CLEARP●LL

SOCIAL PUBLIC OPINION POLLS
ON THE BLOCKCHAIN.

WHITEPAPER

VERSION 1.1

"Public opinion is the thermometer a monarch should constantly consult."

NAPOLEON BONAPARTE

CLEARPOLL

1. THE PROBLEM

In recent times, public opinion data has been manipulated to suit various political, social and corporate agendas.

Opinion polls reported on many issues are wildly inaccurate. These fabricated or heavily biased opinion polls are designed to alter real public opinions. People are not being provided with an accurate picture of what the general public really wants.

2. OUR SOLUTION

ClearPoll aims to provide more accurate public opinion data. We do this by allowing wider participation, by making polls easily accessible via our ClearPoll app. We allow our users to vote on topics, and then the topics with the most votes become active polls for everyone to vote on. That means that people are deciding what matters to them most, and then people are voting on that issue. There is no one person or corporation making decisions on which questions are asked, or which poll results are made public. It is an incredibly transparent and accurate way of gauging public opinion.

WHAT DO PEOPLE
REALLY THINK?

HOW CAN WE
BE SURE?

SOCIAL PUBLIC OPINION POLLS ON THE BLOCKCHAIN

We intend to use blockchain technology to record votes on polls. This means that once a vote has been cast on a poll, it is sent to the blockchain, and cannot be changed or removed. Final poll results are also stored on the blockchain, meaning poll result data is final and 100% publicly viewable by all ClearPoll users. Nobody can hide or manipulate what the general public has to say.

CLEARPOLL

3. THE VALUE OF CLEARPOLL

ClearPoll will redefine how public opinion is measured and reported. This will have a strong influence on mainstream media. It will be far more difficult to persuade the general public to think and feel a certain way, when we can all observe the data that ClearPoll, the new consensus in accurate and current public opinion, will provide.

As well as encouraging a more transparent and accurate media, the data provided by ClearPoll will allow corporations, governments and other groups to properly strategise and respond to accurate public opinion data. If a government does not understand what its people want, it cannot possibly provide the best solution.

ClearPoll will make it easy for everyone to quickly find accurate public opinion data. It will provide a clear picture of not only what people want, but perhaps why they want it.
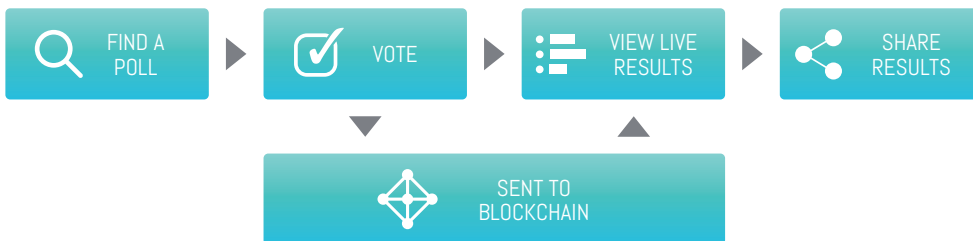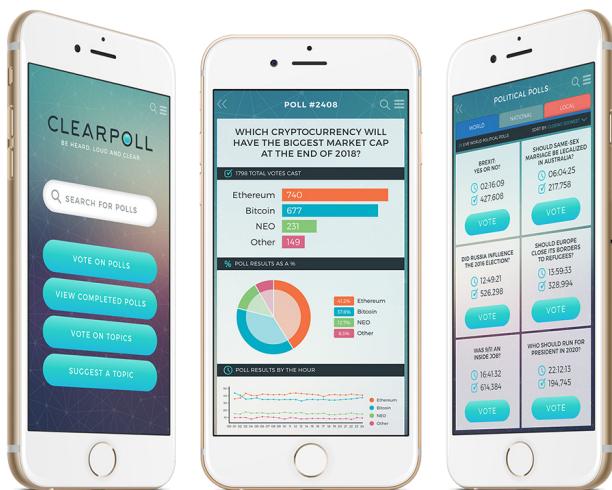
"Government is organized opinion.

Where there is little or no public opinion, there is likely to be bad government."

MACKENZIE KING

4. CASE EXAMPLES

In November 2016, various mainstream media outlets were reporting that Hillary Clinton had over 99% chance of winning the election and becoming the next President of the United States. This was based on "opinion polls" which were clearly not an accurate depiction of what all Americans were thinking at the time. These opinion polls are often sponsored by an organisation invested in the result, and can be designed to alter real public opinion. Less than 48 hours after some of these headlines were published, Donald Trump won the election in what could only be called a landslide.

Had ClearPoll existed at the time, it would have been very easy to see that it was at least a close race, and more voters would have been encouraged to participate, potentially affecting the outcome. Many voters failed to vote at all, due to the latest data suggesting their votes were not likely to make a difference to the result. This is an example of how reporting inaccurate public opinion data can make a real difference in society.

"Survey finds Hillary Clinton has 'more than 99% chance' of winning election over Donald Trump."

independent.co.uk
NOV 2016[#]

Another recent example was BREXIT. Again, mainstream media and even bookmakers were widely reporting, right down to the final days before the referendum vote, that there was almost no chance Britain would leave the EU. In most reports it was estimated that there was at least a 75% chance of Britain remaining in the EU.

Whether or not these reports were designed to affect real public opinion, we don't know. The data was quite simply not an accurate snapshot of real public opinion. ClearPoll data will be far more accurate due to its wider audience and easily accessible system.

[#]www.independent.co.uk/news/world/americas/sam-wang-princeton-election-consortium-poll-hillary-clinton-donald-trump-victory-a7399671.html

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CLEARPOLL

5. HOW CLEARPOLL WORKS

ClearPoll is designed primarily as a mobile application, however we also plan on delivering a desktop browser platform, plus a ClearPoll Plus subscription based advanced metrics system.

The mobile app works in a very simple way. It is designed so that the widest possible audience can successfully use it. We don't want to limit the voting demographic to people with technical skills.

INSTALLING THE APP

Users will download from all of the major app stores, across Android and iOS. They can then install the app, and create an account. Accounts are not stored on the blockchain, only votes and poll results are.
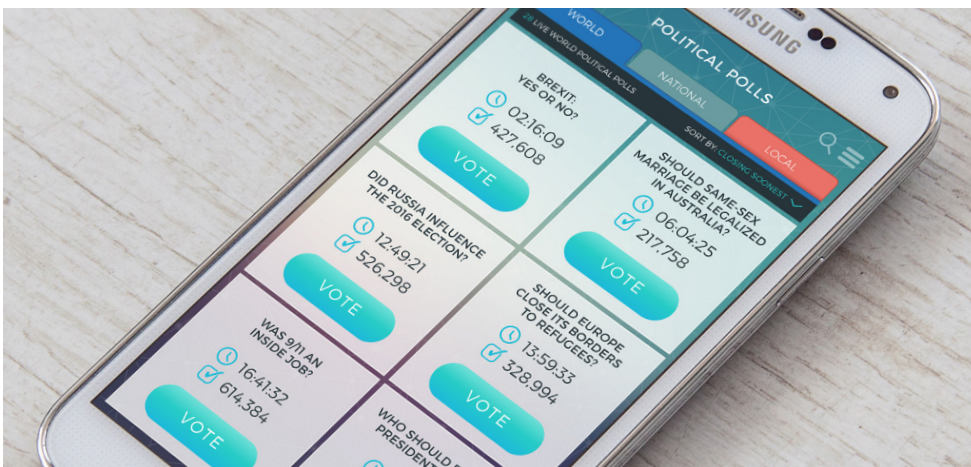
FINDING AND VOTING ON A POLL

The user can easily search for polls by keyword, or they can browse by categories. Poll categories include politics, human rights, entertainment, sport and more. The user can easily filter down from global polls to national or even local. When the user finds a poll that they care about, they can vote.

Their vote is sent to the blockchain where it is stored securely. Nobody can change it or remove it, not even us.

After voting, they can view the current poll results. ClearPoll features various charts and graphs showing realtime statistics. Users can view statistics by location, and even by the hour. A local poll can only be voted on by a user within that region, so there won't be a case of a user in Sydney voting on an issue specific to Londoners, unless the poll creator designed it to be a "global poll". Polls are active for 24 hours, giving everyone a chance to vote regardless of their time zone.
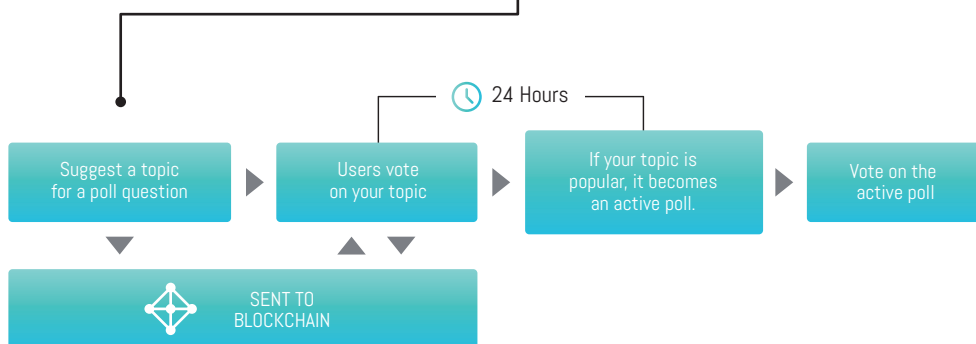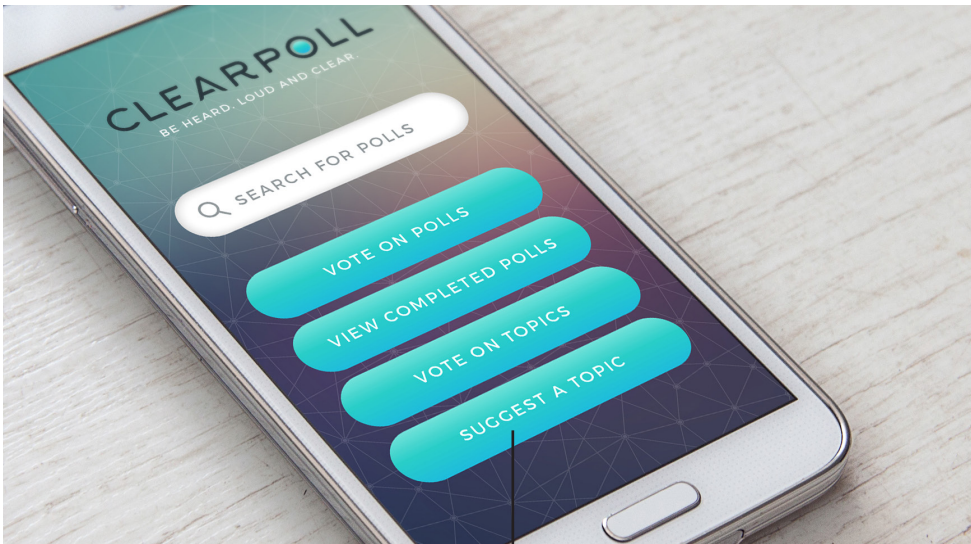
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SUGGESTING A TOPIC

If a poll does not exist for an issue that means a lot to the user, they can suggest it as a topic. Other users then vote on their topic, based on whether or not they would like to see it become an active poll. This system means that not only do people decide the outcome of polls, but they also decide what is important in the first place. Topics that have the most votes (at least top half of the ranking) after 24 hours will become active polls. For example if there are 20 topics suggested, and your topic is in the top 10 when its 24 hours expires, it will become an active poll. This system allows more important or urgent issues to leapfrog a topic and become an active poll. Unsuccessful topics can always be resubmitted another time.


"One cannot wage war under present conditions without the support of public opinion, which is tremendously molded by the press and other forms of propaganda."

DOUGLAS MACARTHUR

CLEARPOLL

SHARING

We understand that social sharing is essential in raising public awareness, and it is something people do by choice. ClearPoll offers the option of sharing your latest vote, as well as sharing an entire poll, across major social networks, including:
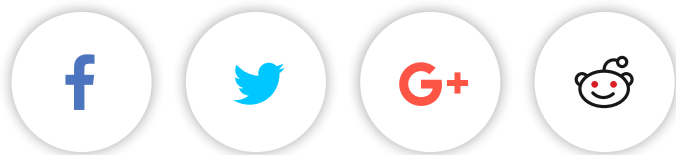
Each poll has a unique identifying number, for example #2408, which makes it easy for a user to search for that specific active or historical poll. The unique number system creates a great opportunity for more sharing, such as wearing a poll result on merchandise.

Imagine a group of people wearing "#2408" tees to a protest. Their message is loud and clear, the people have spoken on their issue and it's easy for you to find those results.

Social media has become the method of choice for people to share what they stand for.

ClearPoll will utilise this, plus create new ways to help people be heard.

CLEARPOLL

THE DESKTOP BROWSER VERSION

As well as creating the ClearPoll app, we will develop a desktop version of ClearPoll. Users can login and easily view the latest polls they have voted on, as well as share each one.

They can view final poll results and statistics on how their opinion measured up. They can also view upcoming social events near them, and easily shop for merchandise.

The desktop platform is a hub for user account activity, whereas the app is designed primarily for voting. Users cannot vote by desktop, they can only vote via the mobile app.

The desktop platform can not send transactions to the blockchain, however it does source data from the blockchain.

CLEARPOLL REALTIME DATA WIDGETS

We aim to provide a method for individuals or corporations to easily embed widgets displaying current and historical poll results. Featuring realtime data, ClearPoll Widgets will be a great way to help grow the ClearPoll brand and make it simple for journalists and others to reference and report accurate public opinion data.
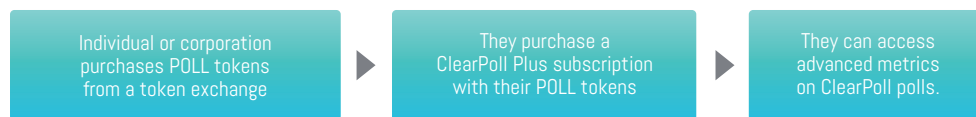
CLEARPOLL

CLEARPOLL PLUS - AN ADVANCED METRIC SYSTEM

Most users of the ClearPoll app will be able to view a lot of interesting data, such as votes by the hour, and location based results. However, we plan to provide an additional service which we call ClearPoll Plus. This advanced service will allow individuals or corporations to subscribe to advanced metrics. They will be able to view and filter data including age, gender, location down to city or even suburb level, as well as much more.

This data will serve as an extremely powerful and valuable tool for market research as well as journalism, or just for a greater understanding of public opinion trends. The data is not personal data, there are no names, addresses or any other identifying metrics. It is cumulative data.

The only way to subscribe to ClearPoll Plus, is by purchasing with ClearPoll tokens (POLL). This will create a high demand for the tokens, theoretically increasing their value.

CLEARPOLL⁺

| Individual or corporation purchases POLL tokens from a token exchange | ▶ | They purchase a ClearPoll Plus subscription with their POLL tokens | ▶ | They can access advanced metrics on ClearPoll polls. |

Token revenue from ClearPoll Plus will be used as rewards for nodes, after the initial allocation of node tokens is exhausted (see section 7 for node rewards).

"Public opinion can be influential. The media can be influential"
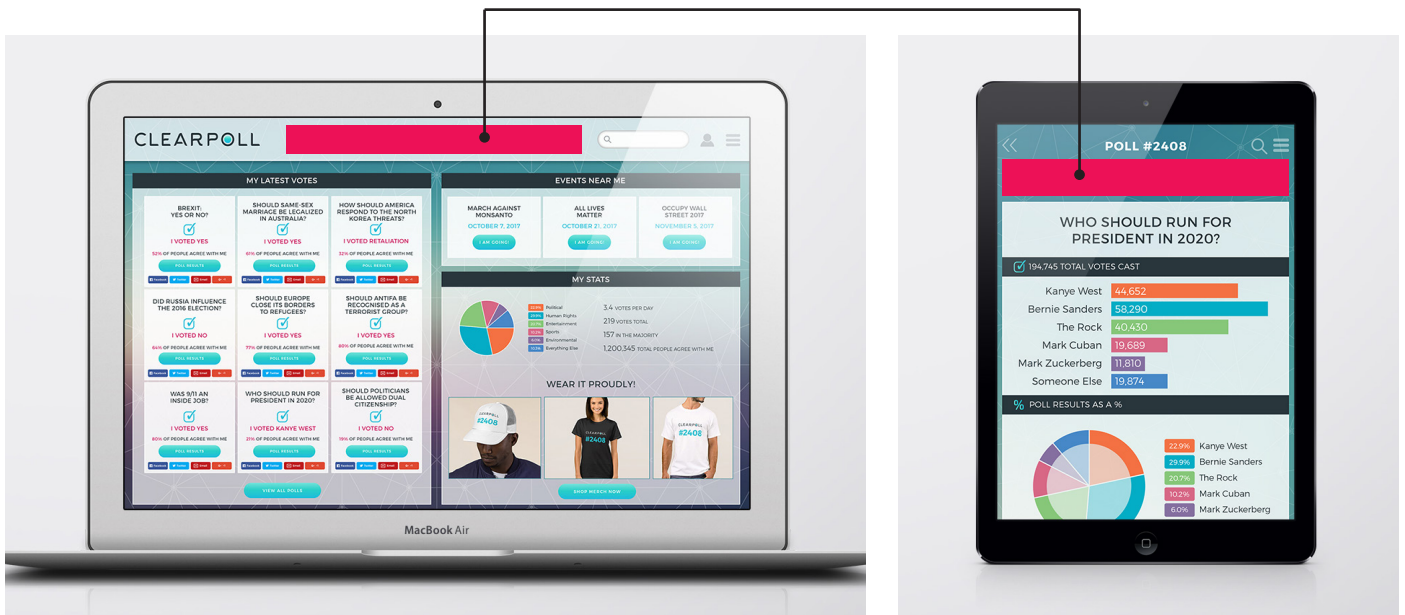
NOAM CHOMSKY

CLEARPOLL

CLEARPOLL ADVERTISING NETWORK

As well as ClearPoll Plus creating a demand for POLL tokens, we are also launching our own advertising network, whereby advertisers can purchase ad space on the ClearPoll app and desktop platform.

In order to ensure poll voting is not influenced by advertising, we will only show ads on the poll result areas - never pre-vote.

EXAMPLES OF ADVERTISING SPACE

SYSTEM DIAGRAM

Ad space purchased only with POLL Tokens. Ads only offered on poll result sections, never pre-vote.

BASE METRICS (PUBLIC ACCESS)

ClearPoll App
POLL RESULTS

ClearPoll Desktop
POLL RESULTS

ClearPoll Widgets
REALTIME DATA

ClearPoll Blockchain

User Casts a Vote via ClearPoll App

ClearPoll Advertising Space

CLEARPOLL⁺

ClearPoll Plus advanced metrics private subscription paid only with POLL tokens, creating a healthy demand.

POLL Tokens from ClearPoll Plus feed back into the node reward pool.

CLEARPOLL

6. OUR BLOCKCHAIN SOLUTION

ClearPoll requires the ability to process millions of blockchain transactions in a fast and efficient manner every day. For these reasons our developers are looking at creating an independant distributed ledger that is not reliant on any existing blockchain networks.

One such technology that we have identified to aid us is Hyperledger Fabric. Whilst we are not at the stage where we can positively say this will be our platform, we can say from preliminary testing that it looks like a very good fit for our needs.

HYPERLEDGER

Hyperledger fabric has been designed by the Linux Foundation for enterprise level security, scalability and performance. The project's goal from a performance point of view is to reach 100,000 transactions per second, this a very general goal as transaction speeds can vary depending on transaction content and network conditions. However this goal far exceeds our requirements which gives us the confidence in Hyperledger fabric as a solution for ClearPoll.

More information can be found here on Hyperledger Fabric:

http://hyperledger-fabric.readthedocs.io

"The American people should be made aware of the trend toward monopolization of the great public information vehicles and the concentration of more and more power over public opinion in fewer and fewer hands."
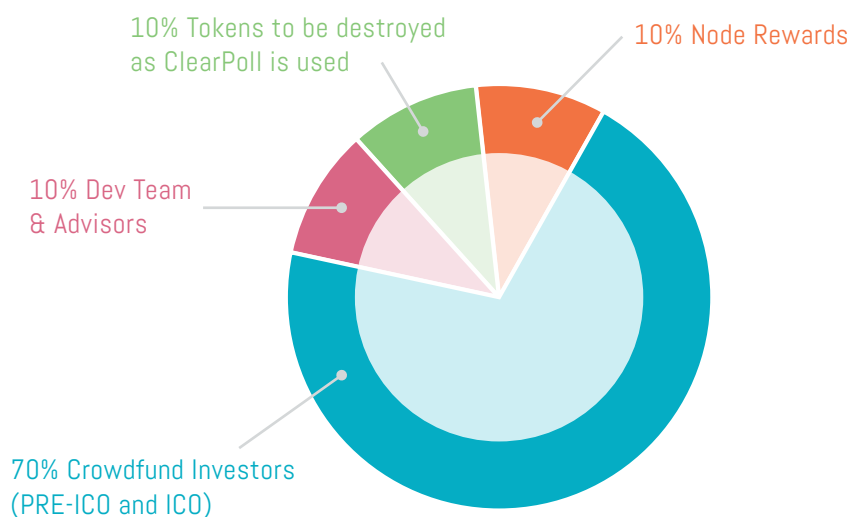
SPIRO T. AGNEW

CLEARPOLL

7. CLEARPOLL TOKENS (POLL)

We will be creating tokens known as ClearPoll (POLL). The number of tokens generated is subject to the funding received during our PreICO and ICO. ClearPoll tokens are an ERC20 token, meaning you can easily manage them from your Ether wallets.

TOKEN ALLOCATION

We intend to issue 70% of all tokens to crowdfund investors. A full breakdown of token allocation is as follows:

10% Tokens to be destroyed as ClearPoll is used

10% Node Rewards

10% Dev Team & Advisors

70% Crowdfund Investors (PRE-ICO and ICO)

"I believe if a private citizen is able to affect public opinion in a constructive way he doesn't have to be an elected public servant to perform a public service."

WARREN BEATTY

INVESTOR REWARDS

Early investors in our PRE-ICO and ICO will benefit from significant discounts on our ClearPoll tokens.

In addition to the discounts, we will also be reserving 10% of all tokens, which are intended to be destroyed as the ClearPoll system is used. 100 tokens are destroyed per poll that is completed.
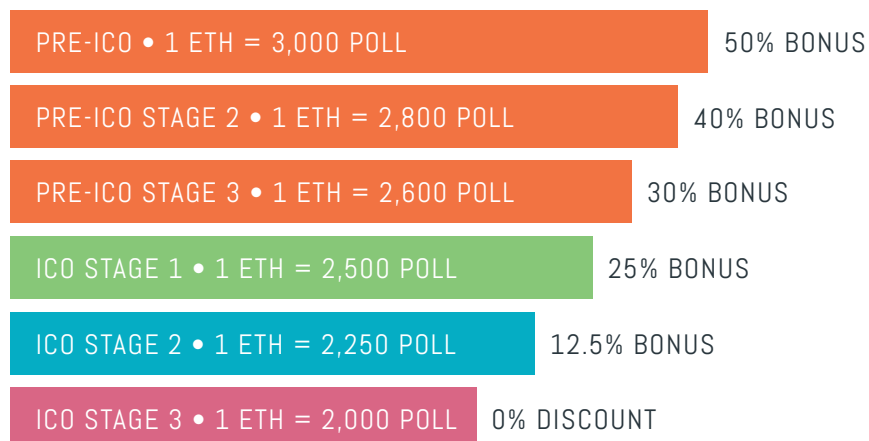
Once all reserved tokens are destroyed, each ClearPoll token will theoretically have more value due to shorter supply, thus rewarding coin holders.

1 POLL COMPLETED = 100 Reserved Tokens Destroyed

CLEARPOLL

PRE-ICO AND ICO TOKEN DISCOUNTS

The number of tokens per ether will be reduced as each stage of the PRE-ICO and ICO completes. Early investors have the chance at up to 50% bonus as compared to the final stage of the ICO.

TOKENS PER ETHER:

PRE-ICO • 1 ETH = 3,000 POLL	50% BONUS
PRE-ICO STAGE 2 • 1 ETH = 2,800 POLL	40% BONUS
PRE-ICO STAGE 3 • 1 ETH = 2,600 POLL	30% BONUS
ICO STAGE 1 • 1 ETH = 2,500 POLL	25% BONUS
ICO STAGE 2 • 1 ETH = 2,250 POLL	12.5% BONUS
ICO STAGE 3 • 1 ETH = 2,000 POLL	0% DISCOUNT

NODE REWARDS

We intend to issue bonus coins to users who wish to act as nodes on the blockchain network. Users can apply to become a node, and we will acquire their details and provide them with regular POLL tokens in exchange for their service.

Once the tokens we have reserved for node rewards have all been claimed, we will continue to issue POLL tokens to nodes. These tokens will come from ClearPoll Plus revenue.

8. REALISATION PATH

We have a clear vision of how and when we can deliver various stages of the ClearPoll project, based on various levels of funding. We are realists. We understand that more funding means a faster development, with more features and increased marketing budget.

We require a minimum funding of 1 million POLL tokens sold, in order to develop the ClearPoll app in its most basic form, including blockchain functionality, basic poll creation and voting and advertising space.

If we are unable to raise the minimum amount, we will refund all contributors and the project will not commence.

The desktop version of ClearPoll, ClearPoll Plus, as well as many other features such as merchandise and detailed poll data may require additional funding, which we will seek if need be.
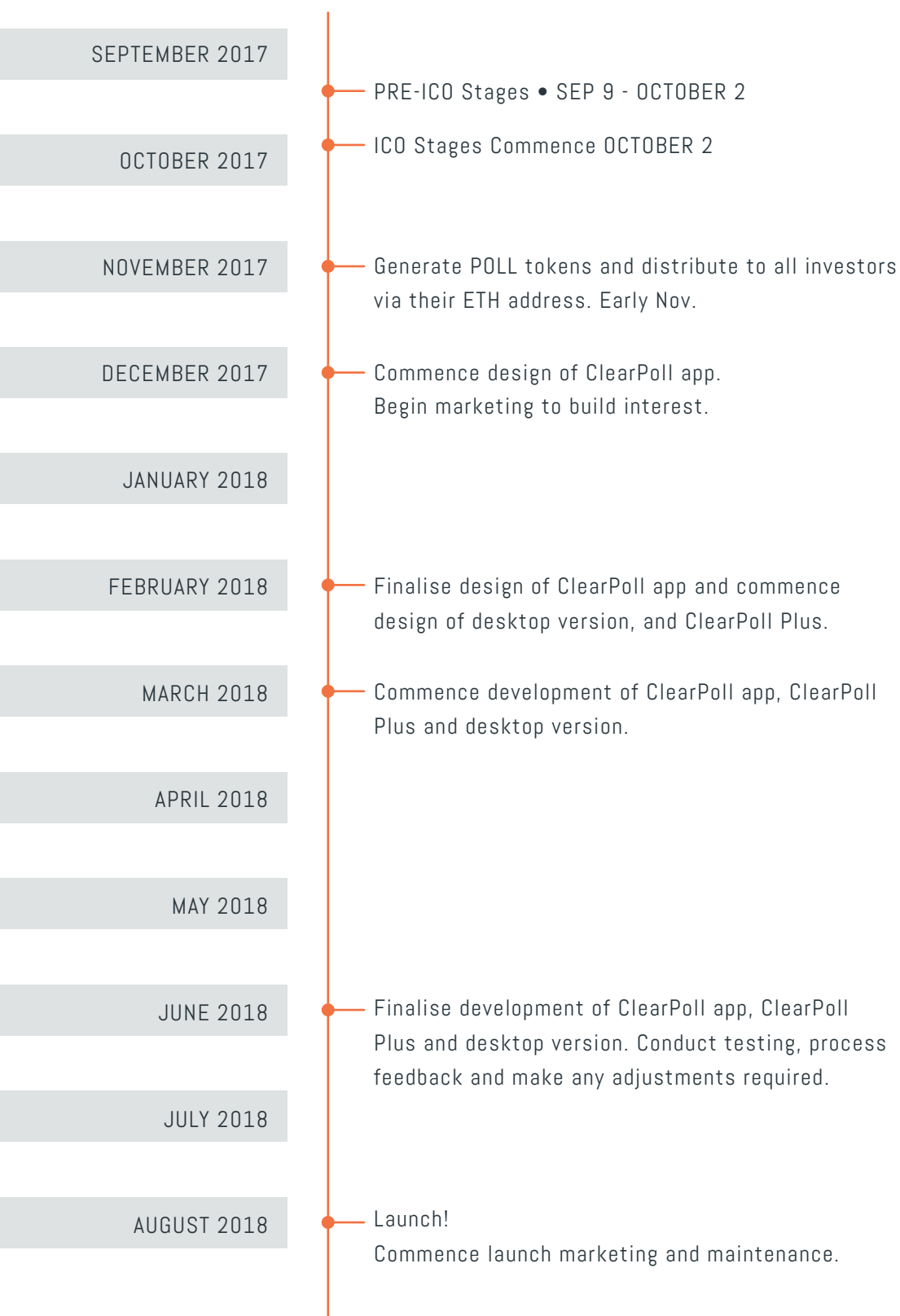
"Law is nothing unless close behind it stands a warm, living public opinion."

WENDELL PHILLIPS

CLEARPOLL

ROADMAP

The following roadmap applies to funding of 2 million POLL tokens sold or above. Should we receive less funding, the timeframe may be extended and as previously mentioned, some features will require further funding to be completed.
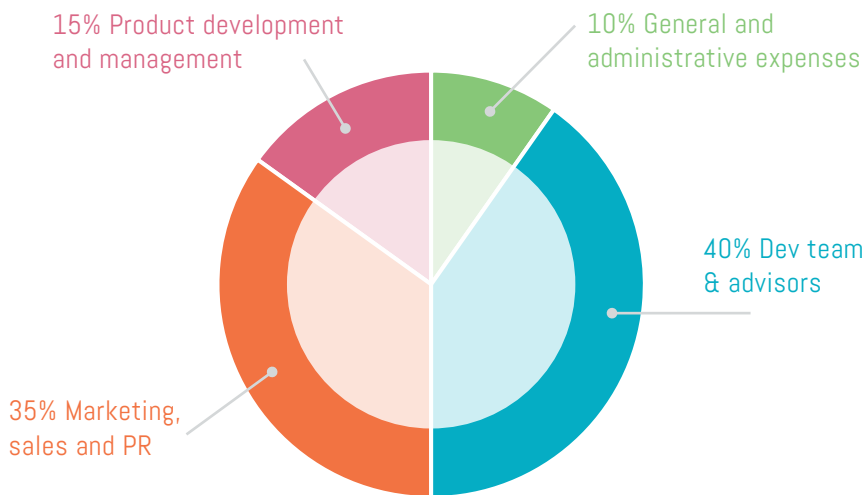
SEPTEMBER 2017	PRE-ICO Stages • SEP 9 - OCTOBER 2
OCTOBER 2017	ICO Stages Commence OCTOBER 2
NOVEMBER 2017	Generate POLL tokens and distribute to all investors via their ETH address. Early Nov.
DECEMBER 2017	Commence design of ClearPoll app. Begin marketing to build interest.
JANUARY 2018	
FEBRUARY 2018	Finalise design of ClearPoll app and commence design of desktop version, and ClearPoll Plus.
MARCH 2018	Commence development of ClearPoll app, ClearPoll Plus and desktop version.
APRIL 2018	
MAY 2018	
JUNE 2018	Finalise development of ClearPoll app, ClearPoll Plus and desktop version. Conduct testing, process feedback and make any adjustments required.
JULY 2018	
AUGUST 2018	Launch! Commence launch marketing and maintenance.

"Public opinion is a second conscience."

WILLIAM R. ALGER

CLEARPOLL

9. USE OF FUNDING

Creating social apps is a lengthy and complicated process. The ClearPoll project in particular will be very heavy on software, mobile app and blockchain development hours. We have assembled a very capable team, with experience specifically in these areas. Our breakdown of funding use is as follows:

15% Product development and management

10% General and administrative expenses

40% Dev team & advisors

35% Marketing, sales and PR

MARKETING SURPLUS

The above chart shows the approximate funding amounts based on hitting our targets at each ICO stage. Should we exceed the funding that we are aiming for, the surplus will be used primarily for additional marketing after product launch.

ALL ICO FUNDING GOALS REACHED	EXCESS FUNDING
	ADDITIONAL MARKETING

"For me every ruler is alien that defies public opinion."

MAHATMA GANDHI

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CLEARPOLL

10. OUR TEAM

We've hand-picked the best possible team for the ClearPoll project. We have every aspect of design, development and marketing covered - and most importantly, we have all worked together extensively in the past, with great results.

DANIEL ABELA
Director + Lead Designer

Daniel has operated his own successful design business for the past 13 years. He is also one half of a very successful indie mobile app development team, with over 10 million installs across their titles. Daniel is the lead designer at ClearPoll and with vast experience working in highly productive environments, he has a great understanding of how to bring a concept to reality.

ROBERT CULLEY
Director + Lead Developer

Robert is an experienced industrial designer and a very successful mobile app developer, being the other half of the indie mobile app development team with Daniel. Robert's expertise has been highly sought after in his field, and he has worked alongside some of the most exciting new tech startups as a designer and developer. Robert has an "anything is possible" attitude which is necessary for a project such as ClearPoll.

SIMON COCKING
Advisor

Simon is a senior editor at Ireland's number 1 tech site, irishtechnews.ie. His experience and knowledge in the tech field and specifically in regards to new startups is incredibly valuable to our team. Simon is an industry leader - having previously held TED Talks.

DAVID SUN
Business Development

David has a long history of operating and managing businesses across several industries. With a natural ability to create great relationships with clients, his talents are an integral part of our team. David will be focusing on building our network of corporate clients, as well as helping to grow the ClearPoll brand through marketing and advertising.
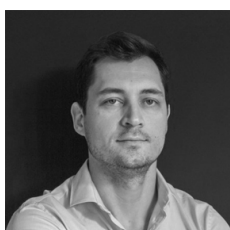
EVGENY ARDASHEV
UX Designer

Evgeny is a senior UX designer at one of Australia's largest corporations. He has extensive experience across the board, from graphic design to industrial design, as well as development experience. Evgeny is renowned for his ability to create designs that are not only beautiful, but achieve the best possible results.
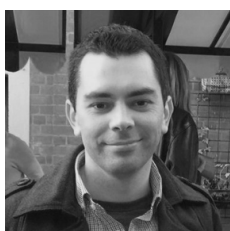
LUKE HEDGER
Developer

Luke studied computer science, software and web development at Deakin University and is an important member of our team, as a web developer. Luke has operated his own business for 14 years, as well as launched several successful tech startups. Luke has a great ability to work through problems and create the best possible result.

"There is a power in public opinion in this country - and I thank God for it: for it is the most honest and best of all powers - which will not tolerate an incompetent or unworthy man to hold in his weak or wicked hands the lives and fortunes of his fellow citizens."

MARTIN VAN BUREN

CLEARPOLL

ADRIAN DALUZ
Software Developer

Adrian graduated with a B.Sc in Computer Science, Inter-networking and Security from Murdoch University. His expertise is a welcome addition to our team and his skills will be put to work creating the most practical, efficient and secure final product. Adrian is a very capable software developer and adapts well to a quickly changing industry, including blockchain technology.

CHRIS HITCHINS
Developer

With a B.Sc in Computer Science from Murdoch university, Chris is an experienced web and mobile app developer with a great attitude towards achieving the best result, regardless of what is required. He has an excellent ability to quickly adapt to current trends and techniques.

KENNETH JOHNSON
Developer

Kenneth is studying computer science at Murdoch University and has already worked as a developer on successful mobile apps. With vast experience in technical project management, he is a key part of our team. Kenneth has worked with some of Australia's leading companies, and has a great ability to create the best technical solutions for any project he is a part of.

11. CONTACT

We can be contacted easily and are happy to answer any questions you might have about the ClearPoll project. We will also take your feedback seriously.

NEXTECH DEVELOPMENTS

Perth, Western Australia

ABN: 14 621 336 696

TEL: +61 430 058 665

EMAIL: info@clearpoll.io

WEB: www.clearpoll.io

FACEBOOK: facebook.com/voteclearpoll

SLACK: clearpoll.slack.com

"Polling is merely an instrument for gauging public opinion. When a president or any other leader pays attention to poll results, he is, in effect, paying attention to the views of the people."

GEORGE GALLUP

CLEARPOLL

12. DISCLAIMER

This document is for informational purposes only and does not constitute an offer or solicitation to sell shares or securities in NEXTECH Developments, ClearPoll or any related or associated company.

Any such offer or solicitation would only be made by a confidential offering memorandum and in accordance with applicable securities and other laws. None of the information or analyses presented are intended to form the basis for any investment decision, and no specific recommendations are intended. Accordingly, this document does not constitute investment advice or counsel or solicitation for investment in any security.

This document does not constitute or form part of, and should not be construed as, any offer for sale or subscription of, or any invitation to offer to buy or subscribe for, any securities, nor should it or any part of it form the basis of or be relied on in any connection with, any contract or commitment whatsoever. NEXTECH Developments expressly disclaims any and all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from:

(i) reliance on any information contained in this document,

(ii) any error, omission or inaccuracy in any such information or

(iii) any action resulting therefrom.

The ClearPoll token, or "POLL", is a cryptographic token. POLL is not a cryptocurrency.

At the time of this writing,

(i) POLL cannot be exchanged for goods or services and

(ii) POLL cannot be traded on any known exchanges at this time, however we plan to list POLL on token exchanges in the near future.

There is no guarantee that the POLL you purchase will increase in value. It may decrease in value. POLL is not evidence of ownership or right to control. Controlling POLL does not grant its controller ownership or equity. POLL does not grant any right to participate in the control, direction or decision making of ClearPoll.

REFUNDS

Contribution refunds will only be given if ClearPoll does not reach its minimum funding goal of 1 million POLL tokens sold via crowdsale. Any other refunds will be at the discretion of ClearPoll.

GENERATION AND DISTRIBUTION OF POLL TOKENS

POLL tokens will be generated after the completion of the final stage of the token sale. POLL tokens will be distributed back to the same ETH address that the contributions arrived from.

EXCHANGE RATES

The ratio of ETH, BTC or NEO to POLL will remain constant throughout each stage of the token sale, regardless of any fluctuations in price of each cryptocurrency.

TOKEN SALE PARTICIPATION

It is the responsibility of the participants of the Pre-ICO and ICO token sale to ensure they are legally allowed to exchange ETH, BTC or NEO for POLL tokens, in their country of domicile. Nextech Developements accepts no responsibility for illegal participation, and does not have access to locations of each participant. Nextech Developments is an Australian company and operates under Australian laws and regulations.

CLEARPOLL

INVEST IN THE POWER OF PEOPLE