



**Disrupting polls and surveys on EOS**

**whitepaper**

# Table of contents

<b>Summary</b>	<b>3</b>
<b>Introduction</b>	<b>6</b>
<b>iRespo ecosystem</b>	<b>9</b>
<b>Competition</b>	<b>12</b>
<b>iRespo mission and ideas</b>	<b>15</b>
<b>iRespo current application</b>	<b>17</b>
<b>Technology</b>	<b>18</b>
<b>iRespo Team</b>	<b>20</b>
<b>Roadmap</b>	<b>22</b>
<b>Overview: iRespo token</b>	<b>24</b>
<b>ICO Terms &amp; Token economics</b>	<b>25</b>
<b>Summary</b>	<b>27</b>
<b>Join us</b>	<b>28</b>

# Summary

## PROBLEM

Each year billions of all kinds of polls and surveys are conducted around the world. All companies ranging from small businesses to the biggest enterprises spend billions of dollars each year to gather feedback both online and on different kinds of events, as they thrive on data. Businesses spend a ton of money trying to figure out how to message and position their products. Businesses like to assess customer desires and needs.

However, the data gathered in surveys and polls is centralized in the hands of the organizers. Only the organizer benefits from the data collected and benefits only once with no option to share the results with other companies or to use the data collected by a different organizer. The participants that vote in a survey or a poll do not have any profit from their activity. And today increasingly, people expect to be compensated for their time and they value their digital beings. It does not seem right for consumers to create value and not benefit from it. Now everyone in the industry is worried about the falling response rate.

## SOLUTION

By tokenizing the poll/survey market using the blockchain technology iRespo gives both organizers and participants an opportunity to earn on their activity.

iRespo uses EOS blockchain platform to create an ecosystem in which users will be incentivized to take part in the voting by earning tokens when they respond to questions during polls and surveys.

Both sides – the organizer and participants – will become the owners of the results collected during the voting. The organizer will be able to decide whether the data should be public. If he decides to do so, he can also set down the price for the access. The user that wants to access the data, e.g. an analyst, will see the questions. In order to see the results, he will need to make a payment that will be split between the organizer, participants, and iRespo. In this way, the transparency of smart contracts enables complete utilization of the data.

We believe that our idea can fundamentally change the whole survey and poll industry. It allows sharing of the data created during voting and earning on it. By using iRespo economy active participation is incentivized and all the contributors become the owners of the created content.

We have selected EOS platform for our solution, as this “blockchain 3.0” offers scalability and performance needed for the real-world applications.

## BACKGROUND

Over 100 billion of different polls and surveys are conducted each year. Only a single survey provider surveymonkey.com collects each day data from 16 million of questions.

Running polls and surveys is a multi-billion industry with margins up to 50%, as all companies need feedback, data about their customers, their products, and their competitors.

There's a lot of money at stake: billions of USD on a global basis is spent annually on telephone polls, online surveys, questionnaires, and other market research. Roughly 2 billion USD is spent on online surveys in the United States alone (IBISWorld). The global annual revenue of the market research industry is estimated around 44,5 billion dollars<sup>1</sup>.



Source: <https://www.raconteur.net/business/is-digital-market-research-ever-enough>

In April 2018 iRespo launched its first version of the application to run polls during conferences and events. The company was established by the group of talented individuals that brought their expertise from various fields – law, art, business, software development, and blockchain – to create a project that will be a game-changer in the industry. We aim to provide solutions that will win market competition.

---

<sup>1</sup> <https://www.statista.com/statistics/242477/global-revenue-of-market-research-companies/>

# Introduction

When the iRespo founder, Filip Nizioł, realized in late 2015 that in the poll market for conferences and events there is still room for new products, he decided to do everything to make his idea come true. At the same time, he became interested in the blockchain technology and realized how well both voting and blockchain go together. However, at that time the existing blockchain platforms did not offer scalability and performance needed for the real-world applications. His vision had to wait. When in 2017 appeared the idea of EOS, a new blockchain platform envisioning the accomplishment of a promise made by blockchain technology enthusiasts, he decided to start the project. He was one of the first developers to be interested in EOS. He was EOS ICO investor from the very beginning. In July 2017 he also attends London Fintech Week conference with EOS being one of the major sponsors.

The project started its development in October 2017, when joined Magdalena Żelezik, a partner responsible for the front-end development and design.

When in February 2018 the first version of the application was close to release, the team was expanded by a lawyer and a start-up expert Kasia Lipińska that became a partner in charge of business development.

In April 2018 iRespo released the first version of the application and presented it at Blockyard conference in Gdańsk, making the project public.

	<b>Market Value (bln USD)</b>	<b>CAGR (%)***</b>
<b>Event Management Software*</b>	28	3,3
<b>Online Survey Software**</b>	4.065	11,25

\* Bizzabo (2018)

\*\*Knowledge Sourcing Intelligence (2017)

\*\*\*CAGR - Compound Annual Growth Rate

By tokenizing online surveys and live polls, we enter the market research industry with revenues of around [45 bln USD each year](#). While the industry with the arrival of the Internet and its mass adoption has seen exponential growth over the years, with the arrival of the blockchain can be considered as underserved by current solutions and there is room for another technological breakthrough. Organizers and participants can be rewarded for the value they create.

## SOLUTION OVERVIEW

iRespo aims to build a live poll and online survey application, and become a decentralized marketplace for all kinds of polls, surveys and voting results. This will create a new tokenized economy around the created data that will benefit organizers as well as participants. We want to build our own poll and survey solution as well as to offer integration with our blockchain solution to other polls and surveys providers. In that case, we can earn a fee when they use our ecosystem.

Organizers will be willing to use our solution, as it creates the chance for extra earnings by sharing data with other parties interested in accessing them. The transactions will be handled through a smart-contract, which provides a transparent environment, where everyone can access high-quality and trusted data. Cryptographic fingerprints of the data will be stored on the blockchain proving its credibility.

Our use cases are as follows:

1. Incentives to participate in polls and surveys
2. Ownership of the created data
3. A new decentralized marketplace for polls and surveys

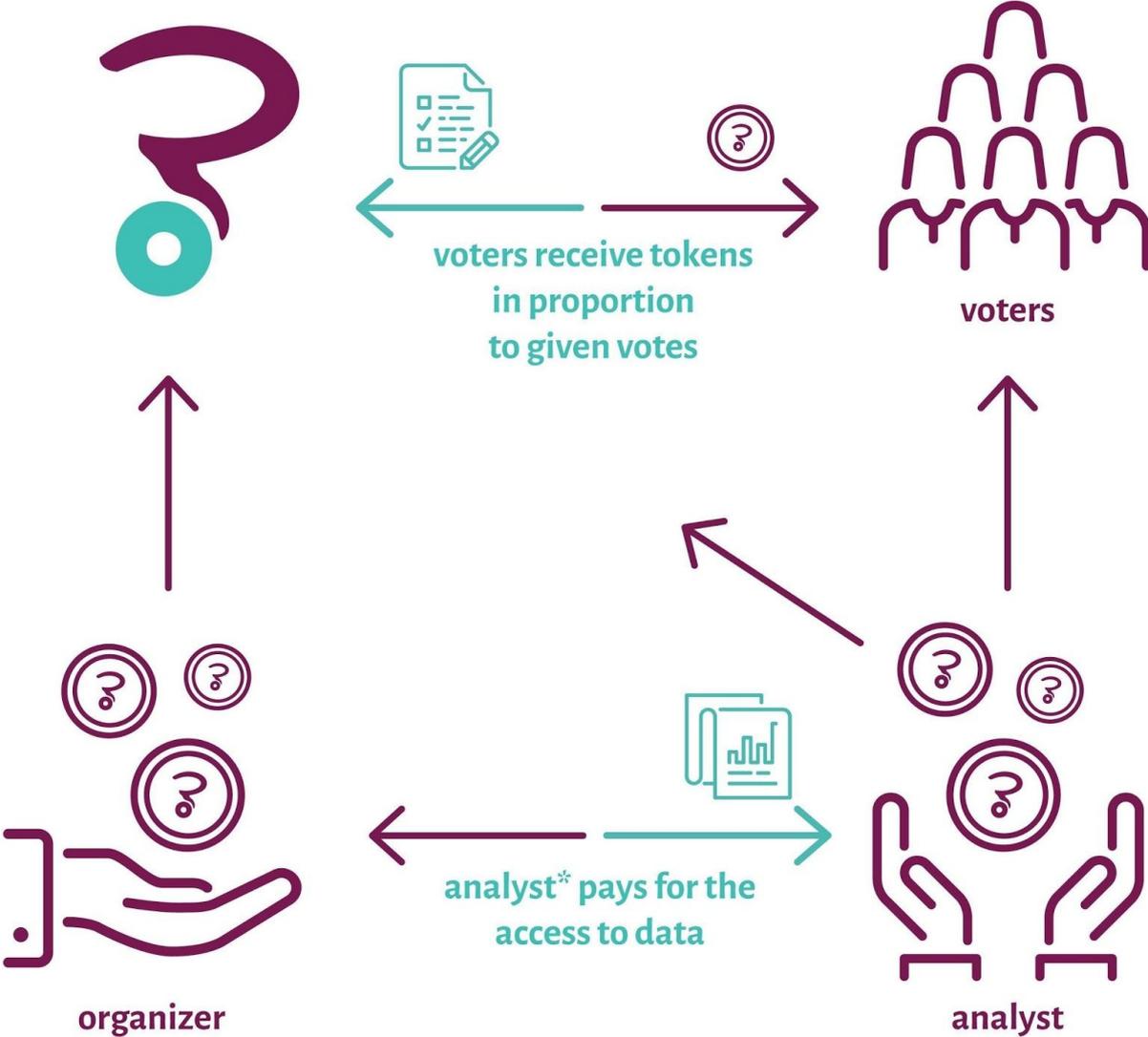
## MARKET OPPORTUNITIES

We see some major advantages with regard to blockchain integration:

1. As both organizers and participants create the survey and poll data, by using our solution they both become the owners of it and can benefit from it.
2. New revenue streams for organizers (for the access to their data) and for participants (for participating in the voting as well as for the access to the data).
3. Strong incentives to be an active member of the poll or survey resulting in a higher participation rate and better revenue/spending ratio for the organizers.

# iRespo ecosystem

iRespo will bring extra value to all actors in the process of voting: organizers, participants as well as other parties that want to access the data generated in polls and surveys around the globe.



\*or someone else interested in the data

## INCENTIVES TO PARTICIPATE IN POLLS AND SURVEYS

iRespo wants to change the situation in which there is no real incentive to participate in a live poll during an event or online survey. A certain amount of tokens paid for the creation of the poll/survey will be split among active, logged-in participants so that they will benefit from their activity. Currently, the decision to take part in the voting during a live event relies only on the skills of the speaker to convince the audience that they should take part in the poll. With our solution, there will be a clear motivation to follow the instructions. The event organizer will get a strong incentive to get desired audience behavior.

## THE OWNERSHIP OF THE CREATED DATA

We perceive the process of creating survey/poll results as the mutual effort of both sides: an organizer and participants. The organizer is responsible for inventing a survey, questions, and answers as well as finding the right audience. The participants are the ones to provide answers thus they are responsible for creating the final data.

In the current world, the data is the most valuable asset and it is now a driver of revenues in its own right. It is becoming as valuable to the businesses as their existing products and services. People are starting to get a little peeved about companies making money off of information that they have generated. Whose data is it anyway?

Thus, it is fair that both sides can monetize their effort to create high-quality data and benefit from it. The participants will be incentivized to take part in the voting because some part of its costs will go directly to their accounts as a payment for their effort. The iRespo system will be flexible enough so that the organizer can add extra incentives apart from the minimal value, so he can

regulate freely the optimal engagement level. After the results are collected, the organizer will be able to make the decision about the price of accessing survey results. However, the participants will remain the owners of the created data having access to it, as well as they will participate in the profits from sharing the results created during the voting.

## **NEW DECENTRALIZED MARKETPLACE FOR POLLS AND SURVEYS**

The iRespo solution will enable for the first time in live polls and online surveys history paid sharing of the data, with no intermediaries, to benefit both participants and organizers. Our motto is “become the owner of your data” and we aim to disrupt the current situation, in which it is often unclear who gets the access to the data, what he does with it, and who gets paid for the data. The fact is that anyone, who creates a poll or survey generates concrete value. When a company creates a poll and at the same time knows that another company is looking for certain information, it can offer this data afterwards through our application. The main incentive to get involved in this marketplace is to earn iRespo tokens that will be exchangeable for FIAT currencies. iRespo tokens will have a tangible value due to the fact that they will be the payment method for accessing iRespo services.

### **IMMEDIATE SETTLEMENT**

The immediate settlement is the key feature of the tokenized economy. Smart contracts enable immediate calculation of the amounts received by each party that is allowed to benefit from the voting participation as well as the data sharing. EOS blockchain with its high scalability, block production in 0,5 second

and no transaction fees for end-users makes the whole process immediate and effective.

## **TRUSTLESS SETTLEMENT**

Our market with the open-source smart-contract code offers a high level of transparency so that no trust is required for transactions to take place. Everyone can verify the correctness of the settlement by reviewing the contract code as well as the transaction outcome. The trade takes place instantly in less than a second and its details are logged in the public database – EOS blockchain.

# **Competition**

Polls and surveys market estimated to be over 4 billion USD has some key players that need to be mentioned here.

## **ONLINE SURVEYS**

Most companies in the surveys industry have been around for over a decade, but lately there has been a surge in startups fighting for a market-share.

Survey companies that serve SMBs (small and medium businesses) do so by offering annual subscriptions purchased online through their websites ranging from 300-1000 USD. DIY (do it yourself) surveys are then built and analyzed online. The most popular companies in this category are:

### Survey monkey

The company is valued at 2 billion USD and produces 200 million USD annually. It process 16 million questions daily and covers 100% of the Fortune 500. The company has a wide option of paid plans – the standard of around 500 USD a year and premium for 1500 USD a year. They were the first to the market over ten years ago.

### Survey gizmo

The US based company praises to have 500+ leading brands providing SMB as well as enterprise solutions. The SMB plans include Explorer (25 USD/monthly -> 300 USD/year) and premium Voyager (150 USD monthly -> 1800 USD/year).

The other type of a survey company is the one that serves big enterprises. Popular companies include:

### Qualtrics

It serves big enterprise customers with prices starting at around 25 thousand USD. The company is valued over 1 billion USD and serves over 8500 brands. With over 220 million USD in funding, they are now trying to compete with Survey Monkey for SMBs, which represents the most profitable segment of the survey market.

### [GetFeedback](#)

Launched in December 2013. The more than 1,000 early users of GetFeedback include high-tech powerhouses Salesforce, LinkedIn, Facebook, and Dropbox, and an outdoor apparel company The North Face. Prices range from 20 USD per month for up to 100 responses to 125 USD per month for up to 10,000 responses.

## POLLS AT LIVE EVENTS

### [Slido](#)

One of the leaders among audience engagement applications was used during over 85 thousand events to gather almost 9 millions votes. The standard price is 249 EUR + VAT for up to 1000 participants, and Premium plan for 749 EUR + VAT per event for up to 5000 participants.

### [TapToSpeak](#)

This Polish startup has open recently its location in the US. This audience engagement tool offers not only polls but also voice and text questions during events. Prices start at 250 USD per event for 250 participants.

# iRespo mission and ideas

Our mission is to build real-world applications using blockchain technology that will engage people to share and verify their opinions while keeping the ownership of the data.

## iRESPO NAME

iRespo stands for 'I respond' and connects with our idea to provide solutions to engage people to share and verify their opinions and to remain the owner of their data at the same time.

## DISRUPTING POLLS AND SURVEYS ON EOS

iRespo motto and at the same time the title of this whitepaper combine these two ideas:

1. Our project is meant to be the game changer in the area of polls and surveys
2. We are proud to select EOS as our blockchain platform. The projects that have selected Ethereum network in our opinion will not be able to scale beyond proof of concept.

## **BECOME THE OWNER OF YOUR DATA**

Currently, the data is generated with no further information on how it is processed afterward. We want to change it and, by using the blockchain technology, hand the value generated by using the data over to the rightful owners.

## **PRODUCT FIRST**

iRespo is all about creating real-world products that can compete with all kinds of applications, including current applications that do not use the blockchain technology as well as the future decentralized applications with blockchain integration. iRespo provides a great competitive product in the market with high returns instead of promising vague ideas.

## **YOUR AUDIENCE ENGAGED**

This is the motto of our current application designed to run polls during conferences and other events. We want to engage the audience to create the two-way communication between a speaker and participants. The speaker can have an immediate feedback from the audience due to the ability to conduct polls and to receive text and voice questions and comments.

# iRespo current application

In April 2018 iRespo launched a working application to conduct polls during conferences and other events.

## KEY FEATURES

1. Scalability up to 100.000 votes per minute with room for further growth
2. Real-time results on the result panel
3. An intuitive creator interface
4. Social sharing on Twitter and LinkedIn
5. Text and voice questions from participants to an event organizer or a speaker
6. Cloud based solution

## PRICING

1. Current pricing is 250 tokens (37,5 USD including VAT) per 250 participants per 1-day event.
2. It is much more flexible when compared to our competitors. One can adjust the payment for their real needs by adjusting the number of participants and event days.
3. The application is around 80% cheaper than other solutions in the industry in case of a base event (1 day for 250 participants), leaving room for growth when gaining the market share

# Technology

iRespo uses the following technologies:

## WEB APPLICATION

1. Microsoft Azure as cloud solution
2. C#/.NET
3. HTML5 including WebRTC and Websockets, Scss, Js/jQuery

## BLOCKCHAIN

### EOS PLATFORM

iRespo uses the EOS network as a ledger secured from fraud and data mutability. Every iRespo token will be processed securely through smart contracts thus making sure that the transactions are processed using a transparent and correct algorithm. In our opinion EOS platform is the first platform designed for real-world blockchain applications because of:

- its scalability - at start over 50 times more transactions per second than Ethereum network with room for further growth,
- human-readable account names,
- no fees for end-users,
- governance so that the written rule becomes more important than the rule of code.

## **DATA FINGERPRINT**

The results collected during an event and selected by the organizer to be stored on the blockchain will get its cryptographic fingerprint. This fingerprint will represent all the information about the event and its results. It will be stored on the blockchain to confirm the correctness of the data and at the same time allowing paid access to the data and sharing the results.

## **SMART CONTRACT**

The blockchain can be considered as a public database. A classic database has tables to store the data as well as procedures, which govern the process of changing the entry data into inside tables. A smart contract is a term for the procedure to process the data on the blockchain. This procedure can contain for example algorithm that shows how to split the tokens between the participants of the event or how to split them between an organizer, participants and the application when accessing the event data.

# iRespo Team

## FILIP NIZIOŁ

### **Founder – Back-end and blockchain development**

A graduate of Quantitative Methods in Economics at Warsaw School of Business with many years of experience as a database developer and an analyst. He worked in the biggest enterprises including Mary Kay, Credit Suisse, Deloitte and the biggest Polish energy producer – PGE group. As a database developer he realized the opportunities that came with the arrival of the blockchain technology – a public database with transparent transactions and a single truth principle.

In his youth played card game bridge being inter alia U21 world and Europe champion, 8 times Polish champion.

## MAGDALENA ŻELEZIK

### **Partner – Front-end development & design**

A person of many traits - firstly, a front end developer, who gained experience cooperating with superior polish graphic designers. Deepening her knowledge in Computer Science at Polish-Japanese IT Academy. Secondly, a creative web designer, graduate of Graphics faculty in Academy of Fine Arts in Warsaw. Recipient of prestigious "Coming Out" Best Diploma Award nomination. While working as a coding tutor at the faculty, she has created few technical online courses for the academic platform.

Currently combining all the skills to bring the blockchain closest to the average user as possible.

## KATARZYNA LIPIŃSKA

### **Partner – Business development**

Partner responsible for business development of iRespo project - one of the first applications developed on the EOS platform. As a lawyer, she worked in investment funds and specialized in capital market regulations. For several years, she has been actively involved in building the innovation ecosystem in Poland. She advised various projects in the seed phase in Poland and abroad. She participated in building the first Techhub community at Google Campus Warsaw. She was involved in developing projects in the area of PropTech - Brain Embassy and SpaceOS. Currently, as an enthusiast of blockchain technology, she deals with its development and applications primarily in the field of education.

# Roadmap

## HISTORY

<b>March 19, 2017</b>	acquiring irespo.com domain
<b>June 01-02, 2017</b>	participation at Blockchain Expo Europe 2017 in Berlin
<b>July 13-14, 2017</b>	participation at London Fintech Week with EOS as one of the key sponsors
<b>October 01, 2017</b>	kick off of the project
<b>March 22, 2018</b>	participation at Blockchain & Bitcoin Conference Tallinn
<b>April 07, 2018</b>	launch of our first product at irespo.com
<b>April 13, 2018</b>	presenting at Blockyard in Gdańsk
<b>May 21, 2018</b>	winning EOS community voting video pitch
<b>June 09-10, 2018</b>	participation at EOS Hackathon
<b>June 2018</b>	first integration with EOS - Scatter as an option in registration, the first smart contract

## PRESENT

<b>June 27-28, 2018</b>	presenting at Blockchain Expo Europe 2018 in Amsterdam
<b>July 2018</b>	iRespo token smart contract, ICO smart contract
<b>August 01-22, 2018</b>	ICO

**September 2018**

Advanced smart contracts to fully integrate the poll application with EOS

## FUTURE

**September - November 2018**

Team expansion – talent acquisition including C++, C# and front-end Senior Developers, Marketing Manager

**October 2018 - March 2019**

improvements in iRespo poll application – adding extra features including multiple-answers, improving scalability, marketing materials and promotion

**March - July 2019**

expanding into online surveys to cover all the major features of key competitors

# Overview: iRespo token

**iRespo token for transparent transactions between poll and survey organizers, participants, iRespo application and all other parties that want to access the data using iRespo poll and survey data market.**

Our token is a standard EOS platform eosio.token.

We are proud to take part in the development of this standard token, as our small change has been included in the standard.

The iRespo token will enable organizers that pay for polls and surveys when using our application, to distribute the profit between participants as well as to distribute the profit when accessing the data between the application, organizers, and participants.

# ICO Terms & Token economics

## TOKEN SALE

<b>Blockchain platform:</b>	EOS
<b>Token sale period:</b>	Aug 1 <sup>st</sup> 2018 – Aug 22 <sup>nd</sup> 2018
<b># of issued tokens:</b>	120,000,000
<b># of tokens sold in ICO:</b>	80,000,000
<b>iRespo token ICO Price:</b>	\$0.15 USD
<b>Min. token price after ICO:</b>	\$0.20 USD
<b>ICO hard cap:</b>	\$12,000,000 USD

## TOKEN ECONOMICS

The iRespo token will be the payment method to access our services and to make automatic settlements between iRespo, organizers, participants, and users accessing the poll and survey data.

The token starting price will be of \$0.15 USD and will be exchangeable at any time for iRespo services of that value. The price of iRespo services in FIAT currencies can be adjusted to be competitive in the market for the benefit of the token holders.

For example, the price of accessing the service for one user can rise from \$0.15 USD to \$0.20 USD but stay the same in tokens, so that the token price will rise as well.

# USE OF PROCEEDS

The table below outlines the planned use of the funds collected in ICO.\*

<b>Application development</b>	30%
<b>Marketing and promotion</b>	30%
<b>EOS native tokens</b>	10-20% depending on the transaction cost
<b>Team</b>	20%

\*Please note that this may be a subject to change

# PURCHASER ELIGIBILITY & KYC COMPLIANCE

The token sale will follow KYC (Know Your Customer) policy. Interested backers will be required to register in our application submitting the data – Personal Name or Company Name, E-mail Address, Address, and Country.

The decision to apply non-anonymous, stricter-than-market-standard criteria is to protect our customers. The iRespo product is a real-world application meant to be used worldwide and our token sale will reflect the same registration process as to use the application later on. We apologize in advance to interested backers unable to join because of legal or geographical restrictions.

## UTILITY OF IRESPO TOKENS

iRespo tokens do not represent company shares or give rights to revenue sharing. The iRespo token is exclusively a utility token for accessing iRespo services and the polls and survey digital market.

From the token economics point of view, the iRespo token is exclusively a utility token, meaning there is no guarantee of the future value of the iRespo token.

## Summary

In August 2018 iRespo will run its first ICO on EOS - blockchain 3.0 platform.

iRespo with its polls and surveys blockchain solution enters the market research industry with revenues of [45 bln USD each year](#), where the database of more than 100 billion polls and surveys is created each year.

The iRespo goal is to gain a substantial share of this profitable market with margins up to 50% by tokenizing poll and survey economy.

# Join us

**Website:** <https://www.irespo.com>

**Telegram:** <https://t.me/irespocom>

**Facebook:** <https://www.facebook.com/irespo/>

**Twitter:** <https://twitter.com/irespo>

**LinkedIn:** <https://www.linkedin.com/company/irespo-com/>

**Github:** <https://github.com/irespo/irespo>