



Sandblock

Satisfaction Protocol

WHITE PAPER

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Abstract

Customer satisfaction is one of the key metrics for any business strategy. But right now, the whole relationship between businesses and customers is unbalanced, and it harms both sides. Businesses which provide quality products or services often fail to expand their reach, or to properly engage with their clients through loyalty programs.

Sandblock's goal is to balance and redefine the relationship between businesses and their customers by building a decentralized protocol to define, measure and improve customer satisfaction in order to benefit both sides.

Sandblock's Protocol aims at fostering crypto payments by building a reliable decentralized ecosystem that rewards customers for their engagement and loyalty.

The core protocol behind Sandblock is built on top of the Ethereum blockchain. It uses the most advanced blockchain technologies to prevent fraud, malicious actions, and verify transactions to ensure that each actor in the ecosystem gets rewarded as intended.

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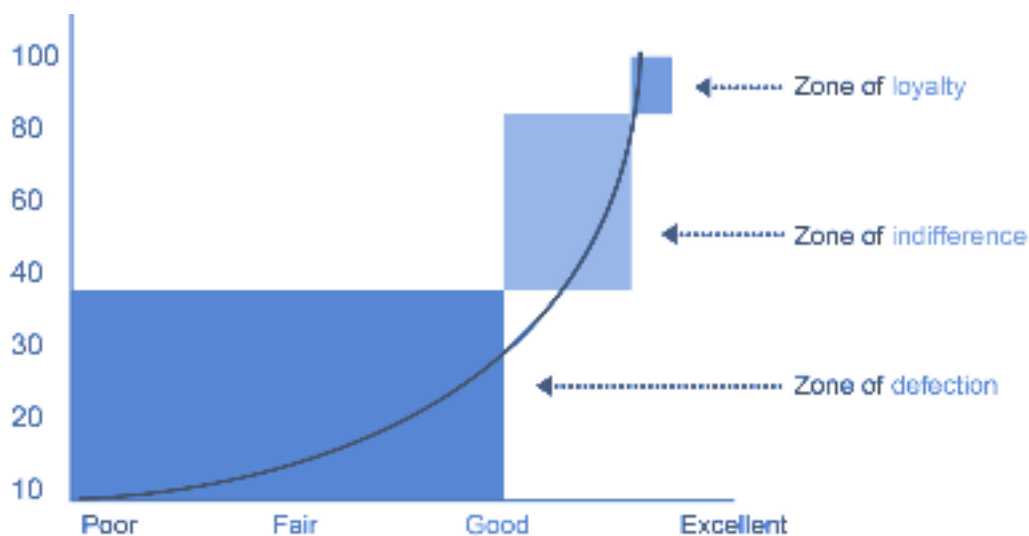
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Background

Customer satisfaction is a marketing KPI that measures how products and services provided by a business meet their customers' expectations. While Marketing is often perceived as the business art of manipulation, customer satisfaction is the unique area in which everything is done to make a customer happy by understanding their desires and improving their experience.

While working on customer satisfaction can help one feel good as a result of working towards maximizing the positive outcomes of a customer's experience, it is also an excellent way to ensure business profitability. In any competitive sector, satisfaction is a necessary component for differentiation and customer loyalty.

A study conducted at Harvard by the professors J. Heskett, W. E. Sasser Jr. and L. Schlesinger shows that while a satisfied customer is relatively loyal to a brand, a very satisfied customer becomes truly loyal to the brand. The relationship between loyalty and satisfaction is not linear in a competitive environment, it is exponential! More satisfaction equals more loyalty. Therefore, any effort to improve customer satisfaction is a worthwhile endeavour.



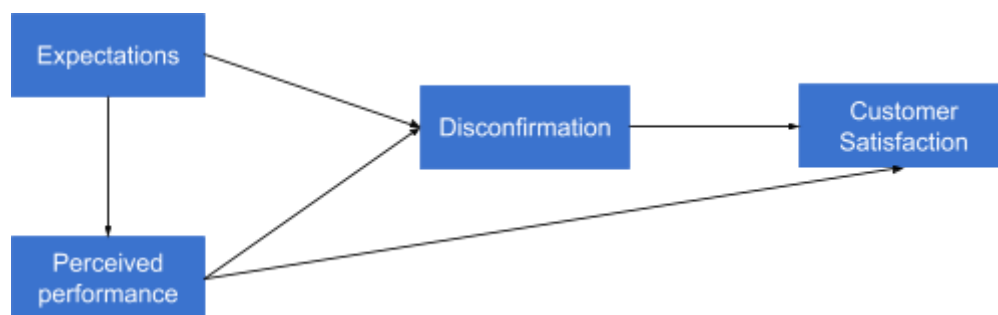
Loyalty and Retention depending on Satisfaction

The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction, and Value
by J. Heskett, W. E. Sasser Jr. and L. Schlesinger

In short, whatever the companies domain of activity and customer typology, the customer satisfaction is the one indicator to be closely monitored lest it rapidly and sharply decreases.

Process of customer satisfaction

According to the Expectation Confirmation Theory, customer satisfaction is the comparison between a perceived experience and expectations. This cognitive theory explains post-purchase or post-adoption satisfaction as a function of expectations, perceived performance and disconfirmation of beliefs.



Expectation Confirmation Theory
Richard L. Oliver

As we can see in this model, in order for a business or merchant to be successful, they need to design a good experience, and more importantly, they need to reduce the gap between the customer expectations and the reality of their experience while interacting with the service. Designing a decent enough experience for customers is something quite easy to achieve, the challenge lies in implementing and scaling it. Moreover, when something goes wrong in the process, the identification of the flaws is complexe: customers do not give precise enough answers to surveys and troubleshooting tools are very expensive.

Satisfaction measurements

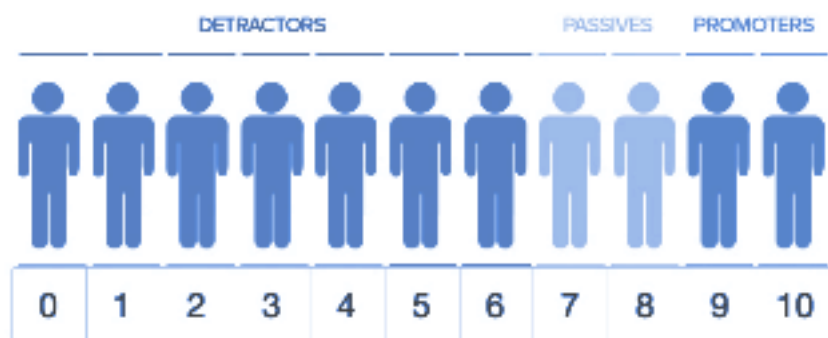
There are several marketing tools allowing to measure customer satisfaction.. Each one gives a different perspective and the difficulty to implement and use it mostly depend on the type of the business:

- Feedback of the staff
- Analysis of customer claims
- Analysis of digital supports (websites, blogs, chats,...)
- Analysis of lost customers
- Customer surveys
- Mystery shoppers: individuals who are employed to visit a shop or restaurant incognito, pretending to be a customer, in order to assess the quality of goods and services

The Customer Satisfaction Score, or CSAT, basically provides the overall level of satisfaction experienced by customers. It is the most simple metric to grasp the essence of a business success. It is often represented by 5 stars ratings, the most famous example is used by millions of customers everyday on the mobile application stores (e.g iOS Appstore, Google Playstore).

The Net Promoter Score, or NPS, is one of the tools to measure customer experience and predict business growth. NPS has been defined by Fred Reichheld at management consultancy Bain & Company, considering that customer satisfaction surveys were inefficient and tiresome.

Calculation is based on responses to a single question : *How likely are you to recommend a company/product/service to a friend or colleague?*



This question is usually followed by a 0-10 scale. Promoters (score 9-10) are loyal enthusiasts who refer to others, fueling growth. Passives (score 7-8) are satisfied customers but not enthusiasts and are vulnerable to competitive offers. Detractors (score 0-6) are unsatisfied customers and are dangerous for a brand because they can damage its image through negative word-of-mouth. NPS allows to understand loyalty

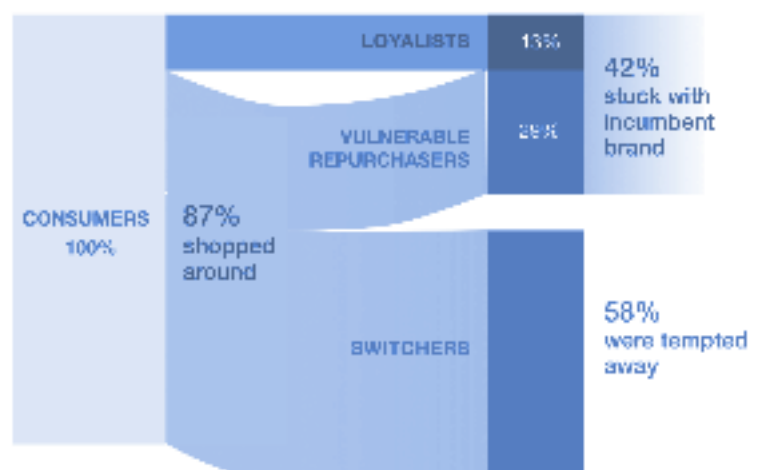
metrics and measure and track the state of the customer relationship. This tool is globally used by two third of the Fortune 1000 companies.

The Customer Effort Score (CES) is a fairly new customer satisfaction metric which appeared for the first time in an article from the Harvard Business Review. CES goals is to measure how much effort a customer has to deploy when he encounters an issue. The lower the customer effort is, the better is it for the customer and therefore the service provider.

The most relevant methodology to measure customer satisfaction is to rely on a mix of the marketing tools cited above, and a solid analysis of their evolution. By crossing information sources, Sandblock aims to be able to provide detailed and relevant analysis. To generate information, surveys need to be intuitive and frictionless. Additional incentives are proposed to gather more details. Using quick and short surveys to gauge the temperature based on all kinds of data as described above as well as longer surveys (the ones providing more precise information and therefore the hardest to get) with generous rewards, makes for a more fine-grained analysis.

Customer loyalty

Customer loyalty with many brands is simultaneously slipping, the active engagement in those loyalty programs is falling with the percentage of loyalty members not using the programs for which they are signed up. This data is an important signal that new technologies and greater choice are changing how customers are thinking and acting across their customer journeys.



The past few years have seen exponential growth in tools making online search and purchase online much easier. An explosion of mobile shopping apps that showcase options, simplify pricing, compare product specifications, and facilitate peer reviews is making it possible to size up merchants effortlessly. In addition, social media lets customers know exactly what their friends are buying and what they like and don't like about those purchases. The sheer weight of all this encourages even your best customers to shop around and changes paradigms that marketers have counted on for years.

In a study conducted on the US market (by McKinsey) among 125,000 persons it was shown that while 42% customers stay loyal to a brand, only 13% remain loyal because the service provided by the brand meets their expectation. This study shows that loyalty programs are important and must be tied closely to customer satisfaction in order to get the most of it.

It also shows that 29% of customers stay loyal only because they are “stuck” with a brand due to a loyalty program. One could be satisfied by this number but the reality is that locking customers within a loyalty program harms the customer satisfaction and moreover the reputation of the brand.

A better alternative would be to let user choose naturally which brand they wish to buy from while keeping their advantages accumulated from other brands. This is often done through loyalty program coalitions but those coalitions tend to be quite exclusive, are really expensive for small brands to join. It simply put the issue at another level because, for a customer, leaving the coalition is the same as leaving another brand loyalty program.

Problems

Some businesses spend considerable resources trying to understand their customers better, yet the tools at their disposal to improve their customer's satisfaction often have the opposite effect, as customers who have already paid for a service or product can understandably refuse to provide feedback for free.

Worse, the customers who give feedback often are the ones who hated the experience so much they will never come back, or loved it so much that their opinion loses nuance and can sound fake. Either way, these kind of customers tend to conflate everything, and cannot discern what truly led them to their opinion, which makes their feedback really hard to act upon.

The customers who can most easily offer actionable feedback are those in the middle, yet they are the least likely to spend the time to give feedback, and right now businesses are asking them to do it for free, without any incentive.

What if it were possible to actually collect feedback in a way that is both frictionless and respectful of customers ?

Moreover, the current landscape of loyalty programs is a mess. They are implemented differently at each company, rely on different mechanisms and in most cases offer useless rewards. The rare loyalty programs offering decent rewards are complicated enough to enable a whole industry to make money by explaining how to game them, as can be seen



with the airlines miles programs. Most people cannot waste time and money learning how to benefit from a program that is supposed to reward them for their repeated trust in a given brand. And if one loyalty program is too much, talk about several!

What if loyalty programs were simple to understand, to use, and were set up to be beneficial for both businesses and customers ?

The blockchain technologies are now mature enough to provide the basis for a new kind of customer experience and Loyalty Program Systems. Sandblock will offer the opportunity to both customers and businesses to finally seamlessly benefit from the relationship they have built, instead of having to concentrate on trying to extract value from that relationship, at the expense of time, money and each other.

What if it were possible to collect critical data on customer behaviour without infringing their privacy rights and to abide by data confidentiality regulations?

The use of a public blocking chain as the underlying database for most transactions allows us to be fully transparent with all parties involved and to ensure a high degree of confidentiality for customers while companies can still benefit from the large amount of data extrapolated from these particular transactions.

We will next describe in details our solution and the future opportunities that are made possible using cryptocurrencies and the underlying blockchain technology.

Blockchain

The blockchain technology represents a suite of algorithms, protocols and software creating a distributed ledger or decentralized database that maintains a record of digital transactions. It is best known to be the technology behind the Bitcoin cryptocurrency but the benefits of a public, decentralized and secure ledger are definitely not confined to the area of payments.

Advantages

The most important benefit carried by the Blockchain is the ability to avoid relying on third parties to trust the system. The decentralized nature of the blockchain allows us to execute transactions and contracts without any third party (such as a bank, a law firm or any escrow services) because the entire system is owned and maintained by its users. It is important to note that the Ethereum blockchain is an “open” blockchain, which means that anyone can participate in the network and therefore be part of the trust mechanism. This is opposed to “closed” or “partially closed” blockchains where a centralized entity decides who can be part of the network and therefore verify or just reads the data it holds.

By eliminating or at least reducing the number of third parties involved in transactions and contracts, we can radically decrease the costs associated to those actions.

As mentioned above, the Ethereum blockchain is open to anyone who wishes to consult it. Thus anyone can consult all the transactions and contracts on the network.

The transparency of the transactions as well as the reduction in their underlying costs eventually leads to higher levels of trust because people would no longer need to question the motives of the third parties involved as well as their, sometimes, unexplainably high costs.

The blockchain technology also provides a great advantage in terms of pseudonymity. Every user involved in a transaction is hidden behind an “address” which is a string of random characters. This address represents the identity of the user on the network, providing a certain level of anonymity. As any pseudonym, this address can be disclosed by anyone willing to prove its identity to others while it can also be used to avoid sharing any personal informations during a trade and therefore give people a better control over their personal information.

Smart Contracts

The Ethereum blockchain adds a new value, called Smart Contracts, to the general blockchain mechanism. Smart Contracts are small programs being executed directly on the Ethereum blockchain and have the same advantages as the underlying technology.

Smart Contracts, much like traditional contracts represent a formalised agreement between two or more parties to provide good or services in return for some form of consideration. While traditional contracts require a third party to ensure the proper execution of the terms and conditions, Smart Contracts are designed to be automatically executed and programmatically enforce the terms and conditions agreed upon by the different parties using the blockchain technology.

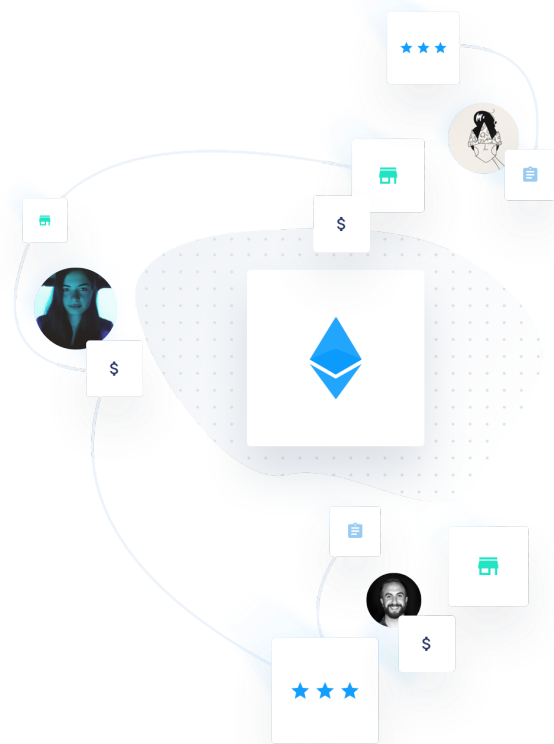
In other words, using Smart Contracts, contractual terms can be translated into logical functions which trigger automatically when the conditions defined are met.

These capabilities offer many advantages to improve customer satisfaction. Smart Contracts can be used to verify that a customer paid for a good or a service prior to giving his opinion publicly without requesting personal informations or gather information from a payment service provider or the merchant which would potentially be biased by its direct implication in this particular trade and only allow certain points of view to be expressed. The “trustless” aspect of Smart Contracts gives us the opportunity to redefine the relationship between multiple parties, such as a business & customer relationship. This allows them to finally trust each other and balance their relationship in order to benefit from what they have built, instead of having to concentrate on trying to extract value from that relationship, at the expense of time, money and each other.

Ecosystem

Sandblock aims to enable every merchant or brand to reward their customers for their engagement and loyalty using cryptocurrencies and the underlying blockchain technology in a frictionless fashion.

The Sandblock ecosystem is composed of a network of merchant partners, their customers and third party actors such as marketing agencies, all connected through a decentralized protocol (the Satisfaction Protocol), the technical aspects of which will be described in details later in this document.



Merchants join the network through a form of partnership by purchasing a certain amount of Satisfaction Tokens (a tradable cryptocurrency that will be created during the Sandblock crowdsale). The ecosystem is designed to incentivize early adoption by merchants, the cost of joining the network of partners will grow over time as the supply of available Satisfaction Tokens (SAT) diminishes naturally.

In its first phase of development and growth, Sandblock will allocate a portion of the Satisfaction Tokens for early partners adoption (proportional to the amount of SAT purchased by the merchant - the partners token pool is described in the Crowdsale section of this document).

By the time the early adopters pool is fully consumed, the network of partners should have reached a size important enough to move onto a fully decentralized governance where existing partners and predefined Smart Contract based rules are in control of the amount of SAT required to join the network.

Sandblock's goal is to unify the scattered field of customer satisfaction while enabling merchants to keep their advantage over the competition when they decide to credit a customer for their engagement and loyalty (by giving their opinion on their experience for

instance). To achieve this, Sandblock enables each merchant partner to create its own cryptocurrency (Branded Tokens) based on the Satisfaction Token. Branded Tokens are deployed and created using Smart Contracts which will describe the set of rules applied by the merchant to reward his customers for their engagement.

The Satisfaction protocol is then responsible for the reward computation and autonomous allocation depending on the rules set by the merchant.

All the Branded Tokens are pegged to the SAT and will give the customers the opportunity to either cumulate and use their Branded Tokens to make more purchases to the same merchant or to “withdraw” those tokens and convert them to SAT for other use. In order to maintain the balance of the network economy, the process of withdrawal - described in details later in this document - uses a part of the converted SATs to refund the merchant and “burns” another part of those SATs.

From a customer’s perspective, going to a merchant partner - a merchant implementing Sandblock’s Satisfaction protocol - is a huge win. Traditional merchant rewards for either filling out a survey or coming back to make another purchase locks the customer into the merchant business. The customer then has the choice to either purchase more to benefit from the merchant loyalty programs or to lose what they earned. Our approach using cryptocurrencies and the blockchain frees the customer from this situation and gives him the opportunity to exchange his Branded Tokens for either another Branded Token or for SAT which are tradable for other cryptocurrencies.

Sandblock is developing all the required components to connect the whole ecosystem seamlessly. We are currently working, along with the decentralized Satisfaction protocol, on mobile applications (Android and iOS) for customers, a desktop/web dashboard for merchants and other professional actors as well a multiple custom integrations on payment terminals and e-commerce widget/plugins to make merchant integration as easy as possible.

Satisfaction Protocol

The core protocol of the Sandblock project is named the Satisfaction Protocol, composed of subsections to handle the different aspects of the Customer Satisfaction related metrics. This protocol is decentralized and is based on Smart Contracts on the Ethereum blockchain. The Satisfaction Protocol handles the most important and sensitive aspects of the Sandblock project regarding the token economy, the rewards attributions and the various merchant rules.

Satisfaction Token & Branded tokens

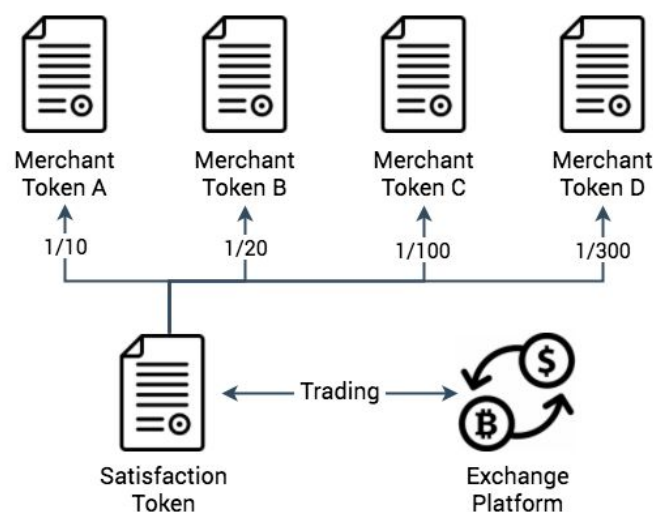
Satisfaction Token (SAT) is an ERC20 tradable cryptocurrency on the Ethereum blockchain. The SAT will be created during a crowdsale according to the rules described in the Crowdsale section of this document.

Branded Tokens is the name used to describe a token created by a merchant using the Satisfaction protocol. This is a generic name as partner merchants will have to choose a name for their currency (e.g “MyShop Coin”) to keep their branding while using the protocol and make things easier for their customers.

Branded Tokens are linked to the SAT at a ratio defined at their creation (e.g 100 MyShopCoin = 1 SAT).

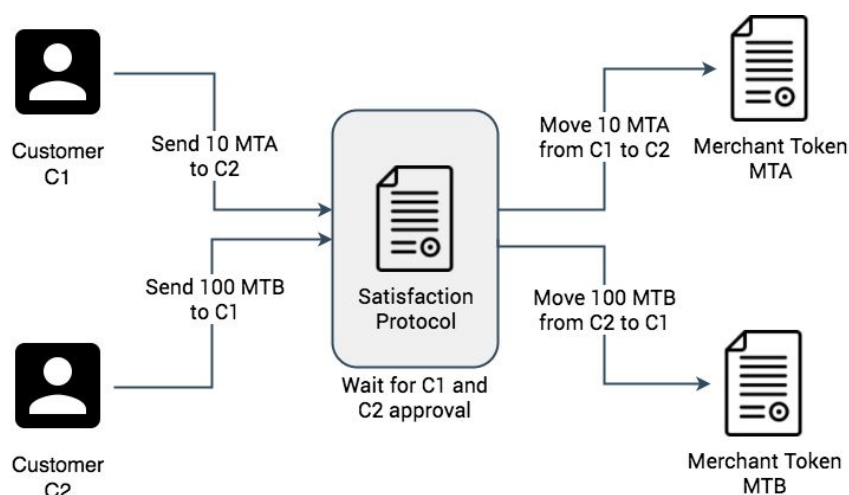
Branded Tokens contract only allow them to be sent to predefined addresses (the merchant wallet(s)), and through peer to peer transfer handled by the Satisfaction protocol for the same amount of SAT.

The following schema represents an arbitrary number of Branded Tokens all linked to the SAT with different ratios and their relationship with exchange platforms:



The peer to peer transfer lets customers trade their various kinds of Branded Tokens but only for the same amount of SATs.

The transfer of Branded Tokens between customers is fairly simple. The following schema shows the process by which a customer (C1) can exchange Branded Tokens A (MTA) to a customer (C2) against other Branded Tokens B (MTB). The SAT ratio of MTA is 1/10 and the SAT ratio of MTB is 1/100, MTB/MTA is equal to 1/10, therefore, C1 must send 10 times less tokens than C2 as required to have an equivalent number of SAT being traded.



Branded Tokens are, therefore, not ERC20, they are not tradable on exchanges due to their fixed ratio within the protocol. The SAT provides this functionality for all the Branded Tokens.

General rewards mechanism

The Satisfaction protocol gives the capability to merchants to offer an arbitrary number of Branded Tokens to a customer, either directly using the customer's Ethereum wallet address or indirectly (when a customer makes an off-chain purchase using fiat currencies for example).

The most innovative aspect of this reward mechanism is definitely the indirect way, as it pushes forward the adoption and capabilities of cryptocurrencies which are still lacking at the time of writing. Relying only on cryptocurrencies based interactions would be far-fetched for now and even though the future of cryptocurrencies sounds promising it does not sound realistic to think that fiat currencies weigh will start decreasing anytime soon.

There are multiple ways to implement such mechanisms, the first implementation will rely on QR codes, based on a simple secret code being encrypted in the Branded token

contract available for the first user able to provide it: the customer in possession of the QR code.

This reward mechanism gives an endless amount of capabilities to implement reward based interactions (off-chain and on-chain) between merchants and their customers within the consortium (games, contests, donations...). All those potential interactions are not described in this paper and will be discussed later on the official Sandblock website and blog to keep this paper as simple as possible.

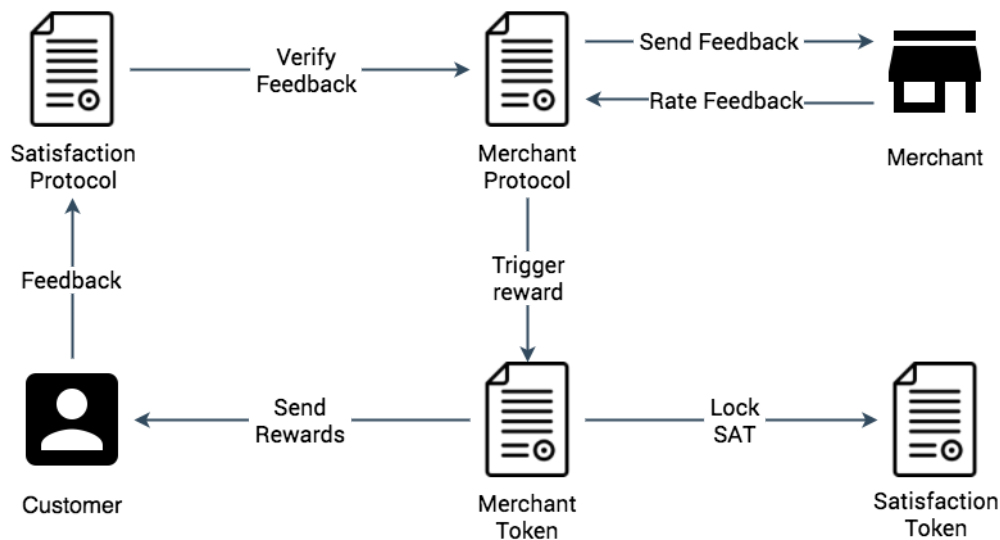
Customer feedback

Rewarding customers for their feedback through rating and surveys is a key aspect in improving a business customer's relationship. The Satisfaction protocol gives merchants the capability to conduct research over the satisfaction of their customers without friction and reward them for their engagement.

The meaning of the word feedback in this section is either a customer rating (5 stars rating, Net Promoter Score or Customer Effort Score), a comment (on a shop, a product or a service) or the answers to a survey sent by the merchant to a targeted set of customers or triggered after a specific set of actions.

Merchants can configure various parameters such as the minimum reward for a customer feedback, the requirements for a customer to be able to send feedback and the validation rules for the feedback to be accounted for.

The following schema illustrate the flow of a customer feedback. The Satisfaction protocol first handles the origin of the feedback and ensures this customer can send it to the merchant, the Merchant protocol (an interface between the customer and the satisfaction protocol - used for protocol simplification purposes mostly) then applies the rules defined by the merchant (for instance the need of a feedback validation and rating - detailed later) and trigger the associated reward for the customer.



The protocol enables partner merchants to gather feedback at various key moments of the customer experience and keep track of their performances regarding the satisfaction of their customers. Customers can rate and/or comment about their purchase either instantly or after a delay specified by the merchant. This ensures merchants only get reviewed by their customers and reward them while avoiding fake reviews. Different kind of scores can be taken into account by using this protocol such as the Global Rating of the service, the Net Promoter Score or the Customer Effort Score.

In order to gather more specific and detailed data, merchants have the capability to send surveys to their customers. Those surveys, as described in the Background section, have become harder to conduct as customers get constantly solicited by all brands. The Satisfaction protocol's goal is to reverse this trend by giving customers a real incentive to give their opinion and thus mitigate the influence of extreme points of view (very satisfied or very dissatisfied).

Surveys must be created and stored off chain for privacy and security reasons, only partial information concerning the survey will be saved on chain such as the survey identifier, a hash of the required to monitor the survey, the base reward for this survey and a whitelist of customers who can give their answers.

In order to keep survey answers private and avoid malicious customers to duplicate other customers answers and get rewarded for free, the answers will be sent off chain in the first version of this part of the protocol and the results as well as the rewards will be aggregated in a centralized fashion. The second version of the protocol will implement a

mixed on chain and off chain solution to automatically handle the survey distribution and the associated rewards on the blockchain while using off chain mechanisms to optimize performances and costs.

In the future developments, the capability to target random customers directly on chain and thus potential bounty hunters so as to offer them research missions (needing more involvement and time) for higher rewards will be implemented and tested to provide a wider range of marketing research tools through the Satisfaction protocol.

Loyalty programs

The Satisfaction protocol gives merchants the capability to reward their customers for their loyalty autonomously.

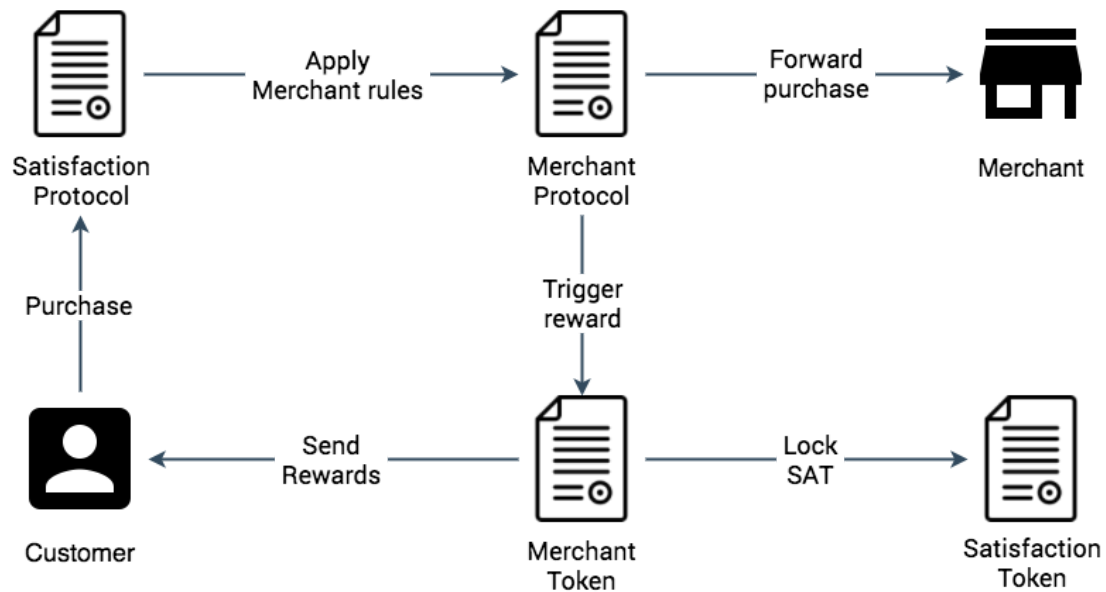
As mentioned above in the Branded Token description, each merchant joining the partner network will get a dedicated Branded Token pegged to the SAT they purchased to reward their customers for their loyalty and engagement. In order to create their tokens the merchant will have to lock SATs. The SATs lock are then only consumable through the Branded Token within the merchant own ecosystem and can be used to pay or save for more bonuses.

Using Smart Contracts we can implement any kind of already existing loyalty programs while autonomously linking them together to create a consortium which does not make brands lose their investment in their customers even if they shift away.

The first loyalty program that will be implemented is a Cash Back (or more accurately, Token Back) loyalty program, this is one of the simplest form of program to understand and consume for both merchants and customers.

A customer C make a purchase to a merchant M, merchant M decided to create a Cash Back program rewarding customers with a 5% discount. When C makes a purchase of X ETH he then receives $X * 5/100$ ETH in SATs embedded in the Branded Tokens (MT).

The following schema represents the general flow of the Loyalty protocol.

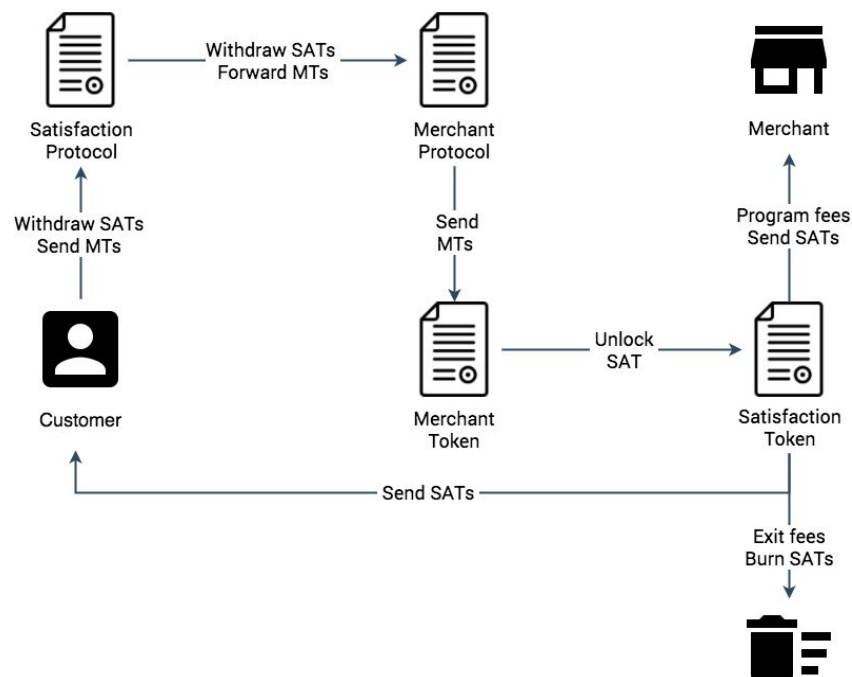


Each merchant will be able to define their own customer ranking strategy, which will allow customers to earn more cashbacks depending on their rank. Several ranking mechanisms will be possible, our recommendation and first implementation will be to define levels of token already earned to increase the ranking of a customer. However, it will also be possible to choose between different variables to create a ranking strategy based on the Satisfaction Protocol, such as the number of purchases of the customer, the amount spent in ETH, BTC, Fiat currencies or directly the fiat value of his purchases. Like every pieces of the Satisfaction Protocol, the ranking strategy will be written in a Smart Contract on the blockchain to ensure its immutability and prevent policy rollbacks which are common practices among different industries when it comes to loyalty programs.

Withdrawal

A customer will be able to convert their Branded Tokens to SAT in order to either switch from one merchant reward program to another or use their SAT for other purposes.

The process of withdrawal is described in the schema below, a customer decides to withdraw their Branded tokens (MTs), by sending MTs they unlock the SATs from the merchant program, a part of those SATs directly goes to the Merchant (exit fee), another part is burnt (eco fee) in order to balance the economy and the rest is sent to the customer. The MTs are then burned as they do not have a SAT underlying value anymore.



Crowdsale

Details

Sandblock will create its own cryptocurrency - named the Satisfaction Token (SAT) - during a crowdsale or Token Generation Event (TGE) which will take place between the first and second quarter of 2018. The precise date will be announced on the official Sandblock website <https://sandblock.io>.

The Satisfaction Token will be created on the Ethereum blockchain using Smart Contracts in accord with the ERC20 standard. The token Smart Contract will be available for anyone to read (a link to the contract source code on Github as well as the contract address on the Ethereum blockchain will be provided on the official Sandblock website <https://sandblock.io>).

The SAT crowdsale is set to run in two phases, the “pre-sale” and the “sale” for a fixed duration, during which contributors will be able to purchase SAT using at least Ether (ETH) and eventually other cryptocurrencies or currencies for a price depending on the status of the sale when they make their purchase.

The crowdsale maximum cap is set to be around \$8M (US Dollars), this amount might slightly vary depending on the value of each accept currencies at the end of the crowdsale.

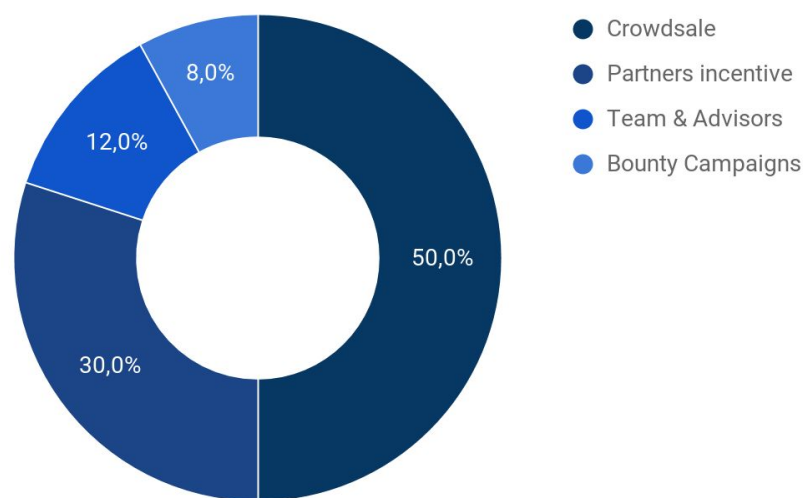
SATs will be transferable after a predefined duration once the crowdsale ends (this duration will be mentioned on the official website and can vary depending on the crowdsale speed), either due to the reach of the maximum cap or by reaching the end date of the contribution period, we are working with exchanges platforms in order to have the SAT listed on those platform for trading purposes.

SAT allocation

Satisfaction Tokens (SATs) will be created during the crowdsale at a specific rate. There is a total of 55 000 000 Satisfaction Tokens with 50% of them (27 500 000) for sale during the Token Generation Event.

During each phase of the Token Generation Event, all unsold tokens will be burnt after the event ends.

Once the crowdsale finishes, the maximum supply of Satisfaction Tokens will be fixed and immutable.



The crowdsale is designed to have 50% (fifty percent) of the token sold publicly during the sale period, while 8% (eight percent) are allocated to bounty campaigns dedicated to the community members who will engage with us to create a better project and help us spread the word about Sandblock.

12% of the tokens will be allocated to team members and future team bonuses to align our incentive with all the contributors, create the best services and products possible and increase worldwide awareness about the project.

A portion of all the tokens will be dedicated to early business adoption as an incentive to join the network. This portion represents 30% (thirty percent) of the tokens created during the Token Generation Event and will be gradually distributed to businesses following the set of rules specified on the Sandblock website and blog.

The pre-sale has a fixed rate during its duration while the final sale's rate will decrease over time, depending on the amount of SAT purchased by all the contributors. Once all tier 1 tokens are sold the price drops to tier 2 and so on.

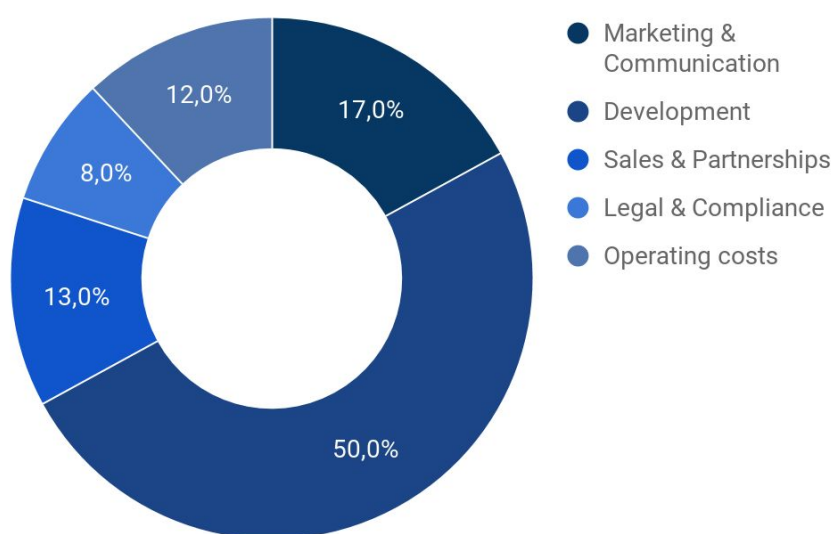
The tokens will be allocated during the crowdsale using the following rates:

Period	Tokens for sale	Bonus	SAT/ETH
Pre-sale	8 000 000	25%	3750
Sale tier 1	2 000 000	15%	3450
Sale tier 2	2 500 000	10%	3300
Sale tier 3	3 000 000	5%	3150
Sale tier 4	12 000 000	0%	3000

Funds usage

All the funds raised through the crowdsale process will be dedicated to the development of the Sandblock ecosystem. The different budget allocations will slightly vary depending on the final amount raised and we will adjust our business plans at the end of the crowdsale.

The following charts represent the global budget allocation:



Development

Research, engineering and testing associated costs of all the components required for the Sandblock ecosystem to perform such as the protocol smart contracts, the mobile, web and desktop applications and the different plugins, widgets and other integrations.

Marketing & Communication

The marketing and communication budget is dedicated to increase the adoption of the Sandblock applications, cryptocurrencies payment adoption, the Sandblock ecosystem awareness and everything that could increase the quality and dimension of the network.

Sales & Partnerships

All the costs associated with the development of the Sandblock partner network, the other strategic partnerships with exchanges platforms, payment providers, marketing research agencies or other future business association and opportunities.

Legal & Compliance

The Sandblock team is committed to abide to local regulations which - regarding cryptocurrencies - are constantly evolving, the legal and compliance budget covers all the associated costs to be in accord with those regulations such as company local incorporation(s), taxes compliance and audits.

Operating costs

Various incompressible daily costs such as the server hosting costs, subscriptions to divers service providers, recruitment costs, office expenses and other daily operation costs.