

# ZEROSTATE

EMOTIONAL INTELLIGENCE ON BLOCKCHAIN

The world's first platform with emotional intelligence. Allows to advertisers around the world to increase the loyalty of his audience, analyzing its emotional involvement.

A new level of interaction between business and consumers.

**200,000** downloads  
from may 2017

**70,000** active users

Global project ready to go on world markets

Average CPM indicator (cost of 1000 impressions) in ZeroState is no more than \$2 if the average CPM the industry is \$4. Average CTR (transition percentage) - 0.14%.

## ZEROSTATE APP

Now there is a very limited opportunity in internet to express your opinion: «likes», «smileys», «ratings» and comments. It is faceless and does not reflect a person's emotions any more. We refuse totally from it, entering the States.



**STATE**  
is the emotions that are expressed by people, using one word to express the feeling.

**ZEROSTATE**  
is a mobile app, a completely different information system, based on the States.

At the moment we have 70 thousand users. At the end of 2018, we will have 400 thousand users. During 2019, their number will increase to 12 million, and by the end of 2020, there will be 82 million users.

## FOR THE USER

- The ability to share your emotions and feelings
- To find the emotion you want to experience
- To find like-minded people
- To get rewarded for states



## FOR THE ADVERTISER

- Customer loyalty
- It is a direct connection with the unconscious of your client, with his/her real emotions and feelings
- The increase of sales and complete honest statistics about your product or service
- Feedback from customers
- Emotional rating
- The presence on the radar of emotions
- The participation in emotional guides of region



**ZEROSTATE**  
the unique emotional statistics about your product and service

## ZEROSTATE FEATURES



### EMOTIONAL BRANDING

The ZeroState app lets to learn and understand the emotions of people about the product. This is makes it possible to position the advertiser properly in the market and to push the client to choose its brand among many others.



### EQ FOR LEARNING AI

For the evolution of Artificial Intelligence is necessary not only to teach it to have emotions and to understand the emotions of people, and to give an opportunity to AI to experience its own emotions. The introduction of AI in EQ allows you to solve this problem.



### EMOTIONAL GUIDE

You can experience any emotion that you want in this moment by typing a search query in the app. For example, «good food», «fun jump» or even «extreme dance.» The application will give the location and details.



### INTERNET OF THINGS

Modern technology connected to the Internet receives the access to all current and updated every second the noosphere of mankind. This allows you to respond instantly to the user's wishes and even to predict his/her mood, instantly adjusting.

## ICO ZEROSTATE

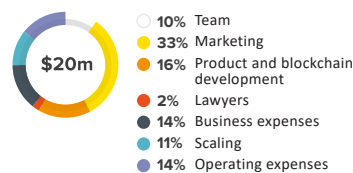
To raise funds necessary for successful and complete valuable development of the project, in April 2018, the initial coins offering (ICO) was launched.

On the stages of PRESALE and PUBLIC SALE TOKEN was sold 80% of the coins. For June 2018 the remaining amount of coins for sale is 20%.

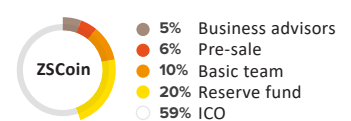
PRESALE		PUBLIC TOKEN SALE		CURRENT PHASE
<b>5m</b> token	<b>6m</b> token	<b>7m</b> token	<b>17.5m</b> token	<b>19m</b> token
bonus 50%	bonus 40%	bonus 30%	bonus 20%	bonus 0

The collected amount will be directed to further development of the app and project promotion:

### COLLECTED FUNDS



### THE DISTRIBUTION OF ZEROSTATE TOKENS



## TEAM



**Alexey Aslezov**  
CEO, Co-Founder

Aleksey is the founder and CEO of ZeroState. Leveraging his extensive working experience in top managerial positions in the largest Russian companies and IT project management skills, Aleksey suggests SMART tasks and unique solutions in project management. He makes the project grow dynamically: from zero to a marketplace with global expansion.



**Evgeniy Sosnin**  
CTO

Evgeniy dedicated 20+ years to IT industry and is recognized as a top-class specialist by some of the largest international companies: Intel Co., Deutsche Bank, JnetX. Broad experience in development of banking and multimedia software products for Sberbank, Alpha Bank, Bank of Moscow does not impede Evgeniy from staying an IT enthusiast and living by the start-up spirit. He made ZeroState not just an app, but an emotional intelligence that is intuitive to use.



**Pavel Petrov**  
CVO, Co-Founder

Pavel is the idea generator and the heart of ZeroState project. His conceptual vision of business earned through 20+ years of work in private sector allows him to see What, How and Whom to sell to, making all the parties happy by the way. As a co-founder and manager of consulting and IT companies – RIC ConsultantPlus, Excimer, Oka-Atom, Pavel acquired indelible impressions about modern business development and set up his own business School of Feelings, where business becomes a lifetime experience.



**Serge Shilnov**  
Blockchain & ICO Mentor

Sergey is a blockchain evangelist to his fingertips. Blockchain architecture design, development, testing and infrastructure integration are Sergey's daily routine. Being an adherer of Scrum agile development, he is agile in everything and has acquired quality experience in diverse ICOs. Sergey's team makes ZeroState truly genuine.