



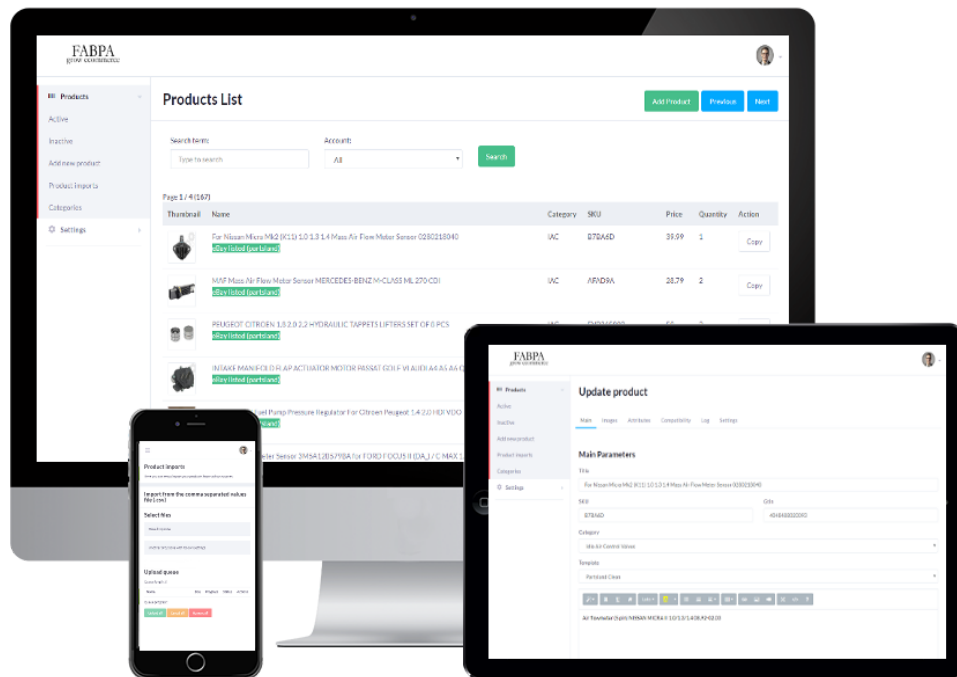
# SALES HUSTLER

*Multi-channel ecommerce platform for digital business*

30 October 2017

Version 1.1





## VISION AND GOALS

Our goal is to create a multi-channel SaaS platform to manage and sell your products in various marketplaces. We believe that all stock, orders and customers should be managed in one place. The marketplaces include eBay, Amazon, Etsy, Aliexpress, Alibaba, Rakuten, Lazada, Flipkart, Snapdeal, Zalora. We already have an MVP in closed beta and existing customers find it extremely useful.

Current implementation includes full eBay integration, bulk product imports to your listing, scrapping of competitor product list, a simple and intuitive adjustment of product details and bulk revision of products.

Platform not only enables multi-channel sales but it automatically generates your own online store with custom domain and design (similar to Shopify). It is done based on the products in the system.

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Platform currently supports one-click scrapping of competitor listings from Ebay. System imports competitor listings with all product details and images which can then be adjusted and relisted on your brand.

It is planned that cryptocurrencies will be supported. Barcode scanning and other logistic features will be supported by the warehouse module. Orders will be automatically fulfilled to external warehouses throughout API communication.

The platform will work as a CRM as well. Customer details from various channels will be imported into the system automatically. Integrations with most popular 3rd party marketing services like SalesForce, Campaign Monitor, MailChimp, etc. It will help to manage and segment customers, email campaigns and newsletter subscriptions. Branded automatic status notifications will be sent to customers.

## ROADMAP

**MVP Platform with eBay integration** - complete.

**Shopify style store** - complete.

**Cryptocurrencies support** - 2017 4Q.

**SaaS service launch** - 2018 1Q.

**eBay designer crafted templates and eBay international marketplaces integration** 2018 1Q

**Amazon and Etsy integration** - 2018 2Q

**Global marketplace website (like eBay) from current client items will be created for sellers and only cryptocurrencies will be accepted** - 2018 3Q

**Integration of Aliexpress and Alibaba** - 2018 4Q

**Integration of Rakuten and Lazada** - 2019 1Q

**Integration of Flipkart and Snapdeal** - 2019 2Q

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**Integration of Zalora marketplace - 2019 3Q**

**AI assisted sales prediction & profit analysis - 2019 4Q**

## **INITIAL COIN OFFERING (ICO)**

**We are starting with a TOTAL LOW HARD CAP of 5,000 ETH only.**

To implement our vision we are launching an initial coin offering (ICO) to issue **Sales Hustler** tokens on the public sale. In total there are 10 million (10,000,000) tokens created called **Sales Hustlers (SAL)**. Minimum contribution is 0.1 ETH. For 1 ETH you will get 1000 SAL tokens (full price without discounts). SAL tokens will be issued as ERC20 compliant tokens for Ethereum Sales Hustler.

Each holder of SAL tokens will be entitled to a **referral 20% commission** which will be paid weekly.

50% of tokens will be sold in ICO.

To align the interest with the value of the tokens management team and employees will be allocated 20% of all tokens over time as a motivational tool.

Advisors will receive 5% of all tokens.

25% of tokens will be reserved for future development.

**The pre-sale\* -50% of SAL tokens will begin on October 21st, 2017, 12PM GMT. Our target is to sell tokens worth 2500 ETH during the pre-sale offering. Pre-sale will automatically end on 21st of November 2017 or once the Hardcap of 5,000 ETH equivalent in SAL tokens will be reached (whichever comes first).**

**For 1 ETH contribution you will receive 1500 SAL tokens during the pre-sale.**

The public sale of SAL token will begin on November 22, 2017 12PM GMT. Total SAL HARDCAP (Pre-Sale + Main Event) is 5,000 ETH.

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## PROJECTED USE OF COMPANY FUNDS

R&D for other platforms development - 50%

Marketing and sales - 40%

Operational expenses - 10%

Service costs based on subscription plan will vary from \$20 to \$100 equivalent in ETH per month.

Custom pricing and development of ad-hoc features for large enterprises will also be offered.

In case the funding target would not be reached, the product will be developed according to funds raised and the token sale will continue.

## REVENUE SHARING WITH TOKEN HOLDERS

Shareholders will have the ability to vote for important issues raised by Board of Directors. Revenue sharing strategies will be one of such topics and currently we are planning to share revenue in 2 ways:

1. Token buyback programme to increase the value of token;
2. Paying dividends in ETH;

Voting will be arranged via The Blockchain Congress mechanism and vote weight will depend on the token amount shareholder possess.

## COMPANY

Company will be incorporated in the European Union, Lithuania. Lithuania has strong fintech and community of software developers. Recently a Lithuanian fintech startup BANKERA ICO raised funds extremely successfully!

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## TECHNOLOGY STACK

Language: C#

Frameworks: .NET CORE, Angular

Database: PostgreSQL

Web server: Nginx

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## TEAM

### [Renaldas Čypas](#)

CEO

Has 15 years of professional development and business experience.

Microsoft certifications: MCITP, MCSE, MCSA, MCP.

Specialties: Software developer, C#, ASP.NET MVC, ASP.NET Core, Web API, Angular, jQuery, Entity Framework, SQL, Swift, Umbraco

### [Kostas Jonauskas](#)

CTO

With a background of a systems analyst currently working as a senior .NET C# developer implementing both front-end and back-end solutions in agile environment.

Specialities: .NET, Angular Expert.

### [Vilius Brusokas](#)

Frontend Engineer

Expert in React, Angular, JavaScript and other frontend technologies.

### [Egile Petrauskyte](#)

QA Engineer

UX advisor, Quality assurance.

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## ADVISORS

Kornelijus Perminas

E-commerce Expert

Serial entrepreneur, has started a number of global e-commerce businesses, digital nomad, usually based in Lithuania or Spain.

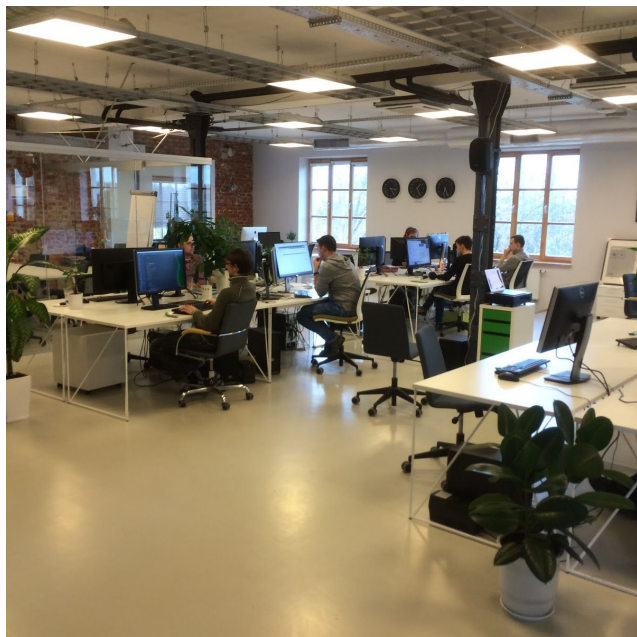
Eligijus Krepsta

Developer

Has been working with multiple early stage startups for the past few years. JavaScript developer, blogger, teacher.

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## CONTACTS

Our office is located in a startup accelerator [Kulturos Fabrikas](#)

Bangu 5A-3C,  
Klaipeda, 92346,  
Lithuania

Email: [info@saleshustler.io](mailto:info@saleshustler.io)



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## LEGAL NOTICE

PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED “DISCLAIMER OF LIABILITY”, “NO REPRESENTATIONS AND WARRANTIES”, “REPRESENTATIONS AND WARRANTIES BY YOU”, “CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS”, “MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS”, “NO ADVICE”, “NO FURTHER INFORMATION OR UPDATE”, “RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION”, “NO OFFER OF SECURITIES OR REGISTRATION” AND “RISKS AND UNCERTAINTIES” CAREFULLY.

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This White Paper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the SAL tokens (the “Distributor”) to purchase any SAL tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

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No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the SAL tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper.

Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of SAL tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the “T&Cs”) of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

You are not eligible and you are not to purchase any SAL tokens in the Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America, a citizen or resident of the Republic of Singapore, or a citizen or resident of the People’s Republic of China.

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By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to Sales Hustler as follows:

- you agree and acknowledge that the SAL tokens do not constitute securities in any form in any jurisdiction;
  - you agree and acknowledge that this White Paper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a
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solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;

- you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;

- you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the Sales Hustler Initial Token Sale, or future trading of the SAL tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Sales Hustler, the SAL tokens, the Sales Hustler Token Sale (each as referred to in this Whitepaper);

- the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to Sales Hustler;

- you agree and acknowledge that in the case where you wish to purchase any SAL tokens, the SAL tokens are not to be construed, interpreted, classified or treated as:

- (i) any kind of currency other than cryptocurrency;

- ii) debentures, stocks or shares issued by any person or entity (Sales Hustler)

- (i) rights, options or derivatives in respect of such debentures, stocks or shares;

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- (ii) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
  - (iii) units in a collective investment scheme;
  - (iv) units in a business trust;
  - (v) derivatives of units in a business trust;
  - (vi) any other security or class of securities.
  - (g) you are fully aware of and understand that you are not eligible to purchase any SAL tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore;
  - (h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, Sales Hustler-based software systems, cryptocurrency wallets or other related token storage mechanisms, Sales Hustler technology and smart contract technology;
  - (i) you are fully aware and understand that in the case where you wish to purchase any SAL tokens, there are risks associated with Sales Hustler and its respective business and operations, the SAL tokens, the Sales Hustler Token Sale (each as referred to in the Whitepaper);
  - (j) you agree and acknowledge that Sales Hustler is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and
    - (k) all of the above representations and warranties are true, complete, accurate and no misleading from the time of your access to
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and/or acceptance of possession this White Paper or such part thereof (as the case maybe).

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All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by Sales Hustler or its respective directors, executive officers or employees acting on behalf of

Sales Hustler (as the case may be), that are not statements of historical fact, constitute “forward looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “possible”, “probable”, “project”, “should”, “would”, “will” or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding Sales Hustler’s financial position, business strategies, plans and prospects and the future prospects of the industry which Sales Hustler is in are forward-looking statements.

These forward-looking statements, including but not limited to statements as to Sales Hustler’s revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding Sales Hustler are matters that are not historical facts, but only predictions. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of Sales Hustler to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements.

These factors include, amongst others:

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(a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which Sales Hustler conducts its respective businesses and operations;

(b) the risk that Sales Hustler may be unable or execute or implement their respective business strategies and future plans;

(c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;

(d) changes in the anticipated growth strategies and expected internal growth of Sales Hustler;

(e) changes in the availability and fees payable to Sales Hustler in connection with their respective businesses and operations;0

(f) changes in the availability and salaries of employees who are required by Sales Hustler to operate their respective businesses and operations;

(g) changes in preferences of customers of Sales Hustler;

(h) changes in competitive conditions under which

Sales Hustler operate, and the ability of Sales Hustler to compete under such conditions;

(i) changes in the future capital needs of Sales Hustler and the availability of financing and capital to fund such needs;

(j) war or acts of international or domestic terrorism;

(k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of Sales Hustler;

(l) other factors beyond the control of Sales Hustler;

and

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(m) any risk and uncertainties associated with Sales Hustler and their businesses and operations, the SAL tokens, the Sales Hustler Initial Token (each as referred to in the Whitepaper).

All forward-looking statements made by or attributable to Sales Hustler or persons acting on behalf of Sales Hustler are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of Sales Hustler to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.

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To facilitate a better understanding of the SAL tokens being offered for purchase by the Distributor, and the businesses and operations of Sales Hustler, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper.

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