



ICO Phase 1  
Aug 17<sup>th</sup> 2018 – Sep 16<sup>th</sup> 2018

ICO Phase 2  
Sep 17<sup>th</sup> 2018 – Dec 31<sup>st</sup> 2018

### The problems of business

- ❖ Expensive marketing. Effective marketing campaign needs significant investment, which usually in lack in small business owners;
- ❖ High commissions for using of payment systems, website development;
- ❖ Limited functionality of user interface for small business owner (limited opportunities to describe its services for the placement of photo and video materials);
- ❖ Unequal competitive conditions in comparison with big companies;
- ❖ Inability to automate the work of an online store;

### The problems of customer

- ❖ High price;
- ❖ Difficult search of special services of specialist;
- ❖ Fake reviews which lead to low-quality services;
- ❖ Required payment without guarantees;
- ❖ Lack of objective information about services provided by small or medium business. As a result customer choose service of big companies and overpay for purchase.

### What is FrelDO?

The first global a decentralized ecosystem linking service providers and customers, based on blockchain technology and smart contracts.

### How does FrelDO work?

Please watch video:

- ❖ [Introducing FrelDO - A Brand-New Business Social Network](#)
- ❖ [FrelDO starts an ICO](#)

### Functionality

- ❖ convenient search of goods and services;
- ❖ blockchain and smart-contract;
- ❖ truthful reviews from friends and acquaintances;
- ❖ free advertising for business;
- ❖ referral reward program;
- ❖ safety and full transparency of transactions

### Mobile version

- ❖ iOS;
- ❖ Android;
- ❖ searching, making order and payment using FrelDO mobile app

## FRECN token

### Token Sale terms

Start ICO Phase 1: Aug 17, 2018  
 Start ICO Phase 2: Sep 17, 2018  
 Soft cap: 5 000 000 USD  
 Hard cap: 20 000 000 USD  
 Exchange rate:  
 1 FRECN(X) = 0.4 USD,  
 1 FRECN(X) = 0.2586 CS

### Purchase methods

Ethereum



Credits



USD/EUR



Total amount of token - 800 000 000. Token creation or mining after sale is unavailable. Once you send payment you will get token immediately.

### Token allocation

- ❖ 75% ICO contributors
- ❖ 10% Team
- ❖ 5% Advisors, early supporters, bounty
- ❖ 10% Reserve Fund

### Funds allocation

- ❖ 35% Research & Development
- ❖ 35% Marketing & Sales
- ❖ 15% Operations
- ❖ 10% Security
- ❖ 5% Legal

## FrelDO Team



**Eugene Olkhovski**

*Founder & CEO of FrelDO  
Toronto, Canada*

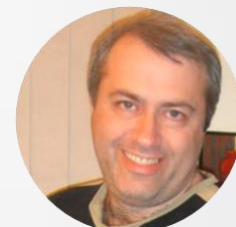
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**Zelik Levit**

*CTO  
Toronto, Canada*

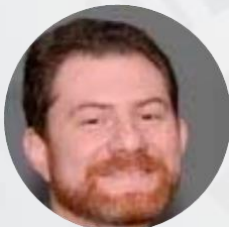
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**Gennadiy Shlayer**

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**Yevgeny Merkulov**

*Technical Lead  
Ness Ziona, Israel*

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### Advisors



**Michael Creadon**

Media ICO Advisor  
Chicago, Illinois, USA

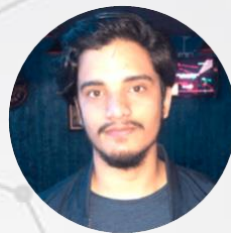
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Full team and advisors at [ico.fredo.com](http://ico.fredo.com)

### Our Partners



### Additional Information

Resources for more information about Fredo and FRECN token sale:

[Token Sale Website](#) | [White Paper](#) | [Presentation](#)

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