

TOKEN & BUSINESS ECONOMICS



www.augidish.com

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Overview

Vision: The AugiDish Platform is a peer-to-peer, decentralized token protocol on the Ethereum blockchain that infuses augmented reality into the global dining industry. The platform is the first in the world to simultaneously consist of both an ERC20 network utility token (DISH) and an ecosystem of ERC721 non-fungible tokens (AugiArt).

Official Website: <https://www.augidish.com>

Decimals: 18

Smallest Unit: Goji

Total Token Supply: 240,000,000

Public Contributor Tokens: 96,000,000

Un-minted Tokens: 48,000,000

Un-mined Tokens: 48,000,000

Team Tokens: 42,000,000

Platform Reserve Tokens: 6,000,000

Growth Rate: All new tokens rewarded and put into circulation will either be minted or mined through the GARN or Mining Reserves, respectively. If the creators of the AugiDish Platform are the producer of a restaurant's AugiDish, the validator of an AugiDish, or create an AugiDish used in an AugiHunt or AugiShow, then the Return & Replenish Mandate (highlighted in the AugiDish white paper) will take effect.



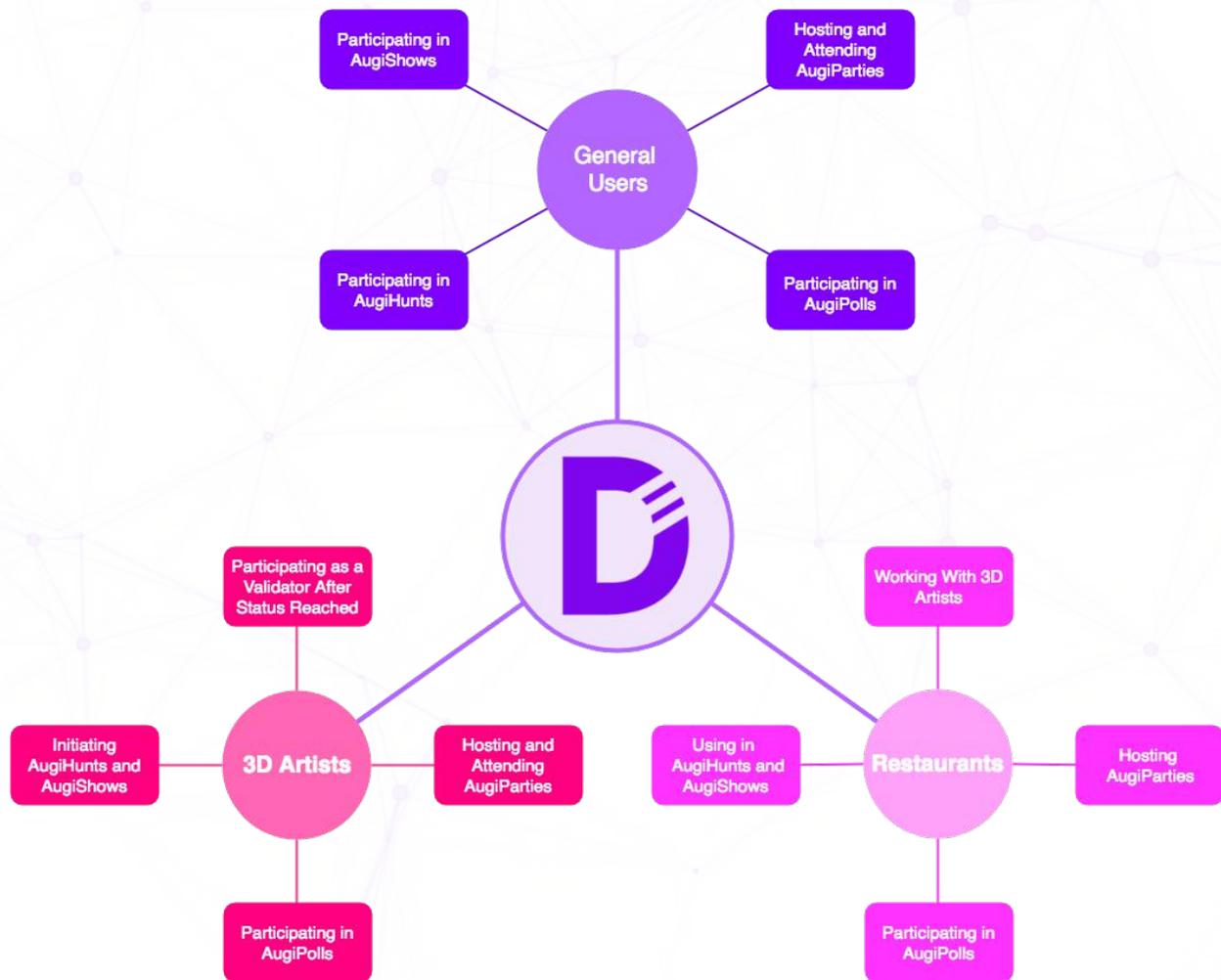
“The future has already arrived. It’s just not evenly distributed yet.”

— William Gibson



Tokenomics

The DISH cryptocurrency is a uniquely crafted ERC20 token that functions in a B2B, B2C, and C2C fashion. As highlighted below, all three user groups must own the token to participate with any communal utility as well as to interact with any other user in the AugiDish Network. New tokens can only be generated via 3D artists and restaurants by way of minting and mining. Browsing menus (AugiDishes) is the only feature available to anyone without needing DISH tokens. This feature was strategically implemented in this fashion to first — make it simple to onboard new users, and second — convert them quickly into becoming part of the AugiDish Network.



Fees are charged for entering AugiHunts and AugiShows, while stakes are used for AugiParties and AugiPolls. 3D artists who reach validator status after creating 125 AugiDishes will have to stake 2,500 tokens to participate in an AugiDish validation.



Business Models

Globally Distributed Business Model

The AugiDish Platform offers all of its users brand new economic incentives and business opportunities to pursue and gain from with their participation in the AugiDish Network. 3D artists now have several new forms of earnings power and professional fulfillment, restaurants now have never-before available branding and expansionary business and marketing capabilities, and the general user population now has an incentivized ecosystem for one of the most common activities people enjoy doing all around the world (dining), while contributing to the autonomous and democratic growth of the AugiDish Network.

With a strategic B2B component pairing 3D artists and restaurants to mint and mine DISH, a rush to join the AugiDish Network is expected to occur through multiple crypto-economic incentives that globally allow for the distribution of DISH across cities, countries, and continents. While the GRN and GAN are both incentivized in initiating and having their AugiDishes used in AugiHunts and AugiShows, 3D artists have a particular level-up to strive for in achieving validator status. Once achieved, new rewards and economical value are unlocked for 3D artists with this designation.

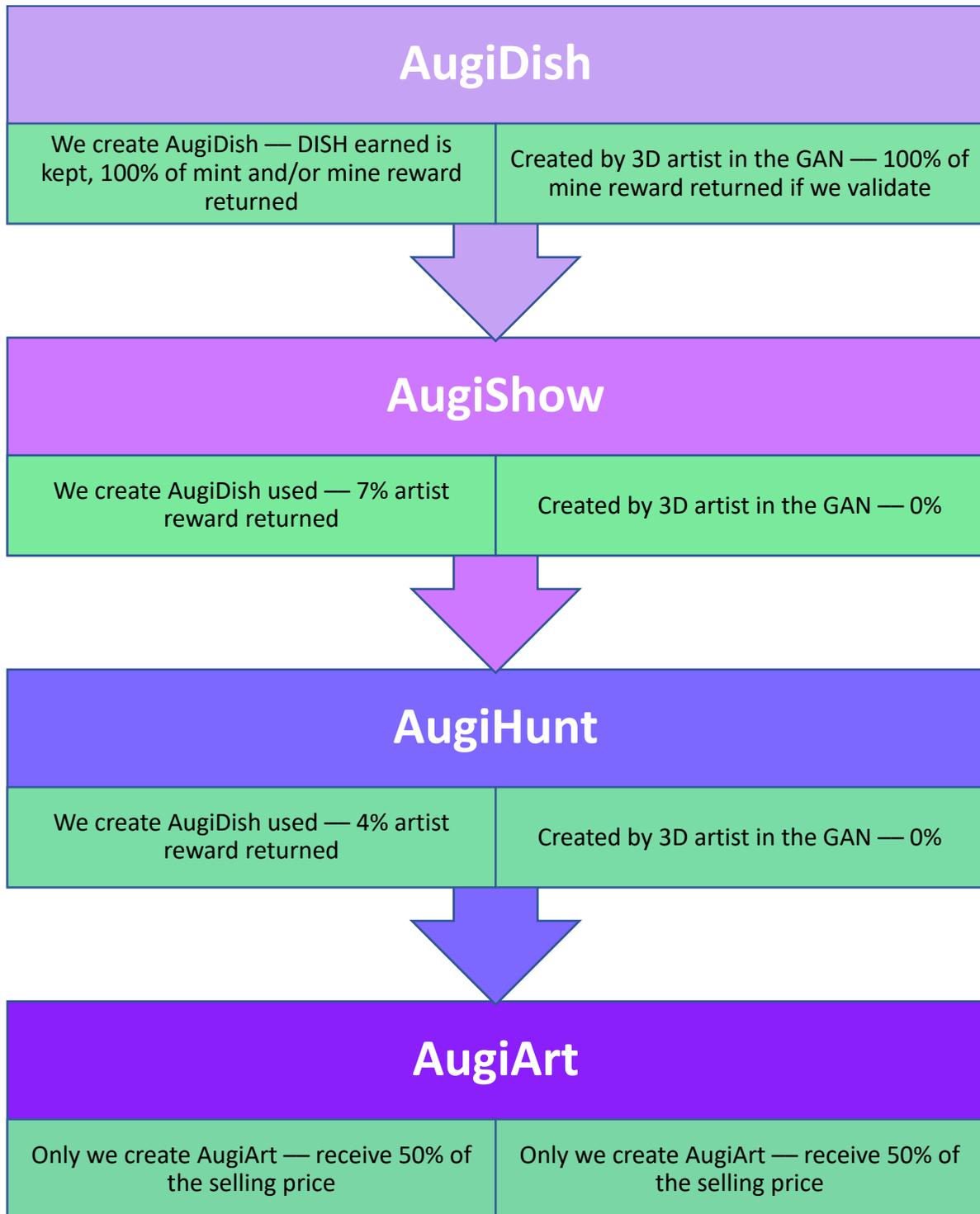
The creators are committed to making the AugiDish Platform **THE** destination for 3D artists to be rewarded for their contributions, and ultimately, **THE** cryptocurrency platform for the global dining industry. Outside of having the creators as the single author of AugiArt, in partnership with famous chefs and restaurants, all other rewards under the Return & Replenish Mandate are completely autonomous and automatically sent to the Platform Reserve. With respect to AugiArt, having a single entity releasing these ERC721 tokens is how this one-of-a-kind, limited-edition, crypto collectible market will thrive.

As the Platform Reserve grows through the Return & Replenish Mandate, it will be voted on democratically by the community and will be used to create new model mechanisms for robust utilities — rewarding the AugiDish Network even more in the future.

With 240,000,000 total tokens ever in circulation, the AugiDish Platform's globally distributed business model gives new democratic power, economical value, and promising crypto-economics — characterized by small fees, large stakes, and necessary holding attributes — to all users across the AugiDish Network.



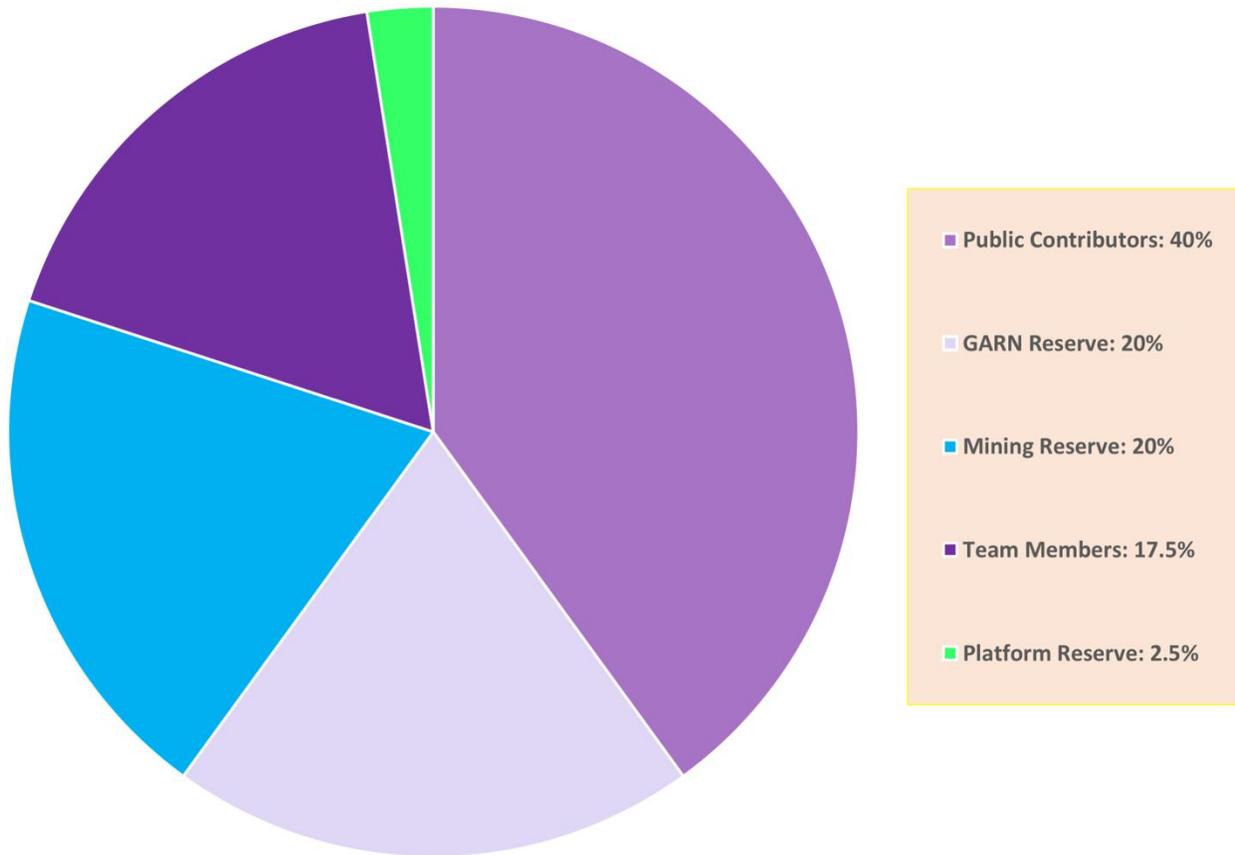
The Company's Business Model



Outside of the initial fee earned by all 3D artists for producing an AugiDish (currently \$80 pegged to DISH), the creators' only business model is creating and selling AugiArt (ERC721s).



Token Distribution



Public Contributors: 40% of the total DISH ever created for the AugiDish Platform will either be sold or offered to restaurants and the general user population from the Token Generation Event. 2M DISH tokens are currently earmarked for the first 1,000 restaurants and 2M DISH tokens are currently earmarked for the first 100,000 general population users.

- a. The first 1,000 restaurants to register on the AugiDish Platform and become members of the GRN will receive 2,000 DISH tokens to begin creating their AugiDish menus through the *claimFreeDISH* function in the GARN.sol smart contract.

Eligibility will be on a first-come, first-served basis for 1,000 restaurants who register to become GRN members, get approved, **AND** work with 3D artists.

If a restaurant doesn't use these DISH tokens from the *freeDISH* fund within six months (26 weeks) of receiving them, the protocol will clawback the tokens, return them to the fund, and allow another restaurant to claim and use them strictly for working with 3D artists. The protocol will continue until the entire fund is depleted.



- b. 1.5M DISH tokens are currently earmarked for verified residents of 25 major global cities to begin using for AugiHunts (as well as AugiShows and AugiPolls). The remaining 500,000 DISH tokens are currently earmarked for users outside of the designated 25 major global cities where AugiHunts will initially take place.

The TokenGen.sol contract will send 2M DISH tokens to the first 100,000 users — 75,000 and 25,000, respectively — who join the AugiDish Platform and create a wallet beginning on the first day of launch.

The first 20,000 users (15,000 and 5,000, respectively) will receive 40 DISH upon creating a wallet;

The second 40,000 users (30,000 and 10,000, respectively) will receive 20 DISH upon creating a wallet;

And the final 40,000 users (30,000 and 10,000, respectively) will receive 10 DISH upon creating a wallet.

The protocol will continue until 2M DISH is claimed by the general user population.

GARN Reserve: 20% of the tokens will be in the form of un-minted tokens which will be rewarded to 3D artists and restaurants who turn menus into AugiDishes. The crypto-economics of this reserve thereby guarantee content production to have a direct positive correlation with the expansion of the AugiDish Platform.

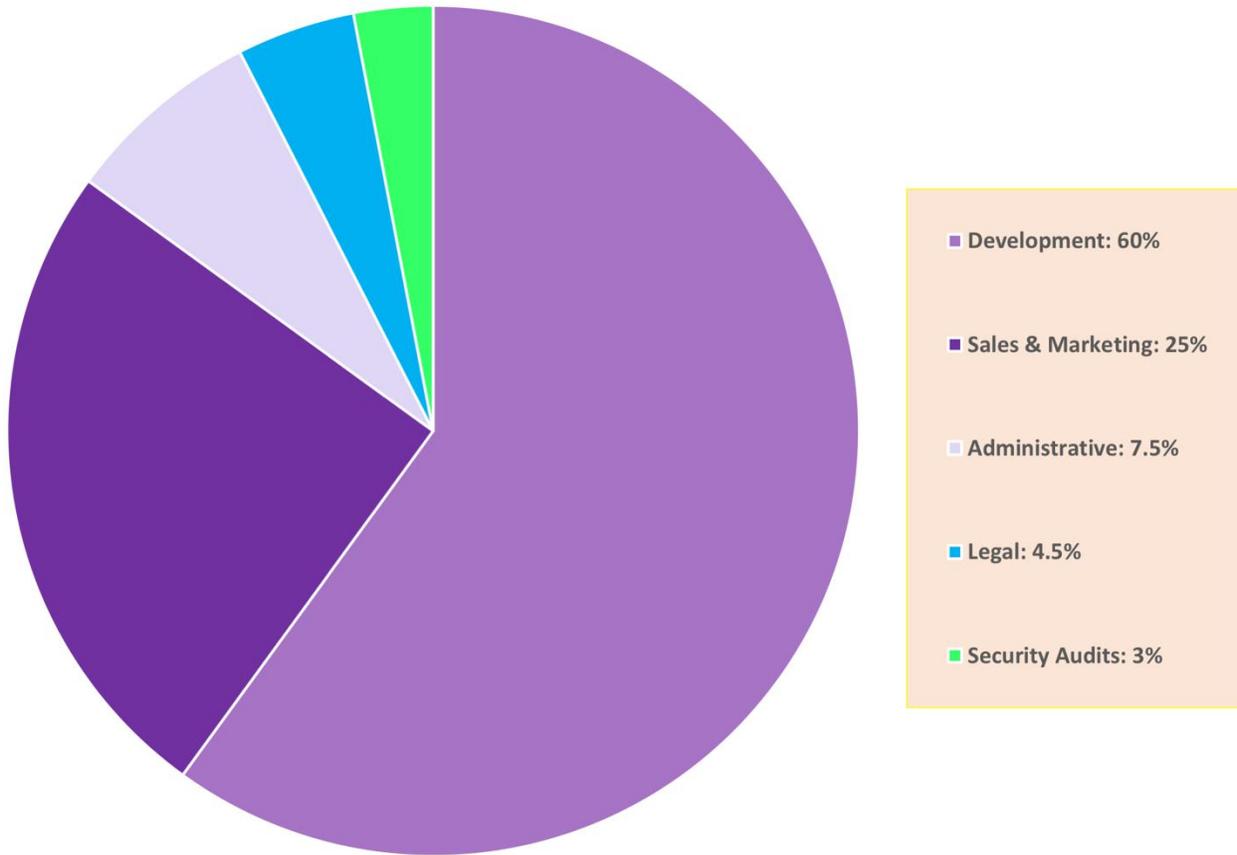
Mining Reserve: 20% of the tokens will be used to reward validators from the GAN who approve 3D model submissions to be released as AugiDishes on the platform.

Team Members: 17.5% of the tokens created during the Token Generation Event will be allocated to the team. These tokens will have a four-year vesting schedule with a 12-month cliff.

Platform Reserve: 2.5% of the tokens created in the Token Generation Event will be transferred to this democratic reserve, which is expected to grow in the first year after launch as a good amount of early minting and mining rewards will be returned here due to the Return & Replenish Mandate instated by the creators. This reserve is expected to be used for creating new token mechanisms to reward the AugiDish Network and third-party developers.



Allocation of Funds



Development: 60% of the funds raised will be used to hire and grow the internal team, pay salaries, create an internal treasury, and continuously develop and scale the technology and its associated costs — so that the AugiDish Platform can reach as many people as possible around the world.

Sales & Marketing: 25% of the funds will be used to ramp up sales and marketing initiatives across all channels needed to reach desired customers and user demographics across the globe.

Administrative: 7.5% of the funds will be used for day-to-day operations.

Legal: 4.5% of the funds will be allocated to the legal fees incurred in the future.

Security Audits: 3% of the funds will be allocated to the continuous auditing of smart contracts as well as any future modifications or additional smart contracts developed and brought online.

