



WHITE PAPER



S p a r k s o



**The Place where Impact
Projects are born**

The Marketplace of Ideas



CONTENTS

| | |
|---|-----------|
| Contents | 2 |
| Project synopsis | 4 |
| I. Vision and Mission | 5 |
| 1. Our vision..... | 5 |
| 2. Our mission | 5 |
| II. Sparkso Marketplace | 6 |
| 1. What is the Sparkso marketplace? | 6 |
| 2. What is our approach?..... | 7 |
| 3. How are projects selected? | 7 |
| 4. How does the POXO token fit into our ecosystem?..... | 7 |
| III. Business Model and Value Creation | 9 |
| IV. Marketing | 10 |
| 1. Help-to-Earn..... | 10 |
| 2. The Sparksomind media..... | 10 |
| V. Sparkso — Generation One | 12 |
| 1. Spirlso, the New World Business Partnerplace..... | 12 |
| 2. The African Master (TAM) | 17 |
| VI. Sparkso — Generation Two | 22 |
| VII. Roadmap | 24 |
| VIII. Technology | 25 |
| IX. ICO & Tokenomics | 27 |
| 1. Token Generation Event (TGE)..... | 27 |
| 2. Terms and conditions of the subscription | 28 |
| 3. How to participate in the ICO | 30 |
| 4. Allocation of tokens and their distribution..... | 31 |
| X. Anti-Dump Strategy | 34 |
| XI. Executive Team | 36 |
| XII. Sparkso Community | 38 |
| 1. Advisory board | 38 |
| 2. Partners | 41 |
| 3. Social Media..... | 41 |



| | |
|------------------------------------|-----------|
| XIII. Sparkso Company | 42 |
| 1. Sparkso..... | 42 |
| 2. Jurisdiction | 42 |
| 3. Utility token | 42 |
| 4. Audit and certification..... | 42 |
| XIV. Risk Disclosure | 43 |



PROJECT SYNOPSIS

Sparkso is the **first marketplace** in which **B2B/B2C services**, resulting from **projects with a high societal impact**, can be commercialised in a **decentralised and mutualised framework**. It is built in the **Polygon** blockchain.

The various services are offered through dedicated **decentralised applications**, allowing them to operate securely, transparently and without any central intermediary.

To access these services, users hold **POXO tokens**, which are the native tokens of the Sparkso marketplace and act as a medium of exchange.

The POXO token is also used as a tool contributing to the governance of the Sparkso marketplace: its owners will be able to participate in the **development decisions of the marketplace**.

The **roadmap** of the Sparkso marketplace is divided into two main stages:

- ⇒ **Generation One:** Implementation of the **Spirlso** and **The African Master (TAM)** applications, which offer services in the fields of business and education respectively;
- ⇒ **Generation Two:** Upgrading of Spirlso and TAM, welcoming new applications to the marketplace and deploying governance functions related to the POXO token.

Spirlso is a platform whose purpose is to **put future business partners in touch** with each other and to provide them with **decentralised tools in the Blockchain** allowing peer-to-peer¹ governance of the partnerships formed, throughout the entire collaboration cycle. It also distinguishes itself by issuing **certifications in the form of NFTs**.

TAM is a **decentralised educational and training platform**, displaying content produced by recognised personalities and/or partner institutions as part of **degree and certification courses**. A particular focus is placed on the **development of the African continent**.

Ultimately, Sparkso's philosophy is to use the **Blockchain** and the **competitive advantages** offered by the **marketplace model** as levers for the development of applications which, therefore, differentiate themselves thanks to the benefits conferred in terms of security, transparency, decentralisation and mutualisation.

Our slogan:

“The Place where Impact Projects are born”.

1. That is, without the need for a central authority or intermediation.





VISION AND MISSION

1. Our vision

We are convinced that an optimal version of **tomorrow's world** is attainable if, and only if, we implement all the tools and organisational methods capable of **encouraging the emergence of "Game Changer" projects**, which create **sustainable value while having a positive impact on society and the environment**.

Sparkso's ambition is to become an ecosystem of value decentralisation. We strongly believe that **tomorrow's world** will be largely driven and mediated by the holacracy paradigm — power in the hands of the community — both in view of the technological contribution of the Blockchain and in view of the new social practices within an economic contexts, which tend to **give employees, consumers and other stakeholders more involvement** in the responsibilities, decision making and value distribution.

Sparkso therefore places individuals at the centre of any analysis. In this sense, we believe that individuals must be involved, upstream, of any transformation affecting them, downstream.

2. Our mission

Sparkso's objective is to become the reference marketplace for the decentralisation of B2B and B2C services with a high societal impact (education, culture, business, etc.).

We want to contribute to the current transformations brought about by the Blockchain and by the effects of networks. We wish to accompany individuals and companies in their evolution towards a peer-to-peer socio-economic system by providing them with a decentralised, secure and transparent ecosystem, designed to be governed collectively, in a horizontal network logic where everyone has a comparable level of influence.

In this way, we believe that **Sparkso will contribute to freeing the potential for growth and development of individuals and companies**, while allowing them to seamlessly transition into the changes and challenges of tomorrow's world, which are already taking shape with Web3.





SPARKSO MARKETPLACE

1. What is the Sparkso marketplace?

Sparkso defines itself as the **first marketplace** in which **B2B/B2C services** can be traded in a **decentralised framework**, i.e. without the need for a central authority. This is made possible thanks to a technical infrastructure built in the Blockchain and thus allowing ultra-secure and fully traceable peer-to-peer exchanges, while guaranteeing the confidentiality of users.

The various services of the marketplace are available in the form of decentralised applications (dApps) which users can access by holding utility tokens, the **POXOs**.

Compared to traditionally implemented (i.e. centralised) applications, three **immediate benefits** — linked to the intrinsic characteristics of the Blockchain — present themselves: higher security of data registers, public transparency of operations and more competitive user fees. The salient feature of the Blockchain is the security that derives from the fact that the information recorded on it is, by construction, unforgeable and immutable¹. Transparency is due to the traceable (but still confidential) nature of the Blockchain. User fees are more competitive due to the absence of a central authority acting as an intermediary.

Beyond these advantages linked to the Blockchain, the marketplace offers a **structural differentiation criterion** that establishes Sparkso's uniqueness on the market: the mutualisation of scale costs (infrastructure, marketing), communities (size effect: multi-exposure, synergies) and the user experience.

- ⇒ The concept of **cost of scale** is closely linked to that of **economy of scale**. An economy of scale is the decrease in the unit cost of a product or service produced by a company when it increases the quantity produced. Thus, the more projects that are integrated into the marketplace, the lower their individual cost in terms of technical infrastructure and marketing, given that these items of expenditure are shared within the marketplace².
- ⇒ The **sharing of communities** is best understood by analogy with the shopping mall. As a consumer, when you go to a shopping mall to buy clothes from your preferred fashion store; you naturally come across other stores offering other types of products, and you are often tempted to take a look at them, and sometimes even to become a customer. The same principle applies to Sparkso: the community of users of a given dApp naturally has access to the other dApps in the marketplace, and vice versa. In this way, each dApp in the marketplace benefits from being visible to the users of other dApps.

1. Provided that the design principles are scrupulously applied. For example, it cannot be said that a blockchain with only 20 validators is a guarantee of security.

2. There are other areas of expenditure that can be pooled. However, marketing and infrastructure costs are the most important in terms of economies of scale.



This size effect, as a consequence of the grouping of different user communities, is also a source of synergies in the medium and long term.

- ⇒ Finally, the unified **user experience** delivers a pathway by which users simply connect to the marketplace to have access to all its services. The POXO token is the means by which to subscribe to these services and, in the long term, to participate in the governance of the marketplace (see below).

2. What is our approach?

Sparkso's approach is to **select projects with a high societal impact**, targeting key **areas of interest: education, social, business, employment, Web3, etc.** These projects would gain in **stature and development potential** by being **implemented in the Sparkso marketplace** and thus benefiting from its shared ecosystem (economies of scale, multi-community and unified user experience), in addition to the decentralisation, smart contract, NFT or metaverse functions/tools made available by the Blockchain.

Operationally, the Sparkso team carry out multi-channel searches to **identify promising projects** and then invite the owners of these projects to join the marketplace.

The **initial concepts** are then **revisited and reworked with a** view to integrating them into the functionalities and benefits linked to the **use of the Blockchain** (decentralisation, smart contract, NFT, metaverse).

Finally, these projects are implemented within the marketplace as dApps, with the **POXO utility token as the preferred means of settlement** in the Sparkso ecosystem.

3. How are projects selected?

The roadmap for the evolution of the marketplace is structured in two main phases:

- ⇒ A **first generation — Generation One** —, where the selection of new projects will be devolved to the Sparkso team; this is in order to quickly constitute a core group capable of creating sufficient value for the community and to ensure the growth of the POXO token (vertical phase);
- ⇒ And a **second generation — Generation Two** — where the community itself will decide collectively the projects to be included in the marketplace, based on a completely decentralised voting system that takes over DAO functionalities (horizontal phase).

4. How does the POXO token fit into our ecosystem?

POXO is the native token of the Sparkso marketplace. It is limited to a total quantity of **420 million units**, which confers to it the advantage of being a **“non-inflationary”** token.

The POXO acts as a **means of payment for** the services offered by the various dApps (utility token). Services can be subscribed to in the form of subscriptions or à la carte.

The POXO also has other functions, namely:



- » The **financing of the marketplace** by its future users and by the community in general, thanks to the public token sale campaign (ICO);
- » The distribution of **rewards** to encourage medium and long-term involvement;
- » And the price differentiation in relation to payments that would be made in fiat currency (discount system).

Eventually (in Generation Two), while maintaining its regulatory compliance, the POXO token will also take on a **governance** role. It will then have a **voting right associated with it**, allowing holders of it to take part in decisions relating to the organic growth of the marketplace.



- III -

BUSINESS MODEL AND VALUE CREATION

Sparkso generates its revenues through the provision of a marketplace and an optimised ecosystem, allowing B2B/B2C companies to market their services as dApps and reach a wider community of customers.

Sparkso receives remuneration from these companies in two ways (which are not necessarily mutually exclusive):

- ⇒ Equity **participation**;
- ⇒ And/or application of a **commission rate** on the volume of business done.

Negotiations are carried out over the counter and gives rise to **an agreement** which is then implemented in the **form of a smart contract**, in order to automate the payment to Sparkso. This remuneration is principally to be denominated in POXO tokens.

Basically, the **value of POXO** in the market is a function of two complementary factors that reflect the overall demand for tokens as well as the confidence in the Sparkso project:

- ⇒ The **number of dApps** present in the marketplace (size of the ecosystem);
- ⇒ And their **level of adoption** by the community, which depends on the associated value creation.

The **value creation** associated with dApps occurs at two levels:

- ⇒ The **gain in competitiveness** linked to the structural economies of scale induced by this marketplace model, in addition to the reduced time-to-market resulting from direct exposure to several user communities;
- ⇒ And the **intrinsic value** created through the various services offered by the dApps implemented in the marketplace (see below).

In summary, the more value-creating dApps that appear on the marketplace, the greater the potential demand for POXO tokens and the higher the POXO price, bearing in mind that the total supply of tokens is immutably limited to 420 million units.



- IV -

MARKETING

In addition to the classic instruments commonly used to promote blockchain projects (social networks, traditional media, influencers, etc.), we will also employ two other channels that we consider essential for the long-term development of Sparkso, namely:

- » The active involvement of the **Sparkso community** through '**Help-to-Earn**', a new incentive mechanism we are introducing;
- » And the establishment of **Sparksomind**, the media platform of the Sparkso marketplace.

1. Help-to-Earn

Sparkso intends to use its community to actively promote its marketplace and enhance its public visibility, popularity and brand image.

To this end, a system is planned to reward positive initiatives that 'help' to achieve the promotional objectives. These initiatives can be spontaneous and autonomous or they can be part of a coordinated marketing plan carried out by Sparkso.

The terms and conditions of the Help-to-Earn will be precisely defined and communicated to the community after the closing of the ICO phase.

Rewards will be awarded in POXO tokens. An ad hoc expenditure item, "Future Rewards", is included in our tokenomics (see below). This expenditure item includes 18,900,000 POXO units, which represents 4.5% of the total supply and thus reflects the importance of the community's role in promoting Sparkso.

2. The Sparksomind media

Sparksomind provides a media platform for the Sparkso marketplace. Its aim is to provide Sparkso a brand image.

It is also the driving medium to reach out to the Sparkso community, to build loyalty, value and re-engage them.

Sparksomind engages the community through its media and events team.



It functions as an agora, open to all types of stakeholders who wish to benefit from a forum on one or more impactful topics that have a perceived shared importance to them.

Its leitmotif: openness, diversity, highlighting the Sparkso community and communicating the positive impact of the Marketplace's projects.

This club will comprise regular Podcasts, Interviews, Reports on business paths, TED type formats, Talk shows, Round tables, Competitions and Calls for projects for the community.

Our Sparksomind editorial line will be able to adopt a refreshing, offbeat, out-of-the-box style that provides information intended to simplify and demystify the ecosystem of the Blockchain world.

The editorial line of Sparksomind will reflect the strong values of Sparkso, which are those of:

- ❖ Democratising the Blockchain;
- ❖ Providing a platform for projects that impact on our daily lives;
- ❖ Highlighting our community.

Sparksomind content is shared on social networks: LinkedIn, Twitter, Discord, YouTube, Instagram and Facebook, in order to increase the level of engagement and re-engagement of the community. For this purpose, the moderation and oversight of the communities on the social networks are safeguarded by the co-founders and the community manager of Sparkso.

Sparksomind is also the point from which general Sparkso communications and our bi-monthly Sparkso community newsletter are accessed.

Finally, Sparksomind allows the Sparkso marketplace to be more prominent on Internet search engines, thanks to the blog section, which aims to significantly improve its SEO.

Of particular interest to us at Sparkso is to take on the CSR challenges facing European countries and we are currently considering how we can respond to them in the media.



- V -

SPARKSO — GENERATION ONE

The **Sparkso marketplace** seeks to bring together **a range of dApps** and to promote “**game change**” projects with a strong societal impact.

Generation One will run for **9 months** and will strive to make a batch of two dApps available to the community.

Thus, **Spirlso** and **The African Master (TAM)**, described in detail below, will be the **pioneer dApps** of the marketplace. The latter was developed independently of the idea of a marketplace of services with Sparkso; in fact, the initial intention had been to implement both Spirlso and TAM offchain, without the use of blockchain technology and, therefore, without the benefits of the increased security and decentralisation now being conferred on them both.

Of course, both dApps meet the **intrinsic viability and profitability prerequisites** required for any project applying to the Sparkso marketplace.

1. Spirlso, the New World Business Partnerplace

Spirlso is the first decentralised “**business partnerplace**”. Spirlso provides a platform via which potential partners can meet and collaborate around concrete business and/or societal projects. This platform allows all types of companies, to explore and find new partnerships and to develop and optimise their daily activities. By monitoring the activities of those sharing this platform, users will be best placed to identifying new market trends.

The platform is not only for companies but also for individuals with projects.

In order to provide these functions, Spirlso has set itself five objectives:

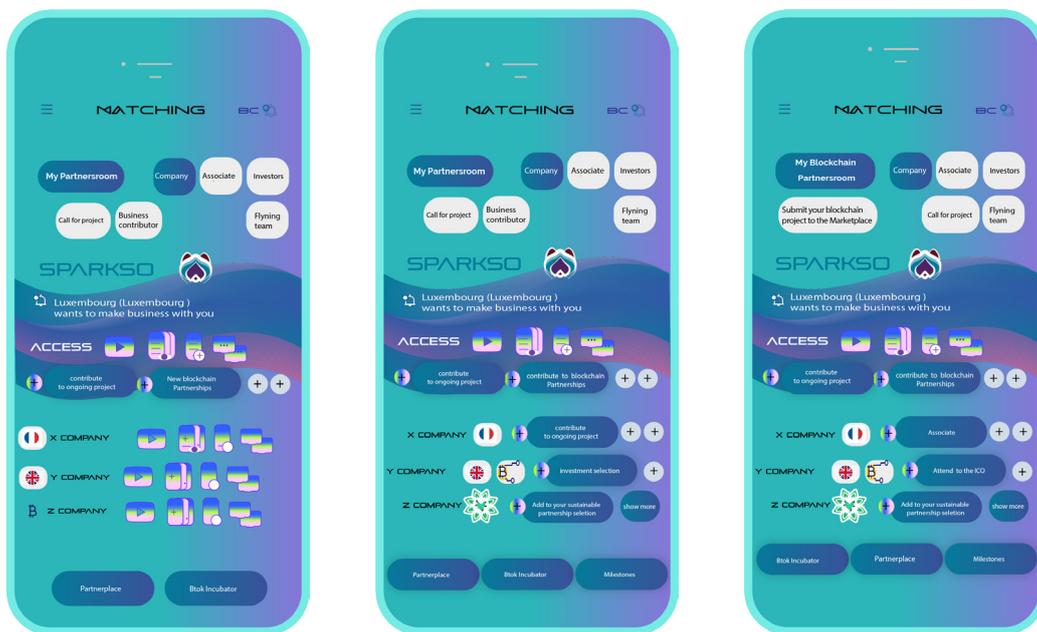
- ❖ To become the first trusted business partner marketplace that truly supports and values the development of new businesses and partnerships for its users;
- ❖ Optimise business potential by providing additional functionality for their projects and/or those of their clients;
- ❖ Building a brand new marketplace for business;
- ❖ Creating and maintaining value for customers;
- ❖ Introduce the benefits of blockchain enhancements to business partnership processes (smart contract, NFT...).



Spirlso is revolutionising the way companies and project owners form partnerships together. These partnerships will enhance the implementation and success of their projects.

This is why Spirlso is an impactful and timely response to global market conditions and needs, maximising value creation through its global solution:

- The decentralised platform ensures the security and smooth running of projects and partnerships and secures the steps leading to success throughout an entire business development and collaboration cycle;
- **Spirlso** is the first business marketplace in the Blockchain. This innovative concept incorporates a business advisory system, smart contract validation and NFT certification. Spirlso engages talent and teams to develop and strengthen their business initiatives within the blockchain ecosystem.



Main functions for users

Spirlso offers a complete and transparent matchmaking solution:

- It offers its users the opportunity to find the right partners, at the right time, in order to successfully implement their existing projects. This involves covering the entire partnership process, from the prospecting phase to the establishment of the governance structure for the business relationship;
- Entrepreneurs and companies, looking for business partners in order to optimise their business structures for new market opportunities, can find them on Spirlso.

To meet this requirement, Spirlso plans to implement 4 major functions:

- 1- Matching businesses and entrepreneurs according to their profiles.
- 2- Connecting them with each other via the Spirlso platform.
- 3- Partnership building and governance via smart contract (“smartnership”)



4- Continuous algorithmic improvement of smart contract models.

Matching is the basic function of Spirlso. A user is only interested in considering a partnership with users who share, within identifiable parameters, a certain number of criteria they hold in common. These criteria are combined to maximise the activity-field overlaps offered by each potential partner and thereby predicting the relevance of a potential partnership. The criteria used include:

- ⇒ **Geography:** With particular reference to the physical distance (geolocation) or the countries/regions in which the potential partner would be located (local, international, global);
- ⇒ **Temporality:** Elements of availability (immediately, in 1 month, for a period, part-time, full-time, etc.), elements of vision (long-term, short-term, etc.), etc;
- ⇒ **Fields of activity:** Based on a nomenclature of areas and sub-areas of activity;
- ⇒ **Budget/Resources:** Aspects related to the size of financial, material or human resources;
- ⇒ **Partnership modalities:** Preferences, if any, for contractual structures (between future partners), legal form and governance, management mode, etc;
- ⇒ **Other:** Specific criteria that can be added to the matching system.

The matching algorithm evaluates the level of correspondence between the profiles based on the outputs of the various predefined criteria. This evaluation results in a score which, if it reaches or exceeds a certain threshold, indicates a potential match.

Matching is the natural next step after the selection process. Once a user has identified profiles that match their criteria, the business entities and/or individuals recommended to each other by the selection process directly engage with each other so as to learn more about their professional background, their goals, any current projects or ventures and, most importantly, the terms of a possible partnership.

It is therefore necessary to be able to interact directly via a communication tool and, if necessary, to share private documents with varying degrees of sensitivity. To this end, Spirlso provides a secure chat room where users can interact instantly and confidentially. In addition to a dedicated chatroom, a sharing space (data room) will provide for a bilateral (or multilateral¹) sharing of documents, so as to allow users to extend their understanding of each other. This sharing space will, in time, summate and become a decentralised data storage².

When users decide to engage in a partnership through Spirlso, they can, if they wish, proceed to the **feeding of a smart contract** whose objective is to govern the terms of their future collaboration. This smart contract acts as a guarantor of the respective interests of all parties concerned, by ensuring the key conditions and clauses pertaining to a desired partnership are adequately and clearly set-out and pre-agreed. A **smart contract** provides for an automated and decentralised management of the obligations incumbent on each party throughout the life of a partnership and, if desired, these co-obtained agreements can be locked for specified periods of time.

1. Multilateral sharing means that there are other partners or potential future partners who take part in the exchanges, in a collaborative way, in order to enrich and refine them.

2. We will study the possibility of integrating one of the decentralised storage solutions available on the market (Filecoin, Storj, etc.).



These clauses are modelled in the **smart contract** and take the form of milestones to be included in the partnership roadmap. A milestone can denote one or more contractual obligations that are to be fulfilled within a specific timeframe. The satisfactory completion of a milestone requires the final validation of all the parties by decentralised electronic signature, thus expressing a consensus.

In the event of a conflict over a milestone (lack of consensus), an arbitration committee is randomly convened by the **smart contract** for adjudication. The members of a committee are drawn from the Sparkso community and are paid in POXO to compensate for their assistance. So as to ensure that matters are handled in a rigorous and methodical way, the smart contract uses the newly developed [Chainlink VRF](#) technology to ensure on-chain verifiability (cryptographic proof) of randomness.

Details related to the structure and implementation of smart contracts will be provided in the Spirlso reference documents¹. The guiding principle remains that, at each collaborative milestone, the realisation of one or more events — the trigger — implies that one or more actions, within a timeframe, are automatically incumbent on each partner, and are only considered to have been completed when everyone ratifies them by electronic signature (consensus).

Finally, Spirlso will strive to **continuously improve its smartership models**, using the expertise of partner companies specialised in smart contract publishing. It will involve existing users in the improvement process so as to capitalise on past experiences and to improve iteratively upon them.

NFT and reputation

Once all the milestones of a partnership have been met, it is formally acknowledged, on Spirlso platform, as an established collaboration.

This occurrence automatically triggers the generation of an NFT **“Certificate of Achievement”** which the partners in question have a claim to. Thus, whether on the Spirlso partnerplace or, more generally, on the Web3, they will be able to depend on this unfalsifiable and immutable acknowledgement of a specific collaboration.

After three successful partnerships on Spirlso, a **“Certificate of Trust”** is awarded — also in the form of an NFT —, giving the holder of it the confirmed status of ‘reliable’. This award will confer reputational advantage on holders of it within the **Partnerplace**.

Note that the Spirlso NFTs are supposed to be issued as SoulBound tokens² (SBTs), so as to give them a non-transferable character, in line with the expected requirements of Web3.

Spirlso Btok

Due to its exposure to the blockchain ecosystem, Spirlso also aims to become an incubator, to create the right conditions for the ideation, promotion, realisation and sustained development of blockchain and NFT projects.

1. The reference documents will also include the business plan and details on the competitive analysis, which we have decided not to include here for fear of making the content of this white paper too heavy.

2. This concept, newly introduced in the Web3 landscape, refers to NFTs to which a non-transferability characteristic would be attached (more details [here](#)).



Spirlso Btok, Spirlso's blockchain partnerplace, is open to companies and individuals to enable the launch and governance of blockchain-based activities and projects.

Spirlso Btok promotes the blockchain ecosystem by facilitating the connection between any business or entrepreneur wishing to engage in dApp, NFT, DAO, etc. projects, while proposing to them the use of **smart contracts** to automate and secure key aspects of their collaboration.

Moreover, thanks to the involvement of a team of high quality advisors, Spirlso Btok offers project leaders, and those seeking new partnership opportunities, the resources that deliver to their needs and expectations, particularly in the technical, legal, financial, MarCom and HR fields.

In addition to the NFTs marking the successful establishment of a collaboration (Certificate of Achievement and Certificate of Trust), Spirlso Btok also provides for the automatic generation of an **"NFT 3.0"** on collaborative projects resulting in works of art. In this specific case of partnership between artists, we anticipate that such a collaboration would take place in a business metaverse where Spirlso would play its part.

Finally, it should be noted that the NFTs delivered on the partnerplace denote tangible evidence of skills and competencies, and will be incorporated into Spirlso's Career Path 3.0.

Competitive positioning

Spirlso has no equivalent in today's market; it is, to our knowledge, the only platform that promotes a scientific, verifiable and comprehensive methodology for the provision of business to business matching. Its users can devote more of their focus and resources to the truly creative aspects of their business activities, secure in the knowledge that **Spirlso** will facilitate value creation in all those aspects discussed above; thereby underpinning the success of their projects by leveraging on the benefits of the Blockchain.

Income model

Access to Spirlso's services is by subscription. Subscriptions are paid in POXO tokens according to a SaaS pricing model.

There are several subscription options available, allowing for a user to tailor their engagement according to their specific needs.

Payments in fiat currency are accepted for at least the first two years, in order to encourage a gradual adoption of POXO by the public. However, a discount is given to users who elect to pay in POXO.

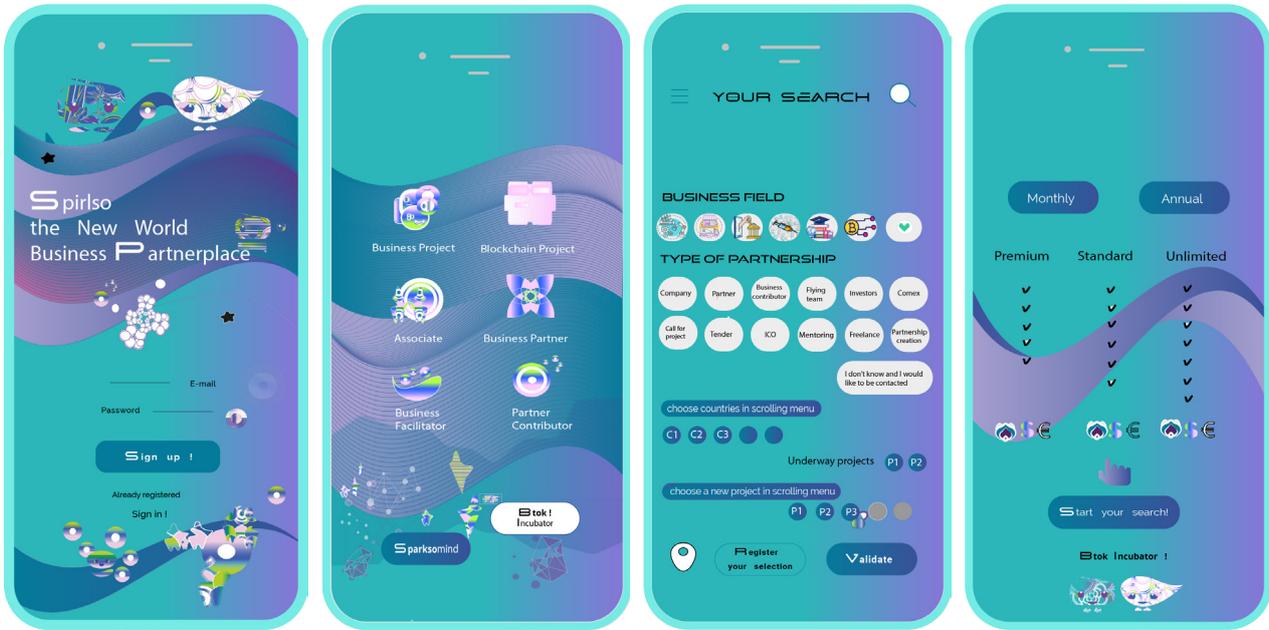
Examples of use cases (non exhaustive list)

- » Find your future partner(s) and start a business
- » Contribute to a business project already underway (partnership, flying team, etc.)
- » Creating a mini-ecosystem of open innovation
- » Finding the missing resources to respond to an urgent call for tenders



- Build your team and implement a project in the Blockchain (dApp, NFT, DAO, etc.)
- Establish a co-creation partnership around an NFT project (which notably makes it possible to guarantee the collective ownership of the artworks thereby created)

Visit the Spirlso website : www.spirlso.io



2. The African Master (TAM)

The African Master (TAM) is the second high societal impact dApp that is to be implemented under Generation One of the Sparkso ecosystem.

TAM’s primary function is to contribute to the dissemination of knowledge and educational content across the board, with a particular focus on the African continent. Africa has to meet many challenges in this area. TAM will provide a platform for mass access to knowledge, notably by calling on the brightest minds to share their knowledge, expertise and experience by holding masterclasses that cover a significant range of fields.

TAM relies on the Blockchain, and in particular smart contracts and NFTs, in order to revolutionise the knowledge assessment and certification processes. Students benefit from completely decentralised and transparent knowledge control (smart contract) and certification of cognitive and professional skills (NFT).

Background and objective

TAM is part of the desire to contribute to the democratisation of access to education and training, particularly in Africa: today, 33 of the 54 countries in Africa are on the UN list of least developed countries.



Most of these countries still have the lowest socio-economic development indicators and the lowest human development indices.

Yet Africa's population is growing fast; the youth population, for example, is expected to double to over 800 million by 2050. At the same time, investment in education and training is at best stagnating and at worst actually declining. As technology gathers pace to embrace the needs and solutions of tomorrow's World, the systems currently in place across the African continent are under yet greater pressure.

TAM is pioneering and fully aligned with the UN Sustainable Development Goals, in particular Goal 4, which aims to ensure quality, inclusive and equitable education and to promote lifelong learning opportunities for all.

In order to meet the challenge the UN has set and to meet the sheer scale of Africa's challenge, TAM can already count on the contribution and commitment of many talented personalities from the African diaspora, who are successful across a range of fields and many different countries. What unites all of those who have offered their expertise to TAM is a wish to make their contribution to the development of Africa. These people have set out to produce the first series of masterclasses on TAM, and these will be made available to all users at the launch of the dApp on the Sparkso marketplace.

TAM in practice

In practice, TAM is defined as an **educational and training platform** offering video, audio and written content in formats adapted to the requirements and the expectations of the general public. This content is classified by categories and sub-categories to ensure the platform is an efficient tool for all its users and to ensure that all areas of interest can be easily identified and accessed. It is produced and implemented by:

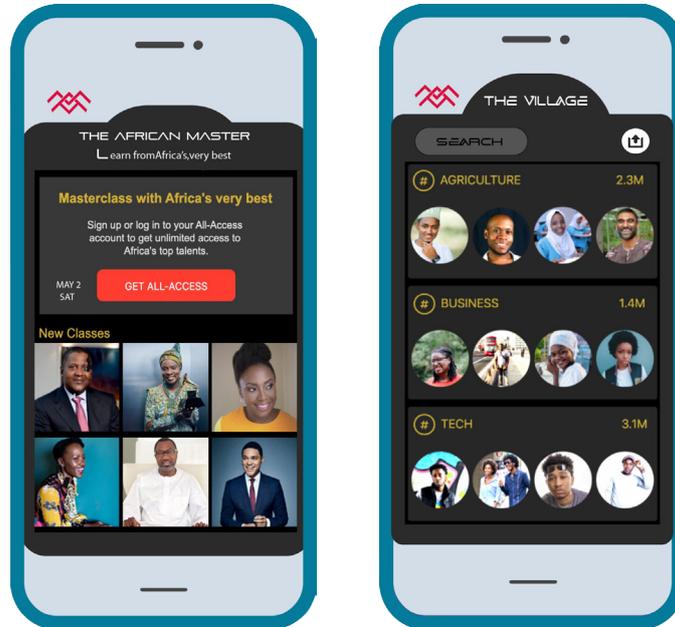
- ⇒ **The “Masters”**. These are personalities widely recognised for their expertise, success and therefore their ability to inspire the up and coming generations. They all demonstrate a strong commitment to a culture of sharing knowledge and comprise scientists, entrepreneurs, artists, sportsmen, celebrities, etc. A user of this platform has direct access to a content base, in the form of a digital catalogue of masterclasses, which he or she can consult selectively, according to his or her own needs, as seamlessly as if he or she were choosing a programme on a streaming platform, for example);
- ⇒ **High-quality partner institutions**, who specialise in educational or training fields; who offer courses leading to certifications and diplomas being awarded on the successful completion of these courses. On TAM, the certifications and diplomas issued by these institutions have the salient features of being both unforgeable and easily accessed. They are naturally recorded in the Blockchain in the form of NFTs, which guarantees international recognition for the authenticity of these documents. In addition, the underlying reliability of the tests taken by students is automated by the use of smart contracts. By this system the answers given by the candidates during tests are automatically compared with those previously keyed in by the examiners, thus eliminating errors, collusion and all forms of cheating whilst, at the same time, reducing the usual administrative costs and delays.

As is also the case for Spirlso, NFTs issued by TAM are supposed to be delivered as SBTs, so as to give them a non-transferable character which is fundamental to the matter of certification.

In terms of user experience, TAM offers students maximum autonomy in accessing and organising content, including the ability to **create** personalised **playlists** built around their personal preferences



and goals. For example, if your favourite topic is agriculture, you can select all the content related to agriculture, with a set of filters allowing you to accurately set the conditions pertaining to the required content (audio, video, etc.), its presentation format (masterclass, conference, interview, quiz, etc.) or its duration (less than 20 minutes, less than 10 minutes, flash content, etc.).



Learn&Earn

TAM aspires to become a true “Learn&Earn” platform, i.e. a platform that essentially allows its users to learn, but also offers opportunities to also generate revenue, notably through content creation.

Indeed, by providing for a high level of interactivity, the TAM environment is not solely given over to the contribution of experts and partner institutions. TAM integrates a Learning Content Management System which allows users to create and integrate their own content and to enhance it through its distribution on the platform. In this context, a **reward system** in POXO tokens is planned to encourage contributors to produce quality content.

In addition, a “Top Master” NFT¹ will reward the most influential contributors, i.e. those who have registered a maximum number of participants or obtained a good rating from users.

Furthermore, challenges and competitions are planned to animate the platform and **reward the** most successful participants. The conscientiousness and loyalty of participants will also be recognised through the award of NFTs, thus valuing their time spent learning and training.

1. Here too, NFTs are supposed to be issued as SBTs.



Metaverse

The metaverse holds out the promise of a fully decentralised web, owned by its own users, where opportunities can increase enormously.

In the face with such a prospect, it is tempting to let one's imagination run free and to anticipate the full potential that TAM's immersion in the metaverse could have: classrooms 3.0, avatars of learners and Masters, "meta-pedagogy" centred on the ludic dimension of gaming, etc.

TAM is therefore including the metaverse in its **medium and long term vision** in order to exploit the full potential of the possibilities offered, without straying from a natural evolutionary pace. The subject is being closely monitored and we anticipate that many such iterations will be integrated sooner rather than later. The pace will depend on how quickly TAM matures along with the dynamics empirically found on the metaverse adoption curve.

Competitive positioning

TAM intends to become the pioneer and leader in the distribution of educational content for the continent of Africa.

It should also be noted that TAM is distinguished from other players in this competitive landscape by its decentralised approach to education, training and certification and also by its native anchorage in the Web3.

Income model

Access to TAM is available on an à la carte basis or as a subscription (several packages), depending on the user's needs.

The POXO token acts as a means of payment. However, fiat currency payments are accepted for at least the first two years until POXO is fully adopted by the public.

A preferential (discount) rate is granted to users who prefer to pay in POXO.



Summary of the main functions of TAM

Visit the TAM website : www.theafricanmaster.com



- 1- Catalogue of masterclasses and mutiformat content
- 2- Fully decentralised degree/certificate course accreditations (smart contract + NFT)
- 3- Learning Content Management System
- 4- Metaverse (medium and long term vision)



- VI -

SPARKSO — GENERATION TWO

In addition to the ongoing sales and marketing programme, the main objectives of Sparkso's Generation Two are twofold:

- ❖ The **upgrade** of the Spirlso and TAM dApps, to include any improvements for the user experience and the addition of any new features;
- ❖ And the incorporation of **new dApp projects** into the marketplace.

This **second generation** will take place over **two and a half years**, with a strong culture of **community and democratisation**, the latter because all POXO token holders will have an active role to play in the selection of projects to be integrated into the ecosystem.

The whole process of selecting new dApps will therefore be subject to the consideration of the Sparkso community, in a governance mode that is intended to be progressively horizontal and sympathetic with DAO features.

Thus, this second generation will involve an additional role for the POXO token, that of the **right to vote** to thereby contribute to the organic growth of the Sparkso marketplace, along with an increase in its overall value of course. Under these conditions, all else being equal, the cap on the supply of POXO will result in an increase in the value of the token.

Sparkso Charter

For project teams applying to introduce new dApps into the marketplace, they must first commit to a set of criteria that are characteristic of Sparkso's philosophy and values, including but not limited to

- ❖ Positive social, environmental and/or governance impact (link to ESG criteria);
- ❖ Compliance with local and, where applicable, international laws and regulations;
- ❖ Respect for the canonical principle of decentralisation;
- ❖ Acceptance of community participation in decision-making on the governance of the marketplace;
- ❖ Full transparency, in particular regarding fundraising mechanisms and liquidity provision (in case of listing);
- ❖ Best endeavour at regular communication within the marketplace.

The complete and agreed list of criteria to be met will be recorded in the Sparkso Charter.



Virtuous circle

The appearance of Generation Two of the Spakso marketplace will be predicated on **Spiriso Btok**, which will provide a **breeding ground for innovative blockchain projects**.

The projects to be found on Spiriso Btok will necessarily have a synergistic disposition towards being integrated into the Sparkso marketplace since, by doing so, they stand benefit from the advantages the marketplace has to offer by way of economies of scale and multi-exposure (pooling of costs and communities).

Another significant advantage of this synergy, for project owners, users and investors alike, is the overwhelming **endorsement** that any project receives as a consequence of being admitted into the Sparkso marketplace. By dint of Sparkso being a platform dedicated to the dissemination of trust, any project appearing within its ecosystem will be seen as having merit and credibility. Any project appearing on the Sparkso platform, whatever the specific merits of its usefulness appropriate to a need, will carry with it an implicit endorsement that will set it apart from projects implemented outside the security of this ecosystem.

The growing phenomenon of 'scam', in all its various manifestations, is now a major concern. The risk of exposure to scams makes potential investors understandably cautious, sometimes to the detriment of entirely respectable projects. In order to counteract the effect of this negative and unwanted bias we are currently considering the setting up of **decentralised governance mechanisms** that would allow Sparkso's management to make a positive contribution to (directly or indirectly) to the security of fundraising and allocation processes developed by the project teams that integrate into the marketplace.



- VII -

ROADMAP

Sparkso’s target roadmap includes the preparatory phase of the project, Generation One and Generation Two.

It is of course too early to give a precise description of the milestones of Generation Two; the roadmap will therefore be refined at the appropriate juncture.



- VIII -

TECHNOLOGY

Our choice of technologies was carefully considered, taking into account **prospective elements** (interoperability, digital identity, impact on the environment) in order to make this decision viable and secure in the long term.

We decided to develop our marketplace in the **Polygon eco-friendly blockchain**, which will allow our community to benefit from the following features:

- ✂ security,
- ✂ speed and scalability,
- ✂ low user costs,
- ✂ interoperability,
- ✂ digital identity protection
- ✂ and carbon neutrality.

Why did you choose Polygon, specifically?

[Polygon](#) is a decentralised, level 2, scaling network for the Ethereum blockchain.

On Polygon, any actor can join the network and become a validator if they wish, which makes it one of the most decentralised blockchains. In practice, this translates into the atomicity of validators on a digital level. Moreover, the tokens of the latter are stored via a smart contract deployed and managed on the Ethereum network, which makes it possible to coordinate and select all the participants and, if justified in doing so, to deprive them of the stored tokens.

Polygon therefore allows the development of applications with a level of security similar to that of Ethereum, which represents the maximum reference in terms of decentralisation. But at the same time, Polygon's performance is higher in terms of processing time, while transaction costs are significantly lower and, above all, do not constitute a limit for Sparkso's business model and its sustainability.

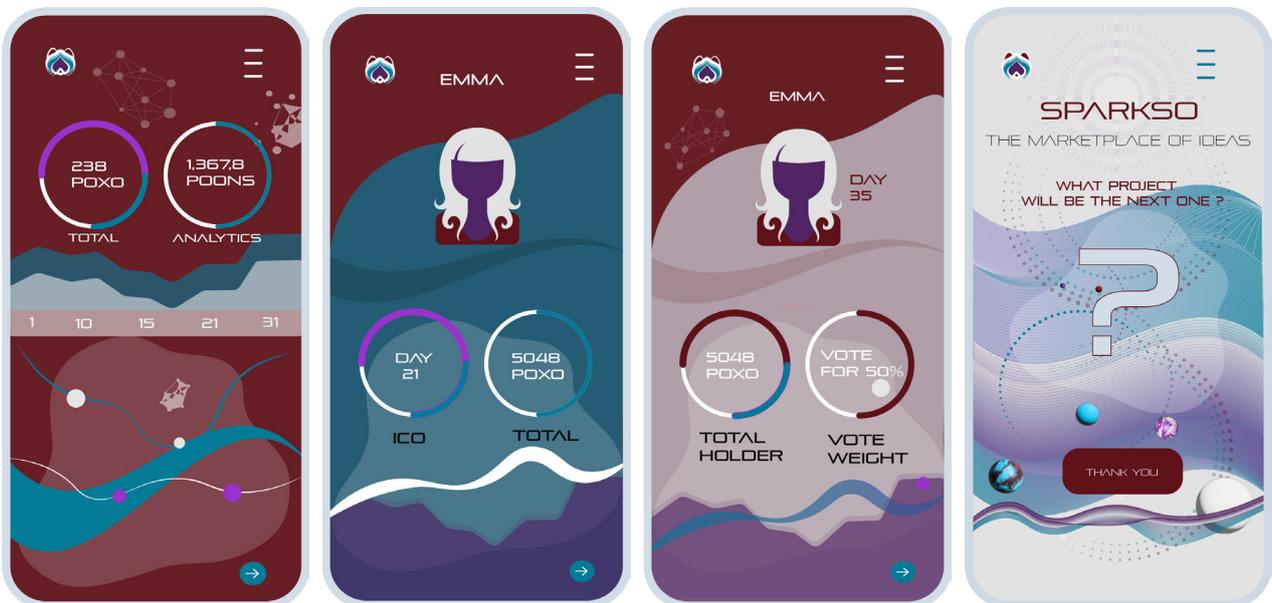
Another notable difference between Polygon and Ethereum is that the former uses a proof-of-stake consensus mechanism natively, which is not the case for the latter, which is migrating from a proof-of-work system in 2022, as part of Ethereum 2.0, with all the potential technical issues that this structural change would bring.



A proof-of-stake system involves tokens provided by the node managers (validators), in order to guarantee the “good behaviour” of the latter when validating transactions and adding a new block to the Blockchain. These validators are chosen randomly, thus avoiding mobilising all the computing power of the network, resulting in increased speed, scalability, low energy, and hence, low cost to the environment (see [Polygon documentation on carbon footprint](#)).

In addition to offering leading blockchain interoperability solutions (bridges, Avail...), Polygon announces the recent creation of [Polygon ID](#), an identity platform designed to guarantee users the privacy and self-sovereignty of their personal data.

Polygon ID is a decentralised digital identity solution, secured through zero-knowledge (ZK) cryptography. Users can now provide proof of their identity when engaging in Web3 activities, without compromising the privacy of their personal information. This is a remarkable development that Sparkso will certainly exploit for the benefit of its community.



- IX -

ICO & TOKENOMICS

The notion of ICO is understood in its purely practical sense and is therefore intended to be as general as possible. This does not exclude, in particular, the possibility of raising funds through a launchpad.

1. Token Generation Event (TGE)

The ICO will commence in **June 2022** and end in **October 2022** (120 days duration).

Out of a **total fixed offering of 420 million POXOs**, more than one third of the tokens (33.5%) will be offered to the public during the ICO campaign. Bonuses will also be distributed to subscribers.

The TGE contract has been **audited and certified by CertiK**.

The objectives formulated for fundraising are as follows:

- ⇒ **Soft Cap:** This is the minimum amount that is required to be raised in order for the Sparkso project to be completed¹. This fundraising target will permit the development and implementation of the Marketplace's base and the Generation One dApps.
- ⇒ **Middle Cap:** This level of investment will enable the realisation of Generation Two projects ahead of schedule, while guaranteeing the support of the POXO price on the exchanges (full application of the anti-dump policy, described below).
- ⇒ **Hard Cap:** This level of success would offer the possibility to introduce our plans for Metaverse and AI integration into our Generation One dApps.

Cf. Table n°1, page 28.

POXO is a multi-utility token issued in accordance with the **European regulatory framework**.

The quantity of tokens is fixed and amounts to **420 million units**.

Cf. Table n°2, page 28.

1. If the Soft Cap is not reached, the funds collected are of course returned to the subscribers.



Table n°1

| | |
|--|---|
| Total Token Supply | 420,000,000 |
| Total ICO Issuance | 160,860,000 |
| Token Sales (without Bonus & Referral) | 140,700,000 |
| In % | 33.5% |
| Bonus & Referral | 20,160,000 |
| Soft Cap | €2,000,000 |
| Middle Cap | €4,500,000 |
| Hard Cap | €10,000,000 |
| Audit of the Contract | Verified by CertiK |
| Token Completion Time Frame | 120 Days |
| Token Launch Completion | When either the maximum number of POXO have been distributed or by the sale completion date |
| Issuer of POXO Tokens | SPARKSO |
| Currencies Accepted | MATIC, Stablecoin, Fiat ¹ |

Table n°2

| | |
|----------------------|---------------------|
| Token Name | SPARKSO |
| Ticker Name | POXO |
| Technology / Network | ERC-20 / Polygon |
| Total Supply | 420,000,000 |
| Type of Supply | Fixed |
| Token Features | Multi-Utility Token |

2. Terms and conditions of the subscription

The ICO campaign is structured in **four rounds** that will differ in price, bonus, cliff and vesting conditions.

The cliff is the length of time, from the day before the listing², during which all tokens due to a beneficiary remain locked up and, therefore, un-distributable. At the end of this period, the tokens are either fully or partially paid up.

In the second case (partial release), the remaining tokens due are distributed in several sequences and according to a precise cadence (linear, degressive, etc.); this is called vesting.

1. Fiat via NFT purchase.

2. However, in order to allow sufficient time for subscribers to collect their tokens, the date of the start of the cliff will be positioned a few days before the day before the listing.



Cliff and vesting are mechanisms for controlling the rate at which tokens flow through the market, with a view to limiting the impact of selling pressure that typically occurs with each listing of a new token.

Thus, we apply here cliff and vesting modalities in order to **support the stability of the POXO token's price** at the end of its listing.

Table n°3

| ICO Rounds | Number of Tokens for Sale | Awards | Cliff | Vesting | | | Bonus | Referral | Duration of the ICO | Entrance Ticket |
|---------------------------------|---------------------------|--------|---------|--------------------------|-----------|-----------|-------|----------|---------------------|-----------------|
| | | | | First Token Distribution | Duration | Frequency | | | | |
| Round 1 | 14,070,000 | €0.04 | / | 80% | 4 months | 30 days | 20% | 5% | 120 days | € 200 mini |
| Of which: first 500 subscribers | | | | | | | 30% | | | € 500 mini |
| Round 2 | 35,175,000 | €0.06 | / | 20% | 8 months | 30 days | 15% | 5% | | € 200 mini |
| Round 3 | 42,210,000 | €0.08 | / | 10% | 12 months | 30 days | 10% | 5% | | € 200 mini |
| Round 4 | 49,245,000 | €0.09 | 30 days | 10% | 12 months | 30 days | / | 5% | | € 200 mini |

Example of subscription:

Assuming the ICO starts on 16 June 2022, it would end on 14 October 2022, i.e. after 120 days. It will consist of 4 subscription rounds.

Let's take the example of Sara who participates in the ICO during the second round (which is exempt from cliffs but has a monthly vesting period of 8 months).

Sara subscribes for 3,000 MATIC. At this stage, the price of the POXO token is €0.06. In this example we assume that Sara does not have a referral link.

How many POXOs would Sara get?

If 1 MATIC is worth €0.50, Sara will receive 25,000 POXOs: $(3,000 \cdot 0.50) / 0.06$.

In addition, she will receive a 15% bonus, which is an extra 3,750 POXOs.

When and how often will Sara receive her POXOs?

If we assume the listing of POXO is scheduled for 10 November 2022 and that the starting point of the cliff and vesting is 5 November, the countdown for the distribution of POXOs commences on 4 November 2022 at 23:59 GMT+2.

As Sara is not subject to a cliff period, Sara will start receiving her POXOs on November 5, 2022. Of the 25,000 POXOs she is entitled to, she will receive 20%, i.e. 5,000 POXO.



Since the vesting period is 8 months, the remaining 20,000 POXOs will then be paid to her every 30 days during this period on a straight-line basis. Sara will therefore receive 2,500 POXOs on each of the following dates: December 5, 2022, January 4, 2023, February 3, 2023, March 5, 2023, April 4, 2023, May 4, 2023, June 3, 2023, July 3, 2023.

What would have happened if Sara had participated in the ICO in Round 1?

At this stage, the price of the token would have been €0.04. In this example it is assumed she was not one of the first 500 subscribers to POXO and therefore benefits from a 20% bonus as opposed to a 30% bonus.

For 3,000 MATICs, Sara would have received 37,500 POXOs, and would have received them in full by 5 November 2022.

In addition, Sara would have received a 20% bonus, i.e. 7,500 POXOs.

3. How to participate in the ICO

To participate in the ICO, the only **official and authentic channel** is the Sparkso website: <https://www.sparkso.io>.

By logging on to the website, you simply go to the “ICO” page and click on the “Buy POXO” button which redirects you to the subscription area.

We would like to emphasise that no attention should be paid to any intermediary: only the Sparkso website has the authority to direct an enquiry to the subscription area.

Once within the subscription area, all that is required to create an account is the submission of a valid e-mail address and password. After complying with this simple procedure, you can **connect directly your personal wallet** (MetaMask, Trust Wallet, etc.) and start exchanging MATICs for POXOs.

The MATIC/POXO swap is managed automatically by the ICO smart contract. The latter has been audited by CertiK and meets the requirements of decentralisation and security perfectly. **This totally decentralised subscription method is strongly favoured.**

However, it is also possible to buy POXOs from a **centralised exchange** (Coinbase, Binance, Kraken...), **by transferring stablecoins** to an address specified on the Sparkso subscription area.

Another way to subscribe is to **buy NFTs** issued by Sparkso on the OpenSea platform, as part of the **“Sparkso Goodies” collection**. The collection is a limited edition and consists of 5,000 pieces, valued between €100 and €5,000, which are tiered (Silver, Gold, Platinum, Diamond). Holders are then offered the following possibilities:



- ⇒ Use in the Sparkso marketplace¹ (access to dApps, participation in competitions, etc.)
- ⇒ Held as collectibles (value indexed to the future success of Sparkso)
- ⇒ Exchange for POXO tokens

Table n°4

| | Silver | Gold | Platinum | Diamond |
|------------------|--------|-------|----------|---------|
| Number of Pieces | 4,000 | 850 | 120 | 30 |
| Price per Unit | € 100 | € 500 | € 1,000 | € 5,000 |

In addition, the sale of this collection makes it possible to subscribe in **fiat currency**, as it is possible to pay by **credit card** on OpenSea.

At the end of the ICO, the POXO tokens are available to their holders for use as they wish, according to the cliff and vesting schedules. To withdraw them, you just need to log in to the subscription area and follow the instructions. At this stage it is necessary to fill in the KYC form before accessing the token withdrawal function.

4. Allocation of tokens and their distribution

The total supply of POXO tokens will be distributed as follows:

Table n°5

| ALLOCATION OF POXO TOKENS | |
|-------------------------------|-------|
| Token Sales | 33.5% |
| Rewards (TGE) | 4.8% |
| Future Rewards | 4.5% |
| MarCom & Business Development | 15% |
| IT development | 10% |
| Treasury | 5% |
| Seed | 5.2% |
| Advisors | 10% |
| Team | 12% |

1. In this case, the value of the NFT in the marketplace depends on the subscription round and is therefore based on that of the POXO token, knowing that the latter increases from €0.04 in Round 1 to €0.09 in Round 4. For example, an NFT of €100 acquired during the first round of the ICO gives its holder a purchasing power in the marketplace of €225: $100 \times (0.09/0.04)$.



Token Sales (TGE)

33.5% of the total token offering (140,700,000 POXOs) will be distributed to the public in return for their strategic support in financing the Sparkso project. Depending on the round of subscriptions, the tokens will be available immediately in full or in part, and then distributed linearly on a monthly basis over a specific period (see cliff and vesting terms, above).

Rewards (TGE)

4.80% of the total supply of tokens (20,160,000 POXOs) will be allocated to bonuses and referral benefits linked to POXO purchases during the ICO.

Future Rewards

4.5% of the total supply of tokens (18,900,000 POXOs) will be used to support the Help-to-Earn incentive mechanism (see above) and, more generally, to enhance community engagement in a sustainable way.

MarCom & Business Development

15% of the total token supply (63,000,000 POXOs) will be allocated to marketing, communication and business development. Marketing and communication will be funded on an ongoing basis, while business development specialists will receive 20% of their remuneration immediately, with the rest allocated linearly over 12 months.

IT Development

10% of the total token offering (42,000,000 POXOs) will be allocated to the Developers' Fund, to support short and long term IT development of the Sparkso ecosystem. 20% of the tokens will be unlocked directly after the ICO. The remaining tokens will be released progressively over the following 24 months, as needed.

Treasury

5% of the total offering of tokens (21,000,000 POXOs) will constitute the minimum cash reserve to ensure the liquidity of POXO, particularly in the context of the listing. Depending on future needs associated with the liquidity pools, this reserve could be replenished from the MarCom & Business Development section and/or with unsold tokens from the Seed section.

Seed

A maximum of 5.2% of the total token offering (21,840,000 POXOs) will be distributed to investors who have contributed seed money to Sparkso. 30% of these tokens will be unlocked at listing. As the overall amount of seed money raised has been limited to €300,000 (see anti-whale policy, below), it is expected that some of these tokens will not be sold and will be added to the cash reserve.

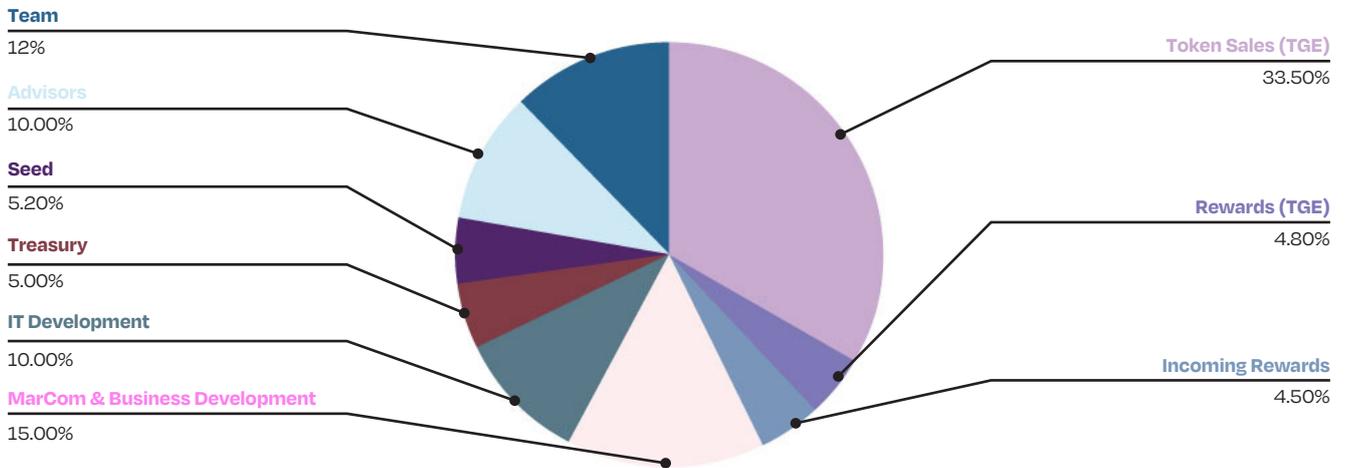


Advisors

10% of the total token offer (42,000,000 POXOs) will be allocated to Sparkso advisors to remunerate them for their contribution in terms of mentoring and consulting, as well as their involvement in promoting and bringing business to the ecosystem. 20% of the tokens will be distributed at the beginning of the collaboration and the rest will be vested linearly over 12 months.

Team

A remuneration representing 12% of the total token offer (63,400,000 POXOs) will be allocated to the core team in charge of the Sparkso project. These tokens will be subject to an 18-month cliff, before being released at a rate of 40%. The remaining 60% will be released linearly over the following 30 months.



- X -

ANTI-DUMP STRATEGY

In order to support the price of the POXO token, particularly following the first listing where there can typically be strong selling pressure, an anti-dump strategy has been defined to complement the cliff and vesting mechanisms.

This strategy will be based mainly on the following axes:

» Liquidity overlay (safety cushion)

In addition to the initial liquidity provided during the decentralised listing, an adjustment surcharge may be injected into the liquidity pool in order to remove any imbalances between supply and demand from time to time, and thus maintain the price of the POXO at an acceptable level, with a target floor of €0.08 (i.e. a depreciation of 11.11% in relation to the closing price of the ICO).

The implementation of this approach is conditional on the achievement of the Middle Cap objective and concerns only the post-listing period, accompanying the POXO price stabilisation process.

» Anti-whale policy (seed money)

In order to prevent excessive sales orders, which could have a sudden and erratic impact on the POXO price, an anti-whale policy has been implemented for the various rounds of private sales.

Thus, institutional and private seed money investments have been capped at €60,000 and will, for some, be subject to a conservative vesting schedule. In addition, the overall amount of seed money raised has been limited to €300,000.

» Anti-concentration policy (TGE)

In the same spirit as the anti-whale policy, a subscription cap for the TGE has been introduced for the 4 rounds of the ICO, in order to avoid too much concentration of investments, i.e. a minority of subscribers holding the majority (or at least a disproportionate share) of the tokens sold. This ceiling is raised to €15,000.

Together with the anti-whale policy, this position towards large investors will encourage a dilutionary effect which will mechanically limit the scope of speculative movements and thus maintain a positive signal within the market.



» Token Burn

The POXO token's total supply is capped at 420 million units, with the aim of limiting inflationary pressures. This cap prevents token dilution over time, which would otherwise lead to downward price pressure.

It is a possibility that not all the POXO offered for sale in the ICO (TGE) will be sold to subscribers. Evidently, the Hard Cap would not be reached, and this would result in the Sparkso team indirectly holding the unsold units.

In order to confirm Sparkso's commitment to the community and the project, Sparkso would offer token holders the opportunity to vote on a token burn (of the unsold tokens). If agreed, it would reduce the quantity of tokens in circulation and similarly reduce the total supply of POXO; which would mechanically contribute to supporting the price of POXO in the medium and long term.

However, a possible token burn cannot take place in Sparkso's Generation One, as the growth process of the marketplace and the achievement of a certain critical size in the future (Generation Two) must be taken into consideration. In other words, the more dApps there are in the marketplace, the greater the demand for tokens, hence the need to maintain the overall supply of tokens in the first instance.

It should be noted that, if necessary, the burn process would be modelled in a linear fashion, in order to avoid any significant increase in the price of POXO, which would then encourage massive selling movements, or even other opportunistic behaviour (particularly speculative). The objective behind this linearity is to consolidate the price level over time and not to provoke a one-off increase in the price to allow holders to take short-term profits



- XI -

EXECUTIVE TEAM

Bénédicte Coudert: Co-founder and CEO

- » Sales and Business Development Specialist
- » Growth Hacker Specialist
- » Human Resources and Recruiter Specialist
- » Project Manager
- » Creative Designer

[Bio](#)

[LinkedIn](#)

David Rapanoël: Co-founder and CBO

- » Business Development
- » Project Management
- » Capital Markets and Finance
- » Risk Management
- » Networking and Pub

[Bio](#)

[LinkedIn](#)

Ghilas Benkhemou: Co-founder and CINO

- » Blockchain and Cryptos
- » Business Economics
- » Innovation Process
- » Project Management
- » Information Systems

[Bio](#)

[LinkedIn](#)

Nero Ughwujabo: Co-founder and CMO

- » Speaker
- » Expert adviser – Equality, Diversity and Inclusion
- » Expert adviser – AI and Emerging Technologies
- » Management Consultant
- » Former Special Adviser to the UK Prime Minister – Social Justice and Young People

[Bio](#)

[LinkedIn](#)



Jonathan Elom: CTO

- ❖ Build and Deploy Solidity Smart Contracts
- ❖ Core Blockchain Cryptography Skills
- ❖ Information Systems
- ❖ Risk Management

[LinkedIn](#)



- XII -

SPARKSO COMMUNITY

1. Advisory board

Sara Kharmadarian: Strategic Business Advisor

- » Mayari Executive Co-founder
- » Organisational Designer
- » Business Development Specialist
- » Sustainable Development Specialist
- » Talent Acquisition Specialist: Real Estate and Construction
- » Executive Coach
- » Réseau Entreprendre: Entrepreneurship Mentor

[LinkedIn](#)

Dr. Irene Akpofure: Strategic Business Advisor

- » Leadership and Management
- » Governance
- » International Business
- » Organisational Development
- » People Management
- » Talent Acquisition

[LinkedIn](#)

Vincent Dupuis: Strategic Business Advisor

- » Paris ZigZag CEO
- » Business and Strategy Development specialist
- » BFM TV: Media Expert and Cultural Commentator
- » Réseau Entreprendre: Entrepreneurship Mentor
- » EDHEC Business School: Entrepreneurship Speaker

[LinkedIn](#) – [Website](#)

Jérôme Remy: Strategic Business Advisor

- » MyClic' Founder
- » Kubiweb Co-founder
- » Idep Multimédia: Sales Director
- » Product Development Specialist
- » Sales and Business Development Specialist
- » Digital Marketing

[LinkedIn](#) – [Website](#)



Ronald Ndoro Mind: Strategic Business Advisor

- ✘ Businessman
- ✘ Tech Entrepreneur
- ✘ University Coaching
- ✘ Africa
- ✘ International Trade
- ✘ Business Networks

[LinkedIn](#)

Crystal Petit: Web3 Advisor

- ✘ Artist
- ✘ NFT Curator
- ✘ NFT Advisor and Ambassador
- ✘ Web3 Specialist
- ✘ Communications Lead
- ✘ Code Green: Project Manager

[LinkedIn](#) – [Linktree](#) – [Website](#)

Florian de Miramon: Blockchain and Technical Advisor

- ✘ ConsenSys: Solution Architect
- ✘ Blockchain, Smart Contracts and Tokenisation Specialist
- ✘ DeFI Specialist
- ✘ Start-up Co-founder
- ✘ Fintech Company CTO

[LinkedIn](#)

Valentin Chmara: Web3 Developer and Technical Advisor

- ✘ Full Stack Development
- ✘ Blockchain
- ✘ dApps
- ✘ Smart Contracts
- ✘ NFTs
- ✘ CMS
- ✘ Websites

[LinkedIn](#) – [Website](#)

Mustapha Amri: IT Advisor

- ✘ Digital Transformation
- ✘ Product Management
- ✘ Project Management
- ✘ IT Consulting
- ✘ Blockchain and Cryptos

[LinkedIn](#)



Nicole Moletsane: Marketing Advisor

- ✘ Marketing
- ✘ Business Strategy
- ✘ Customer Acquisition
- ✘ Product Development
- ✘ Africa Specialist

[LinkedIn](#)

Marie-Claudine Hav: Marketing Advisor

- ✘ Community Management
- ✘ Marketing Content
- ✘ Web Writing
- ✘ Lead Generation
- ✘ Project Management

[LinkedIn](#)

Professor Chris Imafidon: Educationalist

- ✘ Education: Universities
- ✘ Accelerated Learning
- ✘ Education Technology
- ✘ Education and Africa

[LinkedIn](#)

Professor Richard Le Goff: ENSTA Paris – Institut Polytechnique de Paris – University Paris 1 Panthéon Sorbonne

- ✘ Industrial Organisation
- ✘ International Economics
- ✘ Business and Corporate Strategies, Networks and Innovation
- ✘ Dynamics of Science and Technology
- ✘ Ecosystems of Innovation and Entrepreneurship
- ✘ Public Policies for Innovation, Research and Higher Education

[LinkedIn](#)

Hafid Ilmane: PhD in Economics and University Teacher

- ✘ Teaching
- ✘ Scientific Research
- ✘ Microeconomics
- ✘ Macroeconomics
- ✘ International Monetary System
- ✘ Economic Modelling
- ✘ Renewable Energies
- ✘ Algorithm Design



2. Partners



<https://www.certik.com/>

<https://polygon.technology/>

<https://cms.law/>

<https://chain.link>

3. Social Media



- XIII -

SPARKSO COMPANY

1. Sparkso

SPARKSO SARL is a Limited Liability Company registered in the Trade and Companies Register of Luxembourg under number B267611, with its registered office at 5, place de la Gare, 1616 Luxembourg, Luxembourg.

2. Jurisdiction

Sparkso falls under the jurisdiction of the Grand Duchy of Luxembourg.

3. Utility token

The POXO utility token complies with Luxembourg regulations and consequently with those of the European Union.

The regulatory compliance of the POXO token was established by the international law firm CMS (<https://cms.law/en/lux/>).

4. Audit and certification

The POXO utility token code has been audited and certified by CertiK (<https://www.certik.com/>).

In addition, Sparkso will become a member of CertiK's ShentsuShield programme, an insurance for POXO token holders in case of loss or theft due to a breach in the code.



- XIV -

RISK DISCLOSURE

The key risks summarized are intended to be an exhaustive list of risks that may apply to you as a purchaser or holder of POXO. You should read these key risks and consider whether you are willing to assume such risks before you agree to subscribe for POXO.

POXO are not investment securities nor financial products. They do not entitle holders to receive a return of their purchase price, nor to any returns or financial benefits.

System risk of purchase interface: There can be possible delays, failure, or inability to submit an offer to purchase POXO early contribution in time, for various reasons, including but not limited to the Applicant's own act or omission, technical and/ or operational glitches, system or network overloads arising from or in connection with the Ethereum network, any other platform or otherwise.

No assurance of return or benefits: There can be no assurance that the Applicant as a purchaser or holder of POXO Early Contribution Round Tokens or POXO Tokens will be able to receive a return of its capital or any returns or benefits.

Market risk: The value of cryptocurrencies can go down as well as up. Any young market carries significant risks. Past performance is not a reliable indicator of future performance and investors may not recover the full amount invested.

Regulatory risk: Regulation of digital tokens (including the POXO Early Contribution Round Token and POXO Tokens). Cryptocurrency exchanges are relatively undeveloped and likely to evolve quickly and can therefore be subject to significant uncertainty.

New or changing laws and regulations or interpretations of existing laws and regulations may adversely impact the liquidity and market price of POXO. In particular, changes pertaining to the Proposal for a Regulation of the European Parliament and of the Council on Markets in Crypto-asset ("MiCAR"). Such burdens may increase the costs of compliance and/or cause additional operational delays in conducting business operations, which as a result might lower the overall profitability of the company. Revenues may be negatively impacted also by unfavourable tax treatment and reporting requirements applicable to investors in and/or traders of digital assets, especially in connection to fiat currencies-to-virtual assets and vice versa transactions.

No regulatory protection: The Company is not licensed or approved by the Luxembourg Financial Authorities.

The company has no intention to apply for financial services license or regulatory approval under the laws and regulations of Luxembourg. In addition, the POXO Tokens do not constitute, and are not



characterized as, any of the Regulated Products. Therefore, the Applicant will not be able to invoke or avail itself of any regulatory protection or remedies applicable in respect of such Regulated Products under the laws and regulations of Luxembourg, in relation to its purchase, holding or trading of POXO Tokens.

Start-up company: The company has been operating in its current sphere of economic activity for less than three years and is therefore considered a start-up company in accordance with Art. 136 of ESMA update on CESR Recommendations. The company is thus a pre-profit (though not pre-revenue) company, with a working prototype, but currently limited user base, low ability to raise additional funding at a reasonable cost, if needed, and overall high probability of failure to execute its business plan. While the forecasts therein are company's best approximation of expected developments, there is a high degree of probability that stated targets regarding user numbers, trading activity and total revenues will be significantly missed. Anticipations disclosed in the business plan may not occur and may lead to a significant loss in value of POXO.

Legal risk: POXO is not a financial instrument within the meaning of Directive 2014/65/EU ("MiFID II"). Protections offered by applicable laws in relation to the purchase and offering of the aforementioned financial instruments and/or investments do not apply to the sale and purchase of POXO and this Whitepaper does not constitute a prospectus or offering document, and are not an offer to sell, nor the solicitation of an offer to buy any investment or financial instrument in any jurisdiction. POXO is not intended to be a representation of currency or money (whether fiat or virtual or any form of electronic money), security, commodity, bond, debt instrument, unit in a collective investment scheme or any other kind of financial instrument or investment.

None of SPARKSO or any affiliate has or assumes responsibility for the lawfulness of the acquisition of the POXO by a prospective purchaser of POXO (whether for its own account or for the account of any third party), whether under the laws of the jurisdiction of its incorporation or the jurisdiction in which it operates (if different), or for compliance by that prospective purchaser (or any such third party) with any law, regulation or regulatory policy applicable to it.

Licensing and Regulatory risk: The communication services and products which the SPARKSO Platform (including any Connected Application) deals with is a heavily regulated area, with different regulators in different jurisdictions applying varying approaches to licensing and regulatory requirements. Such requirements may include, without limitation, compliance with approval requirements / standards, capitalization requirements, quality of services requirements / standards, or other commercial / operational / technological requirements or standards. For instance, the POXO Tokens and any value as may be deemed or associated with the same may further constitute instruments, services, or other matter (including prepayment for prepaid services) which may in turn attract additional licensing or regulations. There is therefore no certainty that the SPARKSO Platform (or any Connected Application) can be delivered or accessible in any particular jurisdiction or that the access, use or participation in the same, in respect of any particular use case, would be compliant with local law or regulation. SPARKSO Tokens and any value as may be deemed or associated with the same may further constitute instruments, services, or other matter (including prepayment for prepaid services) which may in turn attract additional licensing or regulations.

Tax risk: The tax characterization of POXO Early Contribution Round Tokens and POXO Tokens is uncertain, and the Applicant should consult its own tax advisors regarding the tax consequences of its acquisition, holding, trading or disposal of POXO Early Contribution Round Tokens or POXO Tokens. An investment in POXO Early Contribution Round Tokens or POXO Tokens may result in adverse tax



consequences to the Applicant. The Applicant should consult with and must rely upon the advice of its own tax advisors with respect to the tax consequences, whether of Luxembourg or elsewhere, of an investment in POXO Early Contribution Round Tokens or POXO Tokens and is wholly responsible for understanding and meeting all their tax obligations whether of Singapore or elsewhere in relation to their acquisition, holding, trading or disposal of POXO Early Contribution Round Tokens or POXO Tokens.

Company risk: The company is incorporated in Luxembourg and has not started its operations. The Company is subject to all the business risks and uncertainties associated with any new business.

Voting and liquidation rights: POXO Early Contribution Round Tokens and POXO Tokens do not carry any voting, management or control rights or other management or control rights in the Company. Accordingly, the shareholders of the Company will control decisions of the Company, including any significant corporate transactions or election to liquidate or dissolve the Company. In addition, upon a liquidation, bankruptcy or other dissolution of the Company, the Applicant as a purchaser or holder of POXO Early Contribution Round Tokens or POXO Tokens will highly likely not be entitled to liquidation rights or other claims.

Technology and Coding risk: Blockchain and smart contract technology carry significant operational and technological risks. It is possible that the Smart Contract, the Smart Contract System or elements of the SPARKSO Platform and/or any Connected Application could contain weaknesses, vulnerabilities or bugs which could cause, inter alia, the complete loss of the Applicant's utility and/or the value of the POXO Early Contribution Round Tokens, POXO Tokens, the SPARKSO Platform and/or any Connected Application by impacting on their operation and functionality.

SPARKSO Platform risk: While the SPARKSO Entities are procuring the development of the SPARKSO Platform, there is no assurance that the SPARKSO Platform (or any Connected Application) will be designed or completed in the manner described in the SPARKSO Whitepaper and if the SPARKSO Platform (or any Connected Application) is completed, there is no assurance as to the continued operation and functioning of the SPARKSO Platform (or any Connected Application). The SPARKSO Platform and any Connected Application is subject to change and no representation is given that any function or aspect of the SPARKSO Platform (or any Connected Application) will continue to be provided or made available at any time.

Trading/Valuation risk: As a utility token, the inherent value of POXO Tokens and correspondingly, the POXO Early Contribution Round Tokens is derived from the successful operation of the SPARKSO Platform and/or the Connected Applications. POXO Early Contribution and the POXO Tokens is not backed by any FIAT currency or any cryptocurrency, and the exchange value from time-to-time given to POXO Early Contribution Round Tokens or POXO Tokens on third-party exchanges may not reflect the intrinsic value of POXO Token. The risk of loss when purchasing or disposing of POXO Early Contribution Round Tokens and POXO Tokens could be substantial, and losses may compound quickly (including up to total loss). As a token built on top of the Ethereum network, the value of POXO can be affected by the value of the ETH against fiat currencies.

Illiquidity risk: No POXO Tokens will be issued after the TGE, although the reserve POXO Tokens are held by the Company and may be released over time to the market. Should the Applicant wish to exit the SPARKSO Platform temporarily, permanently, or partially and/or the Connected Applications ecosystem, it may be unable to liquidate its position by exchanging POXO Tokens in terms of price and volume expected by the applicant. The Applicant as a holder of POXO Tokens has no right to redeem or sell its POXO Tokens. Although the Company intends to list the SPARKSO Tokens on several cryptocurrency



exchanges, there can be no assurance that such exchanges will accept the listing of POXO Tokens or maintain the listing if it is accepted. There can be no assurance that a secondary market will develop or, if a secondary market does develop, that it will provide the Applicant with liquidity of investment or that it will continue for the life of the POXO Tokens.

Network risk: POXO Early Contribution Round Tokens, compliant tokens and POXO tokens are built on the Ethereum network (ERC20), a decentralised network containing, among other things, both cryptocurrency and smart contract protocols. None of the SPARKSO Entities has control over the Ethereum network, including confirmations of transactions and execution of smart contracts on the network. If the Ethereum network experiences temporary or permanent issues, including network slowdowns or transaction delays, this may affect a holder of POXO Early Contribution Round Tokens or POXO Tokens and hinder the free use of POXO Early Contribution Round Tokens or POXO Tokens (as the case may be) within the SPARKSO Platform or any Connected Application's ecosystem and could impair the usability of the SPARKSO Platform or Connected Application generally.

Cyber security risk: The nature of SPARKSO Early Contribution Round Tokens, the POXO Tokens and the Ethereum network may lead to an increased risk of fraud or cyberattack and may mean that technological difficulties experienced by users of the SPARKSO Platform and/or the Connected Applications ecosystem could prevent access to or use of the Applicant's POXO Early Contribution Round Tokens or POXO Tokens. For example, it is possible that an unauthorized third party could exploit a coding vulnerability in the SPARKSO Platform or any Connected Application code and damage, interrupt or otherwise attack it. Depending on the use case in the SPARKSO Platform a participation in the SPARKSO Platform or any Connected Application may also constitute engagement in, access to or use of communication systems or facilities which may in turn be subject to third party rights or be without certainty of lawful consent having been procured from the appropriate third parties. The access, use and participation in the SPARKSO Platform or any Connected Application as delivered and deployed for any particular use case may therefore constitute or trigger cybersecurity incidents, and may therefore require additional lawful consents before becoming legally feasible.

Private Key risk: Extreme caution must be taken whenever selecting, storing, or transmitting private keys for POXO Early Contribution Round Tokens or POXO Tokens. The Applicant is responsible for the storage of its POXO Early Contribution Round Tokens or POXO Tokens. If another person obtains access to the Applicant's private keys, they can steal its POXO Early Contribution Round Tokens, POXO Tokens or other cryptocurrency it uses to purchase POXO Early Contribution Round Tokens or POXO Tokens. Furthermore, if the Applicant loses access to its private keys, neither the POXO Entities nor any other entity will be able to recover the Applicant's lost POXO Early Contribution Round Tokens, POXO Tokens or cryptocurrency. If the Applicant holds POXO Early Contribution Round Tokens or POXO Tokens on a cryptocurrency exchange, the private keys to those POXO Early Contribution Round Tokens or POXO Tokens is held by that exchange. Should that exchange be hacked or otherwise compromised, the Applicant's POXO Early Contribution Round Tokens or POXO Tokens may be stolen or otherwise become inaccessible.

Wallet risk: Should the Applicant attempt to send POXO Early Contribution Round Tokens or as the case may be, POXO Tokens to a wallet type that does not support POXO Early Contribution Round Tokens or as the case may be, POXO Tokens, its POXO Early Contribution Round Tokens or as the case may be, POXO Tokens may be lost forever. Wallets could become insolvent or otherwise become insecure. There may be practical, or timing problems associated with enforcing the rights to assets in the case of an insolvency or security disruption of any such party.





