



BC Token token sale
WHITE PAPER



V.1.0.3

Table Of Content

1. Intro

- 1.1 the website
- 1.2 key audience
- 1.3 promotional services

2. Key segments

3. ICO details

- 3.1 Token sale of BC
- 3.2 BC for user
- 3.3 ICO buyers' benefits
- 3.4 Dates of start and end of token sale
- 3.5 Post token sale
- 3.6 Payment methods
- 3.7 Token price bonuses

4. Marketing activity

- 4.1 Crypto market overview
- 4.2 Our plans and goals

5. People in project

- 5.1 Team
- 5.2 Project advisors

6. Risk factors

7. Terms and definitions

Important legal information

The following White Paper refers to an Initial Coin Offering (ICO), which will not be available to residents (and to other persons under the jurisdiction) of the following countries:

Afghanistan, Bosnia and Herzegovina, People's Republic of China, Guyana, Iran, Iraq, Lao PDR, North Korea, Syria, Uganda, United States, Vanuatu, and Yemen.

THE DISTRIBUTION OF THIS DOCUMENT AND THE OFFERING AND SALE OF BC TOKENS MAY BE RESTRICTED BY LAW IN CERTAIN OTHER JURISDICTIONS, AND THEREFORE ANY PERSON INTO WHOSE POSSESSION THIS DOCUMENT COMES SHOULD INFORM THEMSELVES ABOUT AND OBSERVE ANY SUCH RESTRICTIONS. ANY FAILURE TO COMPLY WITH THESE RESTRICTIONS COULD RESULT IN A VIOLATION OF THE LAWS OF SUCH JURISDICTION.

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By accessing/accepting possession of any information presented in this White Paper, the User represents and warrants to Block-chain.com as follows:

- 1.** The User acknowledges and agrees that Block-chain tokens do not constitute capital issues, they are not registered with any government agency as securities and therefore should not be treated as such.
- 2.** The User acknowledges and agrees that Block-chain.com Tokens ownership does not grant the right to take part in the management of Block-chain.com projects.
- 3.** The User acknowledges and agrees that Block-chain.com Tokens ownership does not provide a stake in Block-chain.com.
- 4.** The User acknowledges and agrees that the transfer funds in favor of the project is completely charitable and targeted at creating an ecosystem of projects.

5. The User acknowledges and agrees that this document does not constitute a public offer and serves only an informative purpose.
6. The User acknowledges and agrees to comply with the rules that concern terrorism financing and anti-money laundering.
7. The User acknowledges and agrees to be aware of necessity to go through a procedure of identification - KYC in case Block-chain tokens are transferred on the crypto exchange or to the third party.

RISK DISCLOSURE:

PURCHASE AND HOLDING OF BC TOKENS MAY INVOLVE A HIGH DEGREE OF RISK.

PLEASE CAREFULLY READ THE “RISK FACTORS” SECTION IN SECTION 7 OF THIS DOCUMENT.

The purpose of this White Paper is to present Blockchaincom LLC, a private limited company created and existing under the laws of Estonia (“Company”, “Block-chain.com”, “we” or “us”), and its proposed products and services, including its Block-chain.com token (“BC Token” or “BC”), to you (“you”), a potential token purchaser and/or holder, in connection with the proposed token sale. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to you as potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of purchasing, holding and using the BC Token.

Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, any laws or regulations of any jurisdiction that are designed to protect investors.

BC Token is a ‘utility token’. This product is not a digital currency, security, commodity, or any other kind of financial instrument and neither it, nor this White Paper has been registered under the United States Securities Act, the securities laws of any state of the United States of America, or the securities laws of any other country, including the

securities laws of any jurisdiction in which a potential Token holder is a resident or to which it may be subject. BC Token is not intended for sale or use in any such jurisdiction, or generally any jurisdiction where sale or use of digital tokens may be restricted or prohibited.

BC Token confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the White Paper.

BC Token is not intended to be used for any purposes other than those provided in the White Paper, including but not limited to, any investment, speculative or other financial purposes.

There is presently no market for the BC Tokens and it is possible that such market may not arise, or be liquid enough, in the future, due to various circumstances, including, among other, limited transferability of rights conferred by the BC Token. Accordingly, you may be unable to dispose of your BC Token, or exercise or dispose of any rights conferred by it.

Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. This White Paper can be modified after its original publication date to provide more detailed information.

This English language White Paper is the primary official source of information about the BC Token. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners, etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies by using such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail.

1. Intro

It's a cliché that the cryptomarket is volatile, but it's absolutely true.

Being a viable part of the crypto community means constantly keeping an eye on the world of cryptocurrency and blockchain. Entrepreneurs, investors and developers must work with the data that changes literally every minute. A huge amount of events take place at the same time, the rates fluctuate and every day brings enormous number of news - these are the results of the crypto boom. Undoubtedly, it is easy to get lost in this ocean of information.

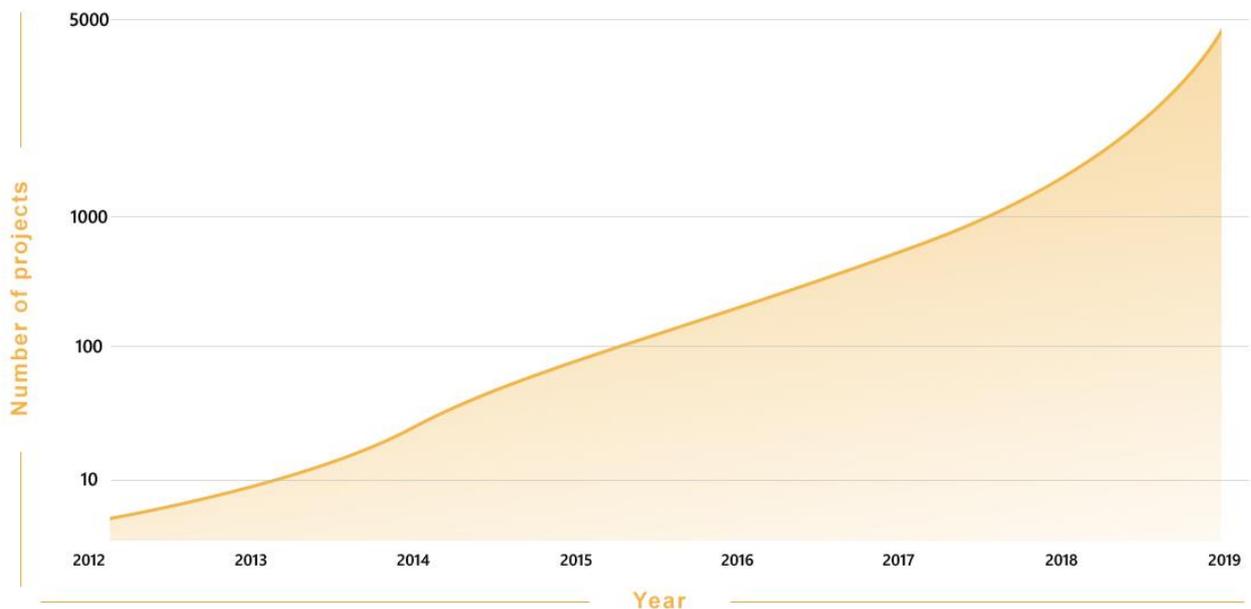
To help you navigate this ocean, we created Block-chain.com - a unique project gathering the most important information in one place. And it's not the whole story, as the website has certain features that will certainly intrigue you.

Over the past few years the crypto industry has seen a great upswing due to a constantly increasing demand for cashless and digital payments. Introduction of new technologies including contactless payment solutions such as Apple Pay or Google Pay and other innovative ideas, has enhanced this growth. Statistics tells us that global transactions volumes managed to reach 433 billion in 2015 and this number may be doubled by 2020. Analysts expect mobile proximity payment volume to significantly rise, reaching \$4 trillion USD by 2020 and the figures are not finite yet.

Therefore, the crypto economy and cryptocurrencies regularly face record-breaking rates in the number of market capitalization and market participants. Currently there are more than 1,500 tradable cryptocurrencies which in total make \$320 billion USD market cap and the numbers are growing every hour. Moreover, if you take a look on the clear web stats, there is a rapid growth for the crypto projects and so is the growth of interest in them. Just compare the stats:

Crypto market overview

Numbers of crypto projects since 2012



1.1 The Website

Block-chain.com is an independent project aimed at keeping its users informed about the most significant and interesting cryptocurrency and blockchain events. The website offers to its users regulated and validated flows of information which is quite convenient due to the accessibility and independence. Every post the user generates shall have proof of news, as the source link, video, or screenshot - the more proves are attached, the faster does the Block-chain.com redaction post it on the website and trigger the payment for the author. Block-chain.com allows you to hold your finger on the crypto industry's pulse, being informed of all the latest trends, changes and innovations. It is helpful for both developers, who can meet the main people in world of cryptocurrency and build

their own cryptocurrency portfolio, and for investors, who have a chance to support promising projects and to establish new contacts.



Block-chain.com has its own ERC-20 token that offers a benefits package to all community members. BC token is a Utility type token.

The token is made to support inner content circulation, by motivating bloggers and writers to produce unique content about blockchain sphere.

As well as for users, BC token is used by the companies and ICOs as the payment for Block-chain.com promotional and listing services.

The Token Block-chain.com Tokens (BC) can be earned in various ways: signing up, signing in once a day, sending news or filling personal information in a user profile, or simply purchasing them. Moreover, every user can get BC tokens for activities on the website, including writing, reading and sharing news. The tokens could be spent on self promotion, advertisement, and premium services.

The emission is limited to 247,000,000 tokens already released. Therefore, the contribution of each person increases the token value - this is a classic rule applied to the tokens. Independent authors, crypto-investors, crypto analysts and founders of projects in the field of blockchain are just some of the categories that may find the token useful.

That makes BC token very easy to use, and comfortable to hold, whether to use BC services, or just to hold and trade.

1.2 Key Audiences

We tried to make sure that our project meet the vital needs of all segments of the cryptocommunity and therefore:

- For ordinary users we offer interesting and understandable news, terminological clarification and introduction of basic blockchain principles. Our website is easy to navigate and has the most fascinating quantitative and qualitative content. Airdrops of interesting projects.
- Professional users are offered the latest crypto news, detailed reviews and statistics of everything that can be analyzed and measured. We do not give any investment advice, but we provide a wide range of instruments crucial for successful analysis. Airdrops from blockchain.com partners.
- Writers and bloggers have an opportunity to receive some of the 100,000,000 BC token as a reward for their approved publications. There will exist a rank system and users will have their personal pages containing their news and selected articles and other points. personal pages will be able to evolve into microblogs.
- ICO projects, blockchain-powered businesses and other crypto companies will have an opportunity to register their ICO listings. Beyond that, they will be offered to purchase services in promotion of the project within our ecosystem. the website involves a flexible discount system based on BC tokens. Business users are invited to order advertisement and to promote their projects on the website, with payments in cryptocurrencies. But if an individual or a group pays in BC tokens, there is a special bonus, as the total price would be lower than if paid in other currency.
- We place colourful banners in the center of the upper area of the website, which makes them fairly noticeable but not annoying. If a sponsored article is ordered, it is posted with a picture created especially for the post and the text is unique. Advertisement is naturally integrated into the article that also contains analysis and educational aspect.
- Block-chain.com provides thoroughly collected key information on the blockchain technology and cryptocurrencies and guarantees its verified nature. The website sets high standards for the selected data and does not permit publication of rumours or inaccurate information.

To control the quality of our content, we are developing our own editorial office and to motivate the users, we've created the domestic cryptocurrency.

1.3 Promotional Services

Block-chain.com offers a number of services for business. Individuals can order:

- ICO listing, which includes publication of your project in the list and creating a unique page with your content about ICO.
- ICO promotion listing, which includes publication of your project in the listing at the top, creating a unique page about ICO and promotion page of your CEO with a unique profile picture.
- Promotion of your coin on coins listing by putting at the top and highlighting it.
- ICO promotion package, including a range of services, namely promotional listing between ICOs at the top with a unique page about it created, promotion page of your CEO with unique profile picture and placement of 2 promotional banners for one week - 728x90 and 300x290. We will also publish a unique news release about your ICO with unique picture and key advantages analysis and will promote the news on all Block-chain.com social media channels.
- A unique promo article of 1,500+ symbols, supplemented by a unique picture and promoted not only on the website, but on all Block-chain.com social media channels.
- Publishing of your own article with our unique picture and promotion of it on all Block-chain.com social media channels.
- Placement of a banner sized 300x290 between new blocks or 728x90 promotion on all pages header.
- Coin promotion package: we will promote your coin on coins listing by putting at the top and highlighting it, list and highlight the coin on the main page, write a unique overview article with picture and create a promotion page of your CEO with unique profile picture.
- People promotion, publishing between most famous people of blockchain with own profile text and unique picture (avatar).

2. Key Segments

Each of 6 website's sections covers a topic indicated in its title, giving recent data. Materials on the site are constantly updating with a view to provide a complex actual market overview.

The main advantage is that all the 6 sections are interlinked through a comfortable tags system. Therefore information could be checked from every possible angle of view.



Newsfeed

This is a full-fledged newsfeed consisting of unique and qualitative materials designed in accordance with the principles of the project. Each article is characterized by a unique text written by our specialists and a picture painted especially for it.

Users get access to the transparent and smooth flow of information on the following headings:

- News - the most recent blockchain news - completely unique and verified. It can be helpful for experienced users as well as for the newcomers, as we can help users to portray the vision of the major industry trendings.
- Interviews - here we post the interviews conducted with the crypto community members and the most influential blockchain people. These materials, provided very promptly, will give you an impression of being on the cutting edge, as the most crucial questions will be answered firsthand.
- Reviews - Block-chain.com makes exhaustive reviews on various cryptocurrency coins, tokens and initial coin offerings. Reliable, honest and comprehensive - these are the qualities characterizing each of them.
- Market analysis - the website provides complex market analysis for informational purposes. It usually presents data on the crypto market fluctuations over certain period and comments on it.
- Press releases - take a look at the most recent press releases for the crypto industry, honest and transparent. We don't play the old scenario about a project that suddenly went belly-up, when it's completely opposite. We don't make false claims about our partners, but we do tell our client about the most interesting and promising projects that need support.

ICO list

This is a constantly updated list of ongoing ICO projects. If you are developing your own one and want to receive the support, you can easily add your initial coin offering here, in a free partners way, or with promotion. Block-chain.com provides the information about huge amount of ICOs, and if you want to contribute to the development of an advanced technology, examine the list and pick your favorites.

And to help your choice, we are working on the most fair ranking for ICOs on the market, with huge overview information, linked with people and news parts.

Coin market list

It is no secret that in cryptocurrency, information is money. Similar to any financial instrument, token holders might miss out on potential benefits or even result in a loss. To prevent these consequences, we created a comprehensive list of all coins and tokens found in the market. It contains basic information such as name of a token or a coin, its market capitalization, price, 24 hour volume, supply and 24 hour change. It clearly demonstrates the main trendings for each one of them in particular and for the crypto market in general, as in the section one can find total market capitalization, number of cryptocurrencies, BTC dominance and etcetera. All the data is verified and promptly updated and we make sure that our clients immediately obtain the relevant information.

People library

This section is devoted to the most powerful and famous people of the industry. Here we can see their names, pictures and achievements in the field of blockchain as well as linkedin profiles and working company details.

We did not organize the list in a specific manner except for the first position which is taken by mysterious Satoshi Nakamoto. Beyond that, this is the only person (or people) who doesn't have an image, as all the others have classy black and white photo, moreover there is a possibility to draw users picture in Block-chain.com style.

Events list

Cryptomarket appeared in 2009 when mysterious Satoshi Nakamoto founded Bitcoin and created Original Bitcoin Client. The first event related to it was probably [Bitcoin Pizza Day](#) , a fascinating unofficial holiday celebrated since 2010, when Laszlo

Hanyecz bought pizza with 10,000 BTC.

These days, the crypto-world has hundreds of events every year.. Conferences give people a chance to establish useful contacts, and if you miss one, it might be an irreparable loss. Besides comfortable events calendar, we are creating a web of partnerships to allow users purchase tickets by BC tokens.

Moreover, we are giving discount features when you are buying tickets with friends or colleagues through block-chain.com.

Block-chain Explorer

In this section of the website we have located a Block-chain Explorer for popular blockchains such as bitcoin, ethereum, etc. It allows users to track down the information on hashes, transactions and, moreover, the number of wallets. Fairly simple interface makes it convenient to search the information, as the configurable list shows the latest transactions, their hashes and value out. Each transaction is clickable and users can learn more about it: size, weight, received time, fee, total input, total output and some other details.

3. ICO details

Start Date	9-8-2018, 10:00 AM (UTC-4)
Duration of Token Sale	90 days, until 7-11-2018 23:59:59 (UTC-4)
Price of BC token	0,10 USD
Option for early termination	1.000.000 USD (hardcap)
Technical limit to the number of tokens	247,000,000 (two hundred forty-seven millions)
Symbol	BC
Standard	ERC20
Adjustable distribution	Unsold and unallocated tokens will be reserved for the project users
Further token issues	No, a single token issue within the ICO
Secured methods of token purchase	Bitcoin (BTC), Ethereum (ETH), litecoin (LTC), Bitcoin Cash (BCH), and other cryptocurrency
Mincap	\$100.000 USD
Token distribution supported	No later than 14 days after the end of ICO, if users put their wallet adress and make the KYC procedure

3.1 Token Sale of BC

Based on your calculations and predictions of possible growth in the total addressable market for BC token and adding to that the demands of providers of

liquidity, Blockchaincom LLC has issued a total supply of 247,000,000 BC Tokens in one token creation event. The distribution is as follows: 200 million tokens can be received by users, 30 million - by the team and 17 million - by advisors.

Tokens can be bought during the ICO at the exchanges and on the website and after the ICO at the exchanges only. Also, users can receive them for certain actions on the website, such as signing up, signing in once a day, filling information about themselves in the profile or sending news.

3.2 BC for user

Block-chain.com can serve as a great daily source of crypto information to its users. Regular reviews, latest news, full-fledged reviews and interviews will be helpful for both people who work in the crypto industry and those who are just curious about it. The users are also able to gain BC tokens by completing simple tasks, like profile creation & fulfillment or lots of others actions. Besides spending, users are able to promote themselves to crypto people, or use the other block-chain.com promotion services.

3.3 ICO buyers benefits

For the ICO buyers block-chain.com offers ultimate benefits such as:

- **50% discount on all block-chain.com services.**

The lifetime discount is accessible for all token holders, starting from ICO buyers and as well for the token holders who bought BC token on the exchanges. The discount is available for all kinds of the block-chain.com service, except the premium services which are available only for ICO token buyers.

3.4 Dates of start and end of Token Sale

Token sale will begin on August 1st, 2018 and will be divided into 6 periods. 1 token equals to 10 cents.

- August 9st, 2018. Start of BC Token sale.
- August 10th - August 17th, 2018. Bonus for the purchase decreases.
- August 18th - August 25th, 2018. Bonus for the purchase decreases.
- August 26th - September 2th, 2018. Bonus for the purchase decreases.
- September 3th - September 10th, 2018. Bonus for the purchase decreases.
- September 11th - September 18th, 2018. Bonus for the purchase decreases.
- September 19th - September 27th, 2018. Bonus for the purchase decreases.
- September 28th – October 5th, 2018. Bonus for the purchase decreases.
- October 6 th – October 13 th, 2018. Bonus for the purchase decreases.
- October 14 th – October 21 th, 2018. Bonus for the purchase decreases.
- October 22 th – October 29 th, 2018. Bonus for the purchase decreases.
- October 30 th – October 13 th, 2018. Bonus for the purchase decreases.
- October 14 th – October 21 th, 2018. Bonus for the purchase decreases.
- October 22 th – October 29 th, 2018. Bonus for the purchase decreases.
- November 7st, 2018. End of BC Token sale.

3.5 POST Token Sale

BC Tokens can be bought during the ICO at the exchanges and on the website and after the ICO at the exchanges only.

3.6 Payment methods

During the ICO users will be able to buy BC Tokens for BTC, BCH, LTC, DASH and ETH.

3.7 Token Price, bonuses

1BC token = 10 cents	up to 1000\$	1001-5000\$	5001-10000\$	10001-50000\$	>50001\$
	equivalent 10000 bc tokens	equivalent from 10010 to 50000 tokens	equivalent from 50010 to 100000 tokens	equivalent from 100010 to 500000 tokens	equivalent from 500010 tokens
Start of ico 9 August 2018	30%	35%	50%	55%	70%
10 August - 17 August	25%	30%	45%	50%	65%
18 August - 25 August	20%	30%	40%	45%	60%
26 August - 2 September	15%	20%	35%	40%	55%
3 September - 10 September	10%	15%	30%	35%	50%
11 September - 18 September	5%	10%	25%	30%	45%
19 September - 26 September	5%	9%	20%	25%	40%
27 September - 4 October	5%	8%	15%	20%	35%
5 October - 12 October	5%	7%	10%	15%	30%
13 October - 20 October	-	6%	10%	15%	25%
21 October - 28 October	-	5%	10%	15%	20%
29 October - 7 November	-	5%	10%	15%	20%

Token sale will begin on August 9th, 2018 and will be divided into 6 periods. 1 token equals to 10 cents.

4. Marketing Activity

The priority marketing task of the Blockchaincom LLC team is to ensure the popularity and fame for the block-chain.com project and BC token. The experience of the Blockchaincom LLC command allows us this to do.

For more than 7 years, the Block-chain marketing team members were working on the CPA advertising market at different agencies and networks. We stood up inline with the rise of ICOs cost-per-action offers which were far beyond better of any bounty campaign results.

By using this experience, we are pushing the block-chain.com as a real-time market hero, with user friendly interface, unique content and fair costs for services that are good for everyone.

4.1 Crypto market overview

Things were different several years ago, in the beginning of the crypto story, when bitcoin became popular in darknet and was considered only as a part of it. The technology evolved, and it quickly became extremely popular and pretty soon bitcoin became a notorious symbol of the market. Then Ethereum was launched and was followed by the wake of ICOs, whose numbers grew rapidly every year. It has resulted in lots of hype and HYIP projects and has brought scams in the industry, causing speculation that the whole sector is nothing but a huge bubble.

When large capital started to flow into the market advertising and PR prices have skyrocketed and now, taking into consideration crypto volatility, one simple banner can cost thousands of dollars and a PR article can be ten times more expensive. The market situation can be stabilized only by time and propriate competition, which is why we decided to launch our project right now.

4.2 Our plans and goals

Block-chain.com is a vibrant and progressive project that has achieved certain objectives but, as we admit, we have big plans and a long road to go.

To start with, what we already have now is a crypto news-distribution internet-platform launched in testing mode. The news, reviews, analyses, interviews and other materials associated with the blockchain and crypto industry are posted regularly, each of them is carefully written by our specialist and featuring a unique picture. The BC Token meeting the ERC-20 standard is already created, the sale will start on August 7th, 2018. The token implies a special discount system and can be received by certain actions on the website or bought, giving its holders a chance to order ads or other services at a reduced price. Moreover, we have already formed an editorial office that is ready to operate at full capacity.

After the trials the website will become a platform where users will be able to post their own news on crypto and blockchain and get a reward in BC tokens for that. The system will imply that if the news are approved by our team, the user sending it will get 50BC tokens. If a user does a unique research and we post it, he gets 100 BC tokens. Moreover, a loyalty program for regular authors will be initiated as soon as the project reaches its soft cap.

The next step will be to develop a measurement framework for ICO projects in which every project will get points of compliance but not grades. By these means a problem of finding projects corresponding to the characteristics can be solved.

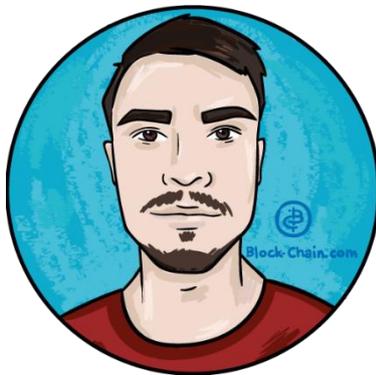
At the destination, a fully decentralized and independent news-distribution platform laced with a workshop. Users will be able to write articles along with ordering illustrated news, analyses and various media services on the basis on BC tokens.

Also as a goal we want to point upcoming airdrops service, which will provide partners airdrops with bonus % for BC token holders, as well as provide all the info about the token that is being airdropped

5. People in the project

The team behind the project has over 15 years of experience in business and has been working on blockchain projects for more than 5 years. We are competent in development, IT, marketing, sales, quality content production and designing. We are all gathered with an idea to give crypto world a useful and interesting resource where everyone can find worth viewing content about the blockchain.

5.1 Team



Ivan Smirnov

Chief Executive Officer

More than 10 years of experience in digital marketing including top market companies like Hermes, Nokia, Adecco. Huge CPA marketing experience at the market leader Adcombo, working with crypto companies by creating certain traffic flows for best CR rate and profit.



Semen Umilin

Chief Technology Officer

9 years of relevant experience in digital sphere Ex-Head of Affiliate Program in My-apps.com Ex-founder Instach Advertising Platform
Founder Productors Web & Mobile Development Studio.



Mary Vishkina

Chief Design Officer

5 years of professional draw study and 3 years of relevant experiens in design. Own unique style that was highly counted in huge companies like Rambler.



Alex Yeropudov

Senior Web Developer

More than 7 years of project development (back-end, mobile front iOS+Android) (<https://www.cloudadvisory.io/>) More than 2 years of banking products development
Huge experience in development of P2P seVICES (Zaymigo).



Kate Jenkina

Copywriter

Fromer student of Moscow International Relations Institute with study of world economics and 3 years experience in copywriting and financial analysis articles .



Roman Egorov

Community Director

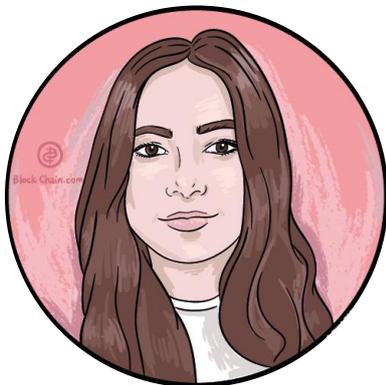
Blockchain enthusiast with 5 years' experience in SMM&Community at IT and blockchain projects. Experience in content marketing, community management, marketing analytics and research.



Alice Egorova

Coins analyst

More than 5 years of experience on financial articles for different banking and brokers platforms
Relevant experiens in crypto coins analysis with top market exchanges. Knows coins like her owns.



Jane Gridneva

Copywriter

3 years of freelance copywriting in crypto sphere, big fan of blockchain projects, huge experience in web search for relevant market overviews.



Max Drozdov

Affiliate director

Affiliate marketing professional, smm since 2010.

Co-Founder of decentralization.io, private cpa network #SLIV , service tgsender.com.



Joseph Njoroge

Copywriter

4 years of financial news research and writing, working with hundreds of news sources analyse and choose the most relevant to write about. Experience in several news agencies.

5.2 Project advisers



Austin Kim

Advisor

Experienced results proven financial services CEO. Built companies with a current valuation in excess \$500 million.



Paddy Tan

Advisor

Serial tech entrepreneur, start-up consultant specializing in cryptos and blockchain, wearable tech, gadgets, IoT and mobile security with a no-nonsense approach for



Slava Semenchuk

Advisor

Famous Russian blockchain entrepreneur, owner and advisor of several huge crypto projects, granted the prize the crypto man of the year with most secure and user



Vladimir Malakchi

Advisor

Marketing expert. Working with social media marketing since 2010 year. 6 successful projects via KickStarter / IndieGoGo. First own business project in 2014 year with spreading all over the world. Came to venture investments in 2016 and now working with ICO and startups. Over 10 projects succesfully ended and collected about \$60 000 000.



Maksym Visochansky

Advisor

One of TOP30 Crypto Influencer at Youtube and blockchain enthusiast. Founder and CEO of Appsmoment with more than 60,000 clients and 700,000 published mobile apps in app stores. Founder and CEO of ICOexpert which reviewed hundreds of ICOs and helped to rise over 12mIn USD for their customers.

6. Risk Factors

By providing any personal data to us, and by participating in the Token Sale and the ICO, and/or purchasing, holding, using and disposing of BC token and by using any other services and goods that are, or may in the future be, offered by us ("Services"), you expressly acknowledge and assume the following risk

1. Risks Associated with the Ethereum Protocol and blockchain and cryptocurrencies in gener.

Because BC, and our Platform, are based on the Ethereum protocol, any malfunction, breakdown, or abandonment of the Ethereum protocol may have a material adverse effect on

the Platform or BC. Moreover, advances in cryptography, or technical advances such as the development of quantum computing, could present risks to BC and the Platform, including the utility of the BC for obtaining services, by rendering ineffective the cryptographic consensus mechanism that underpins the Ethereum protocol. Smart contracts concepts, the underlying software application and software platform (i.e. the Ethereum blockchain) are still in an early development stage and unproven. There is no warranty or assurance that the process for creating BC will be uninterrupted or error-free and there is an inherent risk that the software could contain defects, weaknesses, vulnerabilities, viruses or bugs causing, inter alia, the complete loss of your cryptocurrency contributions and/or BC. In the event that there is a serious and permanent malfunction, or breakdown of the Ethereum protocol, the Company directors may, at their sole discretion, elect to transfer or change protocols to ensure the continued operations of the Platform.

Blockchain technologies are controlled by various regulatory bodies around the world. Any crypto-currency, including BC tokens can also be regulated by them, which makes it possible to restrict the use or possession of digital crypto-tools, or the purchase of crypto-tools in future. BC Token is not an investment and does not involve passive income. All persons and parties involved in the purchase of BC Tokens do it at their own ri

2. Risk of Mining Attacks

As with other decentralized cryptographic tokens based on the Ethereum protocol, BC are susceptible to attacks by miners in the course of validating BC transactions on the Ethereum blockchain, including, but not limited, to double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks present a risk to the Platform and BC, including, but not limited to, accurate execution and recording of transactions involving BC

3. Risks of Hacking, Security Weaknesses, and Theft of BC

Hackers or other malicious groups or organizations may attempt to interfere with the Website, the Platform or BC in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, because the platform is based on open-source software, there is a risk that a third party or a member of our technology team may intentionally or unintentionally introduce weaknesses into the core infrastructure of the platform, which could negatively affect the Platform and BC, including the utility of BC for obtaining our services.

Notwithstanding any security measures, there is no assurance that there will be no theft of the cryptocurrencies as a result of hacks, sophisticated cyber-attacks, distributed denials of service or errors, vulnerabilities or defects on the Token Sale websites, in the smart contract(s) on which the escrow wallet and the Token Sale relies, on the Ethereum blockchain or any other blockchain, or otherwise. Such events may include, for example, flaws in programming or source code leading to exploitation or abuse thereof. In such event, even if the Token Sale is completed, we may not be able to receive the cryptocurrencies raised and we may not be able to use such funds for the development of the Platform and/or for launching any future BC functionality. In such case, the launch of the Platform and structuring and licensing of any future BC functionality might temporarily or permanently be curtailed. As such, distributed BC may hold little worth or value and this would impact their price or value.

Any third party that gains access to the your login credentials or private keys may be able to dispose of your BC. To minimize this risk, you should guard against unauthorized access to your electronic devices.

Any cryptocurrency is an inherently risky asset. One of the main features of cryptocurrency is the anonymity of all users and the absence of personalized accounts. Cryptocurrencies are, to a large extent, intangible digital codes for which there is no property right. In case of an erroneous or fraudulent transfer, it is usually no longer possible to return the money. All transactions are at your own risk. When performing transactions through many exchanges, the user does not in fact own the funds on his account - the assets are owned by the exchange. The platform only provides access to them at the entrance to the system. There are a lot of cases when users of crypto exchanges lost their assets due to cyber-attacks and bankruptcies of platforms. If money is stolen from a virtual wallet, the owner can neither identify the thief (because of anonymity and decentralization) nor assert his right to coins (due to the lack of a law on personal property).

4. Risk of Privacy and Data Retention Issues

As part of the Token Sale and the subsequent verification processes, the Company may collect personal information from Purchasers. All information collected will be used for purposes of Token Sale and community management and may be transferred to contractor, service providers and consultants worldwide as appointed by the Company. Apart from external compromises, the Company and its appointed entities may also suffer from internal security breach whereby their employees may misappropriate, misplace or lose your personal information. of Purchasers. The Company may be required to expend significant financial resources to alleviate problems caused by any breaches or losses, settle fines and resolve inquiries from regulatory or government authorities. Any information breaches or losses will also damage the Company's reputation and thereby may harm its long term prospects.

5. Risks of Non Permissioned, Decentralized and Autonomous Ledger

Our project, including the Services we provide, our Platform and the BC Network (the "Project") is being developed in connection with various distributed ledger systems including, but not limited to, Ethereum, which are unpermissioned protocols that could be accessed and used by anyone. The utility and integrity of the Project relies on the stability, security and popularity of these decentralized ledgers. The Project is envisaged to be an open, decentralized community and its composition can include users, supporters, developers, Token holders and other participants worldwide who may or may not be connected with the Company in any manner. Given the diversity of the underlying technologies, the Project is intended to be decentralized and autonomous in nature as far as its maintenance, governance and evolution are concerned.

6. Risks of Weaknesses or Exploitable Breakthroughs in the Field of Cryptography

Cryptography is evolving and there can be no guarantee of security at all times. Advancement in cryptography technologies and techniques, including, but not limited to, code cracking, the development of artificial intelligence and/or quantum computers, could be identified as risks to all cryptography-based systems, including the Platform and the Project in general. When such technologies and/or techniques are applied to the Platform and the Project in general, adverse outcomes such as theft, loss, disappearance, destruction, devaluation or other compromises result. The security of the Project, the BC, and your personal data or assets cannot be guaranteed as the future of cryptography or security innovations is unpredictable.

7. Risks Associated with Markets for Company

There is no prior market for BC, and although approval of cryptocurrency exchanges and markets to list BC for trading may be sought by certain persons in future, there is no guarantee that such approval will be obtained. There is no guarantee that an active or liquid trading market for BC will develop or grow, or if developed, that such development and growth will be sustained after BC has been made available for trading on such exchange or market. There is also no guarantee that the market price of BC will not decline below the original or issue purchase price and the purchase price may not be indicative of the market price of BC after they have been made available for trading on an exchange or market. If secondary trading of BC is facilitated by third party exchanges, such exchanges may be relatively new and subject to little or no regulatory oversight, making them more susceptible to fraud or manipulation. Furthermore, to the extent that third parties do ascribe an external exchange value to BC (e.g., as denominated in a digital or fiat currency), such value may be extremely volatile. Company is not responsible for the circulation and trading of BC on any exchange or market. Trading of BC will merely depend on the consensus on its value between the relevant market participants. No one is unconditionally obliged to purchase any BC from any holder of BC, including you nor does anyone guarantee the liquidity or market price of BC to any extent at any time.

The Company cannot ensure that there will be any demand or market for BC, or that the purchase price is indicative of the market price of BC after they have been made available for trading on any exchange or market. Exchanges or markets may require additional due diligence on our contributors in order to list on their platforms.

8. Risks of Potential Concentrated Ownership of BC

Immediately after the completion of the Token Sale, a number of individuals may directly or indirectly hold significant portions of the total available BC Tokens. These Token holders may have significant de facto influence over the Company. These significant Token holders may, acting alone or in concert, not necessarily make decisions that are in the best interests of the other Token holders or of the BC community as a whole.

9. Risks Arising from Lack of Governance Rights

Because Company confers no governance rights of any kind with respect to the Company Platform, all decisions involving the Company's products or services within the Platform or Company itself will be made by Company at its sole discretion. These decisions could adversely affect the Platform and the value and/or utility of BC you own, including their utility for obtaining any Service

10. Risks of Uncertain Liquidity of BC

The Company is not responsible for and has limited control over the subsequent circulation and trading of BC. BC is not money, legal tender or currency, fiat or otherwise, issued by any individual, entity, central bank or national, supranational or quasi-national organization, nor is it backed by any type or quantity of assets, property, nor does it represent any entitlement to any distributions of profits, dividends, or any other returns or payments of any kind. There is no obligation of the Company nor anyone else to redeem, repurchase or acquire any BC Tokens from any holder. There is no guarantee or assurance that there will be a market or marketplace where holders may readily trade BC Tokens.

11. Risk of fluctuating trading price of BC and cryptocurrencies in general

All cryptographic tokens and cryptocurrencies are subject to volatile pricing and pricing can fluctuate rapidly and significantly over short periods of time.

The demand for, and the corresponding market price of, BC and other cryptocurrencies may fluctuate significantly and rapidly in response to, among other, the following factors, many of which are beyond the control of Company:

- a. New technical innovations;
- b. Analysts' speculations, recommendations, perceptions, or estimates of BC market price or Company's financial and business performance;
- c. Changes in market valuations and cryptographic token prices of entities with businesses similar to that of Company that may be listed on the same cryptocurrency exchanges or markets as BC.
- d. Announcements by Company of significant events, for example, partnerships, sponsorships, or new product developments;
- e. Fluctuations or departures of key personnel of the Company;
- f. Success or failure of Company's management in implementing business and growth strategies;
- g. Any legislative or regulatory action which may adversely affect the Company, the Company Platform, the Services or the Project;
- h. Negative press or publications about the Company or any related parties, about the Company Platform, or about our services, and
- i. Changes in conditions affecting the blockchain or financial technology industry, the general economic conditions or market sentiments, or other events or factors.

Generally, speaking, high volatility of the exchange rate is a very characteristic feature of any cryptocurrency. Even within one day, fluctuations in the rates of individual cryptocurrencies can range from -50% to + 50%.

Formation of the cryptocurrency exchange rates occurs in a very specific way. Unlike money that is issued by national banks, electronic money is subject to change in the exchange rate over a short period of time. Due to the decentralization of the cryptocurrency market and the absence of a governing body, no one can maintain the minimum value of a digital currency. In this case, large holders of cryptocurrencies can influence the market, creating an opportunity for panic and collapse.

12. Risk of Failure of Project

There is no reasonable expectation of profits based on your purchase of BC, and there is no guarantee that you may benefit from the Platform, the Services and the Project in any particular way.

While the Company adopts quality assurance procedures to help ensure the source codes reflect as accurately as possible their intended operation, the flawlessness of the source codes cannot be guaranteed. They may contain bugs, defects, inconsistencies, flaws or errors, which may disable some functionality, create vulnerabilities or cause instability. Such flaws may compromise the predictability, usability, stability, and/or security of the BC, the Platform and the Project in general. Open source codes rely on transparency to promote community-sourced identification and solution of problems within the code.

Due to the technically complex nature of the Project, the Company or those contributing to Company's software development effort could face difficulties from time to time that may be unforeseeable and/or unresolvable. Accordingly, the development of the Project could fail, terminate or be delayed at any time for any reason, including due to lack of funds. Development failure or termination may render the BC non-transferable, of reduced or no utility or value, and/or obsolete.

13. Risk of Competition

In addition, there is fierce competition in the cryptocurrency market and our competitors may offer products and services that may be superior to ours, and/or more aggressively marketed or more modestly priced than our Product and Services, which may negatively affect the value of our Product and Services and the value of BC.

It is also possible that alternative platforms could be established that utilize the same open source code and protocol underlying the Platform and attempt to facilitate services that are materially similar to the Project or any parts thereof.

14. Risk of Uninsured Losses

Unlike bank accounts or accounts at some other financial institutions, Company accounts are uninsured unless you specifically obtain private insurance to insure them. Thus, in the event of loss or loss of utility value, there is no public insurer or private insurance arranged by Company to offer recourse to you.

15. Risks Associated with Uncertain Regulations and Further Enforcement Actions

The regulatory status of digital tokens and the distributed ledger technology in general is unclear or unsettled in many jurisdictions. Cross-border data exchange does not directly link wallets and transactions with them to a single jurisdiction. Moreover, each state has its own traditions in the legal regulation of information technologies, international regulation in this area is minimal. Many experts believe that due to the high volatility of cryptocurrency, legal problems and some high-profile fraudulent schemes, it is better to consider all

cryptocurrencies as speculative instruments, since the level of investment security is extremely low, and the risks are too high.

The governments of many large countries are already discussing the legal basis for regulating the industry in order to make it more transparent and safe for investors, which means that the cryptocurrencies have prospects for further development. However, it is also necessary to take into account the fact that national regulators can, at any moment introduce criminal liability for the turnover of the cryptocurrency, which means that the risks of a strong depreciation of digital assets are also high.

It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the Company Platform, its user network ("Network") and the Services we offer. It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement changes to law and regulation affecting distributed ledger technology and cryptocurrencies, and its applications, including to the Company Platform and Company. Regulatory actions could negatively impact the Company in various ways, including, for purposes of illustration only, through a determination that the purchase, sale and delivery of Company constitutes unlawful activity or that Company are a regulated instrument that require registration or licensing of those instruments or some or all of the parties involved in the purchase, sale and delivery thereof.

Company may choose or be required to cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction. This may impact the appeal or practicality or functionality of the Project and/or the anticipated BC functionality for the Purchasers and result in a decreased usage of and demand for the Project and BC. Further, should the costs (financial or otherwise) of complying with such newly implemented regulations exceed a certain threshold, maintaining the Company Platform and/or developing, structuring, licensing and/or launching the future of BC functionality may no longer be commercially viable, and Company may opt to discontinue the Project, the anticipated future BC functionality, and/or BC.

Company may also have to cease operations in a jurisdiction that makes it illegal to operate in such jurisdiction, or make it commercially unviable or undesirable to obtain the necessary regulatory approval (s) to operate in such jurisdiction. In scenarios such as the foregoing, the utility, liquidity, and/or trading price of BC will be adversely affected and/or BC may cease to be traded. The value of BC may also have to be refunded to our affected participants.

Crypto-tokens have been the subject of scrutiny by various regulatory authorities and may be overseen by the legal and regulatory authorities of a number of jurisdictions globally. The functioning of the Network and the Project generally could be impacted by one or more regulatory inquiries or actions, including, but not limited to, restrictions on the use or possession of digital tokens like BC, which could impede or limit the development of the Project.

The Company may receive notices, queries, warnings, requests or rulings from one or more authorities upon short notice, or may even be ordered to suspend or terminate any action in connection with the Token Sale or the Network as a whole without prior notice.

Furthermore, many aspects of the Project and the Network also involve untested areas of law and regulation, and could be subject to new laws or regulations, so their legal and regulatory outcome in all relevant jurisdictions is not possible to predict. The planning, development, marketing, promotion, execution or otherwise of the Company or the Token Sale may be seriously affected, hindered, postponed or terminated as a result. Since regulatory policies can change with or without prior notice, any existing regulatory permissions for or tolerance of the Company, the Project and the Token Sale in any jurisdiction may be withdrawn without warning. The Tokens could be deemed from time to time as a virtual commodity, a digital asset or even as money, securities or currency in various jurisdictions and therefore could be prohibited from being sold, purchased, traded, distributed or held in certain jurisdictions pursuant to local regulations. In turn, the Platform or the Network could be deemed to be a regulated or restricted product. There is no guarantee that the Company can maintain any particular legal or regulatory status in any particular jurisdiction at any time.

Since the crypto-currency market, the market of crypto-tools, tokens or bonuses, exchanges and platforms on which secondary tokens can be traded are not always regulated by applicable law, the volatility of the crypto-currency, tools, bonuses or tokens in general and BC, in particular, can be very significant. Transactions with crypto-currencies, transactions with bonuses, tokens and other electronic instruments are not insured by any external public or private bodies. All the risks associated with the loss of crypto-currency, tokens, points, including BC Tokens, are borne by the acquirer of the crypto-currency. BC is not refundable. The Company does not repurchase BC tokens from BC holders. Holders of BC Tokens will not receive financial means or other compensation in the form of compensation. The Company makes no promises regarding the future performance or value of BC Tokens.

16. Risks Relating to Use of the Internet or Other Electronic Media

Without limiting the foregoing risks, any communication or transaction via or information (including document) transmitted via the internet or other electronic medium involves risks and by participating in the Token sale or utilizing the Network or the Company Platform, you acknowledge that you understand and accept the following risks:

- We and/or third parties may use such authentication technologies as we deem appropriate;
- No authentication, verification or computer security technology is completely secure or safe. You agree to bear all risks of unauthorized access/use, hacking or identity theft;
- The internet or other electronic media (including, without limitation, electronic devices, services of third party telecom service providers such as mobile phones or other handheld trading devices or interactive voice response systems) are an inherently unreliable form of communication;
- Any information (including any document) transmitted, or communication or transactions made, over the internet or through other electronic media (including electronic devices, services of third party telecom service providers such as mobile phones or other handheld trading devices, including those with interactive voice response systems) may be subject to interruption, transmission blackout, delayed transmission due to data volume, internet traffic,

market volatility or incorrect data transmission (including incorrect price quotation) or stoppage of price data feed due to the public nature of the internet or other electronic media.

As a result of such unreliability, there may be time-lags, delays, failures or loss of data or loss of confidentiality in the transmission of data and receipt of communications; and while the Company may believe certain data to be reliable, there may be no independent basis for it to verify or contradict the accuracy or completeness of such data.

17. Risks of Exposure to Cryptographic Tokens

After the completion of the Token Sale, the Company expects that a certain portion of the proceeds will be held in cryptographic tokens. The Company may, but it not required to convert an appropriate proportion of cryptographic tokens received into fiat currencies at the sole discretion of the directors of the Company. For the avoidance of doubt, no Token holder has any right, title or interest in any such cryptographic tokens or such fiat currency.

18. Risk of Malfunction in the Company Platform, the Network, and the Project in General

It is possible that the Network and the Company Platform malfunctions in an unfavorable way, including, but not limited to, one that results in the loss of BC, or information concerning any particular asset market.

19. Unanticipated Risks/Risks of other Risks

Cryptographic tokens such as BC are a new and untested technology. In addition to the risks discussed here there are other risks associated with your purchase, holding, use and disposal of BC, and access to and the use of Company Platform, Services and Network, including unanticipated risks. Such risks may further materialize as unanticipated variations or combinations of the risks discussed here.

20. Forward-Looking Statements

All statements contained in the Company documentation (whether presented on the Website, the White Paper, or in any other document or publication), statements made in any press releases (or any medium), statements made on social media platforms (including but not limited to: Telegram, Facebook, Twitter, and Discord), or statements made by any person in any place accessible by the public and oral statements that may be made by Company or Company representatives (as the case may be) that are not statements of historical fact, constitute “forward looking statements”. All statements regarding Company’s financial position, business strategies, plans and prospects and the future prospects of the industry which Company is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to Company’s revenue profitability and growth, expected revenue profitability and growth, prospects, future plans, other expected industry trends and other matters discussed in the information regarding Company are matters that are not historic facts, but only estimations and predictions. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of Company to be

materially different from any future results, performance or achievement expected, expressed or implied by such forward-looking statements. These factors may include: a) changes in political, social, economic and stock or cryptocurrency market conditions, b) the risk that Company may be unable or execute or implement its business strategies and future plans; c) changes in interest rates and exchange rates of cryptocurrencies; d) change in anticipated growth strategies and expected internal growth of Company; e) changes in the availability and fees payable to Company in connection with its business and operations; f) changes in preferences of contributors of Company; g) Acts of God; and h) other factors beyond the exclusive control of Company.

All forward-looking statements made by or attributable to Company or Company representatives are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of Company to be materially different from that expected, expressed or implied by the forward-looking statements made by Company or Company representatives, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the later of the date of publication of the White Paper and the latest date that our website has been updated.

Neither Company nor its representatives nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of Company will be as discussed in those forward-looking statements. Nothing contained in the information provided by Company or Company representatives is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of Company. Further, Company disclaims any responsibility to update any of those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

7. Terms and definitions

Cryptocurrency is a type of a decentralized virtual currency which is not pegged to any state and does not need a physical form to have value. Cryptocurrencies are strongly cryptographically protected and fully use decentralized control, which works through distributed ledger technology. Usually it is the blockchain, where the information is entered and stored.

Block-chain tokens for the purposes of the project should be understood as points, that are distributed within the participants of the project, as a reward. It might be given for financial or administrative contributions to the development of the project and ecosystem. Block-chain tokens are intended to be provisioned to and used by registered project participants.

Blockchain is defined as a continuously growing sequential chain, a decentralized public digital ledger. It consists of records, called blocks, which are linked and use strong cryptographic protection. One record cannot be altered without the alteration of all subsequent blocks of the network. Blockchain is a system fixing all the agreements between its participants.

Smart contract is a self-executed computer algorithm which is developed to conclude and maintain agreements within the framework of a blockchain and without third parties. Intends to facilitate, enforce or verify the performance of a contract.

Token Sales are primary token offerings to the platform users.

Block-chain Token (BC Token, BC) - in this case, it is defined as one (point) of the Block-chain Token. BC Holder is the owner (holder) of BCs.

Bounty is a part of marketing costs supporting the project in social networks and attracting the ambassadors.