

WHITEPAPER



Invitation for investment in the AirDance application

We invite you to a world that does not know nationality and uses one language. The language of dance.

We invite you to become an investor of the most innovative dance school in the world, available for everyone from the phone. Become an investor of AirDance Academy app.

Investing in technology companies is one of the surest forms of capital investment. And investing during the early stage of development means the possibility of achieving even greater profits...

We invite you to the world that does not know the nationality and uses one language. The language of dance. Where did the idea for such a solution come from? In times of the pandemic, the world changes with tremendous speed, we adapt to new rules, conditions and limitations. The global AirDance platform allows both amateurs and professionals to participate

in Live lessons with the most famous dancers from all around the world. For dancers it's not just a chance to learn and stay in shape without leaving home, but also completely new development opportunities. Without additional costs or time-consuming journeys, you can now train with the most famous trainers from all over the world - sounds great, doesn't it?

A word from the CEO - Joanna Wargala

It all started in May 2018. During the stay in Blackpool, England, during the biggest dance festival in the world. We noticed how difficult and expensive it is for dancers to train with the best coaches in the world. There are hours spent traveling, a lot of sacrifices and enormous costs.

After many hours of analyzing the market and the needs of this environment, we decided to create the first platform in the world that allows you to learn live ballroom dancing with the best teachers in the world without leaving your home. As part of this application, we planned to launch dance lessons with world-class stars. Initially, we focused on a couple of (back then) the current world champions: **Yulia Zagoruychenko** and **Riccardo Cocchi**. However, while building the entire structure of the application and planning activities, we came to the conclusion that we cannot limit ourselves to one dance couple and we will create a platform on which we will gather all the former, present and future world champions.

This is how the idea of the AirDance app was born. It has aroused great interest from the outset - it is the first platform in the world where all lessons are held live and then archived. Already at the very moment of placing the app in Google Play and App Store, there were proposals to buy back the idea. The first download is dated January 7, 2020. The promotional campaign started only on our social profiles and the profiles of our titled dancers, and this alone allowed us to get **2,000 subscribers** in just 3 months. The application is available worldwide. The language of the dance has no nationality and knows no boundaries. We have dance stars in almost every corner of the world who, through the application, give lessons in standard, Latin American, bachata and fitness dances. We currently have active subscribers in 74 countries, and their number has grown to 7,000. What are we planning in the near future? Expansion to the Chinese market. In China, the number of ballroom dancers registered is **36 million**. The mere sight of this number shows the potential of the market.



The next step is to focus on social dance, so that everyone can find something for themselves in our application. At the same time, at the beginning of April 2021, we are launching a new dance show format - LET's AirDANCE (Everyone Dancing). What will it be about? During the program of dance lessons, famous stars from the Polish dance scene known from television dance programs will give. Everyone will be able to qualify for the program, and the finals will be performed by the best together with their dance idols.

About the project

The mission of the creators is to develop dance in the world and provide the opportunity to train with top-class teachers to anyone, from anywhere, on any available device. Work with the best and achieve amazing results!

What makes us stand out?

The company must use the business ability to play in the market and win. The AirDance application is the first platform of this type that allows you to replace or supplement professional training on the dance floor under the supervision of a trainer, as well as provide entertainment close at hand. In implementing the business model, we focused on customer proximity. Our goal is to provide him with value in the form of substantive knowledge, the possibility of mastering the best dance techniques in lessons with world masters.

Everyone is our client. It is a professional dancer, a beginner, as well as a person who wants to become one, but is afraid of entering the training room. To this we have added an outstanding product, the value of which is the first in the world to provide dance lessons at such a high level in a compact form, accessible from every level, by creating an application whose entirety and license belongs to the company. We fastened the whole thing with operational excellence.

The application

A training platform through which dance legends impart their knowledge and experience live. After transmission, the recordings remain in the archive. You can watch the lesson on any device. As of the issue date, we have **42 outstanding coaches** from around the world. They are multiple World and European champions. The project is very popular among dancers from 74 countries, because the cost of one live lesson with such a master is up to 200 to 300 euros for 45 minutes, while the monthly cost of using the application is incomparably lower.

In the archives of our application today there are over **1100 lessons**, every week there are 10-20 new ones, all for \$ 29.99 per month, which is the cost of 4 lessons in a regular dance school. The specificity of the application is not limiting users or target customers to specific styles. We want to attract with a variety tailored to the needs and skills.



Business model

As AirDance Academy Worldwide LLC, we operate on many levels, in the franchise model we have a network of stationary dance schools AirDance Academy, we organize international workshops and prestigious dance events, incl. Airdance Christmas Ball and Airdance Championships, AirDanza festival. And above all, we shorten the distance between the greatest stars in the world of dance and dancers who want to develop their skills under their supervision.

A milestone in AirDance's development is entering the Chinese market, where 32 million dancers are registered. This market is very hermetic, and the possibility of providing them with the AirDance application is a turning point both for us and for them. The AirDance brand within a year of its launch has become the most recognizable brand in the world of dance, which prompted us to issue the **DANCE token**, which will combine the entire dance industry into one. Simultaneously with the launch of the emission of the DANCE token, we are launching a project called Let's AIR Dance, which will be available for streaming on YouTube. The most famous dancers of the popular TV program "**Dancing with the Stars**" will take part in it. Stefano Terrazzino, Janja Lesar, Krzysztof Hulboj, Walerija Żurawlew, Kamil Kuroczko and Maciej Zakliczyński. The app's business model is based on a paid subscription that only costs \$ 29.99 per month.

Why only? This price is incomparably lower compared to the rates for a lesson with top trainers, where the cost of one lesson varies between 200-300 euro for 45 minutes. Of course, let's add travel and accommodation. In the application for the amount of \$ 29.99 we get unique live content, anytime, anywhere, for you. The application is in line with the trends that have been imposed on the whole world by the pandemic. The world has quickly moved from offline to online, we are creating a dance hall resistant to crises and travel ban.

The aim of the token campaign

Our goal, which we want to achieve together with you, is to build a community of millions of dancers around the world, beyond all limits. In the ongoing campaign, for which we allocate **1,000,000 AirDance tokens**, we want to raise capital for product development of the application and appoint our investors as the main brand ambassadors. What will you get as an investor? As a brand ambassador, you will receive free access to the application for a period of 7 days, which we would like you to share with your friends, partners, contractors and colleagues. Remember that we have a mission, let the whole world dance with AirDance! For the work we do together, we want to distribute rewards in the form of a cash equivalent, in proportion to the jointly achieved success. We used **Kanga PoS** tool to automate the award placement process. Each investor, after transferring his tokens to Kanga PoS, will be able to collect his reward once a month, calculated in proportion to the active subscribers held by AirDance in a given month. In other words, once a month, a cash prize will be distributed among DANCE token holders on Kanga Exchange wallets. You earn on subscribers, the more users, the more profit to share.

*The login process of a new user generates a new token, which provides token holders with the transparency of the "books" of this growing dance empire. Our common goal is a **MILLION ACTIVE SUBSCRIBERS**.*

In practical terms, the DANCE token will be the currency of the dance world, enabling users to pay for purchases in the partner network, participation in classes, workshops and tournaments, and subscriptions in our application. Users will be able to pay with **DanceTokens** within the AirDance partner network and beyond, as well as trade for any other currencies through the world's largest cryptocurrency exchanges. The token is non-inflationary because the quantity is limited and its value will increase with the development of the entire dance industry, including the AirDance application, partner network and the increase in the number of its users.



The subject matter of the investment

The subject of the investment is a token that entitles you to be a member of the AirDance Loyalty Program, as well as to earn refunds from the subscription. The funds allocated by you constitute an investment in a mobile application with a global reach.

Lata inwestycji	0	1	2	3	4	5	6
Subscribers	10 000	50 000	100 000	300 000	600 000	1 000 000	1 500 000
Paid subscription in a given year	70 000	420 000	840 000	2 520 000	5 040 000	8 400 000	12 600 000
Revenue AirDance/year	\$1 400 000	\$8 400 000	\$16 800 000	\$50 400 000	\$100 800 000	\$168 000 000	\$252 000 000
Cashback for token holders/year	\$70 000	\$420 000	\$840 000	\$2 520 000	\$5 040 000	\$8 400 000	\$12 600 000
Number of tokens at the end of the year	1 883 500	2 303 500	3 143 500	5 663 500	10 703 500	19 103 500	31 703 500
Minimum cashback per token/year	\$0,04	\$0,18	\$0,27	\$0,44	\$0,47	\$0,44	\$0,40
Rate of return/year	2,86%	14,03%	20,56%	34,23%	36,22%	33,82%	30,57%
Expected percentage of active DANCE token holders	100,00%	90,00%	80,00%	70,00%	60,00%	50,00%	40,00%
Potential cashback per token/year	\$0,04	\$0,20	\$0,33	\$0,64	\$0,78	\$0,88	\$0,99
Potential rate of return/year	2,86%	15,58%	25,69%	48,90%	60,37%	67,65%	76,43%

The investment potential

Why is this investment profitable for you? Now is the best time to invest, the market has not reached saturation yet and its upward trend is just starting to gain momentum. The application already has users in **74 countries** and a global reach. We are the first professional-level virtual dance school. If that doesn't convince you, below we present how the development of the application will look like in terms of the growing number of subscribers, as well as the amount allocated to cashback.

Roadmapa

- Preparation of collection documents and issuance of DC tokens
- 3 months of issue in the same year
10,000 sub./ mth
- First year
50,000 sub./mth
- Second year
100,000 sub./mth
- Third year
300,000 sub./mth
- Fourth year
600,000 sub./mth
- Fifth year
1,000,000 sub./mth

Pakiety Inwestorskie



1 000 PLN

- One month subscription in the app



3 000 PLN

- 3 months subscription in the app



10 000 PLN

- Year of subscription in the app
- Professional Handmade shoes for dancing - Aida



50 000 PLN

- 5 years of subscription in the app
- A package of 10 lessons dance in AirDance Academy



100 000 PLN

- 10 years of subscription in the app
- Show of dancers from dancing with the stars at the event personal investor
- A package of 15 lessons dance in AirDance Academy



Legal conception

In the issue of AirDance Academy Worldwide LLC the token is an identity card in accordance with art. 92115 § 1 of the Civil Code to be a member of the loyalty program, which will entitle, inter alia, to participate in the cashback program.

Cashback is a reward for promotional support and joint community building around the application. The company allocates approx. 5% of the company's subscription revenue to rewards allocated to token holders who have an electronic wallet on Kanga Exchange and have transferred DANCE tokens to the PoS module (automated withdrawals). The rule is simple. Each subscription paid for is **1\$** more to share. AirDance tokens will be awarded for financial support of the Company in connection with the contractual relationship between the user and the issuer. The tokens issued by the Company in this way will therefore confirm that their holders are entitled to a specific benefit. For this reason, the regulations on securities contained in Art. 9216 - Art. 92 116 of the Civil Code, pursuant to Art. 92115 § 1 of the Civil Code. In connection with the promotional campaign, in order to maintain the transparency of subscriber books and customer locations, after the primary issue is closed or the entire token pool is sold, a protocol will be launched which will assign **1 DANCE** token to each monthly subscription paid. From the subscriber's level, the token granted to him is the discount granted to him.

The Company declares that the offered tokens do not have the rights included in the catalog of financial instruments specified in Art. 2 clause 1 of the Act on Trading in Financial Instruments. Thus, this digital asset will not be covered by detailed requirements for trading in financial instruments, including for example offering, and therefore the provisions of the Public Offering Act will not apply, because offering such tokens will not fulfill the characteristics of offering

shares or bonds. AirDance tokens will also be virtual currency. Virtual currencies should be distinguished here. Initially, it will be a non-native currency, but due to the availability of tokens between each active subscription, our goal is to convert it into a native currency. For this purpose, we will create a smart contract in which these tokens will be generated by the algorithm as a form of reward for creating an account and paying for the subscription.



Technological conception

From the technical side, the issue will be carried out using the innovative blockchain technology. Its use allows you to raise the collection standard to levels unattainable for standard crowdfunding. Thanks to the use of a distributed data register, anyone interested will be able to easily find out how many tokens are currently in circulation and what profit has been generated by new subscribers..

Billing platform

The Mosaico platform is the chosen solution for the primary issue. It allows you to create an appropriate token as well as configure and run a fundraiser, while automating the process of setting up a portfolio by the investor and sending him tokens. Thanks to Kanga Exchange, settlements with token holders will be performed almost automatically. Kanga Exchange will also provide the opportunity to trade tokens, as well as provide a payment gateway that will allow you to pay with them for AirDance services. The next step will be to implement the cashback system. In the first phase of the project, they will be made using a functionality called Kanga PoS. After transferring their tokens to a dedicated portfolio, the investor will have the opportunity to receive the dividend he is entitled to in PLN, i.e. the digital equivalent of the Polish Zloty in the form of a token on the Ethereum blockchain (the so-called stablecoin). The Omega PLN has a very approximate **1:1** exchange rate to the Polish Zloty. You can also store Stablecoin in the mobile application or freely transfer to others to wallets

that support ERC-20 tokens. An investor deciding to pay his dividend in PLN simply sells it for PLN on the Kanga Exchange. The legality of such solutions has been confirmed by the Polish Financial Supervision Authority. This solution also creates a convenient tax situation, because the tax of **19%** of the basis for the sale of cryptocurrencies arises only at the time of conversion

AirDance Token technology

The tokens were issued in the Ethereum blockchain network in the most popular and widespread ERC-20 standard. The assumption is that with each newly paid subscription, a new DANCE token will appear in the market, which will be received by the subscriber. The resulting tokens will be indistinguishable and each will be identical. Together with the tokens offered as part of the issue, they will constitute the full pool eligible for cashback distribution. Total issued tokens is **1,000,000,000** (say: one billion). In the first issue, 1,000,000 (in words: one million) tokens will be issued for initial sale, and subsequent tokens will be distributed in the proportion of one token to one paid monthly subscription.

Secondary trading on Kanga Exchange

We provide investors or token holders with trading in the tokens they purchase on the secondary market from the moment the issue is completed. In our case, the listing site will be the Kanga Exchange. It is a cryptocurrency and crypto-asset exchange gathering over ten thousand investors. What does secondary trading give and why is it such an important element of tokenization? Due to high liquidity on the secondary market and a limited amount of a given asset, the tokens will change their value. This affects the attractiveness of future projects and the actual pricing of the product in accordance with the law of supply and demand. At the same time, the Investor has the option to exit the investment at any time at the market price of the asset

Tokenomy

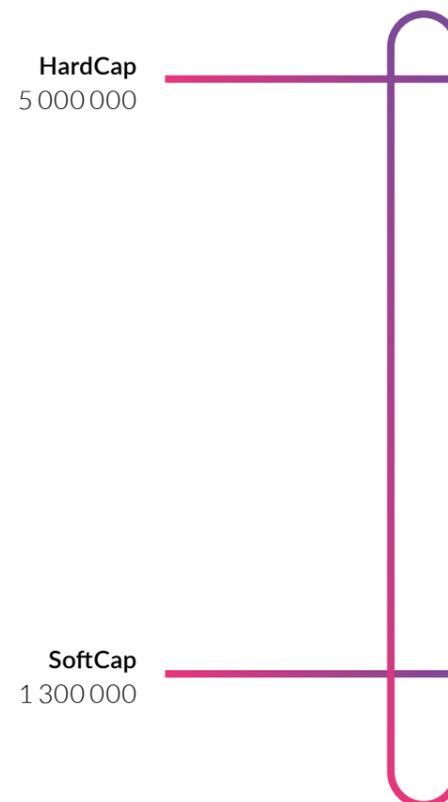
Token issue price: **PLN 5.00**
Number of issued tokens: **1,000,000,000**
Number of tokens for sale: **0.1%**

The issuer sold an additional **813,500** tokens in the pre-issue, which should be included in the tokenomy and further settlements with tokens.

SoftCap and HardCap

It has been assumed that failure to reach the soft cap will result in the return of the invested money to investors. In this case, the soft cap will be set at **PLN 1.3 million**, but due to the fact that the issuer can finance the project from its own resources, this threshold will only be set as an indication, and its achievement will prove that the fundraiser has

been successful. Each investment decision should be preceded by a thorough analysis of the risks related to both the Issuer's operations and the environment in which it operates. Below we present some of the aforementioned risks that are not a closed inventory. Other situations affecting the investment decision should also be taken into account. The selection of the described risks is related to the core activities of AirDance Academy Worldwide LLC. You should be aware of the complexity of the processes taking place in the market and the external environment and affecting the functioning of the Company. Many factors are completely independent and come from outside the organization.



Risk factors

The risk of interpretation of tax regulations

The risk is exposed to incorrect or imprecise legal and tax provisions. As a result of such a situation, there may be discrepancies in interpretation, among others, in the case of income tax or VAT. There is a risk of the interpretation carried out by the tax authority appropriate for the seat of the Company, whose position on tax matters will be different than that adopted by AirDance Academy Worldwide LLC. It should be borne in mind that such a situation may take place, which could impose a fine on the Company and, at the same time, have a negative impact on the achieved financial results, but the risk does not seem high when accepting the projects under implementation.

Risk of an unstable legal environment

The legal environment changes frequently. There are deficiencies in uniform interpretation of regulations and there are internally contradictory regulations which contribute to the uncertainty of the functioning of some areas of the economy. Such a situation may have a negative impact on the financial results of business entities, which also applies to AirDance Academy Worldwide LLC.

Risk of failure to obtain 100% of the initial capital

Due to the fact that AirDance Academy Worldwide LLC is in the possession of both know-how and operating applications with active paying users, the collected capital is only an overview of the demand for tokens. Thanks to the collected funds, the development of the application would be possible in a shorter period of time, but the failure to obtain **100% of the initial capital** does not mean a failure for investors and the company.

Zespół AirDance



Joanna Wargala, CEO

Joanna Wargala is an intuitive businesswoman, an amazing dance enthusiast, World Champion in Latin American dances in the ProAm category, a successful investor and philanthropist and the owner of the BeReady and AirDance brands, as well as privately a mother. It is a practical proof of positive psychology in business and private life, which helped her become a visionary for today's dance industry



Łukasz Wargala, CEO

Łukasz Wargala is a businessman, investor and owner of the AirDance and BeReady brands. He is a successful racing biker, the second Polish participant in the history of Moto GP. He is also an amateur golfer, winner of many tournaments in Poland and abroad.



Vladimir Sharapov, AirDance Academy Warsaw

5-time Ukrainian Champion, Academic European Champion, current Polish Vice Champion in Latin American dances. A talented trainer and choreographer, father of 4 children. Vladimir is responsible for network development of AirDance Academy dance schools around the world, organizing dance camps and tournaments.



Olexandr Latushkin, COO

Olexandr Latushkin is a businessman, choreographer and owner of the AirDance Spot brand. He oversees all AirDance operations worldwide, as well as customer service and support. He manages the project team and the IT and marketing department.