



PATRIOT MALL

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## Overview of the “PATRIOT” project

### General information and core idea of the project

Present white paper is considering project of construction of a shopping and entertainment mall in Tyumen city of Russian Federation. The initiator of the project is the company with limited liability “RAMTEX” (hereinafter “Company”).

The project belongs to the category of new construction and going to become the leading project of this sphere in the region. Mall will be located In the Eastern Administrative District of Tyumen city. Structure going to cover 35194,3 m<sup>2</sup>. Company going to manage this project after putting the complex into operation and attract tenants to the built area.

Main idea or concept of the Mall will be built around first floor and anchor tenant in general. Company already has written agreement with agricultural society of the region and going to provide space of the first floor under farmer's market. This market is going to create and generate client traffic because of high demand on natural products. And at the same time rent payments for this market going to be marked-oriented, while big trading networks ask for preferential rates.

At the time of writing this document the Company has written confirmation with potential tenant for most of the rent suitable areas. More detailed information could be found on web page.

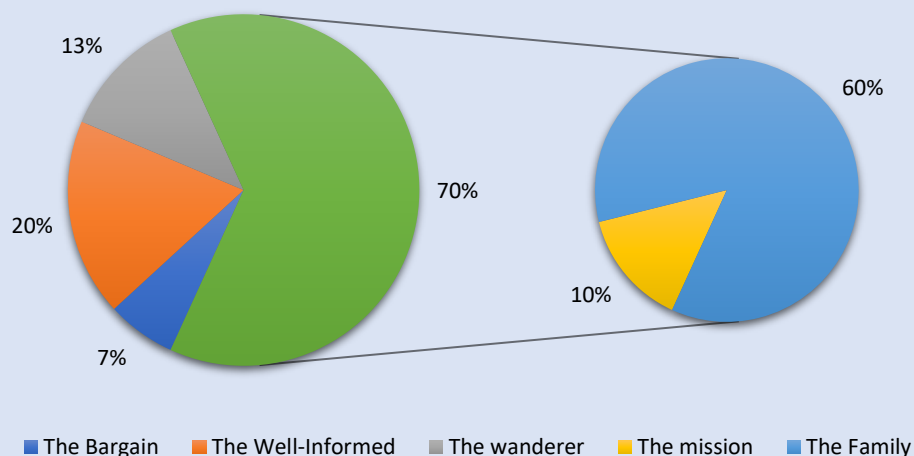
To finish construction process project required 9,450 Ethereum. And project going to be ready for operation purposes after 12 months of getting necessary funds. More detailed information about [timeline](#) and [funds](#).

## Potential customers research

The most important part of any mall is customers and consumers. Marketing team of the Company was working with citizens within area where The Mall is going to be built and developed classification of potential clients who is interesting in this Mall and going to visit it. Marketing team also has involved team of sociologists who helped them understood gathered information and come to clear view what is behind customer's decisions.

All collected information has been classified and ordered. Data of this research will be applied into future advertising promotions and policies. After all, works and analysis with gathered information marketing team got the following key groups of customers:

- **The Family group**
  - This is the people with families. Despite on fact that main idea of the Mall will be in integrated first floor farmer's market, complex will have another 2 floors with different entertainments there. These floors will include such activities as fitness, ice rink, food courts, kid zone and many others that should be interesting among visitors with children.
- **The well-informed shopper**
  - This category of customers covers very big segment of the market. Most of the people who was participating survey said that they prefer to do a ton of research before making purchase decisions. Customers read all available description of the product, going through the feedback made by current users and only than going for shopping. For this category, the Mall going to offer wide spectrum of different products that will be presented in the "PATRIOT" and all these products will be supported by qualified assistance.
- **The wanderer**
  - This category well known as "just looking around" and represented all over the world. Mostly people of this category represent up to 12-15% of the total mass of visitors. They should be acknowledged, but generally left alone.
- **The customers on a mission**
  - These are customers who clearly understand what they want and come to mall to just get in and out of story. Company going to develop a web platform with detailed description of the available products.
- **The Bargain hunters**
  - These consumers always looking for good deal for them, mostly the solve driver of their purchase decision is pricing. The Mall going to follow the lowest prices policy in the region.



## “PATRIOT” Mall vision

Despite on fact that Malls and trading centers provide wide specter of customers that would like to found everything in one place, market in this region still dominated by small booths and boutiques that provide different services and products, and exist independently from each other. As document mentioned above, Company going to build entire infrastructure of the Mall around first floor anchor tenant farmer’s market. This will give a lot of options and wide range of clients who prefer natural products but at the same time would like to shop in one place.

Because entire region and this area of the Tyumen city doesn’t have any similar projects, “PATRIOT” open wide range of opportunities for customers who preferred large choose of available products as well as for suppliers because of extensive spectrum of customers.

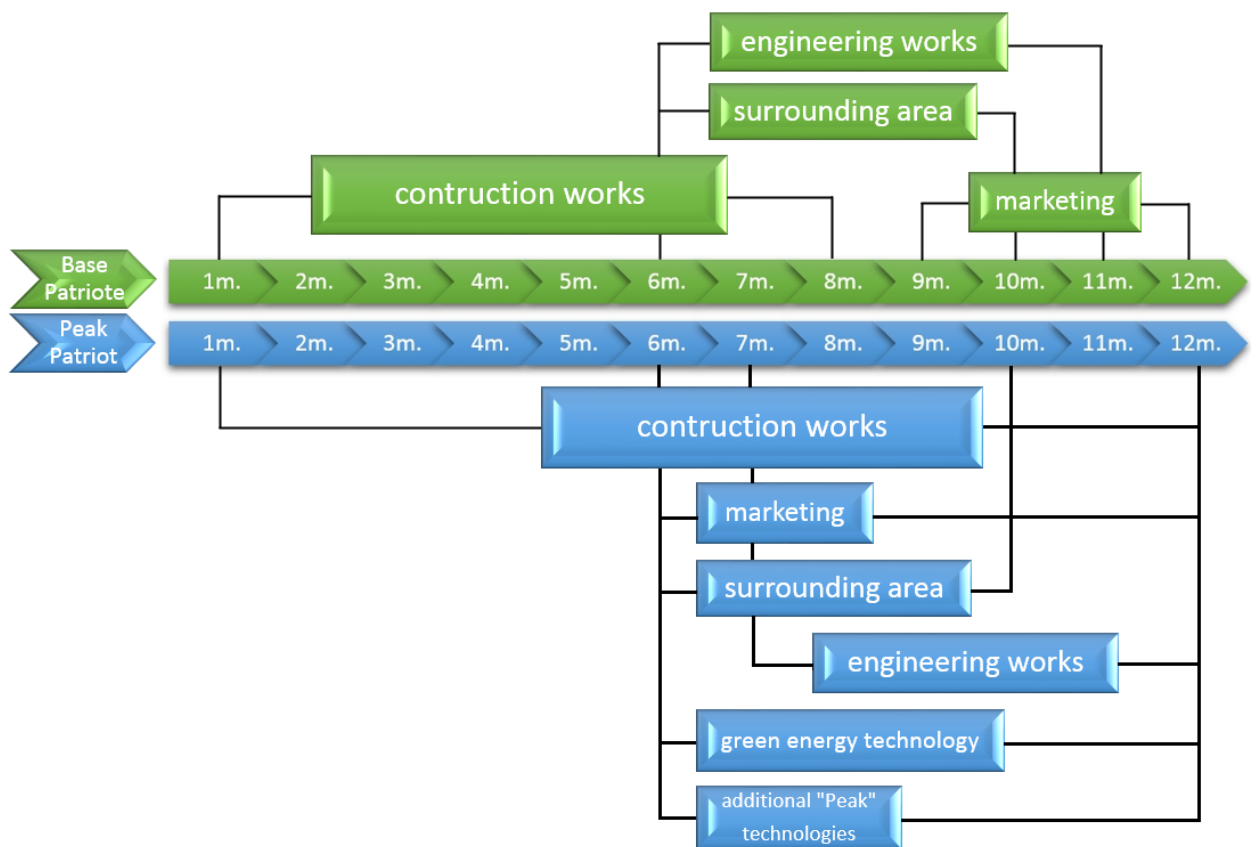
Group	“PATRIOT” features	Attracting interest
Customers	Project will be unique in the Eastern Administrative District of Tyumen city and going to unite all requirements of potential customers in one place.	By negotiation with potential tenants reducing price and follow high quality standards.
Tenants	Project is unique in the region and has no direct competitors. Provide wide spectrum of different customers.	Developing potential customers and giving suitable places for rent.

## Project timeline

As it is mentioned [above](#), the timeline of the project will take 12 months since the necessary funds will be collected (9,450 Ethereum). Project required such short period of time and funds because it's already in progress and Company owner already invested around 5,000,000\$ into it realization. More detailed information about required funds and invested funds you can found in "PATRIOT" [Budget allocation](#).

However, Company has developed next timeline under this project, that meets two main goals in funds collection. Those goals have been classified as bottom line of required funds (Base Patriot "9,450 Ethereum") and top line of required funds (Peak Patriot "11,140 Ethereum").

The following structure describe timeline of the construction process for "PATRIOT" Mall:



## Patriot Project Mall Tokens (PPMT)

Patriot Project Mall Tokens (“PPMT”) one of the most important part of the ICO and guaranty for the future investors. Company has been developed unique and highly perspective investment program under this project. General idea going to be built around tokens and their tied to square meters of rentable area. It means that owner of each token will have limited right for rentable area and going to get dividends from rent payments. PPMT will be created during crowdfunding period only. PPMT will be attributed next set of functions:

- Each PPMT will be tied to 0.01 square meter of rentable area.
- Once the “PATRIOT” Mall will be putting into operation, PPMT will starts to generate profit based on the rentable area and profit that comes from it.
- The general conditions of PPMT will be set in the [Token policy section](#).

**The supply of PPMT will be limited to the pool of tokens created during crowdfunding period.**

### Creation and initial parameters of the PPMT

The Patriot Project Mall Tokens is a token on Ethereum platform. Its design follows widely adopted token implementation standards. This makes it easy to manage using existing solutions including Ethereum Wallet.

Maximum number of tokens created during crowdfunding period:

- |                                   |                   |
|-----------------------------------|-------------------|
| • Total:                          | 1 800 000 (100%)  |
| • Tokens reserved for bounty:     | 9 000 (0.5%)      |
| • Tokens reserved under pre-sale: | 240 000 (13%)     |
| • Crowdfunding participants:      | 1 791 000 (99.5%) |

Sending 1 Ethereum to the project will create 140 PPMT.

No token creation or gaining will be available after the crowdfunding period.

Tokens will be transferable once the crowdfunding is successfully completed and dividends payments will be over.

**To see details and learn more go to crowdfunding section.**



## Return of investment (ROI)

### Patriot Project Mall Token's price itself

Likewise, any of familiar financial tools, tokens have own price. In the IPO world, shares directly connected to organization performance and based on price that show the successes or failures of the firm.

In the real estate market, conditions and terms are little bit different, like price of your investment tied to the real square meters. But at the same time, this price based on the market performance, economic zone, worldwide financial conditions and etc. Despite on some stable regions, the conclusion is investment into real estate kind complicated.

Patriot token open for investors unique opportunity. Future token holders will invest into the real property, into the offline project, where tokens tied to real square meters. But in reality, project won't have nothing with real estate, because it's developing project. Such projects are in category of low risk investment projects, where the only certain factors could really influence potential profit and probability of those are very low.

So, this project and Patriot Project Token in particular, open in front of the people opportunity to invest money into unique activity. This activity represents hybrid investment between investments into shares and investments into real estate. And at the same time, it provides very flexible and clear set of tools for process of investments return.

Those tools are significantly divided into two paragraphs. Which is dividends that the Company is going to pay based on the profit gathered through rent, and release of the tokens into the exchange market to allowed to token holders sell and buy it. Description of this options could be found below, in Dividend subsection and Exchange market subsection.



## Dividends

This chapter is dedicated to the most important and interesting part for investors, return on investment. Or to mechanism and formula, that Company team has developed under PPMT, how profit of rental income going to share among token's holder.

The main idea of ROI and Dividends tool will be built around Patriot Project Mall Tokens and it's tied to the 0,01 square meters of rentable area. Developers team has created a formula under this model. This formula considers total monthly profit, that Mall will give with rent payments and count dividends based on number of tokens that holder has. Formula also provides special conditions for those who has more than certain number of tokens. In this way, then more tokens holder has, than higher dividends will be. From here Company got the following key principles:

- Rentable area of the Patriot Mall 18 000 m<sup>2</sup>.
- Estimated monthly rental income \$604 500.
- 1 800 000 PPMT will be created during crowdfunding.
- 1 PPMT equal to 0.01 m<sup>2</sup> equal to \$5.
- The percentage of rental income that will go to dividends 35%.
- Expected expenses and financial model could be viewed in [Budget allocation](#) section.

The next formula will be used for dividends calculation:

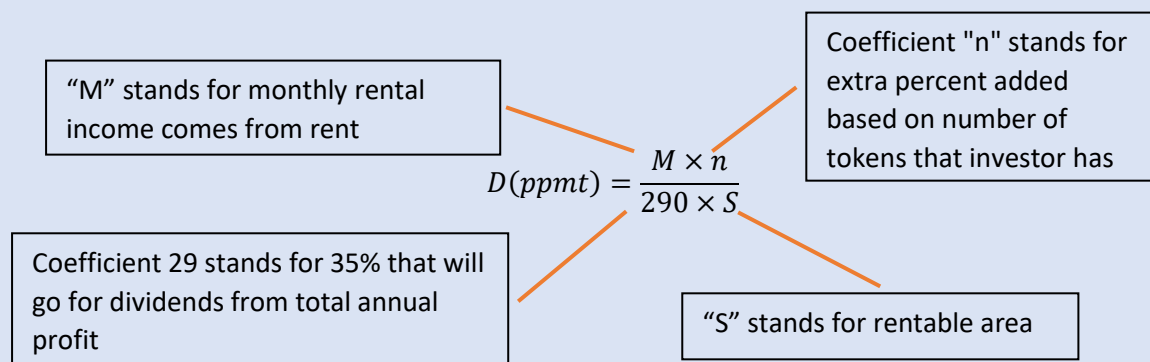


Table for coefficient n:

Number of tokens			n coefficient	N (%)
50 PPMT	to	199 PPMT	1.01	1%
200 PPMT	to	399 PPMT	1.02	2%
400 PPMT	to	999 PPMT	1.05	5%
1 000 PPMT	to	1 999 PPMT	1.1	10%
2 000 PPMT	to	4 999 PPMT	1.15	20%
5 000 PPMT	To	>	1.30	30%

\*The payment is going to starts within 3 months after putting Mall into operation.

\*The payments will be over after tokens will be released into the exchange market.

\*Token will be released into the exchange market when at least 50% of investments will be return back through dividends.

\*This tool provides to investors warranty that the project is real and its confidence in success.

## Flow of the tokens

This section devoted to release of the tokens into exchange market. As everyone understand this process kind complicated and has many pitfalls. Two keys pitfalls are: to put tokens into operation within the big exchange platform, tokens should have high demand plus should be highly popular among crypto world. To solve this problem and create demand for the tokens and its future volatility the Company focus group has developed special promotion, to increase the interest to the tokens after its release.

This promotion includes rentable areas and discount that token holders will be able to get, based on the number of tokens that they have. To increase interest among potential tenant, focus group has developed three discount packages: “bronze packet”, “silver packet” and “gold packet”. Each of the packets required special number of tokens and give to the token holder rights to get discount for rent payment for 2 months.

This promotion will be implemented into the operation only after tokens will be released into the exchange market. In this way, the Company protect token holders’ dividends from reducing payments and in the same time provide mechanism that will create demand on the tokens after its release into exchange market.

Tokens are planning to be released into the exchange market within 36-48 months after putting mall into operation.

### Promotion conditions

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#### **Gold packet**

Required 30% PPMT from rent payments

Gives 30% discount

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#### **Silver packet**

Required 20% PPMT from rent area

Gives 20% discount

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#### **Bronze packet**

Required 15% PPMT from rent area

Gives 15% discount

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To understand this concept better team of developers prepared short explanation, that introduce you how it going to work. This scheme covered such aspects as what number of tokens are necessary to get discount and what will be happening with tokens after.

Let's say that you are planning to rent 100m<sup>2</sup> in the "PATRIOT" Mall.

To get your 15% discount you will need to buy PPMT on amount that equal to 15% of rent area that you are going to take. In this way we have got, that to get 15% discount, tenant will have to buy tokens that equal to 15% of total rent area, which is equal to 1500 PPMT.

To get clearer understanding of the discount program, lets go though few numbers and some simple calculations.

- Average rent payments will be - \$34,5 per m<sup>2</sup>.
- Rented area – 100m<sup>2</sup>.
- To get 15% discount tenant must buy tokens that equal to 15% of total rent area – 1500 PPMT in this case.

To regulate clear tokens flow among tenants, our team prepared special procedure for them. To get discount, tenant will have to deposit bough tokens on "PATRIOT" wallet for 1 week. After this duration tokens will be returned to tenant. After getting token back, tenant can decide either he want to keep tokens, or he want to sell it back through exchange market.

We have done certain consultations with potential tenants and find out that they like concept described above. Moreover, we have official letter from agro-industry of Tyumen city, signed by director of this origination, that they are interested in participation in such innovative program. This letter you can find on official web page.

## Bonus program And Pre-sale

The company developed special bonus program to attract as much of investor's attention as it possible. The main purpose of bonus program is to make investments more tempting and interesting. Everyone like bonuses.

The company tried to make bonus program from a perspective when it meets interest of both sides, The Company as the ICO founder, and investors as future token holders.

Bonus program will be divided into four main stages. These stages are:

- Pre-sale
- Early access stage
- Main course stage
- Late stage

### Pre-sale stage

Pre sale stage will start 5 day before ICO. It will give to investors bonus of 50% extra PPMT to the bought amount. Pre-sale amount limited by 240,000 PPMT.

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### The Early access stage

Level will start at the day of Token sells and will continue for 1 day only. It will give to investors bonus of 25% extra PPMT to the bought tokens.

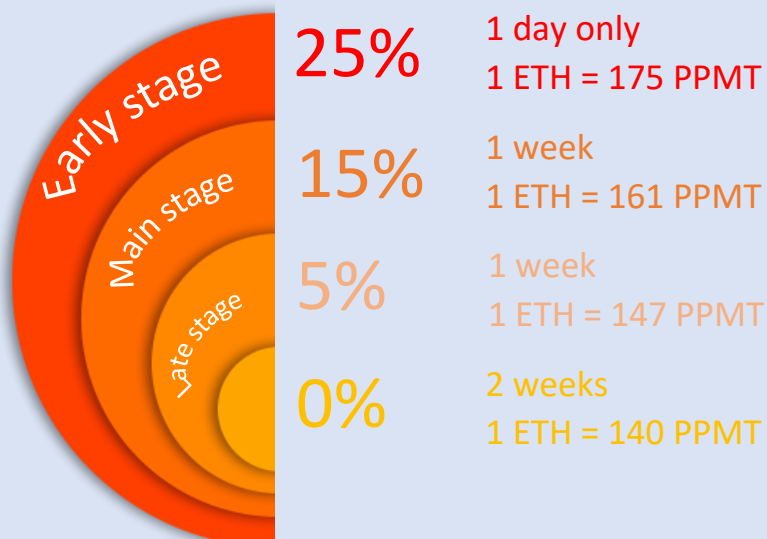
### The Main course stage

This level will start right after **The Early access stage** and will continue for one week. This milestone will provide bonus of 15% of PPMT to the bought tokens.

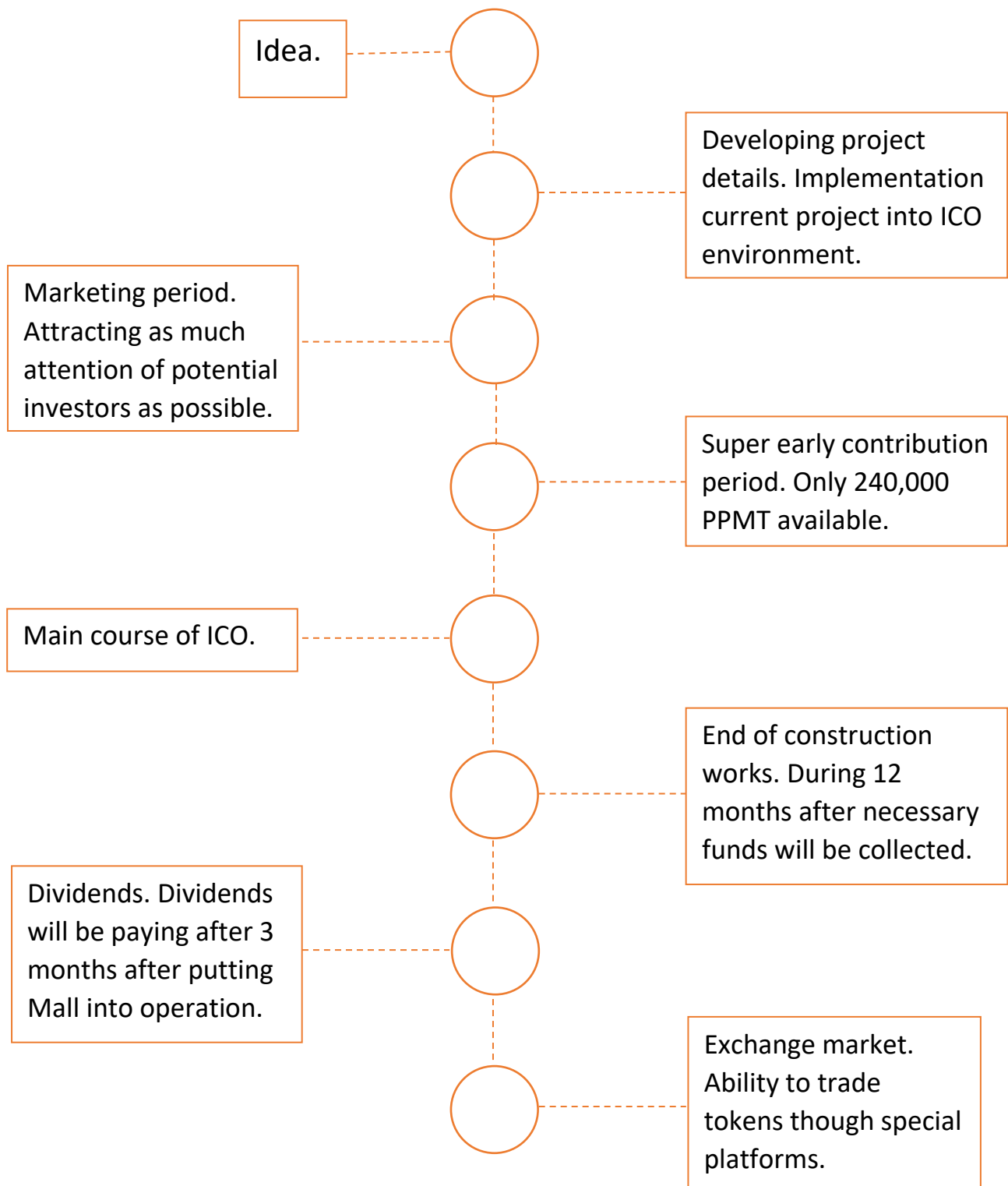
### The Late stage

This stage is the last and will start after **Main course** and will continue for one week only. Stage give bonus of 5% extra PPMT.

Than the Company planning to continue casual sells for two more weeks.



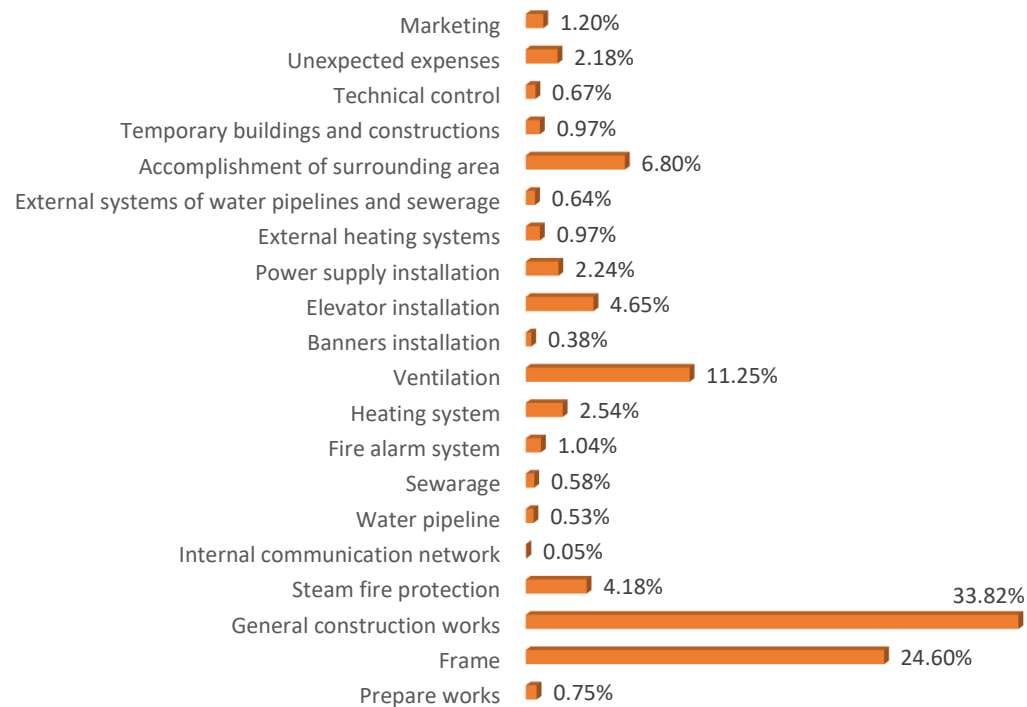
## Roadmap



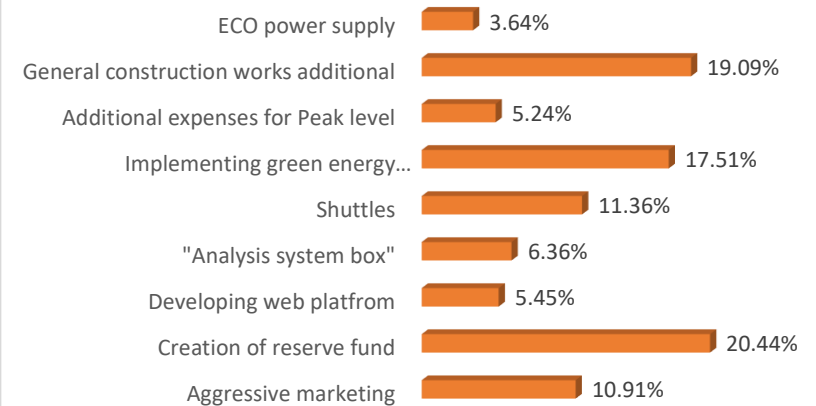
## Budget allocation

This section will show detailed financial structure of the complex. Company has developed financial plan under the Mall to finish constructor works and start operation activity of the “PATRIOT”:

### Base Patriot Level



### Peak Patriot Level



Minimum required funds for putting the Mall into operation is 12,500,000\$ and funds required to put the Mall into the top of the possible operation activity is 15,800,000\$. At the time of writing this white paper, the Mall already has been invested for 5,000,000\$ by Company owner. A huge initial works was done. The frame of the first floor has been constructed and works keep going on. In this way, to put “PATRIOT” into operation Company required 12 months and at least 9,450 Ethereum funds.

As it showed in the table above, the project has two main levels of funds: “Patriot Base” and “Patriot Peak”. These levels represent the works and technologies that should be done and implemented into the project. Here we got short description and points of the key aspects and principles for each level:

- **Patriot Base**
  - As it described in the cash flow table, this level covers all based expenses that required to put complex into operation. It is including wide spectrum of basic works, starts with general construction, going through specific parts as water pipelines and heating systems and ends with accomplishment works. It gives to potential investors picture and clear view of the funds and their flow through the projects stages.
- **Patriot Peak**
  - This level of funds covered extra goals that project is going to realize and will help to put this Mall into maximum recoupment standard. It includes additional marketing expenses, shuttles, developing web platform under “PATRIOT” and integrating new technologies, such as green energy and new ventilation and heating systems. Also, this level follows interest of investors through creation of reserve funds.
  - **Aggressive marketing**
    - This point includes expenses of inviting famous celebrities and increasing amount of advertisements and promotions through TV, internet and radio. Also, regular entertainments and social activities for different potential customers groups.
  - **Reserve fund**
    - Green energy technologies required a lot of efforts and because it is still developing, company may face some difficulties on implementation stage, so reserve fund will be created to support this difficulties and cover expenses in case if it is required. Moreover, if everything will go through the timeline, this fund will be using for early payments to token holders, before complex will starts its operation.
  - **Developing Web Platform and “Analysis system box”**
    - These platforms will allow customers to make research and orders online, and evaluate their preferences based on collected data.
  - **Shuttles**
    - Company is going to run few routes over the city to attract people by offering comfortable transportation.
  - **Implementing green energy technologies**
    - Company really try to protect environment and make complex as much safe for surrounding area as it possible. 21<sup>st</sup> century open for us wide spectrum of green energy technologies, such as green energy, smart water pipelines, ventilation and heating systems and so on.



## Crowdfunding

The crowdfunding of the “PATRIOT” and the corresponding token creation process are organized around smart contracts running on Ethereum. Participants willing to support project of the Mall can do so by sending ether to the designated address. By doing so they create Patriot Project Tokens (PPMT) at the rate of 140 PPMT per 1 ETH.

A participant must send etherium to the account after the start of the crowdfunding period (specified at web page). Crowdfunding ends when the date of crowdfunding over or the account reaches the maximum.

### Crowdfunding summary

<b>PPMT created per 1 Ethereum</b>	<b>140 PPMT</b>
<b>Minimum Ethereum level</b>	<b>9,450 ETH</b>
<b>Maximum Ethereum level</b>	<b>11,140 ETH</b>
<b>% of tokens generated to public</b>	<b>99.5%</b>
<b>Tokens that will be reserved for bounty</b>	<b>0.5%</b>
<b>% of tokens generated for PATRIOT team</b>	<b>0%</b>
<b>Approximate date of start</b>	<b>Will be announced</b>
<b>Approximate date of end</b>	<b>+4 weeks after announcement</b>
<b>Maximum number of PPMT generated</b>	<b>1,800,000 PPMT</b>

The crowdfunding date will be officially announced at the following channels. Crowdfunding address will be mentioned at the same platforms:

- [Webpage](#)
- [Official twitter](#)
- [Official Instagram](#)

Please, double-check the address and resource with information before doing any action. We highly recommend to confirm information through at least two different sources.



### **Vladimir Zinovyev**

#### **Founder & CEO**

Founder of Patriot Mall and regional entrepreneur. Has very wide and deep knowledge of Russian business environment that he successfully implementing into the real projects.



### **Andrey Gorbach**

#### **Chief Executive Officer Prestige Capital**

Over 15 years of experience as a finance manager. Become an executive officer of Prestige Capital family office and successfully taking this position over last 5 years. Has huge range of knowledge related to management and organizing.



### **Rostislav Maslentsov**

#### **Web Designer & Math consultant**

Is an enthusiastic Developer specializing in Design and Creative promotions programs. Mathematician with a strong background in deep analysis and academic math.



### **Yaroslav Zinovev**

#### **Marketing specialist**

Young and very creative head of marketing department in our team. Has very wide knowledge among unique techniques in a promotions and viral marketing. Knowledge that he obtained during his bachelor program in United Arab Emirates are implemented in this ICO and will be implemented on some construction stages.



### **Jurijs Degtjarevs**

#### **Chief Operating Officer Prestige Capital**

Taking position of chief operating officer in Prestige capital over 5 years. Educated and well-organized specialist that used gathered for over 20 years of work experience in that project.



### **Oleg Barmin**

#### **Developer & Software engineer.**

Graduated from IT university with honor and decided to join our team, to implement gathered knowledge into real project. Has wide spectrum of knowledge in JavaScript, C++/C#, CSS and jQuery.



## **Rashed Mohammed**

**Chief Human Resources Officer at Dubai  
Statistics Center**

Chief at human resources office at Dubai, has over 8 years of real experience in very dynamic and competitive environment. Response for promotion of the project within Middle East region. Moreover, help us to implement Dubai standards into “PATRIOT” Mall.

## Token policy

This section is going to clarify and describe rights and policies, that token holder gets with PPMT. Despite on fact that token tied to real meters within the Mall, token holder has no right on this area, and cannot use tokens as agreement on renting this area.

PPMT also is not a payments source, surrogate currency or stock and cannot be regulated through financial market laws. PPMT is intangible property, that could be sold or bought as a property. Tokens also could be exchanged on any material benefit under specific conditions established by the Company.

This policy also includes terms related to token holders, namely, investor well informed about legal risks related to ICO and cases of non-compliance legalization of token purchase within his country.

The Company organizer refuses any responsibility for the decisions taken by the investors before or after the purchase of tokens.