

AIOW

Litepaper

Version 4 / Sept 2021

1. Introduction

Smeagol's new precious is your data...

In today's digital economy, one might argue that data is more valuable than oil. With the possession of data comes great power. The power to predict future behaviour, to influence and eventually change your future behaviour.

According to the Global Web Index, the average global citizen spent 2 hours and 24 minutes per day on social media in 2020. Chatting with friends, sharing memes, watching video content or just mindlessly scrolling away. Meanwhile, we have absolutely no legal right of knowing which entities are constantly observing and influencing us. We're often drawn to content that's a little controversial or a bit extreme. But who's agenda is behind the content you are consuming? We don't know. And that's the most troubling element of our modern surveillance society.

"Social media usage is free", you might say. Unfortunately, that's only partly true. Social media apps don't charge their users. But you are definitely handing something over while endlessly scrolling through feeds and timelines. It's your data. And it's not just your wacky username, it's your real name. And your age, your address, your social ties, your preferences, your purchases. That's the price you pay for using social media apps without actually paying for their services.

Your data then becomes a trading currency. Data gets sold to, or shared with, third parties who happily pay a shitload of money to gain insights in your personal preferences. Mad about cars? Car manufacturers will want to find you. You're a sneakerhead? You bet that footwear companies are dying to get to know you, because you might just be the perfect, potential buyer for their newest collections of kicks. All your information is for sale and that's the revenue model of organizations such as Facebook and Google. Their customers are not the social media users. Rather the third parties are: anyone who's trying to sell goods, services and ideas, nowadays.

The ALOW App works in a different way. You pay a fair price for usage of our platform with your actual money, not with your data. It's a simple and transparent concept. This way your data has no monetary value to us, belongs to you, and will always belong to you. We give our users full control over every bit of content created, seen and shared. ALOW does not determine what content is available, users do. As long as no laws are violated, ALOW does not feel the need to interfere with its users. It's refreshing, is it not?

2. Mission & Vision

2.1 Mission of ALOW

It is our desire to permanently change the social media landscape for its users. What better way to achieve this than starting from scratch? We are going to launch a completely new social media platform, called ALOW. Our platform provides users with the opportunity to implement full self-determination and self-regulation. Within the boundaries of the law, of course. We plan to give you full ownership of the data you provide on our platform.

2.2 Vision

Almost thirty years after the invention of the world wide web, we are noticing a shift. We are exiting the Information Age and entering the Information-about-people Age. Although technology has solved problems in recent history, it has created many new problems that might be equally severe. Our current digital platforms and networks allow governmental bodies, welfare institutions and commercial organisations to control and monitor us via the personal data we have provided them with.

There has never been a time in history where we've been more exposed than nowadays. When it comes to privacy, we are butt naked in front of the entire world to see. Websites and social media platforms provide us with the chance to share our artistic works, inventions, knowledge and opinions. That's great. But the world wide web demands ever more.

Personal data has become an important raw material in the 21st century. In recent years, there has been a huge increase in the personal data shared online: day to day activities, social structures, purchases, aims, desires, and goals. Even your name, bank information and locations cannot be kept a secret within today's digital society. It's a concerning development.

As a digital consumer, you are the 'author' of your data and content shared online. It would only be logical if you're allowed to participate in the exploitation of your own data in the same way you are able to participate in the exploitation of any other of your copyrighted works. At ALOW, we believe that you should have the right to access your own personal data, no matter when, where or by which entity it's stored. It's part of your right of self-determination. We believe social media companies have the responsibility to give that right back to the consumer.

3. Problem statement

Personal information is collected and stored anywhere, at any time. Every digital and physical step you take, is recorded through mobile phones, GPS-services, wearables and computers. The collected data is then used by big tech companies such as Facebook and Google to cater to their own needs and wishes. By analyzing your data using specialised algorithms, these companies can predict your future behavior. It happens twenty-four hours a day, seven days a week.

You'd be surprised to know what these companies have learned about you and your day-to-day life. For example: the University of Cambridge can tell if your parents are divorced, what your sexual preferences are, who you are meeting up with, and so on. They know all of this just by analyzing which like buttons you have clicked on Facebook.

4. Proposed solution

The new social media era starts with the introduction of ALOW. We are creating a social media platform with a completely new approach to social, digital engagement. ALOW is an online safe space for people who value transparency and privacy and are willing to pay a fair price for the protection of their privacy. No hidden agendas, no hidden stakeholders. The complete absence of commercial party interests makes ALOW an independent social media platform. The business model is not selling or sharing data, it's putting a fair price on the services delivered. It's as transparent as it gets.

The price users pay to use the platform, is the price for not being observed, for the commercial goals and profits of third parties. It's not rocket science. It's as simple as paying a few bucks for a loaf of bread.

We strive to reach 1,000,000 members by January 1st, 2025. How are we planning to do that? We have done the research. Awareness of online privacy issues has seen an enormous expansion in the last few years. This has led to a growing demand for more online privacy, particularly in social media. Our aim is to meet that growing demand.

The financial basis needed for the development of our platform comes from the public sale. It provides the ALOW company with the tools to engage and include the community of potential users in the process. Investments by users in ALOW tokens thus enriches users both financially (in terms of assets) and in terms of bettering the social media services ALOW provides.

Naturally, this has consequences for the organization and its stakeholders. The organization faces a number of strategic challenges, to which Strategic Marketing, Strategic Human Resource Management, Financial Management and Strategic Management (overarching) can make an important contribution. The ALOW project is about a new product in an existing market, ALOW is social media 2.0.

The ALOW social media app is a completely new social experience. No gatekeeping and total creative freedom. The ALOW App will become your all-time favorite social media platform and we are not kidding. Our platform is meant to create, connect, engage and inspire. The ALOW App is an ever-growing and developing social media

platform that lets you regain full control of your content and personal data. We believe that online privacy must be respected and thus protected. We do not expose or sell user data to third parties. We do not show tailored adds. We are returning social media back to its users. And that is exciting for sure.

Moreover, you know exactly who you are dealing with when engaging on the ALOW platform. We won't allow users to operate anonymously. You'll feel secure knowing you're surrounded by real people who are striving towards the same goal as you: to feel safe online, to be control over your data and contribute to a who-you-see-is-who-you-get online environment.

5. How it works

Privacy and freedom of expression are a tricky duo. They go together like feet and LEGO's. Everyone is having a great time until that one foot comes down. A misstep happens and creators get hurt.

Freedom of expression includes the freedom of speech. The freedom to question, to offend, to disagree. Feeling protected by privacy however, does not justify breaking laws. We know that the internet can be a dark place, but we don't want the ALOW App to be. That's why we've spent years perfecting our safety guidelines. It's all about finding the ideal balance between keeping you safe and keeping you private. Here's our masterplan.

The beta version of the ALOW App will be launched on a secured environment. If illegal content appears, we'll delete it. We continue to refine the balance as more and more validated users find their way into our community. The ID-verification process is meant to encourage you to act accordingly.

Once everything is in order, we will integrate microtransactions and other blockchain-related features into the ALOW App. We will use cost-saving technologies like Layer 2 to keep the transaction costs at an acceptable level. We will also slowly move towards more decentralized governance by implementing a DAO to guide the direction of the ALOW App. Lastly, we will stay on the lookout for new opportunities that the constant evolution of blockchain technology gives us and that we can use in new or better features in the ALOW App.

It'll be a step-by-step process. You can help us move faster by staying in the legal lane. It's that simple. We have created the playground. You decide how everything plays out.

The content of ALOW is not determined by ALOW but by the users. The user is in charge of the content he/she sees and shares. ALOW does not interfere with its users, as long as no laws are violated. The users have full control over their profile, data and content. The user pays a fair price for the use of the ALOW App.

6. ALOW TOKEN

- **\$ALOW** is the token we've created. It's a cryptocurrency which runs on the Ethereum blockchain.
- **\$ALOW** is used within the app to reward the most inspiring content creators.
- **\$ALOW** is used to unlock bonus content from your favourite creators.
- **\$ALOW** is used by companies to add advertisements to the ad-section.
- **\$ALOW** can be traded between ALOW app users and their wallets.
- **\$ALOW** can be staked to earn revenue from the token circulation fee.
- **\$ALOW** can be used to vote on community matters.
- **\$ALOW** usability will grow alongside the community. We will continue to improve and increase functionalities for our token.

Additionally, **\$ALOW** will have multiple other purposes within our platform. We will always keep improving and adding new possible use cases for the **\$ALOW** token.

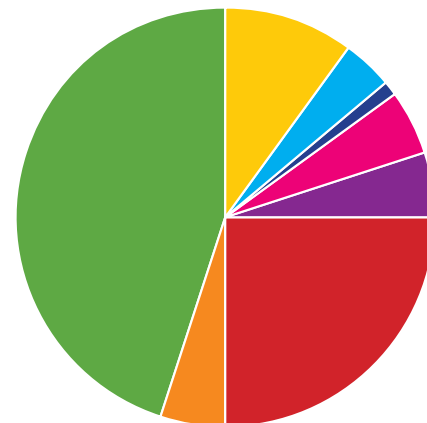
7. Tokenomics

Token \$AIOW supply: 500 million

Initial circulating market cap is estimated at \$1,450,000.

20% - \$290,000 of value will be locked into liquidity at launch.

● 10%	IDO	Launchpad will be announced
● 4%	Referral pool	Unlocked at launch
● 1%	Pre sale	Unlocked at launch
● 5%	Strategic sale	Vested over 12 months daily linear unlocked
● 5%	Private sale	Vested over 24 months daily linear unlocked
● 25%	Team & developers	Vested over 24 months daily linear unlocked
● 5%	Initial liquidity	
● 45%	Ecosystem & community rewards	Vested over 54 months daily linear unlocked



25 AUG - 1 SEPT

PRIVATE SALE
\$125,000 at \$0.005

15% unlocked at TGE
Followed by a linear daily unlock
between months TGE+2-24

25M \$AIOW tokens
5% of total token supply

2 SEPT - 9 SEPT

STRATEGIC SALE
\$250,000 at \$0.010

10% unlocked at TGE
Followed by a linear daily unlock
between months TGE+2-12

25M \$AIOW tokens
5% of total token supply

10 SEPT - 10 OCT

PRE SALE
\$75,000 at \$0.015
Min. \$100 - Max. \$5,000

100% unlocked at TGE

5M \$AIOW tokens
1% of total token supply

STARTS WITH IDO

REFERRAL POOL
Check market.attrace.com

Referral bonus
5% for each referral
5% for every referee

Linear daily unlock
between months TGE+2-12



8. Organisation & team

Richard Vermeer Experienced managing director. Also, our internal and external communications go-to-guy. Likes to watch soccer, cycling and racing. We have invited Richard to game night once. 10/10 would not recommend. Richard is very competitive and can't really take a loss. He's better at winning and that's exactly what makes him a great addition to the ALOW team. Richard also owns a ISO9001 certified company.

Jeroen Rutgers Entrepreneur since the year 2000. Jeroen loves riding his motorcycle but avoids the fast lane. Luckily, Jeroen is insanely quick to act work wise. If you've met Jeroen, don't get offended if he forgets what you look like. His brain is just too stuffed with valuable knowledge about marketing, research and sales. He's very passionate about finding ways to protect the freedom of speech on social media.

Kenny Vermeer Need to move from A to B smoothly? Kenny is your man (not really, he's ours and we like to keep him, thanks). Kenny works miracles in logistical planning and process efficiency at ALOW. He's been a self-employed professional since 2010. Big brain-boy, so he doesn't wear hats often. Except a chef's hat every now and then. Kenny is a fantastic cook. He's also mad about sports.

Camiel Claus A motorist, like Jeroen. But with a 100 m/ph difference. Camiel is a true visionary and a commercial beast. Whatever we come up with, Camiel makes sure it looks good. On off-days, Camiel is probably windsurfing or floating around on a boat. On literally any boat. We suspect that Camiel might be a thalassophile, but we haven't told him yet. Want to bribe Camiel? Bring pizza.

Arham Khan Full-stack application developer skilled at materializing ideas into amazing products. When he's not staring at a screen (workwise or binging psychological thrillers), Arham enjoys taking last-minute bus rides to scenic locations. He then poses as a traveller and photographer. If worldwide internet reception would be better and dogs stopped chasing Arham up and down empty streets every time he goes on a walking tour, Arham would travel more often. Frequent gym visitor.

Alexander Remie Our tech-guy. Alexander is our Solidity and Full-Stack Javascript developer. He used to work for a Fintech company, but we heard him say it's more fun working at ALOW. Because it is. Alexander likes to keep busy: he works two jobs at once. He's a fulltime manager. Of an English Cocker Spaniel. You know it takes serious skills to handle a hyperactive four-legged creature like that.

Rutger Fahrner We dream big at ALOW, but Rutger helps keeping us level-headed. He's an experienced interim manager with a background in business administration. With over twenty years of working experience, Rutger is a valuable advisor and consultant. We like to pick his brain on any business administration related matter. Rutger helped setting up several companies in the past, which is impressive.

Support team

Gianni is an avid e-sports lover, an experienced moderator and blockchain enthusiast. He knows his way around social media and digital communities, which makes him the perfect fit for our social media team. Gianni is Belgian and can't refuse a good dish of pasta.

Krishna grew up in Amsterdam, but happily traded the Dutch canals for a paradise beach in Australia. A lighting designer by day, a crypto maniac by night. Krishna used to admin for fomolab.io: working experience that's very useful in his role as an ALOW social media team member.

9. Roadmap

Q1 2021

- Reviewed and refined the app's key functionalities. Satisfaction level 100, smooth user experience guaranteed.
- The user interface needed a little more work. We've decided on colour schemes, fonts, button styles, images, outlining and more.
- The more the merrier! We have added Rutger to the ALOW team.

Q2 2021

- We made final adjustments to our app's design. Ditched the Comic Sans font.
- We've added two top-notch social media specialists to the ALOW team. Gianni & Krishna will happily answer all your burning questions through our social media channels. Find them and follow us on Telegram, Instagram, and Twitter

Q3 2021

- Pulling all-nighters writing complex codes for the pre-sale website and the ALOW website. Both websites will launch during this quarter.
- Setting things up for the introduction of our very own \$ALOW token and finalizing the token contracts. Serious stuff.
- Releasing our Litepaper, which is a shorter and more concise version of a Whitepaper. You'll be able to read up on our fundamentals.
- We are shooting and editing a series of explainer videos about the ALOW project. Make sure to check them out.
- It's time for our token sale. Our \$ALOW token will make its debut.
- After the public token sale, we'll list our token on Uniswap.
- Then we'll give CoinGecko and Blockfolio a ring to have the \$ALOW token added to their databases.
- Be a pioneer and get rewarded for it! The first 2.000 people that take part in the public sale, buying at least 1 ETH worth of ALOW, will receive a special ALOW NFT during Q4. You'll enjoy more benefits, which will be revealed later on.

Q4 2021

- Taking the final steps toward the big launch of the ALOW App on the iOS App Store.
- Reaching out to several exchanges in order to get the \$ALOW token listed.
- What's a great project without anyone knowing of its existence? It's time for marketing.
- Rolling out red carpets everywhere to welcome you into our social network.
- Celebrating Sinterklaas (it's a Dutch thing) and getting ready for 2022. As the ALOW community grows, we might need your help. Want to become a ALOW team member?