WiFi Map

Whitepaper

Contents

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Our mission is to provide people with free internet access worldwide

We transform how people connect to the internet and interact with the world around them, making travel and digital exploration more accessible, insightful, and enriching for everyone.

By leveraging real-world data and community contributions, WiFi Map is not just a tool for finding internet access but a comprehensive companion for the modern traveler and digital nomad, ensuring that wherever you go, you're always connected, informed, and empowered.
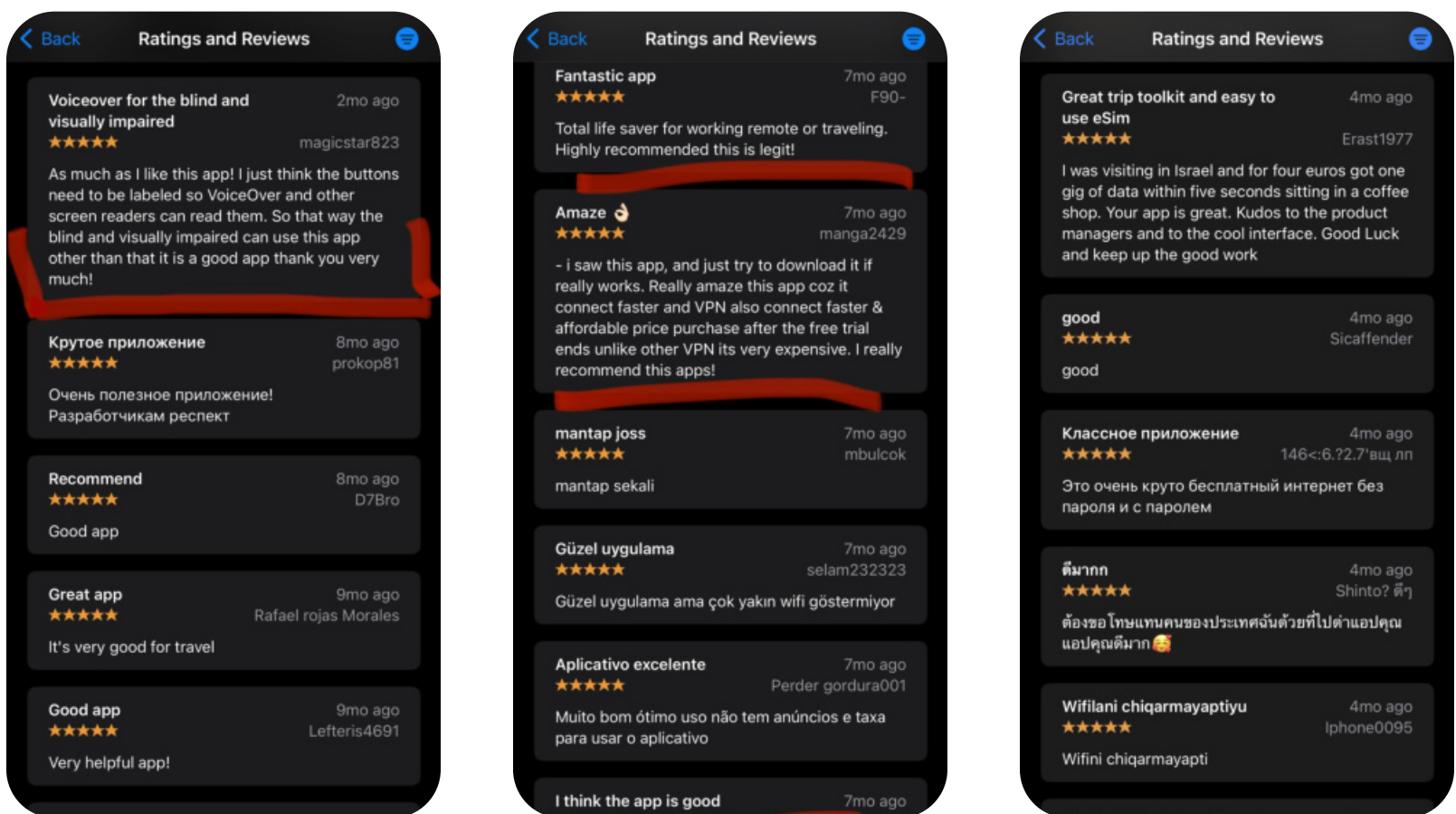
Who do we serve?

We have developed a community-driven product for those who need free internet access for different reasons.

We see that 3.7 billion people have never been connected to the internet. Millions and millions of households can't afford unlimited access plans even in Europe and the US. Millions of travellers are lost with astronomical prices for roaming. Millions of refugees, seasonal workers, students and people on the edge of survival all have a right to be connected to the world.

For billions of humans, connectivity is an unreachable privilege or simply a significant cost. WiFi Map provides an internet connection to support their efforts to move forward and do their best in life.
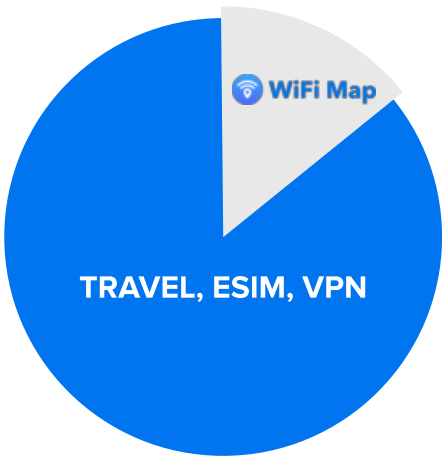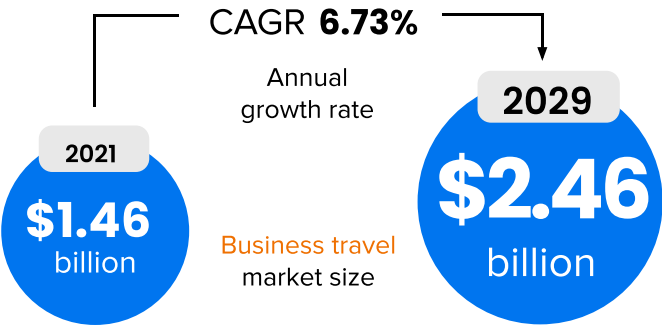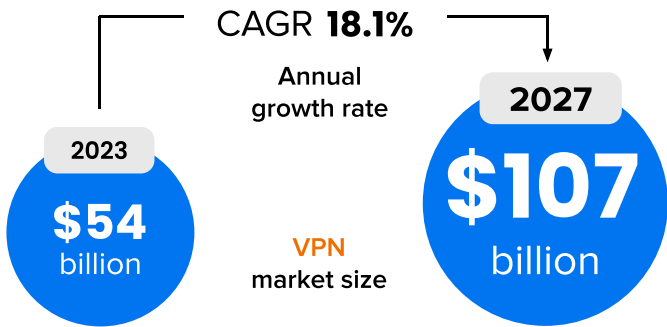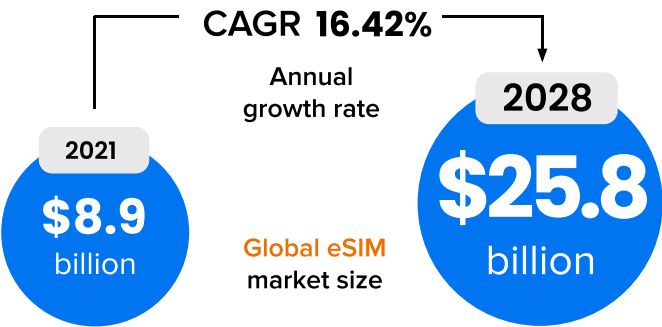
Who do we serve?

Market size

Given our global footprint and our wide and continuously expanding service offering, we are able to offer our services to a large audience.

More than 60% of our user base are digital natives, constantly connected to the internet. About half of them are familiar with crypto and Web3 technologies.

CAGR **16.42%**
Annual growth rate

2021
$8.9
billion

2028
$25.8
billion

Global eSIM market size

CAGR **18.1%**
Annual growth rate

2023
$54
billion

2027
$107
billion

VPN market size

CAGR **6.73%**
Annual growth rate

2021
$1.46
billion

2029
$2.46
billion

Business travel market size

WiFi Map

TRAVEL, ESIM, VPN

WiFi Map is
the largest DePIN
network in Web3

At our core, we are more than just a network; we are the largest community of people dedicated to breaking down barriers to internet access.

Our members contribute not for profit or recognition but from a genuine desire to help others. It's this spirit of altruism and collaboration that makes us unique, transforming the WiFi Map into the world's most extensive decentralized network. Here, every contribution, big or small, plays a part in weaving a global tapestry of connectivity, making us pioneers in a movement towards a more connected and inclusive world.

Who are we?

Over the last nine years we have built a successful app with a large community offering the following services:

WiFi finder services
Crowdsourced map with publicly available hotspots anywhere in the world

Global eSIM
4G/5G eSIM data can be used whenever a WiFi hotspot is unavailable

Offline maps
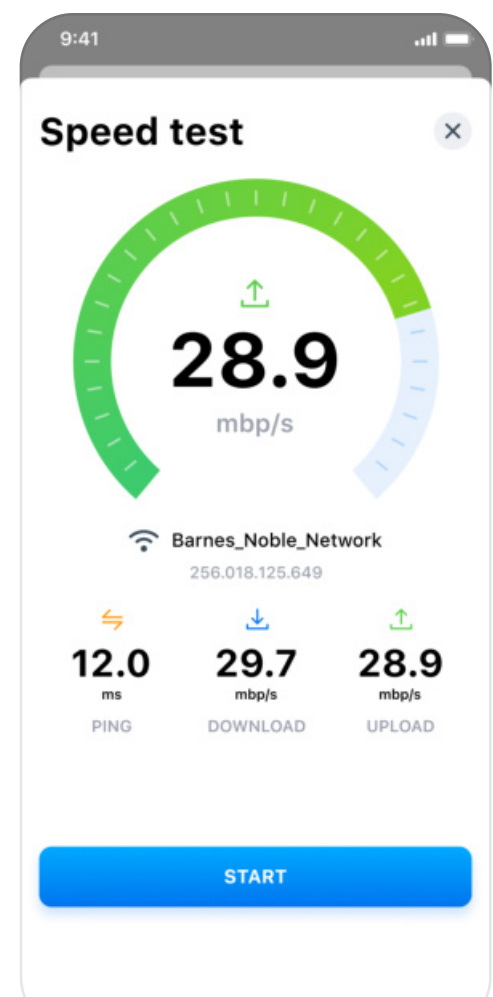All the info at your fingertips even if data services are down or when travelling and roaming is too expensive

Built-in VPN
An essential service for anyone looking for extra security on their network while they trade crypto or perform other sensitive tasks

Speed test
Make sure your connection will meet your needs
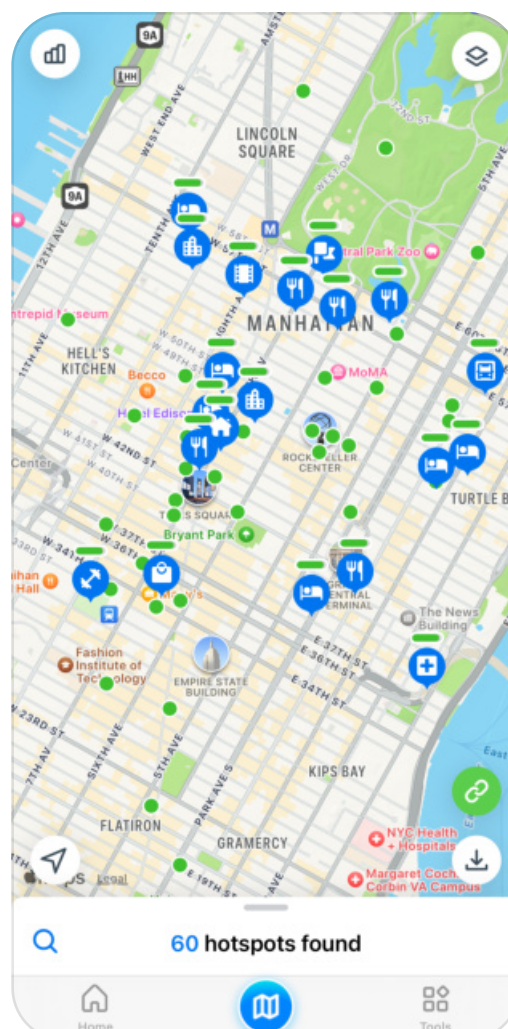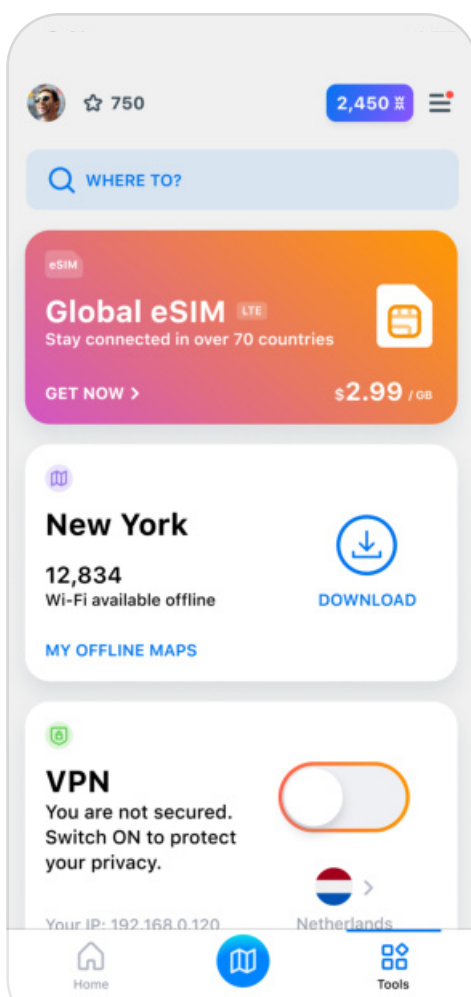
The team is made up of people on a mission

Core team

Denis Sklyarov 🔗
Co-Founder and CEO

Igor Goldenberg 🔗
Co-Founder and CTO

Gary Bogatin ●
CIO

Lyubov Skripeleva 🔗
CMO

Olga Keusen 🔗
COO

Alex Aleinikau 🔗
Creative Director

Who are we?

The WiFi Map co-founders are technology entrepreneurs and pioneers of the Web 2.0 era. Their projects were featured by Apple in 2010 when the App Store was a relatively lonely place.

Igor and Denis have co-founded several technology companies. Igor's Kenlo Group was a market leader in mobile development, building award-winning custom applications since 2008.

2014
**Year of founding as
a self-funded startup**

30+
**Passionate teammates
all over the world**

They have specialized in growth hacking for mobile apps by creating a sustainable and profitable growth strategy and increasing conversions without spending money on traditional marketing tactics. The founders, driven by a mission to bring an accessible internet connection to everyone on the planet, transformed their thriving business into WiFi Map.

For nine years, WiFi Map has functioned as a self-funded startup, led by 30+ passionate teammates all over the world.

What sets us apart?

Our strength lies in our **community**. By uniting diverse talents and visions, we've built a digital ecosystem that's robust, inclusive, and ever-evolving. This community-centric approach allows us to innovate and expand in unique ways, setting us apart in the digital landscape.

We champion **the power of sharing**. From individuals offering up unused bandwidth to collective efforts in enhancing network coverage, every shared resource amplifies our network's reach and resilience. It's this culture of sharing that forms the backbone of our expansive, accessible network.

We redefine connectivity by merging **crowd-sourced insights with cutting-edge AI**. This fusion creates a network that's not just broad but also reliable and smart, ensuring users everywhere access to dependable internet. It's our blend of human ingenuity and technological precision that makes WiFi Map a pioneer in decentralized internet solutions.
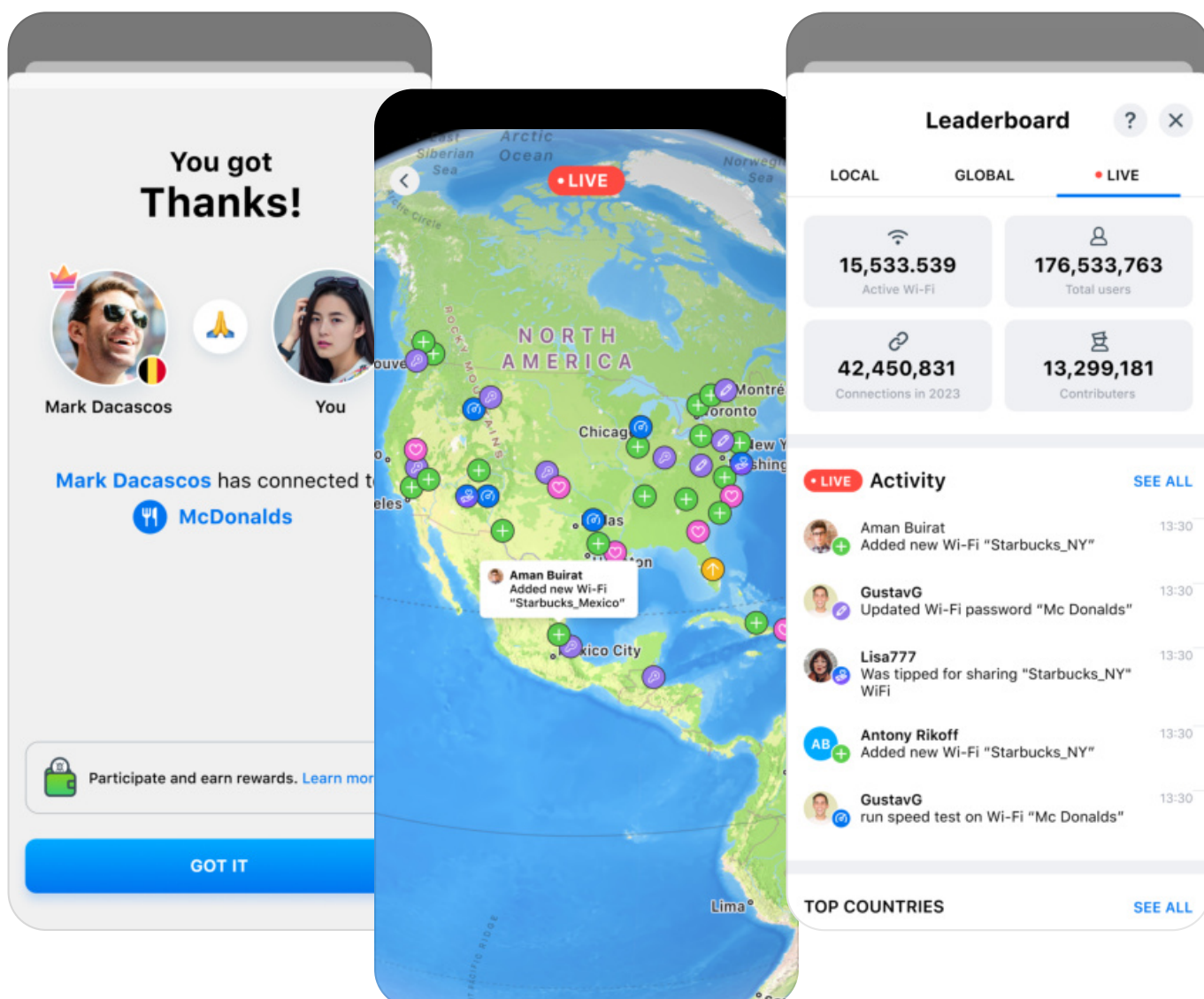
What have we achieved so far?

WiFi Map started in 2014 as a community-driven wireless network and a self-funded startup that achieved significant success in pursuing its mission. Our core product is centred on our map which shows people free-to-use WiFi hotspots close to where they are. Hotspots are added by our community and we continuously monitor them for their usage and the value they bring to the map. Via this mechanism, we are able to provide a crowd-sourced map of connectivity worldwide.

175 M+
users globally

15,5 M+
community mapped WiFi hotspots

13,5 M+
contributors spread across 190+ countries

2 B+
internet connections since inception

4.6 ⭐
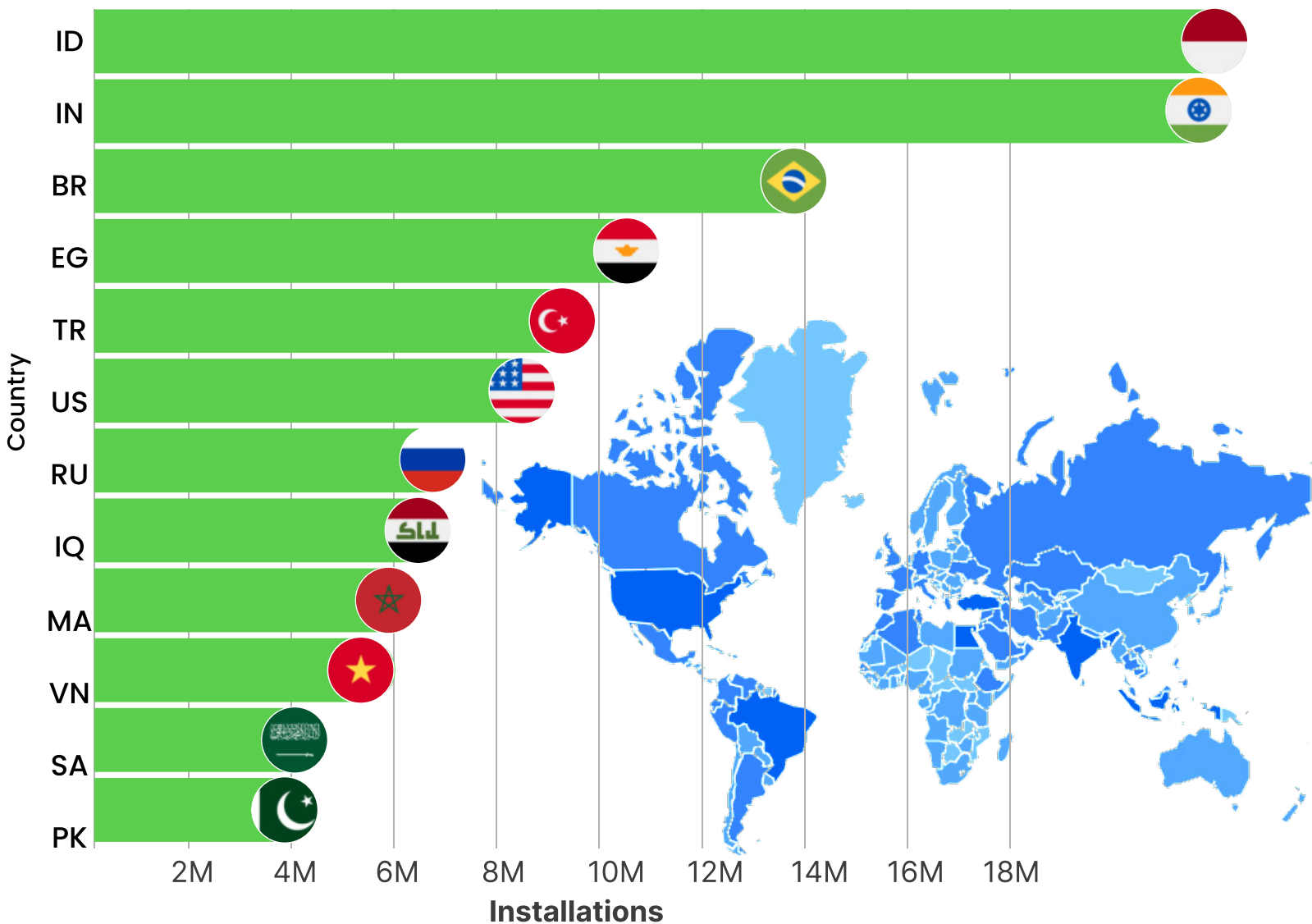**user rating based on 2.5M reviews**

Post TGE growth (April'23):

20 M+
new users acquired

450 M+
new internet connections

500 K+
speed tests performed

$WIFI listed on

OKX

Huobi

Gate.io

UNISWAP

BingX

QUICKSWAP
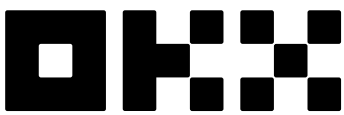
Why tokenize WiFi Map?

The $WIFI token provides digital access to the WiFi Map platform through a blockchain-based infrastructure. It grants token holders a range of benefits that surpass those offered by traditional data providers, in addition to sharing in the value created by our community. The token fuels a sustainable economy within the WiFi Map ecosystem, facilitating the initial interconnection with the Web3 universe.

Redeeming $WIFI tokens

$WIFI token holders can redeem their $WIFI tokens to access a number of services, beginning with eSIM data packages and expanding to VPN protection, offline maps and our ad-free experience. In the case of eSIM mobile data, a 15% $WIFI cashback will be awarded when redeeming $WIFI tokens. These tokens are stored in the in-app wallet for future use.

$

The $WIFI token eSIM cashback system will boost overall sales of eSIM data, helping us to take advantage of economies of scale and bring down eSIM prices even further.

⊘

Users will not delete the app if they have tokens on it, and will most likely use it again to claim data packages.

Why tokenize WiFi Map?

$WIFI use cases

Discounts for partner services

There will also be discounts for redeeming strategic partner services. This will drive the circulation of $WIFI tokens earned inside the app and encourage people to top up their wallets.

Connect-to-earn

The app leaderboard currently showcases contributors who earn the most points by adding hotspots, verifying credentials, and conducting speed tests. Following the Token Generation Event (TGE), monthly giveaways now spotlight the most active contributors, rewarding them in $WIFI. This initiative has heightened the competition on the leaderboard, contributing to an increase in the number of hotspots available on the map and demonstrating to the WiFi Map community the tangible rewards for their contributions within the ecosystem. With the allocated funds in the token distribution schedule now utilized, tokens are being purchased on the open market to reward the platform's top contributors. These tokens can be redeemed for services, allowing top contributors to enjoy free mobile data worldwide as part of the ongoing monthly competitions.

$WIFI cashback for eSIM

With the introduction of the $WIFI token, our eSIM offering now includes several benefits, notably a 15% $WIFI cashback when tokens are used to purchase an eSIM. This arrangement ensures that a substantial portion of your package value is returned to you in tokens after you claim your mobile data. For example, if you opt to redeem a 10 GB eSIM that allows data roaming in over 86 countries, you would pay $39.99 (a reduction from $49.99) and receive up to $8 in $WIFI tokens directly in your in-app wallet. Additionally, if you purchase an eSIM package with fiat currency, you instantly receive token allocation equivalent to 3% of the eSIM package value. Thus, for a 10 GB eSIM, you would get up to $2 worth of $WIFI deposited into your wallet.

Why tokenize WiFi Map?

Tipping feature

Allowing community members to send a thank you message to individuals who added the hotspots they connect to has become a highly popular feature. Building on this success and the app's decentralized innovations, the team is enhancing the social aspects of the platform to further energize the $WIFI economy. It is now possible to send contributors a small tip in $WIFI as a gesture of gratitude. This form of recognition, which can be redeemed later, motivates users to add more hotspots to the platform and to utilize the $WIFI donated by their fellow community members.

Premium Membership with $WIFI Tokens:

$WIFI tokens will be redeemable for a Premium Membership, providing exclusive access to advanced features, VPN services, and offline maps, thereby enhancing the connectivity experience.

$WIFI Rewards for Data Sharing:

Users will receive rewards in $WIFI tokens for sharing valuable data, such as Wi-Fi hotspot locations, connectivity quality and real-works data, enhancing the network for all users.

WiFi Map DAO

10% of all funds collected from redeemed $WIFI will flow to a DAO, where the community can decide on how to manage these funds. The DAO could allocate these tokens for marketing initiatives, incentivization/ adoption programmes, partnerships and much more.

Why tokenize WiFi Map?

User engagement

User engagement is at the heart of our service, which offers a map of open WiFi hotspots to our users, powered by our extensive network of contributors. With the $WIFI token now in play, we aim to further incentivize these contributors to enhance our platform's utility and support network expansion. We are currently distributing tokens to contributors for various activities on our platform, including adding hotspots, conducting speed tests, and more, providing them with an avenue to monetize their efforts. Contributors have the flexibility to use these tokens for services on our platform or sell them on third-party exchanges.

$WIFI token generation and allocation

Token sale key principles

Token allocation	Allocation %	TGE & vesting
Team	**13%**	Locked for 12 months followed by an 18-month vesting schedule
Advisors	**5%**	Locked for 6 months followed by a 9-month vesting schedule
Airdrop	**0.5%**	25% unlock at TGE followed by a 3-month vesting schedule
Marketing	**7.5%**	7.5% unlocked at TGE followed by a 42-month vesting schedule
Ecosystem rewards	**14%**	0% unlocked at TGE, then released over 60 months
Ecosystem development	**13.5%**	0% unlocked at TGE, then released over 40 months
Staking rewards	**3.5%**	0% unlocked at TGE, then released over 60 months
Treasury	**20%**	Locked for 6 months followed by a 48-month vesting schedule
Private round	**9.2%**	5% TGE, followed by a 1-month cliff, rest over 12 months
Community & public sale	**2.2%**	15% TGE, followed by a 1-month cliff, rest over 6 months
Floating liquidity (MM/exchanges/in app)	**11.6%**	42% TGE, rest over 12 months

Total token supply: 1,000,000,000

Our long-term vision transcends traditional internet access, aiming to create a seamless, decentralized network.

Our platform not only provides free and secure connectivity but also enriches the user experience with valuable insights and services tailored to their real-world needs. By integrating L2 solutions, we are setting new standards for efficiency, scalability, and user empowerment, ensuring that our network is equipped to meet the evolving demands of the digital age. WiFi Map is not just bridging the digital divide; we are pioneering a future where connectivity is intelligent, inclusive, and universally accessible, leveraging the latest technological advancements to foster a more connected and informed global community

Empowering Web3 with Real-World Data Through Layer 2 Transformation

As we venture into 2024, our focus shifts towards leveraging Layer 2 (L2) technology to bridge the digital and physical realms more seamlessly than ever before. This strategic pivot is aimed at enhancing our platform's efficiency and unlocking new dimensions of connectivity. By integrating advanced real-world data, such as geolocation, map ETAs, and connectivity metrics, onto our Layer 2 platform, we are setting the stage for the development of groundbreaking applications. This initiative is designed to attract millions of new users and open new avenues for monetization through corporate partnerships, thereby driving ecosystem expansion and enhancing economic value.

Elevating Travel with Essential Travel Amenities (ETAs)

Parallel to our technological advancements, we are deepening our commitment to the global travel community. Recognizing the evolving needs of adventurers, explorers, and digital nomads, we are enriching our platform with an array of Essential Travel Amenities. From mapping public amenities to crypto ATMs and integrating valuable user-generated content like reviews and photos, our goal is to make every journey smoother, more enjoyable, and filled with discovery. We envision travel as an experience that is not only about reaching a destination but also about the richness of the journey itself.

Roadmap

2024

Q1

Essential Travel Amenities

eSIM coverage expansion

We are broadening our eSIM services, enhancing global internet connectivity and offering users more extensive coverage for seamless online access wherever they go.

Wi-Fi & MVNO Partnerships

We're enriching the platform with a wide array of connectivity options. This includes adding verified free and premium Wi-Fi hotspots to the map, ensuring users have access to reliable and secure internet, and facilitating easy logins at these locations.

Developing Essential Travel Amenities (ETAs)

We're focused on enhancing the travel experience by developing a comprehensive layer of ETAs on our map. This feature will provide users with critical and useful information about amenities at various destinations, making travel more convenient and enjoyable.

L2 Transformation: Empowering Web3 with Real-World Data

DAO formation

We're enabling members to actively participate in the decision-making process, directly influencing the development trajectory of the project, fostering a democratic and user-centered approach.

Q2

Roadmap

2024

Essential Travel Amenities

Q2

L2 Transformation: Empowering Web3 with Real-World Data

Essential Travel Amenities (ETAs)

Implementing a vital amenities layer on our map, providing users with comprehensive travel information.

$WIFI Utility Enchancement

Expanding $WIFI utility allowing its redemption for Premuim Membership, including VPN access and offline maps. This enhancement means users can now utilize $WIFI tokens for a broader range of valuable services, providing more options for token holders.

L2 research

Our research is focused on leveraging advanced decentralized technologies to create a sophisticated infrastructure using Layer 2 solutions. This infrastructure is designed to enhance data management and utilization on the blockchain, offering new avenues for precise interactions and targeted opportunities for developers and advertisers.

Polygon CDK Partnership

Leveraging Polygon's Complete Development Kit to enhance Layer 2 scalability and interoperability for improved blockchain functionality.

Decentralized Storage Collaboration

Partnering with leading decentralized storage providers to secure and optimize data management, ensuring user data is robustly protected and efficiently accessed.

Q3

Roadmap

2024

Q3

Essential Travel Amenities

Non-custodial wallets integration

We're streamlining crypto transactions, logins and insinteractions within the app, while also offering users the option to link their geo-location with their Web3 wallets, enhancing personalized and location-based experiences.

Venues Accepting Crypto

Harnessing the power of crowdsourcing to identify and mark on the map venues accepting cryptocurrency, enriching the map with real-time, user-verified crypto-friendly locations.

Crypto Exchanges and ATMs

Integrating locations of crypto exchanges and ATMs for user convenience and accessibility.

Q3

L2 Transformation: Empowering Web3 with Real-World Data

Dapp Layer Development on L2

By establishing a foundational Dapp layer on L2, we're creating an environment where developers can access and utilize blockchain data more efficiently. This initiative aims to attract innovative applications, such as geo location verification, map ETAs, speed test and connectivity data, by offering the benefits of L2's scalability and reduced gas fees, enabling a broader range of blockchain utility and applications.

Q4

Roadmap

2024

Q4

Essential Travel Amenities

Q4

L2 Transformation: Empowering Web3 with Real-World Data

ETAs User Reviews and Photos

Introducing a feature for users to add text and photo reviews on venues they visited, with plans to store these millions of user insights on-chain, enriching our platform with authentic, visual traveler experiences.

$WIFI Tournaments

Hosting interactive $WIFI airdrop tournaments to incentivize community contribution and boost engagement.

Real-World Data on L2

Integrating advanced real-world data like geolocation, map ETAs, and connectivity metrics onto our Layer 2 platform catalyzes the development of new applications, attracts millions of new users, and opens monetization channels through corporate partnerships, driving both ecosystem expansion and enhanced economic value.

$WIFI Rewards for Sharing Data

We're launching a reward system enabling users to earn $WIFI tokens for sharing various types of real-world data, including geolocation, connectivity metrics, and more. This strategy boosts user engagement while supplying developers and advertisers with rich, targeted data, benefiting all parties within our ecosystem.

Innovation Hub

Our focus extends to nurturing new talent and ideas by establishing an incubation hub and organizing hackathons. These platforms will serve as breeding grounds for innovative concepts and applications, further enriching our platform's offerings and community engagement.

2025

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