



THE WORLD'S FIRST DECENTRALIZED BLOCKCHAIN-BASED FOOD REVIEW INCENTIVIZED PLATFORM

ABOUT MUNCHEE

Munchee is a social-networking application for food lovers that focuses on reviews and recommendations of individual restaurant dishes via photos and videos. Think of us as Instagram for food. The app is also a marketing channel for restaurants to highlight their favorite dishes to nearby hungry foodies because we believe that even grade C restaurants do have A star dishes.

The Munchee mobile app was first launched earlier this year for iOS in the U.S. after more than 1 year of development. The Android version will be released in a couple of weeks.

Our app was voted the number 1 most favorite app of the day on Product Hunt in June. Our Instagram account has 3,500 followers and Facebook has 16,000 followers. We have a network of food influencers and food bloggers across major cities in the US, as well as a few partner restaurants in LA.

WHY BLOCKCHAIN FOR MUNCHEE?

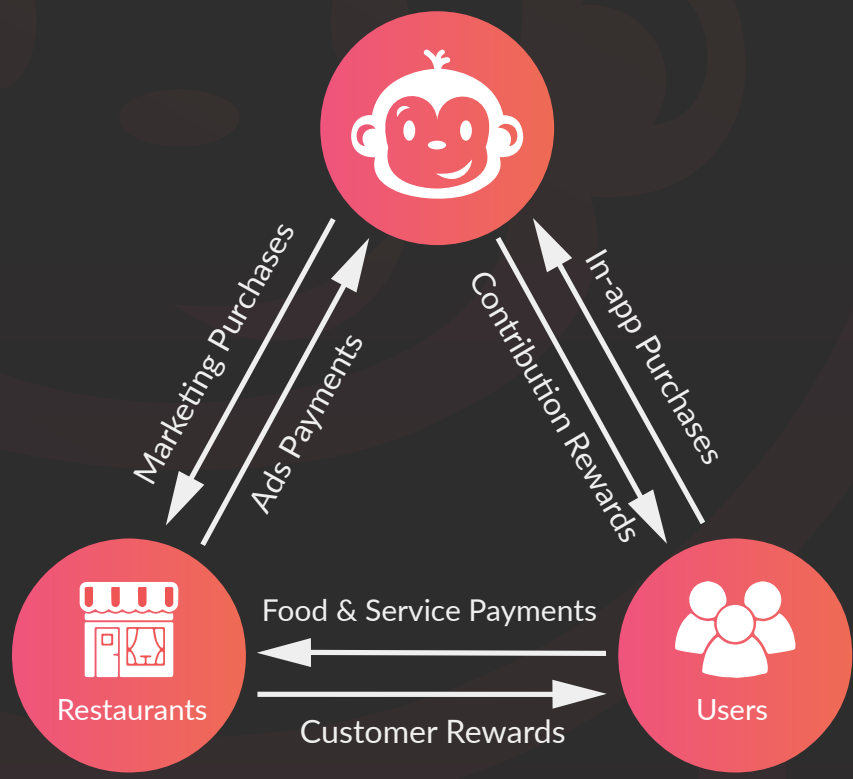
DECENTRALIZED & TRUSTED PLATFORM

With current centralized platforms operated by Yelp, FourSquare, etc., it is impossible to prove that there is no review manipulation. In fact, Yelp has long been accused of review manipulation. Therefore, by using blockchain for authenticating reviews, we can guarantee that no posts will be censored, altered, hidden or even removed. With our Peer Review System to prevent invalid and fake reviews, the Munchee platform will totally be fair and transparent for all members, which is the best way to establish trust between consumers and businesses alike.

REWARDS

Due to the lack of incentive for the standard end-users, those who have neutral or positive experiences are far less likely to post reviews than those who have negative experiences. With Munchee, users get rewarded with MUN tokens for contributing quality content (regardless of positive or negative content) to the platform. This will encourage active participation and ensure fairness and transparency.

WHAT'S MUNCHEE MODEL?



The platform will generate a unique economy around the Munchee mobile app by rewarding users with MUN tokens for quality content creation and also incentivize restaurants to offer rewards and promotions to Munchee users.

MUN tokens can be used by users to redeem food and services (including delivery) from restaurants within the app or are fully transferable and can be sold on an exchange.

Restaurants can also use MUN tokens to pay Munchee for advertising and promotion in the platform.

The result will be a strong, decentralized, economy built around a community of food lovers within the Munchee app.

NO MORE MIDDLEMEN

Restaurant owners are charged outrageous transaction amounts by existing centralized payment networks such as VISA, Mastercard, AmericanExpress, etc. In fact, AmEx's fee is 5% even though restaurant's profit margin is only 5%. That being said, blockchain and cryptocurrency will definitely help solve the problem by eliminating third-party payment networks, therefore lowering transaction fees for restaurants. The MUN token will be able to level the playing fields for the small business owners by reducing fees, which will allow them to continue to operate on low margins.

CORE TEAM



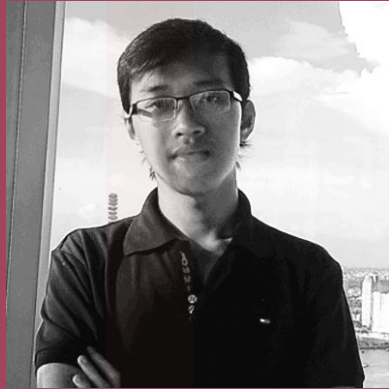
Dr. Sanjeev Verma Co-founder

PhD in Computer Engineering from University of Toronto. 12 granted and eight pending U.S. patents. Mentor/Advisor (Blockchain Expert) of Data-X project, U.C. Berkeley, CA



Chelsea Lam Co-founder

Former lead analyst at Google's biggest revenue program - Mid Market Sales. Former Marketing Consultant at VMware.



Nghi Bui Co-founder - CTO

PhD Candidate in Machine Learning at Singapore Management University. Former senior engineer at Atlassian.



Kyle Bunthuwong Community Manager

Bachelor's degree in Sociology from U.C. Berkeley and has 5+ years experience in social media, content marketing and online community engagement.

ADVISORS



Loi Luu Cofounder & CEO of KyberNetwork & Smartpool

A researcher and regular invited speaker at DevCon2, EDCON, etc.



Nick Ayton Top 21 Blockchain Influencer & Advisor of HumanIQ

Top100 Fintech Influencer and number 21 on Rise Top100 Blockchain people.



Addison Huegel Formerly at the Ethereum Foundation & Kyber Network

Managing Partner and Media Director at Elevator Communications, LLC.



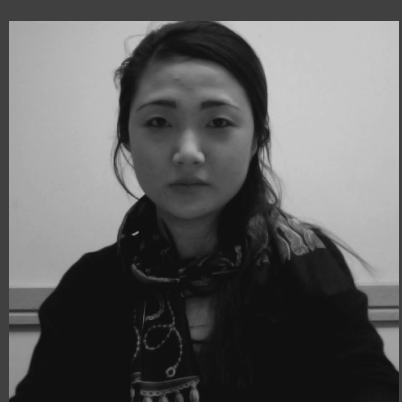
Andrew J. Chapin Cofounder & CEO of Benja/BenjaCoin

A proud member of the ICO Governance Foundation. Formerly at Microsoft and Color Labs.



Bryan Pham Cofounder & CTO of CloudTenna

A Silicon Valley-based entrepreneur and blockchain evangelist. Has been involved with the Munchee project since its inception.



Min Kim Chief of Staff at Civic Technologies

Founder of Blocultural Studios. Previously worked with Tim Draper on PR & marketing for blockchain related initiatives.



Christina Gagnier Legal Counsel

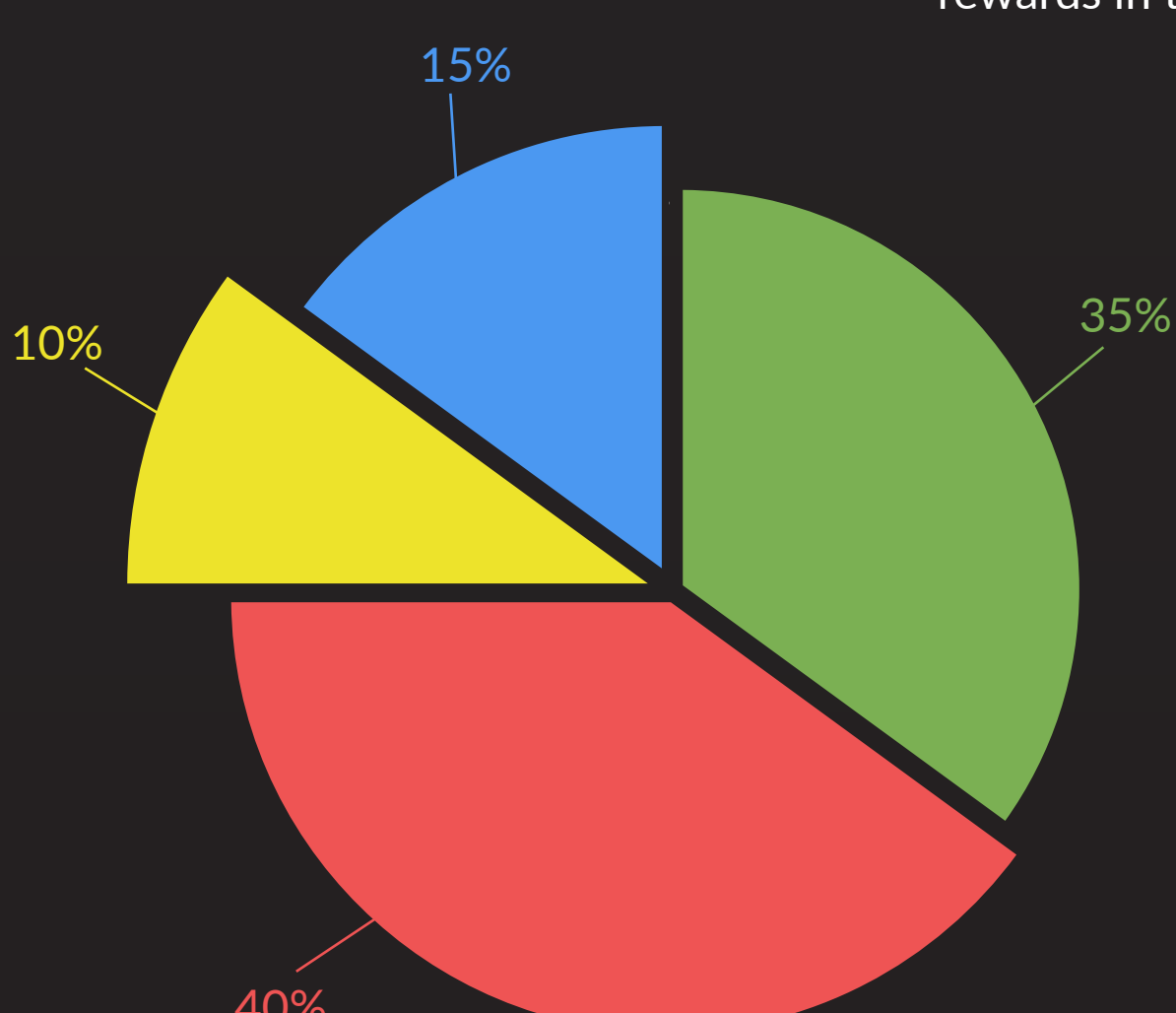
Leads the Internet, Intellectual Property & Technology practice at Gagnier Margossian LLP.

TOKEN SALE PLAN

- There are 2 sale periods for MUN token, which are the token pre-sale and the main sale.
 - The first period is the token pre-sale, which will begin on October 31, 2017. During this period, the first 25% of sold tokens will be offered at a discounted price of 15%.
 - The MUN token main sale will begin on November 8, 2017 or when the hard cap for the pre-sale period is met, whichever comes first. The main sale will have 2 tiers - 10% discount (second 25% of sold tokens) and 0% discount (the rest).
- Tokens are sold an exchange rate of 1 ETH to 4500 MUN.
- We accept both ETH and BTC.
- Munchee will offer a 5% referral bonus during both sale events. So, if your friend buys 100,000 MUN tokens through your referral link, you'll get 5,000 MUN for free!

FUNDING USAGE BREAKDOWN

There will be a total and finite supply of 500,000,000 MUN. Of that supply, 225,000,000 MUN will be listed for sale as part of the token pre-sale and sale events; with 275,000,000 MUN held in reserve by the company and introduced to the market in various ways, including bounties, team compensation, testing, and to manage rewards in the future.



35% of funds collected will be applied to marketing, user acquisition, and promotion schedule for the existing Munchee mobile application.

40% of funds collected will be applied to growing the development team.

10% of funds collected will go towards legals to make sure Munchee is compliant in all countries.

15% of funds collected will be reserved for maintenance and to ensure the smooth operation of the MUN token ecosystem.