



Decentralized Anonymous
Email

White Paper

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The procedure for the initial placement of tokens, or ICO, is an unregulated operation to collect cryptocurrency assets. For potential buyers, ICO is fraught with a large number of risks, in particular, with the risk of losing all cryptocurrency assets spent on acquiring tokens.

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Today, there are several relatively popular encrypted email services.

Hushmail is one of the most popular encrypted email services. All information is stored in encrypted form; decryption occurs at login, after entering the password. Encryption between the users inside Hushmail takes place automatically. If the user wants to send an email to another email client, he/she can encrypt it with a secret question, the answer to which is provided to the recipient. In order to decrypt the email, the recipient must answer the secret question.

A significant drawback of Hushmail is that encryption takes place on the server and not on the client side. If necessary, the service administration can decrypt and study the information, as well as pass it on to government agencies or use it in their own interests.

Enigmail is an OpenPGP encryption plugin for Thunderbird and Postbox email clients. It requires installation of additional GnuPGP software.

Despite the high level of reliability, protection and encryption of information, it is not the most popular and convenient solution for the end user because of the installation of additional software, the need to understand the asymmetric encryption system, and the ability to use the plugin on Thunderbird and Postbox only.

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ProtonMail is an end-to-end encrypted web service. It is one of the most promising, convenient, and secure services. Due to end-to-end encryption, even the platform administration is unable to get to user information. The location of servers in Switzerland, where the legislation on the protection of confidential information is observed as rigorously as possible, enhances the already high level of protection of user data.

The only significant drawback of this web service is the lack of integration with email clients such as Thunderbird and others. It should be noted that most often, users use the web version of email services, while desktop applications are used by corporate clients. In this case, ProtonMail is not the best option for business.

Bitmessage is a cryptographic decentralized P2P messenger. It is similar to the Bitcoin peer-to-peer network because it relies on cryptography and sacrifices certain level of comfort for user security and decentralization.

The system sends all messages to the computers of other available network participants, thereby mixing the encrypted outgoing messages of each specific user with the encrypted outgoing messages of all other network users, achieving maximum protection and decentralization.

The messenger is designed to send messages; making money transfers is impossible.

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Protecting confidential information and privacy is one of the most pressing problems of the modern information society. While the governments of many countries are trying, in every way possible, to make IT companies provide information about users upon request or court decision, citing the fight against terrorism and organized crime, users express extreme discontent because they don't see anything illegal in wanting to hide private information.

“Locking your house or your car doesn't indicate an intention to commit a terrorist act or other crime. The same applies to private, confidential information and correspondence.”

The most popular encrypted service presented is ProtonMail. The number of project users has exceeded 300,000 people. It should be noted that this is a very modest figure since HotMail, the traditional email service and the world leader, has over 325 million users. This suggests that encrypted email services have serious prospects for development and popularization. Additionally, this is facilitated by news about government surveillance of people and news about the cooperation of the largest IT corporations with specials services. People's private life is under threat and is essentially ephemeral.

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Bitmally is a decentralized anonymous email with the ability to make transactions.

Bitmally email allows its users to communicate with each other, exchange cryptocurrencies and fiduciary money, while remaining completely anonymous and protected from their information being intercepted by third parties, fraudsters, or government agencies. The contents of each user's email are stored on encrypted servers. Only the user with a password that unlocks the encrypted data can get access to the contents of the email address. The password to the encrypted data is known only to the user and can't be recovered if lost.



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Protection against unauthorized access, deletion and loss of information is achieved through its duplication on several servers. Users are able to set the retention period, after which the information is deleted automatically. Accounts that are inactive for over a year are deleted permanently.

Each newly registered email account will receive the automatically generated internal cryptocurrency wallets such as Bitcoin, Bitcoin Cash, Litecoin, Ethereum, Ripple, Monero, ZCash, Dash, and Dogecoin.



The wallets can be topped up either using a third-party transfer, e.g. a cryptocurrency exchange or a currency exchange office, or using a bank card, bank transfer, or other popular payment systems.



The ability to exchange fiduciary money and cryptocurrencies between users will be implemented. Mutual settlements between users will take place completely anonymously, using an internal Escrow service to protect against fraud.

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All information and mutual settlements between users pass through the encrypted project servers, making the user data, billing information, IP addresses and other confidential information encrypted and hidden from third parties. Thanks to the end-to-end encryption algorithm, the platform administration is unable to decrypt any user information and data.

The data on the servers are stored in virtual containers. When deleting the data, memory blocks are overwritten so that they can't be restored. The containers themselves are stored on various hardware media so that even when hard drives are physically removed, they can't be decrypted. MITM attacks are also impossible since data packets are distributed and pass through the network of all service users.

Key benefits of Bitmally compared to similar projects






Benefits / Service	 Bitmally	 bitmessage	 ProtonMail	 Enigmail	 Hushmail.com
Anonymity	+	+	+	+	-
Decentralization	+	+	-	-	-
Making transactions	+	-	-	-	-
User friendly	+	-	+	-	+
Mobile apps	+	-	-	-	-

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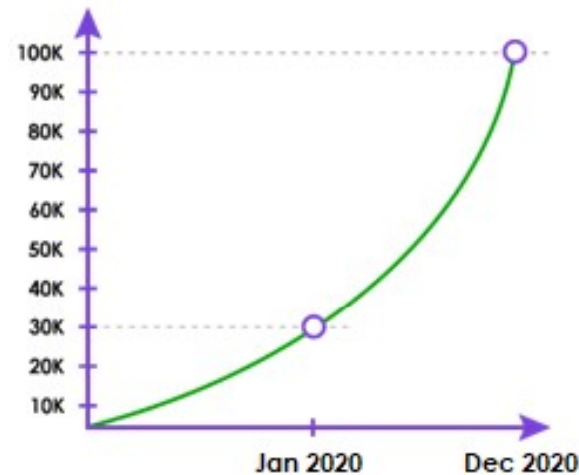
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Mobile apps based on iOS and Android operating systems will be developed to ensure user-friendliness.

The dynamics of project development. Prospective analysis for the next 2 years, until the project becomes self-sufficient by the end of 2020.



 The dynamics of growth in the number of users, at 30 thousand by the beginning of 2020 and at 100 thousand by the end of 2020



 The dynamics of revenue growth, at 30 and 100 thousand platform users

 The dynamics of growth in the token value, at 30 and 100 thousand platform users

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Bitmally Token (BMT) is a utility token. It is not a security and doesn't provide for payment of dividends to the token holders. It is issued on the basis of the Ethereum blockchain and conforms to the ERC20 standard. Token mining is not provided by the standard functionality.

BMT can be used inside the email service as a means of payment. BMT allows you to pay for the service's tariff plans in full and to pay the fee for depositing/withdrawing funds as well as for using the Mixer service.

Project token holders are able to transfer cryptocurrency and cash without any fees by using BMTs, which, in turn, saves money, especially when making large money transfers. Using BMTs allows you to carry out mini-transactions without losing more in commission fees than the size of the transaction itself.

BMTs used by the user are burned. A special public wallet will be created, to which all token transactions will be made in favor of the project. Burning will take place on random days and in a random order to avoid speculation on cryptocurrency exchanges. Burning the BMTs will also increase their market value.

The increase in the BMT value on cryptocurrency exchanges will bring significant benefits to its holders and savings to the platform users, for whom the cost of service will actually decrease due to the increase in the token value.

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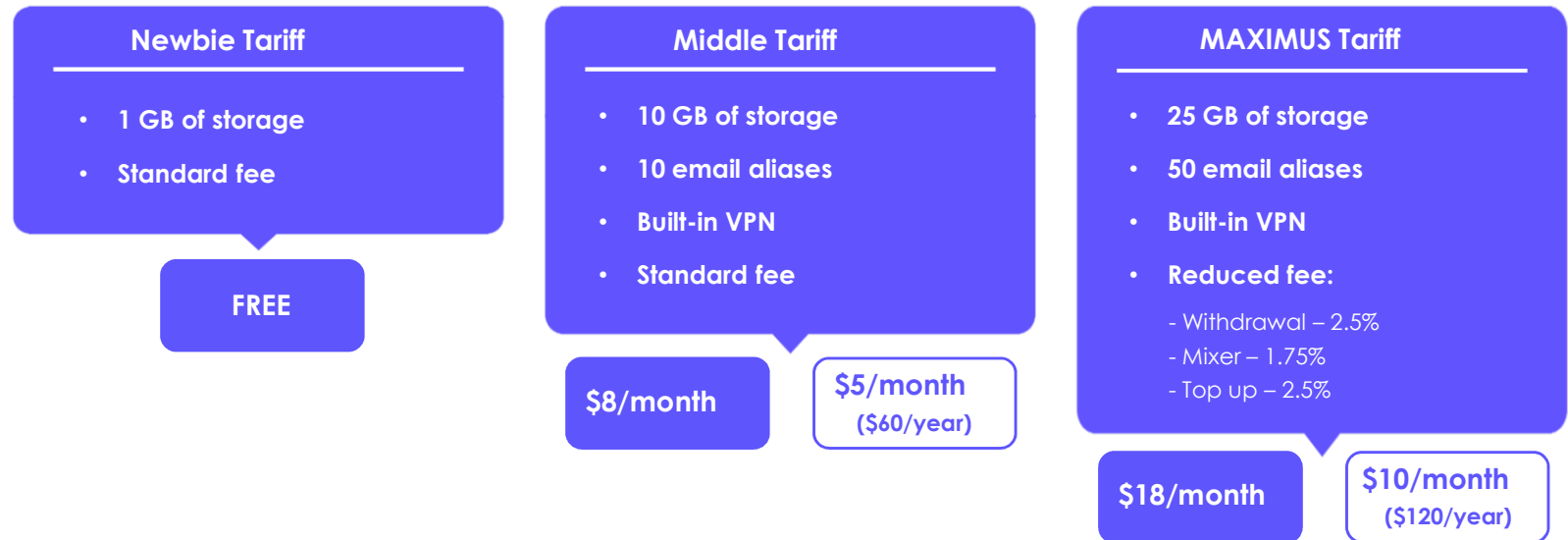
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Bitmally Tariff Plans



Fee

Withdrawing funds from the email service account as fiat money	3%
Topping up your cryptocurrency wallet with fiat money using a card	3%
Fee for using the Mixer service	2%

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In January 2020, when achieving a result of 30,000 users, we plan to reach a turnover of over \$1,000,000, of which:

~ \$643,000 – revenue from tariff plans;

~ \$360,000 – revenue from the fees.

In December 2020, when achieving a result of 100,000 users, we plan to reach a turnover of over \$3,300,000, of which:

~ \$2,144,000 – revenue from tariff plans;

~ \$1,200,000 – revenue from the fees.

At the same time, we might start offering new service types, e.g. business tariffs. In the era of the development of the digital economy and an increase in the number of projects using cryptocurrency assets in their economic systems, simple integration of business into the service is quite possible.

Protection of confidential user information, protection against unauthorized access, anonymity, decentralization, and platform user-friendliness – it all meets the needs of international business.

We will also strive for leadership in the market of encrypted electronic email services, which will contribute to an increase in the number of users and, accordingly, an increase in revenue and project's net profit.

These factors, taken together, will have a positive impact on the BMT market value.

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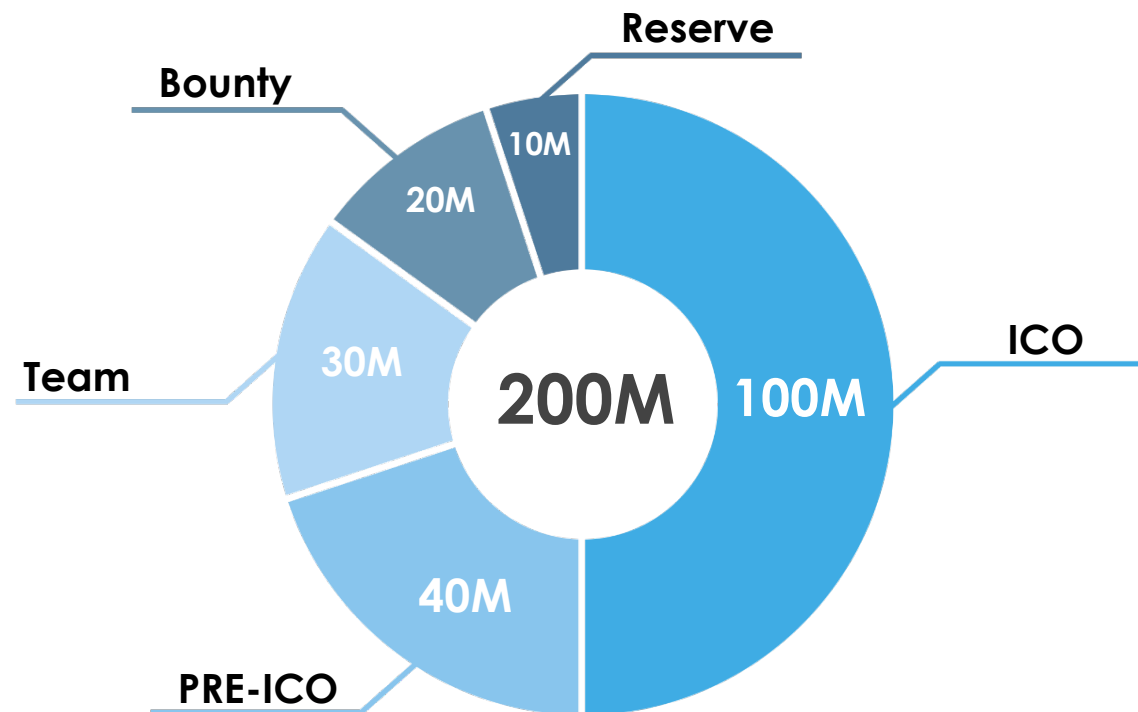
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- A total of 200,000,000 BMTs were issued based on the Ethereum blockchain;
- Token standard – ERC20;
- The functionality of the ERC20 standard doesn't provide for mining.



*All unallocated tokens at the end of the ICO will be destroyed.

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PRE-ICO Terms and Conditions

Tokens for Sale <hr/> 40,000,000 BMTs	Token Price <hr/> With a discount - \$0.05	Minimum Purchase <hr/> 100 BMTs	Maximum Purchase <hr/> 20,000,000 BMTs
Currencies Accepted <hr/> BTC, ETH, XRP, BCH, LTC DASH, XMR, ZEC, DOGE	PRE-ICO Date <hr/> From January 7 to March 15, 2019	Soft Cap <hr/> \$500,000	Hard Cap <hr/> \$2,000,000

ICO Terms and Conditions

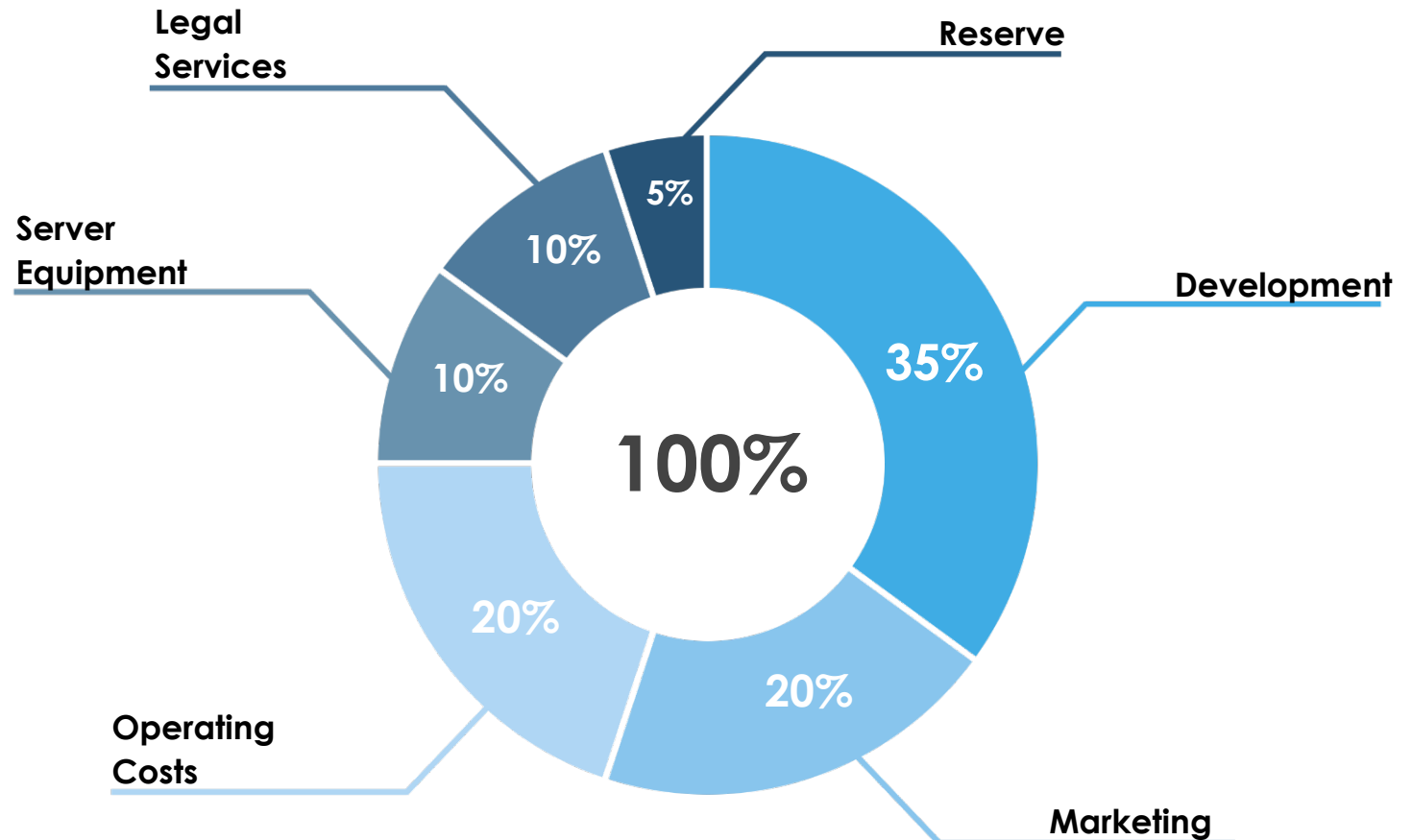
Tokens for Sale <hr/> 100,000,000 BMTs	Token Price <hr/> Without a discount - \$0.08	Minimum Purchase <hr/> 100 BMTs	Maximum Purchase <hr/> Unlimited
Currencies Accepted <hr/> BTC, ETH, XRP, BCH, LTC DASH, XMR, ZEC, DOGE	ICO Date <hr/> From March 15 to May 15, 2019	Soft Cap <hr/> \$2,500,000	Hard Cap <hr/> \$10,000,000

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Development. The main expenditure item of the attracted funds is the development and expansion of the platform functionality and the creation of iOS- and Android-based mobile apps.

Marketing. 20% of the funds raised will be used to attract users. To achieve the maximum effect from carrying out marketing activities in each individual region, the promotion of the project will be handled by a local marketing agency that can more effectively cope with the task as it has experience in interacting with the local audience and its unique mentality.

Operating Costs. 20% of the funds raised will be used to maintain the working space, equip the workplaces, rent the office space, and cover other costs associated with supporting various needs in order to ensure the viability of the project.

Server Equipment. 10% of the funds will be used to buy the necessary server equipment, which will allow for storing and processing large amounts of information as well as maintaining the project's website and applications during peak loads.

Legal Support. We plan to use the services of law firms in the event of any disputes and complaints raised by partners and authorities of a particular state. Legal support will also help us develop within the framework of existing legislation.

Reserve Fund. We will form a reserve fund that will support the project in case of any unforeseen events.

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Introduction

Our plan is to build a platform that will become self-financed (self-sufficient) in the first two years of existence. This will require attracting about 100 thousand users, which corresponds to 20% of the encrypted anonymous email market share. We plan to achieve such a bold figure due to the unique qualities of the project that distinguish it from competitors and analogues, in particular, decentralization, the ability to carry out transactions, and mobile apps to ensure user-friendliness.

The main objective of the project is to provide the customers with a convenient, intuitive, secure and anonymous email that even the not-so-advanced Internet users will be able to use.

International Expansion

We plan to develop international business. For this, we will need to pursue a balanced marketing policy in order to avoid the negativity around the project due to way too aggressive and intrusive advertising.

In each individual region: the EU, Asia, Oceania, North America, South America, the MENA region and South Africa – a unique marketing policy will be pursued in accordance with the local mentality and level of development of certain advertising technologies.

A full-service specialized marketing agency with a positive reputation, over 10 years experience and an attractive portfolio will be responsible for marketing in each region.

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Main Regions

The main regions where we plan to become the market leader are the EU, Asia and North America as they are the most advanced and economically profitable regions.

The main advertising channels that will be used to promote the project:

- Search engine (SEO) promotion and optimization in search engines such as Google, Baidu, Bing, Yandex, and Naver;
- Media, native and contextual advertising, CPA networks;
- Promotional articles in reputable media and in top-ranked entertainment media;
- Video advertising in blogs and advertising networks;
- Social Media Marketing on Facebook, Twitter, and Reddit;
- Messenger marketing in Telegram, Viber, WeChat, Line, KakaoTalk, and imo.

Additionally:

When releasing new functions, offering discounts or carrying out various campaigns and other promotional activities, we might temporarily use a more aggressive marketing strategy in order to quickly and efficiently convey information with the limited life cycle to the audience.

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Economic Risks

The exchange rate of cryptocurrency assets is characterized by higher volatility in contrast to traditional financial markets because the cryptocurrency market is not regulated at the legislative level and the price of a particular digital asset depends solely on market supply and demand. Cryptocurrency assets are not supported by any regulator and are not protected from various kinds of insider information and information thrown in for speculative purposes. In this regard, there is always an economic risk associated with an abrupt change in the exchange rate of a particular cryptocurrency or tokens, including BMTs.

Technological Risks

A certain part of the project's source code will be open and accessible to all Internet users, which implies the openness and transparency of the blockchain technology and technological solutions based on it. In this regard, there are technological risks associated with various attempts to disrupt the project operation by intruders. Of course, the project team will make every effort to prevent various attacks, but is not responsible for any damage caused as a result of criminal activities of intruders. In addition, BMTs will be issued on the basis of the Ethereum network, which may cause some transaction disruptions when using the token that are not related to the project's activities and are dependent solely on the Ethereum network's activities.

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Social Risks

Social risks are directly associated with the actions carried out by a certain community (social group). Such actions may be carried out both consciously and not fully consciously, arising as a result of "crowd psychology." For example, if there is any false, negative information about the project that may be spread by ill-wishers, competitors or fraudsters for speculative or other purposes, in connection with which the exchange rate of BMTs may significantly drop in price and rise again after the false information is refuted.

Force Majeure Circumstances

The circumstances of force majeure are extraordinary and insurmountable circumstances that are independent of the will and actions of the project team and the parties to various economic agreements. These are the circumstances under which the parties are unable to fulfill their obligations. The circumstances of force majeure include fires, earthquakes, floods, wars, political conflicts, revolutions, and other disasters. The occurrence of force majeure relieves the company and other parties to economic agreements from responsibility for fulfilling their obligations.



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