



# IDENTIFYING EACH ONLINE VISITOR AND CUSTOMIZING WEBSITE CONTENT IN REAL-TIME

## BEX TOKEN CROWD SALE

### PRIVATE PRE-SALE

- Start:** February 23rd 2018
- Duration:** 7 days till March 2nd 2018
- Token Symbol:** BEX
- Pre-Sale Token Supply:** 20.000.000 BEX (4% of total token supply)
- Raise:** 1.250.000 US\$
- Contributors:** limited number of strategic investors
- Application:** sign up for whitelisting on BehaviourExchange website: <https://behaviour.exchange/whitelisting/>
- Bonus allocation:** depending on the level of investment and the number of participants. Personal offer will be disclosed privately to each participant in pre-sale.

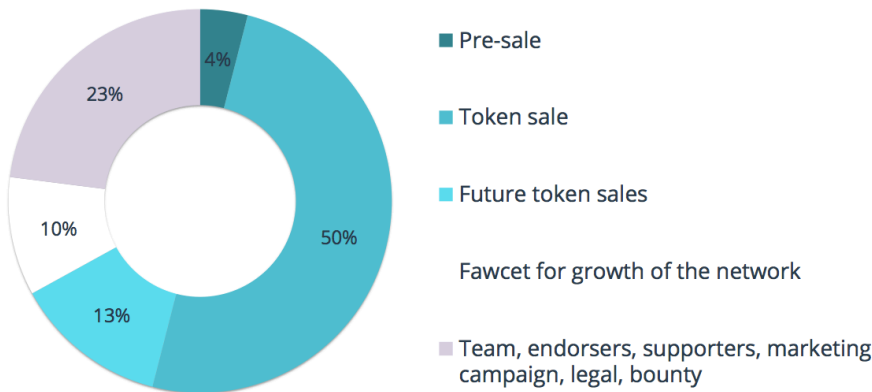
### PUBLIC TOKEN SALE

- Start:** April 2018
- Circulating supply after the token sale:** 385.000.000 BEX (77% of total distribution which includes 4% from pre-sale, 50% from token sale in April and 23% from bounty, legal, marketing campaign, endorsers, supporters, advisors and current team)
- Public token sale supply:** 250.000.000 BEX (50% of total distribution)
- Planned token price:** between 0,10 US\$
- Planned hard cap:** between 21.000.000 US\$

20 YEARS OF EXPERIENCE IN DIGITAL INDUSTRY

4 YEARS OF PRODUCT DEVELOPMENT

Identification of each online visitor and customization of website content for each visitor according to his/her profile in real-time



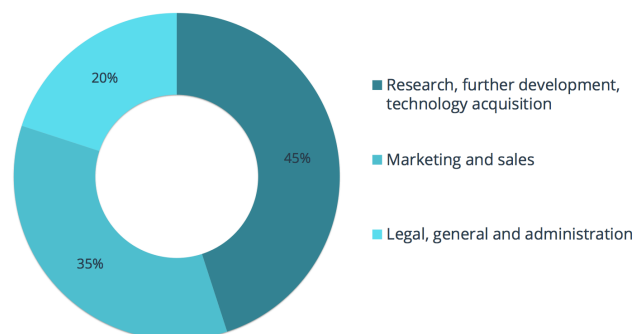
## BEX TOKEN DISTRIBUTION

- 67% to contributors in the BEX Token Crowdsale:
  - 4% through private pre-sale in February 2018.
  - 50% through the token sale in April 2018.
  - 13% will be left to the future token sales.
- 10% to incentivize the growth of the network.
- 23% to founders, current and future team, endorsers, supporters and advisors, early contributors, legal funds, to cover campaign costs and bounty.

TOTAL TOKEN SUPPLY: 500,000,000 BEX

## INTENDED USE OF FUNDS

- 45% for research, further development and the acquisition of technology.
- 35% for sales and marketing.
- 20% for legal, general and administrative purposes.



# BehaviourExchange will change corporate behaviour in everyone's favour

## PROBLEM

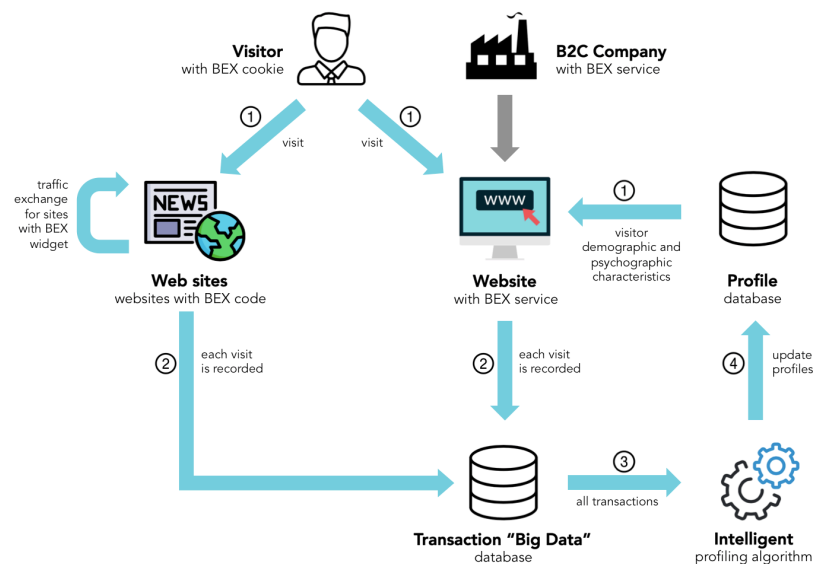
B2C businesses usually struggle to get enough traffic to their websites and, even more importantly, they don't know who their online visitors are and what are their demographic and psychographic characteristics, such as gender, age, income level, as well as their interests etc., ... This information is crucial for their success, growth and even survival.

B2C companies can direct visitors to all sorts of subsites (landing pages) using different advertising campaigns. However, they still don't know the characteristics of the visitors coming from other sources and cannot proactively engage with them in real-time.

## SOLUTION

BehaviourExchange will enable B2C businesses to **identify visitors and their personal characteristics** when they visit their website. With the help of blockchain technology and its own cryptocurrency BEX, BehaviourExchange will offer services to any company, not only to advertisers who pay for advertising campaigns.

Businesses will know who their visitors are in real-time, 24 hours a day, 365 days a year. They will be able to **customize the website's content in real time and engage with visitors proactively**, offering information about products or services that correlate with their needs and interests. Every single visitor will see different content, products or services when visiting a certain website, which results in a valuable personalized interaction that will more likely lead to a desired action (e.g. the purchase of a product or service).



The BehaviourExchange **monthly subscription** fee will vary from a few dollars per month up to several thousand dollars per month, depending on the desired details, the volume of traffic, size of the company and the type of industry. This service will be available to millions of B2C companies around the globe that wish to benefit from real-time profiling. BehaviourExchange as a decentralized business model will revolutionize the way companies do business. With the help of Blockchain technology and token economy we will offer profiling in a decentralised manner, similar to what Google and Facebook are offering now in a highly centralised way. And we ensured to be GDPR ready before the new legislation will come into force.

BehaviourExchange has **no direct competition**. The closest are big advertising companies on the one hand and big digital service providers and social network sites that collect large quantities of user data and are able to create detailed user profiles, e.g. Google and Facebook on the other. Both examples use profiles for their core business, which is advertising, and could not easily adopt our business model which is identification of online visitors and customization of website content in real-time.

## BENEFITS

Web visitors will immediately find relevant products and services tailored to their needs instead of getting bombarded with irrelevant content.

B2C businesses will know the demographic and psychographic characteristics of their customers/visitors and thus be able to create a positive, targeted, proactive and consequently much more successful interaction with them in real time.

Websites will be offered a free service of exchanging traffic with other websites from the partner network sites and help us profile visitors.

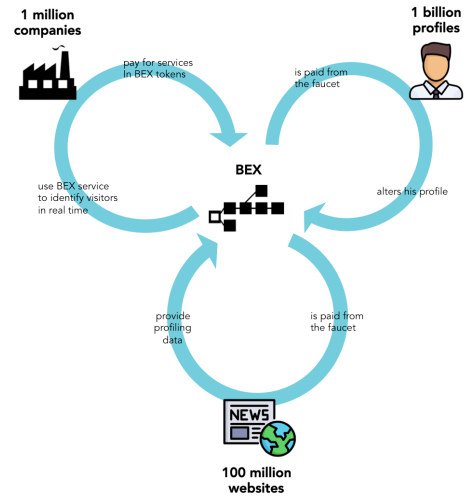
# BLOCKCHAIN

BEX will be launched on the WAVES platform, as one of the most well-established and trusted platforms, with two main benefits for token contributors: the fastest decentralized blockchain platform with low cost transaction fees. The current WAVES transaction fee is 0.001 WAVES, which at the time of writing amounted to 0.01 USD. With numerous beneficial applets, such as browser faucets and web faucets, WAVES will enable BehaviourExchange to quickly meet the roadmap goals after the token sale.

**COMPANIES** will be able to pay for their monthly service in BEX tokens instead of fiat currency and receive a substantial discount or a certain amount of tokens.

**VISITORS** will be rewarded with a predefined number of tokens for activating their profile by registering with one or more social profiles such as Facebook or LinkedIn.

**WEBSITES** will be incentivized to join the BEX partner network and enjoy the benefits of free traffic flow from other websites in the network. Those sites that will keep a predefined number of tokens will be rewarded.



## ROADMAP

February 2018	April 2018	Mid 2018	End of 2018	2019
Private pre-sale of BEX tokens	Crowdsale of BEX tokens	Entering the B2C market with BEX services with the first version of the platform which will enable the use of BEX tokens	Intensive growth of BEX token economy and functionality	Global Expansion

## TEAM



**Marijan Jurenc,**

CEO

Before he was the head and co-founder of the Pro Plus media group and now is the founder and CEO of BehaviourExchange. Through experience and with his proactive approach, he directs us to lead the project towards a common goal. He is visionary and a fan of macroeconomics and trends in the fields of media and the Internet. He is a sworn athlete who likes to run, cycle, sail and play golf.

Management & Advisors: 6

Development & Communication: 8

Support Team: 9

