



MINGO

Five Page Overview

MINGO

Company: Mingo

URL: www.Mingo.com

Industry: Mobile communications and ecommerce ecosystem

Team: 15 people

Current product: MingoChat

Market potential: 2 billion mobile device users

Investments attracted up-to-date: 4,253 Ether

Token Generation Event (TGE) Goal: to raise 45,000 Ether for the development of Mingo Ecosystem.

Problem:

We at Mingo believe that dynamic and instant messaging is critical in today's fast moving world, and right now there is an issue with too many people using too many different chat channels. This can result in overload, missed messages, confusion, delays in response times and in some cases a breakdown of communication. The team has successfully developed a technology which solves this problem and aims to introduce cryptocurrency to the mainstream market while doing so.

Solution:

Mingo, a partner with Swirlds and its distributed technology platform hashgraph, is a free multi-channel messenger app that puts all your conversations in one platform by bringing together some of the most popular messaging apps (Facebook, Facebook, Twitter, Steam, Discord, Slack, Skype and IRC Cloud) into one easy to use stream under your contacts name. The base platform solves the issue of finding and connecting with various conversations from all of your contacts on different apps; this will make Mingo the goto app for message simplification and real-time connectivity.

The Plugin Economy:

The Mingo Plugin Economy will solve the issue of purchasing products and services from authenticated and trusted merchants and service providers with the use of micropayments (something which is currently too costly to do using conventional payment methods) . MingoCoin, part of the Mingo offering, is the easy-to-use, universally accepted token for exchange of value on the Mingo Plugin Economy. Mingo users will only have to hold one denomination of token to pay for products and services in the Mingo ecosystem.

The Mingo Plugin Economy enables merchants and service providers to sell to the active Mingo community deliver easy access to many offerings denominated in MingoCoin.



MINGO

All Plugins are opt-in for the users and range from a wide array of industries, sectors and interests. Merchants and Service providers setup their plugin and offer their goods and services on the Mingo ecosystem, with a fraction of all revenue generated being shared with Mingo.

Mingo users can decide which of the many plugins they will want to use (from gaming, to shopping, and many more).

The cost of purchasing the goods and services is denominated in MingoCoin or indeed can be free.

The Mingo Plugin Ecosystem derives revenue from fees based on transactions between the Mingo Plugins and the Mingo users.

Each merchant plugin has the capacity to earn revenue, use the Mingo ecosystem for lead generation or to just for general self-promotion.

Mingo will ensure the user interface and experience is trusted, hassle free and easy to use.

At Mingo we will build the first plugins, showing ease of use and proof of concept before offering an open API for other organisations to add their plugins for the benefit of the Mingo community, as well as SDK to engage developers - this will create a valuable marketplace for users, in the same way people can choose to access apps in the Apple or Android store.

The first plugin built by Mingo is a MingoWallet, which is a multi-currency crypto wallet, which will enable users to make payments as easily as sending a text. We aim to make payments as real-time as possible by using some of the most advanced and innovative technologies in the crypto space.

Technology:

Mingo will use hashgraph to power the messaging back-channel.

Mingo will use hashraph to power the eSports match-making and match settlement.

Hashgraph is viewed as the next evolution from Blockchain, with faster transactions (over 250,000 per second), world-class security and extremely low cost. The Mingo team is delighted to be one of the first companies to embrace such an exciting new technology



MingoChat:

MingoChat allows you to unify accounts from all your favorite messaging providers into one app. This means no more switching between apps to receive and send messages to/from your contacts. This will generate an active community of users (see MingoChat explained for its key benefits).

Currently the following channels are supported:

- Discord: 45M registered users; geared toward gamers and developers.
- Facebook Messenger: 1.57B daily mobile users.
- IRCCloud: 16K users.
- Skype (in beta): 300M active users.
- Slack: 5M daily users.
- Steam: 125M registered users with 7M-10M users online at any given time.
- Twitter: 328M monthly active users.

We will develop future provider connections. The providers on the roadmap include:

- Telegram: 100M monthly users.
- WhatsApp: 1.3 billion active users
- Blizzard Chat: 41M monthly gamers.
- Google Hangouts
- Instagram: 700M daily users.
- Kik Messenger: 300M registered users.
- Line: 217M monthly users.
- LinkedIn: 106M monthly users.
- Origin Chat: 30M gamers.
- Renren: 242M registered users. Popular in China.
- WeChat: 938M monthly users. Popular in China.

Contact Centric Views:

With MingoChat you can view contacts from different provider accounts. This allows you to have Mingo contact for every real-life person, instead of multiple contacts, spread across multiple accounts, in different apps.

By aggregating your messages your discussion feed will show all your conversations with a single contact in a single feed.

We know you care more about what your friends have to say than which app they use to say it.



Future MingoChat Features:

Future features such as global text searching, video and voice sessions, chat room support, sending attachments, and, of course, sending money are just some of the features on the roadmap for MingoChat.

Starting users off with a messenger is the key to success. Mingo's familiar and simple to use interface ensures that users will find value in the core app while slowly introducing them to MingoCoin. MingoCoin will be held in the in-built MingoWallet.

Token Utility:

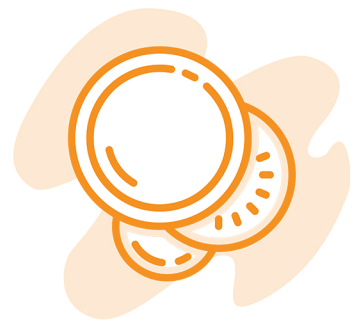
The MingoCoin is a utility token which will be used in all exchange of value on the Mingo Ecosystem.

The MingoCoin will be purchased by Mingo users for use on the ecosystem, either through giving to other users, paying for goods and services or donating to charitable causes.

MingoCoin can also be earned on the Mingo Ecosystem through opt-in advertising where users can decide to watch an advertisement in return for a fee expressed in MingoCoin

Monetization:

- A percentage of any fees and transactions earned across the Plugin Economy will accrue to Mingo. These can be altered to reflect corporate, charitable or community entities.
- Mingo will earn a percentage of advertising revenue from brands that avail of opt-in advertising.
- Onboard communities who avail of the app and allow for sale and billing of services will also contribute to Mingo's revenue.



ITO Schedule

ITO schedule
Private Sale

Pre ITO participants >1<10 ETH get a 30% bonus
Private sale Min contribution 10 ETH

>10<50 ETH get a 30% Bonus
>50<120 ETH get 35% Bonus
>120 ETH get a 40% Bonus
In all cases there will be a lock-up period of 6 months for the bonus

Private sale Begins on Tuesday 13th March 2018 at 10PM EST

Pre ITO contributors	13%
Founders and core team	15%
Reserve	15%
ITO including private and public sale	45%
Advisors and future employees	7%
Marketing	5%

Planned Use of Funds

8,000 ETH = everything on our roadmap. Includes all purpose dev team to build and maintain chat, wallet, esports, and plugins.

15,000 ETH = dedicated games team + dedicated plugins team. Faster releases in all modules.

25,000 ETH = dedicated wallet team. Includes enhanced wallet features.

45,000 = All tiers include 3 yr runway, marketing, bizdev, admin, etc.



ROADMAP

