

# Beryl

## A Next Generation Native App For Online Dating

White Paper

### Contents

Overview.....	3
---------------	---

The Product.....	5
Known problems with current dating apps.....	5
The Beryl vision.....	7
Gamification .....	8
Beryl Tokens (Beryls).....	9
Why Blockchain.....	9
Usage.....	9
Sustainable ecosystem.....	10
Roadmap and Milestones.....	11
The Team.....	12
Token Sale Details.....	13
Tokens calculation .....	13
Tokens distribution .....	13
Usage of collected funds.....	14
REPRESENTATIONS AND WARRANTIES BY YOU.....	15
CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS.....	16
NO ADVICE.....	18
RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION.....	18
NO OFFER OF SECURITIES OR REGISTRATION.....	19
RISKS AND UNCERTAINTIES.....	19

# Overview

Dating is a game, old as life itself. Nowadays, we live in a fast-paced society, using modern technology and particularly its mobile aspect to the extreme. It is quite expected that dates, the process of looking for dates and the whole dating game went online to a great extent.

Beryl is a native app designed as a new generation online dating product. A key aspect in its functionality and user attractiveness is the usage of beryl tokens (beryls), which are ERC20 compatible tokens based on Ethereum. The Beryl app targets an industry that is rapidly growing in recent years.

Plenty of different sites and applications have been designed in order to cater for the needs of people trying to play the dating game. Every product operating in this area strives to be unique and different, but quite often they just copy one another. As a result, the user base keeps switching apps, trying to get what they need, but rarely able to do so.

Online dating app users are different in many aspects, but studies show that on the whole, the share of people using such apps is increasing for all types and groups. In 2017, around 22% of young people between 18 and 24 have used a mobile dating app, compared to just 5% only two years earlier. This is an increase of nearly 400%. Moreover, studies show that 55- to 64-year-olds are also interested in online dating, and around 12% have tried it, which is double compared to the 6% reported in 2013. A survey organized by *The Sun* indicates that almost half the British single adults have [never asked a date out in person](#), and 46% have never broken up with anyone in person. According to another recent survey of dating site users, 66% of US singles used online dating to [expand their dating pool](#). The number of users in the online dating segment is expected to reach 330 million by 2022. Dating apps become the new trend and the new standard.

This gives rise to a massive industry, and a main reason for that is the advance of mobile technology that guides and shapes the industry. In 2017, online dating generated a revenue of \$3 billion for US companies alone.

Beryl's goal is to position itself on the online dating market by making use of a new concept of what people are looking for in such apps and avoiding the mistakes of similar products.

# The Product

Beryl application would be a next generation dating application. Gamification, new concept for the design and the user experience, the usage of the beryl tokens will be the major factors for building the Beryl dating app.

## Known problems with current dating apps

The majority of current online dating applications and sites contain specific functionality that often drives away users by being too complex, too simplistic, or just not what people need and are looking for in such products.

There isn't a single app that satisfies all users' needs, which naturally decreases the apps' potential usage and respectively lowers the number of people willing to use them.

A common mistake is that most apps target only men or only women. In this way there is not a large enough pool for both parties, which results in frustration due to the limited choice.

Apart from the gender attractiveness of the applications, there is a serious issue with the age of their potential users. In a normal and properly functioning ecosystem of such kind, not only there should be an approximately equal number of men and women, but also they should be equally split in terms of their age preferences. What we see nowadays is, the majority of men using online dating apps range from 20 to 30, while the majority of women users are usually above 30 years old. This poses a serious threat to the sustainability of the model, pushing people away.

Another problem has to do with the level of interest one can show by means of such dating apps. Imagine finding someone you really like, and then realizing there isn't a suitable way to express your interest in that someone. Most of the apps allow you to "like" them, which the other side can or cannot see at all. And even if they see it, they might not be too impressed, as the act of "liking" is nothing special, sometimes lacking any appeal. As a result, you as a user almost find what you were looking for, but can't go to the next level as there is no way for you to express your increasing interest.

Sometimes people start using online dating apps in a way that was not originally intended by the app creators. This could give the app a bad reputation, and the people using it could be called inappropriate, even offensive names. Naturally, these people would react in various ways. They could try to hide their association with the app, not revealing their identity, they would alter and hide themselves in the profile pictures, they would keep it a secret from their friends that they use the app. There are many ways to react to this bad reputation, but none of them helpful. Even worse: the situation makes people feel uncomfortable, nervous and guilty, and undermines their self-esteem. All things you do not want your app users to experience.

Spamming and even abusive behavior is another reason why the online dating market is far from being fully developed and utilized. Getting all kinds of strange messages, having your smart phone vibrate and beep all the time, any time of the day and night, can be incredibly annoying. On top of that, most messages have nothing to do with your direct goal in using the dating app – making contact with other people, but could be simply marketing messages, pushy invitations for subscription and so on.

Spamming can even go to the next level, involving a misleading strategy. Some apps send you messages implying that someone wants to chat or connect with you, when in reality the other person has no such intentions. This gives users only a short adrenaline rush that turns to bitter disappointment when they finally realize these are just fishy messages generated by the system, and not real activity from another person on the site.

User interface and user experience is another major topic that should not be overlooked. Most online dating sites and apps use old technology which cannot answer to and satisfy the demand of today's mobile device consumers. Slow response rate and clumsy visual elements are not rare on the market. Then there is the level of complexity required in order to use the app. Some sites and apps require filling a questionnaire with dozens, sometimes even hundreds of questions and topics, on registration. They pretend to profile you more accurately, but usually the result is people running away from these apps or feeling overwhelmed by something that is supposed to be fun and not yet another job to do. On the other hand, there are apps and sites that try to avoid the above mistake, but they go so far in the opposite direction that another harm is done. The segmentation of the users becomes so

poor that each user loses their ability to be different and to stand out from the rest. As a result, the searches performed in these apps give such generic output, with so many results, that it is quite hard to find and reach out to the person you are really looking for.

Another example of overdoing things is apps choosing too fancy interfaces, which makes user interaction with the product and its UI quite hard. Using touchscreen-based technology makes it quite easy for a person to tap or swipe in the wrong direction, and then your special one is gone. This results in a two-fold negative response towards the app – firstly, it leaves the impression of a badly designed app and a poorly done job, and secondly, the suspicion arises that this error-prone behavior is designed on purpose, as it prompts you to pay for the premium version, advertised as not so error-prone.

## The Beryl vision

With Beryl we aim to make use of these exposed and known problems and provide solutions that will prevent any unpleasant experience when people use our dating app. Fun, the opportunity to express yourself in the best possible way, joy of the dating game and providing something interesting for everyone, will be the foundations of the Beryl app.

The possibility to approach the other and show your genuine interest in them is a key factor. Simply swiping right and hoping that they will see you, and then swipe right in return, is not enough. Our app will allow you to approach other people in a way that is not unwanted and intrusive, but will certainly make an impact and a positive impression. Beryl tokens will play a big part in that.

The interface will not only allow you to define what exactly you are looking for on the site, but it will also make sure that you are well-matched so that you meet and communicate with people who have the same goal in using the app as you. This is extremely important in order to avoid matching two people who have entirely different opinions on the type of relationship they are looking for. This will be achieved by a set of filters, some of them part of the UI for the users to interact with, others hidden and following the basic logic of the app. You get what you see: that is among our main goals.

There will be no fake messages pushed to the users, misleading them that something thrilling is happening, only to realize later that this is not the case. There will be no useless, meaningless spam in the form of messages, notifications and pop-ups that add no value to the user experience, but just try to promote certain aspects of the app.

The Beryl app will put special effort into maintaining a healthy ecosystem based on approximately equal numbers of male and female users. Focusing on the interests of both parties is a key to keeping people interested in the app and making them feel it is real fun. It gives them a reason to open it on a daily basis, having positive expectations for their interaction with the app and the other users.

## Gamification

Games already connect people in more than one way. There are thousands of examples of people meeting online, while playing games, and then their relationship turning into something bigger. Combining this essential aspect of games, their ability to bring people together, with an online dating application will create a market and a product of a new kind, unlocking all kinds of possibilities.

One of the fundamentals of the Beryl app will be gamification. Most features in the app will be designed as some form of game. The users will play against each other and against the application. Studies show that playing games is a massive, irreplaceable part of human evolution that dramatically increases our abilities to improve, learn, work, socialize – basically everything. Game is the form of interaction that brings out the best in people, enhancing their achievements in every area and at the same time bringing joy, excitement and pure fun.

Since gaming is an industry in its own right, there are many valuable lessons, features and incentives that can be directly borrowed from that industry and applied to online dating applications. Features that will keep the user returning to the app on a daily basis, such as small and interesting missions and quests dedicated to the purpose of the Beryl app: online dating, finding persons with similar interests, meeting them and having fun together.



# Beryl Tokens (Beryls)

Beryl token will be built as an ERC20 token on the Ethereum blockchain and its purpose will be to be used to unlock certain features within the Beryl App.

## Why Blockchain

We truly believe that Blockchain is a wonderful technology, destined to reshape the existing markets, business models and the way IT develops in the future.

However, “blockchain” recently became one of the newest and heavily used buzz-words.

There is tremendous interest in Blockchain technology, to the extent that everyone is trying to incorporate it in some way. Unfortunately this way is usually completely irrelevant to the blockchain itself and people get confused, even mislead, about the purpose of the project, the way blockchains are involved and the reason why they are needed. We have practically everything “on the blockchain”, even “bananas on the blockchain”.

We on the Beryl team want to separate ourselves from all that noise in the crypto community and to explain in a very direct and transparent way what we are doing and why. Simply put, we would like to take advantage of the blockchain by integrating it into a basic, easy-to-understand business model and idea such as online dating, something everyone has either experienced or at least know of.

## Usage

Most applications use some kind of internal items as gifts that are being exchanged between people. The truth is, such items (coins, gold, flowers, etc.) are pretty useless, and sending them simply shows lack of imagination. Instead of bringing you to the attention of the other person, you will be considered boring and annoying. The reason is that these items are purely fictitious and hold no value in the outside world. Our concept is to use our own beryls as an alternative to these items. The fact that they will have real value completely changes the gesture of sending beryls to another person. The opportunity to gift beryls achieves two goals at the same time. First, it shows real interest and readiness for a certain level of commitment

on part of the person sending them. And second, the person receiving them can actually use them.

There will be several ways to use the beryls, depending on the users' preferences. The first way is for the person to withdraw the beryls to their own wallet. Having direct access to beryls is a significant benefit for the people.

The second way is for the person to use beryls in the Beryl app directly. They will be able to send them to another person. Also, and more importantly, at some point we are planning to introduce an internal gift shop where users can exchange their beryls for items. In this way the beryls will be fully utilized.

Beryl's main purpose as a utility token will be to unlock certain premium set of features in the app. While the standard operations inside the app will be available to the users not by the means of using beryls, the premium features within the app will be accessible mostly through beryls only.

## Sustainable ecosystem

In this way, the beryls will have a solid meaning inside the app, which will help expand the app ecosystem and will make it sustainable. On the other hand, the usage of beryls inside the app will have a massive, positive effect on the beryl token.

# Roadmap and Milestones

The milestones will reflect the progress of the Token Sale campaign. The major elements of the Beryl dating app that will utilize the funds are development and marketing. Based on the funds collected during the campaign, the Beryl dating app will contain some or all of the following:

- iOS app
- Android app
- Premium features
- Premium features based on beryls
- Rewards for real-life activities
- Gift shop
- Token-based gifts
- Marketing in 3 countries
- Marketing in 10 countries
- Marketing in 25 countries



# The Team

## **Dobromir Boyadzhiev**

Cryptocurrency trader and investor since 2013, an influencer in the crypto community. Has years of senior management experience and massive knowledge and understanding of payments and gaming operations. Part of an extensive B2B network in E-commerce, PSPs, gambling.

## **Aleksandar Dimitrov**

Product and project expert with more than 15 years of professional experience, mainly in the areas of gaming and gambling. Has in-depth knowledge of designing and implementing a product from scratch. Places heavy emphasis on UI and UX, putting users' interests and satisfaction first. Taken every possible position in the corporate chain from developer to business analyst to Head of Product and PMO.

## **Tihomir Tomov**

A complete professional in the gaming area with almost 10 years of experience. Possesses very solid technical knowledge and extensive architectural experience. Also has great expertise in different departments essential for any online business, such as Development, Product, Marketing, Business Intelligence, Business Development. Assumed a leading role in every endeavor he's undertaken.

## **Blagomir Petrov**

Company owner with 18 years of experience in the IT and Development fields providing steady and complex working solutions for multiple industries and markets. Extremely knowledgeable in establishing and maintaining new operations and start-up companies. His leadership has proven to be a decisive factor for the success of any business he is involved with.

# Token Sale Details

## Tokens calculation

The Token Sale campaign will be followed by a two-week audit period to review the contributions. Once the audit has successfully passed, we'll issue the beryl tokens and send them to the ETH addresses provided by the Token Sale contributors.

The total number of tokens will be calculated based on the following formula:

**Total number of beryl tokens to be issued** =  $(\text{Number of contributed BTC}) * 1150000 + (\text{Number of contributed ETH}) * 70000$

## Tokens distribution

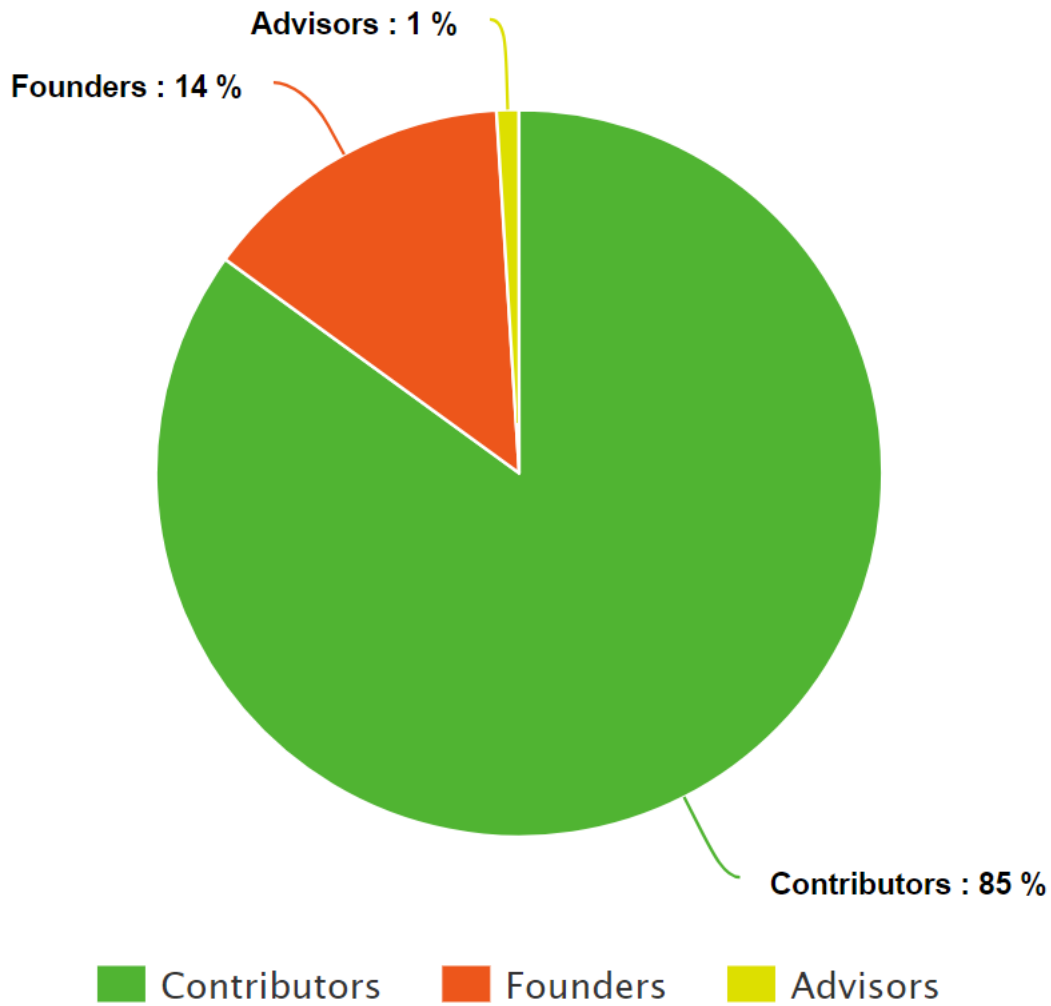
The total number of beryl tokens issued after the Token Sale is over will be split between three main groups:

- The people who have contributed during the Token Sale campaign, a.k.a. “the contributors”
- The founders
- The advisors

Exact numbers with a visual representation are given below.

The beryl tokens, which will be dedicated to the founders will have a vesting period of six months. During this time the founders will not trade their beryl tokens.

Beryls Distribution



## Usage of collected funds

The usage of the funds and their allocation during the lifecycle of the project depends mainly on the amount of collected funds. In case during the Token Sale campaign a smaller amount of distributions has been raised, we envision development costs and marketing costs to be in relatively similar proportions of 50% to 50%. In case during the Token Sale campaign a greater amount of distributions has been raised, the ratio will most likely be 70% to 30% (up to 80% to 20%) in favor of marketing costs, as popularization of the Beryl app will be the key factor to its success.

# REPRESENTATIONS AND WARRANTIES BY YOU

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant as follows:

You agree and acknowledge that the beryl tokens do not constitute securities in any form in any jurisdiction;

You agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;

You agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;

You agree and acknowledge that this Whitepaper, the undertaking and/or the completion of Beryl Token Sale, or future trading of beryl tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of Beryl, the beryl tokens, the Beryl Token Sale (each as referred to in this Whitepaper);

The distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to Beryl Company;

You agree and acknowledge that in the case where you wish to purchase any beryl tokens, the beryl tokens are not to be construed, interpreted, classified or treated as: (i) any kind of

currency other than cryptocurrency; (ii) debentures, stocks or shares issued by any person or entity; (iii) rights, options or derivatives in respect of such debentures, stocks or shares; (iv) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss; (v) units in a collective investment scheme; (vi) units in a business trust; (vii) derivatives of units in a business trust; (viii) any other security or class of securities;

You are fully aware of and understand that you are not eligible to purchase any beryl tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore, China, Canada, South Korea;

You have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;

You are fully aware and understand that in the case where you wish to purchase any beryl tokens, there are risks associated with Beryl App and its respective business and operations, the beryl tokens, the Beryl Token Sale (each as referred to in the Whitepaper);

You agree and acknowledge that Beryl Company is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and all of the above representations and warranties are true, complete, accurate and no misleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

## CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by Beryl Co or its respective directors, executive officers or employees acting on behalf of Beryl Co (as the case may be),



that are not statements of historical fact, constitute “forward-looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “possible”, “probable”, “project”, “should”, “would”, “will” or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding Beryl Company’s financial position, business strategies, plans and appraisals of the industry which Beryl is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to Beryl Company’s revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding Beryl are matters that are not historic facts, but only predictions. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of Beryl Company to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others: (a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which Beryl Company conducts its respective businesses and operations; (b) the risk that Beryl Company may be unable to execute or implement their respective business strategies and future plans; (c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies; (d) changes in the anticipated growth strategies and expected internal growth of Beryl; (e) changes in the availability and fees payable to Beryl in connection with their respective businesses and operations; (f) changes in the availability and salaries of employees who are required by Beryl to operate their respective businesses and operations; (g) changes in preferences of customers of Beryl; (h) changes in competitive conditions under which Beryl operate, and the ability of Beryl to compete under such conditions; (i) changes in the future capital needs of Beryl Company and the availability of financing and capital to fund such needs; (j) war or acts of international or domestic terrorism; (k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of Beryl; (l) other factors beyond the control of Beryl Company; and (m) any risk and uncertainties associated with Beryl Company and their businesses and operations, the Beryl tokens, the Beryl Token Sale (each as referred to in the Whitepaper). All forward-

looking statements made by or attributable to Beryl or persons acting on behalf of Beryl are expressly qualified their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of Beryl to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.

Neither Beryl Company, nor any other person represent warrants and/or undertakes that the actual future results, performance or achievements of Beryl App will be as discussed in those forward-looking statements. The actual results, performance or achievements of Beryl App may differ materially from those anticipated in these forward-looking statements. Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of Beryl. Further, Beryl Company disclaim any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future,

## NO ADVICE

No information in this Whitepaper should be considered to be business, legal, and financial or tax advice regarding Beryl Company, Beryl App, the beryl tokens, the Beryl Token Sale (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding Beryl Company and its respective businesses and operations, Beryl App, the beryl tokens, the Beryl Token Sale (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of beryl tokens for an indefinite period of time.

## RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION

The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions

which are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to Beryl Company. Persons to whom a copy of this Whitepaper has been distributed or disseminated, provided access to or who otherwise have the Whitepaper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

## NO OFFER OF SECURITIES OR REGISTRATION

This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. No person is bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper. Any agreement in relation to any sale and purchase of beryl tokens (as referred to in this Whitepaper) is to be governed by only the T&Cs of such Sale agreement and no other document. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

You are not eligible to purchase any beryl tokens in the Beryl Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore, China, Canada, South Korea, No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

## RISKS AND UNCERTAINTIES

Prospective purchasers of beryl tokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with Beryl Token Sale, and the respective businesses and operations of Beryl Company, the Beryl App, the beryl tokens, all information set out in this Whitepaper and the T&Cs of the sale prior to any purchase of beryl tokens. If any of such risks and uncertainties develops into actual events, the business,

financial condition, results of operations and prospects of Beryl could be materially and adversely affected. In such cases, you may lose all or part of the value of the beryl tokens.