



Shagle Coin Whitepaper

Coins to Power the Shagle Community

Introduction

i. Background

Since the early 2000s, communicating and socializing online has become an everyday activity for the majority of people around the world. The advent of social networking has opened up lines of communication with not only close family and friends but also strangers from around the globe. Social networking platforms such as Facebook and Twitter focus on the ability to share news, thoughts, and pictures.

However, technology advances over the last few years have made webcams a standard accessory on mobile devices and computers. This had led to the rise of digital social media platforms such as Instagram which place an emphasis on using a camera to take pictures and videos which are shared with a wide audience.

In mid-2015, Shagle launched the next step in social networking with a live video chat platform. The concept was simple – people use their webcam to access a video chat platform where they are randomly connected with other people connected to the platform. The ability to make random, face to face connections proved an instant success and Shagle has since established itself as a leader for innovative random video chat.

ii. Vision

Shagle's vision from the outset has been to provide innovative and simple ways to socialize online. Since launching in mid-2015, Shagle has continually upgraded and enhanced the service offered to users. The platform was among the first to offer geographical-based location connections for people who wanted to connect with other users from a particular region. It was also among the first platforms to offer full mobile functionality, allowing people to seamlessly use the video chat platform on any mobile device.

Recent upgrades to Shagle have ushered in a new era of social networking. Membership options are now available to users of the service with access to premium features and the ability to send virtual gifts to other users. This addition to the service opens up an opportunity for the Shagle community to earn, collect, and trade coins across the platform.



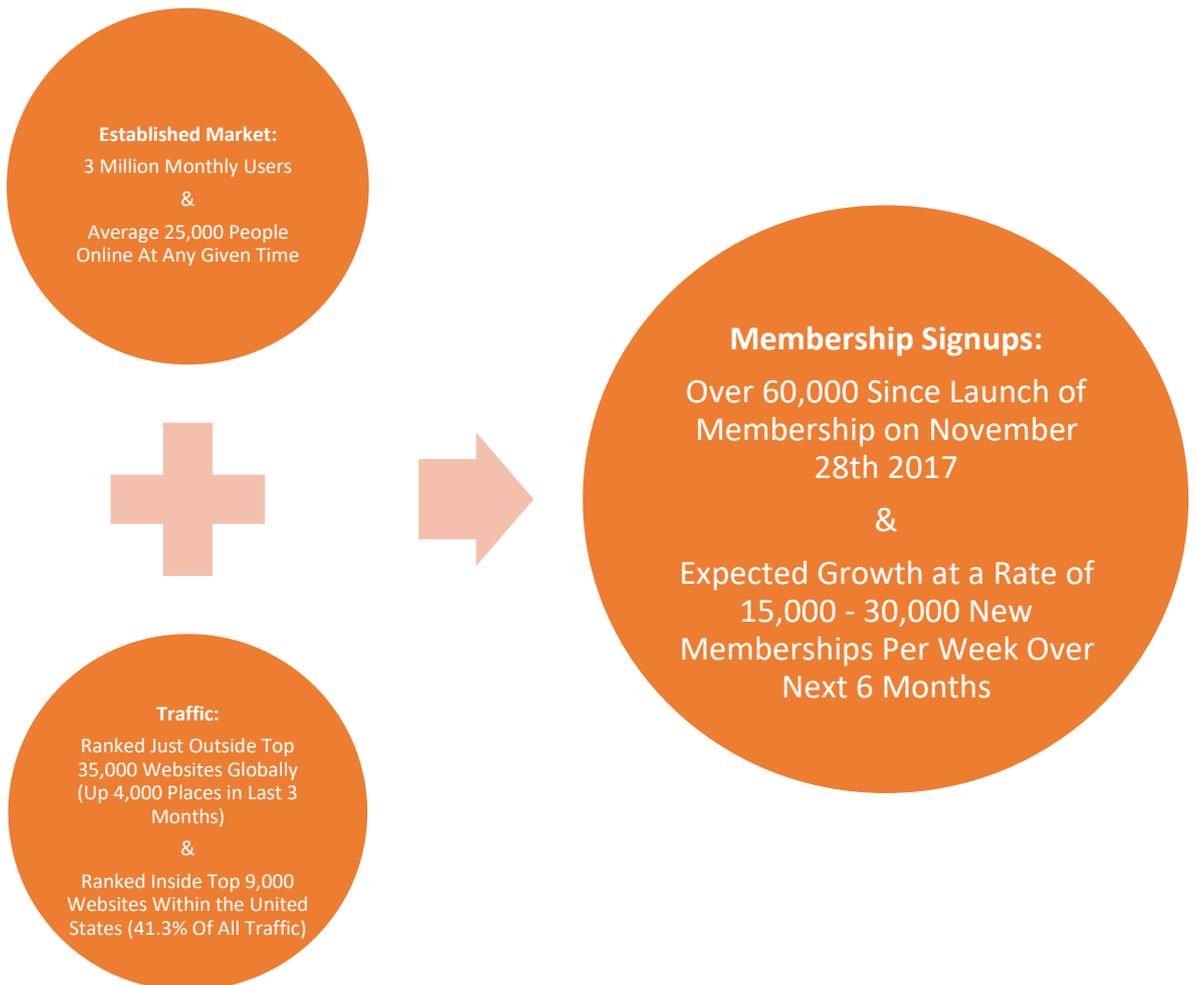
Future plans include the addition of dedicated mobile apps across the Apple Store, Google Play, and the Windows Store. The implementation of more premium features and gift selections are also planned to aid the spending of Shagle Coins.

Unlike many other blockchain startups, we have a working and established product with a significant user base.

iii. Market Overview

At present, Shagle facilitates over three million connections every month. Shagle has risen almost 4,000 places to just outside the top 35,000 websites globally in the last three months, according to Alexa.com. It is also ranked inside the top 9,000 websites in the United States with 41.3% of users accessing the service from within the US.

Since launching the membership option on November 28th, 2017, which provides users with access to premium features, we have received over 60,000 membership signups.

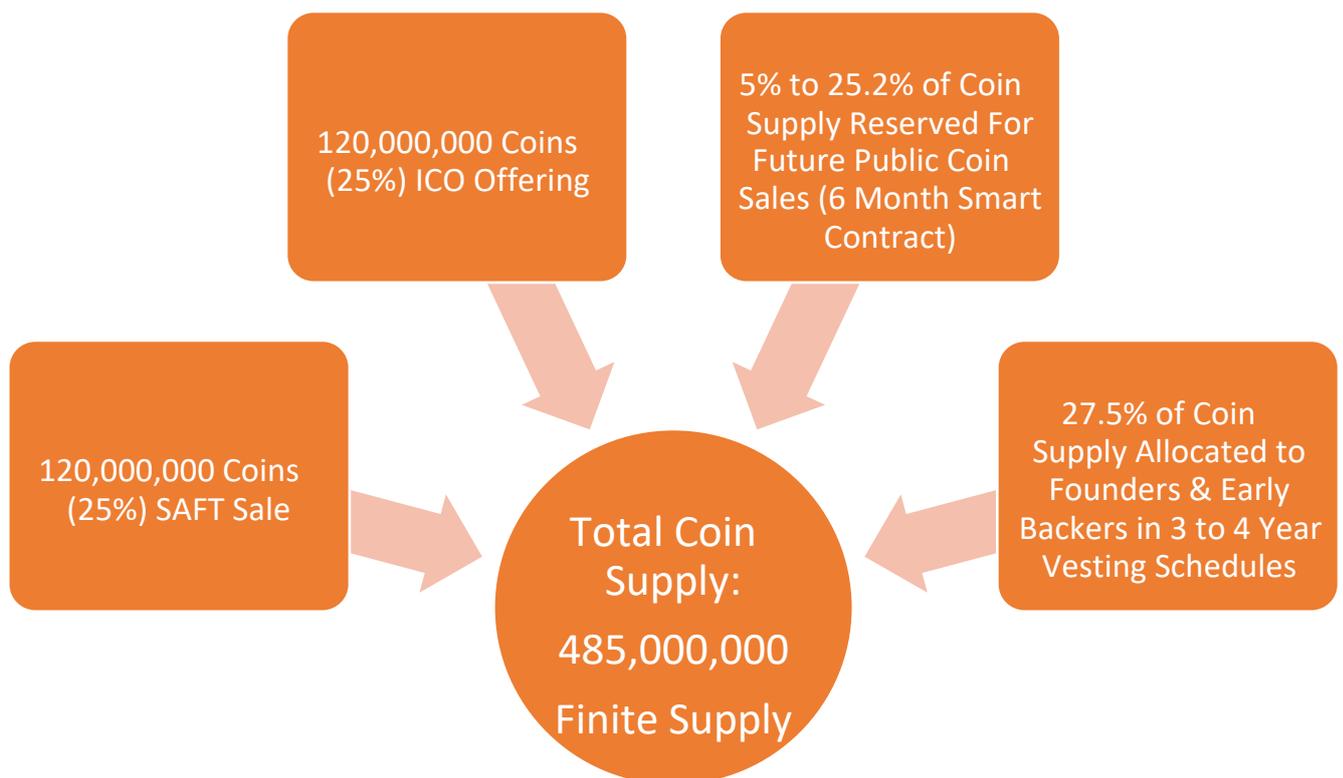




Coin Description

The Shagle Coin is a virtual currency, designed to enable members of the Shagle community to purchase premium features, coins to other members, and to earn, collect, and trade via the Shagle video chat platform infrastructure.

Shagle Coins will never be in excessive surplus as a limited coin supply will be made available for public consideration. A total of 120,000,000 Shagle Coins have been allocated for the SAFT Sale and 25% of the coin supply is reserved for ICO offerings. In addition, 27.5% of coins will be allocated and shared between the founding team with 3 to 4-year vesting schedules. Shagle Coins are not mined by either the users of the platform or by any other company.





Sale Methodology

There are several planned stages for the sale of Shagle Coins, beginning with the SAFT Sale on December 11th, 2017. A total finite coin supply of 485,000,000 will be made available throughout the various stages, as detailed below:

i. SAFT Sale

The SAFT Sale begins on December 11th, 2017 with 120,000,000 (25% of the total coin supply) available for early investors. A minimum purchase of 500,000 coins and a maximum purchase of 10,000,000 coins is in place for this stage with priority distribution of the coins for early backers. The SAFT Sale price will offer coins at 0.05 cent (USD) per coin, a discount of 50% from the ICO price of 0.10 cent (USD) per coin. Coins purchased during the SAFT Sale will be activated on May 14th, 2018 and can be traded, used, or kept for the initial ICO Offering and beyond.



ii. ICO Offering

The ICO Offering opens on 24th May 2018 with a further 120,000,000 (25% of the total coin reserve) coins on offer during this period. The ICO Offering will remain open until all coins are sold or until August 1st, 2018, whichever occurs first. The estimated ICO price is 0.10 cents (USD) per coin. The minimum purchase will remain at 500,000 coins with no maximum purchase in place.



iii. Future Coin Sales

Between 5% and 25.2% of the coin reserve is kept for future public coin sales. These coins will be locked in a minimum 6-month smart contract. The use of smart contracts for future coin sales will help to ensure both the value and the security of the Shagle Coin.





Redemption Process

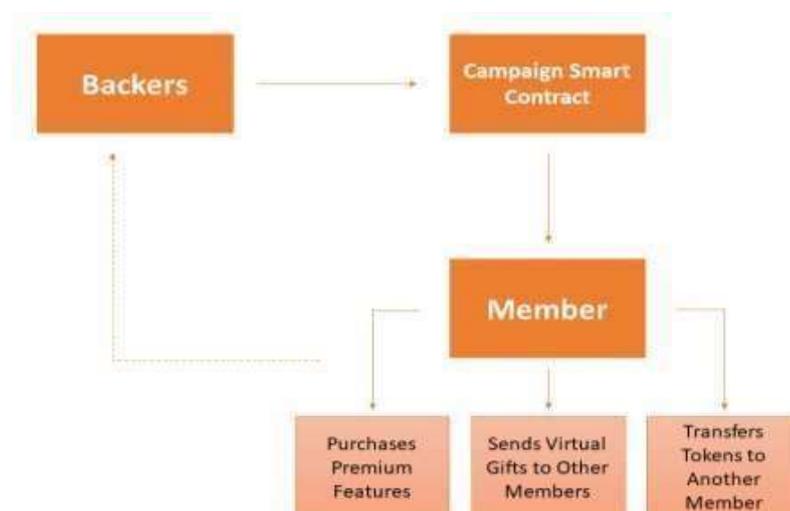
Shagle is a platform on which users can become members and access premium features. They will also be able to send a wide range of virtual gifts to other members, perform on webcam for coins, and trade coins with each other. The system is available in multiple languages and local domains, meaning coin purchases and exchanges can be from anywhere in the world.

The ideology behind Shagle is a strong community with relationships between members of the website. During the early stages of the platform, Shagle created a strong sense of community among users with innovative features and accessibility across multiple platforms. This bond between users is now more pronounced with the addition of membership options to aid communication and participation among members. The balance and finite supply of coins on Shagle are tied to the sense of community found on the platform.

To aid and stimulate demand for Shagle Coins, we offer unique premium services and abilities for members:

- Any member can easily use Shagle Coins as a means of payment for any service on the platform.
- Shagle Coins are the fuel of the Shagle community, offering a convenient payment instrument.
- Requests made from community members allows others to earn coins by completing tasks or requests.
- Members can trade coins for services, features, and benefits.
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The key to encouraging participation in the community is the unique features on offer for members who pay with Shagle Coins. The ability to gain status, full access, or services across Shagle will result in the demand for Shagle Coins and positively affect all components of the platform.

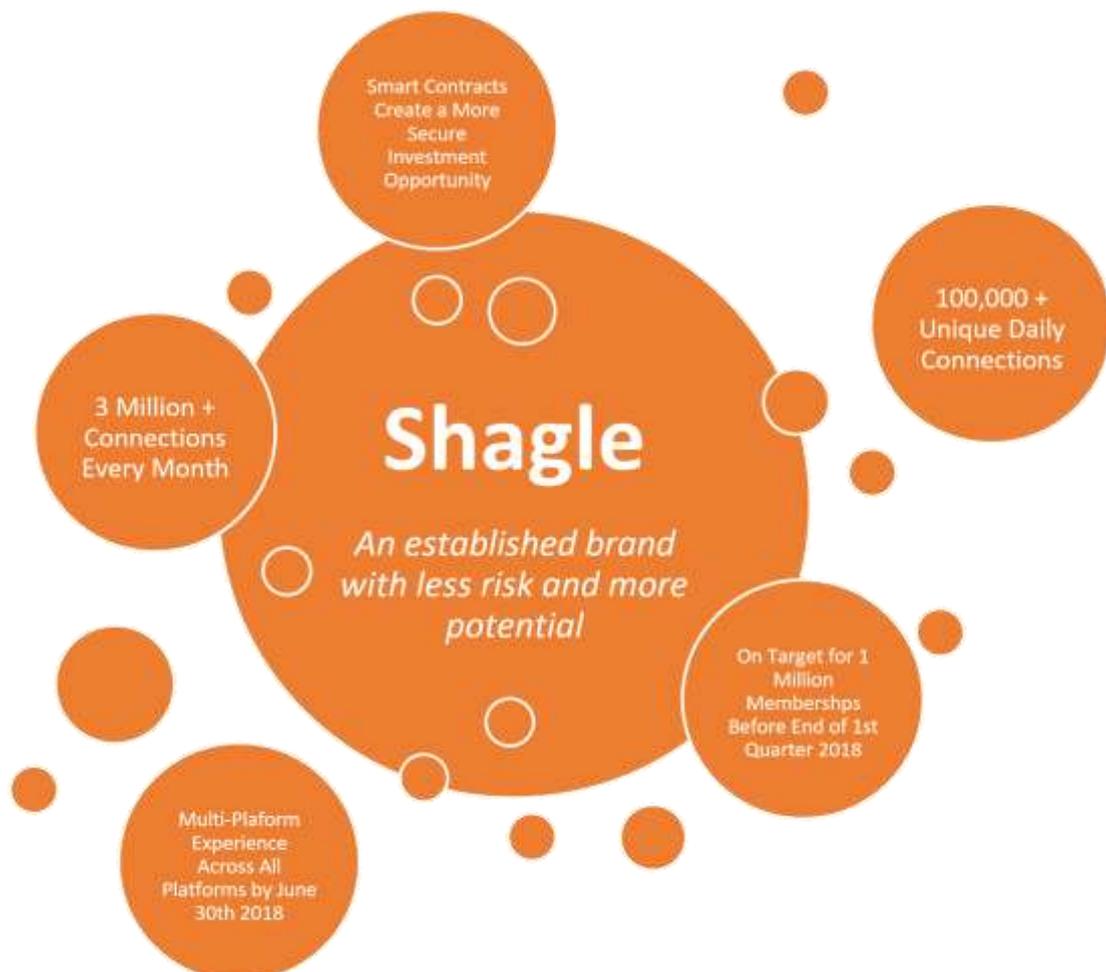




What Makes This Coin Launch Different?

Launching via an already established brand, Shagle Coins offer investment with less risk and unlimited potential. The platform already facilitates over three million connections per month and has 100,000+ connections every day. Membership is on target to reach one million before the end of the first quarter in 2018. Planned additions to the platform including the launch of Shagle across all platforms including iOS, Android, Windows, and Amazon will offer a seamless user experience and open the platform to an audience of over one billion people worldwide. Also, early backers of the Shagle Coin will enjoy security in the form of a smart contract.

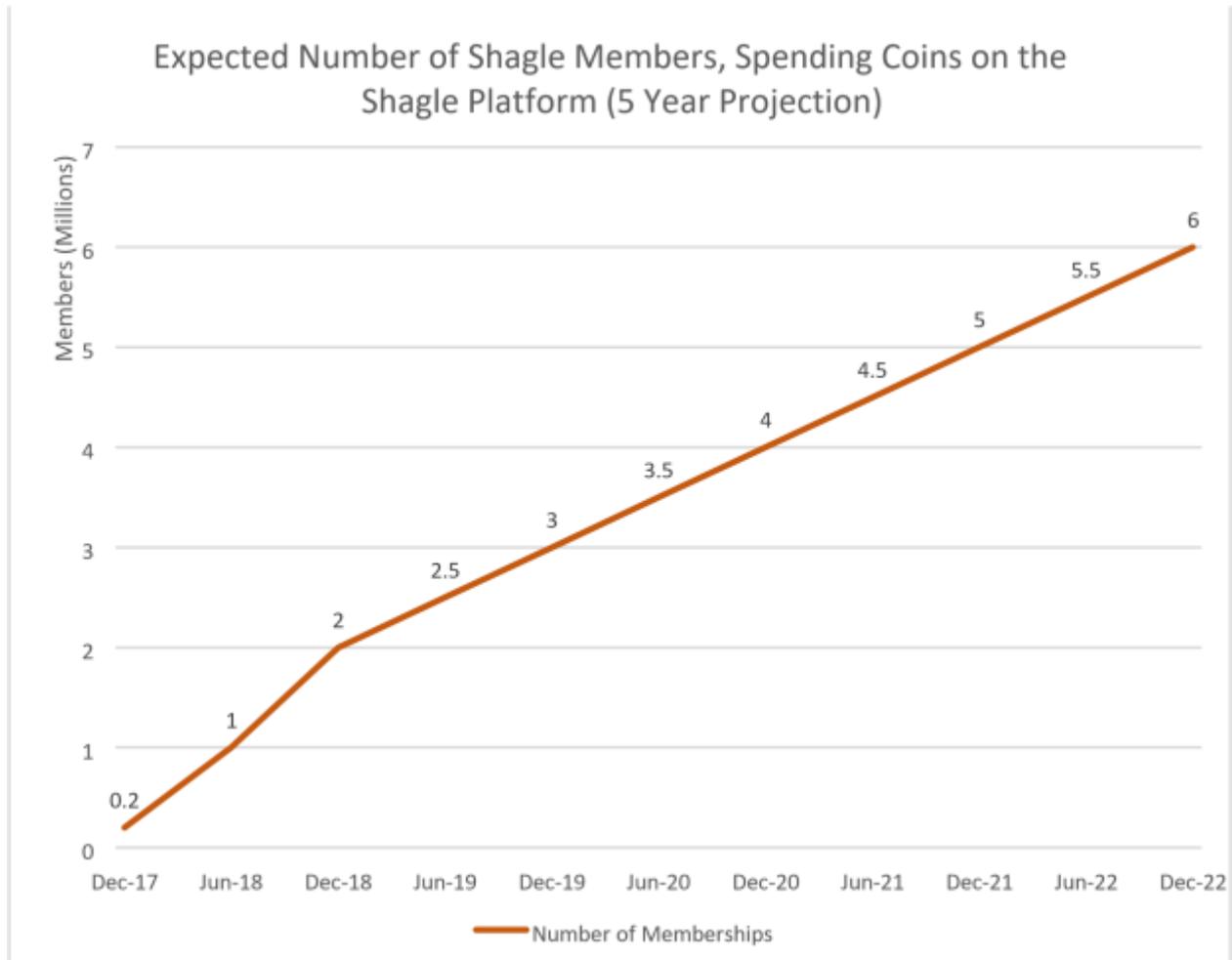
The video chat industry has exploded over the last few years with the widespread availability of webcam technology both on computers and mobile devices. In addition, social media is continuing to evolve with people searching for new ways to establish connections with other people online. This makes now the ideal time to offer a new generation of socializing online in the form of Shagle.





Economic Considerations

The number of members who use Shagle is the basis for the growth of the price of the Shagle Coin. If more people create memberships on Shagle, the more in-demand access to premium services and features becomes. Shagle is building its business model on this premise, aimed at increasing membership through marketing, attractive features, services, virtual gifts, and multi-platform access to the service.



The growth of the community will naturally attract new members and attention to the platform. This will positively affect the value of the Shagle Coin as more people avail of the services, products, and features on offer. The implantation of regular updates to the service, addition of new products and features, and advertising campaigns across media and social media will also help to support the growth of Shagle and in turn the Shagle Coin. For example, the release of dedicated apps across iOS, Android, Windows, and Amazon can increase the number of memberships, and in turn the value of the Shagle Coin, by several times.



Conclusion

- Shagle is an established brand since mid-2015
- Membership options are already available on the Shagle platform since November 2017, with over 60,000 new memberships in the first month
- Shagle will become a multi-platform service by June 2018 with dedicated apps on iOS, Android, Windows, and Amazon
- There are currently over 100,000 connections per day on the Shagle platform
- Shagle facilitates over three million connections per month
- The Shagle platform has risen 4,000 places in the last three months and currently sits just outside the top 35,000 websites worldwide and inside the top 9,000 websites in the United States
- Unlike many other ICO Offerings, we have an established product with a proven client base
- Members have numerous ways to spend, collect, and earn Shagle Coins, providing ample opportunity for the coin to be used regularly

Shagle Coins offer an opportunity to become involved in the future of socializing online. Traditional social media and messaging has run its course and now is the time for the next generation of meeting, talking, and interacting online. The coin's success is based on the popularity of our platform in generating new members, an element that is already proving prosperous, and the aptitude of our dedicated team who will cope with any difficulties and realize everything in this whitepaper. Backers who invest in the Shagle Coin will be contributing to the future of worldwide online social interaction and community.