

WHITEPAPER

Description of the project

A decentralised social network !

Created by a real-life
mobile game



enzym

Enzymes allow reactions to occur
millions of times faster than in their absence

Abstract

Enzym was created by Yannick Barnel and Sylvain Duchesne in June 2017. The Enzym project was born out of frustration at seeing crowds of people with their eyes glued to their smartphones, themselves surrounded by another crowd of people doing exactly the same thing, on public transport or leaving a university lecture theatre, for example. The conclusion was clear and simple :

TODAY'S SOCIAL NETWORKS ISOLATE USERS BEHIND THEIR SCREENS.

This phenomenon leads to depression and suicides among the student population the world over, at a time when many social opportunities are being lost. So we came up with the idea of creating a decentralised social network powered by a mobile game that brings people together in real life. Enzym works with fuel that circulates between players: the ZYM, a crypto-token.

Enzym is a real-life mobile game, that leads to new encounters in the real world. Players are given challenges to take up via their smartphone, with or without augmented reality, putting them in touch with friendly strangers.

Enzym is locally rooted and players progress in the area where they are located. This allows the application to respect one of the main habits of mobile gamers: immediacy. Challenges usually take place or end in a private venue open to the public, providing a reassuring setting for meeting strangers.

Enzym enables users to create a local social network of players who play together on a regular basis. The reputation of users plays

an essential role in ensuring a neutral

way of regulating interactions. It is built by aggregating consequences, either objective (e.g. number of unanswered messages) or subjective (e.g. another user's satisfaction after an encounter). This mechanism encourages positive behaviour while providing the user with the level of information necessary to determine whether or not they are interested in a meeting.

Enzym's ambition is to become a transparent, decentralised application based on the Ethereum blockchain. The ZYM, its ERC-20 token, is the application's fuel: most actions require ZYMs or earn ZYMs for players. Physical encounters are validated by scanning a QR code. Friendship is guaranteed by 2 ERC-20 tokens being frozen. Players will be able to transform the frozen tokens into ERC-721 which will generate 2 NFT's that will certify 2 selfies, 1 for each player.

VENUES WILL BE ABLE TO PURCHASE ZYMS AND DISTRIBUTE THEM ON THEIR PREMISES TO ENCOURAGE THE ENZYM COMMUNITY TO COME AND DISCOVER THEM.

They will be able to consult precise statistics on the number of people attending as a result of the distributions, extracted directly from the blockchain. Enzym will also provide other tools to improve their knowledge and retention of their target audience, while respecting players' anonymity. The ZYM and its distribution method mean that users can enjoy a free application, with no advertising or premium accounts, while maintaining a solid and reliable business model over time.

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1. Information about the token issuer

> 1.1 Description of the company

LEGAL INFORMATION ABOUT THE TOKEN ISSUER

Company name	ENZYM SAS
Company type	SAS - simplified joint-stock company
President	Yannick BARNEL
Headquarters	8 C AV PIERRE DE COUBERTIN 38170 SEYSSINET-PARISSET - FRANCE
Business Identification number (SIREN)	830 854 618
Date of registration	11-07-2017
Share capital	€ 38 100

COMPANY HISTORY

The company, Enzym, was created by Yannick Barnel and Sylvain Duchesne in June 2017. The idea was to create a mobile application that brings people together in real life by way of virtual games, to create a real social network: the PokémonGo of social encounters. In September 2017, the founders met Eric Burgel and presented him with their project that was totally crazy in terms of market size. Quite naturally, the blockchain technology that's part of the application emerged as the solution to the problems remaining: validation of encounters, identity theft, unforgeable tokens as the application's fuel, decentralisation of the application.

The first version of the application came out in September 2018 and several versions were tested in venues in Grenoble, France before finally arriving at the version that hit the mark in September 2019.

Unfortunately, Covid came on the scene and the first isolation measures put an end to this series of tests, pivots and development for 2 years.

The team made good use of the time by writing their project (White Paper) and developing a

platform for transferring the ZYM Database mobile application to the ZYM Db-ERC20 on the Ethereum blockchain.

Tests resumed when the health crisis ended in September 2021 with new functions (such as history), but further persuasion was needed to convince partner institutions that were used to following distancing rules.

Early February 2022, the local radio station asked us to appear on its morning show. This fleeting fame helped us to convince new venues to join us in the Enzym adventure.

In September 2022, a pharmacy student union and Grenoble school of management gave us a vote of confidence and included Enzym in their integration evenings.

In October 2022, the Grenoble business school association signed a cooperation contract to include Enzym in its Afterwork events.

May - June 2023, Grenoble school of management used Enzym for the 2023-2024 eligibility integration programme.

> 1.2 Shareholding

The company's share capital amounts to €38,100, divided into 38,100 shares with a face value of €1.

The company's share capital and voting rights are distributed as follows:

N°	SHAREHOLDERS	PART	PERCENTAGE OF VOTING RIGHTS HELD
1	Mr Yannick Barnel	21 717	57
2	Mr Sylvain Duchesne	8 763	23
3	Mr Etienne Monnet	1 905	5
4	Mr Alfred Gautier	1 143	3
5	Mr Jérémy Coleman	1 143	3
6	Mrs Sophéa Sok	762	2
7	Mr Kevin Fuks	381	1
8	Mr Guillaume Larochette	381	1
9	Mr Frédéric Duchesne	381	1
10	Mr Octave Roland	381	1
11	Mrs Pauline Rochette	381	1
12	Mr Bertrand Viricel	381	1
13	Mr Alexandre Denys	381	1
	Totals	38 100	100 %

> 1.3 Contact details

Email	gamer@enzym.io
Linkedin link	https://fr.linkedin.com/company/enzym-sas
Twitter link	https://twitter.com/enzymlive
Reddit link	https://www.reddit.com/r/ENZYM_SocialGame
GitLab link	https://gitlab.com/enzym
Website	https://enzym.io
ICO website (under construction)	https://ico.enzym.io

> 1.4 The Team



Yannick Barnel

Co-founder - CEO - Entrepreneur - Business Developer - Passionate about Blockchain and Crypto-currencies.

Yannick has founded a variety of companies, including Bubble Diving SA (60 shareholders), and has managed several fundraising events. He is passionate about human relations and the blockchain technology revolution and he's convinced he can help formulate the alternative to today's social networks. He likes long ideological debates but prefers achieving concrete objectives.



Sylvain Duchesne

Co-founder - CTO - Software designer (senior) with a background in cryptology - Entrepreneur - Neophile

Sylvain is a big fan of blockchain and cryptography. After studying computer security and cryptography, he joined a number of start-ups and became a specialist in complex mobile applications. As a perfectionist and a keen planner, he thrives on finding the best tools and coordinating the team's progress to optimise performance.



Etienne Monnet

Full Stack developer

Passionate about IT and development for as long as he can remember, he is the Senior React Native Front-end developer for the Enzym application. A traveller, musician and cryptoenthusiast from the start, he increasingly believes that an instant icebreaker can improve human relations.



Frédéric Duchesne

Front-end developer

Front-end developer in Javascript, he works on our websites as well as on the multitude of tests required for the different versions of our Enzym Mobile application. He is passionate about Latin America and Blockchain technology.

ADVISORS



Sarah Gache

Graphic & Web designer

With five years' experience in communications agencies in Angers and Lyon (France), Sarah now works freelance to help companies and freelancers succeed in their projects. She specialises in visual identity, illustration and web design. Passionate about art and new technologies, she personally invests in crypto-currencies and NFTs.



Shaban Shaame

Gaming & NFT specialist advisor

A passionate game developer and self-proclaimed blockchain enthusiast, Shaban founded EverdreamSoft in 2010 and produced The Spell of Genesis game with the idea of using blockchain technology to give players true ownership and control of their digital assets.



Eric Burgel

Project Advisor

Having successfully launched a token more than a year ago, he and his company B2Expand, of which he is Chairman, are developing video games based on blockchain technology, both in terms of monetisation and gameplay. The team also provides consultancy services and invests heavily in R&D. As a cryptocurrency-funded company, B2Expand is a leader in its sector thanks to its expertise in ICOs, post-ICO management and the design of video games using blockchain.



Céline Moille

Legal Advisor

Senior Manager at the law firm, Deloitte. She has a doctorate in law and specialises in business law and private international law, and she advises companies of all sizes: A specialist in new technologies, Fintech, Legaltech, Blockchain, Cryptoactives, Artificial Intelligence, Personal data processing, Compliance, Data Privacy, GDPR. She is assisting Enzym with the drafting of the White Paper and in relations with the AMF to obtain the VISA for its ICO.



Nicolas Paillet

Financial Advisor

Nicolas is a chartered accountant and auditor. He assesses risks and shares his expertise on international legal issues. A lover of new technologies, he invests in several crypto-currencies in a personal capacity.



Hadrien Croubois

Smart Contract Technical Advisor

He's a doctor in Computer Science from the École Normale Supérieure of Lyon, an expert in blockchain, cloud and distributed computing, developer at Open Zeppelin, and Blockchain Advisor at Enzym.

> 1.5 Governance principles of the legal entity

The company, Enzym, is managed and administered by its Chairman, Mr Yannick Barnel.

In accordance with the company's articles of association, the Chairman is appointed, reappointed and dismissed by associates representing more than half of the share capital.

The Chairman represents the company in dealings with third parties and is vested with the broadest powers to act in all circumstances on behalf of the company within the limits of the corporate purpose. The term of office of the Chairman is determined by the decision appointing him.

It is also stipulated that the shareholders may, under the same conditions, appoint a Managing Director alongside the Chairman.

Lastly, the articles of association provide for the possibility of setting up an Executive Committee made up of 3 to 5 members, chosen among the associates and managers.

Their appointment, the scope and duration of their technical, commercial, management and other mandates and functions, and their dismissal at any time, are determined by the associates by a simple majority, in agreement with the Chairman and on his proposals, and may also result from internal regulations presented by the Chairman and approved by the associates by a simple majority, with or without full delegation.

> 1.6 Description of any interests, including conflicting interests that may materially affect the offering.

Enzym is not aware of any conflict of interest that could affect the offering.

2. Token issuer project

> 2.1 Detailed description of the issuer's project

Social life has become more complex in recent decades than in previous centuries.

Socialisation is generally governed by the idea of permanence. In a traditional society, individuals belong to a community for their whole lives and this sense of belonging shapes their way of life, their values and their social relations.

MODERNISM HAS OPENED UP THE SCOPE OF POSSIBILITIES BY INSTITUTIONALISING SOCIAL AND GEOGRAPHICAL MOBILITY.

On the one hand, economic hierarchy is less rigid, social promotion is possible and individuals are relatively free from relationships of dependency. On the other hand, distance or the sense of belonging to different communities no longer prevents the creation of relationships.

Individuals change jobs or move house regularly and their social life benefits overall from a wider range of choices. Communities are therefore weakened by the constant turnover of their members and their on-going reorganisation. The sense of belonging tends to fade in favour of competition between the multitude of possibilities. The proliferation of counter-cultures is also generating misunderstanding between increasingly segmented groups promoting divergent values.

Social life has thus become an uncertain notion, where friendships sometimes last only a few months or years, and where it is

more necessary than ever to put yourself forward, to have the desire and courage to 'sell' yourself.

The dematerialisation of social networks has helped the phenomenon emerge: humanity has discovered the joys of anonymous expression, fantasised identities and virtual friendships. The less scrupulous have discovered the goldmine that is human solitude, and exploiting it has proved to be a lucrative business. From the very beginning of online interactions, the proliferation of scams and fake profiles has always been a major problem.

75%

of singles prefer to meet their partner in real life than rather than on a dating service¹.

92%

of American internet users are concerned about how their private data is processed on line².

Enzym's response to these problems is to establish a local presence based on relationships of proximity, to guarantee users a network free of fake profiles, for real, more natural encounters. A decentralised, transparent platform guarantees users

that their data will not be stolen or used for commercial purposes. Lastly, it uses an interface and mechanisms taken from the gaming world to make the network a place where meeting people is fun and easy.

EVOLUTION OF SOCIALISATION

> Traditional socialisation

While humans live in society to pool their abilities and improve their living conditions, they also do so to satisfy a deep desire to share their emotions, experiences and opinions. Socialisation is as useful and essential as it is pleasant and reassuring.

This is how cultures are formed, with the aim of uniting people, reducing conflict and making daily life pleasant and fruitful. Even the most

anarchic or the strictest societies ensure that their members share certain ideas of what is fair, what is right and what is fun. **Through these shared values individuals learn to respect the same codes, particularly in traditional societies where the sharing of values and cultural references is crucial.** By sharing, members of a community are able to enjoy a certain level of trust and familiarity with each other, whatever their differences.

1: (see year 2020) <https://www.datingsitesreviews.com/staticpages/index.php?page=Online-Dating-Industry-Facts-Statistics>

2: <https://www.datingsitesreviews.com/staticpages/index.php?page=Online-Dating-Industry-Facts-Statistics>

> Modern socialisation

Establishing trust and familiarity has become much more complex in industrialised countries.

VALUES AND CULTURES HAVE BEEN BOTH DILUTED AND FRAGMENTED.

While the idea of a global village remains theoretical **it is true that French teenagers, for example, share more values and cultural references with American teenagers than with their parents.** The culture of Internet memes, films, music and video games creates more links between youngsters from all backgrounds than the sharing of societal or intergenerational values.

This dilution of cultures on a global scale has had a major impact on our social lives. Local socialisation has become less frequent and less spontaneous, and it can be difficult to meet people who share our values and references. For many people, the Internet has become the place to meet like-minded people. It doesn't matter if these meetings are exclusively virtual: the shared interests are almost enough to make them as real and meaningful as flesh-and-blood encounters. Hence, the ability to socialise through a screen has become commonplace. **This does not mean that socialising in real life has become obsolete, it means that virtual socialisation has become a normal and common part of socialising as a whole.**

CURRENT TRENDS AND ISSUES

At the turn of the millennium, online dating was seen as a frivolous, virtual activity that was more or less reserved for the shy and the promiscuous, **but attitudes have changed and it is now generally accepted that online social tools are a common way of meeting people of all kinds.**

The success of Meetup, founded in 2002 with the aim of connecting people around their passions and hobbies, demonstrated the viability of networks dedicated to purely friendly encounters and paved the way for some thirty alternative sites and applications. More recently, Nextdoor, a social network founded in 2010 to connect neighbours, has made its way into 80% of American neighbourhoods, as well as the UK, the Netherlands and France³. It has become the leader in a fast-growing market, followed by a dozen alternative applications.

Virtual encounters are increasingly leading to real encounters, encouraging and complementing them rather than substituting them. This trend is confirmed by "classic" dating sites, where organising events in real life (evenings, workshops, trips, etc.) has become the norm. Users have grown tired of the 'all-virtual' and 'all-disposable' approach that characterised the early days of online encounters. The success of Once, for example,

has been built on this weariness. Since its launch in 2014, the application has established itself as the champion of "slow-dating", thanks to a system where connections are determined by employees rather than algorithms, and where users are only offered one potential meeting per day. The consumerist dimension of encounters seems to be gradually losing ground with some of the general public.

Users favour sites that appear to be well-established and well-moderated, and they expect guarantees of protection against lies and scams. Today's Internet user is not the same as twenty years ago. They are better informed and more demanding, and legal systems are beginning to reflect these expectations (for example, the recent adoption of the GDPR in Europe). Nevertheless, some fundamental problems persist and continue to affect social life online. In 2015, 53% of users of dating sites lied on their profile⁴. **The use of fake profiles, whether simple bots or stolen accounts, has become a lucrative and widespread activity. Meanwhile, scams of all kinds employ ever more sophisticated schemes of deceit and blackmail.**

3: <https://techcrunch.com/2018/01/31/nextdoor-is-expanding-to-france-to-connect-neighbors/>

4: <https://www.eharmony.com/online-dating-statistics/>

STUDENTS HAVE GROWN UP WITH WIDELY VIRTUALISED SOCIAL LIVES.

This implies that they are well aware of the disadvantages of virtualisation, but also that they have been immersed in the culture of self-branding, and that they are comfortable with the means of interaction and networking that they learned to master early on. **They are accustomed to the self-promotional and consumerist aspects of social networking**, and they do not approach a profile on Mee-tic any differently to one on Facebook. Digital tools are therefore completely integrated into their social lives and even into their love lives. 50% of American teenagers have at least once expressed an interest in someone via social networks⁵.

Until recently, however, very few young adults were members of dating sites. As they are constantly exposed to all kinds of encounters, young adults were the age group least concerned by this need. **This trend has been completely reversed: between 2013 and 2015, the number of young users on these sorts of websites and applications almost tripled⁶.**

ENZYM'S DNA

New encounters are often superficial - those offered by Enzym are always a fun and authentic experience. The app is designed to attract people with their new social codes - virtual ones - and bring them back to real life by reminding them how to act. Most young people are now accustomed to immediacy and to playing. Smartphones, mobile apps and emoticons are now part of their basic grammar and such "technological grammar" is just begging to be exploited in favour of social interaction.

We believe that face to face human interactions are precious and irreplaceable, and we believe that real and virtual interactions can be complementary rather than competing with each other. **We have noticed that interactions in real life are more complex but that virtual spaces can be used to make the real**

This upheaval was caused by Tinder: launched in 2012, the application has revolutionised online dating by making it a harmless and entertaining activity, where users can casually 'swipe' photos of potential partners to the left or to the right. Tinder opened the dating market to a younger generation and many other specialised apps followed in its wake, some of which are dedicated to university communities for example, which just goes to prove that online dating for the younger generation is a common and well-accepted phenomenon⁷.

To sum up, the average user of online dating apps has got significantly younger and is very eager for more reliability and authenticity.

This does not mean that Tinder will soon be obsolete. The continuous success of "Adopte" (formerly AdopteUnMec) which puts its feminine members into a role of consumers of a male market, goes to show that there is a viable space which recognises the consumerist aspect of human relationships, especially if it is done with humour. This domain however appears to be declining in the face of **the global emergence of a demand for serious networks that promote real interactions and encourage users to simply be themselves.**

world more pleasant. Our aim is to promote spontaneity, simplicity and conviviality in exchanges between people who do not know each other.

Our challenge is to get users to want to come out of their comfort zone, to cross the technological barrier and interact as naturally as possible, thereby building up a network of friends based upon real encounters. We want them to come back to the fundamentals: meeting, interacting and networking. This requires practice. **We propose to harness the power of gaming to make it attractive to use this technology and to defuse any tensions that may otherwise be felt.**

To do this, we offer a **social network based on localisation** that facilitates meetings and promotes immediate interactions with

5: <https://www.pewresearch.org/internet/interactives/online-romance/>

6: <https://www.pewresearch.org/fact-tank/2020/02/06/10-facts-about-americans-and-online-dating/>

7: <https://www.thecrimson.com/flyby/article/2011/5/2/students-date-school-site/>

new people. **The requirement of physical presence and the reputation system both protect users** against scams and inappropriate behaviour. The circulation of tokens firmly secures users' data to ensure that their privacy and the confidentiality of their interactions are respected. The platform as a whole will evolve towards as much decentralisation and transparency as possible using various technologies, blockchain in the first instance.

A SOCIAL, REAL-LIFE GAME

> Blurring the boundaries between the real and virtual worlds

The combination of the real and the virtual is a new and unique possibility in the history of entertainment. Usually, in terms of games, these two concepts are opposed. Playing with toy cars or toy soldiers requires you to use your imagination while playing hopscotch is physically stimulating. **The continuous success of applications such as Pokémon Go has opened up a third option in which the real and the virtual serve each other.**

This success is due to the connection between two elements that are dear to us: proximity and magic. Walking down the street where you live is not particularly exciting, neither is capturing a Pikachu in a Pokémon game. Capturing a Pikachu in the street where you live, on the other hand, is new:

THE REAL WORLD IS PROVIDED WITH NEW CHALLENGES AND ITS CHARM IS RENEWED BY THE MAGIC OF THE VIRTUAL.

The whole point of Pokémon Go is that you can watch a Pikachu suddenly appear from

CHALLENGES

> Meetings in a playful context

Games offer users a "friendly environment", a context in which sympathy for strangers becomes normal. **Games have an extraordinary capacity to build trust and break down social barriers.** With this in mind, Enzym is designed and presented as a game.

The application is a game that takes full advantage of the power of gamification with developments and achievements, rewards, constraints, scores and incentives to be creative, **always with the aim of cultivating boldness and making real spaces more interesting.**

your kitchen sink, so it's the real world that's at the heart of it. **Reality is the richest and most powerful of games.** The richest because it's based on a world that's impossible to reproduce virtually, because the details that make it up are so infinite. The most powerful because immersion in reality requires no effort: we're already there. **The sensations and emotions are obvious... and therefore stronger.**

With Enzym, the bridge between the real and the virtual is twofold. On the one hand, users have a dual role: they meet both as players and as people. **The user is as much involved in a quest for a playful progression of their avatar as in a quest for new physical encounters.** On the other hand, **augmented reality further blurs the line between the real world and the virtual world.** It's about rediscovering a familiar environment, combining our love of the familiar with the pleasure of being surprised. It makes what is close to us more playful and what is playful closer to us. **This notion of proximity is the key to its ability to bring together the real and the virtual.**

More specifically, Enzym is a party-game, in other words a simple, accessible game that can be played socially and facilitates interaction between participants. The heart of the party-game consists of a series of challenges and mini-games:

Challenges

Challenges are at the heart of Enzym as they are what bring people together.

These challenges serve as guides and make the most of augmented reality by offering clear, simple and stimulating objectives. As well as physically mobilising users, challenges also encourage exploration and discovery. They stimulate your mind and sense of observation, and sharpen social skills. They lead to encounters and always involve going to a venue (a bar, concert hall or tea shop, for example). It is worth noting that you will be able to deactivate augmented reality on each challenge, so you can play a simplified version.

Mini-games

Mini-games are miniature, Enzym-style versions of tried and tested universal classics from the world of board games (tic-tac-toe, draughts, trap-and-search, etc.) or video games (Tetris, Pac-Man, Bomberman, etc.). **Their role is to enhance chat features.** Although they are available to contacts, mini-games facilitate spontaneous exchanges between users who do not know each other but who are present at the same venue.

A game session on Enzym is free. Users can launch challenges (via the interface) or invite each other to play mini-games (via chat). The application itself regularly offers challenges and

invitations to users. These initiatives from the application benefit from special stakes such as increased earnings or modified completion conditions.

> To find out more about the challenges

We have chosen to present only these two challenges because of their simplicity and their symbolic nature. Other challenges, inspired by board games such as The Werewolves or Cluedo, are also planned, but it didn't seem relevant to expand on them here. We also intend to listen carefully to feedback from the Enzym community, to find out how we can enrich the existing challenges and propose new ones.

It's worth noting that as they play, users will be presented with small rewards and optional challenges, generated at random, to ensure that the experience is always a little different. Similarly, the complexity of a challenge is set to increase as the player becomes more experienced

In the long term, we'd also like to organise 'private games' (with contacts only). These games will make it possible to customise the challenges according to certain gameplay criteria.

REWARDS AND EARNINGS

Enzym encourages users to meet strangers rather than friends of friends. Its role is to support users and encourage them to be independent in their social lives.

USING ENZYM IS THEREFORE DESIGNED TO BE GRATIFYING IN ITSELF, FIRSTLY BECAUSE IT

REPRESENTS AN INVITATION TO EXPLORE, DISCOVER AND REDISCOVER, AND SECONDLY BECAUSE IT CULTIVATES FEELINGS OF EASE AND MASTERY

Gratification can be seen in two ways:

- > On the one hand, there's a multitude of pleasing visual or sound effects to accompany the user's actions. Our role models in this respect are the latest Mario and Zelda games, which excel in their ability to constantly flatter the player's perception. Inspired by this example and many others, we offer users a fun, responsive and sparkling world.
- > On the other hand, virtual earnings are awarded to players based on their actions. The player's efforts are rewarded not only with tokens but also with various features and virtual goods (see list below). The rewards system also serves a parallel purpose, encouraging interaction between users and motivating them to collect new features.
- > These two vectors of gratification draw the player into positive feedback loops, i.e. mutually generating flows of actions and rewards. The player's enjoyment and the identity of the game world are jointly reinforced.

The four reward categories are as follows:

Personalisation

Means of personalisation, which allow users to refine the avatar and adapt their interface to their tastes.

Virtual accessories and visual or sound themes are being considered.

Expression

Means of expression, which allow users to enrich the sign directory that they can use during email exchanges.

Emoticons, stickers, GIFs and sound segments are being considered.

Mini-games

Mini-games, which allow the user to keep busy between two encounters and to start quick games during encounters or remotely.

Tic-tac-toe, checkers, trap-door, mine-clearing are being considered.

Trophies

Trophies, which allow users to congratulate themselves on their achievements and show them off. Trophies are relatively few in number and are always linked to real progress or achievements, with the exception of whimsical, humorous trophies.

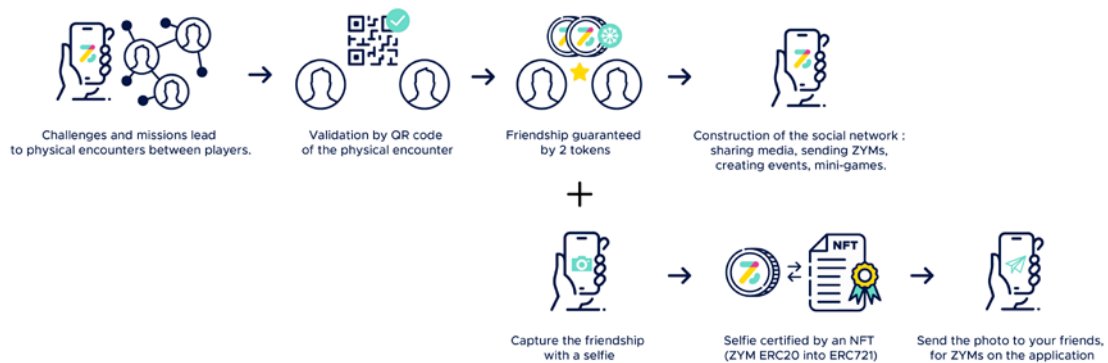
Badges, medals and other more specific awards (plaques, statuettes, etc.) are being considered.

FUN ENCOUNTERS AND SELFIES CERTIFIED BY NFTS

Challenges, missions and mini-games will always lead to further physical encounters with new players. They are validated by scanning a QR code. Once the encounter has been certified, the players can form a friendship if they wish, which will be guaranteed by 2 ZYM tokens being frozen. If they want to capture the encounter, they will be prompted to take a selfie each, which will be certified by an NFT. Technically speaking, a Smart Contract will unfreeze and transform the fungible ZYM ERC20 into a non-fungible ERC721, then into an NFT that will certify the photo or, later on, a video.

This transformation will remain optional. Once 2 ZYMs have been transformed into NFTs, the ZYMs can no longer be recovered.

Players will be able to send their friends the photos (or videos) in exchange for ZYMs based on supply and demand via the application. Although we anticipate a market for NFT-certified photos, we will wait until the legislation allows it and the technology to enable it stabilises before launching the NFT-SELFIES FEATURE



CLOSER, MORE IMMEDIATE AND MORE SPONTANEOUS!

> Enriching the local environment

Enzym's ambition is to respond to people's natural desire to meet others in a spontaneous and natural way. Creating social bonds close to home has become difficult, yet there are an infinite number of places to socialise that are often under-exploited.

BY MAKING THE REAL WORLD THE PLAYGROUND OF NEW ENCOUNTERS, ENZYM AIMS TO MAKE USERS REDISCOVER THEIR LOCAL ENVIRONMENT AND ALL THAT MAKES IT UP: ITS NEIGHBOURHOODS, VENUES, ASSOCIATIONS, AND OF COURSE ITS NEIGHBOURS.

By using Enzym, the environment's identity will become more important for users, increasing their sense of belonging. This phenomenon will quickly be enriched by the multiplication

of impromptu meetings: it will become more common to come across people you met on the app, by chance in the street or at a venue, reinforcing the feeling of belonging to a neighbourhood where "you know each other".

Some people are more vulnerable to this approach because they already aspire to this sense of local belonging, but haven't yet found the means of achieving it. Enzym will offer them the opportunities they currently lack, especially as they will meet other people already involved in the local life of their neighbourhood. The latter will benefit, as will the leaders of local associations who will gain a direct means of accessing their neighbours and recruiting new volunteers or activists for their actions. Once again, with Enzym the real world and the virtual world merge.

More broadly, the local dimension of the project responds directly to the needs of mobility, whether academic, professional or marital. Nowadays, a student's journey often involves one or more national or international assignments. Sometimes it's every two or three years that a student moves to a new city and each time they have to rediscover their surroundings and rebuild a circle of friends.

> Accelerating use by local people

By offering real interactions between individuals, the use of Enzym is partly conditioned by geographical constraints. The greater the number of players in a given area, the greater the number of interactions and the greater the value of the gaming experience.

The smaller the distance between players, the stronger this phenomenon will be, as distance can quickly become a barrier to use. The speed with which you can get involved in a challenge and meet new people will be even more decisive. **Immediacy is a fundamental element of mobile gaming, and it's not a good idea to make users wait or invite them to a challenge that is too far from**

They are often socially isolated since it's not easy to be transferred, even for a short period, to a new area not of their choosing and it is even more difficult to follow your spouse and not have access to the social space that is the workplace. **So Enzym stands out as a simple and reassuring tool for accelerating the process of integrating these mobile profiles in an area that is still unfamiliar to them.**

their starting point. Keeping users on the application depends directly on the ease of use offered by immediacy. **The feeling of spontaneity will also be reinforced by the fact that users can immerse themselves in a challenge on impulse.**

Geographical proximity between players is decisive and will enable almost immediate interaction while eliminating any waiting time. This element is fundamental because **we will initially be more attentive to the density of players in a given geographical area than to the evolution of the overall mass of users.** Local anchoring is therefore both a central ambition of the project and an essential condition for its success.

A SOCIAL GAME

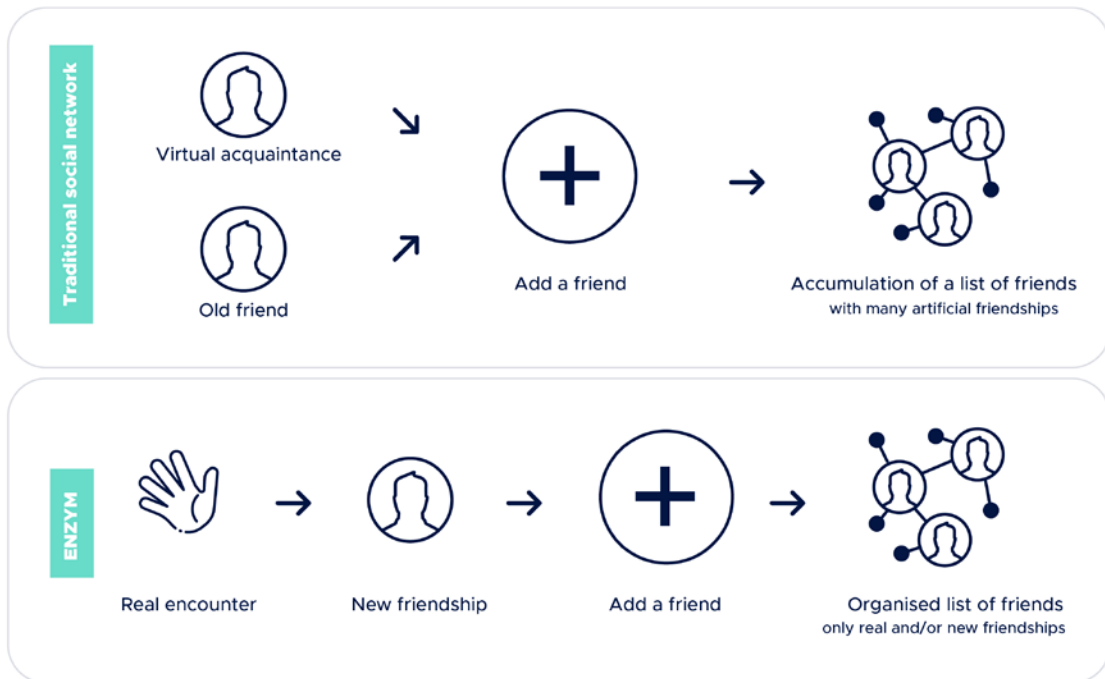
> Building your network

Enzym will enable users to manage their relationships and to reference and track their favourite places. The unique feature of Enzym's network of relationships is that it's exclusively made up of people who have actually physically met.

Enzym will not be a social network where you add someone to your list of friends because they seem nice. **On Enzym, you add someone to your list of friends because you've had a good time with them and plan to have more.** We want to avoid the paradigm of systematic

aggregation that characterises today's social networks and leads to a race for numbers. This trend creates confusion between true friends and superficial relationships.

Most of today's relationships are ephemeral. There is no harm in sharing good times with a person for a few months and then losing sight of them. Traditional social networks, starting with Facebook, meet the need to keep in touch. Enzym complements this by proposing a social network designed to savour the moment, not to archive your social life.

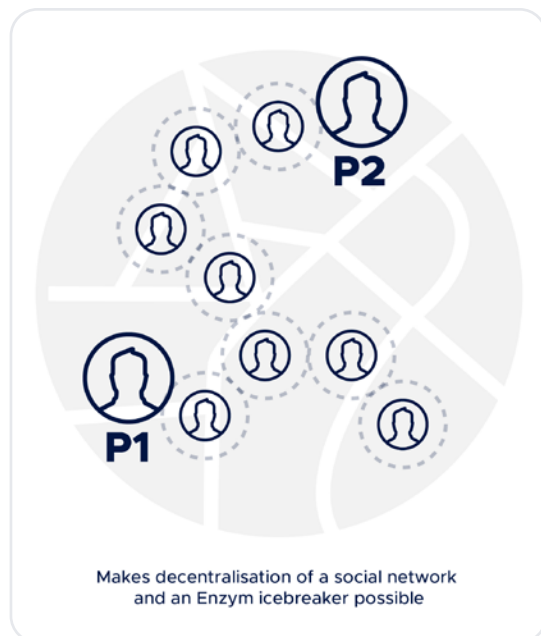


This means that Enzym is a network where there is turnover. Robin Dunbar’s social theories, which state that you can’t maintain stable relationships with more than 150⁸ people, fully apply here. If the number of contacts in your Enzym network is very high, it’s because you don’t really have relationships with all of them. Each person on your contact list should be someone you could spend an evening with in the coming months. **This vision will be served by a sophisticated**

system, the aim of which is not to encourage users to make and break relationships, but to entice them to keep their network current and relevant. The cornerstone of this system is the freezing of ZYMs. When a user adds a contact to their network, some of their ZYMs are frozen, i.e. placed in reserve. If a user wants to recover ZYMs, all they need to do is delete the relationships that have become obsolete to recover the tokens concerned.

SOCIALCHAIN BY ENZYM

Enzym’s SocialChain will enable the application to be used without the Internet by decentralising most of the functions. It will be activated when the player is surrounded by other players to form a dynamic data transmission chain. Player P1 can easily send Player P2 a chat via the trusted third parties that are the other players in between. This SocialChain can be used at events and on university campuses. In this way, the radius of action will no longer be 80 metres, but the length of the chain formed by the other players. One of the most interesting features will be an immediate and dynamic group chat. Thus, the players’ capacity for action will be extended, and the interactivity of this SocialChain will attract even more players as it represents a major step in the decentralisation of the Enzym application.



8: https://fr.wikipedia.org/wiki/Nombre_de_Dunbar#:~:text=Le%20nombre%20de%20Dunbar%20est,cognitives%20dites%20sup%C3%A9rieures%2C%20le%20n%C3%A9ocortex.

REPUTATION ON ENZYM

After a meeting, users are systematically asked to leave a review, to say whether they enjoyed it or if they felt uncomfortable.

Over time, a user's reputation will be automatically built and displayed publicly using this data, along with other information such as the number of messages sent and the percentage of replies, how many users have blocked the person, or have been blocked by them, how many times they have been reported, etc.

The aim of gathering this information will be twofold. On the one hand, **we want inappropriate behaviour to be punished as quickly as possible, as it represents a fundamental obstacle to the use of the application:** a single bad encounter can lead a user to leave the application. On the other hand, we don't want to condition the behaviour of users, who should be free to express who they are as naturally as possible. So we will pay particular attention to behaviour that prevents a meeting from going smoothly, such as aggressiveness, violence and insults.

Second chances are important. **Enzym will not have a system for banning users and bad behaviour will gradually be forgotten. It will be up to users to take reputation into account when deciding whether or not to take part in**

a potentially risky meeting, in the same way that it will be up to them to redeem themselves if they have built up a bad reputation. It should be noted, however, that a user with repeatedly inappropriate behaviour may be offered less challenges.

IN ANY EVENT, ONE USER CAN BLOCK ANOTHER USER AT ANY TIME, WITH NO NEED FOR JUSTIFICATION. THIS CUTS OFF COMMUNICATION BETWEEN THE TWO PEOPLE.

On the other hand, meeting reviews will help us to find out more about users' preferences and therefore possibly bring them closer together. This will allow us to weight the choice of random matches, based on statistics from successful matches, to bring affinity groups closer together. However, the use of matchmaking of this nature will remain moderate, as our promise is to offer spontaneous and therefore sometimes unexpected matches. At the same time, we plan to partly encourage meetings between high-profile users, to reward them for their high level of activity.

In any case, as the Enzym reputation algorithm is fundamental, it will be open source and will evolve based on advice from the community.



PURPOSE OF THE REPUTATION SYSTEM

> Making meetings safe and reassuring users

On the face of it, leaving a review after a meeting is not a very natural thing to do. But **we quickly came to the conclusion that a reputation system was necessary for a number of reasons.**

On the one hand, **feedback on the quality of meetings will be useful to help the application evolve in line with user expectations.** For example, some challenges may not create an atmosphere conducive to meeting people, and some venues may not be suitable for meetings with strangers.

On the other hand, **apprehension is a major barrier to meeting strangers. Trust between two people develops during the meeting and so it is important that users have confidence first of all in the platform, so they can approach meeting new people with peace of mind.** It goes without saying that this concern is particularly strong among women for whom harassment is a daily concern. **To ensure that Enzym encounters are moments of freedom and exchange, reputations will be public, to give anxious users a way of checking for themselves the profile of the strangers they may end up meeting.**

> Encouraging honesty and being natural

With the reputation system, our aim is to avoid the criticism that today's social networks, dating websites and dating apps are confronted with.

Social networking tools are a breeding ground for ill-intentioned people, who use them as a means of finding vulnerable targets. They create fake profiles to bribe users and extort money from them.

**IN THE UNITED STATES,
12% OF USERS OF DATING
WEBSITES AND APPS HAVE
FALLEN VICTIM TO SCAMS⁹.**

On the one hand, **using Enzym is designed to lead to physical encounters as quickly as possible. So it's almost impossible to keep your real identity secret.** On the other hand, for those who manage to do so, **the reputation system will quickly side-line malicious behaviour.**

With the evolution of the Internet, individuals are more concerned than ever about their image. They do things just so they can talk

about them on social networks and showcase a fantasised identity that is deemed to meet social standards. Personal branding, which involves publicising your successes and skills in order to enhance your image, has become commonplace in professional and social life in general. Job interviews, like meetings with strangers, give rise to fear of judgement, so we embellish and lie to protect ourselves.

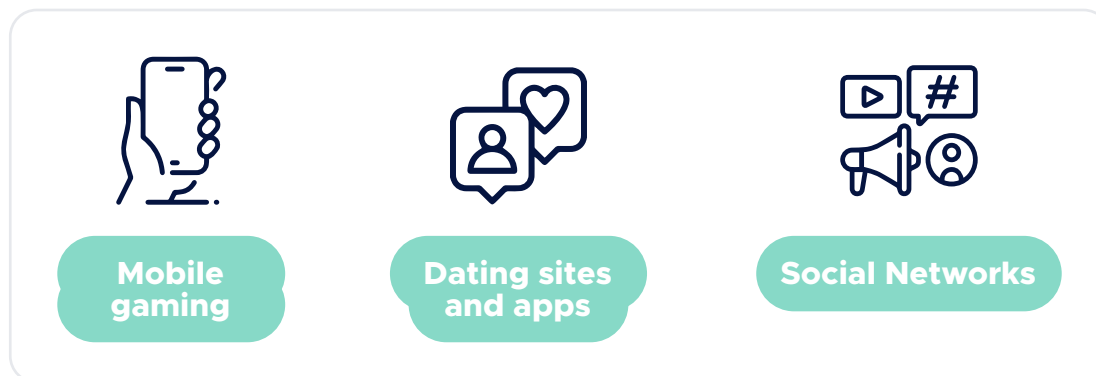
Many users of dating apps 'oversell' themselves and rely on the supposed gullibility of the other person. This is a natural attitude, but if it becomes excessive and the imbalance with the real identity is too great, then it can strain interaction. Deception, although temporary in nature, becomes time-consuming for both the perpetrator and the target. **Rapid access to real encounters largely corrects this phenomenon, as the possibilities for deception are much more limited face-to-face than during virtual exchanges.** The reputation system, meanwhile, will naturally correct this type of behaviour over time by penalising profiles that are too strategist. Little by little, users will adopt new habits that will help their reputation in a positive way.

9: <https://www.consumerreports.org/dating-relationships/online-dating-romance-scams/>

MARKET ANALYSIS

Enzym has a unique economic positioning, based neither on the evolution of an existing market nor on the opening up of a new one. As a mobile game designed for meeting people

and building a local social network, **Enzym lies in a hybrid space, straddling three fast-growing markets:**



MOBILE GAMES MARKET

For the first time in its history, the mobile gaming market outperforms the console and PC markets combined. This is the result of exceptionally rapid growth. Since the launch of the first iPhone in 2007, mobile gaming has seen double-digit growth every year, and this phenomenon is expected to peak in 2024 with a growth of 25.5%. **While it was still the smallest segment of the video game market in 2014, it is now estimated that the mobile game market will reach \$100 billion in revenue.**

Gone are the days when mobile gaming was limited to the Game Boy and the rudimentary games included in the first generations of mass-market mobile phones.

MOBILE GAMING NOW ACCOUNTS FOR 43% OF ALL TIME SPENT ON SMARTPHONES¹⁰. IT'S BECOME A WAY OF LIFE AND APPEALS TO ALL KINDS OF PROFILES, FAR FROM THE MASCULINE AND TEEN CLICHÉS ASSOCIATED WITH VIDEO GAMES.

The over-65's account for 23% of mobile gamers. As for the 13-24 age group, it's become just another age group, comparable in size to the 25-34 and 34-44 age groups. While the mobile gaming public is varied in age, it is still very much female, with women accounting for 63% of mobile gamers.

It's also a volatile audience, accustomed to frequently installing and uninstalling apps, under constant pressure from a fast-moving and highly competitive market where free products abound.

The user retention rate rarely exceeds 5%, usually because there is little or no socialisation and the user doesn't repeat the gaming experience. In the case of Enzym, the cross-over with the dating market (highly socialised) and the social networking market (high retention rate) seems particularly relevant to ensure a good retention rate. Similarly, the gameplay, which straddles the real and virtual worlds, offers an immersive and demanding experience that is very different from the time-lapse games generally available on the mobile gaming market today.

10: <https://www.go-globe.com/mobile-gaming-industry/>

DATING WEBSITES AND APPLICATIONS MARKET

The online dating market encompasses the following activities:

- > matchmaking services, for long-term relationships,
- > dating services specialising in sexual relationships with no commitment,
- > general dating services, where users have a variety of motives,
- > and friendly dating services, for organising parties and activities.

The market is expected to generate \$40 billion in revenue in 2022, with an annual growth rate of 6%. Affinity-based dating services and the United States represent the

largest parts of the market, with projected revenues of \$2.8 billion and \$1.7 billion respectively¹¹. Most of this revenue comes from the various subscriptions that users pay to access these services and their most interesting features.

The paid aspect of dating is a barrier to the market's progress. Despite the fact that Tinder and Happn have free access, the paid services they offer create confusion and hesitation among users, who see dating as something where only social qualities should be considered. As such, Enzym has positioned itself without a paid offer, based on a business model that breaks with that of other dating applications.

SOCIAL NETWORKS MARKET

More than half of the human population now has access to the Internet, and more than two in three Internet users use one or more social networks¹². This number should continue to grow by an average of 4.8% over the next three years. Revenues from advertising on these networks should reach \$68 billion this year, with a growth rate of 28.4%, and the revenue generated per average Internet user should be \$23¹³.

The average Internet user has also gone from having 3 accounts on social networks in 2012 to having 8 in 2020. This proliferation of accounts can be explained in particular by the diversification and specialisation of platforms:

the use of generalist networks is increasingly supplemented by the use of other networks specialising in professional relationships, local relationships, the sharing of pictures,

TODAY 9 OUT OF 10 USERS ACCESS SOCIAL NETWORKS FROM A MOBILE DEVICE¹⁴.

Facebook is the market leader, with revenues of \$60 billion in 2021 from targeted advertising and data sales¹⁵. Most other social networks have a similar business model. This business model, based on personal data is now under threat from growing public concern and increasing regulation.

11: <https://www.statista.com/outlook/370/100/dating-services/worldwide#marketStudy>

12: <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

13: <https://www.statista.com/outlook/220/100/social-media-advertising/worldwide#>

14: <https://wearesocial.com/blog/2018/01/global-digital-report-2018>

15: <https://www.statista.com/statistics/277229/facebooks-annual-revenue-and-net-income/>

ENZYM'S POSITIONING IN RELATION TO ITS COMPETITORS

By establishing itself between these three markets, Enzym is able to respond to the limits of one market by drawing on the strengths of another. The strength of this positioning lies in its flexibility: the space produced between these three markets provides Enzym with the room to manoeuvre,

to adapt its positioning, even in the face of unexpected changes that could emerge in one or other of these markets.

Applications that target a similar position to that of Enzym are rare, but we studied two of the closest to anticipate a possible overlap of the market:

> Peachy - Dating application

Peachy is a dating application currently undergoing beta testing, **offering users the chance to get to know each other by setting themselves little challenges.** The aim is to rehumanise the dating experience, giving it back its natural, real feel, despite the virtual interface. Peachy's intention is therefore not very different from Enzym's. Yet the positioning and approach are different.

Firstly, Peachy clearly presents itself as an alternative to Tinder, yet it struggles to distinguish itself from the latter, as even its slogan suggests: "You're worth more than a swipe!" ("More than a match, a peach!"). As such, **it is positioned as a direct competitor to Tinder, in a market that is largely dominated by the latter. In this respect, Peachy's late arrival means that it can expect no more than a niche position in the dating market.** Secondly, Peachy is clearly targeting a female audience, a relevant strategy for two reasons. On the one hand, the male/female ratio on dating sites and apps is unbalanced at 75/25 in general (68/32 in July 2016 for Tinder, for example¹⁶). On the other hand, women are more demanding. So, for a heterosexual man to get the same number of dating opportunities as a

heterosexual woman, he will have to swipe right 18 times more than a woman. Nevertheless, Peachy's strategic positioning is so marked that it risks pushing the application even further into a niche market, a major risk given that a critical mass of users is essential to guarantee keeping users on a dating application.

To date, Peachy's only selling point has been the addition of a new feature: the ability to send each other little challenges (take a selfie with a funny face, take a photo of your foot, etc.). These little challenges are supposed to help get to know each other better before considering a physical meeting. **Instead of bringing users closer together, this feature pushes them further apart, adding a new virtual condition to the real encounter. This is the opposite of Enzym's ambition, which is to encourage physical encounters as much as possible, with Enzym's challenges being invitations to meet strangers as quickly as possible. Enzym's approach makes the meeting all the more natural in that its nature (friendly, romantic, professional, etc.) is undefined and will be determined during the meeting.**

16: <https://www.statista.com/statistics/607430/tinder-gender-distribution-usa/>

> Pokémon Go - Mobile game with augmented reality

The release of Pokémon Go in early July 2016 was a huge success.

THE APPLICATION BECAME THE MOST DOWNLOADED MOBILE GAME IN THE MONTH FOLLOWING ITS RELEASE, AND THE FASTEST MOBILE GAME TO REACH \$100 MILLION IN REVENUE¹⁷.

This success produced spectacular and unexpected effects, such as tidal waves of players invading green spaces and an increase in the number of road accidents¹⁸.

For most of the players who tried it, **the discovery of Pokémon Go was the discovery of the power of augmented reality.** It was also the discovery of a mobile game capable of sparking real exchanges with complete strangers on an unprecedented scale. The extremely viral nature of the game led players to spy on each other, identify each other, and have impromptu, friendly exchanges with each other: *“Don’t go over there, there’s nothing to catch but Rattatas and Caterpies, etc.”* ; *“Have you run out of pokéballs too?”*. So, on the one hand, Pokémon Go created exchanges and sympathy between strangers, which is Enzym’s main objective; on the other hand, this phenomenon is the result of the game’s extreme virality, rather than any intention on the part of its creators. Although the Pokémon Go phenomenon lasted only one summer, it is now the third most profitable mobile game on the market. It is nevertheless surprising that it didn’t manage to hold onto the top spot for very long. It managed to retain a solid audience and

generate remarkable monetisation, but its viral nature quickly faded. Its first year was marked by technical problems (bugs, overloads and flaws), controversial design choices and major communication errors on the part of Niantic, the application’s studio. That’s one explanation. A second, and more important factor, **lies in the poor gameplay, which essentially boiled down to collecting Pokémons and tapping the screen in optional battles. The final and most important factor is that Niantic neglected the social dimension of the game.**

It was in June 2018, almost two years after the app’s release, that an update introduced networking and exchange systems between players. Before that, there was little or nothing. The social dimension of the game consisted of taking a photo of a pokémon perched on a friend’s head and sharing it on social networks. In July 2017, a raid system was introduced, allowing players to team up to battle powerful pokémon, but in the absence of networking features this proved to be of limited interest. The recent integration of the social dimension into the interface and gameplay has led to a significant resurgence of interest in the game.

Of course, it’s too late to generate hype. Pokémon Go is remembered as a fad that set the world alight for a very short time. The Niantic team, largely overwhelmed by the success, was unable to capitalise on this fad and make it last. The fact that the application enjoyed relatively continuous success despite a whole host of problems and a serious neglect of its social dimension shows just how strong its concept was and how much **it was carried by the likeability of the Pokémon licence.**

17: <https://www.guinnessworldrecords.com/news/2016/8/pokemon-go-catches-five-world-records-439327>

18: <https://gizmodo.com/study-estimates-that-pokemon-go-has-caused-more-than-10-1820776908>

Pokémon Go could have been a pioneer of the cross between mobile gaming and social networking, while at the same time encouraging people to meet up. **Pokémon Go almost invented Enzym before Enzym, by accident.** The application was unable to seize this opportunity, and was condemned to a certain stagnation and to having its mobile

gaming supremacy snatched away by Arena of Valor and QQ Speed, Chinese games that are virtually unknown in the West. **While Enzym has no claim to supremacy in the mobile gaming market, it does benefit from a strategy in which the social dimension is fully integrated, since it is at the very heart of the application.**

> Positioning overview

In conclusion, Enzym's offering is so unique, at the crossroads of three markets that are so different and evolving so rapidly, that it seems difficult - if not impossible - to find a direct competitor to Enzym. However, the Enzym project is not designed to open up a market, and is based on three distinct markets, so there are of course indirect competitors. The cases of Peachy and Pokémon Go are good examples because some of their ambitions are the same as Enzym's, which demonstrates the benefits of our approach. However, they differ greatly from Enzym in how they respond to those ambitions: each offers something quite different from Enzym, which is a priori too cautious

in Peachy's case and too clumsy in the case of Pokémon Go.

THE THREE MARKETS IN WHICH ENZYM IS POSITIONED ARE LIABLE TO EVOLVE RAPIDLY, SOMETIMES IN SURPRISING WAYS.

To protect itself even further, Enzym's sources of revenue are not based on the endogenous characteristics of these markets, as we will see in the section below.

BUSINESS MODEL, SOURCES OF INCOME

> Regular income, proportional to users' activity

As we have already mentioned, **most interactions between users lead to an exchange of tokens. Our main source of income is thus directly dependent on the use of the game's matchmaking functions, which offer a transfer of ZYM between players. This service will be invoiced at 1% of the tokens exchanged (with a further 1% going towards community development).** This percentage is low enough that the impact on gameplay is

insignificant, but the aggregation of this levy on all transactions represents a major source of income. **This choice seems all the more relevant as it encourages us to increase the number of players and the number of interactions, and is therefore a guarantee that the financial interests of Enzym and players' interests remain inseparable over time.**

> Service invoiced for the use of a specific matchmaking function

There are plans to levy a 1% charge on matchmaking functions that use transactions between players, but also to charge a fixed price in ZYM for functions that provide an additional service (without a ZYM transaction between players), such as: "choose the player you want to meet on a mission", "view the player's detailed profile", and many others that will be added in the future.

These functions will be paid for in ZYM.

If players don't have enough ZYM and want to buy more, they will be able to do so using their country's currency, either on the app or on exchange platforms.

This source of revenue has three advantages:

Regularity

This source of income varies according to activity on the application, but it remains regular insofar as it is the result of the aggregation of an infinite number of micro-incomes acquired immediately. **This makes financial monitoring much easier, offers guarantees for Enzym in terms of cash flow and allows for better investment projections.**

Automaticity

The simplicity of the way it works makes it easier for curious users to understand (and therefore approve), but above all makes enforcement automatic. **As a result, it does not depend on the efficiency of a sales team or calculation machines, but only on the quality of the drafting of smart contracts.**

Modularity

This is the most strategic point. As mentioned earlier, transaction costs are determined by Enzym. **We will be paying particular attention to this lever, which affects the playability of the application and the value of the token, as well as the immediate value of Enzym's revenues.**

DISTRIBUTION OF TOKENS IN PRIVATE VENUES

> Distributing tokens to attract the community

Our second source of funding comes from venues. This involves convincing venue owners to distribute tokens. Through distribution, users are encouraged to come in, enjoy the place and interact with other

users. Although customer loyalty cannot be guaranteed, **it is an opportunity for owners to showcase their establishment and create a buzz whenever they want.**

> The distribution platform

Enzym intends to act simply as an intermediary between the exchange platforms and the venues purchasing ZYMs. **Enzym's service gives venues greater visibility on the application and access to an interface for purchasing tokens, configuring distribution and obtaining statistics on their effectiveness. Enzym will only charge a monthly subscription fee for access to the ZYM distribution management and (anonymous) statistics platform. ZYM will be purchased on exchange platforms by the venue for distribution. The software will provide help, if needed, to make purchases. We do not plan to charge a commission.**

Players will be informed on the mobile application or via notifications of ZYM recovery opportunities around them. Partner

venues that have scheduled a distribution of ZYMs or are in the process of doing so, will be displayed on the mobile application map. Non-active partner venues (no ZYM distribution planned or underway) will not be visible to players.

Partner venues will have to distribute ZYMs at least once every six months and pay the monthly subscription fee to remain a partner venue.

Partner venues will need to buy ZYMs in order to be able to distribute them. They will not be able to earn them on the application.

Partner venues will therefore be obliged to purchase ZYMs in order to remain partners - the frequency and quantity have yet to be determined.

> Accurate marketing statistics

The major advertising providers, Google, Facebook and Nextdoor, provide a paid visibility service on their platform, and tracking tools adapted to the digital medium. This enables their customers to calculate their return on investment..

However, **no supplier is able to give the average cost for a local business of acquiring a new customer because tracking is incomplete, in particular because there is no information on the conversion rate in the physical venue.**

Today's estimates suggest that at least 20% of the \$80 billion online advertising market is fraudulent. Enzym's solution will therefore not be digital advertising but the distribution of ZYMs. Investing in ZYMs means that distribution can take place on site, with local marketing performance on a par with digital marketing. **The mobile digital marketing market** (\$200 billion, more than half of which is **for location-based digital marketing**) is

growing by 38% per year, yet there are no offers that provide results-oriented services.

The ZYM is the application's fuel. Without this fuel, players will not be able to use certain functions that require it. They will be invited to go and collect ZYMs from venues that distribute them in the form of QR codes that can be seen on a tablet as well as on till receipts. This means that Enzym will be able to sell reliable statistics, similar to those sold on retail websites, to physical venues.

In this way, business and facility managers will be able to view all kinds of anonymous information in the interface, based on the activity of Enzym players at their venue: traffic, retention rate, ROI. These KPIs will enable them to manage the performance of their physical points of sale more effectively. Some additional services will enable them to communicate with players who are at their venue or who have stopped there (surveys, live chat, etc.).

SERVICES FOR BUSINESS

In addition to these two sources of revenue, a third is planned to complete the financial package. It will be set up at a later stage, **once the application has proved its success**

with the general public and venues, and the technical aspects of the application have been stabilised. This third source is based on services to businesses.

> Event services

The structure of the Enzym application could be a very useful tool for all types of professional events. Based on the Enzym application, we will be able to offer special applications tailored to

this type of need. The tool could take different forms depending on customer expectations, but here are a few examples of applications:

Trade shows

Encourage interactions at these events, where the employees present need to be motivated. By inviting trade show members to register on the special application, the number of interactions can be multiplied, to ensure better networking between those present.

Team building

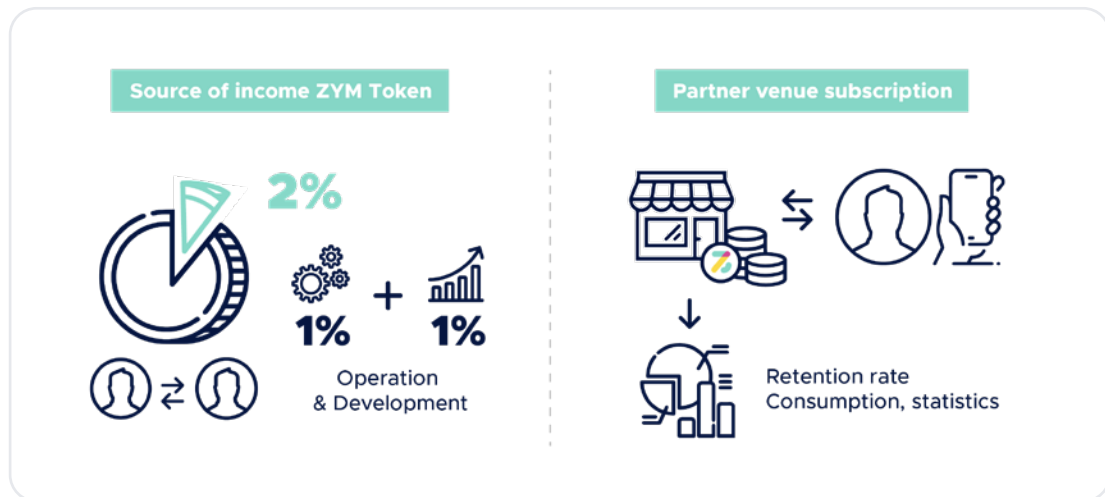
At the head office of a major group, during a special event or on a permanent basis, it will be possible to present employees with an application that encourages them to interact with each other around a variety of challenges.

> B2C marketing services

Enzym will have a large database of anonymous users. The identity of the latter will therefore be protected, but Enzym will be able to obtain aggregated data (if and only if users wish to share it). This means it will be possible to launch opinion surveys, guaranteed to be anonymous, among users in exchange for a

few ZYMs. The themes of these surveys will depend on the companies' needs (products, opinions, interests).

These services will not affect the use and playability of the application.



> 2.2 Decision-making mechanisms and project governance

Decision-making mechanisms and project governance comply with the same principles of

governance as the company, Enzym. [\(cf. §1.5 supra\)](#).

> 2.3 Target subscribers and potential restrictions

MARKETING STRATEGY

Our extended target is men and women aged 18 to 35 living in major cities in Western countries. After three years, our target is a 1% penetration of the dating and networking market segment and a mobile gaming market penetration of around 2 million

additional users. This represents around 10 millions users, 36 months after the launch of the application. The marketing strategy is based on a geographical approach that governs the scope of action of the elements of the marketing system.

> Geographic approach and scope of action

To ensure user retention, using Enzym must be fluid. This means that users must be able to play or meet people on a regular basis, without waiting. It is therefore essential that there is a significant density of players in a given

geographical area. **During the first phase of user acquisition, we will therefore pay more attention to the density of players in a few large target cities than to changes in the overall number of users.**

The strategy employed during this phase is based on a logic of expansion by capillary action, like an ink stain that spreads.

So we target one or two large towns nearby at the same time, followed immediately by other large or medium-sized towns nearby. Once we

have achieved our objectives in this area, we will open up a new one. In the long term, our commercial strategy will focus on the major French cities, then move on to the capital cities of Europe, North America and Australia before finally moving on to Russia, South America, Asia and Africa.

LOCAL STRATEGY: DISPLAY AND EVENTS

Because of this geographical approach, **the first major phase of the marketing strategy is based on local initiatives. It enables targeted user acquisition in given territories. It has two parallel objectives: to raise awareness and encourage people to join.**

Raising awareness requires a certain amount of pedagogy; it's a question of **"standardising" Enzym's presence and its most salient concepts, promoting them and making them attractive.** Measuring this is based on feedback from targets in the field or on the Internet.

> Outdoor physical display

Enzym has many innovative aspects and needs to be educational. But it's as much about promoting an idea as a product, so it's important to **accustom the target audience to**

> Events strategy

At the same time as the launch of stage 2 of the display campaign, we will be launching promotional operations in public spaces. There will be several objectives:

- > Explain the features of the product,
- > Distribute free tokens to encourage people to try it out,
- > Let people discover the application live and help them install it on their phones,
- > Get feedback on the display campaign.

So we'll be setting up dedicated teams, in flashy Enzym colours, to approach passers-by and introduce them to Enzym. The language elements will be based on

Encouraging people to use Enzym is based on their **accepting its existence and their desire to try it out; t's about moving from curiosity to action.** The aim is to get people to download the application, which is measured by the number of downloads from the PlayStore and AppStore.

Street marketing principles are at the heart of Enzym's events strategy for a number of reasons: local promotion, high-impact alternative messages, acceptable cost and profitability of operations.

Enzym's existence, to increase its presence in the daily lives of potential users and to create a break in that daily life as a means of entry.

discovery, having fun, data protection, lack of commitment and gratuity.

These teams will be positioned close to our core targets, i.e. in lively neighbourhoods and near universities and higher education establishments. **At the same time, we will be approaching the city's most emblematic establishments to provide them with ZYMs free of charge and to organise more extensive events, designed in partnership with the owners.**

Little by little, a dynamic will be established and local communities of users will emerge.

GLOBAL STRATEGY: COMMUNITY, SOCIAL NETWORKS AND PRESS

> Community approach

As we've already mentioned, **we want to cultivate the relationship between Enzym and its community**. In fact, we're counting on the community to support the development of fundamental aspects of the application, such as challenges and the reputation algorithm. To ensure that this community is built and maintained, we will not only be providing it with a platform and tools to listen to its expectations, but we will also have various ways of thanking them for their activity (ZYM's, gifts, ambassador status). In this way, Enzym will be supported by a dynamic, transnational community that is mobilised around the project.

> Social networking schema

Social networks, starting with Facebook, LinkedIn, Twitter and Instagram (as required), will be Enzym's first communication channels through paid advertising, which will always be targeted geographically and demographically, according to the target audience.

Paid advertising will fulfil two objectives:

- > On the one hand, **it will echo each of the marketing operations underway, reinforcing their impact and extending it to the digital space**. The multiplication of channels has the effect of reinforcing the persuasive effectiveness of each message, a method that is all the more relevant for

Ambassador status will reward the most active members, and will enable us to set up a network of users who will be encouraged to 'colonise' certain geographical areas.

Rewarded with tokens for their actions, they will promote the community and Enzym by distributing tokens to newcomers. **They will act as scouts, enabling us to direct our strategy** of territorial conquest based on the number of tokens distributed, a sign of the interest in Enzym in a given town.

Enzym, which is positioned between the real world and the virtual world.

- > On the other hand, **various campaigns will be organised independently**, based on humour, entertainment and competition. **They will always lead to gifts, a strategy that has proven effective on social networks for creating engagement**. The prizes will have a local impact (invitations to nearby concerts or festivals, emblematic gourmet restaurants in the region, etc.) and their effectiveness will be tested over time to determine which are the most effective in mobilising people.

It should be noted that ambassador status can also be earned in this way.

INFLUENCE STRATEGY: PRESS & STRATEGIC PARTNERSHIPS

The influence strategy is twofold, as it is based on the acquisition of two very distinct target groups:

- > **"Cryptomaniacs"**, who are defined by a strong interest in the world of cryptocurrencies and often also in new technologies in general. The majority are men under the age of 50. Apart from these criteria, their sociological profiles vary enormously.

- > **"Millennials"**, 18-35 years-olds who are sensitive to changes in society. They are curious, multidisciplinary, digital-friendly (but not necessarily technophiles) and rather socialised. They are constantly on the lookout for surprises and novelties.

The means of convincing these target groups are similar. In both cases, you need to find the right relays of influencers and specialist press.

For "cryptomaniacs", we need to focus on the technology press: IT, innovation and new technologies, the digital economy, etc. In addition, there are influencers in the world of cryptocurrencies and new technologies. Specialist forums on crypto-currencies are also major relays for disseminating messages to this core target.

For millennials, we need to focus on the lifestyle, streetlife, pop culture, news and infotainment press, etc. In addition, there are a wide range of influencers, starting with bloggers and bloggers who unearth practical digital tools, life hacks, new trends, video games and so on.

These two press campaigns will not be compartmentalised, and we can count on cross-effects if they are run in parallel.

Press campaigns in the general press are also envisaged, but only at a later stage.

Strategic partnerships are also planned with organisations involved in geographical mobility. Digital Display campaigns appear to be relevant here, targeting university information sites or sites linked to Erasmus issues, sites aimed at expatriates and possibly sites aimed at helping people settle in new cities.

> 2.4 Project business plan

EVOLUTION OF THE MOBILE APPLICATION & ZYM CIRCULATION

The development of the application is designed around the ZYM token, progressive decentralisation and testing of new versions with our target audience: students. The ZYM is the application's fuel and its quantity

of 100 billion cannot be modified. We also need to ensure that it is transmitted securely between players. That is why we've established 3 development phases.

1ST PHASE: CURRENT VERSION 2 - ZYM DB

The current version allows us to test player behaviour and the use of ZYMs when inserted into events with a critical mass. As of 15 January 2024, 895,947 ZYM Db have been distributed on the Enzym application. These ZYM Db are not fungible. There is a cross-over period of 3 months so the holders can transfer them to fungible ZYMs (ERC20). **They will have to undergo the same KYC/LCB FT procedures as those required for the token sale.**

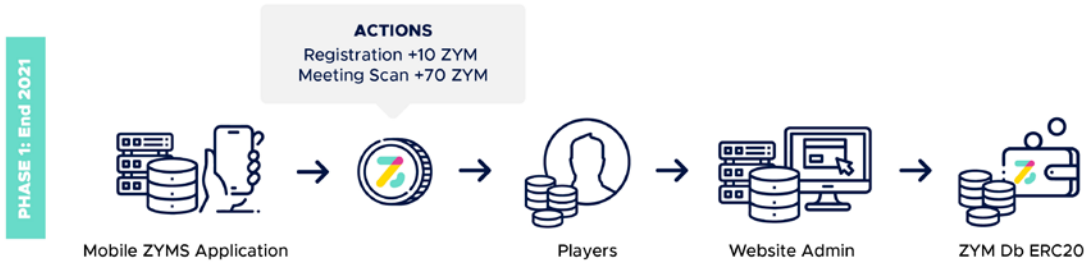
Each message costs 1 Z.

Each meeting completed as part of a mission is rewarded with a prize of 70 Z for the 2 players.

As ZYMs cannot yet be used to purchase goods and services, meetings are also rewarded with gift vouchers valid at partner venues.

Friendship between 2 players freezes away 1 ZYM per player, which is returned to them as a deposit if the friendship is broken.

PLAYERS RECEIVE 10 Z WHEN THEY REGISTER, WHICH ALLOWS THEM TO CHAT WITH PLAYERS PRESENT AT THE EVENT.



The remaining ZYM Db will be completely burnt 3 months after the token sale. Within this 3-month window, Early Adopters will receive the equivalent of their ZYM Db in ZYM. Operations carried out manually by our IT team, after checking the players' history.

2ND PHASE: AFTER THE TOKEN SALE, A VALUABLE ZYM, VERSION 3 - ZYM

ZYM will be gradually rolled out through trusted third parties such as Ambassadors and partner venues.

Ambassadors and venues will receive ZYMs each time they validate a new player by scanning a QR code. In this way, ZYMs will be distributed by people that Enzym has identified as authentic.

To become an Ambassador or partner venue, their players will have to apply and take part in a videoconference interview to confirm certain details.

The batch of ZYMs distributed to new players is dedicated to community development (45% of the total). It will be regulated by a Smart Contract that will unlock 5% per year.

We've noticed that it's important for new players to receive a batch of ZYMs before they

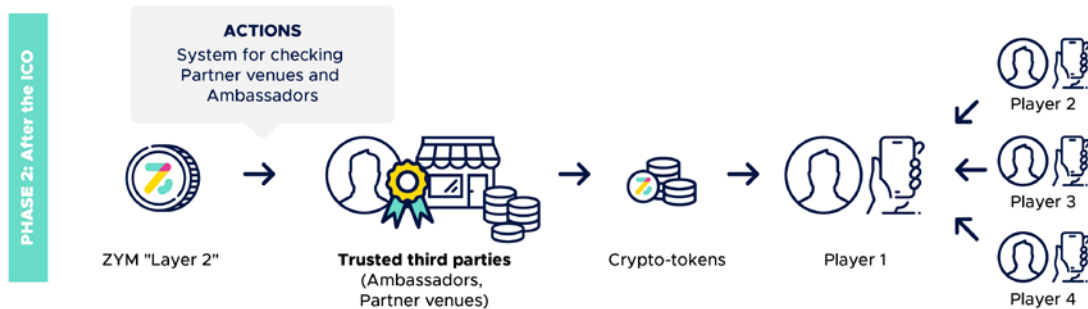
can start playing. That's why half the ZYMs taken from all exchanges, i.e. 1%, will be added to the ZYM fuel pool.

As mentioned in the paragraph [BUSINESS MODEL, SOURCES OF INCOME p.27](#).

Players will need to have acquired ZYM to be able to access the matchmaking functions. There will be two types of function:

- functions with a fixed price
- functions involving the transfer of ZYM from player 1 to x player. This matchmaking service will be paid for by a 2% levy on ZYM flows.

1% will be used for community development (rejection of ZYM into Batch 1 managed by a Smart Contract) and 1% for Enzym SAS. [See also OPERATING EXAMPLE p.38](#).



3RD PHASE: DECENTRALISATION OF CERTAIN FUNCTIONS

Enzym will be able to operate with a very limited Internet connection, with phones communicating with each other within a 100-metre radius and ZYMs being exchanged using peer-to-peer (P2P) technology with no intermediaries.

Players will be able to choose whether to use the geolocation functions or to use the application in a decentralised way.



It should be noted that no ZYMs will be burnt during the operation of phases 2 and 3.

RoadMap

2024

AMF approval

Visa obtained for the public sale of the ZYM token

Smart Contracts

Development of the token sale Smart Contracts

Mobile Application

User-created events
Group discussion
Chat between connected members

Web application

Development of the token sale website

Marketing

Activation of Ambassadors who recruit partner venues and organise street marketing events in their town.
> Partner venue target 1/10,000 inhabitants in France.
> Player acquisition target + 5%/week

2024

Smart Contracts

Testing of token sale Smart Contracts

Mobile Application

Minor ergonomic improvements

Marketing

Acquisition of players and partner venues
Increase in critical mass
Increase in notoriety

Q2
2024

Token sale

Mobile Application

Dynamic common space:
The "SocialChain" (*an ephemeral cloud made up of a chain of users that transforms into a local chat*)
Mission: choose the person you wish to meet
R&D: optimising energy consumption

Marketing

Scaling the marketing plan in England

Finance

Listing of ZYM on exchange platforms

Q3
2024

Mobile Application

Temporary solution to adapt to the very high costs of the Ethereum blockchain
Longer-term solutions:
Use an Ethereum 2 layer
Use another blockchain
Smart Contracts (e.g. Solana, Cardano, Tezos...)
Reputation mechanism

Selfies certified by NFTs
Connection of the application to the blockchain
Decentralisation of data
Rewards
Start of fee-based services to venues located in areas with a high density of players

Q4
2024

Mobile Application

Augmented reality
Mini-games between friends
Role-playing games
Team games
Totally decentralised application
Platform for exchanging NFT selfies with friends

Marketing

Deployment of the marketing strategy around Ambassadors and venues in the main European countries.
Search for development partners in the USA.

> 2.5 Financial requirements for the development and any funding already obtained

Enzym SAS's share capital of 38,100 comes from a contribution in kind of an application and a website brought in by Yannick Barnel for a value of €38,000. The value of this contribution in kind was verified by the Statutory Auditor Arnaud VIVIER of Cabinet TEOREM A2C as part of the report dated 27/05/2017. The remaining €100 were contributed in cash by Yannick Barnel at the same time.

Since then, the partners have spent 235 days developing the application and website. Several dozen field test sessions were required to produce the V2.22 functional version of the application.

The website now makes it possible to transfer ZYMs earned on the application to the

Ethereum blockchain via a simple and user-friendly platform.

We estimate the work done since the application was created at €185,000, based on a daily rate of €750. This valuation has not been audited and is not reflected in the financial statements.

In addition, an investment of 10 Ether was made on 12/11/2021 and 15 Ether on 09/06/2022 as part of the current private sale. The value of these ETH at the time of sale was €70,275. This will enable Enzym to prepare for the token sale in the best possible conditions.

In addition, Enzym SAS has not taken out any bank or third-party loans.

FINANCING REQUIREMENTS

35 % Marketing: Raise awareness of the Enzym application and concept by developing its partner network and carrying out street marketing via its Ambassadors.

The geographical target will vary depending on the performance of the token sale: Hiring of 1 Business Developer. The company will call on external service providers for web design and community management.

PLAYER ACQUISITION GROWTH TARGET: +5% PLAYERS/WEEK

Actions

- Create quality content with high viral potential, such as videos.
- Forge partnerships with influencers.
- Develop a network of partners and organise events in the student community.
- Encourage Early Adopters.

35% IT: Consolidate the IT team

Recruitment of 1 full-stack mobile developer and 1 solidity developer, server management will be outsourced.

Actions

- Develop and maintain the Enzym application and Smart Contracts.
- Create new challenges and mini-games to bring about instant encounters in real life.
- Secure ZYM exchanges between the various players in the game.

15% Parity: Give value to ZYM by creating a first price on an exchange platform.

The first listing will be at least equal to the token sale price without discount. Part of the Fuel Batch will be dedicated to creating the market in the 1st year.

5% Legal: Get legal advice for our development

10% Miscellaneous: Meet fixed and proportional costs such as accounting, accommodation, office rental, insurance, etc.

> 2.6 Costs associated with the offering

The transaction costs incurred by the use of the Ethereum Blockchain to subscribe to the offer are borne by the subscriber. When subscribing to the offer, the subscriber will therefore need ETH tokens to cover the cost of the Blockchain transaction required to convert.

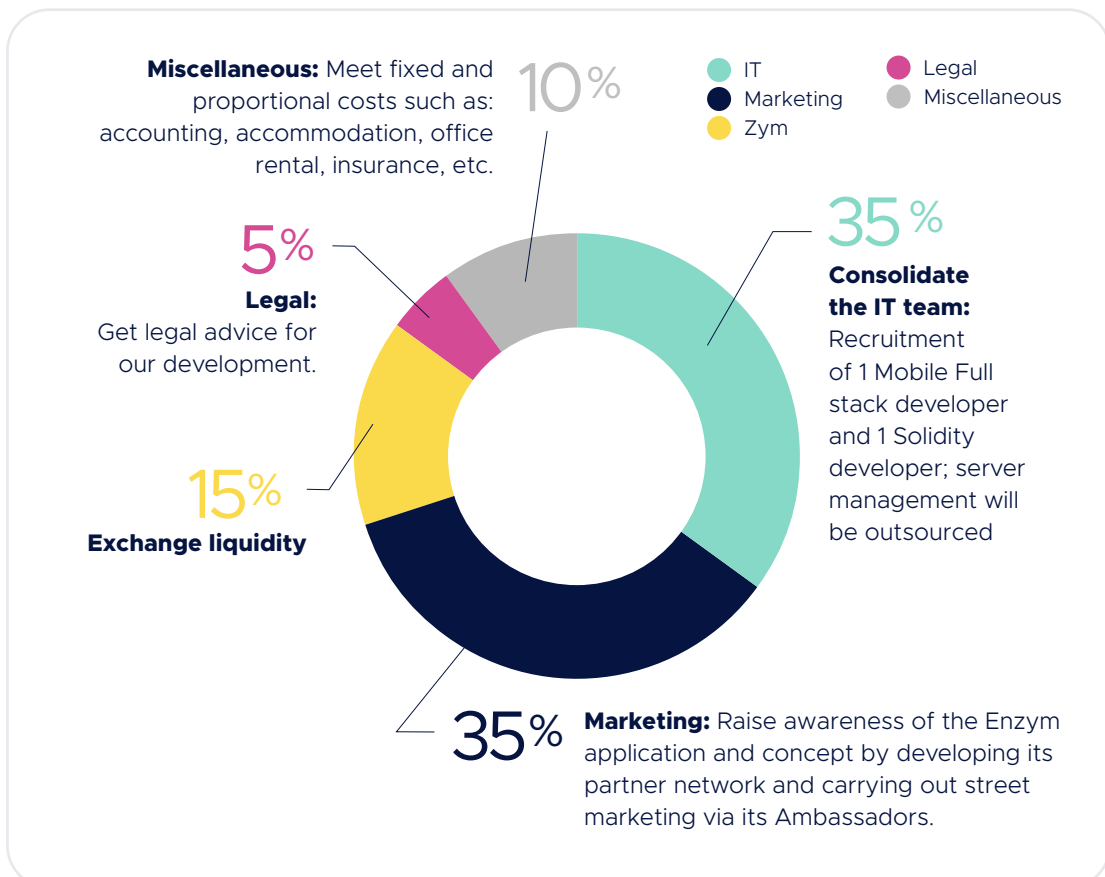
The page used to subscribe to the offer will clearly show the transaction costs incurred by using the Ethereum blockchain. Transaction costs cannot be known in advance, as they vary according to the price of Gas. They therefore vary from one subscriber to another. Gas is the commission paid to the miner who validates a given transaction.

> 2.7 Using token sale funds

The use of funds will be exactly the same as the short-term financing requirement. Only recruitment will vary according to the more ambitious objectives in terms of marketing development and the development of new missions for our players.

The breakdown of the use token sale funds is not intended to be modified depending on the amounts raised. Only the speed of operational implementation to follow the Road map may be impacted. The objectives will be achieved behind schedule.

Depending on the volatility of our crypto currency, up to 20% of the company's resources will be covered by fiat currencies (USD and EUR) in order to guarantee the functionality of the project during the first six months. 15% of the funds raised from the token sale will be used to create the first price on an exchange platform which will be at least equal to the token sale price, i.e. 0.00000003759398496 ETH for 1 ZYM. ETHER will be deposited opposite a Batch of ZYM taken from Batch 1 (application fuel). This operation will be carried out within 30 days of the end of the token sale.



3. Duties, rights and obligations attached to ZYM tokens

All tokens issued are fungible and give their holders the same rights: payment for the services offered by the Enzym application. Subscribers to the offer understand, acknowledge and accept that the purchase of tokens does not give the right to the ownership of securities, shares or participation in the capital of the company, Enzym SAS, or its subsidiaries, nor does it give the right to

the status of shareholder or partner, to the sharing of profits, to participate in ordinary, extraordinary or mixed general meetings, or any other equivalent right, nor any right over the intellectual or industrial property held by the company, Enzym SAS, and/or its subsidiaries. The tokens issued do not imply any particular obligation on the part of their holders.

OPERATION AND CIRCULATION OF THE ZYM

ZYMs will circulate between players. They are the application's fuel. ZYMs will entitle players to use some of the application's functions, such as requesting an immediate meeting, confirming a friendship, sending a proximity message and later taking part in mini-games, dynamic missions (involving travel), organising events transforming friendship ZYMs into NFT-SELFIES.

To receive ZYMs, players must agree to meet other players and collect them from partner venues. ENZYM will take 2% of ZYM transfers: 1% will go towards running the company and 1% towards developing the community.

OPERATING EXAMPLE

P1 sends a message to P2

- > Cost of message is 1Z for P1
- > P2 receives 0.98Z with the message
- > Enzym receives 0.02Z
- > 0.01Z for Enzym company operations and 0.01Z will be used to develop the community.

P1 requests a local encounter, Enzym suggests P3

- > Cost of the encounter 70Z for P1
- > P3 receives 68.6Z
- > Enzym receives 1.4Z.
- > 0.7Z will be used to attract new players and 0.7Z for Enzym company operations

Ambassador A1 gets new player P4 to download the Enzym app.

- > A reward of 100Z from the Creating Community Batch (Batch N°1) will be split between the 2.
- > 70Z goes to P4
- > 30Z goes to A1

ZYM-DB TO ZYM

The ZYM-Db currently used with the Version of the App is not the one proposed to the token sale for security reasons. Some ZYM-Db are currently distributed by the WEB to players who meet other players, which is not in line with best practice in crypto-tokens management. Even though there are security measures in place for players, such as validating the encounter/match (+70 Z) by email and the phone's serial number, hackers can set up a system for creating fake virtual accounts backed by serial numbers in order to receive ZYMs.

That's why ZYM will be distributed from player to player via a secure Peer To Peer scan, building a network of trusted third parties. Note that there is a cross-over period in Q1 2024 between ZYM Db and fungible ZYM (ERC20) with a manual validation analysing the player's normal behaviour. Holders will then have to undergo the same KYC/LCB FT procedures as those required for the token sale. ([See 2.4 Project business plan p33](#))

4. Risk factors

In accordance with the AMF General Regulation, Enzym has reviewed the risks that could have a material adverse effect on its business, its

project or the tokens it plans to issue. These risks have been classified according to their nature.

> 4.1 Economic risks

RISK OF PARTIAL OR TOTAL LOSS OF INVESTMENT

During the token sale, if the subscription minimum amount ("soft cap") is not reached: subscribers may follow the refund procedure described in section "7.2 Reimbursement to token holders". Nevertheless, subscribers will not be reimbursed for the amount of their subscription linked to blockchain transaction fees;

After the token sale: Despite all our efforts to achieve our performance objectives, the management of a project and the operation of any company involve risks, including the partial or total loss of the capital invested, or the absence of valuation after the investment, as well as risks specific to the project's activity as detailed in this information document. As a result, subscribers may lose all or part of their investment.

CURRENCY RISK, PARTICULARLY TOWARDS THE EURO OR ANY FOREIGN CURRENCY, BORNE BY THE SUBSCRIBER

As long as the subscription minimum amount has not been reached, the ETH tokens used to subscribe to the offer remain blocked in the "Escrow" contract. Throughout this period, the ETH price in euros - and by extension in any other currency - could fall significantly, leaving subscribers exposed to the risk of fluctuations, without being able to request repayment of the ETH tokens.

If the soft cap of ETH 536 is not reached, the subscriber will be reimbursed in accordance with the conditions set out in *paragraph 7.2 Reimbursement to token holders*.

Once the soft cap has been reached, and to avoid the risk of the ETH price fluctuating in euros during the token sale, all ETHER will be automatically converted into stable TETHER coins in the escrow account until the end of the token sale.

TOKEN VALUATION RISK

ZYM tokens are valued in euros and their value fluctuates according to the supply phase (Private Sales / Pre Sales / Public Sales).

The exchange price of ZYM in euros or other crypto-currencies depends on supply and demand on secondary marketplaces. These variations are likely to influence the exchange price of the ZYM token.

Please note that Enzym may at any time execute buy or sell orders for its own tokens, which may cause the ZYM token price to rise or fall.

Furthermore, in the event of the issuer's receivership, liquidation or dissolution, ZYM tokens may lose their full value.

TOKEN NON-LIQUIDITY RISK

The ability to sell a large quantity of ZYM tokens in a short time window depends on the liquidity available on the token's secondary markets. One or more of the aforementioned trading

venues could decide to no longer list ZYM on their platform, which would consequently reduce the ZYM's liquidity.

> 4.2 Technological risks

RISK OF ERRORS OR SECURITY LOOPHOLES LEADING TO THE ISSUER'S DATA BEING HACKED OR STOLEN

The following safeguards will be implemented on the ICO website to ensure optimum security against certain computer attacks:

- > Strong authentication mechanism using SSH keys
- > Protection against DDoS attacks
- > Up-to-date antivirus software
- > Mechanisms for detecting and blocking intrusion attempts

- > Up-to-date operating system and software
- > Daily database back-ups on an additional server
- > Real-time monitoring of the health of servers and alerts
- > Firewall

However, any successful attack represents a risk of partial or total loss of funds for subscribers to ZYM tokens.

RISK OF LOSS OR THEFT OF THE SUBSCRIBER'S PRIVATE KEY MEDIUM

All transactions on the blockchain are carried out using the subscriber's public and private keys.

A private key is similar to a unique password used to validate requests to transfer one or more tokens on the Ethereum blockchain. Any third party accessing the subscriber's private key or private key management system (or wallet) can steal the funds and tokens stored there. If the private key is lost, the funds and

tokens held will be permanently lost. The issuer does not possess the private keys of subscribers and under no circumstances should a private key be communicated to a third party.

It is the responsibility of each subscriber to keep their private key secure. Subscribers are encouraged to use recognised and audited open source wallets to securely manage their private keys.

RISKS RELATING TO THE SYSTEM FOR MONITORING AND SAFEGUARDING ASSETS

The ZYM used to subscribe to the offer are blocked in the "Escrow" contract described in section 6. In the event of an undetected security flaw in the code of the said contract, the escrowed funds would be exposed to the risk of partial or total theft. There may be a risk of malfunction inherent in any computer

programme and, despite checks carried out by the issuer, a technical failure is still possible. The ZYMs purchased are generated under the "Escrow" contract. To minimise this risk, intensive tests on the "Escrow" contract code and a security test on the "Escrow" contract code have been carried out.

RISKS RELATING TO THE SHARED ELECTRONIC RECORDING DEVICE ON WHICH THE TOKENS ARE REGISTERED AND THE PLATFORMS ON WHICH TOKENS CAN BE EXCHANGED

In the event that the Ethereum blockchain is subject to malfunction or hacking, the existing ZYM tokens held in escrow would be exposed to the risk of partial or total theft. The computer code of a contract deployed on a blockchain

cannot, in principle, be modified. However, it may be necessary during the lifecycle of a contract to change its functional scope. This includes the addition of functionalities (e.g. a new functionality requested by marketplace

users that requires the modification of the code for Ethereum contracts) or security patches (e.g. a security flaw that was not detected during audit and that requires the code for Ethereum contracts to be modified in order to be corrected). If the functional scope of the

contracts were to change, a new version of the contracts could be deployed. This possibility of updating reduces the functional limits inherent in the immutability of a blockchain contract. All updates to Ethereum contracts will be subject to a security audit.

RISK OF INTERNET FRAUD AND THEFT OF THE ISSUER'S IDENTITY

There is a risk that criminals may seek to defraud subscribers by means of false accounts on social networks that use the Issuer's visual identity. Subscribers should therefore only use the Issuer's official communication networks, the list of which is given in section [\(1.3 Contact details p7\)](#). In order to function, this offer requires the use of blockchain applications (the "Escrow" and "Whitelist" contracts) and non-

blockchain applications (the web server hosting the offer subscription page). In the event that a hacker manages to hack the subscription page without the knowledge of the issuer and the subscribers, the ZYM funds initially intended for the subscription could be diverted to one or more Ethereum addresses controlled by the hacker, resulting in the irreversible loss of the subscriber's ZYMs.

> 4.3 Project risks

RISK OF FAILURE IN THE LAUNCH OR TECHNICAL AND OPERATIONAL DEVELOPMENT OF THE PROJECT

The V2.19 mobile application can be downloaded from the platforms. The website already allows ZYM1s to be registered on the Ethereum blockchain. The team in place has demonstrated its ability to develop applications in the Mobile and blockchain domains.

The operational risk of the project is linked to recruitment and management. Given the experience of the founders, this risk appears to be low.

Enzym will recruit additional staff in order to have the necessary resources to develop and promote its concept.

The main risk is the inability of students to adopt the (functional) Enzym application and the failure to create a large community around the concept (critical mass).

RISK OF SUBSTANTIAL MODIFICATION OF THE PROJECT AND THE RIGHTS ATTACHED TO TOKENS

The rights attached to the tokens are at minimum those set out in chapter 3 of this information document. New products and

services may be added, but those set out in this information document will not be withdrawn.

RISKS ASSOCIATED WITH THE LACK OF VISIBILITY ON REGULATIONS APPLICABLE TO THE OFFERING OF TOKENS IN ALL THE JURISDICTIONS IN WHICH THE TOKENS WILL BE OFFERED, AS WELL AS THE TAXATION APPLICABLE TO TOKEN SUBSCRIBERS

While this does not imply any contractual advice, all purchasers are advised to seek legal and tax advice in order to clarify the implications of purchasing ZYM tokens or exchanging them with other digital assets or legal tender, particularly with regard to their nationality and place of residence.

No assurance can be given as to the consequences of any judicial or administrative decision or change in French legislation or regulations made after the date of this Information Document. Such a decision or change could have a negative impact both on subscribers and on the value of ZYM tokens.

5. Characteristics of the ZYM token offering

> 5.1 Characteristics of the ZYM token



Name: ZYM

Quantity created: 100 billion (100,000,000,000 ZYM)

Decimals: 18

Standard: ERC20

Blockchain: Ethereum

Etherscan address: <https://etherscan.io/token/OxfC4D2c10BEB523106F8d5cDDF4D84b9Bd858fe61>

> 5.2 Distribution of ZYM token batches

See the distribution and sales of the token

10. Declaration by liable persons

"I declare that, to the best of my knowledge and belief, the information provided herein is true and complete."

Document drafted in Grenoble,
France, on 06/02/2024