



BLOCKERAS

UNIONE CONSUMATORI DIGITALI

WHITE PAPER



“

**CREATING AN ECOSYSTEM
IN WHICH WE, SMALL
ENTREPRENEURS,
ARE CONNECTED & EACH
OF US TAKE ADVANTAGE
OF OUR MUTUAL HELP**

CONTENTS SUMMARY

1.	Market needs	5
2.	Characteristics & features	7
2.1	Gains from purchases	8
2.2	Earnings for those who sell	8
2.3	Blockeras for all	8
2.4	Shop Token Contribution	9
2.5	Shop Conventions	9
2.6	The Blockeras brand	9
3.	Blockeras & the Blockchain	11
3.1	Maximum transparency	11
3.2	Goods, services and Blockchain	11
3.3	Internal mining and Blockchain	11
4.	Market	13
4.1	The Market	13
4.2	The BLK Token as a solution	13
4.3	Customer loyalty	13
5.	User Experience	15
5.1	The tools available in the system	15
6.	Business Model	17
6.1	Marketing plan	17
7.	Token Economy	19
7.1	The Token	19
7.2	Token distribution	19
7.3	Details	20
7.4	Token Sale: the benefits for those who participate	20
7.5	Stabilizing the Token value	21
8.	Legal	23
8.1	General information	23
8.2	Token documentation	23
8.3	KYC	24
8.4	Knowledge required	24
8.5	Risks	24
8.6	This document is not a call for investment	25
8.7	No security	25
8.8	Changes in the legal framework	26
9.	This document does not represent an offer	29
10.	Exclusion from liability	31
11.	User Statements and Warranties	33
12.	Taxation	35
13.	Jurisdiction	37
14.	Disclaimer	39



01

Market Needs



BLOCKERAS

MARKET NEEDS



Each individual, in his daily life, makes purchases for basic necessities or for commitments that cannot be derogated from. We all shop, we have to pay our bills, we go to the bar to have a coffee, we organize business trips or vacations, as well as we buy clothing. The examples given relate to the most common needs, but there are also needs related to one's work. How many times in life have we needed to call an electrician a lawyer or an architect. The average monthly expenditure of an Italian family stands at 2560.00 euros in 2020. Hence the fact that the consumption and purchase of products and services is something that no one can ignore. The market is constantly expanding and people are trying in every way possible to find ways of saving while trying to meet the constant needs.

Blockeras' goal is to create a commercial network that can help people save on their purchases. The network is an ecosystem within which, the consumer and the distributor, come together to obtain enormous benefits. The Blockeras ecosystem is a hybrid system between a Barter network and a normal commercial network. The Blockeras ecosystem, unlike the Barter networks, distributes non-repayable BLK Tokens to shop owners so as to lack the pure characteristic of multilateral clearing specific to these markets in which goods and services are exchanged without the use of legal tender currency.

In addition, in the Blockeras network, goods and services are traded in such decentralized form thanks to the use of blockchain and take place through an Algorand Token, called BLK, which has a stable value compared to the FIAT (Euro) currency in a ratio of 1 to 1.





02

Characteristics & features



BLOCKERAS

2.1 GAINS FROM PURCHASES

The private individual who buys the BLK Tokens will see its purchasing power increase exponentially. Within the network the operator will accept the BLK Token for the 100% of the payment, not as a discount voucher but as coin. The private individual will use BLK Tokens just like euros by making speculation about purchases in the form of savings. The private individual is well aware of the purpose of the BLK Token which consists in its use to make purchases exclusively from all shop owners who will be part of the network over time.

2.2 EARNINGS FOR THOSE WHO SELL

Shop owners who join Blockeras have a dual interest. On the one hand they will have the opportunity to increase their turnover with new clientele that would not normally know their existence, on the other hand, at this stage of Token sale, they can buy BLK in the form of a goods exchange. The great novelty lies precisely in the fact that at this stage it is sufficient for the operator to accept the BLK Token as a means of payment. For this commitment, the operator will immediately receive in return, in its Wallet, a countervalue of a quantity of BLK Tokens that can be up to 20 times the accepted value, all non-perused. The shop owners could spend the BLK Token for their business and personal needs within the network. The scenario we will face will be the scenario in which the BLK will be strongly exchanged among all owners in a climate of extreme confidence being able to draw on a basis of value obtained without re-lost. On the other hand, shop owners will increase their turnover by collecting new BLK to spend day after day or hold in anticipation of a future listing in the Exchanges.

2.3 BLOCKERAS FOR ALL

All participants will benefit, the private sector by getting big savings on purchases, the shop owner by increasing turnover, saving fiat money liquidity using the Tokens received non-per way. With this view to growth, we thought of using the network marketing tool to try to speed up the spread of the BLK Token with a view to mass adoption. We have therefore decided in the distribution of the BLK Token to reserve a quantity for those who decide to promote the project, the Blockeras brand and the growth of the ecosystem ensuring accreditations through a clear and attractive marketing plan.



2.4 SHOP TOKEN CONTRIBUTION

Shop owners who join the network during the Token sale have the benefit of receiving the non-refundable Token BLK contribution and of paying on offer the annual subscription cost of the advertising showcase at the price of 400,00 euros including VAT instead of 600.00 euros including VAT, with an on-offer saving of 4 months.

2.5 SHOP CONVENTIONS

The birth of the network will offer the possibility for shop owners who decide to promote the Blockeras ecosystem to obtain important economic returns. Shop owners are given the opportunity to promote registration on the network to individuals, through a Referral code and, above all, through the registration API tool (Application Programming Interface) that will directly allow the promotion of the Blockeras platform to those who decide to become Business Partners. This unique promotional activity will guarantee the shop owner an economic return resulting from the purchase of the BLK Token over time by the registered customer.

2.6 THE BLOCKERAS BRAND

The Blockeras brand was born with the aim of immediately transmitting the values and peculiarities that distinguish the brand and differentiate it from competitors. Sharing, community and the possibility to save thanks to purchases within the ecosystem, these are the concepts conveyed through the structure of the brand. All part of a mission to represent the entire Blockeras ecosystem.





03

Blockeras & the Blockchain



BLOCKERAS

BLOCKERAS & THE BLOCKCHAIN

3.1 MAXIMUM TRANSPARENCY

All activities (purchases and sales) of each member of the Blockeras network will be stored within the blocks of the Algorand Blockchain.

3.2 GOODS, SERVICES AND BLOCKCHAIN

Blockeras' goal is to ensure that BLK Token holders save money on future purchases. The habits of shop owners in our ecosystem will always remain the same, there will be no different activities or changes especially from a fiscal point of view. The shop owner will continue to issue regular receipts, or electronic invoices, in euros and will enter the collection in BLK Tokens under the consideration item. The operator and the private individual will have a direct relationship without any intermediary in the commercial negotiations to buy and sell goods or services. Blockeras will only have the function of making visible through the showcase site on the web and on the app, all those shops that are inside the network and that accept the BLK Token. The blockchain will therefore be the theater in which the exchanges will take place and where they will be recorded, without being able to be modified or altered over time, therefore leaving a trace of every purchase.

3.3 INTERNAL MINING AND BLOCKCHAIN

The internal mining service is made available through an algorithm which allows the provision of additional BLK Tokens exclusively at this stage of Token sale. Internal mining is not in blockchain but is the only centralized function in Blockeras management systems. The purpose of internal mining is simply to offer additional benefits to those who buy the BLK Token and also to the shop owner who decides to accept it by registering the company account in the network. Internal mining results in an increase in percentages, in the daily balance, of each shop owner's BLK amount, varying over time, until the date on which the network will be operational.





04

Market



BLOCKERAS

MARKET

4.1 THE MARKET

The Blockeras ecosystem, as anticipated, is a hybrid system between a barter network in which companies exchange goods and services and a classic commercial network in which private individuals also participate, being able to act in total autonomy through a decentralized Token in blockchain. Unlike the barter network there is no compensation and shop owners are rewarded if they participate, receiving non-per-losing BLK Tokens. In any case, if we want to take a reference market, it is certainly that of BARTERING. Barter's network, based on data from the International Reciprocal Trade Association (IRTA) reported by Bloomberg, estimates to be, only in the United States, a market of \$12 billion per year in transactions that do not provide for currency exchange. Our choice to distribute part of the BLK Token to shop owners without economic counter-match, stems from the belief that since there is little money in circulation, without the same there can be no market and therefore the production of any kind implodes. By distributing the BLK Token in the face of the shop owner's commitment to future acceptance, we are confident that the same will become over time an alternative tool to the use and saving of the euro to trade facilitating the development of the economy.

4.2 THE BLK TOKEN AS A SOLUTION

Having in mind of the diffusion of decentralized value in blockchain through distribution to shop owners and sale to private individuals, the BLK Token stands as a supporting currency with the aim of facilitating trade, a currency of stable value within the network that, in the future, if the community is strategically interested, can be exchanged with other cryptocurrencies or Fiat coins.

4.3 CUSTOMER LOYALTY

Individuals in the Token sale benefit from being able to acquire the BLK Token at a subsidized value. Shop owners in the network will be able to use the BLK Token as a tool to sell and retain their customers as well as acquire new ones. The BLK Token as well as a means of payment can become a very strong tool of marketing in order to guarantee royalties through the marketing plan offered by Blockeras.





051

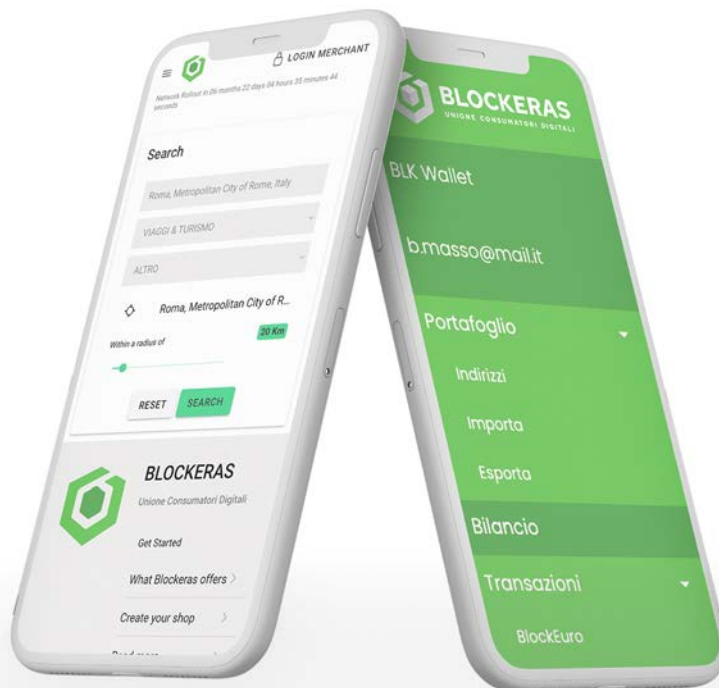
User Experience



BLOCKERAS

USER EXPERIENCE

5.1 THE TOOLS AVAILABLE IN THE SYSTEM



INDIVIDUALS

- Blockchain Mobile Wallet App
- Blockchain Web Wallet
- Backoffice Account
- Web Market Place
- Mobile Market Place App

SHOPS

- Blockchain Mobile Wallet App
- Blockchain Web Wallet
- Backoffice Account
- Web Market Place
- Mobile Market Place App

BLOCKERAS

- Backoffice
- Blockchain





06

Business Model



BLOCKERAS

BUSINESS MODEL

6.1. MARKETING PLAN

The marketing plan used for business growth is governed by Law 173, that relates to home sales. It is a network marketing plan that allows an economic return in both fiat currency and BLK Token as the subscriber through his referral code can promote the entry into the network of both the shop owner and the private sector.

In this phase of Token Sale the benefits are greater for those who decide to buy the BLK Token or those who decide to enter the network as operators. In the post-launch phase, in which the network will be operational, the commercial scenario will be different: the BLK Token will be available for purchase by the private sector at a value that will fluctuate between 0.60 and 0.70 euro cents while the shop owner who today receives the grant will be able to buy the BLK Token at a value of 0.20 euro cents and will have an annual cost of maintaining the advertising showcase of 600,00 euros including VAT.





07

Token Economy



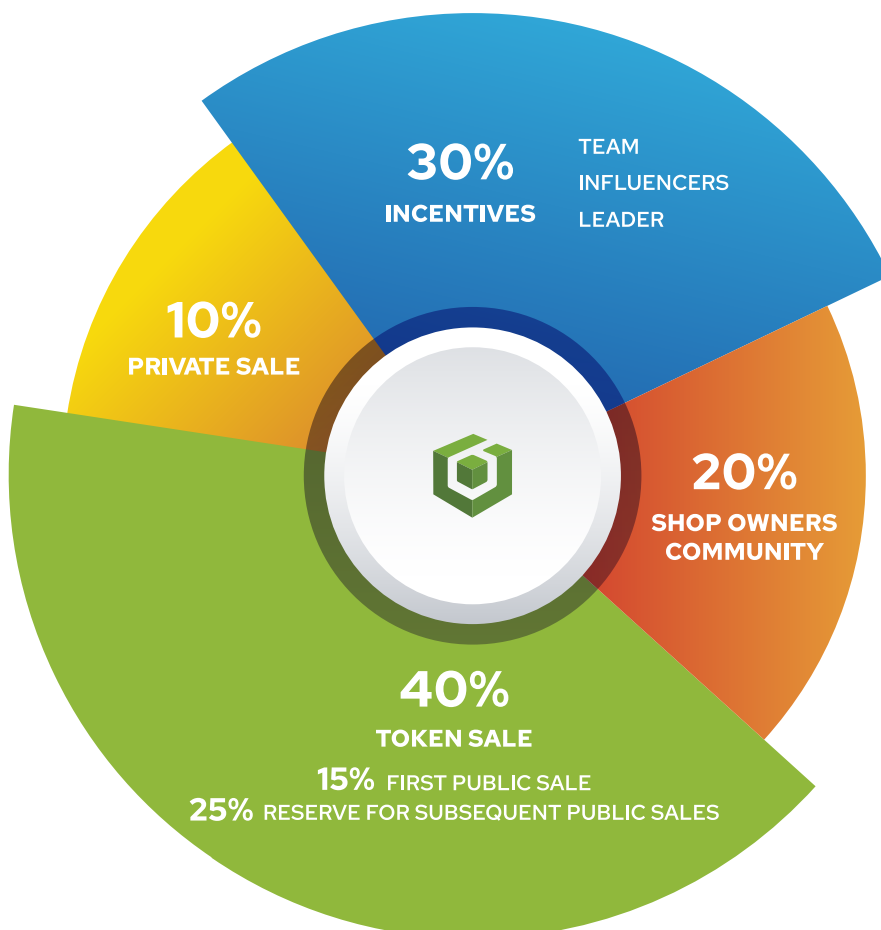
BLOCKERAS

TOKEN ECONOMY

7.1 THE TOKEN.

Cryptocurrencies used on the Blockeras network are referred to as "Token". Tokens are called BLK, and are in all respects Utility Tokens or even Payment Tokens issued in a quantity of 10 billion units. Distributed BLK's will be the means of payment for purchasing goods and services among shop owners participating in the network. Those who buy BLK within the network can use BLK Tokens at the internal practice value of 1.00 EURO per unit of BLK.

7.2 TOKEN DISTRIBUTION



7.3 DETAILS

TOKEN NAME	BLOCKEURO
TOKEN SYMBOL	BLK
TOKEN PRICE	0,20 EURO
TOTAL TOKENS ISSUED	10,000,000,000.00
CIRCULATING AT LAUNCH	10,000,000.00
MINIMUM CAP	2,000,000.00 EURO
MAXIMUM CAP	10,000,000.00 EURO

All Tokens that aren't sold will be kept in a special reserve for future IEO/ICO

7.4 TOKEN SALE: THE BENEFITS FOR THOSE WHO PARTICIPATE

By participating in the Token sale you can enter the Blockeras community at an extremely advantageous price. The Token can be purchased at Euro 0.20 (20 euro cents) but the value in Blockchain within the ecosystem will be 1.00 euros.

A total of 10 billion Token units will be issued.

BLK is based on Algorand Blockchain standard and can be purchased in crypto currency or fiat coin in the Token sale through the SHOP section of your Account in Blockeras. The current prices of the Token sale will be maintained until September 15, 2021.



7.5 STABILIZING THE TOKEN VALUE

The value of the BLK that can be spent at 1 euro, is guaranteed by the possibility to make purchases, in all online and offline stores of the network. Shop owners are themselves the underlying to guarantee the value of the BLK Token as it will be accepted as a means of payment over time. The network regulations stipulate that the shop owner must maintain a stable price sales value of its products and services in order not to devalue the value of the BLK Token itself. If a shop owner does not comply with the rule, he risks to be excluded from the network.





08

Legal



BLOCKERAS

LEGAL

8.1 GENERAL INFORMATION

In order to finance the development of BLOCKERAS, BLK Tokens will be created on the Algorand blockchain and will be sold to the public (Token sale).

Tokens will be issued by a technical process using “Blockchain” technology. This is an open-source IT protocol on which BLOCKERAS has no rights, control or responsibility in terms of development and operation. The distribution mechanism [Token] will be controlled by a Smart Contract; this involves using a computer program that can run on the Algorand network or on a blockchain network compatible with the Smart Contract programming language.

The sale of the BLOCKERAS Token is final: the BLK Token is non-refundable and cannot be redeemed.

The Blockeras Token is a utility Token and does not have the legal qualification of a title.

The Blockeras Token has no performance or particular values outside the Blockeras environment. The Blockeras Token cannot therefore be purchased or used for speculative or investment purposes.

Blockeras Crowdsale is not currently subject to the laws of stock exchange and securities trading, which ensure that the sale of certain products or goods is subject to regulatory control for investor protection.

8.2 TOKEN DOCUMENTATION

This White Paper along with the Terms and Conditions of the Blockeras Token described in the network regulations, modified from time to time, constitute the entire documentation for the Blockeras Crowdsale (the “Token Documentation”).



8.3 KYC

Taking part in the Crowdsale of Blockeras will require a mandatory KYC procedure consisting of the procedure of adequate customer verification. Each customer who purchases BLK Tokens in order to use them and transfer them to blockchain will have to adapt to this procedure by obtaining the personal documents necessary for identification. Customers will carry out KYC through their personal account registered on the website <https://blockeras.com>.

8.4 KNOWLEDGE REQUIRED

8.4.1 Any buyer of BLK Tokens (the “Buyer”) must understand and have significant experience of cryptocurrencies, blockchain systems and services, and understand their associated risks, as well as mechanisms related to the use of cryptocurrencies (including storage).

8.4.2 The buyer must carefully review the Token documentation in such a way as to understand the risks, costs and benefits associated with the purchase, deposit and use of Blockeras Tokens.

8.5 RISKS

8.5.1 Acquiring and holding BLK Tokens carries various risks, in particular (but not only) the risk that Blockeras will not be able to launch its platform and/or operations, to develop or exploit its blockchain and/or to provide the services to which the BLK Token is associated (in particular due to changes in the legal field and/or the approval of new laws or regulations and/or a new early interpretation of the current legal framework and/or jurisprudence, which could also have a retroactive effect by interrupting its operations or changing its business model). Therefore, prior to the acquisition of the Blockeras Token, any user should carefully consider the risks, costs and benefits of obtaining the Token itself as part of crowd sale and, if necessary, obtain independent legal and tax advice in this regard.

8.5.2 Any interested party who is not in a position to accept or understand the risks associated with the activity (including risks related to the non-development of



Blockeras services) or other risks as indicated in this document, or in the remaining operating process, shall not purchase BLK Tokens.

8.6 THIS DOCUMENT IS NOT A CALL FOR INVESTMENT

This White Paper should not and cannot be considered an invitation to conclude an investment. It does not constitute or refer in any way and should not be considered or construed as an offer of securities in any jurisdiction. The White Paper does not include or contain any information or indication that may be considered a recommendation or that may be used to make an investment decision. This document does not constitute an offer or invitation to purchase shares, bonds, securities or rights relating to Blockeras or any related company.

8.7 NO SECURITY

8.7.1 BLK Tokens are not convertible into shares or certificates of the Company and do not grant any right to receive such shares or certificates.

8.7.2 The BLK Token does not confer any direct or indirect rights to Blockeras' capital or income and, in particular, does not confer any rights to Blockeras' dividends, interest, other shares, income or earnings.

8.7.3 The Blockeras Token does not constitute proof of ownership of any property belonging to the company or a right of control over Blockeras and does not grant the owner any right to Blockeras' activities.

8.7.4 Blockeras Tokens have no value of securities or certificates of participation and do not give the right to participate in, or vote at Blockeras general meetings or to influence in any way the respective corporate governance or decisions of the corporate bodies of Blockeras.

8.7.5 Under current guidelines and practice, the Blockeras Token is a utility Token that allows access to Blockeras services and is not intended to be used as an investment.



8.7.6 Any offer of the Blockeras Token on a trading platform, is made to allow additional users to use and/or access the Blockeras platform and not for speculative purposes and does not change the legal qualification of the Blockeras Token as a utility Token.

8.8 CHANGES IN THE LEGAL FRAMEWORK

8.8.1 The Token sale and the purchase of BLK Tokens take place within a regulatory framework still under development where regulators are still carefully examining the activities associated with cryptocurrencies around the world.

8.8.2 Measures, investigations or regulatory actions may affect Blockeras' activity and even restrict or prevent its execution or development.

8.8.3 Anyone acquiring BLK Tokens must be aware that Blockeras' business model and the Token economy documentation may change due to new legal, regulatory and compliance requirements from any applicable law in any jurisdiction, even with retroactive effect. In this case, buyers and anyone who purchases the BLK Token acknowledges and agrees that neither Blockeras nor any of its affiliates will be held responsible for any direct or indirect loss or damage caused by such legal changes.





09

**This document does
not represent an offer**



BLOCKERAS

THIS DOCUMENT DOES NOT REPRESENT AN OFFER

9.1 This White Paper should not be construed as an offer, personal recommendation or solicitation to conclude a transaction and should not be treated as an investment advice.

9.2 Blockeras should not be considered a consultant in legal, tax or financial matters. Any information contained in the White Paper is provided for informational purposes only, and Blockeras does not provide any statement and/or assurance as to the accuracy and completeness of the information included in the White Paper.

9.3 Given the lack of qualifications and skills in the field of cryptocredit, in most countries, the buyer is strongly advised to carry out a legal and tax analysis related to the purchase and ownership of the BLK Token based on their nationality and place of residence.





10

Exclusion from liability



BLOCKERAS

EXCLUSION FROM LIABILITY

10.1 Blockeras will do everything possible to start its operations, develop its platform and/or provide the services highlighted in this White Paper. Anyone who undertakes to acquire the BLK Token is aware that Blockeras does not provide any guarantee that it will be able to carry out the project highlighted in this White Paper.

10.2 By subscribing to the Blockeras Token, the latter assumes no responsibility for any loss or damage that may result from your assignment to receive (or receive promptly) BLK Tokens or the inability to use BLK Tokens, as well as for any failure or malfunction of the respective Smart Contract, except in the event of malicious misconduct or gross negligence directly attributable to the Company.

10.3 The Token BLK is based on the Ethereum protocol. Any malfunction, unplanned function, or unexpected operation of the Algorand protocol can cause the Blockeras or BLK Token to malfunction in an unpredictable way. In addition, the unit of account of the native Ethereum protocol may lose value in a similar way or have very high transaction costs, and even in other ways no responsibility is assumed in this regard, except in the case of malicious misconduct or gross negligence directly attributable to the Company.

10.4 Blockeras assumes no responsibility for any loss of BLK Tokens once it is listed on crypto markets or situations that make access to BLK Tokens impossible, which may result from user actions or omissions, as well as in the event of attacks by hackers.





11

User Statements & Warranties



BLOCKERAS

USER STATEMENTS & WARRANTIES

By participating in the Blockeras Token sale and purchasing Tokens, the buyer confirms that:

- He has read and understood the documentation and agrees to be legally bound by its terms.
- He has sufficient knowledge about the nature of crypto Tokens and has significant experience and functional understanding of the use and complexity of managing crypto Tokens, cryptocurrencies and blockchain-based systems and services.
- He has fully understood and accepts the risks related to the purchase of Tokens outlined in the documentation, including those related to possible changes in the legal environment.
- He is familiar with all the relevant rules, in particular (but not limited to) those relating to the specific jurisdiction in which the lawyer is located, and that he has received competing advice before participating in the Token sale making sure that the purchase of Tokens is not prohibited, restricted or subject to additional conditions of any kind.
- He has the right to acquire BLK Tokens during the Token sale without requiring any local authorization and is in accordance with the local state and national laws and regulations at the time of purchase.
- He is authorized and has full right to purchase the BLK Token; is not a U.S. citizen, resident, or entity (a "U.S. Entity") or that the Buyer is purchasing BLK Tokens on behalf of a U.S. person.
- Will not use participation in the Token sale for illegal activities, including, under but not exhaustive, money laundering and/or the financing of terrorism, the purchase and storage of the Token will not constitute a violation or violation of any law, in particular in your country of residence or citizenship.





12

Taxation



BLOCKERAS

TAXATION

The Buyer of BLK Tokens acknowledges, understands and agrees that the purchase and receipt of BLK Tokens may have tax obligations and/or consequences, that you are the sole responsible for compliance, and that the company assumes no responsibility for any of your obligations and/or tax consequences. The company is not responsible for the withholding, collection, reporting, payment, settlement and/or remission of any use, added value or similar tax resulting from the acceptance of this Agreement and the potential future re-entry of BLK Tokens. The company cannot and does not provide tax advice and recommends that the buyer of BLK Tokens should require appropriate professional advice in this area if necessary.





13

Jurisdiction



BLOCKERAS

JURISDICTION

This Agreement shall be governed in all respects, including as regards validity, interpretation and effect, by the laws of the Italian Republic, without giving effect to its principles or rules of conflict of laws, in so far as such principles or rules are not compulsorily applicable by statute and would allow or require the application of the laws of another jurisdiction. The competent court will be that of Rome.





14

Disclaimer



BLOCKERAS

DISCLAIMER

This document was prepared by Blockeras SRL to represent its project to potential buyers of the services. Blockeras SRL has undertaken its analysis on the basis of the information available to management and partners at the time of writing and assumes no responsibility with regard to the aspects of profitability and evaluation that result, nor for the consequences that may result from the unavailability or inaccurate communication of data and facts related to the formulation of the evaluations expressed in this document.

Please note that the use of the information contained in this document for purposes other than those indicated above and disclosure or communication of the same to persons not involved in the indicated transaction is prohibited.

