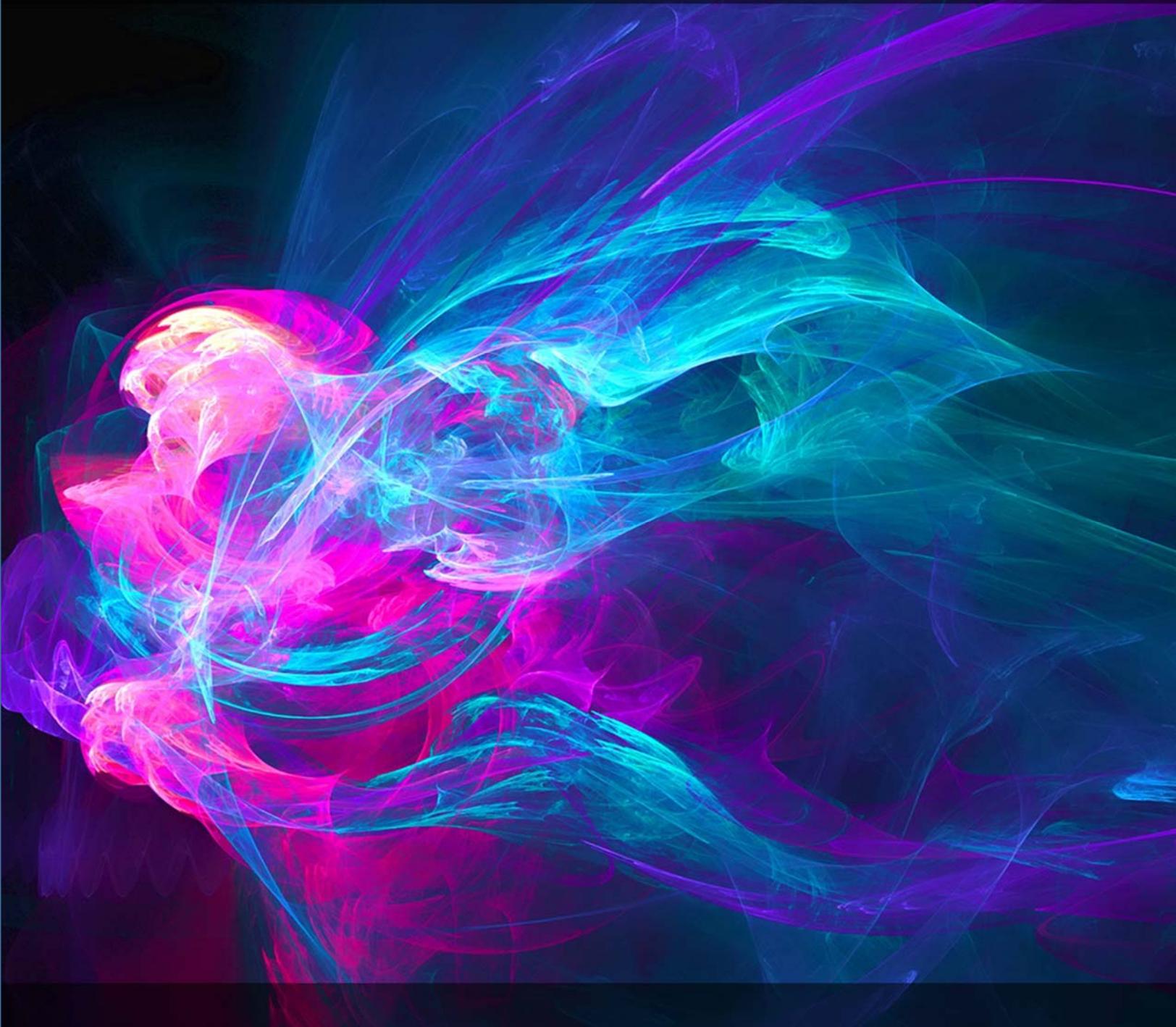


SuperStock

White Paper





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<https://www.SuperStock.io>

Version 1.0.2

Contents

Everyone Has ADHD	4
ADHD and Crypto Currencies Is a Deadly Combination.....	4
The Changing Values	5
The SuperStock App Creator	6
Value Proposition	7
Duterte Had a Point.....	8
There Is No Platform That Takes Care of the ADHD Demographic	9
There are so many ICOs available today that are offering incredible opportunities, yet there is pretty much no way a novice can use them. ...	10
The Future of the Blockchain are Smart SaaS Apps	10
The Cloud Industry is Ripe for Disruption	11
Product Architecture and Development.....	12
Marketing Opportunities and Business Model.....	13
For the business model, we believe that minimizing expenditure is more important than maximizing revenue.	14
Crowdsale and Token Details	14
Roadmap	15
Legal.....	16

Everyone Has ADHD

If you are reading this paper, it can be presumed that you have seen our sales page, and we have your attention.

Having your attention is a good thing, because that tells us something regarding the future of the Internet.

Every year, there are more people and more people with ADHD.

Probably, you and I also have a certain degree of ADHD.

Maybe not a full-blown psychiatric case, but it's still there, lingering, like that clown monster in the IT movie.

Most of the ADHD today is not genetic – it is caused by environmental influences. There are some theories that show that the more time a person spends being stimulated, the less focused he is.

One has to spend just 15 minutes on the [NoFap](#) subreddit to see what's happening in today's world.

This is why books are getting shorter, articles keep using larger fonts, and YouTube videos... well, they're YouTube videos. There should be a limit how much time a person can spend watching these videos, but I digress.

The point is, the market has a demand for easy to consume content.

And there is no platform today that can help people combine cryptocurrencies with the ADHD demographic that is spreading online.

ADHD and Crypto Currencies Is a Deadly Combination

The market is simply waiting for SuperStock to make its grand entrance.

The people are there waiting to get stuffed with content.

We don't have the best technology, nor the best team.

But we have spirit and persistence.

We believe that easy to use apps, combined with smart tokens are going to play a part in the future of the Internet.

Censorship Is Rampant on the Internet

There is a third point to our plan.

Today's Internet is heavily censored – and this censorship is not according to the law, but by arbitrary limits and terms of service, by websites and social media networks that have different social and political agendas than the people they serve.

The great thing about sharing content via apps that use crypto coins, is that once the app is created, it takes on a “life of its own.” No one can take down a torrent magnet link, for example.

We want to achieve something similar with the apps that we are going to allow people to create.

The Changing Values

Every year since the release of Bitcoin, we have seen the value of cryptocurrencies, and the amount of global trade increase.

There is one problem though – most of the high earners in crypto are the big, already established players. For an industry that is so new, you would think that things would be different from how they play out in the real world.

Just like big corporations run the real, non-digital world, the same is happening with cryptocurrencies.

Most people that are trying to make it, and have started using cryptocurrencies, are trying to make their profits by trading and speculating on the value of the actual coins.

While many people can make a living out of trading crypto coins, that is by far the weakest use for the blockchain.

To give an analogy, earning by just selling coins is similar to why developing countries are not as rich as the developed world.

Most people in developing countries are happy to sell what they have – as long as they can make a living. For example, countries in the south of

Europe that have land that is suitable for growing grapes, are happy to export their raw product to bottled wine-producing countries.

They are happy to have made some money with their bulk sales, but they are missing the big picture.

Most of the money is made by increasing the profit margin of a product by the process of branding and marketing.

The companies that buy raw grapes do their own processing of the product (if needed), mark the product with their branding, and go on to earn 5-10x as much as the original producer does.

The SuperStock App Creator

Cryptocurrencies can offer marketers, affiliates, and small business owners tremendous opportunities – but not everyone can afford to spend thousands of dollars and months of development time for a product that uses technology that they have no idea how to use.

What the crypto world currently needs is a platform that can help all of its users incorporate the blockchain into their sales, advertising, and traffic generation methods.

SuperStock offers users the opportunity to visually create (with just simple drag-and-drop gestures) fully working blockchain-based software.

After the software has been created, users are going to be able to share the software anywhere – just like any normal file download.

Whether it is on their own websites and blogs, or social media and P2P file sharing websites, there are endless possibilities for SuperStock token integration.

Value Proposition

According to a recent survey by [\(NSBA\) National Small Business Association 2016](#), among the things listed that are most likely to stop small business from growing, where the following:

- Economic uncertainty
- Decline in customer spending
- Regulatory burdens
- Lack of available capital

What are the three most significant challenges to the future growth and survival of your business?	
Economic uncertainty	49%
Decline in customer spending	29%
Regulatory burdens	29%
Cost of health insurance benefits	28%
Lack of available capital	21%
Federal taxes	19%
Lack of qualified workers	19%
Partisan gridlock in D.C.	15%
Cost of employee salaries	13%
State and local taxes	13%
Growing national debt	9%
Cost of technology	9%
Cost of employee benefits	8%
Cost of training workers	5%
Foreign competition	5%
No major challenges	5%

There are other obstacles that can stop a new business from growing, but the above four were some of the biggest to make an impact (as reported by 49%, 29%, 29% and 21% of all surveyed businesses).

Our platform has been specifically created to address these obstacles so that businesses can easily overcome them.

For one, SuperStock is going to include a free-tier (in addition to the paid tiers), so that newbie marketers and affiliates can start using the blockchain to monetize their websites.

This takes care of the lack of available capital.

Secondly, all crypto coins are seeing massive increases in the number of daily trades and values, meaning if a business can properly integrate cryptocurrencies into its platform, it can more easily start producing revenue - that would take care of the decreased customer spending.

For the part about economic uncertainty – all businesses face this problem, but that’s happening because of the current way most countries in the world are being run.

While no platform can offer complete protection against economic uncertainties, we all know that being part of the crypto world can at least hedge an individual or a business from some of the potential problems.

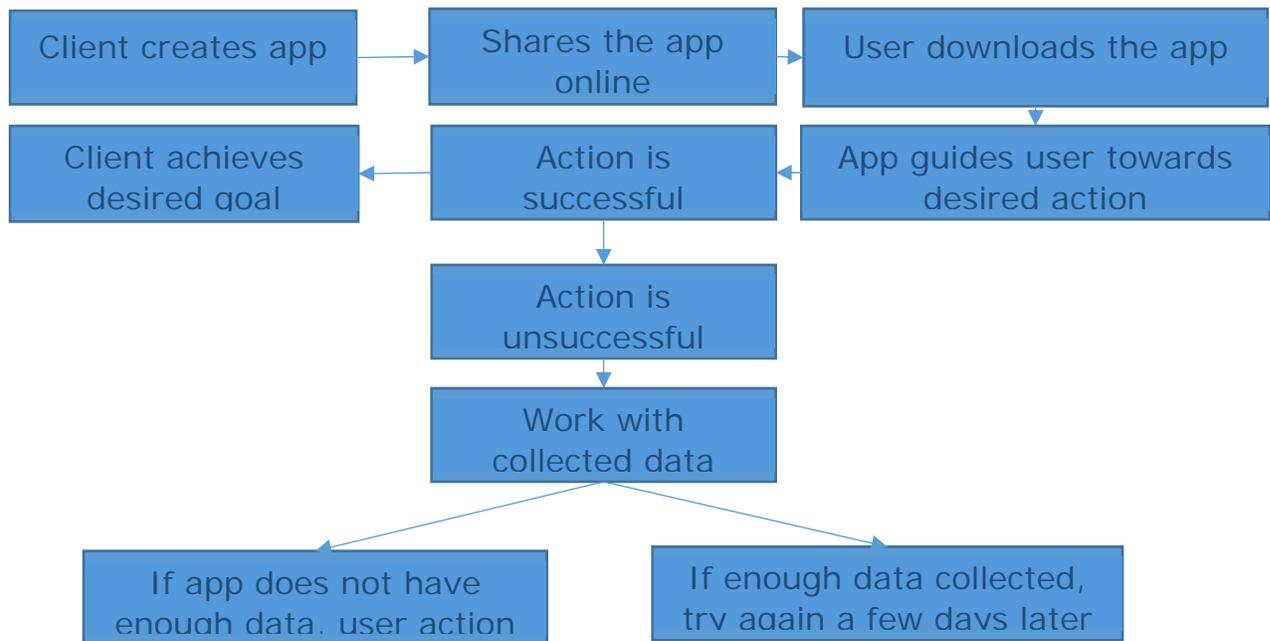
Duterte Had a Point

Rodrigo Duterte is the current (as of February 2018) President of the Philippines.

He became globally known for his DGAF treatment of the problems plaguing his country.

While many people hate him, he does have a point about certain problems.

This is the typical SuperStock user workflow:



There Is No Platform That Takes Care of the ADHD Demographic

There are a multitude of different scenarios that can be thought of that would make SuperStock useful.

Take for example the following case:

A marketer is using the Amazon Affiliate program to make his living.

He has dabbled in cryptocurrencies on-and-off since 2014 and has made a bit of a profit from buying Bitcoins when they were cheap.

He is happy with his profit and wants to spread his example to his website visitors.

However, instead of just teaching them how to buy Bitcoins (or any other altcoin), imagine he wants to incentivize his visitor's behavior, so that both he and his visitors benefit from the transaction.

Perhaps he is releasing a new eBook report, instead of just giving it away, he can actually bundle the report inside of a bigger application, and the application would reward his users for reading his report by giving them SuperStock tokens.

What would otherwise be a simple file download has been turned into an interesting, gamified experience, where everyone wins.

There are so many ICOs available today that are offering incredible opportunities, but only to those that are experienced in the tech or have sufficient capital

Another problem is that many of the new blockchain-based startups are trying to lock-in users into their platforms.

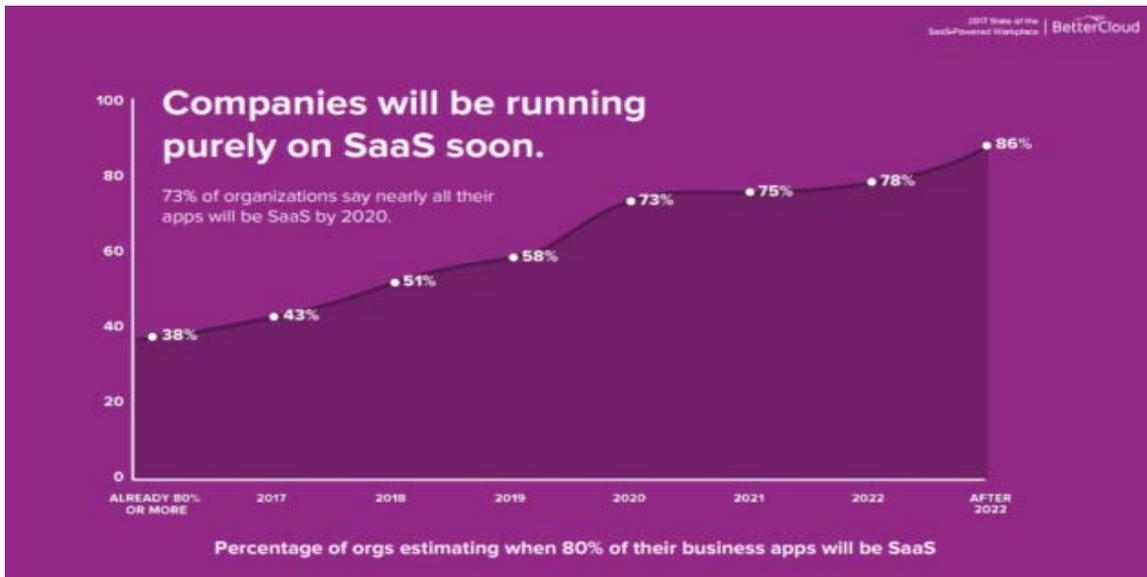
That is why there is a coin for business logistics, a coin for medical purchases, and even a coin for "beef purchases."

No one wants to create a service that can help people monetize their websites and get more traffic, while also not being a potential burden in the future (by locking-in users).

Once released, our platform would have paid-tiers (that can be purchased with the SuperStock token), as well as a free-tier for the large percentage among us who are still struggling financially.

The Future of the Blockchain are Smart SaaS Apps

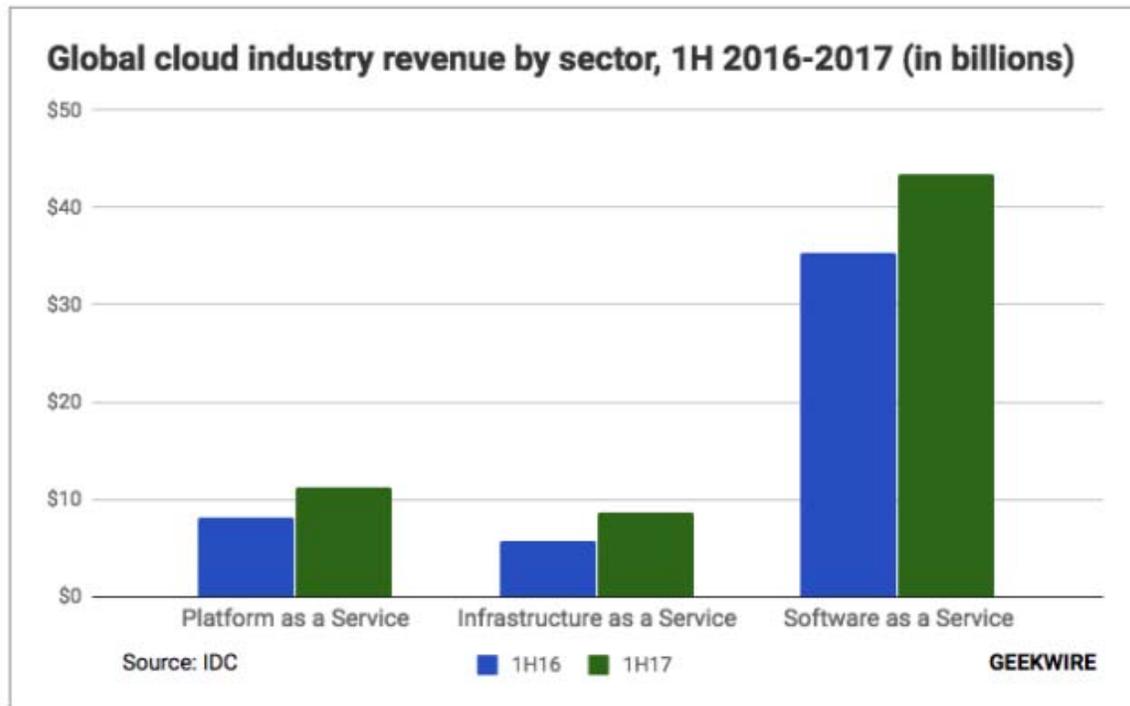
What is going to happen with the crypto world in the future, has already happened with enterprise software, and in some parts with B2C software (such as Adobe moving most of its product line-up into cloud services with the Adobe Creative Cloud brand).



SuperStock is a natural evolution of the blockchain.

We might not even be the best at this transition, but by all means, we are the first.

The Cloud Industry is Ripe for Disruption



The cloud industry has been steadily growing for the past several years.

The first boom happened around 2011, as high-speed internet started spreading around the world, making it possible to have online-only applications that were previously impossible.

There were even a few startups that tried to make it possible to play graphically demanding video games over online streaming.

Sadly, most of them failed, but other parts of the industry, such as Amazon with their cloud hosting offerings, changed the way how entire industries work.

Amazon singlehandedly revolutionized the VPS market, with similar businesses following suit (such as Digital Ocean and Vultr).

Product Architecture and Development

You might have seen the sample mock-up of the SuperStock application on the homepage of our ICO, or the thread on [Bitcointalk.org](https://bitcointalk.org).

While that is not going to be the end design of the Windows-based software, it serves as an adequate illustration of how the visual blockchain-based application maker would work.

There are some technical uncertainties at this stage of the product cycle (this white paper and our home page are going to be updated once we get more information about the interest in our token), but here are some details that can be shared today:

The main application that would create the apps currently runs on Windows-based PCs.

The newly created apps are using the .Net framework.

The main compiler uses C# and VB.Net, although users of the product are not going to have any need of knowing these programming languages.

The apps produced by the software run on Windows-based PCs.

Apps do not “live” on the blockchain – they are not decentralized contracts. They are regular centralized file downloads.

One potential future outcome is that the compiler would move to the cloud, so that it can be used by all types of computers and mobile devices. Moving to the cloud would also make it easier to export apps that work on other platforms (such as Macs, iPhones, and Android).

A web-based version of the product would use ASP.Net service technology.

Tasks that cannot be automated within the app or blockchain are going to be processed over email (i.e., the app creator would receive an email outlining a crypto currency transaction they should process on behalf of the app users, as well as subsequent reward transactions).

We currently have a MVP preview in an alpha version, meaning there are no large potential obstacles to completing a testable MVP.

Marketing Opportunities and Business Model

Once the product is ready, and the sales page has been fully designed, there are going to be several different marketing channels that we are going to use to bring in more users.

For the free and lower-priced tiers, we would be using a sales-funnel that takes the users to our email opt-in form, after which they are going to receive a series of newsletters describing the benefits of using crypto-based apps in their businesses, as well as how to use the SuperStock platform to boost their sales and marketing efforts.

That would be the first segment of the market we would be targeting, as we believe that achieving a network-effect growth of the platform would be most beneficial to maximizing the usefulness and potential of our platform.

For the business model, we believe that minimizing expenditure is more important than maximizing revenue.

Steps would be taken towards growing the revenue of our network, without spending money on unnecessary or risky ventures.

A slow growth rate is much more preferred to explosive-growth, as the platform's facilities could be more easily upgraded as growth comes.

Note how many companies have complained regarding not having enough support agents once they got a large influx of new users.

Crowdsale and Token Details

We are going to be running our Crowdsale in a slightly different manner.

The first stage is going to be a Pre-ICO token release, and this stage is going to be used to gauge the interest in our product.

If the interest is sufficient, we are going to proceed towards a full ICO.

The token specification is the following:

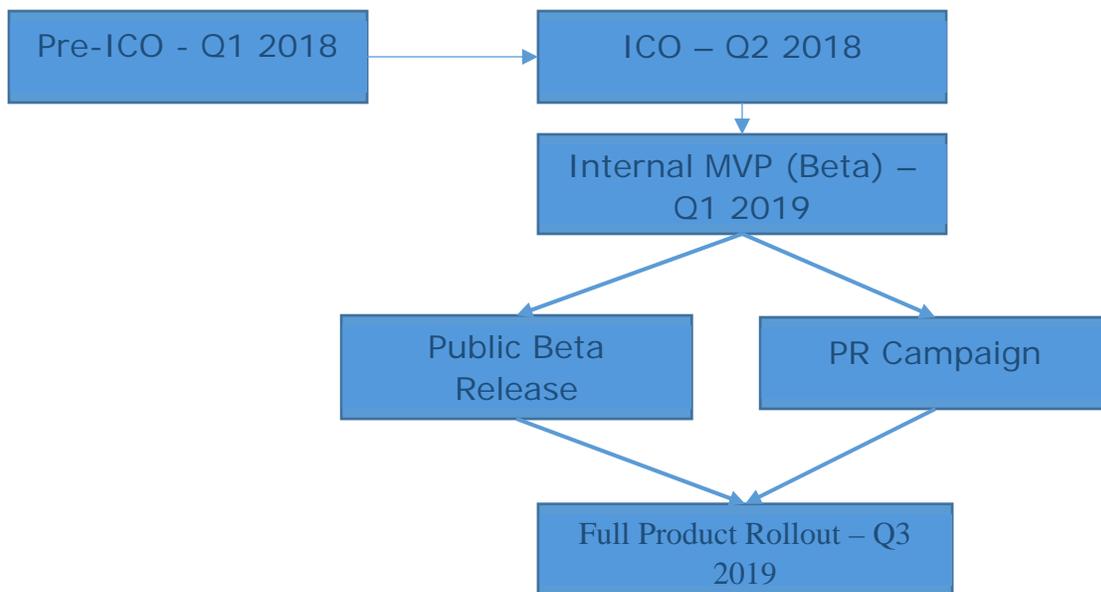
- 500,000,000 SuperStock tokens are going to be issued

- Price is dynamic depending on the stage of the crowdsale (i.e., pre-sale, ICO, etc.)
- Dates are shown on our website (<https://www.superstock.io>) and Bitcointalk forum thread (they are more regularly updated than this white paper).

Roadmap

All dates from the roadmap are approximations.

Development time could always be a few months late, and the marketing campaign is going to last as much as needed to increase public interest.



Legal

The SuperStock token is not a security since it does not offer any kind of rights to dividends, interests, or voting power. All sales of our token are final and non-refundable. The token does not give any rights to participating in the working of SuperStock. The tokens do not have any kind of value outside of our platform and are not meant to be purchased for speculative or investment purposes. Any kind of national securities laws, which ensure that buyers are subject to all the proper disclosures and protection, are not applicable to the SuperStock tokens.

Anyone that is purchasing SuperStock tokens acknowledges that he or she has reviewed this white paper and any other supporting documents and information and is fully aware of the risks, costs, and benefits of the purchase of SuperStock tokens.

Best Practice

We require all purchasers of the SuperStock token to have experience and understanding of cryptocurrencies and all the supporting blockchain services. All users must be aware of the risks associated with the crowdsale.

SuperStock is not going to be responsible for any kind of loss of your tokens, or situations, which would make it impossible to access your SuperStock tokens. We do not have any responsibility if the problem arises from actions or omissions by the users, or in cases of hacker attacks.

The storing and acquirement of SuperStock tokens involves different types of risk, including the risk that SuperStock may not be able to fully launch its operations and develop all of the blockchain and other related services. If necessary, users should consult independence sources for advice regarding whether they are ready to accept the risks and costs associated with the SuperStock token. Any interested users who are not in a position to fully accept and/or understand the risks associated with the SuperStock platform, should not acquire SuperStock tokens.

This white paper is not, and cannot be considered an invitation to enter into an investment. It does not offer or relate to an offering of securities in any kind of way, in any jurisdiction. The SuperStock tokens are utility tokens,

and their purpose is to be used on the SuperStock platform, for the services offered by SuperStock.

Any kind of offering of SuperStock tokens on the trading platform is to allow the use of the SuperStock platform, and not for speculative purposes.

SuperStock is not to be considered as an advisor in any kind of legal, tax, and financial matters. All information provided in this white paper, and other supporting documents and web pages are provided for general information and SuperStock does not provide any warranty to the accuracy and completeness of the provided information.

Any users acquiring SuperStock tokens are aware that the SuperStock business model, white paper, and terms of conditions are subject to change if new types of regulatory and compliance requirements are introduced. All purchases acknowledge SuperStock and its affiliates are not to be held liable for any direct or indirect loss or damage caused by such changes.

SuperStock is going to do everything in its power to launch and develop its platform.

We reserve the right to issue new tokens if the platform needs them.

However, anyone acquiring SuperStock tokens acknowledges that SuperStock does not provide any guarantee that it is going to manage to achieve these goals. Users acknowledge that SuperStock (and everyone involved) does not assume liability or responsibility for any loss or damage that would result in the incapacity to use SuperStock tokens.

User Requirements

We require all users to:

- Have fully read and accepted the terms outlined in the white paper.
- Are authorized and have full power to purchase SuperStock tokens according to laws that apply in their jurisdiction of domicile.
- Are not US citizens or residents
- Are not Canada citizens or residents
- Are not China citizens or residents
- Are not Singapore citizens or residents
- Live in a jurisdiction that allows SuperStock to sell SuperStock tokens through a crowdsale without requiring any local authorization.

- Are familiar with all related regulation in the jurisdictions where they are based, and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted, or subject to additional conditions of any kind.
- Will not use the crowdsale or its tokens for any kind of illegal activity, including money laundering and the financing of terrorism.
- Purchase SuperStock tokens because they want access to the SuperStock platform
- Are not purchasing SuperStock tokens for the purpose of speculative investment or usage.
- The SuperStock token is not backed by any kind of underlying asset or liability.

Governing Law and Arbitration

All disputes or controversy that arises from or under the crowdsale is going to be resolved by arbitration in accordance to the laws and rules of arbitration in the Republic of Macedonia. The place of arbitration shall be in the Republic of Macedonia. The arbitral proceeding is going to be conducted in Macedonian.