



IDENTIFYING ONLINE VISITORS AND CUSTOMIZING WEBSITE CONTENT IN REAL-TIME

PROBLEM

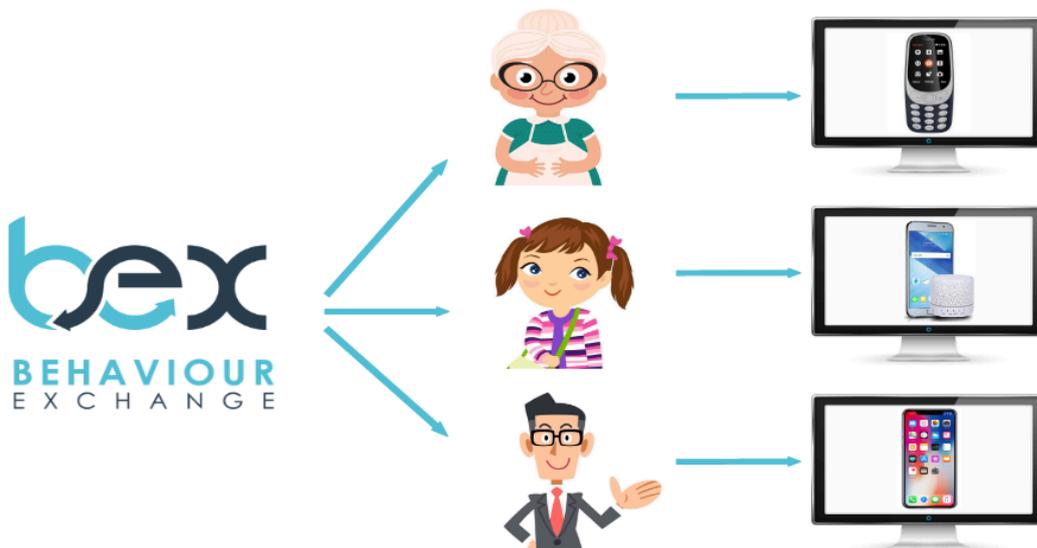
B2C businesses usually struggle to get enough traffic to their websites and, even more importantly, they don't know who their online visitors are and what are their demographic and psychographic characteristics, such as gender, age, income level, as well as their interests etc., ... This information is crucial for their success, growth and even survival.

B2C companies can direct visitors to all sorts of subsites (landing pages) using different advertising campaigns. However, they still don't know the characteristics of the visitors coming from other sources and cannot proactively engage with them in real-time.

SOLUTION

BehaviourExchange will enable B2C businesses to **identify visitors and their personal characteristics** when they visit their website. With the help of blockchain technology and its own BEX Token, BehaviourExchange will offer services to any company, not only to advertisers who pay for advertising campaigns.

Businesses will know who their visitors are in real-time, 24 hours a day, 365 days a year. They will be able to **customize the website's content in real time and engage with visitors proactively**, offering information about products or services that correlate with their needs and interests. Every single visitor will see different content, products or services when visiting a certain website, which results in a valuable personalized interaction that will more likely lead to a desired action (e.g. the purchase of a product or service).



BENEFITS

Web visitors will immediately find relevant products and services tailored to their needs instead of getting bombarded with irrelevant content.

B2C businesses will know demographic and psychographic characteristics of their customers/visitors and thus be able to create a positive, targeted, proactive and consequently much more successful interaction with them in real time.

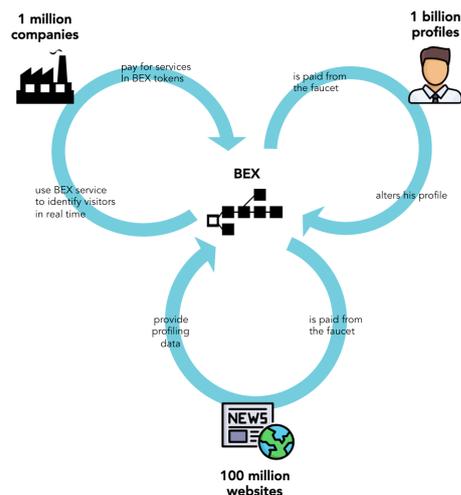
Websites will be offered a free service of exchanging traffic with other websites from the partner network sites and help us profile visitors.

BehaviourExchange will change corporate behaviour in everyone's favour.

BEX TOKEN

Our goal is to create BEX token economy ecosystem which will include one billion visitors profiles on one hand and one million B2C companies which will use BehaviourExchange services on the other hand, connected within one business model.

1. Online visitors will be rewarded with BEX tokens for sharing their personal data, the same as websites who will help us profile visitors
2. Online visitors will be able to pay for services or products B2C companies offer with BEX tokens and be rewarded with discounts as well
3. B2C companies will be able to pay for BehaviourExchange services with BEX tokens and be therefore rewarded with discounts



BLOCKCHAIN

With Blockchain we will create decentralized profiling database for the benefit of online visitors and B2C companies. Visitors will be invited to create their own profiles and share demographic characteristics and interest they want to share and with their consent their profile will be safely stored in Blockchain. In the same manner we will create profiles also for B2C companies. BehaviourExchange decentralized profiling model will be a welcoming solution and counterweight to what Google and Facebook are offering now in a highly centralized way.

ROADMAP



TEAM



Marijan Jurenc
Founder & CEO



Yagub Rahimov
Blockchain ICO Consultant



Joseph Nardone
Blockchain Expert



Dr. Christian Ellul
Legal Advisor

BEX TOKEN SALE

Token Symbol: BEX Token

Token sale supply: 270.000.000 BEX (54% of total distribution)

Circulating supply after the token sale: 385.000.000 BEX (77% of total distribution which includes tokens from private sale, public sale, from bounty, legal, marketing campaign, endorsers, supporters, advisors and current team)

Planned token price: 0,10 US\$

Planned hard cap: 21.000.000 US\$

Purchase Currency: ETH, BNB (Binance Coin), USD, EUR



PRIVATE SALE

Start: Live

Duration: TBA

Contributors: limited number of strategic investors

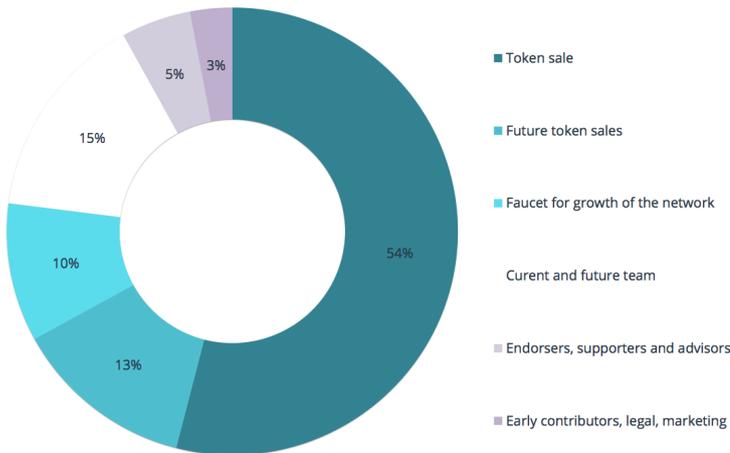
Application: sign up for whitelisting on BehaviourExchange website: <https://behaviour.exchange/whitelist-registration/>

PUBLIC SALE

Start: 15. May 2019

Duration: 11. November 2019

Bonus allocation: depending on the level of investment and the number of contributors.



BEX TOKEN DISTRIBUTION

67% to contributors in the BEX Token Sale:

- 54% through token sale.
- 13% will be left to the future token sales.

10% to incentivize the growth of the network.

15% to founders, current and future team

5% endorsers, supporters and advisors

3% early contributors, legal funds, to cover campaign costs and bounty.

TOTAL TOKEN SUPPLY: 500.000.000 BEX

INTENDED USE OF FUNDS

- 45% for research, further development and the acquisition of technology.
- 35% for sales and marketing.
- 20% for legal, general and administrative purposes.

