White Paper "EasyFeedback" token

October 2022 Version 5.1.7

easyfeedback

Document: White Paper "EasyFeedback" token

Project of: Easy Feedback

Web: EasyFeedbackToken.io

Hello,

Thank you for the time you are going to devote studying our project.

We hope to get your trust.

The EasyFeedback team

For more information: feedback@easyfeedbacktoken.io

"your feedback moves the world"

Risk Disclosure Compliance

In order to comply with Rule 5 of Circular 1/2022 of January 10 of the National Securities Market Commission (CNMV) regarding advertising of crypto-assets presented as an investment object, we warn that investment in crypto-assets is not regulated, may not be suitable for retail investors and the full amount invested may be lost. It is important to read and understand the risks of this investment which are explained in detail in this location. We reproduce below the contents of Annex II of the aforementioned Circular.

ANNEX II

High-risk investment product

1. The value of the investments and the yield obtained therefrom may undergo significant upward and downward variations, and the entire invested amount might be lost.
2. Investments in early-stage projects involve a high level of risk, so it is necessary to properly understand their business model.
3. Crypto assets within the scope of this Circular are not covered by client protection mechanisms such as the Deposit Guarantee Fund or the Investor Guarantee Fund.
4. The prices of cryptoassets are constituted in the absence of mechanisms that ensure their correct formation, such as those present in the regulated securities markets.
5. Many cryptoassets may lack the necessary liquidity to be able to unwind an investment without suffering significant losses, since their circulation among both retail and professional investors may be very limited.

Risks inherent to technology

6. Distributed registry technologies are still at an early stage of maturity, with many of these networks having been created recently, so they may not be sufficiently tested and there may be significant flaws in their operation and security.
7. The recording of transactions in networks based on distributed registry technologies works through consensus protocols that may be susceptible to attacks that attempt to modify this record and, if these attacks are successful, there would be no alternative record to support these transactions and therefore the balances corresponding to the public keys, and all the cryptoassets could be lost.
8. The anonymity facilities that crypto-assets can provide make them a target for cybercriminals, since in the case of stealing credentials or private keys they can transfer the crypto-assets to addresses that make their recovery difficult or impossible.
9. The safekeeping of crypto-assets is a very important responsibility as they can be lost in their entirety in the event of theft or loss of private keys. The entity performing the custody of the advertised crypto-assets, the country in which it performs the custody and the applicable legal framework shall be identified.

Legal Risks

10. The consensus of cryptoassets as a mean of exchange is still very limited and there is no legal obligation to accept them.
11. When the service provider is not located in a country of the European Union, the resolution of any conflict could be costly and fall outside the scope of competence of the Spanish authorities.
12. When the investor does not have the cryptoassets, being in digital wallets ("wallets") of the service provider, and without access to the private keys of the same, this situation shall be indicated and the investor's rights over these cryptoassets shall be described.

The above warnings are made in compliance with the provisions of the aforementioned CNMV circular, although we understand that our token is included in the assumptions of rule 3, 2 b and c of the circular because it is a utility token, being outside the scope of application of the same.

"your feedback moves the world"

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"your feedback moves the world"

"your feedback moves the world"

Mission:

"Feedback To Earn."

EasyFeedback's mission is to promote helpful Feedback between consumers and companies to help solve two issues that have always existed, exist, and will exist:

1. The communication problem between people.
2. The aspiration of humans to improve things.

By definition, Feedback aspires to transform things because it helps **companies** achieve **care excellence** towards their customers and encourages **creativity in order** to improve their products, services, and processes **and improve the world.**

EasyFeedback acts as **a private and trusted third party** between customers, employees and the company management. **We make it easier for useful feedback to be expressed, managed, rewarded and, thus, generating satisfaction.**
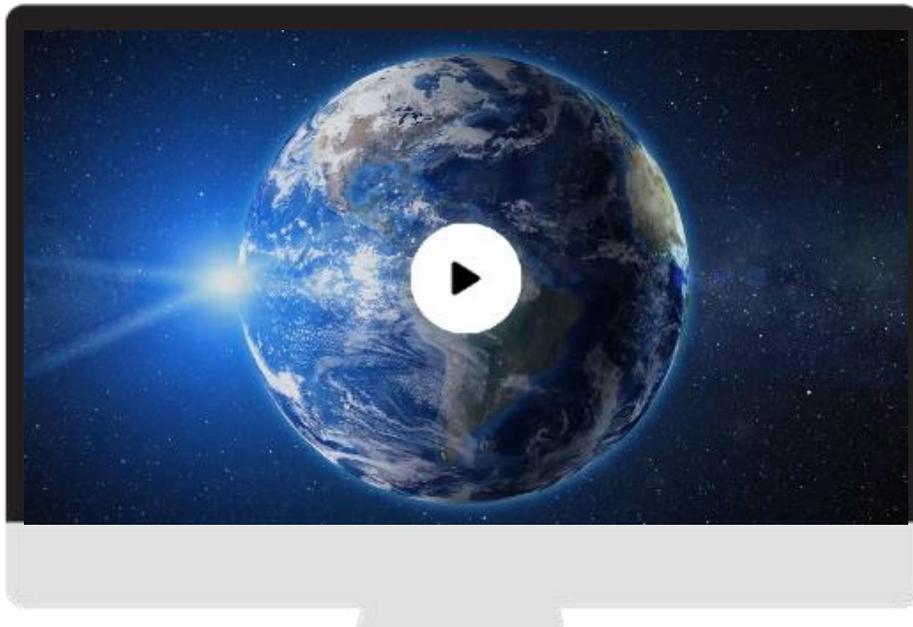
Video of our mission

"Your Feedback Moves The World."

EasyFeedback token EASYF was created to reward people (through the Proof of Feedback "PoF") who communicate functional and private Feedback from EasyFeedback.com to improve the products, services, and processes of companies and organizations. EASYF can be exchanged for products and services within the EasyFeedback ecosystem, its customers, and official partners.

1. WHY BUY EASYFEEDBACK TOKENS?

1. **EasyFeedback has been involved in the Feedback industry since 2015,** developing innovative, avant-garde tools, products, and technologies that improve everything regarding professional Feedback. In 2018 our project took a disruptive turn as we started to incorporate the Feedback industry into the blockchain, developing the novel **"Proof of Feedback" ("PoF")** model and launching our **"EASYF"** Token to make it possible.

2. **We are bridging a multi-billion, raising industry** to crypto, aiming to become the global "Hub" of private Feedback worldwide. We want to be the link between private Feedback sent from customers to companies and organizations globally. We aim to become a game changer and revolutionize the Feedback industry worldwide.

3. **We are a very experienced team** in the traditional and crypto industries. Easy Feedback's CEO and other team members have more than 20 years of experience in the Feedback Industry. Moreover, every team member is known and shown on our webpage, none of us are anonymous.

4. **We are officially and legally registered in Europe, specifically in Spain.** Few crypto organizations and projects can achieve it, and it will be very advantageous for us shortly when countries start regulating the crypto industry.

5. **Our "EASYF" token will enable us to** value and reward people who provide meaningful Feedback to companies, organizations, and institutions worldwide **through our PoF.** This Feedback transmits knowledge and helps to improve products and services, so our PoF will reward with EasyFeedback tokens "EASYF" regardless of the response the company gives us:

    1. Consumers' ideas to companies and institutions use suggestions to improve their products, services, and processes.
    2. The dissatisfaction thoughts are communicated to companies using a complaint or a constructive claim about its products, services, and processes.
    3. The assessment and due recognition of a job well done a company or institution's employees who have succeeded in giving excellent service.

6. **Before beginning the public pre-sale of the IEO, EasyFeedback had already invested capital of $970,000** to fund the development of our products and begin their commercialization. Since then, more than 450,000 Feedback messages have been sent to over 10,000 companies in 50 countries. Due to that, we already have many users and customers, of which, according to our surveys, 89% of the users will use our services again. Our business product EasyFeedback PRO is already being used by companies.

7. **Our products and services integrate seamlessly with the blockchain, which is perfect** for our project. The blockchain gives credibility to the Feedback thanks to it's transparency and immutability, which will help us and the companies verify that Feedback is honest and genuine. EasyFeedback.com users are already sending Feedback without compensation in return; this will change with our on-chain PoF model.

8. **Companies will be able to** interact with the blockchain by rewarding Feedback received by creating a loyalty system based on the Feedback they receive from their customers and accessing the six products we are developing for them: 1. EasyFeedback PRO; 2. EasyFeedback IoT (Internet of Things); 3. EasyFeedback Health; 4. EasyFeedback Survey; 5. EasyFeedback Review; 6. EasyFeedback Stats.

9. **Our EASYF tokens in our online store**. Our Marketplace will sell exclusive EasyFeedback products and products from our business customers and other companies wishing to commercialize their products at our store.

   With the products for companies and users and the strategies explained below, we are working to make our Proof of Feedback model deflationary and thus our token.

10. **We are negotiating with several tier-1 Exchanges** where we will be listed once the sale phase is over.

11. **Our business model and proposition are easily understood**, what will help us market and promote the project. This is proven by the fact that we were able to raise 300.000$ at our pre-sale, getting people from more than 55 countries to buy our token.

12. **Everyone who participates in any of the Sale phases of our token, which will be available until listing, will benefit from a discount** on its price.

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2. THE SOLUTION THAT EASYFEEDBACK IS ALREADY OFFERING TO THE MARKET

2.1 Solution for the consumer

1. EasyFeedback.com

www.EasyFeedback.com for users is a free web platform that was started to **privately connect** consumers with companies making sending Feedback agile and intuitive.
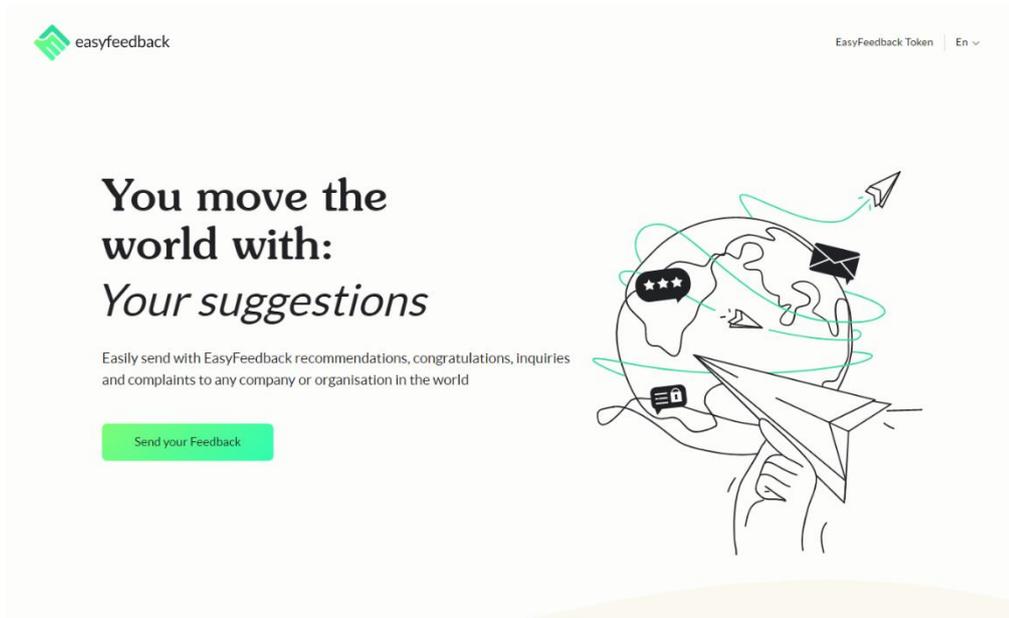
Consumers **use EasyFeedback to send suggestions, congratulations, queries, or complaints by email or mail completely free of charge to any company or institution worldwide.**

1. In a few steps and **without needing to register, they write a formal document and send their opinion with our forms** (more than 2,800 different ones) **that are adapted to the recipient company's sector** and the type of message they want to send.

2. Their opinions go **straight to the directors, managers, and owners** … of their favorite brands.

3. Their opinions **are not public.** Unlike Facebook, and Twitter … **they are sent privately to the company's management team.**

4. EasyFeedback is a **trusted third party that verifies the sending** of user Feedback to the business to which it is directed.

5. We encourage the sending of **constructive suggestions.** We believe that many complaints can be turned into constructive suggestions.

6. **It always generates user satisfaction.** Whether it is a complaint, congratulations, or a suggestion and regardless of the response received afterward, communicating their opinion to the company management gives them peace of mind.

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7. **Without feeling "uncomfortable, looked at"** for having to ask for a complaints form.

8. **It is practical,** 24 hours a day, seven days a week.

9. The **contact details of the target companies** are obtained in three ways:

    1. The user gets them by its means.

    2. The user obtains them thanks to our integration with Google Maps.

    3. We have already verified them previously in EasyFeedback and provided them to the user.

10. Ease of finding the **recipient company's address** thanks to our integration with Google.

11. **The consumer controls** all their complaints, congratulations, suggestions, and questions with different companies on a single page.

12. **Personalized user profile,** not public, to manage Feedback sent to companies.

13. Specific **document models** depend on the type of message and sector (suggestion, congratulation, consultation, complaint, or claim).

14. **Possible rewards for their constructive suggestions to companies.**

15. Possibility of **saving** the personalized document in **Word or pdf** format.

2. Legal advice

Two weeks after users send a complaint/claim, we send them an email so they can inform us whether the company has answered and if they would recommend us to their family and friends. If the company receiving the Feedback does not have the certificate of Care Excellence (subscription to EasyFeedback PRO) and the user is not satisfied with the resolution of their claim or has not received a response, we offer the user the legal advice service to file, if appropriate, a lawsuit or extrajudicial.

Available in Spain, Colombia and Mexico.

EasyFeedback generates revenue when the platform users make a claim against companies. Under a **No Win, No Fee model,** that is, **we only charge if we win,** receiving a percentage of the compensation.

2.2 Solution for the Company: EasyFeedback PRO Subscription

EasyFeedback PRO for companies is a platform that allows them to listen to their customers and build trust in their business:

1. We are a trusted, independent third party that certifies Excellence in Customer Care
2. We provide you with the tools so that all your clients feel and are heard
3. 100% of opinions are private and not anonymous

We accompany the growth of the companies that want to:

1. Improve their reputation online and offline
2. Increase loyalty of their customers
3. Foster employee engagement

This subscription gives companies access to multiple tools and they decide which ones they wish to use:

1. They obtain our "Certificate in Care Excellence" ©

We certify the **commitment** of the company's **management** to **listen to their customers** to **achieve Care Excellence**.

The **certificate in Care Excellence** identifies those companies whose management guarantees its customers that it is at their service to listen to their suggestions, congratulations, queries, complaints, or claims to offer excellent service and therefore be able to count on their trust permanently.

Companies accept that the recognition of Care Excellence is subject to compliance with a set of commitments.

Patents supporting it: eu, M 3602484 y eu, M 3602485

> *"Two out of three consumers (66%) changed company, products or services as a result of a bad customer service experience"*
> *Accenture Global Consumer Survey*

Digital and physical certificate

2. They use the Feedback received from their customers as an exceptional listening channel

We provide with an exceptional Feedback channel because, in contrast to **Twitter and Facebook** or other social networks and review sites like **TripAdvisor, Google My Business, Booking**… **EasyFeedback.com** offers a **private, direct and non-anonymous Feedback channel** for listening to customers' suggestions, congratulations, queries, and complaints.

Private: the customer's opinions are not public.

Direct: it goes to the company management and the person in charge of its control.

Non-anonymous: customers give their name, contact details if they require a reply, and their email address, which is verified.

Analytical tools to find out: the **brand barometer, sector benchmarking, brand detractors, micro-influencers** (segmented by sex, province, age), and their **influencer potential.**

The EasyFeedback tool **continuosly collects the NPS (Net Promoter Score) for companies with the customers' evaluation of the response that companies have given them** so that the development of the company's NPS can be known and studied in real time.

3. They take advantage of a set of personalised tools

Companies that contract EasyFeedback **can use our Seal of Care Excellence** and have **offline and online tools** available **to promote, encourage and deal with customer Feedback.**

1. Companies page in EasyFeedback: easyfeedback.com/companyname

EasyFeedback provides them with a **unique webpage** for their company that displays their **certificate of commitment to Care Excellence** and **their private Feedback channel** to the company's management team. It is also part of an exclusive section **of the EasyFeedback for consumers portal.**

Company page mobile version and desktop version
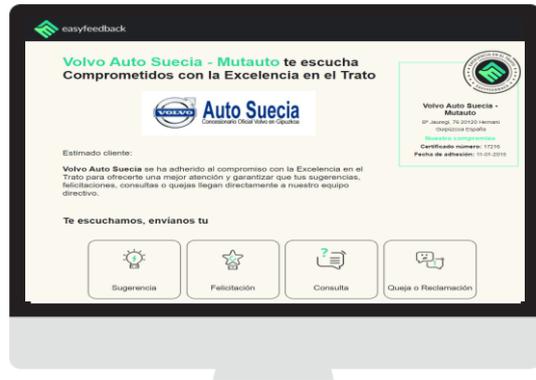
2. Personalised, physical Feedback Kit:

They have these resources (personalized with their company name, Feedback channel, and QR code) for their business.

Certificate	Sticker/Poster	Leaflet and Feedback cards	Paper for POS and stamp

3. Digital Feedback Kit:

Web Certificate in "Care Excellence"

They use it on their website, online store, blog, or social networks to show customers their commitment to Care Excellence.

Feedback Button

They use it on their website, online store, blog, or social network pages to draw customers' attention to their Feedback channel.

Feedback Tab

They use the EasyFeedback Feedback Tab to listen to their customers online. They just have to add it to their website.

QR Code

EasyFeedback creates a QR code exclusive to their Feedback channel. They use it at their points of sale, in advertising leaflets, on company cars, on packaging, or any other printed material.

4. Positioning of their company website

Their company website appears in Google or other search engines when their customers look for their brand on the Internet together with the terms "complaint", "claim" or "suggestion".

5. Co-sponsorship of the "YoSugiero" ("ISuggest") conquest

As EasyFeedback customers, they have the opportunity to advertise their co-sponsorship of the "YoSugiero" ("ISuggest") conquest. Suggestions sent by their customers will participate in the win held by EasyFeedback. In this way, they can introduce a permanent, promotional, and customer loyalty campaign. Customers can also create exclusive prizes for their customers.

6. Integration with Facebook

The Feedback channel developed for their company can be integrated as another tab on their Facebook page. Their customers can send them private Feedback and support without leaving their Facebook page.

7. Real-time response depending on the customer's mood

They have the tools to offer customers an immediate, polite response, **differentiated by the type of message they are sending** (Suggestion, Congratulation, Query, or Complaint). In this way, the chances of a satisfactory solution are increased. The mood of a person sending a complaint is not the same as one congratulating you; therefore, the response given will be different.

It increases positive, public ratings and reviews: When they receive a congratulatory message, they can automatically encourage their customer to make it public and rate their satisfactory experience with the brand on review sites such as **TripAdvisor, Google My Business, Facebook, Booking, etc.**

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8. Cloud application for management of the Feedback received

The Certificate in "Care Excellence", the Feedback Channel with its dashboard, and the personalized resources are always available to them in their EasyFeedback for companies' account. All these resources are generated automatically when a new customer signs up. The use is very intuitive.

Features:

✅ Real-time Feedback	✅ Closes the Customer Care loop	✅ Incident register and Incident History
Immediate detection: they know the incident in real time.	Management according to regulations: Allows them to manage incidents according to rules ISO 9001:2015, UNE EN 175001-1 on service quality for small retail trade and the EFQM model.	Information Systems: They integrate our application with their information system (via email or with a custom integration). Export data to Excel and Pdf
Confidentiality: they get aware of incidents in a private way.		
Effective resolution method.		

Ways to implement the tool kit

To get the most out of it, **companies ensure that each customer is invited to their channel at all touching points with its business and thus increase the perceived value they offer.** They choose, from among the following **ways of implementation,** those that best adapt to their business:

1. Our SEO (Search Engine Optimization) appears in the first positions on the **search engines** when their customers search for their brand together with the term "complaint", "claim" or "suggestion".

2. On their **website,** placing the certificate and the Feedback button next to their buttons on other social networks, they create a new section to show their commitment to Care Excellence.

3. Adding their certificate and Feedback channel to their **electronic mail signature**.

4. Using **it as a customer satisfaction survey** and proactively sending it by email, **WhatsApp** (real image of how one of our customers uses it), or SMS to their databases or customers who have just made a purchase.

5. **Print** their certificate to Care Excellence on their bills, invoices, delivery note, advertising leaflets, loyalty cards, courtesy bags, paper Feedback questionnaires, or cards.

6. Displaying the certificate **on their premises or point of sale** with stickers, leaflets, and personalized posters.

7. Integrate it onto their **Facebook** page as a new tab and announce it on **other social networks.**

   Within our resource center, we provide them with **almost 30 ways to implement it properly**.

Subscribing to Easy Feedback PRO for business is like "subscribing" to a gym. In the gym there are many machines available and you decide what to use depending on your objectives. With the subscription to Easy Feedback PRO, a company or organisation has all the mentioned tools but only uses those it is interested in.

EasyFeedback PRO Subscription

We accompany the growth of companies that want to:

01
Improve their
online and offline reputation

02
Encourage engagement
from their employees

03
Foster the loyalty
of customers

The private feedback platform
built for listening your customers and building trust in your business

Explanation of Easy Feedback PRO Subscription for business:

Further info:
https://business.easyfeedback.com

3. CURRENT MARKET

3.1 Consumer market

We have **three types of users** who send suggestions, congratulations, queries, and complaints to companies, both the ones that are EasyFeedback customers and also to the ones that are not our customers:

1. **Those that come from SEO** (Internet searches).

2. **Users who already know us and repeat** made up **16.1%** (Google Analytics) of traffic.

3. **Those that come from advertising by our customers** with their PRO subscription. These users increase depending on the number of companies that buy our service.

Our target market **in the short term** (until the portal is translated into other languages) is **internet users** over 14 years old, mainly in **Spain.** On a second level, another **17 Spanish-speaking countries** (Mexico, Colombia, Chile, Argentina, Venezuela, Paraguay, Uruguay, Ecuador, Peru, Costa Rica, El Salvador, Guatemala, Nicaragua, Honduras, Panama, Dominican Republic, and Puerto Rico).

After developing the **English (UK) version**, we will focus on other countries under the languages we find interesting for our project: Estonian, German, Portuguese (Portugal and Brazil), French, Italian, Polish, Turkish, Russian, and the English versions for the USA and Australia. Later, we will have Korean, Japanese, Vietnamese, Chinese, Arabic, Indonesian, and Bengali arrangements.

> Our users have already sent feedback to more than **10,000 companies in 50 countries**.
>
> Women sent 52,9% of them and men 47,1%.

What are EasyFeedback users like?

"When **psychographic profile** studies have been done on customers who mostly tend to complain, the results were surprising in a positive aspect. In contrast to the belief that customers who complain are difficult, strange, and even potential fraudsters, the evidence tells us a different story.

Although there will be more than one with these traits, the majority are well-informed about the service and have no intention of deceiving. They are people whose characteristics are precious for most businesses."[1]

Our users meet this target.

User age:

5,5% 0,6% 6,6% 19,9% 24,6% 42,8%

- <18
- 19-25
- 26-35
- 36-50
- 51-65
- >66

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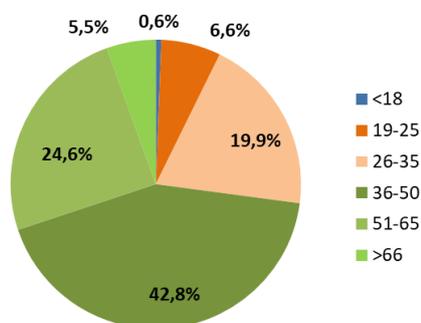
[1] L.M. Huete, "Revitalizando los servicios. Enfoques de fidelización y satisfacción de clientes" Biblioteca IESE de Gestión Empresas Tomo 6, 49.

Consumers Evaluation of EasyFeedback

The evaluation is carried out via a survey we send to individual users who have sent Feedback through our platform.

7,061 responses **were obtained** from a total number of surveys sent to **36,993 users,** meaning **19.09%** of users replied to the survey. It's equivalent to a confidence level of 99% based on the results obtained in the study, with a sampling error of 1.38%.

The main results are the following:

> - **92.8 %** found it **Very interesting, Quite interesting or Somewhat interesting.**
>
> - **80.3 %** told us that **they are going to recommended or have already recommended it.**
>
> - **89.0 %** said that **they are going to use.**
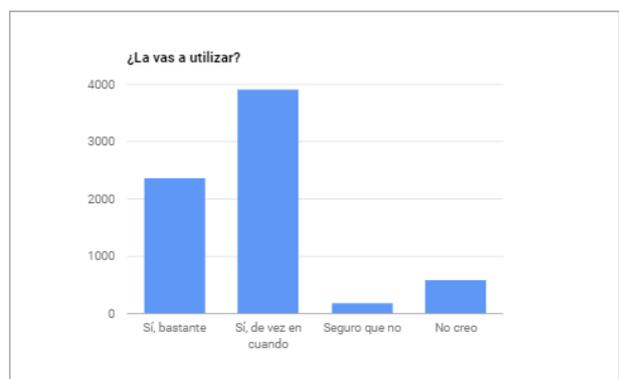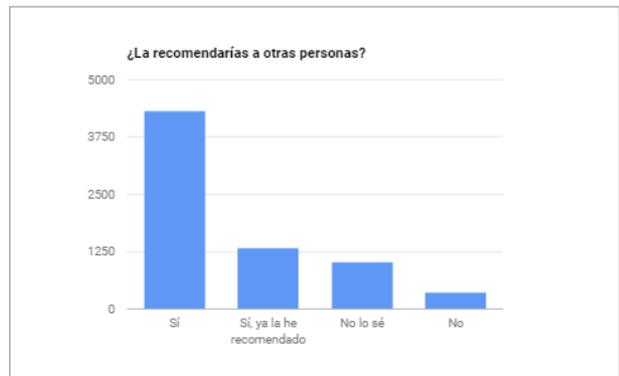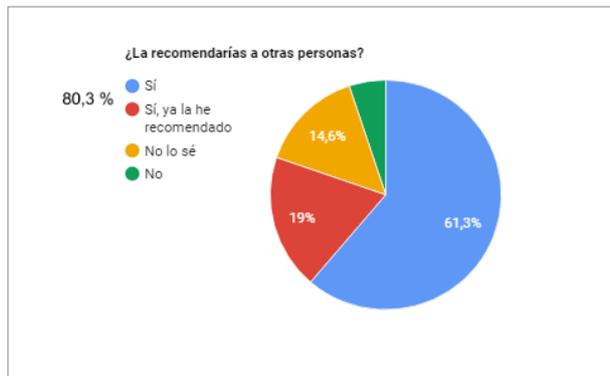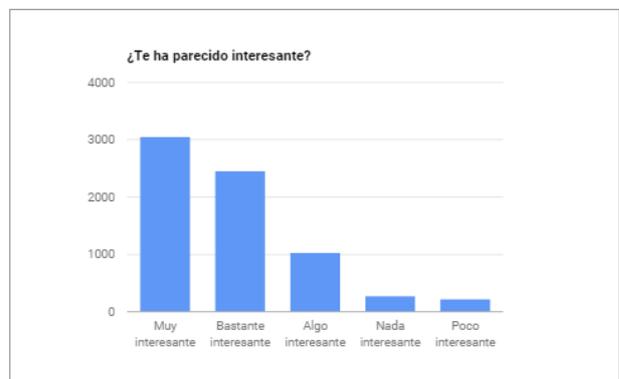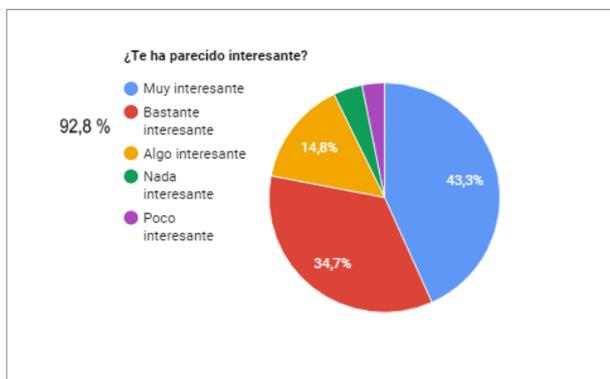
3.2 Business market

The market size for customer experience management is expected to reach 32.49 billion dollars globally by 2025. According to a recent report by the company Grand View Research, Inc., the compound annual growth rate (CAGR) for this market will be 22.9% until this date. [2]

We are part of this market. We offer a unique value proposition in the world of Feedback because of the characteristics of our Feedback, the commitment acquired by companies with the patented seal to Excellence in customer care, and the possibility of being rewarded with EasyFeedback tokens for the content thereof. All this made a reality by incorporating of the blockchain into our project.

We have identified 180 potential sectors, but we are focusing on **63 of them,** which we will contact at different commercialization phases. The market is almost equal to the **total number of companies and institutions per country.** Only in Spain do we have more than 3 million potential customers.

The customer type at which we are focused on is based on their general and sectorial characteristics.

General characteristics:

1**. They have points of sale**: subsidiaries, franchises, premises, distributors, sales representatives

2. **Their customers are medium-high level**

3. **The economic value** of the purchase

4. **The criticality** of service or treatment by employees for the sector

5. **The frequency** of the sector's use

6. **Offline, Online sales or both**

Types of customers and sector:

1. **Companies with various points of sale:** own premises, franchisees, affiliated companies or *distributors*, sales representatives… segmented by activity: Retail, Motor, Health, Tourism, and Franchises.

2. **Large service** *companies*: Insurance companies, Banks and savings banks, Hypermarkets, Electricity, Gas and derivatives, Airlines, Telephone providers, and Airports.

3. **Self-employed** *segmented* by activity: Commerce, Motor, Health, Tourism.

4. **E-commerce** *companies*.

5. **Manufacturers of consumer products.**

Non-strategic: **Institutions:** Town Halls, Political Parties and NGOs.

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2 Grand View Research "CEM Market Size Worth $32.49 Billion By 2025 | CAGR: 22.9%" May 2018
https://www.grandviewresearch.com/press-release/global-customer-experience-management-cem-market.

EasyFeedback has developed a marketing and commercial plan to sell the PRO subscription. Plans and Rates:

BASIC	PRO	PRO+SELLO *RECOMENDADO*
FREE	**3€** monthly per employee quarterly payments Companies with more than 10 employees, contact for a budget	**4€** monthly per employee quarterly payments Companies with more than 10 employees, contact for a budget
		📄 "EXCELLENCE IN CUSTOMER CARE" STAMP:
🌐 FEEDBACK COLLECTION:	🌐 FEEDBACK COLLECTION:	🌐 FEEDBACK COLLECTION:
✔ Feedback through www.easyfeedback.com	✔ Feedback through www.easyfeedback.com	✔ Feedback through www.easyfeedback.com
✔ Business web-page on EasyFeedback	✔ Business web-page on EasyFeedback	✔ Business web-page on EasyFeedback
✔ EasyFeedback social button	✔ EasyFeedback social button	✔ EasyFeedback social button
✔ Token EasyFeedback EASYF	✔ Token EasyFeedback EASYF	✔ Token EasyFeedback EASYF
	✔ SEO positioning of your company's website on EasyFeedback.com	✔ SEO positioning of your company's website on EasyFeedback.com
		✔ Help with the implementation
		✔ Collection of feedback by email, WhatsApp, Telegram or SMS
		✔ Collection of feedback by email
		✔ Integration with Social Networks
		✔ Physical and digital feedback kit
	🛠 MANAGEMENT TOOLS:	🛠 MANAGEMENT TOOLS:
	✔ Feedback forms by sector or customized by company with NPS	✔ Feedback forms by sector or customized by company with NPS
	✔ 1,000 feedbacks pack	✔ 1,000 feedbacks pack
	✔ "Smarter Feedback" tool	✔ "Smarter Feedback" tool
	✔ Brand Barometer and Sector Benchmarking Tool	✔ Brand Barometer and Sector Benchmarking Tool
		✔ Loyalty promotion tool depending on the type of feedback received
		✔ Automatic response tailored to the feedback received from customers

Link features and prices subscription EasyFeedback PRO:
https://business.easyfeedback.com/en/easyfeedback-pro-plans-and-rates/

Comments from some of our customers

EasyFeedback is an exciting tool for listening to the customer. If you don't know what your buyers think, it isn't easy to improve the sales strategy in your company. With this tool, you can listen privately, without the whole online community seeing (TripAdvisor, Booking, etc. are open platforms where the comments are sometimes so negative that they can ruin your business). With EasyFeedback you'll know what your customers think about your service, your shop, your staff… but always privately, that's the key.

Amaya Villanueva, Manager
It opens a window for our customers to offer their suggestions, complaints, and why not, praise. Anything the customer considers can help us and thinks we should change, innovate, modify. We believe that it is a fascinating window for them.

Patxi Sanchez, Owner

Some of our customers of the EasyFeedback PRO subscription:

4. BUSINESS MODEL TOKENIZED WITH EASYF

The EasyFeedback revenue model is based on ten lines of business explained below. We plan to develop an **EasyFeedback token Tracker** to show how tokens are "distributed" based on the product in which they are operate.

4.1 "Proof of Feedback"

The tokenized model focuses on the "Proof of Feedback" between users and companies and institutions. Whenever user sends helpful Feedback he receives "EASYF" for his communication.

We explain them in detail in point 5.4.

We will create a loyalty system (Platinum, Gold, Silver, Bronze) whereby the higher the user's level is, the more tokens they will receive when sending Feedback and the lower the commissions the user will face while using our services. Users can level up by holding a specific amount of EASYF tokens, yet to be decided, which will encourage EASYF deflation. In addition, users can show their level on their social media profiles. This recognition will be elaborated according to the Feedback sent by the user. There may be sectorial and/or global recognitions.

> **The owners of EASYF can make decisions that affect the governance** of the project such as: the rules for the selection of the judges and lawyers involved in the oracles, the variables on which to assess the amount of EASYF that can correspond to a feedback, the maximum amount of EASYF that can be granted by the Proof of Feedback, etc.

4.2 Products for consumer

1. Legal advice

With the tokenization of our current "Legal Advice" service, the consumer will receive 10% in "EASYF" of the amount finally received as compensation. We explain the delivery process of these "EASYF" in the section "Lawyer Oracle" section.

We will also develop a service by which the user can sell us in advance, at a discount, the compensation that he will obtain with the lawsuit and the EASYF that it generates.

We will cover the collection of the compensation with insurance in fiat and the part of the EASYF we can protect through Crypto Insurance.

2. Ecommerce of EasyFeedback

With the launch of the EasyFeedback token, a Marketplace (online store) is being incorporated into the business model. In this online store we will offer:

1. Our own exclusive products and services,
2. Our customers' products and services
3. Third party products and services.
4. Products made in our social project YIOOW (Your Idea Our Original Work).
5. Exchanging the EASYF for a gift voucher.

In any case, if users don't find anything of interest in our marketplace, we give them the chance to exchange their EASYF tokens for Amazon gift vouchers in all countries where it operates.

In Spain and Portugal, they can change them for Click and Gift cards, a digital gift card company that can be used in more than 60 online stores. Some of the stores in Spain are:

CLiCK&GiFT

El Corte Inglés
www.elcorteingles.es

ticketea
www.ticketea.com

DECATHLON
www.decathlon.com

ATRÁPALO
www.atrapalo.com

Media Markt
www.mediamarkt.es

CEPSA
www.cepsa.es

fnac
TODO PASA EN FNAC | FNAC.ES
www.fnac.es

Phone House
www.phonehouse.es

opensport
www.opensport.es

Casa del Libro
www.casadellibro.com.es

Rentalcars.com
www.rentalcars.com

aramon
MONTAÑAS DE ARAGÓN
www.aramon.com

Rakuten TV
www.es.rakuten.tv

ESCUELA MasterChef
www.escuelamasterchef.com

K+ KIOSKO Y MÁS
www.kioskoymas.com

aprendum
www.aprendum.com

la vida es bella
www.lavidaesbella.es

Wonderbox
REGALAMOS TUS SUEÑOS
www.wonderbox.es

megastore
www.megastore.as.com

Hotelopia
www.hotelopia.es

In the long term, we will have strategic knowledge (Artificial Intelligence + Big Data) about customer care and the incidents that occur in many companies. This analysis will allow us to select only the best companies to become suppliers in our marketplace. This selection guarantees our users that we only deal with products/services from companies that meet our standards of excellence and provides the selected companies with an improvement in their reputation, which will help them increase their sales in our marketplace.

Suppose they do not have enough EASYF to carry out the purchase, in that case, they will be able to use **"Kyber Payment Gateway"** or a similar service so that the user can directly exchange their tokens for the amount of EASYF they lack to purchase.

3. EasyFeedback token Debit Card

They will also have the possibility to hire our EasyFeedback token debit card to consume the EASYF in their usual stores. We are working so EASYF can be used on cards like Wirex or Minexpay. Also, they can be integrated into software such as OpenBravo, for point-of-sale management.

4.3 Products for companies

In addition to our current product, **"EasyFeedback PRO"** subscription, we are working on five more new products for companies linked to the use of the platform by users: **EasyFeedback IoT, EasyFeedback Health, EasyFeedback Survey, EasyFeedback Review, and EasyFeedback Stat**s.

The user who wants to receive an EasyFeedback token offering his Feedback through these products for companies will have to comply with the segmentation variables requested by the company and with these characteristics:

- a level of reputation that will be assessed according to the quality of the Feedback you send

- and/or a minimum level of staking you have of EasyFeedback token in your wallet.

> The value of these products for companies will be closely related to the quality and quantity of feedback received.
>
> **The feedback sent is each sender user´s.**
>
> For this reason, each time that feedback takes part of one of these products, the user will receive a percentage of the profit generated by the sale of that product in EASYF.
>
> **Therefore, the same feedback can generate profit repeatedly over time.**

1. Subscription to EasyFeedback PRO

EasyFeedback generates revenue from companies that subscribe to EasyFeedback PRO for business.

Currently, the Feedback sent by our users is the gateway to selling our subscription to EasyFeedback PRO for companies. We have already sent Feedback to more than 10,000 companies. Since January 2019, Feedback has been sent to an average of 1,200 different companies per month. Monthly, our users send Feedback to 150 new companies that they had never addressed before.

That is, each Feedback sent by one of our users to a company generates an impact on a potential customer for our subscription to EasyFeedback PRO for companies. As we will explain later, the companies that hire this product will be Oracle validation companies and will grant EASYF to their customers.

2. EasyFeedback IoT (Internet of Things)

It will be awarded EASYF to users who send Feedback that is useful for improving processes, products, or services of EasyFeedback customers with the everyday use of their devices. For example, a of washing machine manufacturer rewards its customers with EASYF if whenever they put on their washing machine, they allow it to gather the following Feedback: the colour of garments, make of washing powder being used, kilos of clothes being washed, type of clothes, a program used, etc. This data collection is done with several sensors installed in the device.

3. EasyFeedback Health

EasyFeedback client companies can offer a service through which EasyFeedback.com users who wish to transfer their health and lifestyle data (which they are already storing with regular use of other applications) are rewarded with EASYF for providing that information (that Feedback) to companies.

In a pandemic such as COVID19, governments could buy EASYF and reward citizens who offer them their data (body temperature, symptoms, etc.) This would be an incentive to comply with containment measures and reduce contagion.

4. EasyFeedback Survey

EasyFeedback business customers will also be able to conduct surveys and market studies to obtain more information about their customers by segmenting the platform's user base according to their sampling requirements.

5. EasyFeedback Review

EasyFeedback business customers will also be able to obtain opinions and recommendations about their products and services by segmenting the set of platform users according to their sample requirements. All platform members who participate in opinions and recommendations will be rewarded with EASYF.

6. EasyFeedback Stats

The analysis, using statistical and artificial intelligence tools, of all the information collected by the blockchain platform will be published on a statistics portal to transmit to users and companies. There will be free and paid on-demand content.

The statistics that will be published free of charge on the EasyFeedback Stats portal will be audited by the statistics department of the Faculty of Economics of the University of Navarra. For example, a Global Online Reputation Index of the companies could be published on this panel based on the NPS (Net Promoter Score) that companies obtain after handling a customer complaint/claim.
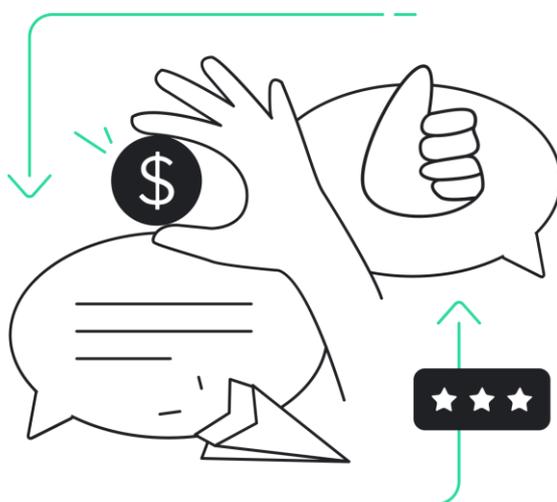
4.4 EASYF Holding

Our EASYF holding system is based on:

1. The need for EASYF to access certain products.

2. The amount of EASYF to be held.

3. The length of time the EASYF tokens are stored.

	Is holding necessary?	Benefits according to quantity and time
Products for consumers		
1. Legal advice	Optional	Based on the amount of EASYF holding, discounts on fees and/or products will be obtained
2. Use of EASYF in the Optional EasyFeedback Online Shop	Optional	
3. Use of EASYF on the EasyFeedback token Debit Card Optional	Optional	
4. "Proof of Feedback" Juror	Mandatory	Depending on the Feedback sent and the holding of EASYF, you can be part of the Jury and receive EASYF for your work
5. Feedback to companies that contract the products for companies: EasyFeedback IoT, Health, Survey and Review	Mandatory	Depending on the Feedback sent and the holding of EASYF, you will be able to be part of the panel of users who send Feedback related to a specific product for companies and receive EASYF for their Feedback
Products for companies		
1. Subscription to EasyFeedback PRO	Mandatory	Depending on the EASYF holding, discounts will be obtained on products
2. EasyFeedback IoT (Internet of Things)	Mandatory	
3. EasyFeedback Health	Mandatory	
4. EasyFeedback Survey	Mandatory	
5. EasyFeedback Review	Mandatory	
6. EasyFeedback Stats	Mandatory	

Organizations and institutions willing to hire any of our six products and services must first buy and hold a minimum quantity of EASYF tokens to access them.

Our services will be represented through NFTs that will be available in Opensea. Each of them will grant a specific timeframe for using the service from the very exact moment it was purchased.

> The sales of 6 of our business services and 3 of our consumer services will result in EASYF buybacks. The tokens re-purchased will be sent to the total supply to guarantee the sustainability of the protocol.

4.5 Marketing strategy for user and customer growth

User traffic to EasyFeedback.com is mainly due to organic searches (73.1%) of transactional words related to sending complaints, claims, suggestions...

- ■ Organic Search
- ■ Direct
- ■ Referral
- ■ Social
- ■ (Other)
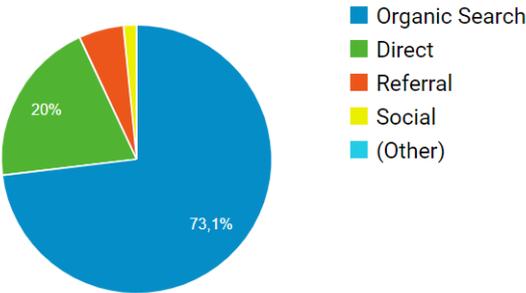
In this type of search our website appears in the first positions.

We use the AIDA (Attention > Interest > Desire > Action) conversion model:

The "action" is equivalent to a user sending a Feedback (Complaint, Congratulation, Consultation or Suggestion). The phases of the interaction funnel with an EasyFeedback.com user are the following:

Users who visit the website | ATTENTION   100% |

In the first phase, the growth of users depends on the number of indexed pages of EasyFeedback on Google. The more companies we add to our databases, the more pages we have included in the Google index and, therefore, the more users we obtain. Part of our marketing budget is for buying and/or verifying the data of new companies to add to our databases.

Users who interact | INTEREST   63% | of the total

100% minus the bounce rate of 37.32% (data obtained from Google Analytics).

Users who start writing Feedback | DESIRE   21% | of the total

This is the percentage of users who start writing Feedback.

Users who send Feedback | ACTION   19% | of the total

This is the percentage of users who write and finally send their Feedback.

> The feedback sent by our users is the gateway for our sales team to contact these companies
>
> to offer them our products developed for companies.

The Feedback we send monthly is directed to an average of 1,200 different companies. Every month we have an average of 150 new companies receiving Feedback from our users.

By sending continuous Feedback, we generate knowledge about the companies that will facilitate their interest in our products.

Marketing is based on three legs:

The organic positioning (SEO) we have of our services in search engines is our primary growth strategy (the organic positioning of transactional words related to Feedback according to each language and country). This strategy will be implemented in every country where easyfeedback.com will be deployed to reach people who want to send Feedback and search on google for that purpose.

To facilitate this SEO positioning in the different countries and languages where our services are available, we will hire the services of an international consulting firm specialized in SEO to help us achieve what we are already succeeding in the Spanish market.

The number of feedbacks sent daily ranges between 200 and 300 (easyfeedback.com also operates under the domain laexperiencia.com). After COVID, the number of feedbacks sent ranges between 150 and 225. With the integration of "Proof of Feedback" the Feedback will grow exponentially.

The Covid19 has significantly reduced the sending of Feedback since it has paralyzed consumption in many sectors that generate a large amount of Feedback (airlines, restaurants, retail).

The second one will be the **strategic partnerships with projects in which our private feedback platform may be integrated** (**Unique functionalities** of our products and services) for example, marketplaces or metaverses such as the Outer Ring with which we have already reached an agreement.

And thirdly, collaboration with **Key opinion leaders in areas of our strategic knowledge**: Excellence in Customer Service as a tool for differentiation from the competition, management of employee engagement through private Feedback, improvement of brand reputation, and cryptocurrencies as an instrument of value creation. Generating **content** that brings value to our different **communities**.

> We expect an exponential growth of the feedback sent, motivated by the launch of
>
> EasyFeeback Token and the process of internationalization of the service with the translation
>
> into other languages.

EasyFeedback

5. ECOSYSTEM AND ECONOMICS OF EASYF TOKEN

5.1 Blockchain technology applied to Feedback

EasyFeedback is a **disruptive concept regarding Feedback** because it offers the opportunity for communication between companies and consumers that is **private and audited by a trusted third party.** In this way, it stops being marketing and becomes something more critical and strategic: to gain customer trust and improve processes to achieve excellence.

With its tools and business around Feedback, the social web (Facebook, TripAdvisor, twitter, etc.), has facilitated the concept that ratings are public to gain reputation. EasyFeedback, thanks to **blockchain technology, can encourage the diffusion of the private feedback concept** that makes public only objective and useful information.

We have ensured that our service respects this premise and makes private but non-anonymous communication easy. Now we are turning to blockchain technology because its philosophy and tools will facilitate our project to collect, verify and analyze Feedback **transparently and privately** so that we can prevent companies and consumers from controlling and manipulating its content and turning it into a weapon.

Blockchain technology will enable us to **reward Feedback via a token (EASYF)** and also analyze and verify all the Feedback to publish only statistical information audited by a trusted third party, which contributes to informing and protecting the consumer and recognizing companies that seek customer care excellence. By offering helpful information that is not subject to manipulation.

5.2 Features of the EASYF token

The tokens offer a great opportunity because they offer more liquidity, thanks to their exchange capacity 24 hours a day, seven days a week.

When we launched our ICO, a project's typical "dynamic" was to end up carrying out an IEO at a CEX (Centralized Exchange). Still, there is also the possibility of doing it at a DEX (Decentralized Exchange). During the last few months, we have been holding conversations with **centralized exchanges** that offer the opportunity of carrying out IEOs. Due to Non-Disclosure agreements, we are not allowed to disclose more details. Still, we want you to understand that the processes for these arrangements take very long and depend heavily on the initiative from the exchanges.

At the same time, we are also studying **decentralized exchanges** running on this network, for example, Uniswap, Sushiswap, Quickswap, or Balancer.

We have proposals from Tier-2 and Tier-3 exchanges, but none of them are attractive enough for us so far to pay their fees and believe in their success. We are still negotiating because we want to carry out our listing and IDO and/or IEO on Tier-1 Platforms.

In addition, we are working on other methods for obtaining capital and contacts to develop our project as successfully as we want it to be. This is why we are right now having conversations with **Venture Capital, Launchpads, and other organizations**.

The sale phase open until listing.

To buy the EASYF token, we will make the "Know Your Customer" (KYC) process. This is a process by which we verify the identity of token buyers by requesting documents, data, and reliable information that allows us to identify them formally. This way, we comply with the anti-money laundering laws (AML).

During the purchasing process, the buyer must state which wallet is compatible with the ERC-20 token model (for example, MetaMask, MyEtherWallet) he wishes to receive the EASYF tokens. If the buyer does not have a Wallet, we will show him how to create one.

Easy Feedback Token OÜ was the token offer's title holder and the EASYF token owner. In June 2022, the company Easy Feedback Token OÜ transferred the rights of distribution and commercialization of the EASYF token to Easy Feedback S.L. so that it can use the EASYF token as a utility in the development of the project to reward platform users for sending Feedback, being the only exclusive supplier of mining of EASYF through the "PoF". **The different phases are explained in section 5.6.**

5.3 Main actors

The EasyFeedback blockchain platform is an ecosystem that will integrate:

1. **Feedback writers**: Users who generate Feedback and wish to be rewarded for it. These users can send suggestions, queries, congratulations, complaints, or claims centrally and efficiently to any company in the world. EasyFeedback guarantees to send it and that it cannot be manipulated. Their work will be rewarded with EASYF by validator Oracles. All members of the platform will be identified (Accreditation System) so that they can receive rewards with our token in their EasyFeedback wallet.

2. **Companies** committed to maintaining fluid communication with their customers and giving them authentic strategic value to achieve excellence will also be part of the ecosystem. Companies already paying their EasyFeedback PRO subscription will carry out the makeup of the platform.

   Companies that are already EasyFeedback customers will have a company validation node on the platform EasyFeedback PRO, allowing them to verify, grade, and reward customer feedback. These rewards can be used to purchase products and services that these companies have incorporated into the EasyFeedback Marketplace (Loyalty System).

3. **Validators/oracles:** Blockchain technology will enable us to objectively evaluate Feedback quality and reliability. We will use manual validation Oracles: Internal and Lawyer to achieve this. Validator Oracles will communicate with the regulator node, which is the one that inserts us into the blockchain.
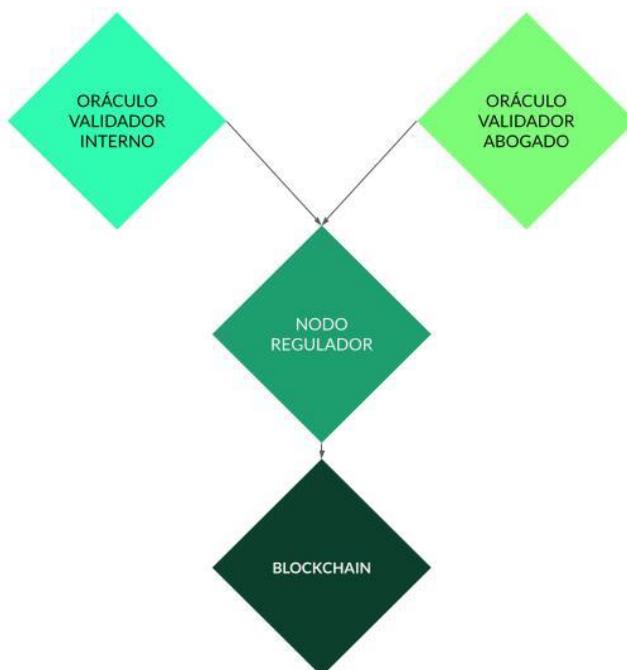
Diagram of the oracles and regulator node involved

Once accredited, the member's Feedback will be graded and verified by one of the three validator oracles (internal or lawyer) and incorporated into the blockchain with the score obtained. Validator oracles have the role of rewarding users who send Feedback. For each type of Feedback, only one of the 2 types of validator oracles will take part: internal and lawyer. Feedback sent in the form of queries will not be rewarded.

EasyFeedback

5.4 Award of EASYF to users and internal validator node

The customer starts writing his Feedback by selecting the type of message he wants to send:

Days

1

Suggestion
Congratulations
Complaint/claim
Query

FEEDBACK SENT

THE ORGANISATION IS NOT AN EASYFEEDBACK CLIENT

COMPANY VERIFICATION PROCESS

WE ARE NOT ABLE TO VERIFY IT

VERIFIED

THE CUSTOMER REQUESTS RESPONSE

YES

NO

INTERNAL VALIDATOR ORACLE

EMAIL SENT TO USER

USER DOES NOT RESPOND TO EMAIL

USER RESPONDS TO MAIL

INTERNAL VALIDATOR ORACLE

14

THE CUSTOMER REQUESTS RESPONSE

YES

NO

INTERNAL VALIDATOR ORACLE

EMAIL SENT TO USER

USER DOES NOT RESPOND TO EMAIL

USER RATES THE RESPONSE 7-10/10

INTERNAL VALIDATOR ORACLE

USER RATES THE RESPONSE 06/10 OR THE COMPANY DOES NOT RESPOND

USER DOES NOT RESPOND TO THE EMAIL

DOES THE USER WANT ADVICE?

NO

YES

LAWYER VALIDATOR ORACLE

OBTAINS TOKENS

DOES NOT OBTAIN TOKENS

OBTAINS TOKENS

OBTAINS TOKENS

OBTAINS TOKENS

OBTAINS TOKENS

FEEDBACK SENDER IS NOT ELIGIBLE FOR EASYF TOKENS

VALIDATOR ORACLE WILL NOT GRANT TOKENS

REGULATOR NODE GRANTS EASYF TOKENS

BLOCKCHAIN

EasyFeedback

5.5 "Proof of Feedback": Generation and award of EASYF according to the value of the Feedback
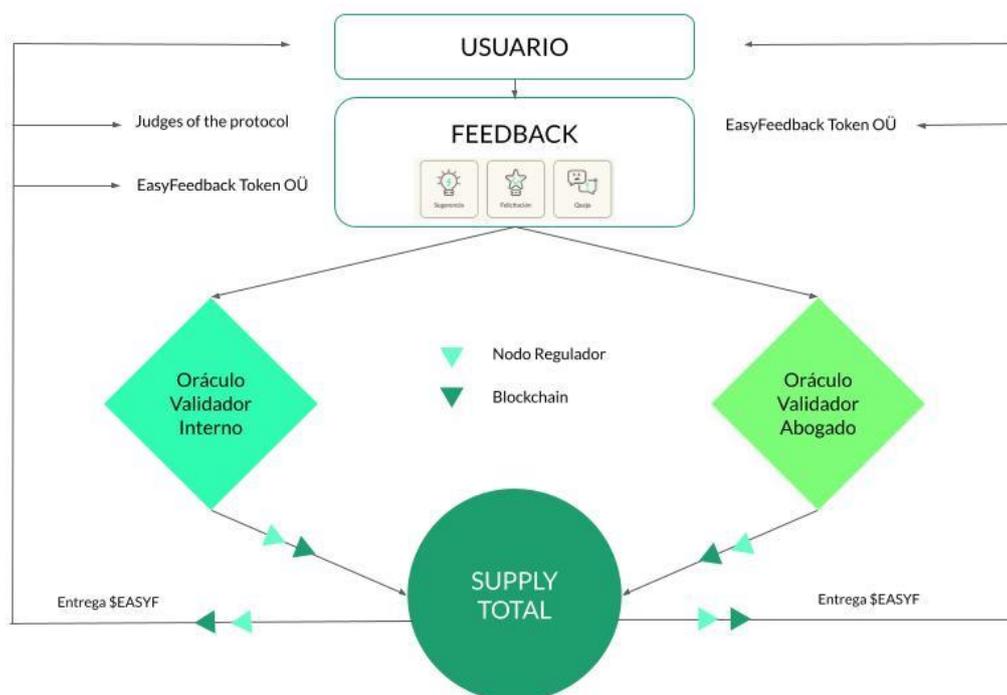
Internal validator oracle: Proof of Feedback between users and companies

The **internal validator node/oracle** will be the only one in charge of managing the rewards to users when that Feedback is a suggestion, a congratulation, or any other complaint/claim.

Whenever users send helpful Feedback, they receive EASYF for their communication. In addition, a percentage of EASYF is generated to cover the cost of managing the internal validator node.

The internal validator node/oracle will evaluate the Feedback sent by EasyFeedback users according to these criteria: usefulness, originality, and execution.

In this way, Feedback sent to companies will be rewarded if it:

1. It is attractive, valuable, and interesting to the company (**USEFULNESS**).
2. Gives the company original and creative ideas or concepts (**ORIGINALITY**).
3. Its implementation is valuable and viable and helps the company to improve (**EXECUTION**).

The internal validator oracle will be composed of a Court of Jurors in each country consisting of 7 people. Members of the Court of Jurors have been selected among specialists in business development consultancy, experts in innovation and technology, and managers with vast professional experience in the business world.

With this system, we get that only helpful Feedback is rewarded, and we never reward the ones which are automated or that are generated with the only goal to obtain a reward.

The minimum requirements to be a member of the Court of Jurors are:

1. Having set up a company and/or having been self-employed.
2. Have working experience in at least three sectors of activity. We might also have Jurors specialized in a single industry of action, which will only have the option of evaluating Feedback in that sector.
3. Have more than 15 years of work experience.

To ensure compliance with these requirements, the documentation will be sent to a notary, who will verify the validity of the candidacy.

In the beginning, the Court of Jurors in each country will be composed of seven members elected by EasyFeedback. Later, the platform will have an enrollment form for candidates to be part of the Court of Jurors. EasyFeedback will approve the candidates that meet the required requirements so that the number of Jurors will grow over time. Among all of them, the system will choose, at random, the three necessary Jurors to assess the Feedback of the users.

Three of the seven members of the Court of Jurors will be assigned to each feedback message received by an automatic and random draw and will be responsible for evaluating them.

Each Juror will perform the evaluation independently without knowing the identity of the user who sent the Feedback or the review of the other Juror and, therefore, not learning the final assessment either.

The final result of the evaluation will be the average of the three Jurors' scores and will only be known by the user who sends the Feedback.

For each of the three categories of Feedback that are evaluated: USEFULNESS, ORIGINALITY, and EXECUTION, the Court of Jurors will use the following grading scale:

VERY HIGH:	HIGH:	MEDIUM:	LOW:	VERY LOW:
4	3	2	1	0

This way, the maximum score that could be obtained from each Juror would be 12 points:

USEFULNESS: 4 + ORIGINALITY: 4 + EXECUTION: 4.

And, therefore, the maximum total summary of the three Jurors would be 36 points giving a final result of an average of 12 points.

All scores will be transformed into tokens by the equivalence of 12 points means the dollar equivalent of the U.S. price of 1.4 Big Macs ($8 / $5.71 is worth one Big Mac = 1.4 Big Macs) according to the current price published by The Economist magazine. This allows us to update the value of the "Proof of Feedback" every six months (January and July) based on an internationally recognized index such as "The Big Mac Index". If this index were not available, a similar one would be used.

The amount of $8 comes from the average price estimated by a mystery shopper for a questionnaire.

This value of 8 dollars with the equivalence of 1 EASYF = 0.05 USD at listing would correspond initially to 160 EASYF at the moment of listing. The 160 tokens will vary depending on the value at which they are quoted on the market.

To evaluate user Feedback, the Jurors will be asked to analyze and give a score to each of these three questions:

1. Is the Feedback sent USEFUL to improve or create new processes, products, and services in the company receiving it?

2. Is the Feedback sent ORIGINAL?
3. Could the Feedback sent be implemented or EXECUTED in the company receiving it?

In their task of Feedback assessment, the Jurors will take into consideration questions and aspects such as:

FEEDBACK CONTENT:
- Is the text sent easy to understand?
- Does it contain spelling/grammatical mistakes?
- Is it the right length, or is it repetitive or too short?
- Is the tone of the Feedback correct and polite?

FEEDBACK DOCUMENTATION:
- Does it contain evidence, testimonials, and documentation supporting the Feedback?
- Is the Feedback sent incomplete because it leaves unknowns that make its execution and/or resolution difficult?

FEEDBACK USEFULNESS:
- Is the Feedback interesting or irrelevant?
- Is the Feedback appropriate, or is it outdated for any reason?
- Can the Feedback help to improve or create processes/products/services in the company?

FEEDBACK ORIGINALITY:
- Is the Feedback sent original?

FEEDBACK EXECUTION:
- Can the Feedback received be reasonably implemented in the company?

Each Juror will provide a score to the Feedback sent with these criteria. The average of the total of the three Jurors' scores will be the final result obtained by the user sending the Feedback. This result will be converted into EASYF tokens in the user's wallet. The Jury also receives EASYF for its work and Easy Feedback for the platform's maintenance. The amount of EASYF earned for the work done will vary over time according to a system that will assess the quality of the evaluations issued by the Jury.

We are working on the possibility that particular suggestions, whose proven value as an idea is so exclusive, might be rewarded with more EASYF than those provided in the system we have explained.

Company validator oracle: Proof of Feedback between users and client companies

The company validator node is the one in charge of managing the rewards for the Feedback sent by users when the company to whom the Feedback is sent is subscribed to the EasyFeedback PRO service for companies, and the company decides to carry out this work in-house. The company validator node will be composed of people selected among the company's personnel to perform the task of evaluating Feedback. The rules for Feedback evaluation and anti-fraud control systems will be similar to those of the internal validation oracle. Unlike the Jurors of the inner validation oracle, the staff of the company that performs this work does not receive tokens for it. The company should buy EASYF to reward people who send them Feedback through the company validator oracle or delegate this work to the internal validating Oracle.

Lawyer validator oracles: Proof of Feedback between users and non-client companies

The lawyer validator node/oracle will evaluate the Feedback by EasyFeedback's users, sent in the form of complaints, according to these three categories:

1) The Feedback sent is a complaint/claim that has no possibility of being dealt with as a judicial or extrajudicial claim.
2) The Feedback sent is a complaint/claim liable to be dealt successfully through an extrajudicial claim.
3) The Feedback sent is a complaint/claim that might be dealt with successfully through a judicial claim.

The lawyer will always reply to the user within seven days indicating one of these options.

The lawyer validator node will be composed, in each country, by a reputable Law Firm specializing in Consumer Protection. In Spain, the law firm for this purpose is IurisConsum.

iurisconsum ➤

The Oracle Lawyer Validator will award tokens to users who submit Feedback with the following criteria:

1. If the submitted Feedback **has no chance of being handled** as an extrajudicial or judicial claim, the Oracle Lawyer Validator will not award any token.

2. Suppose the submitted Feedback can be successfully handled through a **judicial claim.** In that case, the Oracle Lawyer Validator will reward the user once they: hire the law firm that will hold the claim, the claim has been handled, and the judge has released a judgment.

3. **The Oracle Lawyer Validator will award in EASYF to the user** who has made the claim the equivalent of X% of the compensation profits obtained once the judge has ruled.

4. **The Oracle Lawyer Validator will also grant a X% to Easy Feedback**.

5. **In exchange for its services, Easy Feedback will receive a commission from the law firm.**

5.6 Tokenomics: EasyFeedback token "EASYF"

Symbol:	EASYF
Type:	Utility Token
Decimal:	18 digits
Blockchain:	Polygon
Max Supply:	179,141,000,000
% Tokens pre-mined:	0.2% which is equivalent to a 358,282,000
EASYF Listing price:	0.05 USD
Hard Cap:	4,500,000 USD

You can read the explanation of Hard Cap and Soft Cap in point 6.2.

Minimum purchase:	50 USD
Maximum purchase:	30,000 USD
Currencies accepted:	BTC, ETH, MATIC, FTM, BNB, AVAX, LTC, TRX, XLM, ALGO, DCR, USDT, USDC, DAI, UNI, AAVE, CRO.

The max supply of tokens is 179,141,000,000 EASYF. No more EASYF will ever be created. 0,2% of the tokens will be pre-mined and used for the token launch by an ICO. The tokens that are not sold will be burned. The other 99,8% is reserved to reward EasyFeedback users who send Feedback to companies over time.

The only way of mining & issuing EASYF will be with the "Proof of Feedback". We will delegate the function of mining these tokens to a minting contract (EASYFs are not premined in any wallet). This contract will give the user the corresponding EASYF. The regulating node collects the instructions decided by the oracles (internal or lawyer) and connects with this Smart minting contract so that it grants the corresponding EASYF to the user.

The max supply of EASYF has been calculated based on having enough EASYF to award by our "PoF", at least for 25 years. To carry out the estimates, the historical Feedback sent from EasyFeedback.com in Spanish has been considered.

To do this, we take the data from the last year of Feedback sent and make an optimistic estimate. We estimate:
1. a 600% increase in sent Feedback when tokenizing the service.
2. We will award 80% of the Feedback that users send with half of the maximum EASYF tokens that can be rewarded for their Feedback.

Since we want to be the "Hub for Global Feedback", we multiply this result by 194 countries and round the result obtained to the figure of 179,141,000,000 EASYF.

We calculate the world population as the population of Spain multiplied by the 194 countries that exist in the world (U.N. data 193 plus the Holy See). This is in line with U.N. population growth estimates.

In addition, the continuous availability of EASYF is guaranteed to reward with the token purchase system by Easy Feedback S.L. explained above.

	EASYF	
Total tokens pre-mined	358,282,000	0.20%
Tokens mining through "Proof of Feedback"	178,782,718,000	99.80%
Total Tokens	179,141,000,000	100.00%

99.8% Tokens to be minted through "Proof of Feedback": 99.8
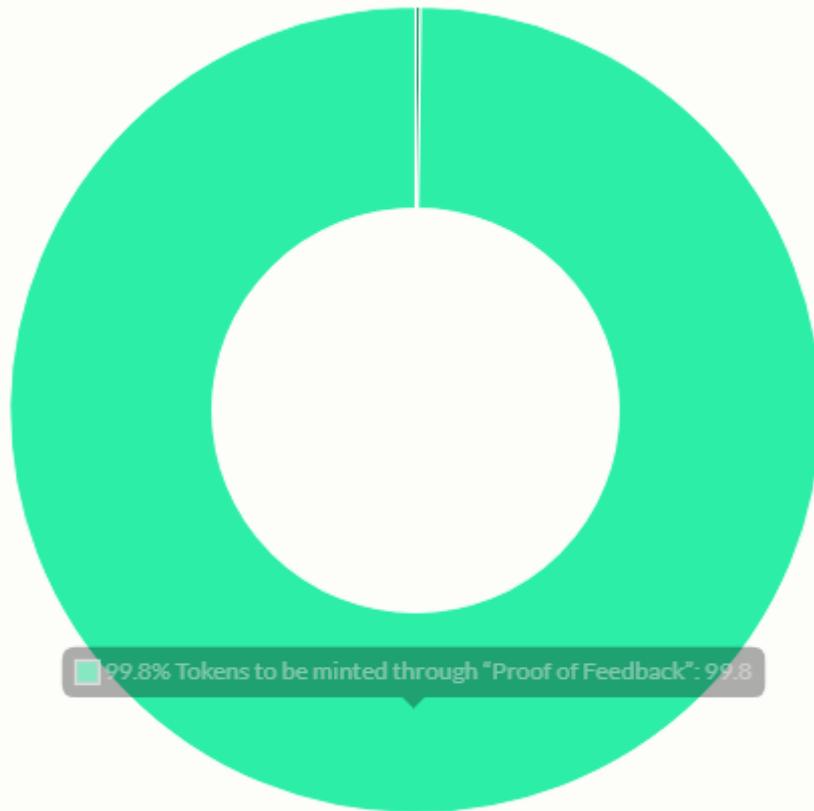
■ 0.2% Total of tokens premined   ■ 99.8% Tokens to be minted through "Proof of Feedback"

After the initial sale, the tokens that are not sold, will be burned

Total tokens pre-mined distribution:

Sale:

- The Hard Cap is $4.5 M. This is the expected necessary amount in order to implement the project in our 12 strategic countries (United Kingdom, Estonia, Germany, France, Italy, Poland, Portugal, Brazil, Turkey, Russia, USA, and Australia), plus Spain. The implementation in the rest of the countries, up to the 194 that we indicate in our Whitepaper, will be carried out through the organic growth of our company.
- The sale of EASYF tokens will be available through our web, www.easyfeedbacktoken.io.
- The tokens sold will be sent before getting listed, delivered as follows:
  - ✓ If the payment is made with cryptocurrencies, the tokens bought will be delivered within 30 days from the purchase date. E.g., If 1,000 $EASYF are purchased on December 6, they will be sent between December 7 and January 6.

EasyFeedback

✓ If the payment is made by card or bank transfer, it will be delivered within 31 and 60 days. E.g., If 1,000 $EASYF are purchased on December 6, they will be sent between January 7 and February 6.

- Allocation of 29.11% of the pre-mined tokens.

- Vesting: 100% unlocked at listing. As planned, the tokens that are not sold will be burned.

Sale Phases

Due to strategic reasons, we have decided to divide the phases of the sales into 5, divided according to the strategic importance of the countries where EasyFeedback is to be implemented:

Stage	Status	$ Amount	EASYF Amount	Price
Pre-Sale	2021 Completed	$300,000	8,400,000	$0.0357
Sale Phase 1	VC, Launchpads	$700,000	18,200,000	$0.0385
Sale Phase 2	Open	$700,000	16,800,000	$0.0417
Sale Phase 3		$700,000	16,100,000	$0.0435
Sale Phase 4		$700,000	15,400,000	$0.0455
Sale Phase 5		$1,400,000	29,400,000	$0.0476
Total		$4,500,000	104,300,000	Listing: $0.05

We have decided to stop selling at Phase 1 through our website and start selling at Phase 2 ($0.0417 per token) since the amount remaining from Phase 1 will be allocated to Venture Capital and Launchpads. At the same time, we announce the sale agreements of Phase 1, which will be announced all at once, we will immediately change the phase to Phase 3 ($0.0417 per token).

Early contributors Bounties

- In order to reward the people who have helped us in the initial stages of the project.
- Allocation of 0.39% of the pre-mined tokens.
- Vesting: 4% unlocked at listing and then 8% monthly.

EasyFeedback

Marketing incentives

- To reward people who help us market our project.
- Allocation of 0.45% of the pre-mined tokens.
- Vesting: 5% unlocked at listing and 2% monthly after that.

Online Store Bonus

- Users wanting to buy these products will be able to use euros to buy the products we are designing. They will be rewarded with EASYF tokens. Once the IEO is completed, products on the online store can only be bought with EASYF.
- The same allocation percentage of the pre-mined tokens is maintained (0.75%).
- Vesting: 5% at the listing, 2% per month thereafter.

Rewards

- To reward people who identify and report improvements related to both the design and "Proof of Feedback", together with a bug bounty program.
- Allocation of 0.84% of pre-mined tokens.
- Vesting: 5% unlocked at listing and then 2% monthly thereafter.

Draws

- To carry out lotteries, giveaways, and other types of events.
- The same percentage of the pre-mined tokens is kept (1.67%).
- Vesting: 5% unlocked at listing and the 2% monthly after that.

Advisors:

- Allocation of 7.54% of pre-mined tokens.
- Vesting: 6 months cliff, then 20% every 6 months.

Team

- Allocation of 10.05% of pre-mined tokens.
- Vesting: 12 months cliff, then 10% every six months.

Ecosystem

- To carry out liquidity programs, staking incentives, provide liquidity, listing at exchanges, payments to providers that develop new functionalities for our "Proof of Feedback" and other medium-long-term strategies that may be needed in the future.
- Referral system: To virilize the purchase of tokens during the IEO, all token buyers will receive a promotional code once they complete their investment to invite other friends and acquaintances to buy tokens too. Whenever this promotional code is used in a new purchase of tokens, the system will provide 5% of the total of new tokens bought as a calculated bonus in tokens. This token bonus will be divided equally (2.5% each) between the person who passed on the promotional code and the one who used it during the purchase.
- Allocation of 49.20% of pre-mined tokens.
- Vesting: 0.5% every month (200 months).

EasyFeedback

Allocation of the 0.2% pre-minted tokens

SALE (the tokens that are not sold, will be burnt):

29.11%

EARLY CONTRIBUTORS BOUNTIES (Vesting: 4% unlocked at listing and 8% monthly thereafter)

0.39%

MARKETING INCENTIVES (Vesting: 5% unlocked at listing and 2% monthly thereafter)

0.45%

ONLINE STORE BONUS (Vesting: 5% unlocked at listing, 2% per month thereafter)

0.75%

REWARDS (Vesting: 5% unlocked at listing and 2% monthly thereafter)

0.84%

DRAWS (Vesting: 5% unlocked at listing and 2% per month thereafter)

1.67%

ADVISORS (Vesting: 6 months cliff, then 20% every 6 months)

7.54%

TEAM (Vesting: 12 months cliff, then 10% every 6 months)

10.05%

**ECOSYSTEM** (Vesting: 0.5% every month)

49.02%

Wallets where EasyFeedback tokens are:

https://polygonscan.com/token/tokenholderchart/0x87F393ecdA8cA092d8dBB9dE2E438f2deD465b46

EasyFeedback

Token release schedule

This graph shows the number and breakdown of the EASYF tokens released in monthly circulation.
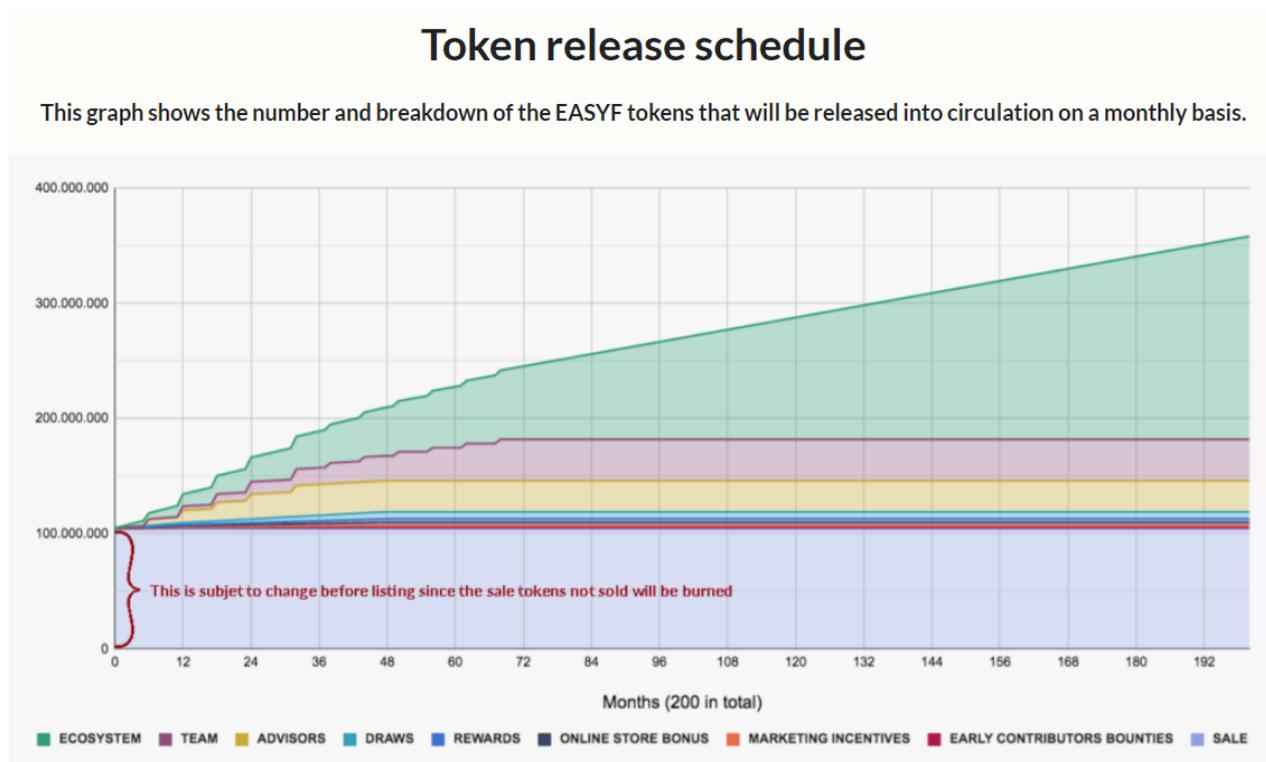
5.7 Holding EASYF programs

Once our token is listed, we will initiate a holding campaign so that every holder of $EASYF tokens has the opportunity of holding them and receive discounts on services based on the amount held.

5.8 Allocation of funds (Sale)

At this moment, we aim to accelerate the business model based on the tokenization of our current product. To do so, it is necessary to make some investments in the following areas:

- **DEVELOPMENT AND INNOVATION: (70%)**

  1. **New UI & UX of EasyFeedback.com.** We want to give the platform a new, more up-to-date look to maintain the brand identity and processes that have already been tried and tested.

  2. **Development of the integration of the EasyFeedback tokens reward system** in the process of sending Feedback.

  3. **Creation of the internal and lawyer validator Oracles in Spain.**

  4. **Development of a new version** of the EasyFeedback.com portal and subscription to the Plan PRO for business that will implement improvements to usability and new functionalities for an incident resolution that we believe it is to implement.

  5. **Development of the** EasyFeedback **online store** where you can shop using EasyFeedback tokens EASYF.

6. **Translation of the new version into different languages.** The first languages the platform will be translated into will be the following: English, Estonian, German, Portuguese, French, Italian, Polish, Turkish, Russian, Korean, Japanese, Vietnamese, Chinese, Arabic, Indonesian and Bengali.

7. **Establishment of EasyFeedback in other countries.** Depending on the volume of Feedback sent in different languages, we will incorporate internal and lawyer validator Oracles in other countries.

Establishment of EasyFeedback in a country requires:

1. Having the www.easyfeedback.com application in the language of the country.

2. The initial Court of Jurors that makes up the internal validator node/oracle has the requirements.

3. Having a team of reputable lawyers who know the country's specific consumer protection laws to make up the lawyer validator node/oracle.

4. At least one person in the commercial team who can offer EasyFeedback PRO for companies' services.

The estimated investment to deploy our services in a country is 350,000 euros. We aim to be a global service in the 194 countries of the planet: Europe 50, Asia 41, Africa 54, America 35, and Oceania 14.

- **MARKETING and COMMERCIAL: (18%)**

1. **Marketing campaign with KOLs** promoting the "Proof of Feedback" (PoF) and the inherent idea of our protocol, which is **"Feedback-to-earn".** This is our equivalent to the "Game-to-earn" that has been succeeding recently and is the main reason why our buyers purchase our token, $EASYF.

What is the main reason that made you buy $EASYF?
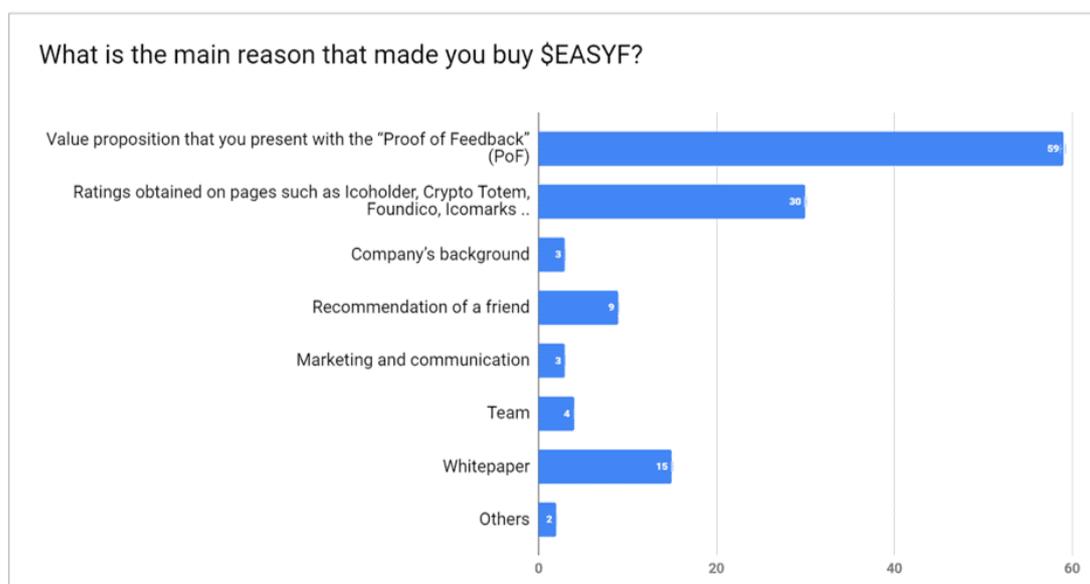
2. **Design and production** (with external suppliers of EasyFeedback) of exclusive products for the online store or Marketplace where EASYF can be used.

3. **Execution of the Commercial Plan.** Including, initially, commercialization of the EasyFeedback PRO subscription and then the rest of the products for companies.

EasyFeedback

- GENERAL AND OPERATING EXPENSES: (10%)

  1. Purchase and maintenance of computer equipment.
  2. Administrative costs of office and personnel.

- SOCIAL PROJECT: (2%)

  The amount will be used to carry out the YIOOW project (*Your Idea Our Original Work).*

  This project is designed to facilitate the employability of people with mental disabilities by creating a business model that generates revenue through an activity accessible to their working capabilities.

  To do this, a website will be created where personalized gifts made by people who work in the Special Employment Centers (CEE in Spanish) will be offered to the general public. These products can also be bought with the EASYF token at our marketplace.

  These gifts will be produced using recycled material (newspaper, paper board, lids, etc.), which will be collected and sent to the Special Employment Centers.

  The material will be collected through the diffusion of commitment to the environment, responsible consumption and social awareness of people with mental disabilities, which will be promoted in schools, companies, and public institutions.

6. ROADMAP

6.1 Milestones

2015	Constitution of Easy Feedback S.L. First version of EasyFeedback.com.
2016	New functionalities of EasyFeedback.com for consumers.
2017	New functionalities of the subscription to EasyFeedback PRO for business.
July 2018	Launch of tokenization project of EasyFeedback.com.
May 6th, 2019	Constitution of Easy Feedback Token OÜ.
June 2019	Launch of public pre-sale of the EASYF whitelist.
August 2019	License activation for the EasyFeedback token sale by the Estonian authorities. Due to regulatory changes we started the renewal process on July 3rd, 2020.
January 28th, 2021	We obtained the new unified license for a virtual currency service provider that covers exchange and wallet service providers.
1st - 2nd quarter 2021	EasyFeedback token public Pre-Sale completed.
3rd quarter 2021	Sale phases are open until listing.
4th quarter 2021	Development of the new $EASYF Smart Contract on Polygon.
1st quarter 2022	Start of the development of Proof of Feedback and re-branding.
2nd quarter 2022	Launch of the new version of EasyFeedback.com and EasyFeedback PRO • New UI & UX of EasyFeedback.com.
3rd-4th quarter 2022	Proof of Feedback (PoF) in Spain. • Creation of the internal and lawyer validator Oracles. • Integration of the mining system of EasyFeedback tokens in the process of sending Feedback in Spain. • New Tokenized version with payment in EASYF according to the Feedback sent by users.
4th quarter 2022	Launch of the EasyFeedback online store with the new look. Purchases will have a bonus in EasyFeedback token.
1th quarter 2023	Marketing of EasyFeedback PRO in new sectors.
2023	EasyFeedback internationalization roll out in countries indicated in WP.

EasyFeedback

6.2 Action plan to deal with setbacks

What happens if few EASYF tokens are sold?

EasyFeedback will continue to commercialize its products to consumers and customers as usual. Our Soft Cap is zero because we have fundraising alternatives for developing the EasyFeedback.com tokenization in addition to the ICO.

To finish developing the EasyFeedback tokenization, we only need a capital of $300,000. We can obtain this capital in various ways (capital increase with current partners, entry of new partners, and loans). We will develop it regardless of the amount collected in the ICO because we have fundraising alternatives. But we believe that it is fascinating to offer the possibility that many people can participate indirectly in its development, and the ICO is an instrument that makes this objective possible. Moreover, it can increase the share capital to develop the blockchain project.

What will we do if we sell a large quantity of EASYF tokens?

Deploying our services in a country requires an estimated investment of $350,000.

Our goal is to be a global service offered in 194 countries worldwide. A capital raised greater than the $300,000 will allow us an implementation (faster and in more countries) directly proportional to the amount obtained. We will be able to accelerate the incorporation of more and better talent for the development of EasyFeedback.com and the "Proof of Feedback" in more countries and drive exponential growth that will affect the valuation of the project and the EasyFeedback tokens. The more Feedback that is sent, the more EasyFeedback tokens will be distributed, and the inherent demand from consumers and companies will be greater. More information on the whitepaper pages 23-28.

It is important to remember that EasyFeedback tokens not sold at the ICO will be burned. So, the amount of money in circulation at the time of listing will only be the one that has been used in the ICO, and from that moment on, the only way to obtain EasyFeedback tokens will be through the "Proof of Feedback".
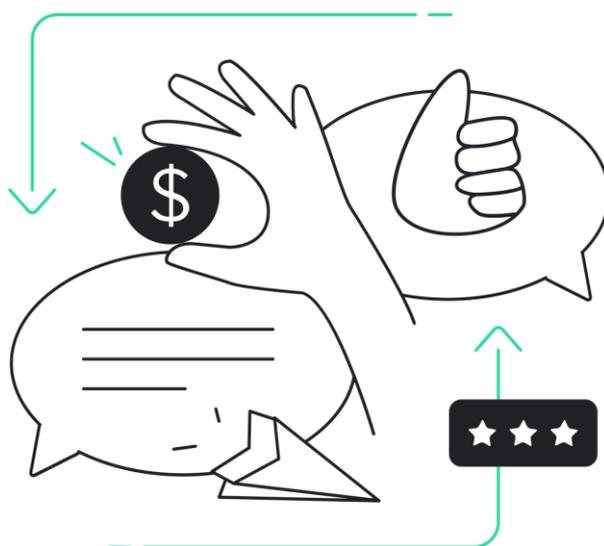
EasyFeedback

7.PLATFORM TECHNICAL SPECIFICATIONS

7.1 "EASYF" Token

The Smart Contract relating to the EasyFeedback token is programmed in Solidity, in compliance with the ERC20 standard. Only the EASYF amount is "pre-mined" in this contract to supply the demand in the initial sale of tokens.

Smart contract: Polygonscan.io "EasyFeedback"

https://polygonscan.com/token/0x87f393ecda8ca092d8dbb9de2e438f2ded465b46

7.2 Security Audit Certificate EasyFeedback token "EASYF"

Red4Sec Cybersecurity Services certifies that a security audit has been carried out on Easy Feedback Token, the technical team has examined the security status of the Easy Feedback Token Smart Contract, mentioned below:

https://github.com/easyfeedback-token/easyfeedback-contract

"To this date, 29th of January 2021, the general conclusion resulting from the conducted audit, is that the Easy Feedback Smart Contract is secure."

Smart Contract Security Audit

EasyFeedback

2021-01-29
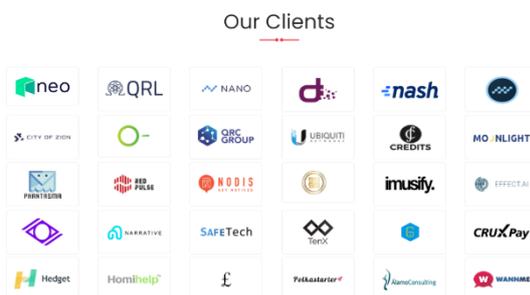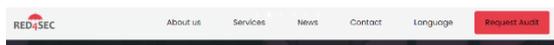
Red4Sec Cybersecurity Services

7.3 "EASYF" Wallet

Any wallet compatible with ERC20 tokens (metamask, myetherwallet, trust wallet) is valid for purchasing the EasyFeedback token. **The Wallet where we will send the "EASYF" tokens must not be an Exchange Wallet.**

EasyFeedback

7.4 Portal technology

The technology used in the project EasyFeedback is current, maintainable and scalable, up to date in versions and framework maintenance. It can be summarized as follows:

- J2EE technology with Framework Spring Core, Spring Web Flow and Spring Security

- JSF presentation components: RichText and PrimeFaces

- ORM Hibernate. The database now is PostgreSQL, but it could be scaled to Oracle or any other database.

- WEB server: Apache

- Application server: Tomcat. It can also be deployed in JBoss.

All the technology used by the development team, such as tools for testing, incident management, continuous integration, and documentation related to the agile methodology implemented (SCRUM), is up-to-date, and well-known international technology companies follow the same protocols and use the same tools.

The advantage is that we have a framework that is very robust, stable, and scalable (as well as Open Source and therefore standard, making it simple for us to externalize and/or add new resources if necessary). The system will not have to be rebuilt if more replicas are required to keep the project active for many more users or traffic without affecting performance.

The "pieces of the puzzle" that we need to develop the product are based on three technological developments:

1. EasyFeedback for private individuals/consumers:

   - EasyFeedback for private individuals web version: www.easyfeedback.com

   - EasyFeedback for private individuals' mobile version: www.m.easyfeedback.com
   - Also includes integration of the system with Google APIs, geopositioning and maps, Recaptcha, Bitly, URL shorteners, single sign on…

2. EasyFeedback for companies/institutions:

   - EasyFeedback for non-customer companies: http://www.easyfeedback.com/empresas

   - EasyFeedback for customer companies: http://www.easyfeedback.com/smarterfeedback/sf/login

   - Explanation of EasyFeedback for non-customer companies: https://business.easyfeedback.com/pro

3. Back office EasyFeedback for management of users, customers and companies for administration of the project:

   - The internal management application allows us to manage the portal (users, letters, customers, …).

Development environment

- Tickets, incidents system, and development support. From the outset of the project, we have used an information system (JIRA), which has recorded most of the actions/tasks/activities that have been performed.

- Control of versions and documentation integrated on Bitbucket.

- Development environments configured for development, pre-production, and production. Each environment has the tools and databases required for its proper functioning.

The new Dapp will be deployed in Polygon:

Features

Polygon combines the best of Ethereum and sovereign blockchains into an attractive feature set. Built by developers, for developers.

ETH Compatibility

Industry dominance, established tech stack, tools, languages, standards, enterprise adoption

Scalability

Dedicated blockchains, scalable consensus algorithms, custom Wasm execution environments

Security

Modular "security as a service", provided either by Ethereum or by a pool of professional validators

Sovereignty

Dedicated throughput/resources, fully customizable tech stack, sovereign governance

Interoperability

Native support for arbitrary message passing (tokens, contract calls etc), bridges to external systems

User Experience

Comparable to Web2, "zero-gas" transactions, instant (deterministic) transaction finality

Developer Experience

Equivalent to Ethereum, no protocol level knowledge required, no token deposits, fees or permissions

Modularity

High customizability, extensibility and upgradeability, short time-to-market, community collaboration

7.5 User data privacy

EasyFeedback takes user data privacy very seriously. When stored, user data will be encrypted. Nobody except the user will be able to access or change the data. When they reward users, the validator Oracles will see the feedback content, but the identity will remain anonymous, so identifying actual people will be impossible. Users can monetize their data by charging a fee in EasyFeedback tokens to companies thanks to our products: EasyFeedback IoT (Internet of Things), EasyFeedback Health, EasyFeedback Survey, and EasyFeedback Review. Users will always be able to control how they share their data, whether paid or free, all of it or a small part.

Identity management will be a focal point of the project; users will have control over the personal information they manage, providing reliable data for public, semi-public, or private management - dependent on permits- within the network, in addition to enabling the execution of functions within intelligent contracts linked to our ecosystem, designed to comply with regulatory requirements.

Production system

- We have two production areas in place: one located in Amazon Ireland and the other the L.A.N. in our offices. 128bit SSL certificates comply with the European regulation on protection of personal data and Electronic Commerce.

- We have servers and environments configured in Amazon EC2, monitored by Amazon and the contracted tool, Pingdom.

- EasyFeedback makes extensive use of email. For this purpose, it is integrated with the tool Sendgrid, which allows it to send emails on a large scale and control them securely.

- Backups: EasyFeedback has other redundant servers besides Amazon, where critical system information is copied to prevent potential disasters.

Data base structure

- EasyFeedback amasses a large amount of information from all the Feedback users send to companies. So that this information complies with the European regulation on data protection, EasyFeedback has implemented the necessary technical and legal measures for compliance.

- Since August 2015, easyfeedback.com has been operating and available to users 99.87% of the time, including stops for maintenance tasks and updates.

8.SWOT ANALYSIS

WEAKNESSES

- "New players" in the market.
- The capacity for financing limits the ability for internationalization. Need for capital to carry out the international expansion of our business plan.
- Culturally, people are not used to expressing what they think to owners or managers of companies.

STRENGTHS

- Main technological development (with a high level of complexity) has already taken place, tested, and approved by experts in the sector. And tried for more than three years.
- We are the first to have developed this completely new concept in a new category.
- The enormous potential market in continuous expansion.
- Omnichannel (Internet, telephone, Smartphone, IoT, Wearables) and multisectoral.
- Its use means that entry barriers are automatically created for other competitors.
- Clear and consistent revenue model with real customers.
- EasyFeedback brand and "Customer Care Excellence" Seal awarded by EasyFeedback are registered.
- Easily internationalize global products.
- Exponential profitability.
- Independent company.
- Passion, experience,and proven commitment to the whole team.
- The service is transparent for all those involved, free for users, affordable for companies and fast for both.

THREATS

- Technology can "always" be copied.
- Loss of prestige of the portal for some reason (server collapse, bad press…).

OPPORTUNITIES

- We achieve the democratization of consumption by empowering the consumer. We offer an effective communication channel between consumers and companies.
- There is an unsatisfied need by companies and consumers.
- The concept and technology allow for other products to be developed.
- Growth market. A scalable business model with a low cost.
- Democratization of the use of utility tokens worldwide is breaking the adoption barrier.

9.MARKET COMPETITORS

In the online market, there is no private communication channel that allows consumers to influence company decisions and lets the company know consumer expectations.

Our "competition" are the traditional methods of collecting Feedback: front-line employees in direct contact with the customer; Free hotlines; Complaint forms; Company website; Mystery Shoppers; Personal interviews; Motivational groups; Surveys by telephone, in person, by mail, or email; Internet portals/forums and Social networks (especially Facebook and Twitter) where a user can place their dissatisfaction on record; and finally Consumer Organizations. The same occurs with survey tools and any other company that captures user Feedback.

EasyFeedback.com will not make disappear anyone of them. All these options serve to capture Feedback, but no one offers the added value obtained with EasyFeedback, or can replace it. All of these must co-exist to enrich Feedback with the customer. Just as tap water, bottled water, milk, Coca Cola or beer are drinks that quench your thirst, we believe there are significant differences in when and how you consume them.

We differentiate ourselves from all our competitors who collect Feedback in that:

- No company rewards Feedback sent to companies. EasyFeedback will be the first company that values and rewards the quality of Feedback sent by a customer to a company.

- No competitor awards companies a multichannel Certificate in "Customer Care Excellence". Before beginning to collect Feedback, our customers demonstrate their commitment to "Customer Care Excellence" with all the benefits for their reputation it brings, regardless of the volume of Feedback they may receive.

- We base a large part of our strategy on our own "EasyFeedback" name together with the name of our customer www.EasyFeedback.com/nombredelaempresa positioning ourselves as a trusted third party between the company management, its employees, and its customers.

- Our portal is focused principally on capturing and serving users. Sending an opinion is always independent of whether the company has contracted any of our products or not. Our users can frrely send their complaints, congratulations, queries, or suggestions (all opinions) to any company/institution or political party worldwide.

- The texts/opinions of our users to companies are, in most cases, long texts in which they justify the reason for their complaint and attach photos, contracts, and/or proof of purchase receipts.

- The different "forms" (document templates) for complaints, congratulations, queries, and/or suggestions for the 180 sectors we aim at contain sectoral specifications and even consumer legislation and can be used to initiate legal action.

- Our positioning is unique: EasyFeedback is the first option that customers have to contact company management directly when: internal customer service "fails" (customers have used it and are not satisfied, customers cannot find it, do not find it convenient, or do not want to use it because they don't trust it), before going to use other channels (complaint form, consumer organizations, public forums…) or going to the competition.

10. EXPERIENCED TEAM

From the beginning of the project, the EasyFeedback management team has been made up of a multidisciplinary team of computer engineers, designers, and business Jurors with extensive experience in different areas (Engineering, Blockchain/DLT, marketing and commercial, communication, design, auditing, and process).

Honorio Ros

Founder and General Manager. Married with four children. Degree in Business Management and Administration by the University of Navarra. After graduating, he worked at Citibank (deploying the business unit of car financing) and at Salva Industrial where he was in charge of the company for Latin America and the Caribbean. He also created their subsidiary (Salva Austral, S.A.) in Chile. Since 2001 he has been associated with the world of Feedback. Before EasyFeedback.com began, he launched "Easy Survey Tools", a tool for conducting all kinds of surveys and their data analysis Online.

Rafael Soriazu

Cofounder and Technical Systems Manager. Software Engineer by the University of the Basque Country. He worked as an IT manager at an International Congress Organizer and has been a lecturer on the master's in Internet Application Development at Foro Europeo Business Campus. He has over 20 years of experience in managing the technical area of Internet projects.

Aitor San Martín

Chief Growth Officer. He has been heavily involved in crypto since early 2020 and has been working for crypto organizations and projects since September 2020, for example, 1Hive (https://1hive.org/) and HoneySwap (https://honeyswap.org/). He is a significant crypto enthusiast and has been involved in many DeFi protocols and DAOs.

Olga Sánchez

In charge of Production and Customer Service. Degree in Biochemistry and Masters in Nutritional Sciences. Expert in database analysis and the management of our analysis tools.

Belén Olóndriz

Commercial Director at EasyFeedback. She has developed a multidisciplinary profile during her career: designer, web project manager,and HTML and CSS programmer. She is specialized in Community Management by the UNED Foundation. She has held posts such as: manager in the key accounts department for bookshops at Editorial Aranzadi and leading the customer service team of a large automotive group as director of its BDC and coordinator of the marketing plan.

Ignacio Martínez Pagés

Partner and Business Development. Over 25 years of experience launching projects on the Internet, he has worked as a functional and web usability analyst on projects for Grupo Planeta, Instituto de la Empresa Familiar (Family Business Institute), Telefónica, and the newspaper El País. He has completed the Program for Management Development at the IESE Business School in Madrid.

Ignacio Arroyo

Cofounder, Director of Marketing and Communication. Degree in journalism from the University of Navarra. Over 20 years of experience on the Internet in companies such as Eresmas, Wanadoo, Maimai.com.

Javier Ortín

Developer and Director of Easy Feedback Token OÜ. Bachelor's in integrated engineering with a good base in mathematics, physics, and programming paired with leadership and organization skills.

Irati Galán

Customer service. With experience in international trade and teaching. She has worked in companies such as Gamesa, Eo6 Ingenieria, Irabia-Izaga College and Baus Educación Musical.

Pablo Sánchez

Degree in Business Management and Administration from the University of Navarra. Belongs to the College of Economists of Navarra. Director of the Accounting and Tax Department. Coordinates all accounting, tax, employment, and legal aspects in collaboration with the other departments.

Néstor Delgado

MBA from the University of Notre Dame (Indiana, USA). Master's degree in Human Resources and Management of Knowledge from Lancaster University (United Kingdom) and a degree in Business Administration from the University of Navarra (Spain, 1997). Thirteen years of experience in management positions at the BBVA bank.

Ignacio Ferrer-Bonsoms

Member of the Pamplona Bar Association. He has been a practicing lawyer for over ten years. He specializes in banking, civil, commercial, international Law, Blockchain and ICOS. He holds a degree in Law from the University of Navarra and a CIES Sport Management Course from the RFEF (Royal Spanish Football Federation).

José Luís Sanjurjo

Specialist in commercial law and commercial and civil procedural law. He has over 15 years of professional and legal practice. Degree in Law from the University of Navarra; he also holds a Master's in consumer and user rights from the University of Valencia.

Paco Tovar

DPO. Degree in Law from the University of Navarra. Master's in computing from the CEOE (Spanish Confederation of Employers' Organisations). Specialist in data structuring. Member of the Pamplona Bar Association. He has 30 years of professional practice as specialist in industrial and intellectual property law and ICT expert.

EasyFeedback

Partners y Advisors
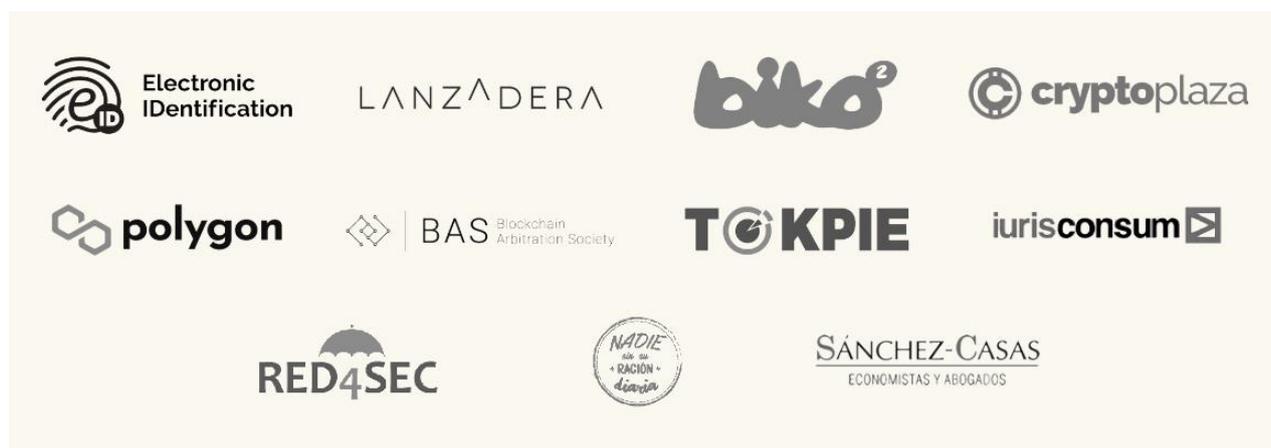
Jesús Peréz

Founder of CryptoPlaza - the most significant crypto hub in Europe - of Digital Asset Institute and ambassador of MakerDAO.

He currently manages Roble Venture Capital, a VC specializing in Financial Innovation and Crypto Digital Assets at Iconomi. Digital asset valuation specialist. Development Director of Sersan Sistemas that designs strategies for Esfera Sersan Algorithmic FI. Director of Fintech Ventures, a group of Fintech investors with investments in Bankimia, Housers, Sersan Sistemas, Bolsa.com, Ahorro.net, IAsesoria.com, and Interim Fintech. Board member of Civeta Investment. Professor of the Executive Program in Innovation and Financial Technology of the IEB and the Fintech & Digital Banking Executive Program of AFI. Member of the Spanish Institute of Financial Analysts. Former President of the Spanish Association of Fintech & Insurtech.

Enrique Berrueta

Educated as a humanist, working as a programmer. Passionate about new technologies, tech education, open source and decentralized ecosystems. CEO of Kindynos.

David Vaquero

Partner. A computer engineer with a master's degree in Electronic Commerce, he has worked at Telefónica R+D, Deloitte, and the University of Navarra. He was an Associate Lecturer in the Department of Mathematical Engineering at the Public University of Navarra. When he joined the project, he was a consultant at Open Bravo. Since March 2010, he has worked from New York. At present, he works for ING as a Global Lead Architect.

José Ángel Arrechea

Partner. An Electronics and Automation engineer with over 30 years of experience in programming. He has worked as a software developer, Project Manager, technical director at the University of Navarra, project manager for the Government of Navarra. Currently, he works for a software company to improve industrial productivity, digitalization of factories, and efficiency.

Iñaki Sánchez

Partner. IT Security Manager and Oracle DBA. An Industrial engineer with a master's degree in Information Technology Management. Field of Study Business Engineering School La Salle with over 25 years of experience in the area of systems, he currently works at the University of Navarra.

Sebastián Cerro

Partner. Expert on the ISO 9001 standard, the EFQM model and Human Resources. Degree in Philosophy. With 25 years ofexperience as a consultant for the government and many private companies and other management posts (also at the University of Navarra). Author of the management book: "Manage with Talent. Personal Skills of Managers".

Juan I. Fernández

Partner. Degree in Business Management and Administration, and Law from the University of Navarra. At present, he is the Manager of a construction company. He has worked in Accenture, DiamondCluster, and Peoplesoft and was the Director of Administration at the University of Navarra.

Hansel Fernández

Functional analyst. He studied English and obtained a master's degree from the University of London (London School of Economics), UK. He has worked on the development of business and academic projects. He has international and business experience in education, technology, and services to companies.

EasyFeedback

11. SUMMARY LEGAL NOTICE

This document, hereafter, White Paper, has been written to present the launch of a token to potential buyers and those interested in contributing to its development. The project involves two companies: Easy Feedback S.L. and Easy Feedback Token OÜ.

Easy Feedback S.L. is a Spanish company, set up in August 2015, with Tax ID number: B71241178 and whose offices are at the Polígono Industrial Mutilva Baja, Calle V, nº 26, 31192 Navarra. The company that owns the project and technology of easyfeedback.com, the online portal (web and mobile) from which users send Feedback to companies all over the world.

Easy Feedback Token OÜ is a company in Estonia, set up in May 2019, with Tax ID number: 14718043, whose offices are at Harju maakond, Tallinn, Lasnamäe linnaosa, Lõõtsa tn 5-11, 11415, Estonia. It was the company responsible for the launch of the token called EasyFeedback token "EASYF".

The company Easy Feedback Token OÜ transferred the rights of distribution and sale of the EASYF token to Easy Feedback S.L. so that it can use the EASYF token as a utility in the development of the project to reward its platform users for sending Feedback, being the only exclusive supplier of mining of EASYF through the "PoF" protocol.

The purpose of this document is to present information related to the technical aspects of the project to potential buyers of the EASYF token. This information does not aim to be exhaustive and does not constitute a contractual relationship. Its sole purpose is to provide reasonable information to buyers of tokens to determine whether they need to conduct a more in-depth analysis of the project to purchase tokens.

This document is not a contract of any kind, nor is it an investment request, nor is it equivalent to an offer or request for an offer to buy securities in any jurisdiction. Therefore, it is not subject to the laws or regulations designed to protect investors in any jurisdiction. The applicable jurisdiction for those who decide to buy EASYF shall be that established in Estonia, Easy Feedback not being responsible for the regulations of the buyer's country of origin.

The estimates and financial information contained in this technical report are statements or information that are reasonably foreseeable. Such forecasts involve risks and uncertainties that may cause actual results to differ from the estimates expressed in this document.

The Spanish version of the White Paper is the principal and sole official source of information related to the project and the issue of the EASYF token. The information contained in this document may be translated into other languages.

As a result of the translation, part of the information in this document may be omitted, corrupted,or distorted. In case of any inconsistency between any translation or communication and the official White Paper in Spanish, the provisions of the original document in Spanish shall take precedence and prevail. Easy Feedback reserves the right to make changes to the White Paper. In case of differences between versions of the document, the latest version of the White Paper in Spanish published on the website www.easyfeedbacktoken.io shall prevail, and all previously published versions shall be considered invalid.

The Tokens are utility tokens designed for subsequent use on the EasyFeedback.com platform. The Tokens are not securities. Easy Feedback does not recommend buying tokens for speculative investment. The tokens do not grant any right or share in the companies Easy Feedback Token OÜ or Easy Feedback S.L. The tokens are sold as digital assets.

You are not recommended tot you buy tokens unless you have had previous experience with cryptographic tokens or blockchain-based software or have had independent professional advice.

EASYF tokens are not considered financial investment products.

EASYF does not represent:

1. A shareholding in Easy Feedback S.L. or Easy Feedback Token OÜ.

2. An intellectual property right.
3. A right to vote or other governance right in Easy Feedback S.L. or Easy Feedback Token OÜ.

No part of the information in this document should be considered commercial, legal, financial, or tax advice concerning Easy Feedback Token OÜ or Easy Feedback S.L. You should consult your own legal, financial, tax, or other professional advisors regarding the information in the document. You should consider that you may have to take a financial risk by purchasing tokens indefinitely.

EASYF tokens are not available to everyone. Purchase is subject to a series of conditions in the white paper, including the need to provide certain information about the buyer's identity and associated documentation. If a qualified buyer makes the purchase, proof of this will be required before being able to make the purchase. To buy EASYF token is necessary the "Know Your Customer" (KYC) procedure. It is a process by which we verify the identity of token buyers by requesting reliable documents, details, and information that allow us to identify the buyer formally and actually. Also, in some instances, we verify the home address, which can be demonstrated by a public or private service bill no more than three months old, to comply with the anti-money laundering law (AML). EASYF tokens (as described in this White Paper) are not intended to be securities nor any other regulated product in any jurisdiction other than the legislation in Spain.

This document is not written in accordance with and is not subject to the laws or regulations of any jurisdiction that prohibit or in any way restricts transactions with digital tokens. Certain statements, estimates, and financial information in this technical document are statements or information about the future. Said statements or information about the future involve known and unknown risks and uncertainties that may cause actual events or results to differ materially from the estimates or results implied or expressed in said statements or information about the future.

All Token buyers are reminded that this technical document has been presented to them on the basis that they are persons to whom the document can be presented legally in accordance with the laws of the buyers' jurisdiction. It is the responsibility of each potential Token buyer to determine whether the buyer can buy Tokens legally in the buyer's jurisdiction and whether the buyer can then resell the Tokens to another buyer in any particular jurisdiction.

Neither Easy Feedback S.L. nor Easy Feedback Token OÜ is, nor shall they be responsible for, the market price of the Tokens, transmission and/or liquidity of the Tokens and/or availability on any market through third parties. No promises of future returns or prices are made concerning the Tokens, which includes that no promise of inherent value is made, nor promise of annual profit-sharing, and no guarantee that the Tokens shall have any value in particular. Therefore, the recovery of the resources destined for the purchase of EASYF may prove impossible or be subject to foreign laws or regulations, which may not be the same as the privacy laws of the token holder.

EasyFeedback

The concept of a smart contract for tokens that creates the mechanism for creating and distributing the tokens ("Smart Contracts"), the underlying software application, and the software platform (i.e., the Polygon blockchain has no guarantee that the process for creating tokens will be uninterrupted or error-free).

The Tokens purchased can be stored in the holder's wallet, which requires a private key or a combination of private keys for access. As a result, loss of the required private keys associated with the Wallet where the holder stores the Tokens shall lead to the loss of said Tokens.

The wallet service provider or Wallet used to purchase and storage of tokens must be technically compatible with the tokens. If this is not ensured, the token buyer may not be able to access the tokens.

The regulatory framework for cryptographic tokens is uncertain, and digital assets and blockchain technology are not defined or legally resolved in many jurisdictions. It is difficult to predict how governmental authorities will regulate such technologies. Similarly, it is difficult to expect how a governmental authority may change the laws, regulations, and/or existing rules affecting blockchain technology and its applications. Easy Feedback may be obliged to cease distribution of tokens, development of the project, or cease operations in a jurisdiction in the event that governmental action makes it illegal or commercially undesirable to continue doing so.

ANNEXES

1. VISION, MISSION AND VALUES

Vision (what we want to achieve):

<p align="center">To become the global "Hub" of private Feedback.</p>

Feedback aspires to transform things because it helps companies achieve care excellence towards their customers and encourages creativity to improve the company's products, services, and processes and improve the world. We aspire to be a worldwide reference for communication/feedback to improve society ("To be the Amazon of Feedback").

Mission (our everyday work):

<p align="center">"Feedback To Earn."</p>

To facilitate the communication of helpful Feedback, promote its management and improve the world.

We use technology so that Feedback is appropriately given, quickly, anywhere, 24 hours a day, allowing the information to be transmitted, managed, and generate satisfaction.

Values (what brings us together to do what we do):

The team values we have internalized so that we maintain an innovative and passionate spirit towards the project are:

1. **Trust** (in oneself, in the team, and the project)
2. **Faith** (in oneself, in the team, and the project)
3. **Boldness** (to solve personal and professional problems that arise in everyday life)
4. **Justice** (to recognize the work/contribution of each person in the team)
5. **Humbly** (the basis of innovation and agility)
6. **Sense of humor** (necessary in life and intense working days)
7. **Care yourself** (or personal balance)
8. **Love for details**
9. **Truthfulness** (with oneself, with the team, and with the project)
10. **Commitment and unity of action with the mission and our Key Success Factors (KSF)**
    (KSF: 1. Profitability + 2. Satisfaction of our customers + 3. "Happiness" of team members + 4. Improve society).

Our strategies:

1. Care excellence
2. Image of solid and differentiated brand
3. The simplicity of concepts (in all our internal and external processes)
4. Emotional/friendly technology (in the development of our products and services, creating a link capable of awakening the sense of affinity and connection)
5. Training and personalized information to our users, customers, and team should give them control over their profession

2. CURRENT PROBLEMS WITH FEEDBACK

Companies encourage Feedback because it is a **strategic tool to achieve excellence and improve sales and reputation.** To collect Feedback, companies **use more and more resources and channels:** in person, by phone, forums, chat/chatbot, messaging apps, web forms, email, social networks…

All the channels used to collect Feedback should serve to:

- **Listen:** to pay attention to the queries, suggestions, opinions, and complaints of customers.

- **To respond quickly:** a fast response is fundamental for the success of customer service because customers do not want to endure long waits.

- **Offer solutions:** all the above is not very useful if, in the end, companies cannot to answer. Therefore, the whole organization needs to be involved in customer care protocols.

- **Make the company more human:** the people in charge of managing customer care channels should be well-trained and capable of handling the tools they use. They are the visible face of the company to the customer and should have skills such as diligence, common sense, and communication skills to make the company more human to its customers.

Problems with Feedback for companies

Within companies, requesting, collecting, and dealing with customer feedback can be **problematic for many reasons:**

- Usually, the problem is **lack of resources.** They do not deal with Feedback received nor encourage collecting it because there are not the human and financial resources available in the company to do so.

- Often companies watch helplessly as their customer care channels become a vehicle for the publication of **unfair customer complaints** that **damage their reputation** and ruin the human and economic efforts of the company.

- Other times, a large amount of money is invested. Still **there is a lack of internal control** to **centralize and analyze the information** received through customer Feedback to turn it into opportunities for improvement and increase sales for the company.

Problems with Feedback for consumers

For consumers, Feedback to companies **may appear unnecessary** because they think their opinion **will be irrelevant, they have neither the time nor the motivation to do it, they feel uneasy while complaining, or they do not know how to do it.**

So, **if the customer takes the initiative and gives Feedback, it is to complain.** Most of these complaints are not resolved because of:

- **The lack of accessibility to the customer care channels from the part of the company:** the customer care channel cannot be found, and when it is found, it does not work correctly; the telephone is not answered within a reasonable time, or it turns into a nightmare of call forwarding and filters on the switchboard; emails go unanswered, and the chat is not operative.

- **The lack of solutions in the customer care channels on the part of the company:** when the customer manages to get through to someone and, unfortunately, does not receive empathy or solutions from the company's customer care channel, they feel frustrated and helpless.

These problems explain why a customer decides to complain in public, make an official complaint or lose trust in the company.

The controversy about public Feedback

Online opinions about the quality of a company or service are **an essential resource** for consumers **to keep informed and make the right purchase.**

Experience shows that most consumers make purchasing decisions based on the opinions they have access to. However, despite the importance of these ratings, several **problems that affect the credibility of comments published on the Internet.**

Companies aware of the importance of their online reputation prepare **marketing strategies to improve it.** There are many solutions on the Internet that post user comments and opinions and generate revenue by directing traffic for a fee (pay per click) to the companies reviewed: TrustPilot, TripAdvisor, Yelp…

There are also solutions on the Internet that charge companies a fee for helping them to obtain those comments and post them on the Internet: Trusted Shop, Ekomi …

In this way, companies improve their positioning and attract organic traffic or paid traffic to their company, product, or service for their benefit. Moreover, they build their online reputation with their customers' ratings, although they provide **"unreliable" information for consumers.**

Companies sometimes pay to delete negative reviews about their products or services. And finally, companies are often defenseless when publishing **fake news** that spreads uncontrolled through forums and social networks.

All these problems mean that the opinions we find on the Internet about companies, products, and services are, in many cases, suspicious for consumers. And this happens precisely because **they are public; they result from a massive business in which companies invest a large amount of money.**

The **problem of credibility of online** Feedback occurs because there is a **conflict between companies,** for it to be positive, **and consumers** who let off steam with their negative opinions. We must establish a feedback collection and analysis system that brings credibility and good sense to the market.

What advantages does our solution offer?

We think that the most important factor is communication. EasyFeedback seeks to make communication between consumers and companies easier. That's why **it proposes a centralized feedback collection solution** that distributes consumer communication towards each company's customer care channel. It is a solution that respects the premises that EasyFeedback establishes for the Feedback:

- **Privacy:** Feedback is not published; it remains private.
- **It is not anonymous:** consumers identify themselves to be attended to and cared for by companies.

EasyFeedback is an intermediary in the process, like a trusted third party, confirming that the consumer's message is sent and received by the company, giving credibility and trust to the system. We could summarize the advantages of the EasyFeedback platform by saying that:

1. **It solves problems of Accessibility and Knowledge:**

   For customers: we offer a centralized platform to send Feedback to any company without having to search for the customer care channels of each company. The customer saves time and effort because EasyFeedback is in charge of redirecting that complaint to the official customer care channel of the company, monitoring and registering every Feedback.

   For companies: we help companies make their customer care channel more accessible because when customers look for it on the Internet, they often find us first, and although we are not the official channel, Feedback ends up reaching the correct department of the company. This generates direct knowledge of their clients to improve their products, services, or processes. And as a private channel, it helps them to reduce the number of public complaints on Internet.

2. **It solves problems of Transparency and Trust:**

   For customers: we offer a platform that certifies that Feedback reaches the company. Therefore, if there should be a problem, we can prove the sent Feedback's existence, content, and date. This is important for the protection of customer rights.

   For companies: we send Feedback to them from specific, not anonymous, people; therefore they can contact their customers and handle incidents easily. As EasyFeedback is a trusted third party, we could, if it were necessary, mediate in conflicts.

3. **It solves problems of Reputation and Participation:**

   For customers: we make sending Feedback easy, which encourages participation. Moreover, with the reward system that we will incorporate through EasyFeedback tokens, we place a high value on customer feedback because we will reward it according to its usefulness.

   For companies: we audit their responses to the platform users by satisfaction surveys (Net Promoter Score, NPS), obtaining objective information about their customer care to help them improve processes. In addition, through the Seal of Excellence, we communicate their commitment to customer service to the public, which enhances their reputation. And finally, with the EASYF, we offer a system for gaining loyalty in the marketplace (EasyFeedback online store with exclusive EasyFeedback products and our customers' products) which will help them to promote and give importance to customer feedback.

3. STUDIES CARRIED OUT ON FEEDBACK

Studies carried out on consumer behavior in different countries show us the need to improve communication between companies and consumers as a means of increasing the level of satisfaction.

Needs not met by the market

Who	The consumer is any person who has had or may interact with a company/institution, with their employees or products and/or services, and have something to communicate.
Needs	**1. Consumers want to be heard** • 68 % of consumers who stop using a product or service is due to the attitude of indifference of staff towards the consumer.[3] • A consumer who has had a negative experience with a company will average tell between 8 and 16 people.[4]
	2. Consumers demand empathy It is challeging for a company to have an actual customer perspective. Proof of this is the following study that shows why the consumer stopped using a product or service and compares them with the beliefs that managers have regarding the causes why the consumer stops using it.[5] <table><tr><td>**Consumer's reasons***</td><td>**Manager's beliefs***</td></tr><tr><td>74% Quality of customer service</td><td>22% Quality of customer service</td></tr><tr><td>32% Quality of the product or service</td><td>36% Changes in consumer's needs</td></tr><tr><td>25% Excessive price</td><td>49% Reasons related to price</td></tr><tr><td>*They are not base 100 but multiple options*</td><td></td></tr></table>
	3. Consumers want to have a simple service • A study in UK on consumer complaints shows that 23% of those who had a problem did nothing about it. The main reasons were: 1º. 43% It won't be any use 2º. 22% I don't know how to complain 3º. 20% I don't have time to complain • Consumers try to find solutions that help them by reducing time, steps and simplyfying the process.[6]
	4. Consumers want effective communication • The study shows how the resolution of complaints is incorrect: 26% were very dissatisfied, 54% did not receive an answer, and 20% had unresolved problems.[7]

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[3] How to win customers and keep them for life – Michael Leb.2000

[4] The White House Office of Consumer Affairs, Washington, DC

[5] The Loyalty Connection- Bob Thompson- 2005

[6] UKCSI Sectorial report 2009

[7] UKCSI Sectorial report 2009

EasyFeedback

Demand not met by the market

Who	The company: those businesses seeking to increase sales by improving customer relations
Needs	1. **Companies want to have satisfied and loyal customers** • Loyal customers are less price-sensitive and are the leading promoters of the company's products and services. • The Harvard Business Review article "one number you need to grow" states a direct correlation between the net number of "promoters" of the company and the company's annual growth.[8] • It costs between 5 and 6 times more to acquire a new customer than retain an existing one (White House Office of Consumer Affairs).

	2. **Companies need to manage communication with customers**
	
	• A survey carried out by RightNow states that 92% of consumers who had a negative experience with the company would be willing to return if:
	  - They received a formal apology/rectification from a supervisor
	  - They received a promotional discount
	  - They received proof of genuine interest in the customer

	3. **Companies need continuous monitoring of word-of-mouth of their reputation** • 79% of consumers who have had a negative experience with the company tell other people. • 97% of consumers prefer word-of-mouth to share their experiences.

Research carried out confirms the need to improve and make it easier for consumers to be able to communicate their experiences efficiently.

Communication between people is a problem that has existed, exists and will exist. Studies confirm what common sense tells us.

> 1. There is space for new feedback channels

This situation justifies EasyFeedback offering a new communication channel that allows consumers to communicate their experiences in a personalized, fast and effective way to the managers/owners of the business. That is:

> 2. There is great potential for improvement and benefit in feedback

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[8] One number need you need to grow – Harvard Business Review - 2004

4. GLOSSARY

Digital Asset: any resource that exists in a digital form and that someone can own. It is treated like property and can be bought, sold, or licensed. Examples: electronic files, cryptocurrency, tokens.

Agnostic: Being network-agnostic implies being able to perform performance tests across other networks.

Airdrop: a method used for the free distribution of tokens to a series of wallets.

Back office: this refers to work that reflects, stores, and supports in the background, such as the call center for incident resolution, servers that store and transmit information and make back-ups and all kinds of support work in general.

Backup: a security copy.

Benchmarking: this is the process whereby information is gathered, and new ideas are obtained by comparing aspects of your company with market leaders or strongest competitors.

Big Data: this is an evolving term that describes any significant volume of structured, semi-structured, and unstructured data which has the potential to be extracted to obtain information.

Bitbucket: is a web-based repository service for projects that use Mercurial and Git version control systems.

Bitly: is a URL shortening service that lets you customize URLs to simplify them and transmit them.

Blockchain: technology that acts like a public ledger, where each transaction is stored in a block and is verified bythe community's consensus.

Bounty Hunter: a person who works to earn bounty rewards, especially for collaboration in the communication and marketing of a project.

SSL Certificate: used to give security to website visitors, it is a way of telling your clients that the site is authentic, accurate, and reliable to enter personal data.

Public key and private key: the public key is like the bank account number, and the private key like the secret PIN. The public key is used to receive cryptocurrency, and the private key is used to sign cryptocurrency transactions. They are mathematically related; the public key is derived from the private key.

QR Code: abbreviated from "Quick Response" Code, it evolved from the barcode. It is a method of storing information in a matrix of dots or a two-dimensional barcode. It has three squares in the corners that enable the reader to detect the position of the code.

Smart contract: a computer protocol intended to facilitate, verify or enforce the conditions of a contract that uses code implemented in the blockchain.

Cryptocurrency or crypto: refers to a digital asset designed to work as a medium of exchange using cryptography to secure transactions.

Chatbot: a computer program with wich it is possible to have a conversation,whether we want to ask it for some information or perform an action.

SWOT: is a tool to assess the situation of a company, institution, project, or person by analyzing its internal factors (Strengths and Weaknesses) and its external situation (Threats and Opportunities) in a square matrix.

Dapp: a decentralized application that enables interaction with a blockchain.

EASYF: abbreviation of EasyFeedback token.

ETH: is the abbreviation of the Ethereum network.

Ethereum: open-source, decentralized, Blockchain-based platform that enables the creation of smart contracts.

Exchange: a place enabling operations between digital currencies and fiat money.

Feedback: two-way communication between two people, where we define a sender and a receiver. Feedback is the receiver's response to the sender based on the message received.

Framework: work environment or framework is a standardized set of concepts, practices and criteria to approach a specific type of problem that serves as a reference to deal with and solve new problems of a similar nature.

Hardcap: is the maximum amount of money a project will receive from its token buyers.

Hash: an algorithm that converts an arbitrarily large amount of data into a fixed length code.

EasyFeedback

Artificial Intelligence: is the simulation of human intelligence processes by machines, especially computer systems. These processes include learning (acquisition of information and rules for using the dta), reasoning (using rules to arrive at approximate or definitive conclusions), and auto-correction.

IoT: abbreviation of Internet of Things. Internet of Things is a concept that refers to any digital interconnection of everyday objects with the Internet.

JBoss: is an open-sourced Java EE application server implemented in pure Java, specifically Java EE. Because it is Java-based, JBoss can be used on any operating system that supports Java.

Jira: is an online tool for project task management, error and incidence tracking, and project operations management.

KECCAK256: Keccak256 calculates the Ethereum-SHA-3 (Keccak-256) hash (Solidity) of the arguments passed into the function. This is how to string comparison is made in Solidity. Input values are compressed to a uniform 32 bytes, and the resulting hash code of the strings is compared.

KYC / AML: refers to the policies of "Know your customer' and 'Anti-money laundering' which must be accepted by customers investing in the token.

Mystery shopper: the mystery shopper is technique use by companies to assess and measure the quality of customer service. Mystery shoppers act like ordinary customers who purchase a product or use a service and then provide a report about their experience.

Validator Node: a computer connected to the Blockchain whose task is to validate and approve the consensus tests of the Blockchain.

Regulator Node: computer hosted in the Ethereum network that inputs the information of the validator nodes into the Ethereum blockchain.

ISO 9001 Standard: developed by the International Standardization Organization ISO, it sets out the requirements for a Quality Management System, which can be used internally by organizations, regardless of whether the product and/or service is provided by a public organization or private company and its field of activity for certification or contractual purposes.

NPS: an index that enables us to measure customer loyalty to a company or product/service on a scale of 0 to 10.

Mainnet: is the word used to refer to the 'main network' of a blockchain, where actual transactions occur.

Marketplace: is where buyers and sellers interact to carry out a commercial transaction.

Fiat Money: legal tender.

Open Source: is a software development model based on open collaboration. It focuses more on practical benefits (access to source code) than ethical or freedom issues highlighted so much in free software.

ORM Hibernate: is an object-oriented programming language that is represented as a graph of objects, while the relational database is described in a tabular format using rows and columns.

Parity: complementary programming language used to produce smart contracts.

Psychographic profile: psychographic segmentation seeks to provide companies with a consumer profile that helps them increase product sales, build customer loyalty and improve brand reputation.

Pingdom: is a website and a performance monitoring company dedicated to making the web faster and more reliable. With Pingdom's monitoring service, users are the first to discover about a problem with their website, DNS, email server, or any other infrastructure they choose to monitor.

POW: Proof of work. It is a distributed consensus protocol whereby the chain is approved by the the miners' work, who are rewarded with cryptocurrency.

PostgreSQL: is an open source, object-oriented, relational database management system.

Proof of Feedback: proof of consensus model established by EasyFeedback to regulate the distribution of the EASYF token.

Digital identity protocol: This interactive protocol that enables one party to prove its identity to another party (authenticate). The party identifying itself is called the prover. The party verifying the identity is called the verifier.

Quorum: Quorum is a revised version of Ethereum focused on functionalities for companies.
It is ideal for any application that requires high-speed processing and high performance of private transactions within an authorized group of participants. Working with Quorum enables us to acquire the functionalities of performance and privacy we need.

EasyFeedback

Recaptcha: this is a challenge-response test used in computing to determine whether the user is human or non-human.

Review / Opinion: is an opinion formed about something questionable.

Scrum: is the name given to agile development frameworks characterized by adopting a strategy of incremental development instead of the complete planning and execution of the product.

SEO: is an acronym for Search Engine Optimization. It is the technique of optimizing a website so that it reaches the highest position possible on the Internet search engines.

Sendgrid: a service or platform that allows you to send transactional emails on a large scale.

Solidity: programming language to develop smart contracts used in the Ethereum blockchain.

Softcap: the minimum amount of money required to develop the project.

Stats / Statistics: this is a branch of mathematics that deals with data collection, organization, and analysis to obtain explanations and predictions about observed phenomena.

Total Supply: is the total amount of units of a cryptocurrency or token that exists or could exist.

Circulating Supply: is the total amount of units that have been distributed of a cryptocurrency or token.

Survey: a series of questions put to many people to gather data about a product or service, or to detect public opinion on a particular issue.

Swap: is the transfer of a cryptographic token from a native blockchain to a new blockchain.

Sybil: a Sybil attack occurs when a distributed network is subverted by a single entity that controls different identities of said network. This name was proposed by Brian Zill in an article published on 1 January 2002.

J2EE Technologies: is a programming platform – part of the Java Platform – to develop and execute application software in the Java programming language.

Tokenomics: economical model generated around a cryptographic token.

ERC-20 Tokens: these are the tokens designed to set specific standards for the Ethereum blockchain.

Tomcat: is a servlet container (Java programming language) that can be used to compile and execute web applications written in Java.

Wallet: Wallet or purse where crypto coins can be stored. It incorporates the private key required to use it. It can be in physical format (paper, Pendrive) or virtual via the Internet.

White Paper: This informational and promotional document can be part of marketing communications about a product or service.

5. EXAMPLE OF FEEDBACK (COMPLAINT)

Ana López

al4876261@gmail.com

Lufthansa España

customer service manager

Avda. Burgos 8 bis Edif. Génesis planta 1

28036 Madrid

Spain

19 February 2021

Re: Complaint / claim to Lufthansa Spain

Dear customer service manager,

I would like to inform you that I have used your company's services frequently for over 3 years. The main reason why I use them is due to their prestige/reputation.

I would like to make a complaint regarding a delay to my flight number LH9865 departing from Madrid and arriving in New York on 9 February.

In relation to Regulation CE 261/2004 of 11 February establishing common rules on compensation and assistance to air passengers in the event of denied boarding and of cancellation or long delay of flights, article 6 regulates the case of delay of the contracted flight. Said article remits to article 8 and 9 which govern the right to assistance and compensation to be offered in connection with the delay. Compliance with scheduled times is established as an essential service in the passenger air transport contract.

I am therefore requesting application of the rights recognized in Regulation CE 261/2004 of 11 February, and as a result, application of the compensation specified therein according to the flight distance, while reserving the right, in any case, to exercise any civil action to which I am entitled.

Finally, bearing in mind my experiences with your airline, I would like to inform you that I will certainly recommend it to my friends and family.

Thank you in advance for your attention and I trust that you will take the right measures.

Yours faithfully

Ana López

P.S.: I would like to receive a reply by email.

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