



DECENTRALIZED DONATION PLATFORM

PREPARED FOR THE WORST  
HOPING FOR THE BEST

## THE VIRTUE

People helping other people out has been around since the dawn of mankind and it's not going away anytime soon. It's an integral part of what makes us human, and a virtue cherished by all cultures around the world. Even little things like helping a stranger cross the street fill us with that warm and fuzzy feeling of joy. It's selfish, but also selfless, because it's a win-win situation where everybody gains. In modern times we go way beyond that: nearly one third of all people worldwide donate to charities and one quarter volunteer every year. We have excellent charitable organizations to thank for that and their importance in our society is immense. In fact, they are such a crucial part of our society because they take care of people, animals and environments that have been forgotten by the powers in charge. In an ideal world, there would be no need for charities.

## REAL WORLD

However, we live in the real world with real problems. Charities have modernized themselves and embraced the Internet and social networks to engage more people. It is now easier than ever to recruit people, raise money for a cause and deliver it to the people in need. But people still have second thoughts, and they all concern charitable organisations. First of all, people don't like to pay for administrative and marketing overhead, because money spent there is money lost. Secondly, donating to major charities doesn't give you the sense that you are making a difference. And last, but not least, charities are businesses that employ people, have their own agendas and frauds are very hard to detect. The process is centralized and rigid, difficult to supervise and full of overhead costs.



### TRACEABLE

Ethereum blockchain provides full traceability of funds going to the receiving party, consequently increasing trust in people.



### SECURE

The mathematical security built into blockchain as a whole is far superior to any previous digital security solution and ensures unique and immutable data.



### NO MIDDLE MAN

To reduce the number of transactions and administrative costs the intermediaries have been completely eliminated.



### ANTI-FRAUD PROTECTION

Smart contract are the basis on which the funds will be released in phases to the receiving party based on evidence of progress and community voting.



### REWARDING

Reward system is simple: the more tokens you use to back a cause, the higher the reward is in it for you.



### GIVING IT ALL

All the raised funds go almost entirely to donations, only a small percentage is returned to the ecosystem.



### BORDERLESS

Our mission is to help everyone, everywhere and anytime without limits.



### EMERGENCY POOL

Tokens for projects that won't draw enough attention will be placed in the emergency pool, which will provide quick help in special crisis situations.



## THE PLATFORM

We can do it better. Enter CHERR.IO. Designed on top of the Ethereum blockchain to ensure traceability of all transactions and full auditability. With a voting mechanism that gives deciding power to the donors and lets them choose and control where their money should go to make the biggest impact. This technical improvement in execution is not enough for us though. We want to go further, we want to disrupt the concept of charitable organizations and introduce a paradigm shift in how people think about them.

We asked ourselves one question:

**Would we make somebody the world's richest person if he would end world hunger?**



## YES

We designed our platform around the idea that all forms of charity are rooted in some form of self interest. Be it for the thanks we get for good deeds being done or just that feeling of warmth and recognition by society. So we added rewards to the list, to increase the net sum of funds going to the receiving party due to the reduced overhead costs compared to ordinary charities.

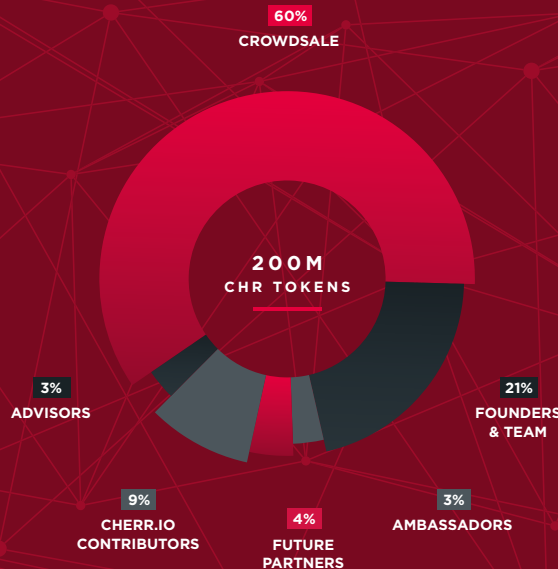
We aim to achieve that with the introduction of the CHR token that will be used by active participants of our platform during the fundraising process. It will be used in a reward system that is built around a very simple principle: the more tokens you use to back a cause, the higher your payback is. Of course, the payback is always relative to the total amount of the raised funds. Such an ecosystem motivates active participants to engage in promotion of the fundraising project. This will add to the organic growth of the platform, as their reward is based on the success of the project. Finally, this gives us complete control over total overhead costs and greatly reduces them compared to ordinary charities.

## TOKEN INFO

Symbol: **CHR**  
Token type: **ERC20**  
Total tokens: **200,000,000**  
Available for crowdsale: **60%**

## CONTACTS

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## A CHERRY ON TOP

By designing the platform on top of Ethereum we aim to tap into the vast pool of cryptocurrencies and attract a significant amount of people that are either willing to donate or actively participate and get rewarded, while also helping others in the process. Because in the end, if you end world hunger and get rewarded for doing it, it's a win-win situation.