global real estate brokerages in locations around the world, including the important markets of Istanbul, Dubai, and Cyprus. Currently we are the negotiations with brokers from London and New York. In this way, when the app launches

with the ICO there will already be many thousands of sellers on the platform. This advanced charging of the ecosystem will provide critical network effects that will reinforce the value proposition for future users and fuel continued adoption, giving our investors and users confidence and continuously adding value.

*Nauta is unlike anything
that came before it.*

3. What sets us apart?

3.01 Features and benefits

The vision of Nauta is to bring an end to the inconveniences of commerce in today's world. With a full evolved Nauta ecosystem it will mean the end of waiting in queues and taking tiring shopping trips. In the near term, Nauta will address several problems inherent in existing modes of e-commerce. The primary concerns involved in e-commerce have been identified as inability to see or experience what is being bought to the same degree as in the physical world. By virtue of our Nauta's proprietary VR technology however, Nauta will provide a 3D view of the properties and other items for sale, allowing users to rotate, zoom and manipulate to satisfy and assure the user of its quality. Chat features, zoomable maps and customizable filtering criteria also add to the user experience and value proposition.

3.02 Availability and exposure

Another strength of Nauta lies in its global footprint compared to current alternatives in the online and offline worlds. NZT can be purchased easily by using payment methods already established and widely understood such as PayPal or credit card, which simplifies adoption and use of the app. For example, in terms of Nauta's real estate app, realtors can access a wide range of parties, including a large variety of local parties as well as international investors. Currently this ranges from the UK, UAE, Turkey and Cyprus, as well as locations in the US east coast. As the number of brokers participating increases, the connections between them will strengthen, users will benefit from an expanded selection and access to global markets, and the credentials of Nauta as a global platform will be strengthened: the classic network externalities enjoyed by other online enterprises such as eBay and Craigslist.

At its core, Nauta's main principle is to merge the e-commerce world with the blockchain world, supplemented with proprietary VR technology, to enhance the efficiency of markets. With the NZT token people can invest in cryptocurrency, or buy and sell real estate, automobiles, and more in the future. This is advantageous to both parties, as it introduces

them to a wide spectrum of possibilities, both local and international. The options for buyers and sellers will be vastly expanded. Wedding the platform to blockchain is what makes us different from other companies, as transactions and investments become more private, more reliable and more secure. Users benefit because rather than just seeing a few random images, they have the chance to really examine what they are going to buy or rent. Finally, it gives our users the opportunity to use the money they have invested in cryptocurrency for real purchases – not only as an investment. Cryptocurrency will have a higher intrinsic value, as users can purchase and market safely online using NZT tokens.

3.03 No commission

The business model of Nauta is designed for simplicity and for user attractiveness. In line with this logic, no commissions will be received by the platform. This policy will increase trust and likeability of the network by promoting transparency, as well as freeing users from bounds typically encountered with other e-commerce platforms. Users will be free to inquire, communicate and negotiate with each other on the platform or in person. Once an ad is posted, the rest of the deal is entirely between buyers and sellers.

***AirDrops are the fastest way
to build a large customer base.***

4. Markets and Technology

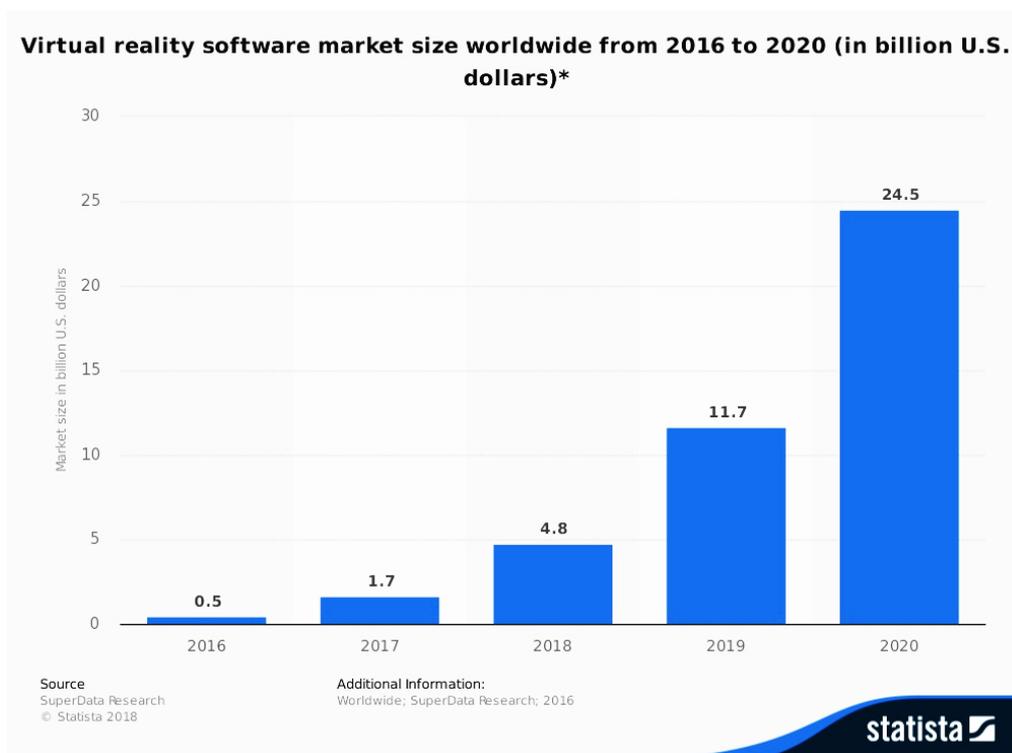
Nauta brings together many different markets and integrates them with several technological advancements. To get an understanding of how it will work, we will consider each market and technology in turn.

4.01 Cryptocurrencies

Cryptocurrencies started back in 2008 when people began to realize how fragile our economic system is and wanted a more secure, independent and decentralized system. They also realized that fiat money does not hold any inherent real value. They started looking for alternatives and found a secure means of storing value in the first cryptocurrency, bitcoin. However, some of the shine has since been diminished for this pioneering decentralized currency, as it has started to be controlled by organized blocks of miners and the initial low fees have become more and more expensive. Moreover, other than as a store of value, bitcoin has no real functionality. Yet despite these drawbacks, the usage of cryptocurrencies continues to grow. The current market capitalization of all cryptocurrencies is around \$276 billion, signifying the continued strong interest from investors.

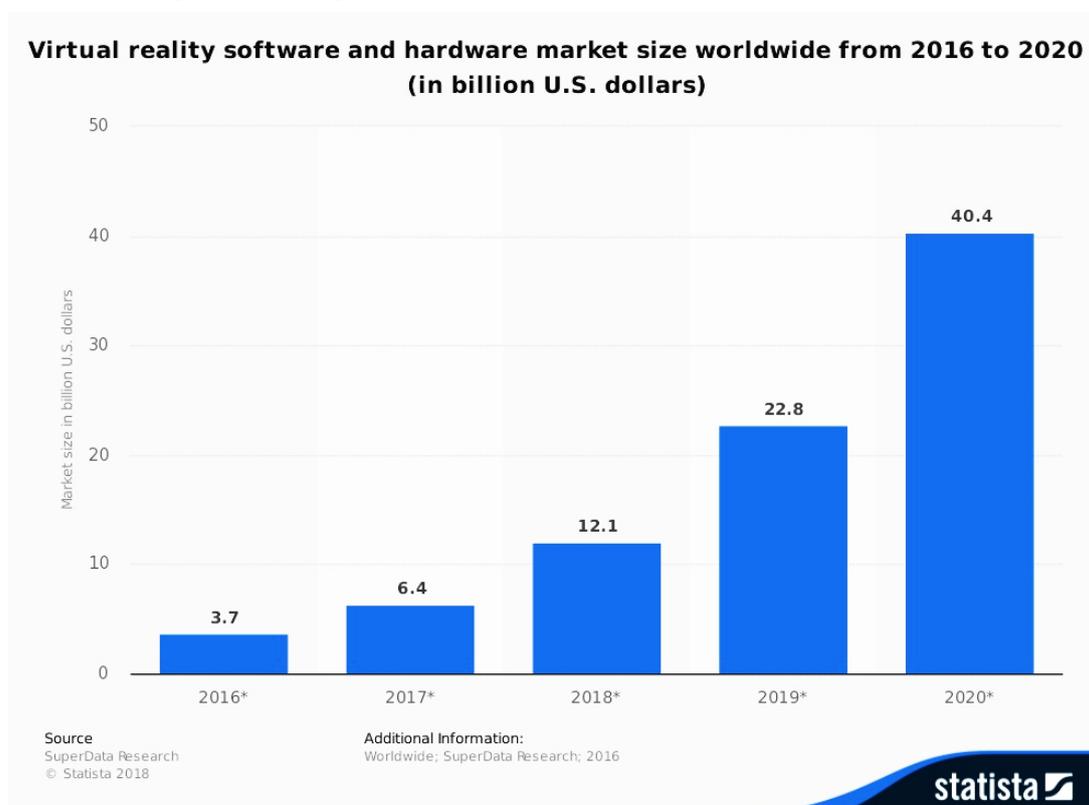
4.02 Altcoins

After Bitcoin failed to live up to its potential, many people were again seeking for the financial standard that will replace currently available fiat currencies. Along came altcoins: a viable replacement for bitcoin and existing monies. Altcoins promised to become the global standard, so people invested. However, while Altcoins did help push the cryptocurrency market into new heights, they were tunnel focused and could not prove valuable for a global market.



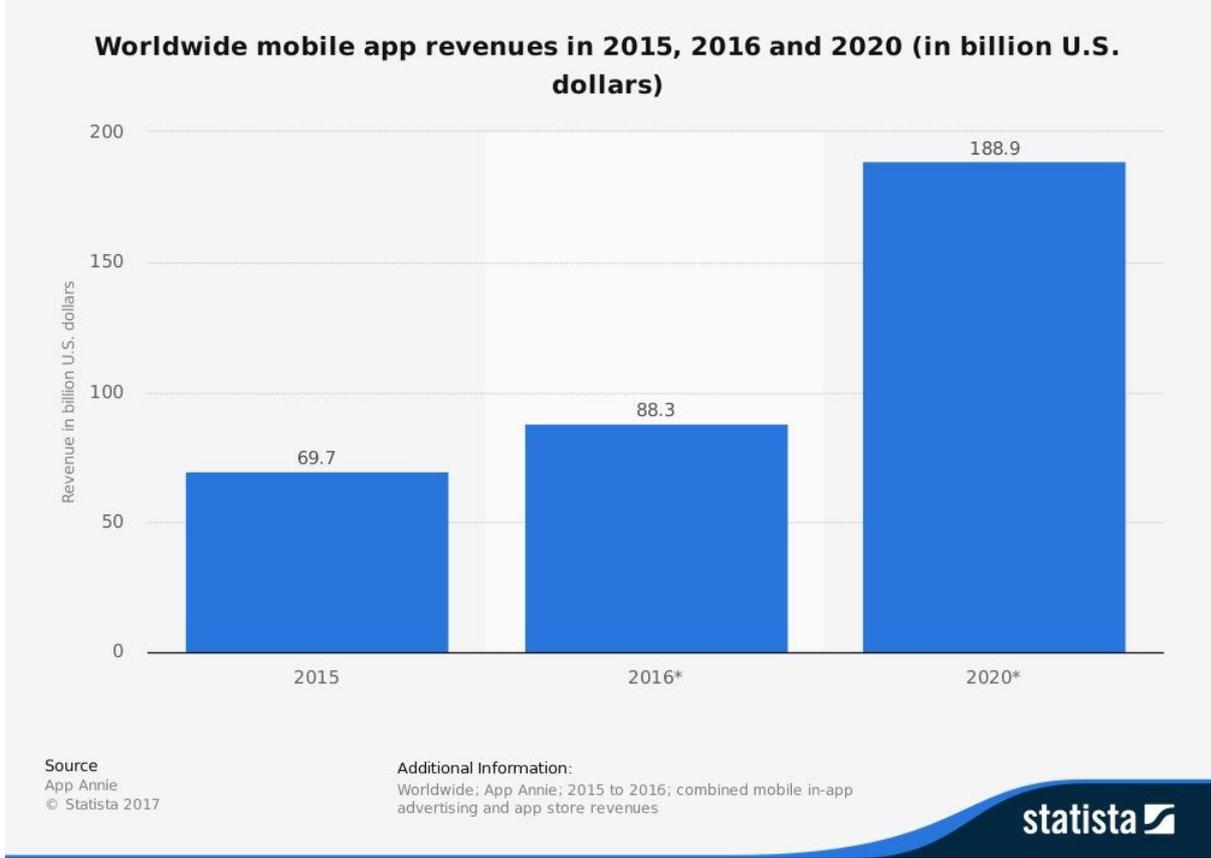
4.03 Virtual reality

Virtual reality is considered by many to be the technology of the future. What once existed only in the realm of science fiction has now found its real-life feasibility. While the technology is still young and developing, it will continue to be incorporated into many aspects of modern life. Nauta aims to orchestrate its introduction into the advertising and e-commerce worlds. Taking people from one place to another instantly, promising convenience and functionality, Nauta will realize this aspect of VR's potential.



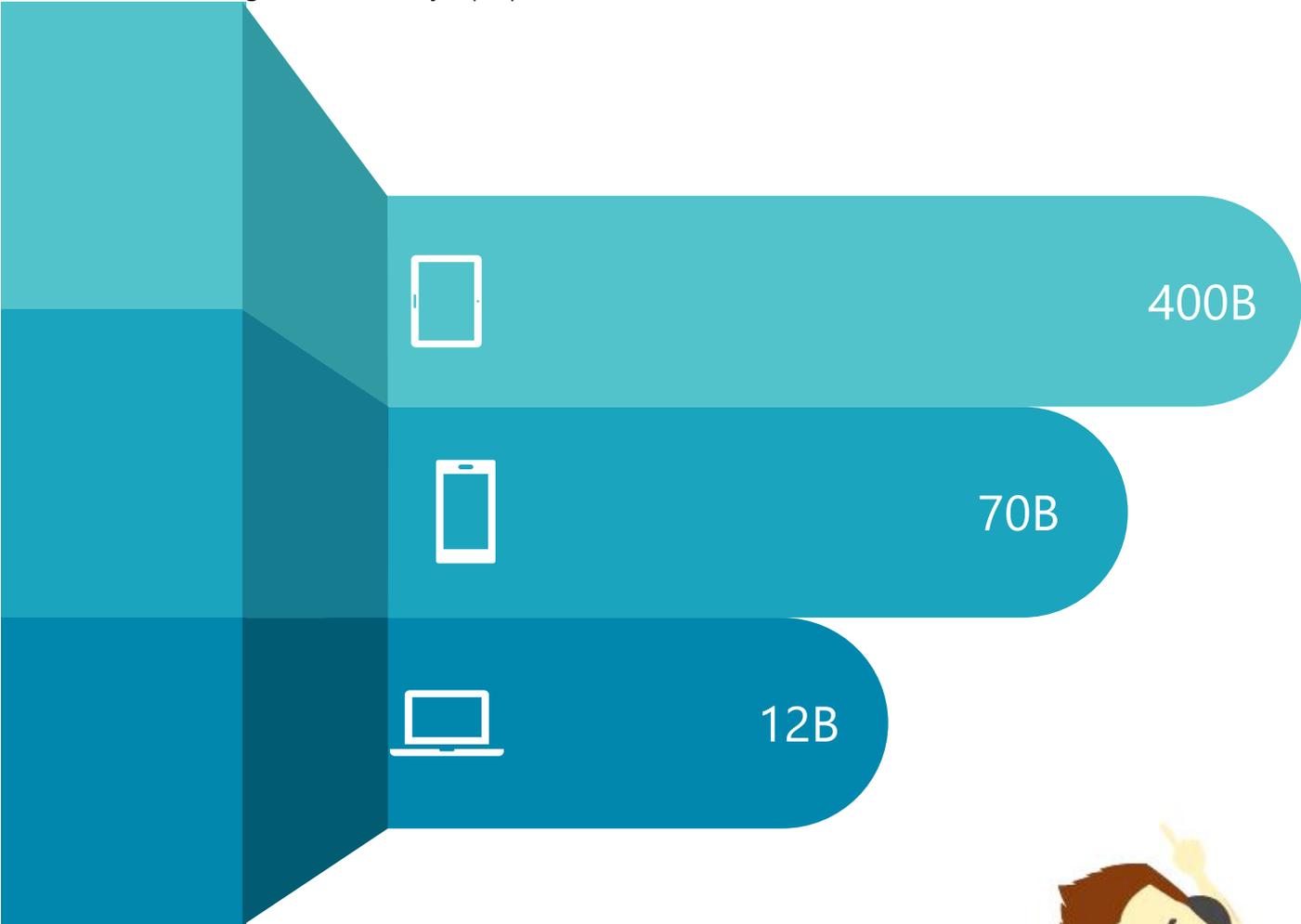
4.04 Mobile application

Mobile phones changed the fundamentals of how we reach and communicate with one another. Shortening the distances and connecting people from all around the globe. However, the technology has come a long way since its inception. It is no longer just a method of communication, but thanks to the internet, it has evolved into an information hub. Entertainment, information transfer, and explicit communication are now the embedded aspects of our lives. The next step in this evolution – as mobile phones became “smart” – was the mobile app industry. Providing a seamless interface, the mobile application caught the world by storm. Its convenience and efficacy across a wide range of domains made it appealing for users. The availability, simplicity, convenience, and affordability makes smartphones a great way to interact with users. From advertisement to banking, apps are everywhere. The figure below shows the exponential increase in the revenue of the mobile app industry, and the future projections for it.



4.05 Values

Each industry that Nauta is involved in, is evaluated in the billions of dollars. The figure below shows the values of the industries in which Nauta is involved. Therefore, Nauta is combining technologies worth **544** billion dollars. Just like with previous major financial events, there will be a time when the market will be consolidated. Only the tokens that have provide valuable utility and security will remain, just like Google, Snapchat, and Facebook emerged from the dot-com bubble. The veterans of the dot-com bubble are now major players in the industry. Because regardless of world events and investor caution, at the end of the day they held a true inherent value. And in a massive market that is only growing, Nauta can secure itself a spot among the future major players.



Nauta brings people together.

NZT lets them transact.



5. The solution

5.01 Proposition

Nauta is a unique and innovative platform that will bring together buyers and sellers in the property market. To ensure a successful launch of our platform, we partnered with many international real estate brokerages. This will ensure a marketplace ready to be exploited by users that will continue to grow and to thrive.

5.02 The problem

Sellers and renters of real estate face many challenges, the main one being the difficulty to showcase their properties. The most common method of finding a buyer is engaging a real estate agent or posting it in an online forum, which is expensive and offers limitations for exposing the property. In general, the more exposure a seller wants for their property the more they should spend. Nauta offers a solution by allowing both individuals and brokers to gain access to global markets. The cost is insignificant when compared with the potential reward. The reach of brokers will no longer be geographically determined as the global nature of the app supersedes the obstacle of distance.

Buyers are facing a different set of challenges, primarily revolving around access to information that is useful for making a decision. Buyers are forced to view and evaluate the properties from the limited images provided by current websites, giving them a very constrained perspective.

Moreover, while buyers may have a clear image in mind of what they are seeking, current alternatives bombard them with all market alternatives, resulting in information overload and less optimal decisions. Simply, they may get lost in the search process. Nauta's application and platform provides a clean and filtered environment, making the customers search process more targeted and, hence, more productive.

5.03 Users and partners

Our target users are private sellers that will benefit from the efficiency and the flexibility of Nauta, as well as brokers. Brokers can use the app to expand their global reach.

5.04 AirDrops

An “AirDrop” is an innovation in the cryptocurrency industry. AirDropping is the process of sending tokens to consumers when they engage in desirable behaviors – other than financial investment or commitment. Example behaviors include signing up for services, sharing information with other investors or downloading applications. Not requiring financial outlay drastically increases the exposure of the cryptocurrency and all its associated processes and platforms. In fact, AirDrops have the opposite effect on adoption: where a price being charged for an app may *reduce* its download rate (thanks to the law of demand), AirDrops for downloading an app will *increase* its download rate because the user gets a benefit – free tokens. The legislative opposition faced by ICO’s across the globe means that entrepreneurs have been searching for better and easier methods to launch their cryptocurrencies and associated ventures without giving their consumers more hurdles to jump over. AirDrops represent one such method, and Nauta intends to make full use of it.

The cryptocurrency market is a prime example of the market equilibrium established through the many transactions that occur between buyers and sellers. The larger the market for any good or service, the larger the demand over time – and for investors in these goods and services, the returns are correspondingly greater. The more we are able to increase the size and scope of Nauta’s market impact, the greater will be the value for Nauta users (through network effects) and the higher will be the return for our investors. Therefore Nauta intends to use AirDrops to speed the adoption process in order to capitalize more quickly on the self-reinforcing network externalities created by a large installed user base.

5.05 Process

There are various ways in which AirDrops are executed. The main one being “forks”. A fork is basically when a token is given out on a certain network of an already existing crypto. That kind of AirDropping is free. In return for distributing the tokens for free, providers create an instant market for their tokens. The most prominent example of a “fork AirDrop” is bitcoin cash. The problem with that model is that it will create an excess supply for no return which will encourage a market dump. Later, the market may or may not stabilize. Thus, little return is gained and higher risk is undertaken.

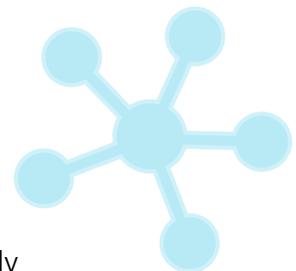
The second way to execute an AirDrop is to give out tokens in return for some desired behavior, such as likes, subscribes, shares, or follows. While these are effective and create an almost “viral” influence, it is difficult to keep track of and ensure the integrity of the consumers, and has limited effect on the consumers’ consequent actions in the ecosystem.

Inspired by these examples but recognizing their limitations, Nauta will go beyond them: we will create a new approach. By downloading and signing up for any of the Nauta network apps, a crypto wallet will be created. Within a certain supply and time limit, tokens will be AirDropped to these wallets so that early adopters will be provided higher rewards, the app will be downloaded at a higher rate and the ecosystem will expand quickly.

5.06 Benefits

There are many benefits associated with AirDrops.

- Providing incentives for users to join our network, growing it quickly
- Creating a large market that will provide immediate utility to users
- Increasing the popularity of the ICO
- Bypassing bureaucratic barriers, and reaching markets that might otherwise be inaccessible
- Educating consumers about our mission
- Increasing the demand for tokens, hence, increasing its price



The combination of all these benefits will provide the maximum reward for consumers and will work to ensure a return for early adopters and investors of the network.

The AirDrop will take place immediately following the ICO event, and before NZT is posted on a public exchange. This will inspire confidence, giving our initial investors a sense of security, satisfaction, and achievement. This will also generate further demand before going public. By doing so we will avoid any potential market dumps that might add volatility and slow growth.

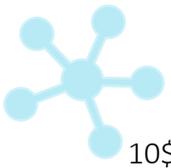
AirDrop is a relatively new development in the ICO world. So far AirDrops have shown great potential and yielded very high rewards. However, no other ICO has exploited it in a manner identical to what we propose. Our team believes that using the AirDrop method in the way we described, we will move ahead of the curve and, with our strong business model to support it, remain in a leading position.

5.07 Future AirDrops

While we allocated a specific amount of tokens and set a limited time frame for the initial AirDrop, there will be more AirDrops in the future. As previously discussed, there will not be only one app, but an entire network of apps, each focusing on their own markets. With each application launch, a round of AirDrop will also launch. This will allow us to quickly grow into different markets and generate further token price increases, securing our position in different markets and providing the maximum ROI for our investors.

5.08 AirDrop finance

The AirDrops will be supply and time-limited. For the initial round after the ICO 50,000,000 NZTs will be dedicated to AirDrops. Those will be granted for each wallet created in Nauta. Each wallet will be deposited with 10\$ worth of NZTs which means that just by downloading the initial application, users will make 10\$ in profit. This will be available for all users, and will not require KYC to be granted.



10\$ at the ICO price would equal 25NZTs. With a total supply of 50,000,000NZTs, selling out will provide the network with two million downloads. This, in turn, will add to the popularity and authenticity of the network, inspiring even further investors and users.

Once the users sign up and create a wallet the NZTs will be deposited. Users will be free to save or spend the AirDropped NZTs. As more markets are added to the network, users will have the options to spend the tokens for real services. In the likely chance of a price jump because of additional markets and exchanges, the NZTs will be worth more, generating further profit and attention.

For the future markets that will be added later, the amount to be AirDropped will be announced before each launch. Furthermore, the supply will be financed by the return of the tokens used to make purchases on the network itself, returning most of the supply back to the market and ensuring a constant steady movement in the market. This strategy will again provide a boost for each app launch, contributing positively to the value of the token as well as the network. Moreover, it will give investors events to look forward to, energizing them and the markets: with each app launch, AirDrop and market entry, Nauta will get closer to becoming a global standard.

5.09 Legal and KYC

Nauta is a free market network; NZT will not be controlled or restricted, as an AirDrop does not involve a token sale but, rather, a free handout. There are no restrictions from different countries and governments. Plus, KYC is not a requirement. Using the AirDrop feature, normal investors will be able to add further to their stack of NZTs, while investors in restricted areas such as China and the USA can simply download the apps, giving everyone everywhere an investment opportunity and a way of participating in the ecosystem.

Let's talk numbers.

6. Finance



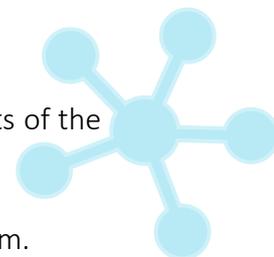
6.01 Private Presale

Typically, the earlier an investment is made in an enterprise, the higher is the relative risk borne by the investor. Moreover, as we will begin the private sale early – before a proof of concept has been acquired by our development team – an early investment adds further risk to the investing entity. Therefore, a private pre-sale will be designated for extremely early investors. A private pre-sale will compensate for the risk as *it will give a special undisclosed discounted price*. The initial step of financing is to sell a designated amount of tokens to private investors, limited to 50,000,000 million NZT, which will help to raise the critical amount necessary to get our message across to future outside investors. The money raised from this private sale will be directed towards PR and marketing communications. These funds will primarily come from investment bankers and other partners, such as real estate firms, as the tokens given in return for investment can be used for free advertisements on the network. This will give an incentive for early investors, as well as providing a rich library of real estate property listings for potential buyers.

6.02 Qualifications

The private pre-sale will only be open to investors that meet certain qualifications. We will primarily offer the pre-sale to entities such as investment banks, investment companies, brokerages and venture capitalist firms, rather than to individual investors. However, private individuals that believe in the project and wish to take part in the private pre-sale may join on a case-by-case basis, allowing certain conditions are met. The conditions to join the private pre-sale are as follows:

- Investors must be willing to invest \$10,000 or more.
- Investors must be willing to participate in a KYC.
- Sold tokens will be locked, and gradually released over the period of 6 months.



- Investors must be from unrestricted countries or match the legal requirements of the respective country.
- Investors wanting to join the private pre-sale must contact our investment team.

Because the designated supply for the private pre-sale is limited, matching all the qualifications does not guarantee a place in the private pre-sale. Prospective investors will undergo a thorough vetting process by our team to determine eligibility.

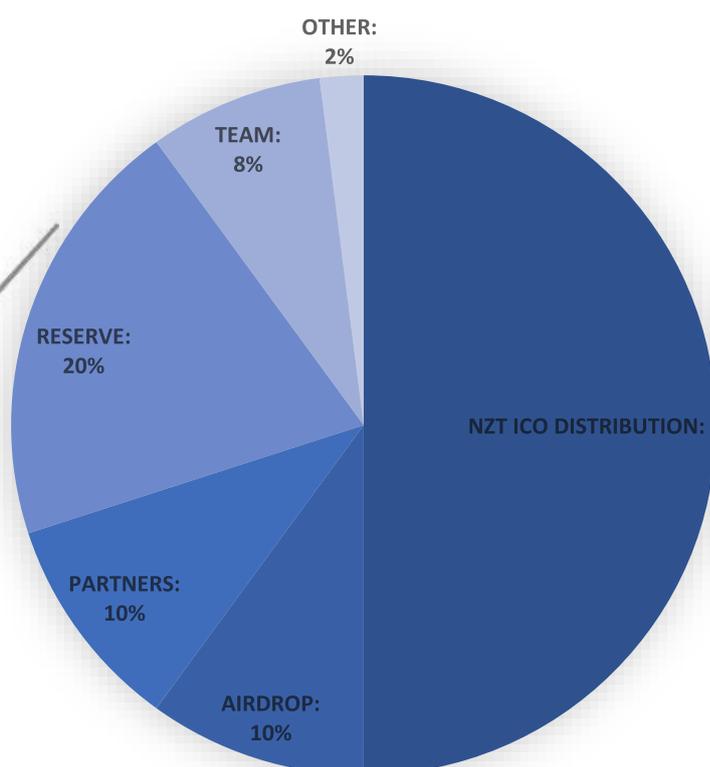
6.03 Benefits

Taking part in the exclusive pre-sale will offer the investors a set of unique benefits such as:

- Investors will receive a special discounted price.
- Investors will be ensured a spot in the private pre-sale.
- Other benefits (such as free advertising slots) may be available for large investors.
- Opportunity for very high ROI available because of the early investment discount.

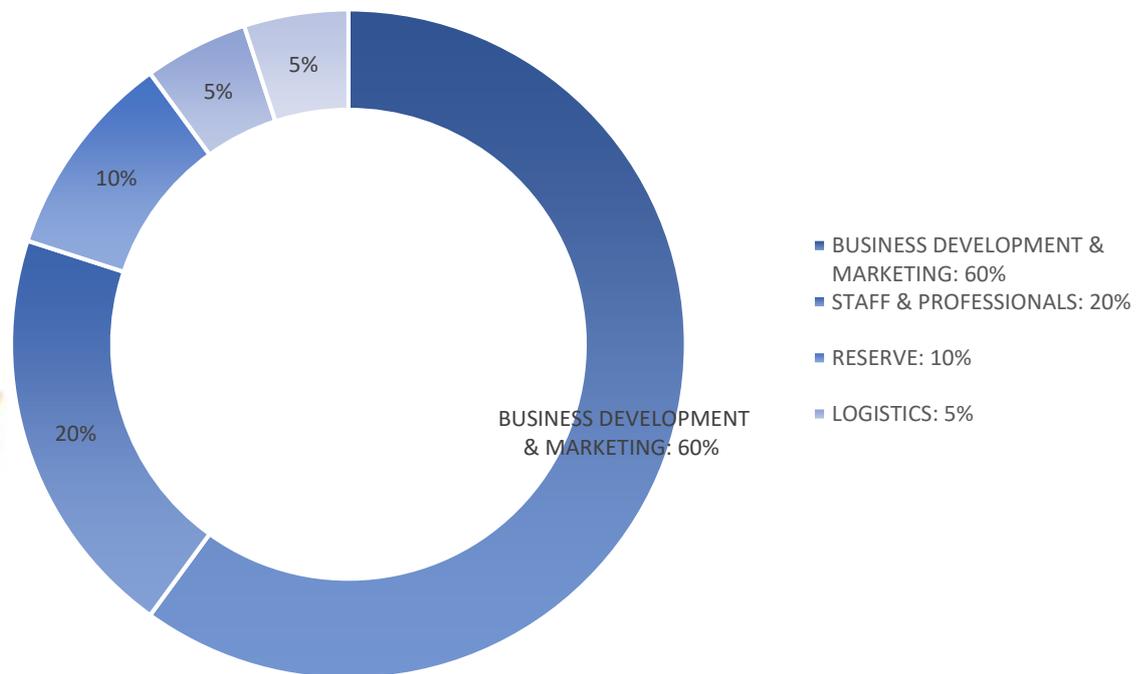
6.04 Distribution

The total supply of tokens will be 500 million. The tokens will be distributed in accordance with the chart below.



- 50% of the total supply will be sold to investors at the public pre-ICO and the at the public ICO.
- 10% of the total supply will be directed toward the AirDrops in the applications and the wallet. The AirDrop event will take place after the public sale is done.
- 10% will be offered to our partners, giving them a reward for their services, and ensuring future cooperation.
- 20% will be kept in reserve for any future demands, extra AirDrops, and partnerships. Keeping 20% in reserve for the initial months will dramatically reduce the circulating supply.
- 8% of the tokens will be offered to the team as incentive and reward for their work. However, to avoid any market dumps their tokens will also be locked.
- 2% will be directed to other expenses, such as a lack of tokens in other departments.

6.05 Raised capital:



The raised capital will provide the project with the funding for it to take off, ensuring the opportunity to earn high rewards for all parties involved. The figure above demonstrates the usage of that capital:

- 60% of the raised capital will go toward further developing, expanding, and improving the network, reaching more customers, and expanding into different markets.
- 20% will go into salaries, benefits and payments for executives, workers and 3rd parties
- 10% will remain in the bank as insurance against unforeseen circumstances.
- 5% will go toward operational expenses such as legal and licensing fees.
- 5% will be reserved for necessities in any other department.

6.06 ICO Pricing

The ICO will start at a low initial price and will gradually increase. As previously discussed, generally the earlier the investment the higher the risk. Therefore, it is essential that those who invested in the project early receive a higher reward. Furthermore, as we proceed further into the ICO and beyond, more milestones will be attained. This, in turn, will bring the network closer to the final product, e.g. by the end of the 2nd week of ICO the finished product will be unveiled. The more proof of concept there is the less risk there is. As the graph below shows the price will gradually increase, from 0.10\$ at the pre-ICO stage all the way to 0.20\$ by the final week of the sale. This large discount for early investors will provide an opportunity to make much higher returns.



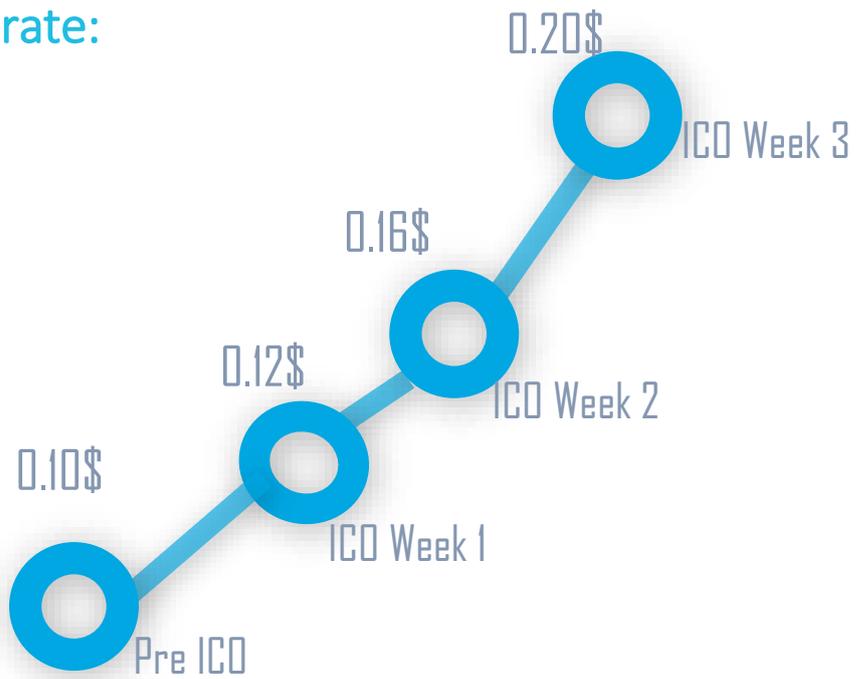
• Bonus rate:

• 0.00%

• 20.00%

• 40.00%

• 50%



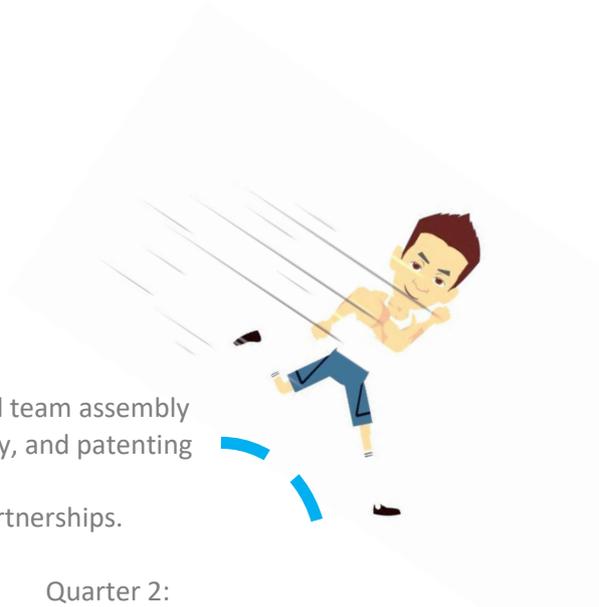
6.07 The Hard cap and Soft cap:

The hard cap is the capital to be raised by selling out 50% of the total supply. By reaching the hard cap, the project will be given the optimal capital needed to expand at an exponential rate, the network will reach a critical mass, and new applications will be released in a timely manner. This will allow the network access to more markets. [The hard cap is USD 35 million.](#)

On the other hand, the soft cap is the minimum funding target to be raised. The soft cap is essentially a safety net: the minimum amount the project can work with in order to continue operations and steadily continue progress toward its milestones. Reaching the soft cap will allow us to create a viable business model; however, it will be at a slower rate. [The soft cap is USD 3 million.](#)

*Nauta makes VR a reality. NZT
makes transactions easy.*

8. Market entry



2018

Quarter 1:

- Idea conceptualized and team assembly
- Legal team's consultancy, and patenting procedures initiation.
- Brokers' meeting for partnerships.

Quarter 3:

- Commencement of ICO weeks 1, 2 and 3 separated by a freeze.
- Official apps launched in ICO week 2.
- AirDrops
- Public Exchanges initiated

Quarter 2:

- App developers approached, app development started.
- Design and testing of the apps.
- Pre-ICO stage initiated, open to all.
- Beta version of apps launched online.

Quarter 4

- Public Exchanges
- Expansion into the American real estate market.

2019

Quarter 1:

- Nauta app launched.
- AirDrops for Nauta.

Quarter 3:

- Network expansion
- Apps enter more markets.

Quarter 2:

- Partnerships with other applications

Quarter 4:

- Launch of 3rd application
- AirDrops for 3rd application

2020

7.01 2018:

Quarter 1: The inception of any business begins with an idea and a planning phase. The idea was simple. To finally be able to use cryptocurrency for transactions, acquiring estates, land and other property. Therefore, before any action, a plan was constructed. A business model was formulated, and a marketing strategy was planned out (discussed later). Moreover, the possibility and feasibility of the implementation of the project was discussed.

The most important ingredient of our business plan was the brokers who were to put their property up for sale on the app. Therefore, the first step was to approach brokers for partnerships with our company. Brokers from Turkey, UK, UAE, and Cyprus were contacted to be given the chance to be potential sellers through our app. We acquired agreements with three different real estate agencies, and are still in pursuit of more.

Quarter 2: By quarter 2 it was certain that we had a wide range of brokers to enter the online real estate business. Keeping this in mind, we went ahead and approached mobile application developers. You could use this app as a buyer or seller, and accordingly, the application would cater to your needs. The application will also have a built-in wallet for easy access to UZT tokens. Therefore, the team worked in conjunction with the app developers to design and test the application. Following this, a Beta version of the app was produced.

By the end of the quarter, the pre-ICO stage will be initiated. This will be open to the public.

Quarter 3: This is when we really announce ourselves to the public. There will be three ICO weeks, weeks 1, 2 and 3. In week 1, our coin will be sold for 0.12USD, and this price will increase in the consecutive stages. Each week will be followed by an ICO freeze. Meanwhile, our app will launch during ICO week 2. One of our most important marketing strategies is the AirDrops. AirDrops provide free coins to every user of the app. To get an AirDrop, we will ask users to also signup for our Telegram account and follow our Twitter page. Apart from this, an extensive social media marketing will be conducted, with advertisements on Facebook and Google (including YouTube). We will also use our website, blogging and other online means to interact with our installed users and generate interest among potential users and investors. We expect

this to help spread the word about our app and coin. Furthermore, the public exchanges for the coin will also be initiated.

Quarter 4: Another application will be launched or partnered with. Also, a 2nd round of AirDrops will take place, as means to expand and advertise for the new platform.

7.01 2019:

Quarter 1: The second phase of our operations starts by launching our second app, tentatively named 'Nauto,' which adheres to the marketing of automobiles. The application uses the same basic ideas of the previous app, where the wallet is integrated with the app. Apart from advertisements on the previous app, AirDrops will be given to users for downloading this app. Advertisement strategies employed for the previous app will be adopted for Nauto.

Quarter 2: To move our company forward, we plan to build strategic partnerships with other businesses by the end of the 2nd quarter of 2019. The biggest advantages of this are recognition and a larger customer base. Another reason to form partnerships is to have a smooth transition to our plans in the following quarter which are based on network expansion. To achieve this goal, meetings with different businesses related to real estate and automobile shall be set up and a proposal for a strategic partnership will be presented.

Quarter 3: Our biggest goal for this quarter is to attempt to enter other markets in the world and further our plans to have a global footprint. Furthermore, we plan to expand our network within the markets we are already present in, not only having more partnerships with dealers and businesses in the real estate and automobile areas. Through our partnerships, we expect to reach a wider marketplace and attract more users for our apps and coins, and more businesses to collaborate with.

Quarter 4: By this time, we plan to enter other markets and expand our customer base. Another application will be launched by the end of this quarter, mirroring our initial launching market entry strategy. Further AirDrops will be made to stimulate downloads and usage of this application. Each step leads to another market that uses our coin, which further expands the ecosystem and adds to the value of NZT tokens.

Nauta is the future.

NZT is for all.

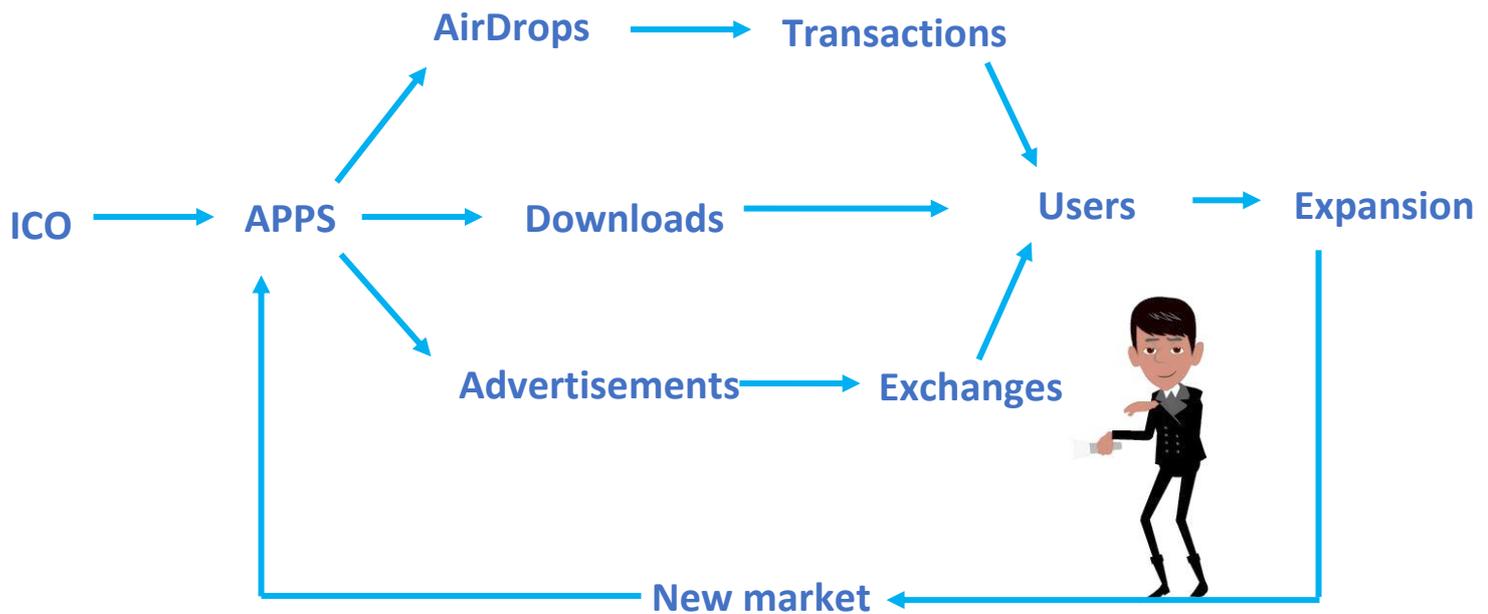
8. Market entry

8.01 Key Success Factors

In the business world, and especially when it comes to cryptocurrencies, first impressions are very important. How we enter the market, and how we appear to our investors, will help determine our chances of success. In an ideal situation cryptocurrency benefit from being traded on the most popular exchanges; however, it is easier said than done. On the other hand, being presented on an unpopular exchange can hinder the market trust in NZT. There are many examples of good quality tokens not reaching their potential because they were not presented on a popular exchange, and hence failed to reach a wide range of investors. While there are other factors that will determine the success chances of the network as a whole, availability and exposure are the key success factors. Being international, connecting buyers and sellers from all around the world is the only way to achieve the full potential of the network, token, and applications.

8.02 Steps

ICO: After the ICO is done, the process of entering the market will begin. The figure above demonstrates the chain of steps to be taken. This process will be funded by the money raised from the ICO. The ICO will provide Nauta with some exposure; However, the period after the ICO ends is a crucial one. As more investors join the network, they will expect to see further development. Following those steps, and reaching a wider target, will provide the desired return to the investors. This will accredit the network with further trust and authenticity.



APPS: As previously stated, we will release the first app by the end of the 2nd week of the ICO. Once the APP is released, customers from all around the world will be able to download the application. This will inspire further confidence, and it will allow the customer to start advertising and shopping for their properties. Once the application is available to the public, it will be time to get the word out. The higher the number of downloads, and daily users, the stronger the network will be. This again will attract more users; the more users the network accumulates the more will be able attracted to it, like the snowball effect. We will advertise for the network through three methods simultaneously: AirDrops, exchanges, and online network/social media advertising.

AirDrops: The AirDrops will encourage users to download the app. This will increase the number of downloads, customers, and daily users. As a result, there will be more exposure for users advertising their properties on the app. And so, more users would want to advertise their properties.

Exchanges: While the ICO is active, the NZT team will be actively seeking, and applying to get NZT listed on a public exchange. Nauta will not commit the fatal mistake that every ICO does. NZT will not start by getting listed on a mediocre, or below average exchange. Most ICOs seek exchanges that are easy to get listed on; however, NZT will not do that. Getting listed on a bad network will only cause a massive market dump. In turn, the token will be devalued, the network will fall out of favor, the consumer will lose confidence, and the network will suffer.

Advertising: a huge portion of the money used at the ICO will be used to advertise for the token and the application. By getting the word out via social media, television, and sponsorship, Nauta will attract more customers and sellers ever more expanding the network. Also, the advertisement team will actively seek out famous and reputable, real estate agencies. By offering those agencies discounted advertisement slots, they will get the word out and add more users to the network.

Download & Users: Using the previous methods, the number of users and downloads will increase.

Transactions: If performed correctly, the increasing number of users and downloads will cause the number of transactions to also increase. The increase in the number of transactions will perpetuate the price and the reputation of the token. The price increase will deliver the return to the investors. Also, it will increase the exposure for the users which will offer the buyers a variety of offers, and offer the sellers a wider range of customers.

Expansion: The increasing popularity of the network, will allow it to reach a wider market. This will put the network in the position required for it to expand into further markets. The expansion will allow the token holders to exchange it for a variety of services. By expanding the spectrum of usability, the demand will constantly increase which will exponentially increase the price of the token. Expanding into the different market will add to the legitimacy of the network and token.

New markets: entering a new market is not an easy task, yet it can promise a great return to the network, the consumer, and the investors. Furthermore, it is essential to avoid a market stagnation, or even worse, a market dump. The network will release another application related to automobiles six months after NZT goes public, and will also partner with another application currently undergoing development.

Full circle: One application at a time, the network will further expand into the different market. With each new release, the team will follow the same successful approach – refining earlier ones to adopt best practices. By committing to the most successful market entry model, the team will be able to ensure constant improvement and development. From one market to another, with each new venture, further confidence and legitimacy are acquired by the network.

*Get to know the Nauta
family.*

Taha Ozcan (CEO)

Taha Ozcan is a crypto expert. He received his education at METU. He then proceeded to study and invest in the world of crypto currency and blockchain. He is the visionary entrepreneur that assembled the team and conceived Nauta. Mr. Ozcan had done an internship at google where he learned the necessary skills to survive and thrive in the tech world. Because of his shrewd venture capitalist spirit, and his extensive understanding of the market and the ICO, Mr. Ozcan has been able to make 1500% profit on his initial crypto investment in a matter of two months. Providing the project with the necessary capital and initial funding.



Carter Mandrik (CMO)

Carter is a seasoned marketing professional with over 20 years of successful practice as a marketing director and marketing educator around the world. After completing an MBA from Rennselaer Polytechnic Institute, he served as marketing director for startups in the high-tech automotive industry and B2B distribution. After getting a PhD in marketing at Virginia Tech he taught at Koc University, Turkey's most prestigious private university before heading up Turkey's largest dairy company, Sutas A.S., as marketing director. Since 2010 he has been teaching marketing and business strategy at Middle East Technical University in Northern Cyprus, meanwhile maintaining his business and marketing consulting practice. Carter specializes in business strategy, marketing research, brand strategy and marketing communications, with particular experience in FMCG markets, startups and high-tech/innovation management. His spare time is spent reaching new heights while rock climbing and exploring the depths while free diving.



Savva Pistolas (COO)

Savva handles all overseas operations to keep investors and partners up to date. Savva is a cryptocurrency advocate and enthusiast who's up until recently managed crypto portfolios for a small personal array of clients. His intuitive understanding of the blockchain and associated technologies arose from personal interest and this guarantees that communication through Savva is never simply a message passed on here or there – it's informed and engaging. He's an experienced casual and semi-professional investor and political advocate for the wonder of crypto-technology in lowering barriers for trade and commerce across the world.



Dennis Bek (CIO)

Dennis is an Entrepreneur, a Leather Specialist, a former Marketing Executive, a Tourism Professional, and an Engineering Student. Dennis was the manager at Dikmen Hotel from a young age. He also worked as a sale officer in Internationally exporting company Dennis Leather ltd. As an intern. His experiences included the following: Investment, managing, organizing, closing, communication, and public relations. He graduated from college at a young age, and was admitted into Middle East Technical University where he is currently studying petroleum engineering. He possesses More than a dozen educational certificates of achievement, and 5 different certificates in different sports with 6 medals in total. He worked as a Lifeguard in Turkey and Netherland. He is fluent in Russian, English and Turkish. He also spent most of his life travelling and accumulating business



9.02 Marketing team:



Flora Saurin: Project Manager



Sam Raza: Graphic Designer



Simay Leblebici: Marketing assistant



Musad AlFar: Social Media Director



Ceren Erdogan: Marketing assistant

9.03 Investment team:



Elif Ugur: Investment

Elif Ugur is an entrepreneur, Public relations expert, Investment specialist and an Honour Engineering Student. Ugur is also running her family Russia-based company “Barbecue”, In addition to her position in Nauta Technologies. Ugur brings deep experiences in organizing, marketing, planning job essentials and managing to our firm.



Sebastian Caro: Investment Officer

Julius and Sebastian, are accomplished partners. Sebastian is an accomplished philanthropist, with many successful businesses, in Colombia. While Julius is a consultant for a major conglomerate in the Dubai. The partners saw potential early on in Nauta, and decided to climb on board. Their vast knowledge and experience will add a great deal to Nauta and Its partners.



Julius Gruener: Investment Officer

*Nauta Legal and crowd
sale.*

Read before investing. This section will discuss the risks involved in investing, investors are highly advice to carefully read and understand entirely before investing. The purpose behind this white paper is to elaborate and inform on the project NZT. It contains the business plan, the business model, value proposition, and customer's acquisition. The information set forth below may be changed for any reason, may not be exhaustive and does not imply any elements of a contractual relationship. The sale and purchase of NZT tokens is governed by the Terms of Sale available on the NZT website.

If you are in any doubt as to the action you should take, you should consult your legal, financial, tax or other professional advisor(s) and immediately navigate away from the NZT website and do not contribute to the development of NZT.

This whitepaper does not purport to be all-inclusive or contain all information that you may desire in examining the project. This whitepaper's sole purpose is to provide relevant and reasonable information to you for you to determine whether to undertake a thorough analysis of the project and the company with the intent of acquiring NZT tokens. PURCHASE OF NZT TOKENS INVOLVES A HIGH DEGREE OF RISK, AND YOU SHOULD NOT SPEND ANY FUNDS IN THIS CROWDSALE UNLESS YOU CAN AFFORD TO LOSE YOUR ENTIRE AMOUNT SPENT. Please refer to the Terms of Sale for a more comprehensive list of possible risks concerning the NZT token purchase. All information and content provided in this whitepaper is to be used on an "as is" basis. In deciding to purchase NZT tokens, you must rely on your own examination of the project and the terms thereof, including the merits and all different risks involved. Prior to deciding regarding the purchase of NZT tokens, you should consult your legal, financial, tax or other professional advisor(s), as to all matters concerning this purchase, and carefully review and consider this entire whitepaper. You and other prospective token purchasers are encouraged to ask questions about NZT, its business and the Terms of Sale of the crowd sale, and to request such data as may be necessary to enable you to make an informed purchase decision.

Nothing in this whitepaper, on the NZT website or in the Terms of Sale will be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. If you decide to purchase NZT tokens, please note that your purchase does not involve the exchange of cryptocurrencies for any form of securities, investment units and/or form of ordinary or other shares in NZT or any other company. Furthermore, you as an NZT token holder do not receive any form of dividend or other revenue right that is guaranteed or participate in profit sharing scheme nor receive any right of ownership in NZT Ltd. or any right to participate in the management of Nauta LLC. It is for these reasons that we believe that NZT tokens are not securities and may be purchased by anyone. If you determine that NZT tokens may constitute securities subject to regulation in any country, we strongly advise you not to acquire them and suggest you immediately notify us of the possible risks. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction that are designed to protect investors.

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The law in certain jurisdictions may restrict or limit the sale and purchase of NZT tokens. These jurisdictions include but are not limited to Canada, People's Republic of China, Singapore, South Korea and the United States of America (including Puerto Rico, the U.S. Virgin Islands or any other US territories). The NZT tokens are not being offered or distributed to, as well as cannot be resold or otherwise alienated by their holders to, citizens of, natural and legal persons, having their habitual residence, location or their seat of incorporation in the country or territory listed above or where transactions with digital tokens are prohibited or in any manner restricted by applicable laws or regulations. If such restricted person purchases NZT tokens, such restricted person has done so on an unlawful, unauthorized and fraudulent basis and in this regard, will bear negative consequences. Aforesaid persons that participate in the fundraiser by providing false information about their

citizenship, residency place and nationality, will breach the Terms of Sale of NZT tokens and would entitle NZT to request such persons to compensate any damages and/or losses suffered due to this violation. You agree that you purchase, receive and hold the NZT tokens at your own risk and that NZT tokens are provided on an 'as is' basis without warranties of any kind, either express or implied. It is your responsibility to determine if you are legally allowed to purchase NZT tokens in your jurisdiction and whether you can then resell NZT tokens to another purchaser in any given jurisdiction. You bear the sole responsibility for determining or assessing the tax implications of your participation in the crowd sale, purchasing, or receiving and holding NZT tokens in all respects and in any relevant jurisdiction. You represent and warrant to us that the contributed funds do not derive from any illegal activity and allow us appropriate Anti-Money Laundering (AML) Checks. You understand and accept that we may at any time and without any explanation reject any contribution based on simple suspicion that the funds derive from illegal acts or that AML regulation was not honored.

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