

SENSITRUST

White Paper

Version 1.0



SENSITRUST

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Abstract



The purpose of this White Paper is to show the core functionalities of the SENSITRUST project, as well as some of its technical peculiarities. Specifically, the document highlights the benefits that can be obtained by exploiting Blockchain technologies to favor the meeting between demand and supply of professional services.

After a discussion on the main dynamics of the field, the document presents solutions and advantages deriving from the integration of recent technological innovations such as Smart Contracts and Artificial Intelligence in the job market.

1. Introduction & Motivations

Many real-life sectors present different types of inefficiencies in their processes, deriving from the adoption of traditional and non-optimal practices. Companies that still adopt traditional models are facing difficulties in positioning themselves in a competitive market. In particular, such difficulties mostly derive from the following aspects.

Quality of the result

The quality of the result of work is assessed with too strict or too weak evaluation schemes. A fair evaluation should employ objective and verifiable measures, such as Key Performance Indicators (KPIs).

Time constraints

Timing is one of the most important aspects in a competitive job market. Any delay in releasing a product or a service might incur in economic losses or a bad reputation. Traditional practices do not guarantee time constraints, since they lack objective penalty and reward mechanisms.

Risk management

The process of hiring human resources is often based on presumed knowledge (e.g., skills declared verbally, or written in a CV) rather than verified knowledge demonstrated on actual past activities performed on other projects.

Validation of the result

Result validation is often tricky in traditional negotiations, especially if they take place remotely. A systematic consensus mechanism to evaluate and protect mutual rights is nowadays necessary

Bureaucratic procedures

Remunerating an employee for his work could take several months, due to delays depending from traditional practices, that become particularly complex across different legislations. This also depends on the workflows, that could be still non-automated and human intensive.

Inclusion

Trainees and Interns involved in an organization often experience a lack of recognition. This phenomenon creates a huge issue, since professionals with limited experience are not able to grow within the organization.

The efficiency of the processes linked to the recruitment of resources will be pursued through Blockchain technologies, and specific evaluation and control mechanisms. SENSITRUST aims to promote those new work activities that are still struggling to emerge but that are proving to be fundamental to favor economic recovery and generate employment.

2. Project Goal

The SENSITRUST project will exploit the blockchain to develop an innovative platform that will positively impact and solve many existing issues that are evident in the job market.

The blockchain adoption is motivated by the immutability, decentralization and safety features offered by its implementation. Specifically, the SENSITRUST platform will be tightly coupled with the blockchain, fostering safety and transparency, and eliminating the need of a trusted and centralized entity in charge of managing sensitive information.

The platform will allow to:

Manage data of transactions, activities and artifacts

connected to the development of projects, activities and services in the blockchain.



Offer abstractions based on smart contracts

to interact with the stakeholders involved in the development of projects, activities and services (e.g. agreements, time constraints, tokens lock policies).

Guarantee the satisfaction of specifications and constraints

during all the phases and activities of a project developed in the platform.



Some of the **potential fields** in which the Sensitrust platform will be highly valuable are listed below and will be detailed in a dedicated section.

IT / Engineering

- Hiring of highly specialized human resources to meet specific needs -
- Execution of extraordinary / urgent maintenance activities -
- Resolution of critical issues through consultancies provided by experts -

Banking / Trading

- Recruitment of analysts to monitor, analyze and execute trading operations -
- Development of Blockchain-based solutions for traditional tasks -
- Development of innovative products and services -

Academy

- Establishment of international teams of professionals to carry out specific projects -
- Identification of reviewers for scientific papers and projects in an efficient manner -
- Identification of experts for teaching specific topics and for specific training courses -

Blockchain Technologies

Blockchain Technologies

All the operation in the platform will be handled through Smart Contracts in a decentralized, immutable and certified manner

Artificial Intelligence

Artificial Intelligence

All the activities will be supported by Artificial Intelligence techniques and data mining methods specifically developed to extract value from data available in the platform.

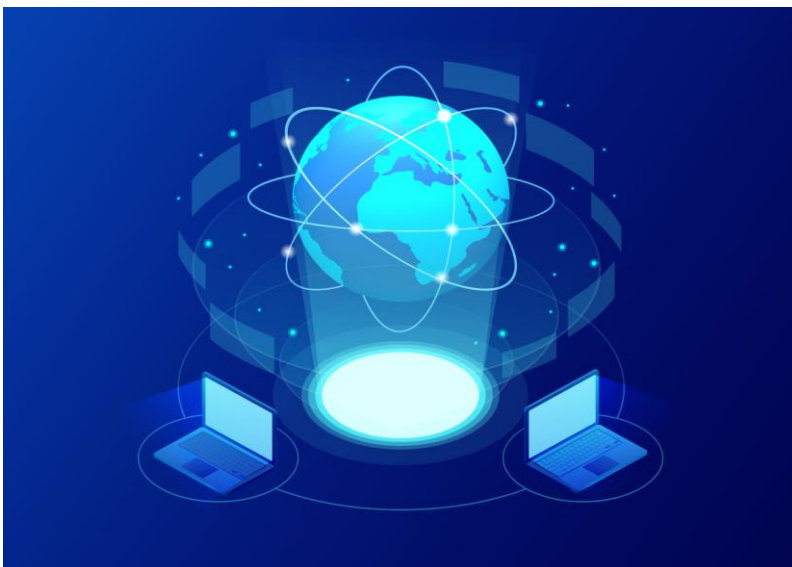
3. Mission

Looking for human resources in a specific geographic area, or willing to relocate, is increasingly difficult. This is particularly true if experience on blockchain is required, since the number of experts in the field is still limited if compared to the demand.

The new job market requires more **flexibility**, such as the opportunity to work remotely. Remote professionals are already a reality in the modern society. A special category is that of

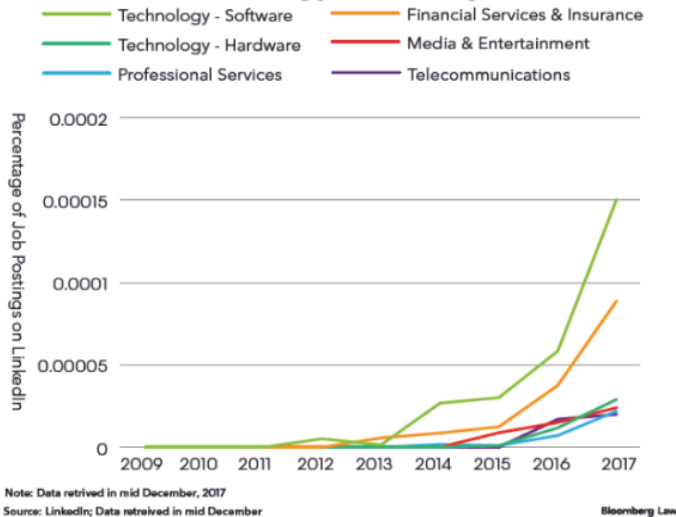
working nomads: professionals who travel frequently and can work and communicate with their customers using their laptops. This allows them to earn a salary while keeping the freedom of a nomadic lifestyle.

A recent survey that took place on the *workingnomads.co* job board, has shown that 85% of remote professionals are more satisfied with their remote job than with their previous onsite job, since they **do not feel burned-out** by everyday commuting. However, remote work relationships are, in many cases, still handled “in the wild”, **without a rigorous set of rules and protection mechanisms** that are guaranteed in traditional environments.



One of the objectives of the project is, in fact, to **improve the existing paradigm** of remote work and collaboration, by introducing **guarantees and safety measures** that are typical of traditional work environments. This goal will be achieved by fully exploiting the specific peculiarities of **Blockchain technologies**.

Software, Financial Services Are Top Industries for Blockchain/Bitcoin/Cryptocurrency Related Jobs



Another important opportunity in the modern job market is the possibility of **accepting cryptocurrencies** as a payment method for the effort of a professional spent in the development of products and services. This aspect needs to be properly **addressed and regulated**, since could solve most of the major issues raised by traditional payment systems.

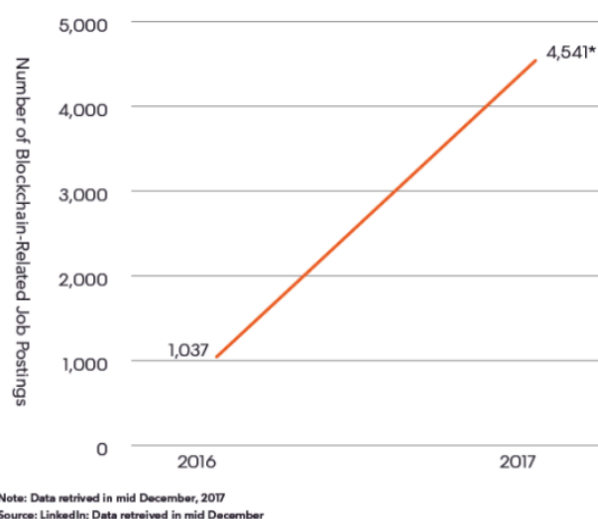
Currently, according to LinkedIn (2018), there are **more than 13,309 open vacancies in blockchain**, some of which allow the remote working. In addition, according to AngelList statistics in 2018, the average salary paid by cryptocurrency startup companies is 10 to 20 percent higher compared to industry averages in other fields.

Overall, 61 percent of all the opportunities in blockchain are for engineers, followed by operations personnel. These data confirm the increasing trend of remote working, often paid in cryptocurrency and possibly related to blockchain technologies. However, there is the need of a **protected and safe working environment**, that embraces such technologies.

The Sensitrust platform aims to establish **a new ecosystem** where customers and professionals can **safely interact and make deals**.

They will be mutually protected during all the development phases of product and services, through the adoption of ad-hoc **Smart Contracts**.

Blockchain-Related Jobs on LinkedIn Increased At Least Fourfold in 2017



4. Key points

1

Recruit resources in a reasonable amount of time

A vast range of professionals will build the Team in charge of the development of a product or service. It will be possible to hire professionals directly through the platform, without incurring in long and unnecessary bureaucratic procedures.



2

Effectively evaluate the result of the work carried out by a team

The platform will offer a consensus protocol that guarantees a fair evaluation. The consensus will be based on the feedbacks provided by all the stakeholders involved in the project, as well as the feedback of intelligent agents driven by Artificial Intelligence.



3

Promote the inclusion and the growth of all community individuals

Different levels of expertise lead to discriminations in the current job market. The platform will promote the growth of early professionals through different mechanisms.





Establish an incentive-based economy

4

The platform will ensure that professionals receive a fair reward for their effort. This will result in an increased quality of results, as well as in the reduction of possible delays and inefficiencies.



Limit complex bureaucratic procedures

5

Complex bureaucratic procedures, related to the hiring process, and subsequent interactions between professionals and customers, will be simplified thanks to the platform. This mechanism will promote the active participation of professionals without geographic constraints and legal complications.



Limit possible risks in terms of time and costs

6

Risks and costs deriving from wrong choices, such as the assignment of an inappropriate human resource to a task in a project. The platform will supervise the hiring process, suggesting the best matching professionals for the needs of a customer.

5. Platform Vision & Models



“a decentralized hub for the synergic development of products and services”

The Sensitrust platform will provide innovative abstractions to define interactions between customers and professionals.

The **experience of professionals** registered in the platform will be identified by a score, based on their **real effort in previous projects** developed in the platform. This allows to avoid the insurgence of bad practices, like skills confirmations from users or friends that do not correspond



to any evidence. Consequently, **real skills** will emerge easily in the platform, and professionals who are more dedicated than others will gain more visibility in the platform.

The Sensitrust platform will **connect customers and professionals**, offering to the whole community the possibility to:

- **Hire a Team** made of one or more professionals from a catalogue.
- Setup a **"Call To Action"** specifying the funds available, time constraints, and project requirements.

Each agreement between professionals and customers will also include the definition of a maximum **number of revisions** allowed, as well as **expected penalties** in case of delayed delivery, or **rewards** in case of early delivery. Following a negotiation, the customer locks the expected amount of funds.



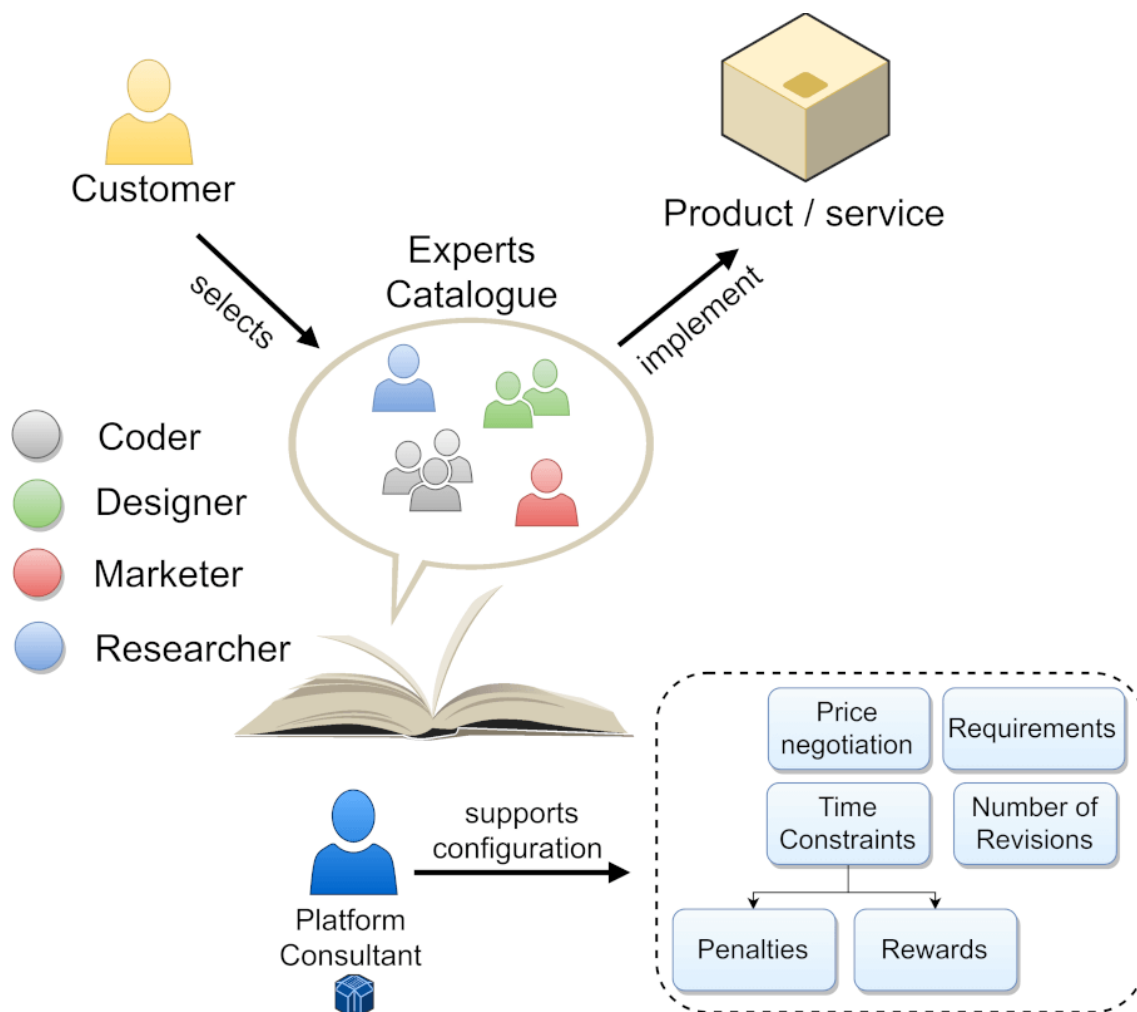
Once the work is completed, the result is subject to a **deep evaluation**, which determines whether the funds can be released or not. Differently from traditional working practices that require the trust of a centralized third party, our system implements **an automated and decentralized workflow** that ensures the fairness of the negotiations and the mutual satisfaction of customers and professionals.

Hiring a Professional

The Sensitrust platform offers a **catalogue of professionals**, that can be manually selected by a customer interested in the design of specific products or services. Users registered in the platform have different skills (e.g., programming, graphic design, marketing, research, etc.) and are identified as professionals.

The platform emphasizes the skills of each registered user. However, new users defined as **early professionals**, may have limited opportunities of involvement in new projects, due to their limited experience in the platform or, in general, due to their limited expertise in their field. In order to tackle this aspect, the platform will include **internship mechanisms** to promote the collective growth.

These mechanisms will include the acquisition of skill points and feedbacks. A professional involved in an activity can benefit from the collaboration of low-cost early professionals, participating to an internship.



In this scenario, the customer typically selects one or more professional from the platform catalogue, defining a **Team** to implement the desired products or services.

1

The customer also provides a configuration, in which the he/she defines the offered price, the time constraints and other requirements. This configuration could be guided by the **Platform Consultant**, that exploits both Artificial Intelligence and human experts to maximize the effectiveness of the service. This will also take into account custom needs of the customer and the knowledge acquired by the platform, in terms of previous negotiations and projects already developed.

2

The professional will receive a feedback on the quality of the work performed by the customer as well as by a set of external reviewers. Once the work is approved, he will receive the agreed compensation.

3

If the professional was helped by some **early professionals**, he will provide a feedback on the quality of the work, that will be correspond to reputation points.

4

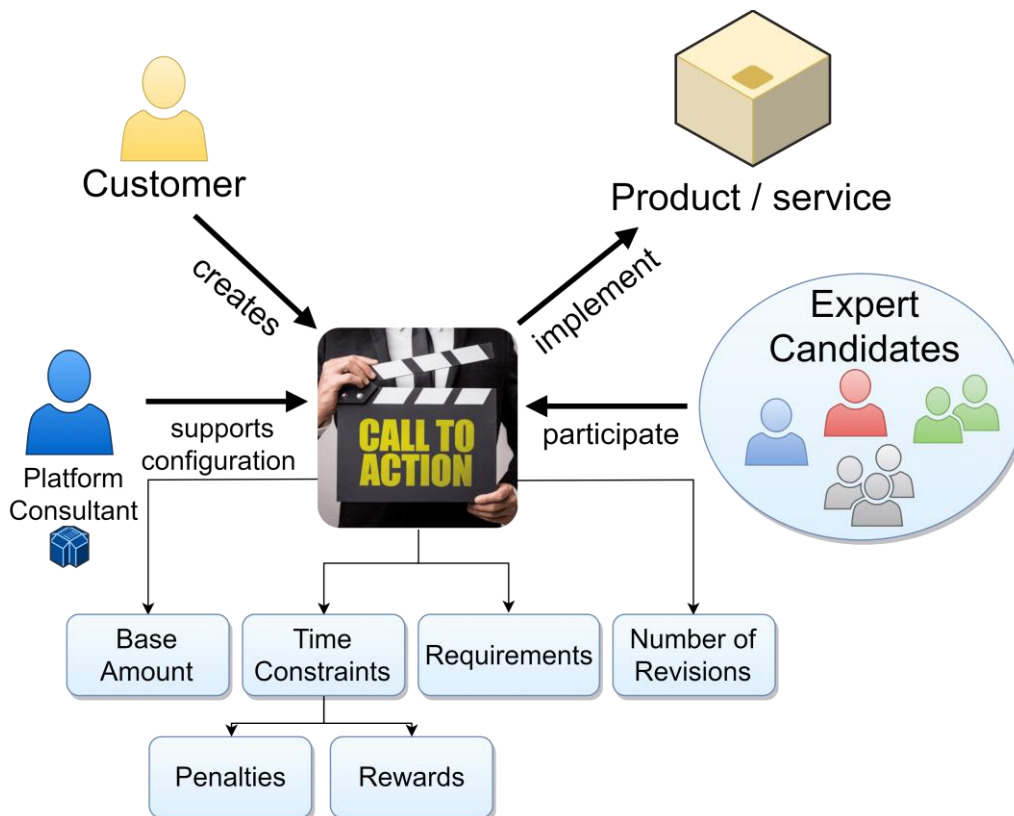


Call to Action

The platform offers to its customers the opportunity to create customized campaigns that stimulate the active participation of in-platform professionals interested in the design and development of a product or service. This model will create a **plethora of new opportunities for professionals**, who will have the chance to select and participate to activities that match with their specific skills.

Examples of **products** include software artifacts as well as physical artifacts. Examples of **services** include the human effort required to perform an analysis or a consultancy.

More specifically, in the **IT industry**, the customer could be interested in the development of a web or mobile application for his brand. In the **Academy**, the development of prototypes for specific advanced analytical needs, or the redaction of research papers may be the primary goals. In the **Banking** field, the focus may be on the investigation of novel and automatic trading techniques.



In this perspective, a **Call to Action** allows to express the needs of the customer in a convenient and straightforward way, that is capable to instantly match with interested professionals.

It is important to stress that the platform is not limited to the examples mentioned above, but it can be used for **every kind of exchange between generic customer and professionals**. The professionals are users registered in the platform, with different skills (e.g., programming, graphic design, marketing, research, etc.).

As previously mentioned, the experience of professionals is identified by **a score, depending on previous projects** in which they took part. In this way, the score corresponds to a tangible demonstration of skills, and not a mere recommendation provided by other users on the platform.

In this scenario, the customer defines a **Call to Action** that is shared with the platform members. It describes at a high level of abstraction the product or service that the customer would like to implement. The customer also provides a configuration, in which the base amount, time constraints and other requirements are defined.

1

The professionals registered to the platform who find the **Call to Action** interesting according to their expertise, may apply and be considered by the customer to take part in the team.

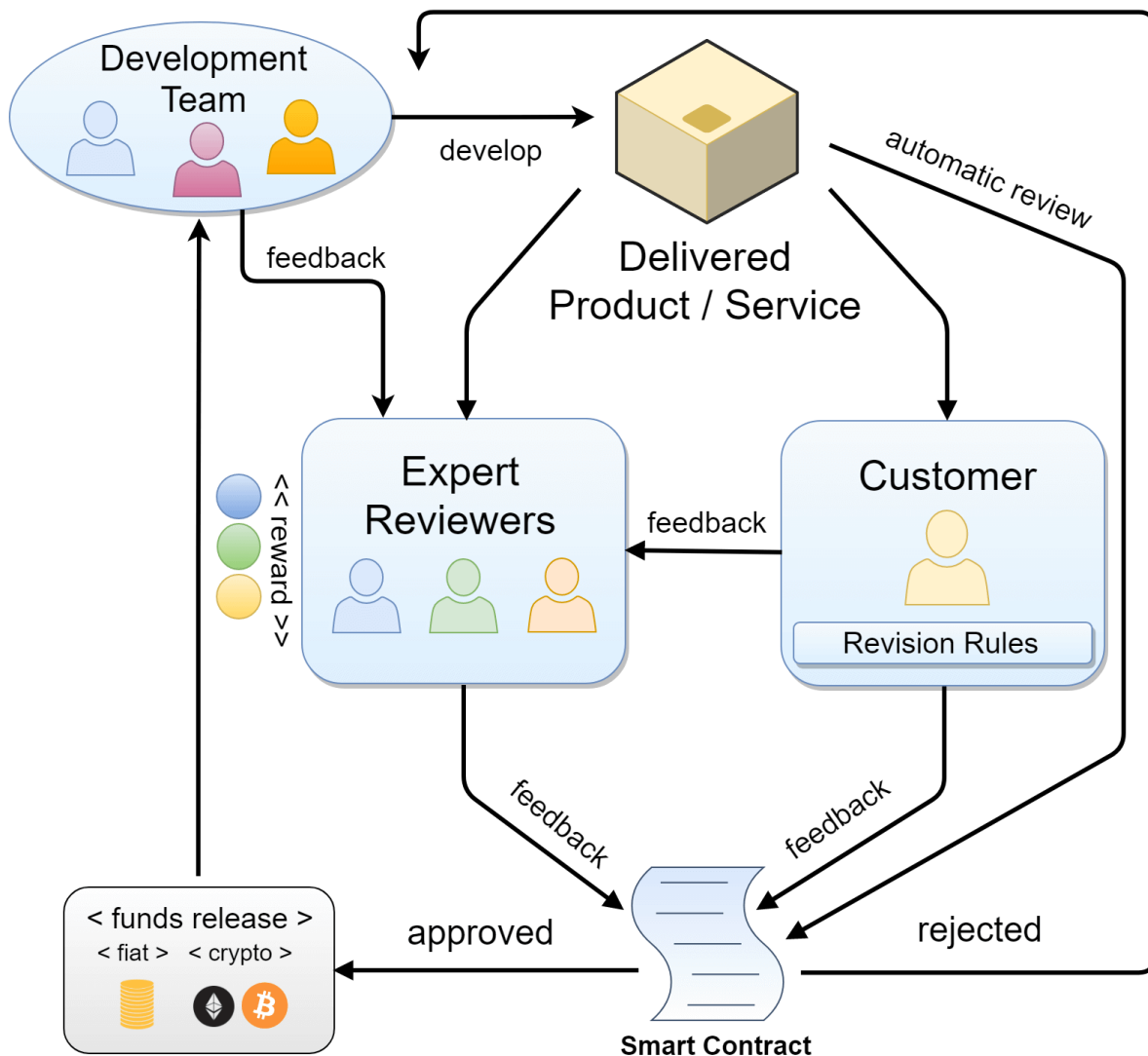
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Proof of Results

The **Proof of Results** model is a kind of **Consensus Model** that works at the **product/service level**. It allows to evaluate the outcome of the design or the development phase of a product or service.

The purpose of this model is to ensure that the result of the work complies with specific quality standards, otherwise not guaranteed in a private negotiation between parties physically located in different countries.

All the operations performed in the platform will be **regulated by Smart Contracts**: agreements, quality of the results, temporal constraints, checkpoints and revisions will be governed, in a **decentralized, immutable**, and **certified** manner.



The evaluation of the result is carried out by a set of **Reviewers** and by the customer. The customer can participate in this process, providing a feedback to the **Team** whether minor reviews are needed.

1

The workflow guarantees that the hired **Team** receives the compensation only if the outcome of the work is judged positively by the team of **Reviewers** and by the customer, according to the revision rules defined beforehand.

2

In case there is no consensus on the evaluation of the work, the customer leaves a feedback to the **Reviewers** and to the **Team**, and the process continues iteratively, until a criterion is satisfied.

3

Such a criterion can be defined in the **product / service configuration**, for example, in terms of the maximum number of possible iterations, or in terms of a minimum number of positive votes to consider the result satisfactory. In particularly crucial cases, the **In-Platform Staff** will help to handle the disputes between non-agreeing parties.



6. Platform Services

In addition to the basic infrastructure, the platform will offer different services, such as **Membership Subscriptions, Platform Consultant, Product / Service Guarantees** and **In-Platform Training**.

Accessing these services will have a cost in Fiat or in our tokens. In the second case, the platform user who participated in the token sale will benefit from **a discounted price**, together with the attractive bonus offered during the token sale.

Platform Consultant

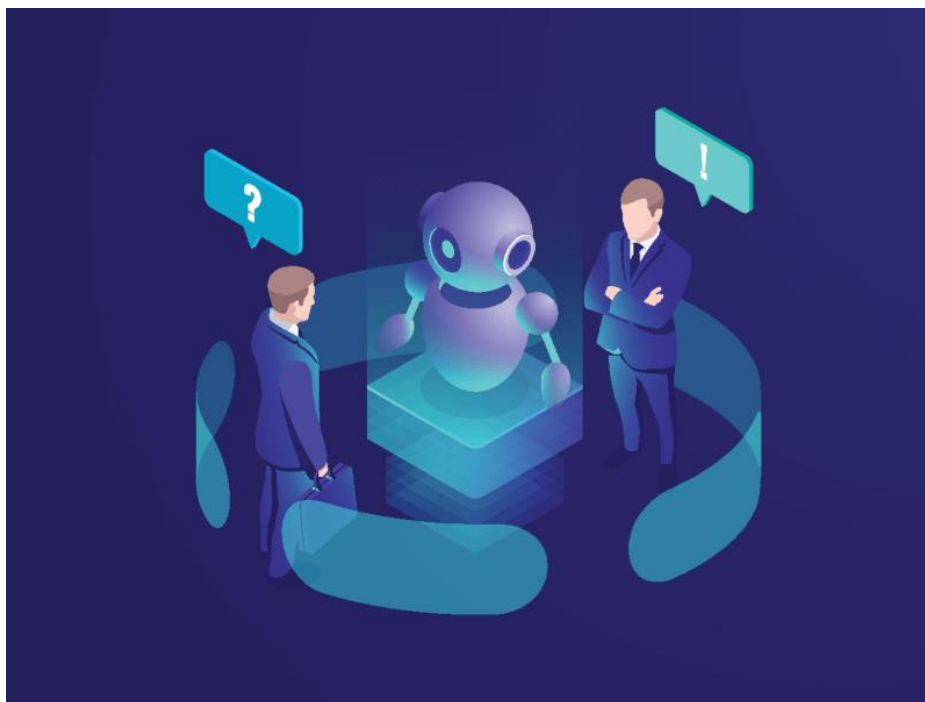
The **Platform Consultant** supports the configuration of a product or service. The support is put in action by the consultants of the **Platform Team**, with the help of analytical tools based on Artificial Intelligence that evaluate the success of previous projects which are similar to that going to be developed.

The **Platform Consultant** will support both the **Call to Action** and the **Hire a professional** models (selection from the catalog). In the **Hire a professional** model, the Platform Consultant can support the configuration of specifications such as design requirements, time constraints and price negotiations. In the **Call to Action** model, the Platform Consultant will exploit prior knowledge to suggest the potentially optimal base amount value, time constraints, requirements, penalties and rewards.



Types of Platform Consultancies:

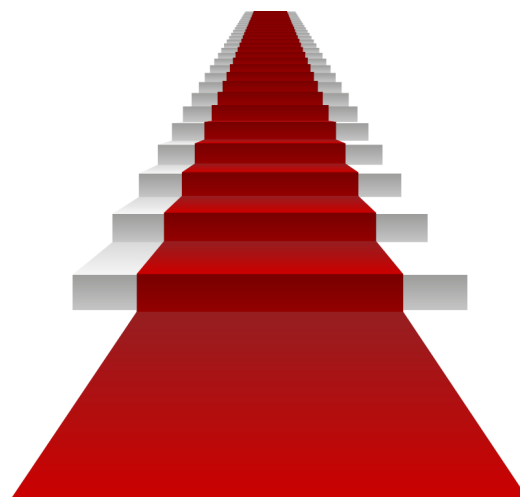
- **Type A:** automatic consultancy supported by Machine Learning, to identify **costs and appropriate budgets**, in both Call to Action and Hire a professional models.
- **Type B:** human consultancy for the identification of costs and budgets, or for the **evaluation of alternatives** available in both Call to Action and Hire a professional models.
- **Type C:** human consultancy for the **definition of the requirements**, for the identification of costs and budgets, or for the evaluation of alternatives available in both Call to Action and Hire a professional models.



Membership

Different levels of memberships will provide access to different benefits, when accessing to platform services.

Specifically, higher levels of membership will give access to professionals with a higher level of qualification, gain access to a privileged **Platform Consultant**, as well as to higher level of **Result Guarantees**.



Membership	Roles	Access to
Starter	Customers	<ul style="list-style-type: none"> Suppliers of products / services with medium and low skills
Starter+	Customers	<ul style="list-style-type: none"> Product / service providers with high, medium and low skills Dedicated technical support via chat / telephone 5 «automatic consulting» (Type A) included
Professional	Customer and Professionals	As a customer: <ul style="list-style-type: none"> Suppliers of products/services with high skills 5 «automatic consulting» (Type A) included
Professional+	Customers and Professionals	As a customer: <ul style="list-style-type: none"> Suppliers of products / services with low skills. As a professional: <ul style="list-style-type: none"> Suggestions / material to increase the level in the platform Dedicated technical support via chat / telephone. 10 «automatic consulting » (Type A) included. 30% discount on commissioned products / services
Business	Customers and Professionals	All the services offered by the Professional+, and: <ul style="list-style-type: none"> Greater visibility in searches, as a sponsored supplier. Unlimited «automatic consulting» (Type A) for customers Up to 2 consulting for the definition of the requirements in the "Hire a professional" model (Type B1) 50% discount on commissioned products / services.

In-platform Training

The platform will promote **events, courses and suggestions** to in-platform professionals. This feature will give **early professionals** the opportunity to access a privileged training program, that will include lectures, scientific papers, examples, exercises and videos about concepts, best practices and techniques related to several fields in the current job market.



Product and Service Guarantees

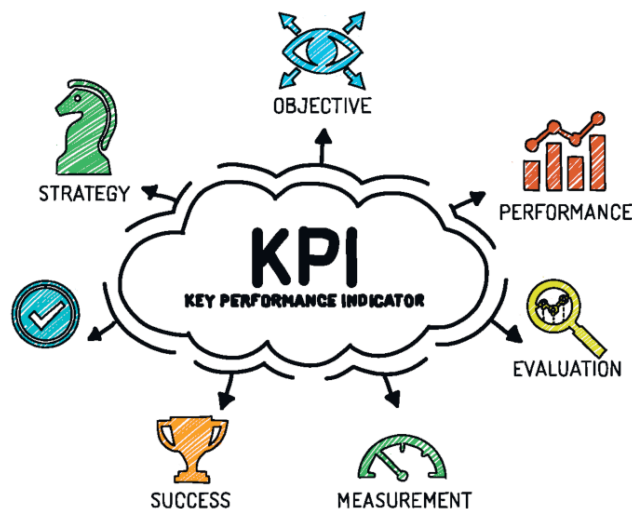
This service will allow to define desired product or service characteristics that, similarly to **Key Performance Indicators (KPI)**, will be guaranteed by the platform.

Examples

A customer hires a professional to **develop an algorithm** that satisfies one or more constraints, like:

1

- Compliance with a limit on the required running time on a given hardware configuration (e.g., 10 seconds)
- Maximum number of lines of code (e.g., 200 lines)
- Maximum amount of memory used (e.g., 20 MB of RAM)



A customer hires a team of professionals to **review a collection of documents**, such that the reviewing task complies with certain requirements, such as:

2

- The reviewer of a specific document is qualified (e.g., he is author of at least 3 scientific publications or documents in the macro-area of the documents that need be reviewed)
- The review is performed within a time limit (e.g., 20 days)
- The review satisfies a minimum amount of characters or lines (e.g., 500 characters)

The examples of verification provided above are performed in a **semi-automatic** way by the platform, where components based on Artificial Intelligence and human experts collaborate.



Product and service guarantees (KPI guarantees) will be categorized as follows:

- Criteria that can be **automatically verified** by the platform (quantitative criteria)
- Criteria that require the verification by a **human expert (up to 30 minutes)**
- Criteria that require the verification by a **human expert (up to 60 minutes)**
- Criteria that require the verification by a **human expert (up to 120 minutes)**

Depending on the belonging category, the verification of a specified criterion will be priced accordingly. Clearly, a **higher human effort** in the verification of requirements will correspond to a **higher cost**.

7. Project Team

The project team possesses all the necessary skills to develop the platform and its services. In particular, the following professional figures are identified:

- **Blockchain developers:** the skills regarding the use of Blockchain technologies are fundamental for the implementation of Smart Contracts that will communicate with the platform.
- **Artificial Intelligence and Data Mining experts:** through these methods it will be possible to develop predictive components and extract models useful to support the platform. These models will be built by exploiting the data available on the platform, concerning both customers and professionals involved in the development of products and services.
- **Personnel with specific knowledge in the Academy, IT/Engineering and Banking/Trading fields.** The team is strongly motivated to solve the main problems concerning these fields, both in terms of streamlining processes (for example regarding the redaction of academic articles), improving the procedures for hiring personnel and finding resources of any kind (data, systems, hardware equipment).
- **Economic and financial consultants** will deal with the economic analysis and the management of the processes concerning the collection of the funds required to initiate and develop the entire project.



Gianvito Pio
CO-FOUNDER
Researcher
University of Bari (Italy)

Expert of Blockchain technologies. Strong experience in the design and development of Machine Learning and Data Mining methods.



Francesca Prisciandaro
CO-FOUNDER
IT Consultant &
Full Stack Developer

Expert in the development of complex web applications, dApps and platforms, and in their integration with Smart Contracts.



Roberto Corizzo
CO-FOUNDER

Researcher
American University (USA)

Strong experience in the design of methods for the analysis of Big Data and of approaches based on Deep Learning.



Graziella De Martino
GDPR Consultant

University of Bari (Italy)

Particularly skilled in Data Privacy. Worked as part of a team overseeing companies' compliance with Data Protection Laws.



Michele Cardone
IT Consultant

Backend Team Leader at
Lab Technologies SA

Many years of experience as backend developer. He will also provide consultancies for the IT/Engineering field.



Donato Malerba

Full Professor
University of Bari (Italy)

Head of the Dept. of Computer Science. Internationally recognized expertise in the Data Mining & Big Data analytics field.



Michelangelo Ceci

Associate Professor
University of Bari (Italy)

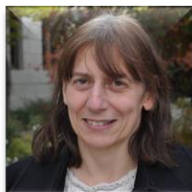
Expertise in the Machine Learning field, including document engineering, multi-relational data mining, spatial data mining.



Sašo Džeroski

Senior Scientific Associate
Jozef Stefan Institute (Slovenia)

Expertise in the Machine Learning & Data Mining field, specifically on ensemble learning and meta-learning techniques.



Nathalie Japkowicz

Full professor
American University (USA)

Head of the Dept. of Computer Science. Expertise on Machine Learning methods and their applications to defense and security.



Sebastiano Gambera
Business Advisor

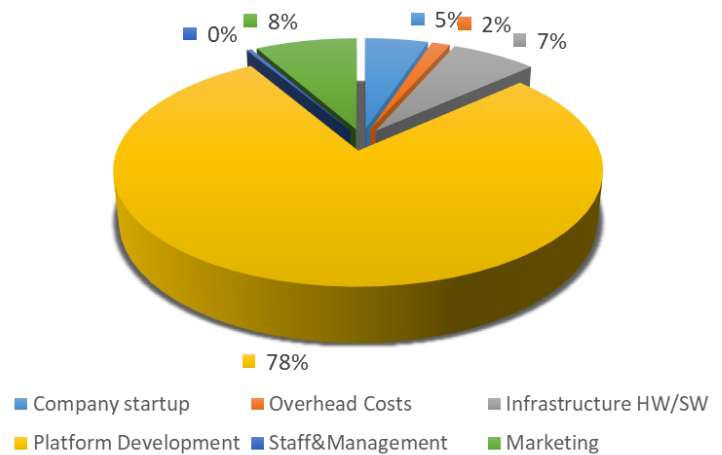
Company Consultant at
Gambera & Partners

Company consultant with more than twenty years of experience. He will manage the economic-financial aspects of the project.

8. Economic Analysis

Funds Distribution

The funds raised will be used as shown in the chart. The high percentage of funds assigned to the implementation and management of the platform are due to the importance that it represents for the project. In fact, the realization of Sensitrust relies primarily on specific technological and IT knowledge.



Project Feasibility Evaluation

The value attributed to the project is the result of several elements and analyses. For evaluation purposes, it is fundamental to analyze and quantify the benefits obtainable from the entire implementation of the project which, translating into added value for the company, represents a source of significant value for the project itself.

	Main elements	Test	Justification
General evaluation	Project goals	✓	The identified goals are clear and measurable
	Context knowledge	✓	The project fills important gaps existing in the job market
	Timing	✓	The timing to implement the project is adequate
	Market knowledge	✓	The creators and the developers have deep knowledge about the market
Economic evaluation	General sustainability	✓	Evaluation of sustainability conducted through a pre-feasibility analysis
	Economic sustainability	✓	Evaluation of economic sustainability conducted through Cash Flow Evaluation
	Growth potential	✓	Growth potential is existing and evaluated through prospective evaluation
	Profitability	✓	High profitability level and analyzed through Business Plan

The identification of clear and measurable **objectives** is a fundamental prerequisite for undertaking the subsequent analyses, as well as an adequate market analysis to identify the suitability of the project with respect to the reference context. The **timing** of the project was determined and validated, and the first part of the analysis was completed with the evaluation of the skills of the developers, according to the analyzed sector. As for the **economic evaluation**, the fulfillment of the requirements regarding the main study areas was verified with reference to the sustainability of the project and its potential profitability.

9. Token specifications

The funding for the development of the project and the realization of the platform through which it will be possible to participate as a professional or as a customer, will take place by issuing a token called SENSITRUST Token (SETS Token), through an integrated platform and a verifiable public smart contract.

Token technology

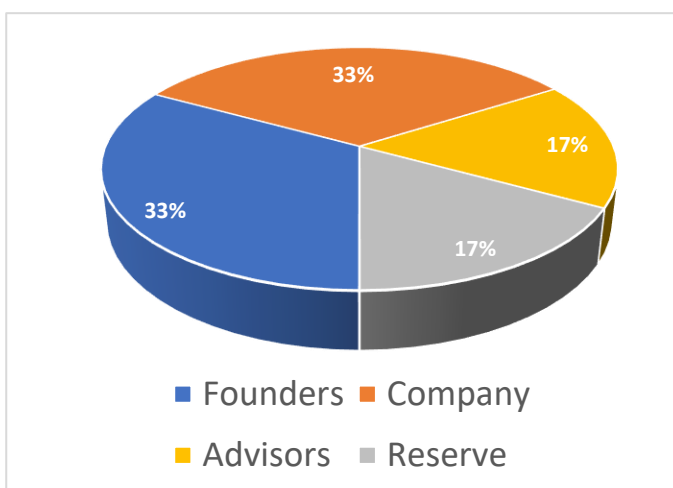
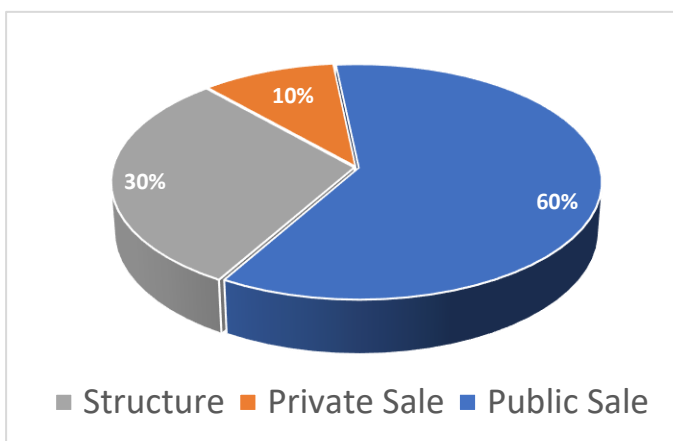
The SENSITRUST token is based on the Ethereum ERC20 protocol, which defines a standard interface for tokens, a technical standard and currently also a market standard. No dedicated blockchains will be created (i.e., no new cryptocurrency) to issue the token. Rather, the project will exploit the ecosystem already available in the Ethereum blockchain, as well as its technologies for the development of Turing-complete Smart Contracts.

Token sale distribution

The token sale will take place in two different phases:

Phase 1 - Private Presale. 7% of the tokens are reserved to this phase, which provides a 50% discount on the nominal token price. Most of the raised amounts in this phase will be used for the marketing actions necessary for the subsequent phase.

Phase 2 - Public Sale. 93% of the tokens are reserved to this phase, which provides a 20% discount on the nominal token price. The amounts obtained from the public sale will be used to start the development phases of the platform and its services.



The tokens will be used to access all the services described in Section 6, at a discounted rate.

Ticker symbol: SETS

Nominal Token Price: 0.10€

Total number of tokens: 200 millions

Total number of tokens available in the token sale: 140 millions

Purchase method: web platform & public smart contract

Value of each token: 0.05€ in Private Presale – 0.08€ in Public Sale

Token in Private Sale: 10 millions

Market Cap

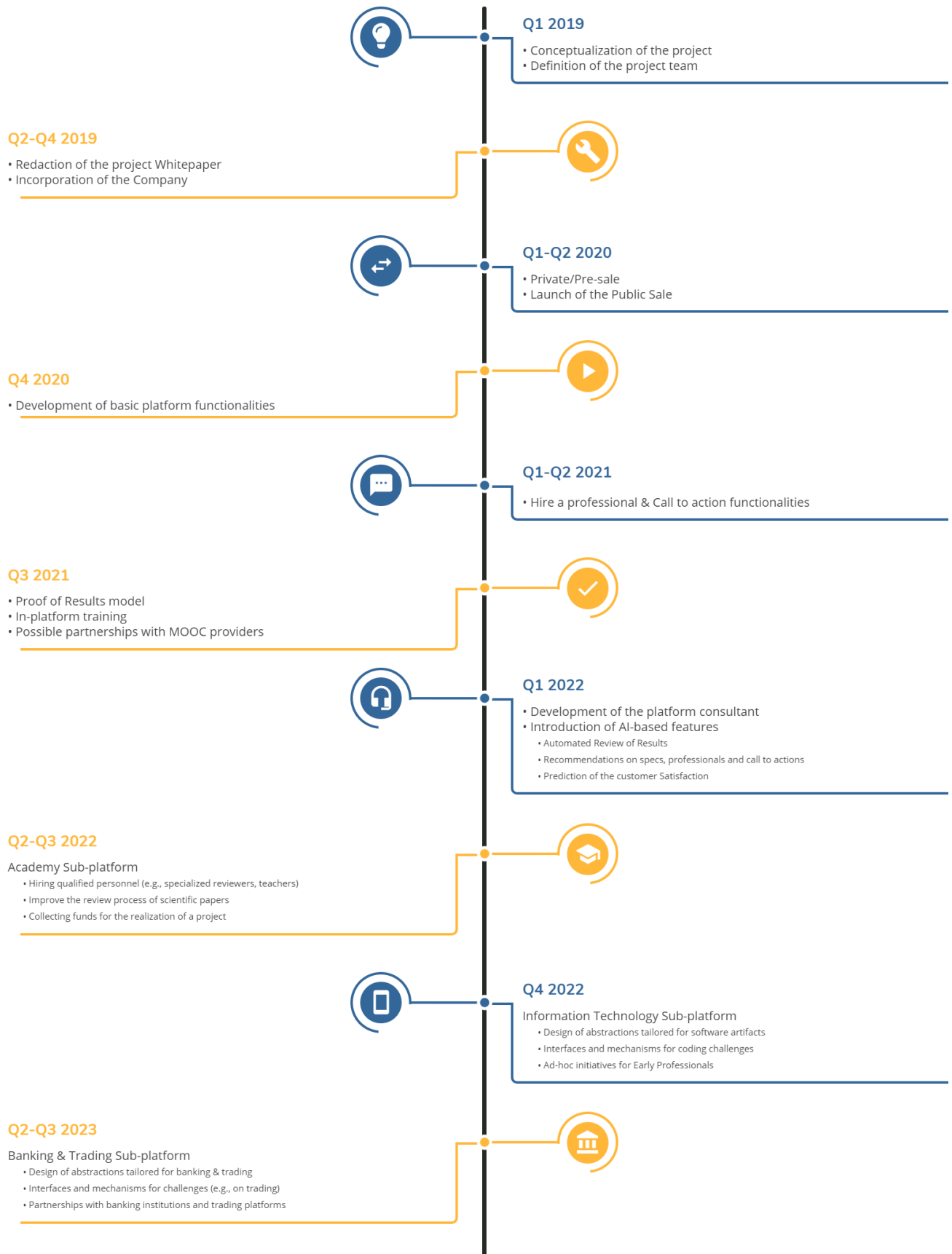
The funds deriving from the token sale will be used for the realization of the SENSITRUST project. The shown Market Cap corresponds to the evaluation of the funds required for the realization of the project and its promotion.

Sale Type	%	Tokens	Discount	Market Cap
Private Presale	7%	10,000,000	50%	€ 500,000
Public Sale	93%	130,000,000	20%	€ 10,400,000
Total	100%	140,000,000		€10,900,000

The funds collected in the Private Sale will be used as follows:

- **€ 50,000** for all legal and fiscal activities related to Sensitrust Ltd;
- **€ 100,000** for all the activities required for the technical implementation of the Public Sale;
- **€ 350,000** for marketing activities necessary for the dissemination of the project to potential users interested in purchasing tokens in the Public Sale.

10. Project Roadmap



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11. Appendix A.

Details on Sensitrust Use Cases



Ok, this seems awesome but ...

Who does really need Sensitrust?

Sensitrust can be used to seek occasional jobs, or to hire a plumber or an electrician, but let's give a look at more interesting use cases

Academy



Several tasks that are recurrent in academic environments may benefit from the Sensitrust platform. Some examples:

- The **definition of an international team** with different skills to effectively carry out a project.
- Finding **specialized reviewers** to evaluate scientific articles or projects.
- To find highly qualified experts to **teach specific topics**.

Hiring qualified personnel

The development of a project that requires different skills can be facilitated by the platform, that will offer the opportunity to hire highly qualified personnel. This will take place starting with the enumeration of the project requirements and allowing different professionals to participate in the **Call to Action** with different proposals.

Improve the review process of scientific papers

The review process of scientific papers is sometimes **a tedious, long and complicated procedure for the researchers** involved as authors. This can be observed in the following table showing the average publication time for Elsevier journals in Computer Science. Even in a fast-evolving field like Computer Science, some journals require 6 to 12 months from the initial submission to the final decision. This phenomenon is probably due to the **overload of expert reviewers**, often caused by a large amount of low-quality papers to review.

Journal	First decision (weeks)	Review speed (weeks)
Computer Standards & Interfaces	41.77	51.69
Information Sciences	23.70	37.50
International Journal of Child-Computer Interaction	18.78	30.99
International Journal of Critical Infrastructure Protection	29.42	38.66
Journal of Discrete Algorithms	27.55	42.17
Robotics and Autonomous Systems	27.89	36.18
Science of Computer Programming	18.23	37.84
Theoretical Computer Science	24.18	35.00

Sensitrust can support and improve the efficiency of this process, by implementing the following workflow:

- A conference or journal should require a **minimum initial contribution** in order to submit a scientific paper.
- **Expert reviewers** are selected semi-automatically by the AI engine, according to the topic of the papers and the recognized skills of reviewers.
- Scientific papers are reviewed, and the expected reward is released to reviewers, **on the basis of the quality of the service** offered (experience and punctuality), and the feedback provided by the **authors**
- Secondary reviews (sub-reviewers) will be considered as **early professionals** in the Sensitrust platform, and their effort will be properly compensated and recognized.



Expected results:

- **Less junk articles submitted** to venues (due the initial submission cost)
- **Increased quality** of revisions
- **Decreased load** for reviewers
- **Increased gratification** for reviewers and sub-reviewers, resulting from the reward and the recognition received

Other daily academic activities that can be improved:

- Preparation of research articles or technical reports
- Review or translation of an article written in a different language
- Review of the contents of a document (before its formal submission)
- Purchase of datasets
- Purchase of algorithm implementations
- Purchase / use of algorithms or cloud services

Academy

Sensitrust will stimulate the **involvement of early professionals** in academic tasks:

- They can **learn how to improve their skills** thanks to the supervision of established professionals. For example, in the use case of paper sub-reviewing, their reviews can be subject to evaluation and receive a feedback from **established experts**, who will help them to calibrate their focus and develop their critical sense.
- Conference organizers or a journal board can benefit from early professionals since their expected reward is less than that of established professionals. Moreover, their **delivery time** (e.g., their review speed) **is expected to be faster** than that provided by established professionals, since their workload is limited to fewer tasks.
- Early professionals will **gain experience points** that are useful to their professional growth and to obtain more opportunities in future activities.



Information Technology



Companies operating in the Information Technology field require **hiring qualified personnel** to carry out a project. Sometimes, **urgent maintenance** is needed, in terms of actions to solve critical bugs. A crucial aspect is also that of **consultancy** required from experts. The platform aims to solve specific needs providing a workflow specifically tailored for the development of software artifacts:

- A **corporate customer** needs professional to design/implement software artifacts
- The corporate customer creates a **Call to Action** and defines its specifications. The platform facilitates the configuration / description of the activity also in terms of the technology used (design methodology, programming language, etc.)
- The customer can also launch **coding challenges** by providing micro-tasks to be solved, which will allow him to **perform a pre-screening** of potential professionals
- Using the evaluation of the applications, the person or team of the most suitable persons are **selected by the customer**
- The team of professionals performs the work, which is **subject to evaluation** at different intermediate checkpoints, and at the end of the work.
- The **agreed compensation is unlocked**, and feedbacks are issued.

Expected results

- **Facilitated hiring** of (also unusual) human resources, thanks to the removal of geographical barriers
- Significant **reduction in terms of project development time**
- Greater **flexibility** compared to the legal regulations of several states.



Information Technology

Early professionals can offer their contribution in solving practical IT-related tasks, supervised by more experienced professionals.

The platform will provide mechanisms to stimulate their involvement in the development process of IT products and services. In particular:

- New skills can be acquired by early professionals thanks to **in-platform video courses and other training resources** that will facilitate the acquisition of relevant technical skills in high demand (for example, new programming languages, frameworks, etc.)
- Customers are stimulated to **involve early professionals** in ongoing projects, since their effort comes at a discounted price
- Early professionals **gain experience points** that are useful for their professional growth and give them more opportunities in future projects



Banking & Trading



Banking institutions play a crucial role in the economy. They manage assets, perform trading operations and keep the relationships with customers who are increasingly demanding and interested in new technologies.

For this reason, banking institutions need to take into account innovation in their daily processes, in order to:

- **Hire expert data analysts** to monitor, analyze and perform trading operations
- Develop **blockchain-based solutions for ordinary** or traditional tasks
- Develop **blockchain-based solutions for innovative** products and services

One example of recurrent task in modern banking institutions is the **development of intelligent automated trading services**. The platform will offer a privileged ecosystem specifically tailored for the development and testing of automated trading algorithms.

The banking institution will be able to configure the desired task through a **Call to Action** and propose **trading challenges**, also by means of publicly available datasets. The participation in the challenge will be an opportunity to perform a **pre-screening** of the potential human resources to be involved in the projects.

Traders will take advantage of the platform as a prototyping and testing environment for algorithms and marketplaces, through which it will be possible to sell a time-based license or unlimited access to an algorithm, reaching the banking institutions of interest.

Expected Results:

- **Effective allocation** of different types of professionals based on business needs
- Facilitated **prototyping, development and validation** of trading algorithms
- Improved matching between customers and services, **profiling and personalized marketing**
- Innovation in **staff recruitment** processes

- Improved **customer satisfaction**

Banking & Trading

Early professionals can offer their contribution in solving practical banking-related tasks, supervised by more experienced professionals.

The platform will provide mechanisms to promote their involvement in the banking and trading field. In particular:

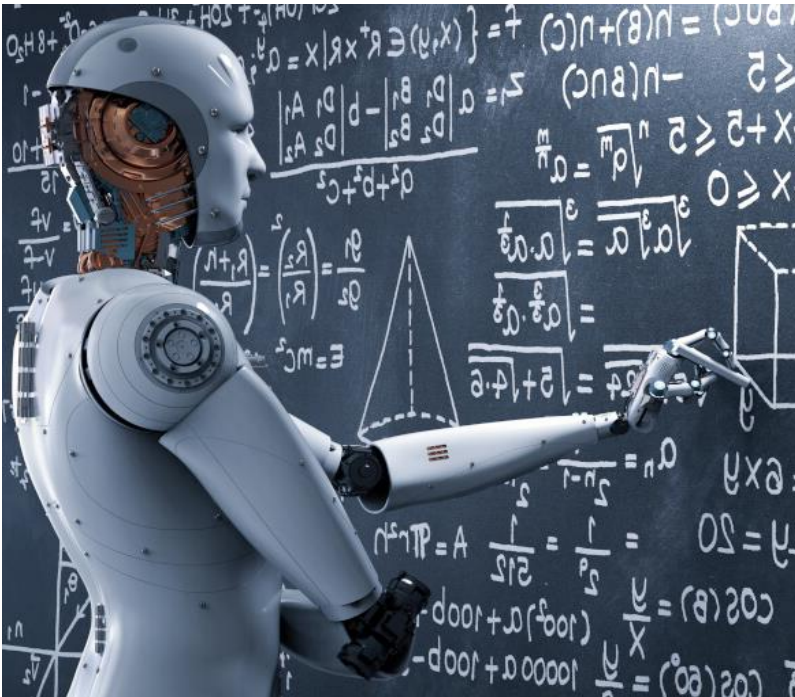
- **Internship opportunities** will be offered, to allow a gradual acquisition of skills. For instance, an early professional can start learning essentials about products, services and common issues associated to a banking institution, and start his involvement as online technical supporter.
- As for the other use cases, early professionals will **gain experience points** that will be useful for their professional growth and will give them more opportunities in future tasks or projects. In the mentioned example, once an early professional working as technical supporter had **demonstrated to be a trustworthy individual**, could be involved in more complex tasks, supervised by the established professionals in the organization.



12. Appendix B.

Artificial Intelligence (General Concepts)

All the services and the working models provided by the SENSITRUST platform exploit Artificial Intelligence techniques to enhance the functionalities offered to its users.



Like a human expert who gained experience through the years, the **Predictive Engine** will provide predictions by analyzing large volumes of data, generated organically during the use of the platform.

The Predictive Engine will **operate and update itself transparently and automatically**, by means of machine learning and deep learning models, such as neural networks and ensembles of models.

Sensitrust Prediction Engine

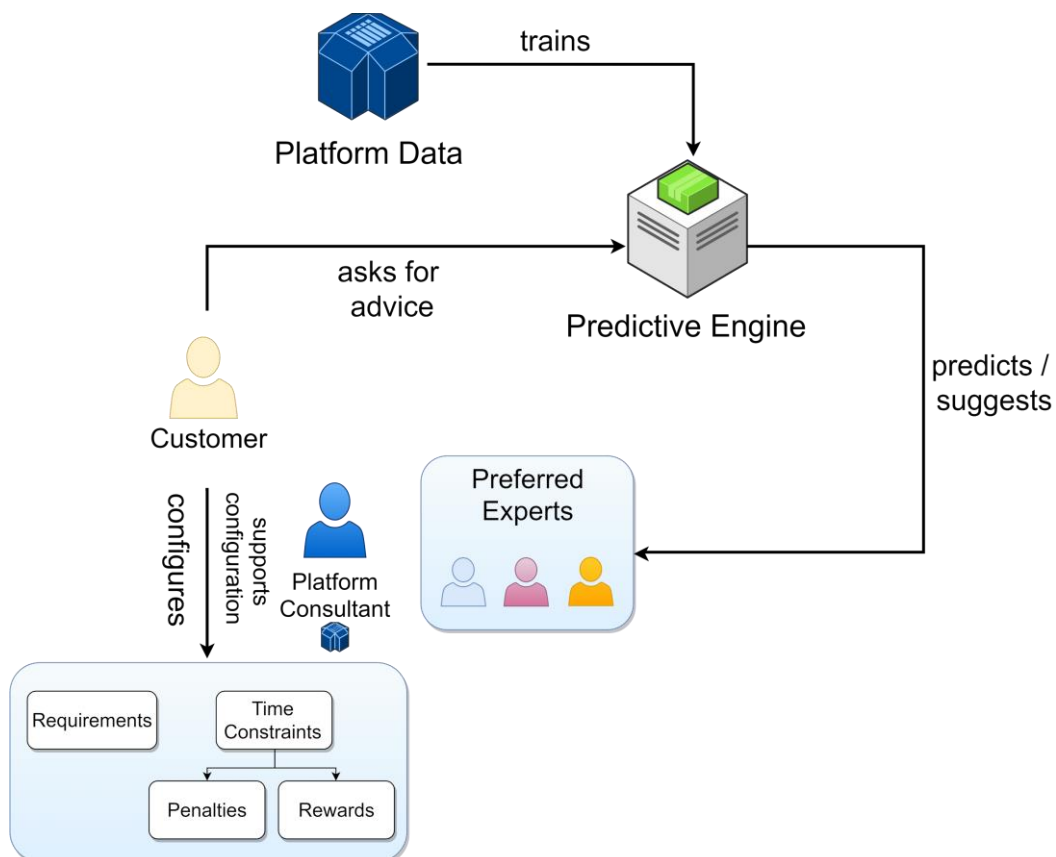
*“A bridge between experience
and new user needs”*

Suggestion of Professionals

The **Predictive Engine** will exploit artificial intelligence techniques to support customers. Specifically, its predictions will provide a valuable advice for the selection of professionals from the catalogue. professionals matching the requirements and the constraints defined by the specific product or service will be **suggested to the customer** to build up a potential Team.

This opportunity will save time for the customer, who will focus on a limited number of candidates, instead of browsing thousands of professionals' profiles. It will also reduce

the risks deriving from a wrong selection of non-ideal candidates. The analysis carried out by the **Predictive Engine** will focus on successful projects developed in the platform that are similar to the current project considered.



Suggestion of Opportunities



The **Predictive Engine** will provide valuable advices for the selection of **Calls to Action** that match with the background and the experience of professionals.

Calls to Action that are currently active and match with the profile and the experience of a professional, will be suggested to him as ideal campaigns for his application.

This will save time for the professional, who will be able to focus on a limited number of Calls to Action, avoiding browsing through many opportunities. It will also reduce the risks

deriving from an inadequate application.

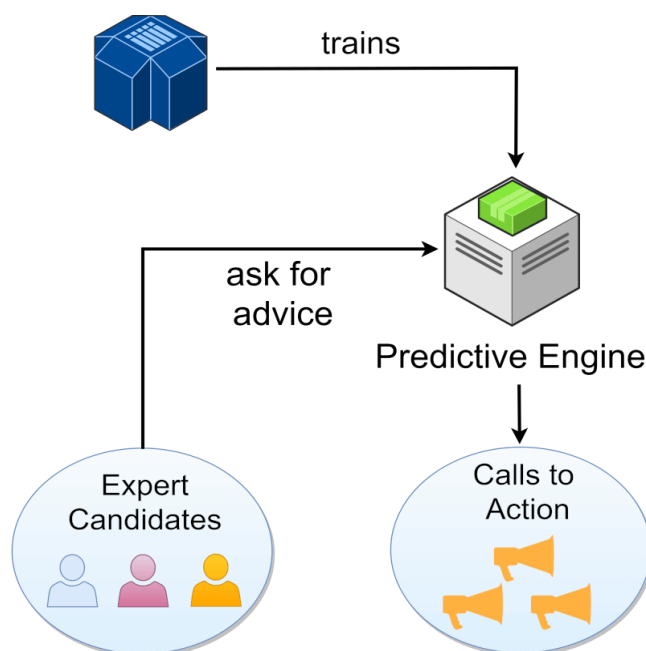
In addition, the Predictive Engine will also be able to **provide recommendations to the customers** who started the Call to Action, in terms of matching teams of professionals.

professionals or Teams that could be potentially interested in participating in the Call to Action will receive an automatic notification from the platform.

Data analyzed include:

- Call to Action **specifications**
- Similarity between a Call to Action **and past Call to Actions** in which a professional participated with success
- **Expected quality level**, with respect to the preparation / expertise level of the professional

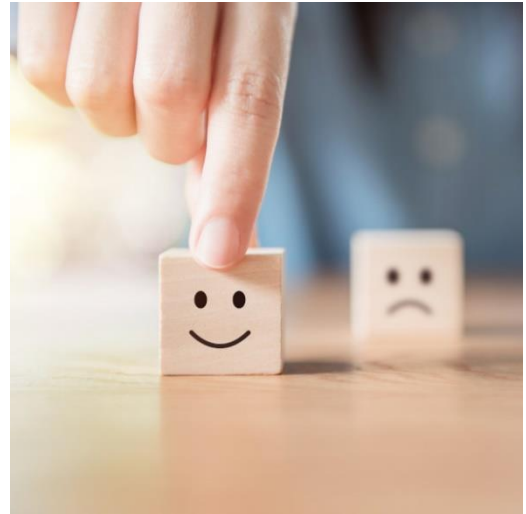
The analysis carried out by the Predictive Engine will be capable to focus on historical cases with best matches between candidates and opportunities, and to learn from unfortunate cases which resulted in a disagreement or negative results.



Customer satisfaction

The Predictive Engine will also be able to predict the **customer satisfaction** (a score or a probability of satisfaction) with respect to the product or service that can be offered by the different professionals. Data analyzed include:

- Product / service **specifications**
- The **similarity** between the specifications of requirements defined in the past by the same customer or by similar customers
- **Previous performance** (according to quality measures) of professionals, achieved on projects with similar requirements
- **Previous feedbacks** received by professionals, on projects with similar requirements.



The adoption of a predictive engine for this task provides significant advantages: professionals are not ordered trivially with respect to their cost or their average feedback, but with respect to a **prediction of customer satisfaction for the specific service**.

Best Membership Subscription



In such cases in which the professionals accessible through the current subscription would not be able to provide an adequate service, the predictive engine will suggest possible upgrades towards a higher membership subscription.

On the other hand, the **Predictive Engine** could suggest downgrading to a lower membership level, whether the availability of high-quality professionals is enough for specific **customer needs**, or if not all the features provided by the current level are fully used.

Professionals costs

The Predictive Engine will automatically **assess the appropriateness** of professionals' prices with respect to a specific request of a product/service (also useful for the Platform Consultant). Data analyzed include:



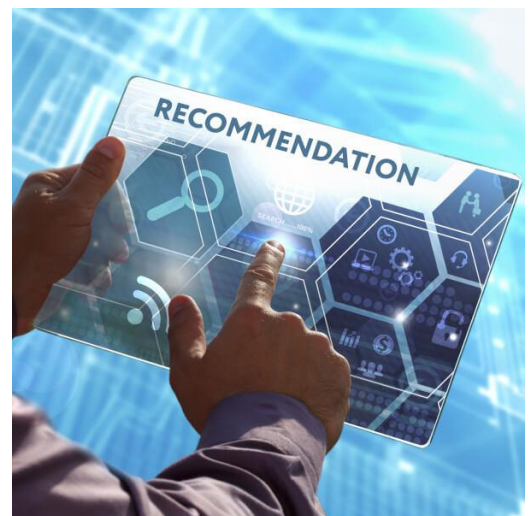
- **Previous feedbacks** received by professionals, on projects with similar requirements.
- **The similarity** between the current request and requests already made by the same customer or by other customers, together with an estimation of the fairness of the price.
- **Popularity and skills** of the professional

The adoption of a predictive engine for this task provides significant advantages: customers do not have to worry about **the estimation of the proper price for a task**, if they are not aware of the required effort and costs to perform it.

Recommendation of Specifications

The Predictive Engine will support the **configuration of product and service requirements**, providing useful recommendations about technologies to be used, design methodologies, programming languages, etc., as well as time constraints and suggested price. Data analyzed include:

- **Requirements** of previous projects and services developed in the platform
- **Profiles of customers** who previously asked for the development of products and services
- **Satisfaction scores** of previously developed products and services



Automated Review of Results

The Predictive Engine in our **Proof of Results** model will exploit Artificial Intelligence techniques to provide an **intelligent reviewing system**. The resulting products / services designed and developed in the platform will be automatically evaluated and compared with the requirements defined at the beginning of the process.



Data analyzed include:

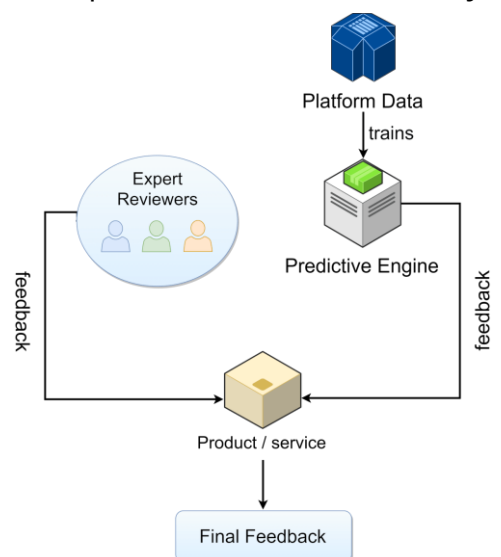
- **Specifications** of the product / service
- Product / service quality measures (KPIs)
- **Execution time** (e.g., when the product is a software component)
- **Feedbacks** received by the professionals and by human reviewers in previous work.

In this way, the Predictive Engine is considered **like a human reviewer**. It can also assign different weights to the reviews provided by humans, can **identify anomalies** in the reviews and can **prevent fraud attempts**. Moreover, as a reviewer, it **receives feedbacks** that can be used **to learn from mistakes** and improve in terms of accuracy.

The satisfiability of rules and requirements can be verified in an **automatic and unbiased way**, that also balances between the risks and the degrees of freedom in the feedback provided by the customer.

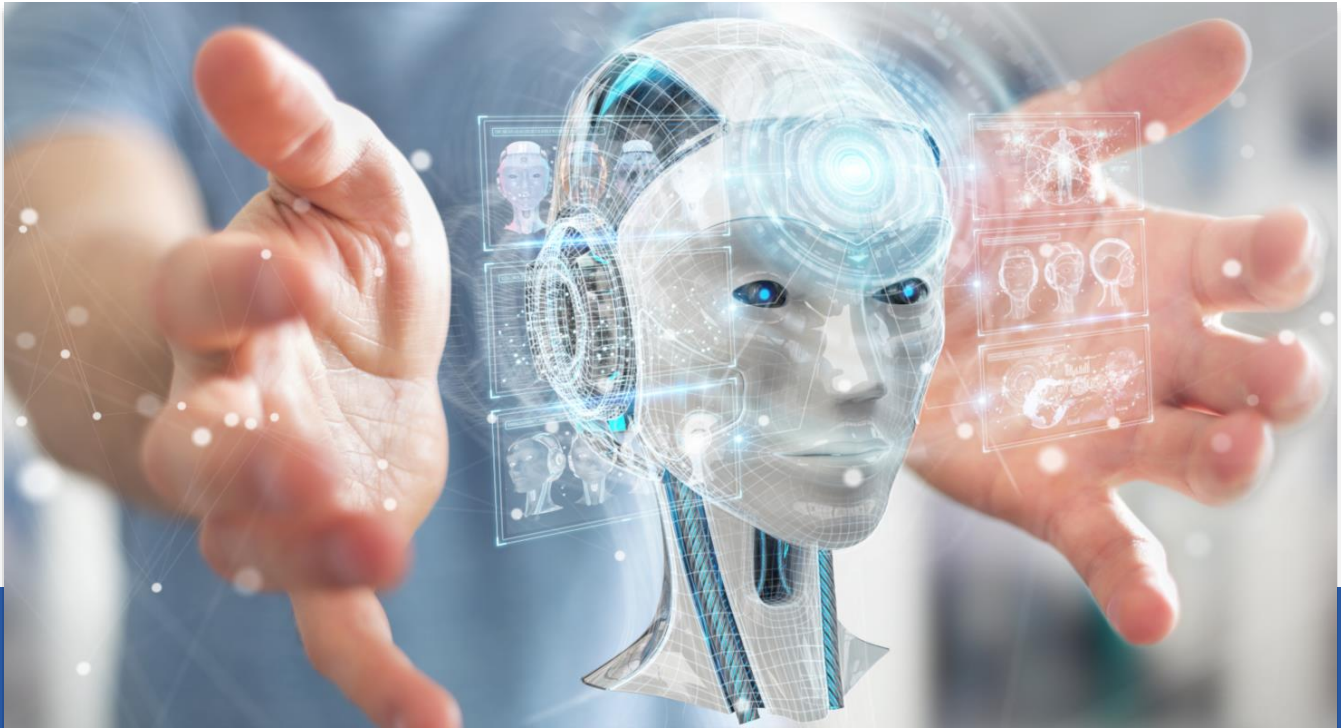
This mechanism **protects the team**, since the requirements and the rules are defined since the beginning, and their satisfaction implies that their work will be judged positively by the Predictive Engine.

At the same time, it **protects the customer**, in case a poor or lacking work is delivered.



13. Appendix C.

Artificial Intelligence (Technical Details)



Sensitrust Prediction Engine

“From WHAT to HOW”

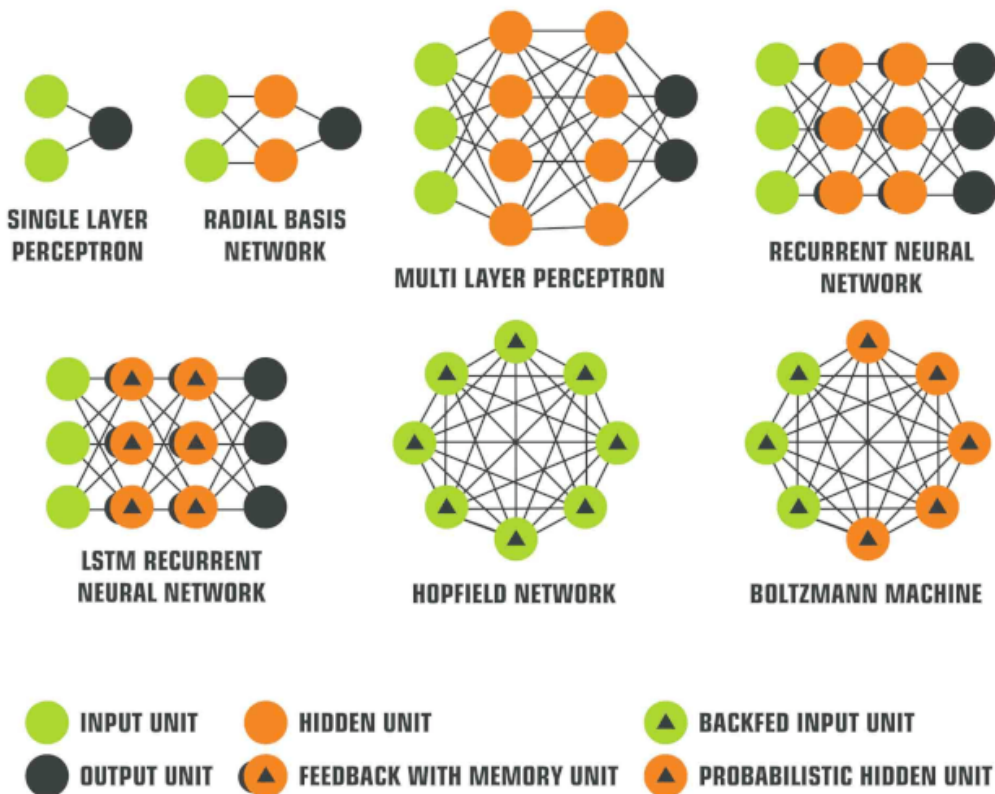
Deep Neural Networks

Deep Learning opened many exciting opportunities from the data analysis perspective [DL1]. Deep Neural networks have demonstrated very high performance in classification and forecasting tasks with complex data such as images, video or time series.

Moreover, they have been recently exploited for feature extraction tasks [DL2], to find a new feature space that is able to mitigate well known issues in data, such as noise and collinearity [DL3]. The adoption of such models in the platform will serve, for example, for prediction purposes and for the detection of possible anomalies [DL4]. In particular, they will be adopted to predict the customer satisfaction about a given product/service provided by candidate professionals, and to automatically detect anomalies in the product/service specifications, with respect to similar past activities.

Different neural network architectures will be investigated, in order to find the most promising ones for the specific tasks at hand.

NEURAL NETWORK ARCHITECTURE TYPES

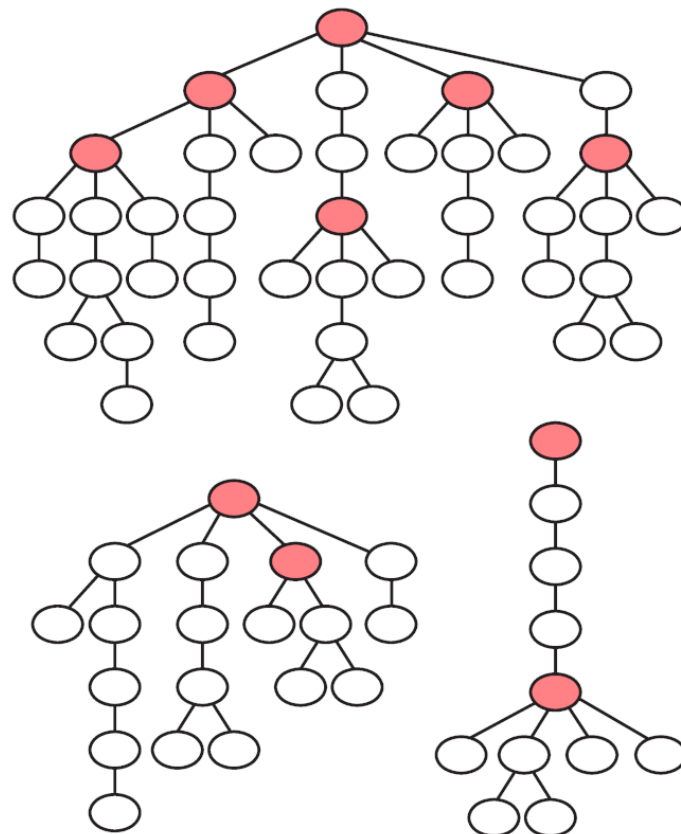


Decision & Regression Trees

Decision trees are well consolidated models, since they can be efficiently trained, and they provide a hierarchical structure that is easy to interpret. Improvements over the years led to the introduction of variants such as **Predictive Clustering Trees**, capable to exploit clustering approaches for predictive purposes, as well as **Random Forest** and **Gradient Boosted Trees**. These algorithms exploit more complex models which are capable to outperform many other machine learning algorithms in different contexts.

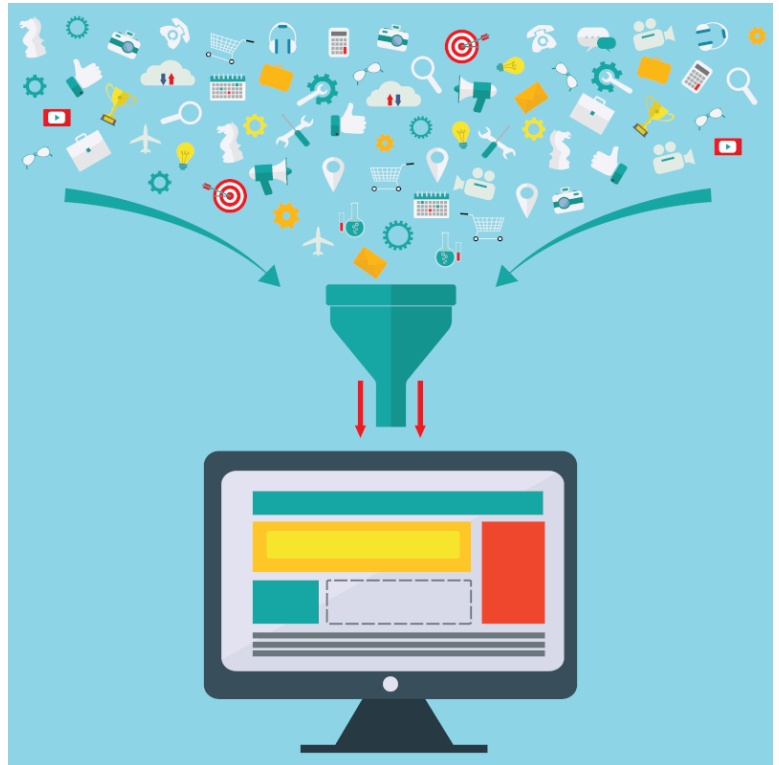
Their effectiveness has been proved in practice in many Kaggle competitions, in which they resulted the preferred and leading model used by many data scientists around the globe.

In the platform, these models will be used for predictive tasks for which an explanation of the prediction is useful. Indeed, their **high interpretability** allows the platform users to understand the conceptual motivations behind a given prediction, which can guide the users to improve their decisions and actions.



Recommender Systems

Highly common in social networks and e-commerce platforms, recommender systems [REC1] provide **suggestions** on new friendships, products, experiences, etc. on the basis of observed user's behavior, habits and characteristics. They are based on two main approaches, that is, **content-based** and **collaborative**. In the first case, recommender systems exploit the **similarity among items / products**, in terms of their characteristics, to suggest the most appropriate items to the user, according to his previous comments,



feedbacks and behavior on other items. In the second case, recommender systems exploit the **similarity among users**, in terms of items they interacted with. A typical example, in the case of e-commerce platform, is a suggestion like “other users who bought item A, also bought item B”. More complex hybrid multi-criteria alternatives can also be applied to overcome specific limitations of each base approach.

In the Sensitrust platform, we will design **proper representations** for products, services, specifications, and users, and will exploit them for the efficient computation of the similarity among products / services, among specifications and among users. Such similarities will be exploited by ad-hoc recommender systems, specifically tailored to suggest the most **promising opportunities to professionals**, the most **appropriate professionals to customers**, as well as **possible improvements to the specifications** defined by the users for the product / service they are interested into.

Clustering methods



Clustering methods aim to **organize objects in groups**, according to their similarity. In particular, objects that exhibit similar properties and/or features are grouped in the same cluster, whereas objects appearing dissimilar are positioned in different clusters [CLU1].

Different kinds of approaches include partitioning methods [CLU2], hierarchical clustering [CLU3], fuzzy clustering [CLU4], density-based clustering [CLU5, CLU6] and model-based clustering. Other approaches work on objects organized in **network structures** and aim to

group them according to their relationships, and according to the features of objects close in the network. Therefore, these approaches are used to **identify communities in social and interaction networks**.

In the Sensitrust platform, clustering approaches will be adopted to identify *i)* groups of similar customers, according to their characteristics and behaviors; *ii)* groups of similar

professionals, according to their skills and to the projects they worked on; *iii)* groups of similar activities, according to their specifications and to their success rate. The identified clusters will be useful not only for **profiling purposes** [CLU7] but will also be fruitfully exploited for **predictive and recommendation purposes**.



Natural Language Processing (NLP)

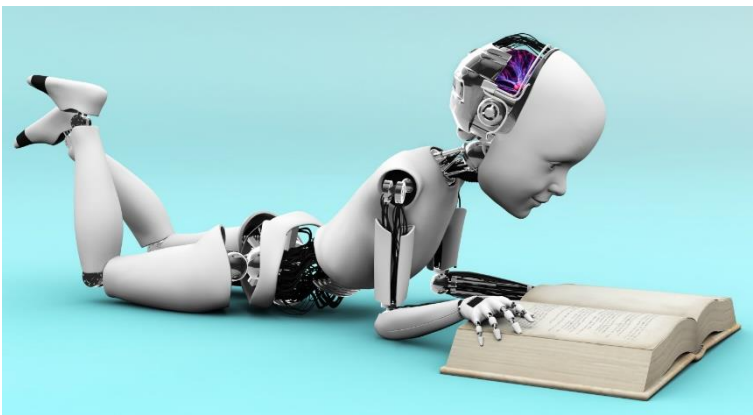
Methods for Natural Language Processing (NLP) allow the analysis of **unstructured text-based documents**, with the aim to establish a natural interaction between computers and humans. Classical tasks solved by NLP methods include part-of-speech tagging, named entity recognition and machine-based translations.

The most recent developments of such techniques led to a wide diffusion of **virtual assistants**, commonly used on mobile devices, which are able to make complex



conversations and to answer questions asked by users, using a natural language. They are the most advanced combination of NLP applications, that include chatbots, conversational agents [NL1], methods for text classification and approaches for question answering.

Recent innovations in the field of Deep Learning also led to significant improvements in the NLP area. In this context, sequence-to-sequence models based on Recurrent Neural Networks and Convolutional Neural Networks are in fact able to obtain very high accuracies in predictive tasks on text [NL2].



Other applications involve the extraction of high-quality vector representations of words from large amounts of unstructured text data, that can capture a large number of precise syntactic and semantic word relationships [NL3].

In the Sensitrust platform, NLP techniques will be exploited for multiple purposes. The most significant application will be the **automated review of specifications**, as well as the automated evaluation of the quality of products / services that can be described textually. In this way, the effort of human reviewers will be significantly reduced and supported by the Sensitrust engine, capable to linguistically analyze and evaluate the quality of a document, on the basis of a very large corpus of documents already stored in the platform.

Ensemble Learning

Ensemble methods are inspired by the so-called wisdom of crowds, according to which the opinion of multiple individuals (even if not particularly expert), may lead to better results than the opinion of an expert. Therefore, methodologically they consist in the combination of multiple predictive models, also called weak learners, to obtain more robust and accurate models. Existing approaches are based on the following strategies [ENS1]:

- **Bagging**, which consists in training multiple models in parallel from different subsamples of the same data. A combined, final, possibly stronger model is then obtained by averaging the output of the learned models.
- **Boosting**, which works by sequentially improving a model, iteratively [ENS2]. Different strategies can be adopted to improve the quality at each iteration. A common example is the re-weighting of the training examples on the basis of the difficulty to treat them.
- **Stacked generalization**, which aims at training a meta-model on top of the predictions returned by multiple prediction methods [ENS3, ENS4]. This approach is particularly helpful when the single models are learned through heterogeneous approaches, having an output that cannot be straightforwardly combined by simple averaging procedures.

In the Sensitrust platform, these approaches will be **widely adopted** for all the considered tasks, when the observed prediction accuracy appear below a satisfactory threshold.



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14. Disclaimer

General information

People who participate in the Sensitrust project share its purpose and promote its development. 200 million of standard ERC20 tokens (called SENSITRUST tokens or SETS tokens) will be created on the Ethereum blockchain and will be sold to the public.

SETS tokens **grant holders**:

- access to the services that will be offered by the Sensitrust platform and can be considered similar to pre-payment vouchers.

SETS tokens **do not grant holders** any contractual right or obligation akin to specified investments as set out in the Regulated Activities Order (RAO), such as:

- dividends, revenues, payment or benefit of any kind;
- any contractual entitlement to ownership in, or control of, the token issuer or other relevant person (like voting rights);
- any right or obligation obtained, even indirectly, by owning a share or a unit in a collective investment scheme.

Therefore, according to the taxonomy provided in the FCA Guidelines PS19/22 - Chapter 2, SETS tokens **do not fall in the category of security tokens**.

Moreover, SETS tokens **do not fall in the category of e-money tokens**, that, according to FCA Guidelines PS19/22 – Appendix 1, exhibit the following characteristics:

- are issued on receipt of funds for the purpose of making payment transactions;
- are accepted by a person other than the electronic money issuer;
- are not excluded by regulation 3 of the Electronic Money Regulations (EMRs).

SETS tokens **do not exhibit such characteristics**.

SETS tokens are not subject to any kind of attempt or mechanism to stabilize their value or reduce their volatility.

Therefore, SETS tokens are Utility tokens and **fall in the category of *Unregulated tokens*** that, according to the taxonomy provided in the FCA Guidelines PS19/22 - Chapter 2, refer to “any token that does not meet the definition of e-money. or provide the same rights as other specified investments under the RAO. This includes tokens referred to as utility tokens, and exchange tokens. These tokens can, for example, be issued centrally or be decentralised, give access to a current or prospective good or service in one or multiple networks and ecosystems, or be used as a means of exchange. They can be fully transferable or have restricted transferability. These tokens fall outside the regulatory perimeter.”

Consequently, **SETS tokens and their sale fall outside the regulatory perimeter outlined by the FCA and do not require any specific authorization or license.**

For further details, please refer to the FCA Guidelines PS19/22:

<https://www.fca.org.uk/publications/policy-statements/ps19-22-guidance-cryptoassets>

The sale of SETS tokens is final and non-refundable. The tokens cannot be shared and do not give the right to participate in the general meetings of the established Sensitrust Ltd company.

As the SETS tokens are not considered any form of financial services by the FCA (Financial Conduct Authority) and falls in the category of *Unregulated Tokens*, we are not registered with the Financial Services Authority. The SETS tokens are created for the activities of the platform and should not be used or purchased for speculative or similar purposes.

A buyer of SETS tokens acknowledges and declares that he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase and that the Terms and conditions of sale are governed and construed by the Laws of England and Wales.

Please refer to the complete set of Token Sale Terms and Conditions on the Website at https://www.sensitrust.io/terms_and_conditions/ that is the contract under which Sensitrust Ltd and the Buyer are bound.

Required knowledge

A buyer of SETS tokens is a person with adequate knowledge and experience in terms of cryptocurrencies, blockchain systems and services and fully understands the risks associated with the crowdsale and the mechanisms related to the use of cryptocurrencies. Sensitrust Ltd will not be liable for any loss related to the SENSITRUST Tokens or situations that make it impossible to access the tokens themselves, which could result from any actions or omissions of the user or any person who undertakes to purchase SENSITRUST Tokens, as well as in case of hacker attacks.

Risks

Purchasing SETS tokens involves certain risks:

- the project may not be started;
- the regulation on token offers may change or the token sale may be interrupted;
- some services and products that are expected to be implemented may not be developed.

Before purchasing SETS Tokens, you must carefully evaluate the risks in relation to possible benefits and, if necessary, get support from specialists of the field. If a person is not aware of the risks or is not in a position to accept them, he should avoid buying SETS Tokens.

Declaration of responsibility

This white paper should not and cannot be considered an invitation to participate in an investment. It does not constitute or relate in any way nor should it be considered an offer of securities in any jurisdiction.

The white paper does not include or contain any information or indication that may be considered for:

- purchasing SETS Tokens from jurisdictions that prohibit cryptocurrencies and tokens, limited or subject to additional conditions of any kind;
- using the crowdsale for any illegal activity, including but not limited to money laundering and terrorist financing;
- purchasing SETS Tokens for the purposes of speculative or financial activities;
- purchasing SETS Tokens when classed as a prohibited person.

Applicable law

The legal framework of the Terms of the Token Sale Agreement is specifically governed and construed in line with the Laws and regulations of England and Wales:

- This Token sale is not considered a sale of Securities;
- The Token Sale is not covered by the Financial Services Act 2012;
- The Company SENSITRUST LIMITED is not registered with the Financial Conduct Authority.

Arbitration

All disputes arising from the published white paper will be resolved by arbitration in accordance with the Centre for Effective Dispute Resolution (CEDR) arbitration rules in force on the date on which the request for arbitration is presented. The arbitration decision will be binding on all Parties.

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