BUZCOIN

CRYPTOCURRENCY FROM

OLGA BUZOVA

Russian star

is the most popular person in Russia

WHITEPAPER

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Who is
Olga Buzova?

TV presenter

Participant of the Russian reality show Dom-2 (House-2) on the TNT channel since 2004, and its constant host since December 2008. According to the estimates of the RBC, Russian business newspaper, the annual turnover of funds associated with the Dom-2 universe is about 5.7 billion rubles a year.

Singer

In 2016, Olga Buzova began a professional solo career. Within a few days her songs became hits and came atop the Russian iTunes. In 2017, Olga made a video for her song "Wi-Fi" with the fashion industry star Jeremy, the official frontman of Philipp Plein. According to the "All Stars" magazine, Olga was the first in the rating of the most popular Russian singers in 2017[1]. In March 7, 2018, Olga broke the world speed record with the song topping the iTunes chart: her single "She's not afraid" did it in just 1 minute.

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[1] http://kontrastniy.ru/shoubiznes/olga-buzova-zanyala-14-e-mesto-po-versii-forbes.html.

The most popular blogger in Russia

She has the most popular Instagram in the Russian segment of the Internet with the number of subscribers reaching almost 13 million and growing[2]. This is way more subscribers than Tom Cruise, Donald Trump and Hillary Clinton have. To order an advertisment in her Instagram is almost a win-win way to increase the flow of customers, especially for companies working in the field of beauty and health. According to the results of 2017, Olga's Instagram Stories reached the world's TOP-3 by the number of views, bypassing Kim Kardashian and all other international celebrities on this indicator, except football player Neimar and videoblogger Lele Pons[3].

Actress

In 2015, the movie "Bartender" with Olga in the lead had a deafening success in cinemas. Then she accepted the proposal for the lead role in one of the most successful guest performances "The Man in Demand" and starred in the film "Burn" filmed by the famous Russian filmmaker Kirill Pletnev.

Brand-ambassador for a number of successful business projects

Many people associate Olga with popularity and success, so she is invited to participate in the promotion of major companies and world famous brands.

Businesswoman

Popularity helps Olga to run her own business. She promotes her own clothing line under the brand OLGA BUZOVA DESIGN. In 2016, Olga released "The Price of Happiness", the first ever perfumed book with the fragrance created in Berlin by the legendary perfumer Christophe Laudamiel. The circulation of the book of 20,000 copies was sold out in a few days.

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[2] http://www.woman.ru/stars/medley1/article/211960/.

[3] http://chelny-izvest.ru/news/top5/56060-olga-buzova-popala-v-troyku-samykh-populyarnykh-lyudey-mira.

The most popular person in Russia

Olga Buzova ranks first in the number of references in the media — 16278 — in the Forbes' "50 stars of business and sport" rating for 2017[4]. People like her sincerity, honesty, openness and beauty.

As one of the youngest stars of the Russian stage, Olga understands that we live in an era of rapid change. Olga is a true symbol of these changes for her fans: she knows what real life is and how quickly it is changed by new technologies. The excitement around the crypto-currencies caught Olga's interest. She saw new prospects for the blockchain revolution.

Olga Buzova invited in her team true professionals who have already worked with blokchain projects. She decided to create an online platform that has no analogues in the world, combines the functions of communication service and BUZAR marketplace, and release her own crypto-currency BUZCOIN.

Olga perfectly understands that the level of popularity achieved by her will help in the promotion of the project and will allow the team to focus more on the development and quality of the product, which will allow it take the leading positions alongside the world's most famous online sites in the nearest future.

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[4] http://www.forbes.ru/rating/348311-reyting-forbes-glavnye-rossiyskie-znamenitosti-2017#all_rating.

Introduction

Buzar 2in1

How many applications and platforms are used per day by a modern person? Five? Ten? Fifteen? None of us can imagine our life without social networks such as Facebook or Vkontakte, all kinds of messengers ranging from Skype and Viber to Telegram and streaming services. Why do people use so many services and applications? Because all of us have long been accustomed to the idea that these messengers and services can be used only for one or two purposes. And now imagine the functionality of almost all of your favorite applications and services gathered together, and the quintessence of everything that we actively use every day has appeared on the market! With the advent of BUZAR, you no longer need to move between dozens of applications. It will be enough just to buy the project tokens and install the application.

The BUZAR team wants to create a fundamentally new online platform where any Internet user can find the most important thing that he/she is looking for in the Net: a friend or a girlfriend, to arrange personal life, to make new acquaintances, to find old friends, business partners or like-minded people, to escape from loneliness that invades our modern world.

On the other hand, we will give the platform participants a marketplace with wide functionality. BUZAR, like the ancient oriental bazaars, will unite the simplest and most important networks for users around the world: live communication through messenger and mutually beneficial cooperation. The platform will feature simultaneous combination of the communication service and the universal Super-Marketplace.

We are open to users' suggestions for the implementation of BUZAR, and will conduct a special vote on new features that you would like to add to the platform. Our task is to create a unique product that will be convenient for users. To do this, the BUZAR team plans to create a multifunctional service with a well-developed security system and a simple and intuitive interface.

We want to design an oasis in the Net where communication between people will be alive and sincere, and business relations between participants will be based on trust.

3

How does
it work?

With the development of the Internet and ongoing digitalization, people's needs for communication are growing. At the same time, e-commerce sites such as AliExpress, Amazon and WeChat have made tremendous progress in the field of electronic commerce, and their turnover is already estimated at billions of dollars. BUZAR combines these two active trends and creates a new unified platform on the Internet that will combine the functions of the communication p2p platform and the universal Super-Marketplace.

3.1. Communication p2p platform

Social network

Messenger
Messaging, calls and video calls over encrypted channels

Video
Hosting and video broadcastin

App in app
No direct user access to the services of hundreds of companies and applications through the BUZAAR

Events
Purchase tickets for concerts and other events

Music service

An instant messenger will be created on the platform for communication between the BUZAR participants. With the advent of BUZAR, you no longer need to move between dozens of applications. It will be enough only to buy BUZCOIN tokens and install the application with a wide range of functions:

1. Social network

Creation of communities and groups, personal pages of users and public pages for organizations. Users will be able to find new friends, partners and share their notes and impressions.

2. Messenger

Text messages exchange, calls and video calls.

3. Communication over encrypted channels

You will be able to send private messages via encrypted channel, as well as your photos and documents. The possibility of anonymous exchange of messages, calls and video calls via encrypted channels will be realized.

4. Implementation of the "app in app" model

Direct user access to the services of hundreds of companies and applications through BUZAR.

5. Data communication

You will be able to send files, photos and documents to your friends and partners.

6. Music service

Platform users will store, reproduce and post online audio files, and performers and copyright owners will post their content and receive payment for its use.

7. Video hosting and streams (broadcasts)

Ability to publish video content and share it with other users. Copyright owners will post their content on the platform and receive a reward for its use.

8. Events

Purchase of tickets for concerts and other events.

Such a functional will allow to lure the user from the first minutes as deeply as possible, and a simple and intuitive interface will facilitate its rapid development. Any of us, logging in to BUZAR, can immediately and simultaneously gain access to the capabilities, functionality of almost all social services that exist at the moment.

3.2. Honest and Transparent Super-Marketplace

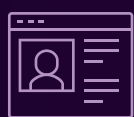BUZAR will create a universal supermarket of goods and services in the domain of e-commerce. As part of this, the platform will implement:

Bulletin Board and online auction

Purchase & sale of goods and services

Job service
Publication of vacancies and job search service

Real estate
Service for rental and sale of real estate

Creation of online stores

Cryptocurrency exchange service and p2p payments

1. Bulletin board and online auction

2. Purchase / sale of goods and services

With a guarantee of security of transactions through the technology of smart contracts in the B2C, C2C and B2B segments.

3. Creation of online shops on the basis of BUZAR

Its functional will be available for all platform participants who have been identified.

4. Discounts and loyalty programs

For platform users from partner companies and rewards for being active inside BUZAR, such as writing reviews of products and services. The program will focus on companies that work under the brand of Olga Buzova.

5. Job search service

With a developed rating system and verification of participants.

6. Service for rent and sale of real estate

With a developed rating system and verification of participants.

7. Service for the exchange of crypto-currency

The ability to quickly exchange BUZCOIN for other crypto-currencies money. This function will be introduced after the appropriate license is received.

8. P2P payments

Payments on the platform will not require intermediaries. Platform users will be able to send each other BUZCOIN crypto currency.

4
The problems
of modern marketplaces

In Chris Anderson's book "The Long Tail: Why the Future of Business Is Selling Less of More" there is a concept according to which a wide assortment gives an increase in sales. The more products of different categories offered on the site, the higher the chance that the buyer will buy something. And indeed, today every fifth purchase in the world is made on large online sites, such as Amazon and Aliexpress.

Nevertheless, the model of existing marketplace has several problems:

Complex withdrawal of cash for sellers

Each marketplace introduces its limits on the withdrawal of funds and sometimes it takes more than a month.

The possibility of deception

Despite the fairly tough policy of major marketplaces that really helps protect consumers' rights, buyers are not always insured against cases when the seller, in the guise of an expensive product, sells some cheap product, or even disappears with other people's money.

Scored ratings and reviews

This is a real problem and a major reason why customers experience so many difficulties in finding a really good seller that would sell them the goods of proper quality.

High commission rates

The entrepreneurs who want to sell their goods with the help of the marketplace are forced to pay very high fees (the amount of the corresponding commission surcharge can reach 10 percent). This disadvantage is also directly displayed on users, since sellers proportionally increase the cost of the goods, so that buyers often overpay for the goods.

Ineffective support

In the event of problems (regardless of whether these problems are purely technical or not), the response time can be as long as weeks. In turn, this can lead to the fact that the problem is solved with delay (at the moment when the urgency of the solution of this problem is completely leveled) or not solved at all.

Tough administrative policy

Many world sites sport extremely strict standards in relation to sellers. Minimal violations of the terms of use can lead to permanent blocking of accounts and complete loss of the client base. Administrations of modern marketplaces quite rarely really take into account the arguments of all parties to properly resolve conflict situations and, often, do not give second chances.

BUZAR
will be deprived
of all these problems

We call it the "Super Marketplace", because the technology of smart contracts will allow, on the one hand, to everyone to place goods on our platform, and on the other hand, it will be absolutely transparent. Advantages of smart contracts will allow to fully realize the concept of the project.

Moreover, BUZAR users will be able to purchase not only goods, but also services from different performers. Thanks to this, as in the sphere of communication, the platform will combine an extremely wide functionality that will keep the user on the platform for the longest period of time.

The platform itself will act as an intermediary and guarantor, which, using technologies and smart contracts, will eliminate possibility of any fraud during the transactions on BUZAR. We will create a special transaction guarantee service: the customer will buy something on the BUZCOIN platform, and the seller will receive them only after the goods are transferred or the order is executed. In case of disputes, BUZAR will act as an arbitrator that will make final decisions.

Thanks to the above opportunities, BUZAR will become a transparent and honest Super Marketplace that will unite all the activities at once and will have the widest possible client base. The BUZAR site will work simultaneously in three segments:

— C2C (client — client);

— B2C (business — client);

— B2B (business — business).

To carry out payments between participants on the Ethereum blockchain platform, an ERC20 token will be issued. As the platform develops, it is planned to connect more and more partners to use BUZCOIN tokens.

We want people all over the world to become closer to each other. BUZAR is a global online platform, both convenient for communication and for e-commerce. This is the next generation IT platform.

model
app-in-app

BUZAR will implement the "app-in-app" model which will allow hundreds and thousands of companies and applications to integrate into BUZAR through open API and gain access to our client base. The user will be able to access all possible goods, services and communication services, for example:

— make video and audio calls,

— exchange messages and files over encrypted channels,

— place an ad about the sale of their product or service,

— stream video and music,

— buy a ticket to a concert or watch it online,

— order a taxi or food including delivery,

— play an online game or read a book,

— find a job or real estate,

— create their own online store,

— make group purchases,

— transfer BUZCOIN to other platform participants,

— pay for goods and services with BUZCOIN,

- conduct transactions in the shortest possible time with minimal costs,

- advertise their product among potential customers, thanks to integration with the social component of the platform,

- find as quickly as possible potential suppliers, sellers or performers,

- resolve disputable situations with the help of the "guarantor-system" platform.

As a result, on the one hand, BUZAR will be an effective tool for the creation and development of any business, be it an international consortium or simple plumbing services in a small town, and, on the other hand, will be the new gold standard social service in the world that will be able to meet any needs.

6

What is
BUZCOIN?

BUZSOIN is a crypto-currency, the settlement unit of the BUZAR blockchain platform.

The BUZAR platform is an integrated ecosystem where the functions of a trading platform and a communication service are realized simultaneously. BUZCOIN will be tied to all aspects of the functionality of the BUZAR platform that will allow users both to spend tokens on products or services, and to provide services or sell their own ones through the ad system. Users will be able to make settlements among themselves using BUZCOIN tokens as a settlement instrument.

The BUZAR project will encourage users to store BUZCOIN tokens in their purses inside the system.

Flexibility of the platform is provided by its wide functionality, and the team provides transparency and trust between all participants.

BUZCOIN token is the core of the BUZAR ecosystem.

As the platform develops, its partners will use BUZCOIN tokens more and more. This will extend the functionality of the tokens and will significantly increase the coverage of the ecosystem, giving more and more users the opportunity to communicate with each other, and interact for any purpose.

A BUZCOIN owner will be able to buy a ticket for Olga Buzova or other partner artists' concert at an attractive price through a specially created application. In addition, the BUZCOIN token can be used for transactions with any company that operates under Olga Buzova brand or has a partnership with the BUZAR project.

BUZCOIN is an ERC20 token that will be released on the Ethereum platform. 2 100 000 000 tokens will be released without taking into account bonuses.

7
Development
strategy

BUZAR needs people for successful development — future users and plat-form clients that will become its driving force in the implementation and development of the project. Moreover, our team is well aware that the market place and all kinds of social services are already saturated. Each year dozens of new applications and programs appear, however, only few of them could get at least part of the popularity and audience that Instagram, Aliexpress, WeChat or Telegram have.

However, unlike analogues, we have an indisputable trump card, as the found-er and brand-ambassador of BUZAR — Olga Buzova — is the most popular celebrity in Russia[5], whose popularity in the Internet can be envied by many world celebrities, and her Instagram Stories is in the world TOP-3.

In this case, Olga Buzova and the team have great competence in the pro-motion. Large international companies cooperate with her in the domain of their brands' promotion. A post in her Instagram is considered to be one of the simplest and most reliable ways of advertising your business in Russia. At the same time, Olga already has experience in business: she owns her own brand of clothing "OLGA BUZOVA DESIGN".

[5] http://www.forbes.ru/rating/348311-reyting-forbes-glavnye-rossiyskie-znamenitosti-2017#all_rating.

The popularity of Olga Buzovaya and her popularity in the media and social networks will attract natural traffic to the BUZAR platform. Olga's brand will reduce the cost of promoting BUZAR by at least 50% of the average budget of any IT platform. Available funds will be used to improve the functionality of the platform: UX and UI.

Thanks to Olga Buzova's personal brand,the companies and individuals co-operating with the platform (including online stores) will find it easier to sell their goods and services to the end user.

Thanks to the popularity of Olga and her competencies in the promotion, we are more than sure that the audience of the Buzar platform will grow exponentially.

In addition, the factors that will ensure the success of BUZAR can be attributed to:

— The uniqueness of the project;

— The experienced team of developers with portfolios holding dozens of successful projects;

— Reliable partners;

— Known and respected advisers;

— Innovation of the BUZAR functionality as a social component and marketplace;

— Honesty and transparency of the marketplace. The technology of smart contracts, together with the transactions guarantee function, will constantly attract new customers and retain old ones, as regular customers will receive a superior quality of services and will never be deceived;

— A huge offering of the marketplace. BUZAR will be the first Super Marketplace of goods and services that can satisfy the needs of absolutely any client;

— Geography of development. Our team does not plan to stop its work in Russia. We plan to expand into the world markets;

— Low marketplace commissions;

— Integration with the social component of the BUZAR platform. Such integration will allow transferring data from social networks to the database of the marketplace. Thanks to this, the process of registering new sellers or buyers will be greatly simplified; advertising materials and search results will be immediately based on pre-collected and personalized information. Moreover, sellers and buyers will be able to find important contacts much faster with the help of the social aspect of our ecosystem.

8
Roadmap

April 2018. PreICO

August-October 2018. Initial token offering (ICO)

October 2018. Generation and distribution of tokens

4th quarter 2018. Drafting technical tasks, purchase of equipment and software develop-ment

1th quarter 2019. Testing of the first services of the platform: ticket sales, beta version of the Bulletin Board, loyalty programs

2th quarter 2019. Testing the mobile version of the platform

2th quarter 2019. The launch of messenger, text messages and mobile versions of the plat-form

2th quarter 2019. The launch of the B2C and C2C segments of Super marketplace

2th quarter 2019. Adding audio calls to the messenger

2th quarter 2019. Introduction of the online stores to the platform.

2th quarter 2019. Launching the program to reward participants for actions on the platform

3th quarter 2019. Integration into instant messenger p2p payments

3th quarter 2019. Running on the platform of video hosting and streaming

3th quarter 2019. Adding video calls to the messenger

3th quarter 2019. Activation of group buying

4th quarter 2019. Testing the beta version of the «app in the app»

4th quarter 2019. Starting a recruiting ap-plication

4th quarter 2019. Running the app to search for realty

4th quarter 2019. The implementation of a new model «app in the app»

The beginning of 2020. The launch of the B2B segment of Super marketplace. Further development and expansion

9
Terms of
ICO

9.1. Major terms of token sale

Name	BUZCOIN (BUZ)
Exchange rate for token sale	1 BUZ = 0,1 USD in ETH
Minimum amount of participation	10 USD in ETH
Token Availability	For ETH contributions will be distributed immediately
Hard Cap	210 mln USD in ETH
Emission of tokens	BUZ tokens are created after transaction
Public token pre-ico	18 April 2018 — 18 May 2018
Public token sale	1 August 2018 — 20 October 2018
Period of the token sale	ICO will run for 80 days or until the hard cap is reached
Platform	Ethereum ERC20

9.2. Order of tokens distribution

Released BUZ tokens will be distributed as follows:

10% M&A Reserve, & Options

2% Bounty

13% Team Tokens

75% ICO Sale

9.3. Purpose of use

The collected funds will be fully directed to the implementation and subsequent development of the project.

They will be distributed as follows:

7% Development & Expansion

41% Research, Engineering & Design

19% Platform integration

33% Equipment & Service
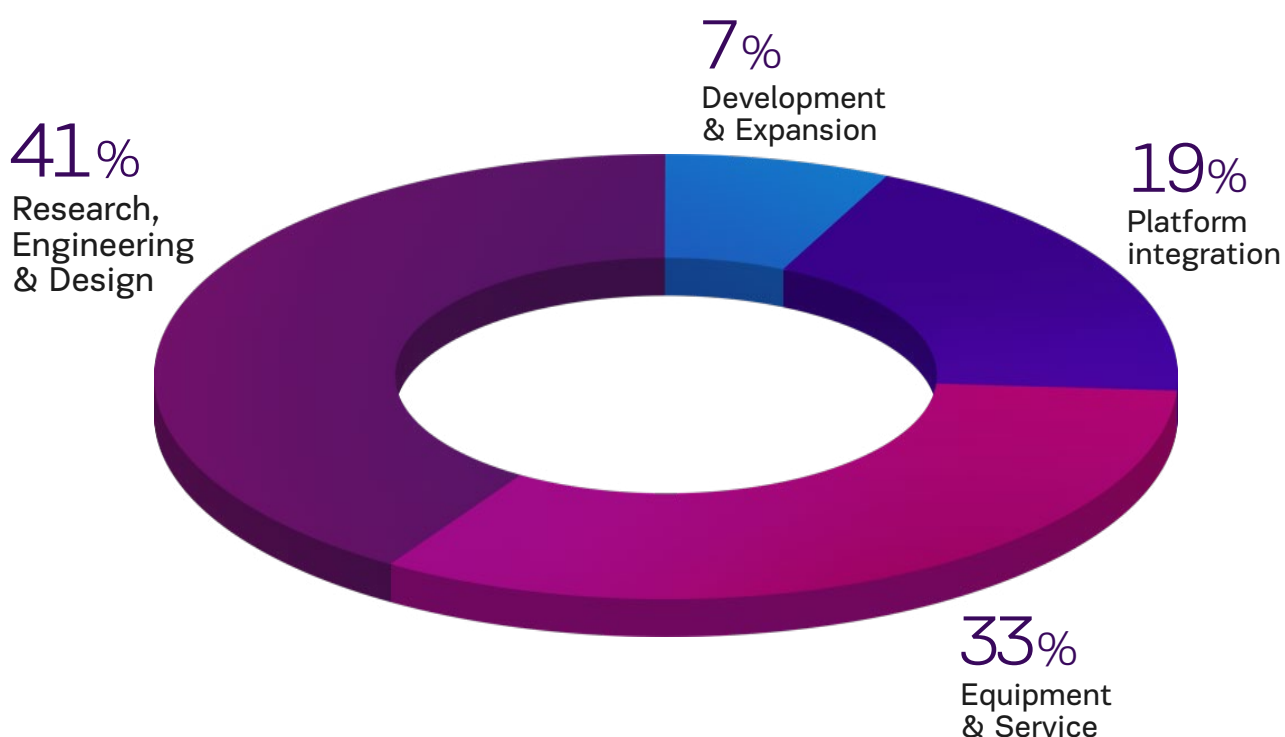
9.4. List of accepted crypto-currencies and their addresses

During all stages of ICO, the following crypto-currencies will be accepted: ETH, BTC, BCC, LTC, XRP, Dash.

Cryptocurrency	Wallets addresses
₿ BTC	13vL9G4Gt2BX5********9JbFFjC5pEnQy
◆ ETH	0xe6CCECC6543E4aB********612FBe92dd7fBAeD1
Ł LTC	LcKTi2ZduMvHo********hLy9xMZjdXWZS
XRP	rHG2nJCKYEe32********EeDob81VKkK3q
Dash	XcMZbRJzPghTc********mL3eKhYAGo4Ab

Attention!

— When a transaction in the ETH cryptocurrency, BUZ tokens will be credited instantly. The maximum delay time is 60 minutes. In all other cases, the sending of BUZ tokens will be done automatically after the completion of the ICO.

— Trust only the addresses listed above. Make sure that the addresses indicated are the same as those indicated on the official site **buzcoin.io** and on the official channels of the project. We will not publish addresses on any other channel, including e-mail messages and Telegram private messages.

— Use a purse that supports ERC 20 Ethereum tokens, such as MyEther-Wallet, Mist, Metamask or Parity

— Do not send ETH from stock exchanges, such as Coinbase and Kraken. Otherwise, your tokens will be frozen.

9.5. Double bonus program

In the ICO process, two bonus programs will operate — quantity bonuses and time bonuses.

By time

30 DAYS Pre-ICO	DAYS 1-14	DAYS 15-28	DAYS 29-42	DAYS 43-56
Bonus 30%	Bonus 20%	Bonus 15%	Bonus 10%	Bonus 5%

- 43–56 days — 5%
- 29 – 42 days — 10%
- 15–28 days — 15%
- 1–14 days — 20%
- 30 days Pre-ICO — 30%

By amount of participation

Amount of participation USD in ETH	Amount of participation USD in ETH	Amount of participation USD in ETH
200,000+ more	50,000 – 200,000	10,000 – 50,000
Bonus 8%	Bonus 5%	Bonus 2%

- 10,000 – 50,000 — **2%**
- 50,000 – 200,000 — **5%**
- more than 200,000 — **8%**

buzcoin.io

Our
team
& advisers

Olga Buzova

Founder & russian mega celebrity

Aram Archer

**Founder and Director of the artist
Olga Buzova more than 10 years**

Owner and founder of the music label and producer center Archer Music productions. Co-owner of the companies «Algorithm group», «Algorithm blockchain club», «Siberia trading» (Swiss).

Andrey Semin

Founder, project coordinator

The owner of the group of companies «Multi Land». Co-owner of companies «Algorithm group», «Algorithm blockchain club», «Siberia trading» (Swiss), «B.P. Imperium group».

Dmitrii Borodin

CIO/CTO, software architect

Chief Information Officer (CIO), Chief Digital Information Officer (CDIO), CryptoB2B expert and blockchain team leader. Founder and co-owner of social network Topface.com with 115M+ users.

Yan Koyfmann

Author of the idea, blockchain and ICO expert

Founder of worldwide blockchain platform NS for energy management. More than 18 years worked as the leading expert in the sphere of formation and use of computer information systems and innovative technologies.

Grachev Andrey

The representative of the project in the official structures

Expert on the practical application of blockchain technology in business processes, founder of hedge Fund "Crypsis" and the company "Crypsis Bbckchain Holding". Resident of the VEB community Blockchain, a member of the Moscow chamber of Commerce and industry, as an expert on blockchain technologies.

Konstantin Lazukin

Blockchain enthusiast, Software Engineering Lead-er with 8 years experience in multiple industries including e-commerce, real estate, finance

Team leader at REMC company. Konstantin successfully organized full development circle of Sophie CRM system and launched it in 2016. In 2018 successfully managed ET4 token sale and keeps growing in the blockchain industry.

Franc Baron

IT consultant

Specialist in information security. Has more than 15 years engaged in the development of software for the financial sector. Paris, France.

Alexey Novikov

Investment Director

More than 15 years of experience in venture capital investment.

Gala Litovskikh

Legal adviser

The adviser of Department for control of foreign investments of FAS Russia.

Elena Mashina

Legal adviser

More than 5 years of international legal practice. Works in company Law&Trust International.

Denis Kastin

Co-author of white paper BUZAR

Lawyer, works in company Law&Trust International.

Follow us

Our company is open to public communication.
Any feedback is welcome. Follow and contact
us on social media channels.

f	**You Tube**	✈	✈
Facebook	Youtube	Telegram	Telegram chat
VK	📷	🐦	🏃
Вконтакте	Instagram	Twitter	Golos
Reddit	**M**	**₿**	〜
Reddit	Medium	Bitcointalk	Steemit

Support for ICO — **support@buzcoin.io**

Contact for media — **pr@buzcoin.io**