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WHITE PAPER

Published on 11/10/2021

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LEGAL

Disclaimer

The sole purpose (the "Purpose") of this website and white paper (the "White Paper") is to provide information on the tokens ("Tokens") in relation to the Weave project (as described herein).

The White Paper and its contents do not, and are not intended to, constitute, or form any part of, an offer for sale, prospectus or invitation to subscribe for or purchase Tokens, nor shall the White Paper, or the fact of its distribution, form the basis of or be relied upon in connection with any contract or commitment to acquire any such Tokens. The White Paper is not a recommendation to purchase Tokens and neither the White Paper nor its contents constitute "investment advice" for any purpose.

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1. Introduction

Weave.tech was founded in 2017 and our aim is to become a marketplace for subscriptions, offering our partners one integration to work with multiple suppliers and vendors, offering their customers one place to buy and search all subscription services. The business has been running for over three years with thousands of active paid users.

We have developed SDK's, Shopify App and standard APIs to capture to enable our partners to easily integrate our technology. The customer receives a seamless experience and the retailer receives the subscription margin to complement the hardware margin all within one transaction.

Customers should be rewarded for one time subscription services. It reduces the need for customers to search for the subscription services and is beneficial for both retailers, suppliers and customers. We plan to integrate blockchain to improve user experience and maximize user benefits when they use our technology to buy subscription services. Our vision is that WEAVE token will provide further financial incentive for customers to buy more subscription services through our partners.

2.   Market Overview

A recent report from MarketsandMarkets predicts that the subscription and billing management market will nearly double in the next few years, soaring from $4 billion in 2020 to $7.8 billion in 2025. That's a compound annual growth rate of 14 percent. What's driving that growth? A lot of the trends that either surfaced or accelerated as a result of the COVID-19 pandemic and ensuing economic uncertainty, all designed to ensure relevance through rapid change and keep customers coming back no matter the circumstance.

Subscription service market growth prediction
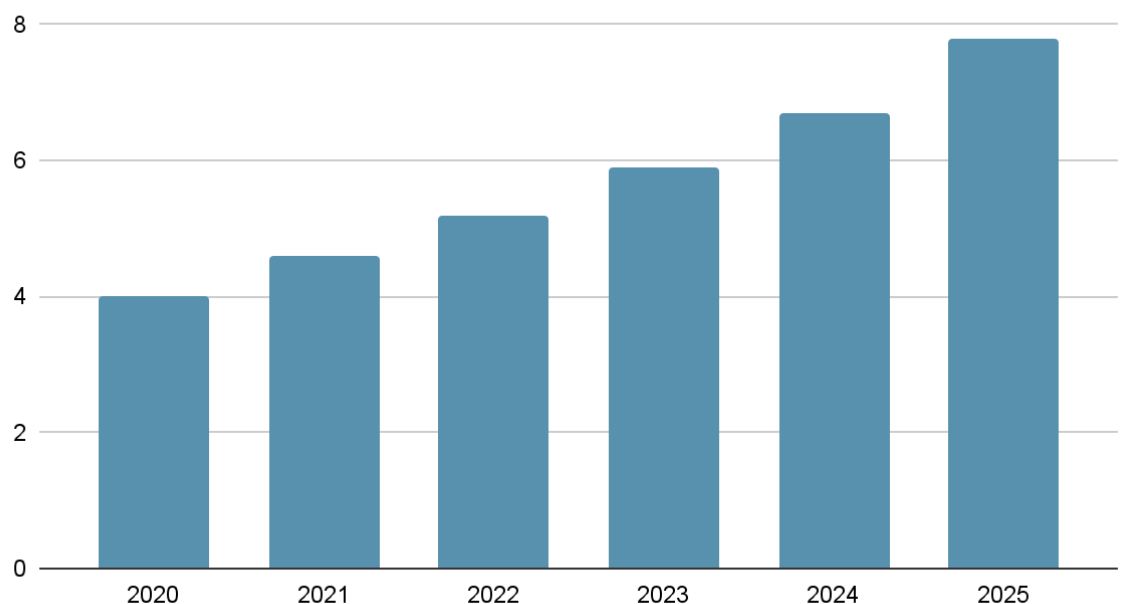
Increase in acceptance of subscription models and necessity of reducing subscriber churn will steer growth of subscription and billing management market over upcoming years. Need for adhering to compliance will steer expansion of the subscription

and billing management market over years ahead. Apparently, increase in adoption of subscription-driven B2B business models in industries ranging from financial solutions to manufacturing will prompt growth of subscription and billing management industry during assessment period. Furthermore, right subscription billing management activities facilitated building of a flexible consumption model and this will create new growth avenues for the subscription and billing management market.

3. The Problem

3.1. Integrate with operator's network is challenging.

Lots of retailers/companies want to expand their category by adding subscription services products but it is not easy to integrate directly with the operator's network.

Despite the financial benefit of adding subscription services, integrating with the operator's network proves to be a great challenge:

- There are very often legacy issues related to the technology of the operator or service provider you are integrating with. We work with various businesses and although they are at the cutting edge of their respective fields, the underlying backends have been outdated. The bones of the systems are not new and shiny. They are complex and cumbersome.

- Some partners are not in the technology business, thus building and maintaining IT systems may not be their priority or expertise.

3.2. Customer Loyalty

With an annual growth rate of about 14 percent, the subscription and Billing management market is a promising market.

Despite the impressive stats, the cancellation rate is alarming at 40 percent according to recent statistics. More than a third cancel in less than three months, and over half cancel within six. On the other hand, 45% of subscribers stay for at least a year.

Users Cancelation Rate

Others
20,0%

less than 3 months
30,0%

less than 6 months
50,0%
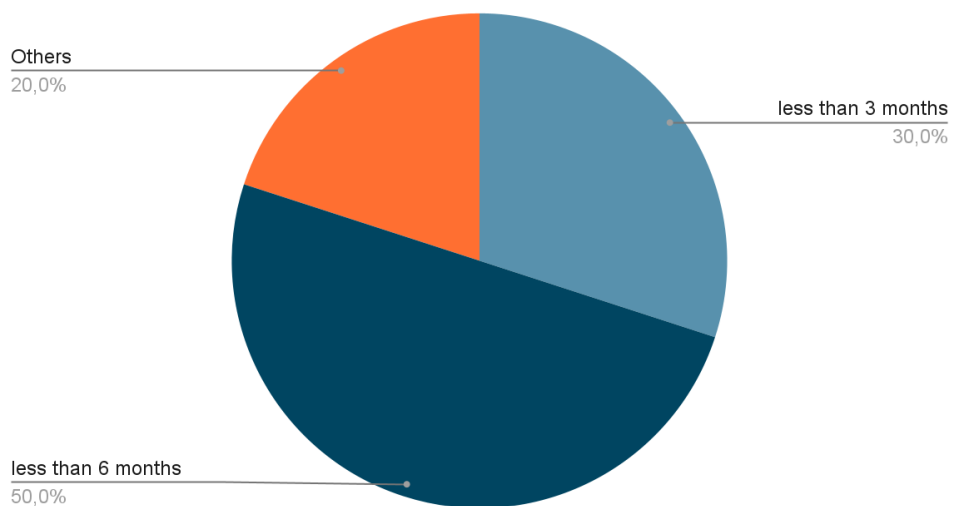
The above statistics show the importance of building a loyal customer base. It is vital for businesses to build customer trust through the relationship people have with your brand and your services. Once you've got a customer's loyalty, it pays off. You have a 60% to 70% success rate marketing to repeat customers. In addition, loyal customers contribute greatly to lip service, giving you the all-important word-of-mouth cred, something that's a primary factor

between 20 to 50% of purchasing decisions for customers.

4. Our solution

We have been developing an 'all in one' solution to solve the problems of suppliers, retailers and customers: Retailers wanted a simple integration method to easily integrate and sell subscription services. Suppliers want their products to be distributed more widely. Customers would like to have more choices when choosing a service and receive more incentives for choosing and sticking with a service. We offer two platforms: Weave's integration platform and Weave's loyal customer platform.

4.1. Weave's integration platform

Today, customers buy the hardware on one website and then go elsewhere for the subscription or contract. Thus, the retailers cannot capture the data needed for a subscription and are not integrated to the subscription or contract suppliers.

By integrating with our solution, retailers will collect some additional information from customers to send back to weave.tech. We limit the amount of required information to increase user experience. In addition, any sensitive information such as date of birth and financial information is encrypted.

Weave technology acts as an integration hub, collecting the data and connecting all the above for the retailer: The customer receives a seamless experience, and the retailer receives the subscription margin to complement the hardware margin.

Weave offers various services that all contribute in one way or another to the subscription journey. If speed and simplicity are retailer's concerns, we offer "lite" services that are powered by our Javascript SDK and major eCommerce platforms: Shopify, Magentom, BigCommerce.

4.2. Weave's loyal customer program.

Customers should be rewarded for one time payment and brand loyalty. The reward needs to provide practical value while also not taking away much from retailers profits. Cryptocurrency proves to fit the use cases perfectly, providing financial bonuses to customers while separated away from fiat money.

After purchasing and using subscription services, customers will be able to claim Weave tokens. The benefits level will be proportionate with the customer loyalty duration. Weave tokens can be used to transact across platforms or can be used to pay for subscription services that customers are using.

An example of the flow diagram can be seen below:

Example: Customer A buys and activates an EE sim only with a 12 months contract from Weave.tech partner platform. The customer then goes to Weave.tech Loyalty section to claim for reward tokens by uploading a proof of contract such as: the MSISDN (mobile number) or the order number. Weave.tech Loyalty Customer platform then validates the proof submitted by the customer to confirm if it is valid, the platform will start sending tokens to their wallet created for customers by Weave.tech.

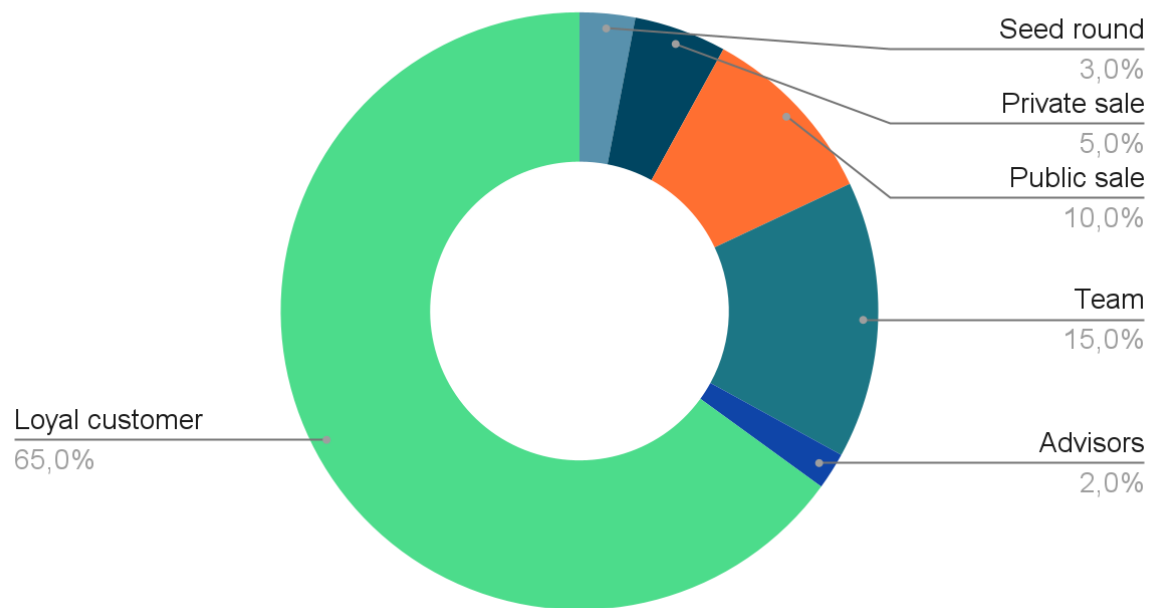| Duration	Token reward
1st month	50
2nd month	75
3rd month	100
4th month	125
5th month	150
6th month	175
7th month	200
8th month	225
9th month	250
10th month	275
11th month	300
12th month	325
TOTAL	**2250**

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5. The WEAVE Token

5.1. WEAVE Token

WEAVE is the native token of the Weave.tech platform. 1billion WEAVE will be issued and token holders can earn/claim free tokens by providing proof of the usage of any subscription services which they purchase from our partner. WEAVE token holders can use the token to pay for their monthly subscription fee.

Token name	WEAVE
Token symbol	WEAVE
Total Supply	1.000.000.000 WEAVE
Token contract address	0x7D9D4d8805Ca8d34d1DDa0682a 2A2a2560F044a4

5.2. TOKENOMICS

Weave.tech will sell 18% of all token supply during pre-sale and main sale. The sold WEAVE tokens will comprise 18%. Token allocated to the team will be locked for 2 years with a vesting schedule.

Token Distribution

- Seed round 3,0%
- Private sale 5,0%
- Public sale 10,0%
- Team 15,0%
- Advisors 2,0%
- Loyal customer 65,0%

Stage	Token(%)	WEAVE token	Note
Seed round	3%	30.000.000	15% at TGE, 6 months cliff, linear vesting 1 year
Private sale	5%	50.000.000	10% at TGE, 6 months cliff, linear vesting 1 year
Public sale	10%	100.000.000	100% TGE
Team	15%	150.000.000	12 months cliff, linear vesting 3 year

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Advisors	2%	20.000.000	10% at TGE, 6 months cliff, monthly release over 1 year.
Reward program	65%	650.000.000	will be used to reward in loyal customer program

5.3. Token sale objectives

Funds raised during the contribution period will be used solely for research and development and enhancing the technology which will benefit WEAVE. A budget has been outlined below, representing a scenario where our token sale target reached.

- ● Integration platform development ● Loyal customer platform ● Expansions and Operations
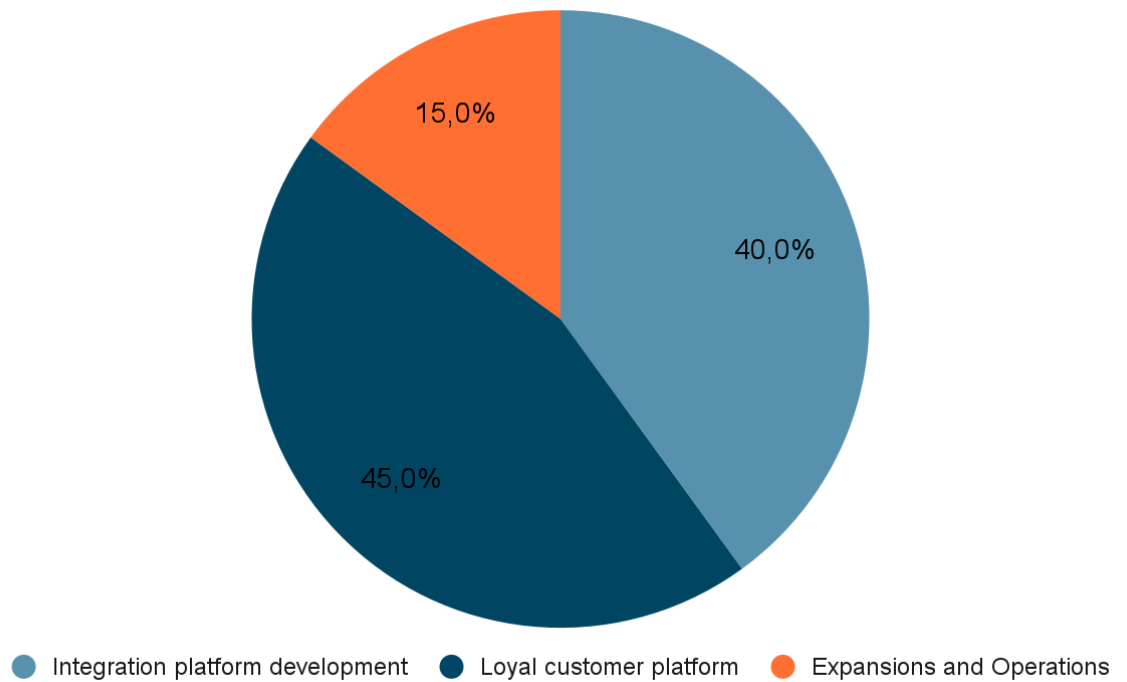
WEAVE will use 40% of the received funds for the Integration platform development. Expansions and operations - 15%. Other 45% will be used for the Loyal customer platform development.

6. The WEAVE Team

6.1. Our core team

Ashley Bailey
Founder, CEO

An experienced leader who has launched and created Weave.tech from R&D stage to disruptor. Contracts won with Google, Very, BUYITDIRECT and Amazon.

Phuong Nguyen
Technical Lead

One of the very first members of Weave, Phuong is the leader of the technical team.
With 12 years of experience working in the Software development industry, he is responsible for R&D and development of Integration Platform and Loyal Customer Platform.

Trang Tran
Software Developer

Had been with Weave from the start. Trang proves to be one of the cornerstones of the developer team.
Responsible for many of Weave's projects, Trang keeps contributing to Weave with his exceptional technical skills.

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Anh Tran
Blockchain developer

A great addition to the Weave tech team.
He is enthusiastic and passionate about technology and anything Blockchain related.
Being in the software industry for 5 years, Anh is an extremely valuable asset to the team.

Anh Phan
Software developer

Work like an artist, as our team often said.
Despite being a software developer, Anh Phan has an eye for design and user experience, which makes him exceptional at any frontend related projects.

Hue Nguyen
Security Engineer

One of the newest addition to the team, Hue is extremely talent at tighten and secure our backend service
He values users' security above anything else, and works hard to achieve the goals.

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6.2. Advisors

Bruno Moraes
Managing Director, Wayra UK

Senior level strategy and operations executive with career record of success as entrepreneur, executive and management consultant

Mark Wasley
CEO, Muscle Food

Qualified accountant currently the CEO of Musclefood. Experience with Very.co.uk, Phones4U and Sofology..

7. RoadMap

In the last three years, the WEAVE team has worked hard to build the Integration Platform and Loyal Customer Platform. We have won contracts with big suppliers: O2, Three and Virgin and we have partnered with Google, Amazon, Argos…

Our short term target in 2022 is to expand suppliers: SKY, EE, BT, Plusnet and suppliers: Very.co.uk, Apple.