



PERUCOIN

WHITEPAPER

**“THE FIRST VIRTUAL CURRENCY FOR
PERUVIANS AND FOREIGNERS”**

**Project Initiative of the
Co-founders of Bits2U in Peru**



ABSTRACT

Abstract

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The global crypto space has over 5,000 crypto currencies. Adoption of the nascent digital currencies has been found in the unlikeliest of places. Abound the examples from: Venezuela, with an economy of hyperinflation and devaluation of its currency; until the small Marshall Islands in the Pacific, who have developed their own cryptocurrency. Countries as diverse as Sweden and China are considering launching their own national cryptocurrency. Peru, unfortunately, seems to be far behind its LATAM peers with reported adoption rates as low as 0.7%. This lack of awareness or confidence creates a unique opportunity for Bits2U, the developer of PeruCoin. It will aim to educate and enhance blockchain knowledge in the Peruvian community for wider adoption.

Through PeruCoin, we seek to show all the Peruvians- the operation and functioning of the cryptocurrency world. The first step would be to set up a cryptocurrency mining farm with a capacity of more than 2000 mining machines in a bid to show the Peruvians how the machines are operated. We aim to build a long pathway for guided tours in this mining factory, with unbreakable glasses covering both the right and left sides. Behind these would be mining machines and ancillary equipment to ensure a proper crypto-mining operation.

Peru is a USD ~ 200 Billion economy with a per capita income of about USD 12,890. Even a small percentage of this amount shifting to blockchain will have major consequences for both- the Peruvian and the crypto economy. The first movers advantage in Peru along with a strategic marketing push for crypto adoption can create a strong moat for PeruCoin in the world's 39th largest economy. PeruCoin will contribute to the network effect of PERU tokens and will have ripple effect on the larger LATAM crypto economy valued billions of dollars.

The geographical micro-targeting would be extremely lucrative for all the stakeholders as PeruCoin becomes a one-stop shop for all things crypto in the rapidly growing South American nation. The ability to cross-sell various crypto services and offer access to global crypto players in one of the last untapped developed economies is an extremely valuable and strategic combination.



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VALUE PROPOSITION

PeruCoin is developed for mainstream adoption in Peru and will provide an all-in-one solution for crypto-enthusiasts and investors to ensure value maximization for our clients.

Key Value Points:



- Bringing awareness about crypto in general and PeruCoin in particular.



- Guided visits to a crypto mining farm will have a strong PR appeal and will help Peruvians understand the technology and infrastructure behind the enterprise.



- A physical location will help to improve perception of authenticity and drive adoption.



- Offering non-banking asset management solutions and alternative financing strategies, outside of banking establishments and traditional financial systems to our users and members.



- Also offer crypto-advisory and trading services.



- Promote the adoption of cryptocurrencies as a means of payment in digital and physical business establishments.



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A BUSINESS AND TECHNOLOGICAL PERSPECTIVE

PeruCoin is a project initiated by the company- Bits2u, which aims to expand knowledge about cryptocurrencies in Peru and will focus on:

- Providing knowledge about cryptocurrencies to the Peruvian public
- Encouraging the public to invest in cryptocurrencies
- Creating one of the biggest mining farms in Peru
- Teach visitors to the mining farm, the subtleties about how the mining machines and the overall crypto ecosystem works

PeruCoin is developed on the Ethereum network. It is an ERC-20 token and is designed to follow all the security and privacy principles of the ERC-20. ERC-20 is the global standard for all tokens with over 10 billion dollars of funding received for ERC-20 projects.

First Stage: Will involve launching Peru tokens through a public ICO. The proceeds would be used for purchasing and acquisition of a factory which will later be converted into a mining farm. The balance funds will be utilized for research and development, infrastructure and ancillary equipment, including three phase meter and mining machines. The company will prudently hold capital reserves for price stabilization and other corporate purposes.

Second stage: The sale and purchase of PeruCoins will be offered to the public in general. The token will be listed in the main (exchanges) sharing platforms for broader access. The PeruCoin token will also be exchanged in the network of exchange of Bancor (BNT).



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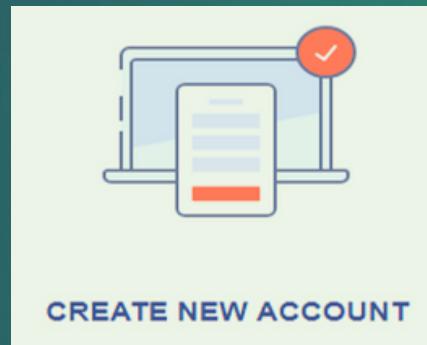
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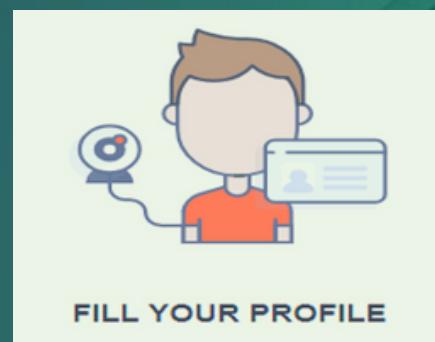
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A BUSINESS AND TECHNOLOGICAL PERSPECTIVE



TO START WITH YOUR
REGISTRATION, WE NEED TO
ENTER YOUR INFORMATION.



WE NEED YOU TO IDENTIFY
YOURSELF FOR FUTURE
PURCHASES.



CONGRATULATIONS! YOU CAN
ALREADY BUY AND EXCHANGE
PERUCOIN. THANKS FOR THE
HELP.



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PERUCOIN: THE LOGIC

• PERUCOIN: THE LOGIC

The introduction of blockchain technology radically changes the way we interact and transact, understanding money as our traditional system of exchange and medium of payment. Even with the limited knowledge of cryptocurrency in Latin America (less than 20% according to statista), an array of blockchain-based crypto coins have started to disrupt many areas of global economy.

• LACK OF KNOWLEDGE AND INFORMATION ABOUT CRYPTOCURRENCY IN PERU

The lack of knowledge and information about cryptocurrency in Peru- this is where PeruCoin comes in. The vision that inspired the development of PeruCoin emanates from the incredible dynamics of the cryptocurrency industry. The population in Peru possesses little knowledge and lacks crypto-exposure. It is also devoid of instructors to train newcomers looking to enter into the world of blockchain and mining. Moreover, the price of the mining machines and the cost of operating them are quite high. PeruCoin would create the knowledge infrastructure to assist Peruvians understand blockchain and incorporate it in their daily financial lives.

• AWARE ABOUT THE EVER-INCREASING ACCEPTANCE OF CRYPTOCURRENCY

We are aware that the ever-increasing acceptance of cryptocurrency makes it a significant component of the global financial ecosystem. There is an urgent need to show and demonstrate to the Peruvians- why they need to embrace and adopt cryptocurrency. Thus, we focus on live and real demonstration of the process of mining machines and farms. We will ensure that using our coin is secure and accessible for both- businesses and individuals.





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MINING AND TECHNOLOGY

Cryptocurrency mining is one of the most commonly used method of validating transactions that have been executed on a blockchain network. The primary goal of crypto mining is to ensure that the same crypto token is not spent twice and can never be compromised in the future.

HOW CRYPTOCURRENCY MINING WORKS?

Cryptocurrency mining refers to a type of validation model known as "proof-of-work" (PoW). Proof of work is a protocol that aims to deter cyber-attacks such as a distributed denial-of-service attack (DDoS), which exhaust the resources of a computer system by sending multiple fake requests.

In the PoW model (used by Bitcoin, Ethereum, Bitcoin Cash and Litecoin, to name a few), individuals, groups or businesses compete with one another using high-powered computers, to be the first to solve complex mathematical equations which are essentially a part of the encryption mechanism. These equations correspond to a group of transactions which is known as a block. The first individual, group or business who solves these transactions and, in the process, validates the accuracy of these transactions within a block, receives a "block reward". A block reward is paid out in the form of digital tokens of the currency which is being validated.



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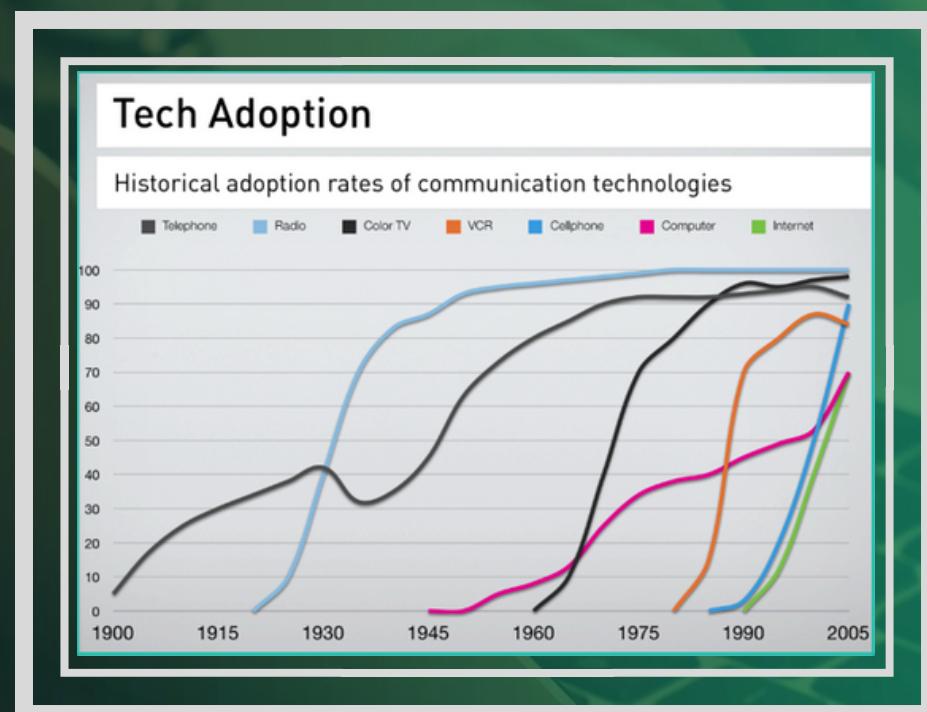
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THE CURRENT ECOSYSTEM: RESEARCH AND ANALYSIS

- Legal implications, for most businesses and countries, to adopt digital currencies are still unclear.
- Some cryptocurrency- sophisticated investors are keeping their coins in hopes that the prices will rise soon and are trying to avoid Hanyecz's fate (the person who bought 2 pizzas for 10,000 BTC, worth almost \$80 million today).
- Merchant adoption for crypto is very low, reducing the demand for currency to speculative activities.





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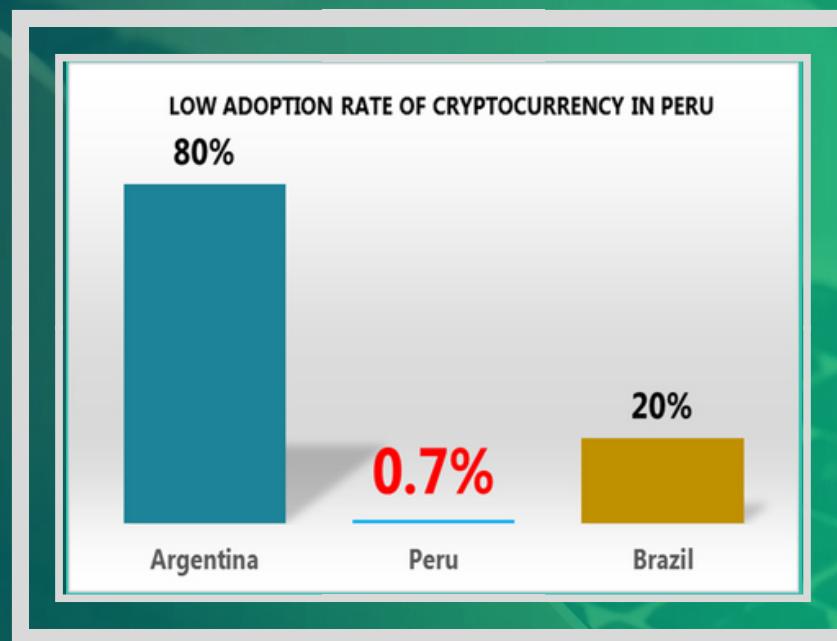
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THE CURRENT ECOSYSTEM: RESEARCH AND ANALYSIS

- Countries like Germany, Holland, Sweden and Russia, are supporting the adoption of cryptocurrency and some are even trying to build their own national cryptocurrency.
- The adoption level for cryptocurrencies is less than 0.7% in Peru and 80% in Argentina.
- In November 2017, the State Bank of Vietnam banned the use of digital currencies for payment of goods and services. In China, the Wall Street Journal reports that they are actively shutting down Bitcoin exchanges following a “comprehensive ban” on marketplaces trading virtual currencies in September 2017. Similar regulatory activities in India, Ecuador and Saudi Arabia have led to a complete or partial ban on cryptocurrencies.





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PROBABLE CAUSES: A DEMAND SUPPLY MISMATCH

Bits2u, the company responsible for the development of PeruCoin, is trying to solve this problem by allowing you to see the actual mining process behind cryptocurrencies as well educating and advising the wider market on how to deal with cryptoassets.



Latin America is a group of almost 20 countries with only an estimated 14% participation rate in the cryptocurrency markets. The adoption rate of Peru is even more dismal at an estimated 0.7%.



83 percent of Peruvians said that they are slightly familiar or not at all familiar with cryptocurrencies.



Peruvians have heard about cryptocurrency but have not seen the operation of a mining factory/ farm and what the technology is capable of.

- An estimated 14% participation rate in the cryptocurrency markets:
www.jbs.cam.ac.uk/fileadmin/user_upload/research/centres/alternative-finance/downloads/2017-04-20-global-cryptocurrency-benchmarking-study.pdf
- 83 percent of Peruvians said that they are slightly familiar or not at all familiar with cryptocurrencies:
<http://altcoinupdate.net/>



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MARKETING SOLUTIONS

The Company will have a strong focus on on-boarding traders. It will also target the Peruvians and the four geographical regions- Asia, Europe, America and Africa. We have developed strong strategic partnerships with major brands in developing countries for future expansion.



LEVERAGE SOCIAL MEDIA AND INFLUENCERS

The core marketing strategies are attracting influencers & word-of-mouth marketing.



- It will be accompanied by tour guides and visits to the mining farms.



- It will also include affiliate marketing events and partnerships, traditional methods, online advertising & social media.



- Major social media channels, in focus, will be Twitter, Telegram, Reddit and LinkedIn.



- We will continue to invest in leads generation, web referrals, attending & promoting major crypto-related seminars, cybersecurity, blockchain and other conferences.



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TEAM

PeruCoin's core team and advisors have a combined experience of over a century in marketing and public relations. The core team members have decades of experience in advertising for large brands and social media influencers. The team is uniquely equipped, both directly and through relationships, to execute marketing campaigns which will spread our message and position our brand as a dominant player in the Peruvian cryptocurrency industry.

OUTREACH

We will handle P.R. and communications both internally and via 3rd parties, keeping our community updated about latest developments, initiatives and new relationships. Our communication strategy consists of press and marketing along with community engagement through our core team.

GIVE LECTURES IN UNIVERSITIES ABOUT CRYPTOCURRENCIES

We will conduct lectures for Peruvians in the Universities about cryptocurrency. It will be an educational talk for total newcomers, crypto-enthusiasts, businesses and individuals, who have no or very little knowledge about cryptocurrency.

HAND OUT FLIERS ABOUT CRYPTOCURRENCIES

We will hand out fliers containing all the necessary information and details about cryptocurrency to the Peruvians. We believe in the power of bills, posters, and fliers to convey our mission to the investors, crypto-traders, and participating merchants. It will help communicate and promote awareness about cryptocurrency, thereby, increasing the value of PeruCoin.



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BUSINESS MODEL

Our business model is designed to onboard not only crypto enthusiasts but also businesses and merchants to complete the payment ecosystem.

PeruCoin will act as a catalyst for not only spreading awareness but also to develop a state of the art platform which will facilitate all crypto services like storage, trading, advisory and even development of further crypto projects on the PeruCoin blockchain.

TOKEN PRICE STRATEGY

- As a Peruvian-based cryptocurrency platform, we seek to be completely transparent in all our transactions.
- A controlled release of the tokens will give PeruCoin and its community a chance to increase and grow in influence. This ensures that we do not flood the market and only release the supply as per the demand, keeping our investors always eager for more.
- The measured purchase of physical property and mining equipment is what will differentiate PeruCoin from other token crowd sales. The company will not deploy all its resources immediately but will have a staggered capital layout to ensure prudence.
- To guarantee improvement and stability in the price of the PeruCoin token, 30% of the generated tokens by the mining machines will be used annually to buy the PeruCoin that are in the market. This deflationary tactic will reduce supply and will allow existing holders to enjoy appreciation in their holdings.
- PeruCoin will also be promoted as a currency to be used for paying for any service on the platform. The company may charge a small transaction fee from the merchants for this service.
- With a 200 billion dollar economy, even a 1% long term conversion to crypto in Peru translates to a 2 billion dollar transaction rate for the company.



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SHORT-TERM OBJECTIVES

- Acquire a factory with the necessary capacity to house 2000 cryptocurrency mining machines.
- Hire an electric power source, powerful enough to support the said machines.
- Hire a security service to protect the mining farm.
- Buy clear unbreakable glass cases so that the visitors can see the machines working and appreciate their technology poweress.
- Acquire an air conditioning system that will keep the machines at the optimum temperature.

LONG-TERM OBJECTIVES

- Allow guided visits for the general public.
- Create a crypto ecosystem in Peru, powered by conferences, events, lectures and branding.
- Onboard Merchants so as to empower crypto use in everyday life.
- Act as an advisor to Peruvians for diversifying their wealth in crypto assets.
- First center for research and development Blockchain.
- Creating and implementing the Blockchain PeruCoin.
- The import and purchase of ATMs, BTC automatic and other cryptos.
- Creation of a wallet or app for PeruCoin.
- Creation of the Donofrio University .



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POSSIBLE SCENARIOS

Possible Scenarios	Softcap is \$5 Million (The Following Acquisitions will be Carried)	Hardcap is \$10 Million (The Following Acquisitions will be Carried)
Buy Factory	\$1,200,000 Atleast 2000 square meters Within 60 days	\$3,000,000 Atleast 2000 square meters Within 60 days
Three-Phase meter	\$400,000	\$1,000,000
Mining Machines	1000 mining machines \$2,061,500 (180days) <ul style="list-style-type: none"> ▪ 1000 Antminer S914Th / s Mining Machines (\$1,500,000) Taxes (\$500,000) ▪ Internet and RJ45 cables (\$14,375) ▪ 1000 Power Cables (\$9,375) ▪ 40 Shelves (\$1,250) ▪ 1000 Corrugators Tubes (\$23,000) ▪ 40 Walls for Mining Plugs (\$13,500) 	2000 Mining Machines (\$5,279,250) (180days) <ul style="list-style-type: none"> ▪ 2000 Antminer Mining Machines S914Th / s (\$3,750,000) ▪ Taxes (1,406,250) ▪ Internet and RJ45 cables (\$28,750) ▪ 1000 Power Cables (\$18,750) ▪ 80 Shelves (\$2,500) ▪ 2000 Corrugators Tubes (\$46,000) ▪ 80 Walls for Mining Plugs (\$27,000)
Surveillance Cameras, Alarms, Electric fences	\$10,000 (45 Days)	\$20,000 (45 Days)
Security	\$3,000 / month (7 days)	\$6,000 / month (7 days)
Unbreakable Glass Protectors	\$1,000,000 (60 days)	\$1,500,000 (60 days)
Payment to the Team and Commission for Exchange	\$ 316,500	\$2,494,750



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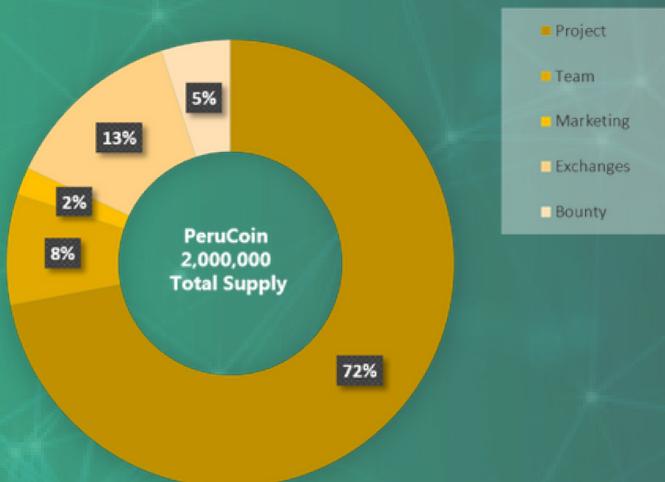
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PERUCOIN TOKEN ALLOCATION



Project- 72%

Team- 8%

Marketing- 2%

Exchanges- 13%

Bounty- 5%

Since we are unique not only to the cryptocurrency world but also to the Peruvians, PeruCoin is dedicated to have a stable token to serve the purposes it represents. In essence, we are aware of the trending issues with the use-and-dump schemes of many cryptocurrencies and we intend to address these issues. As our solutions and approaches are widely adopted in the global crypto world, PERU token is designed to appreciate in value and token owners can hold them as long-term growth assets. The Controlled Reserve Fund is the sole property of PeruCoin and funds cannot be distributed and accessed by the investors or employees. This category of individuals is not allowed to trade PeruCoin for 48 hours following a sale or buy-back from the Reserve fund. After completing the four stages of the ICO, no more tokens will be created. The unsold tokens will be used as rewards.

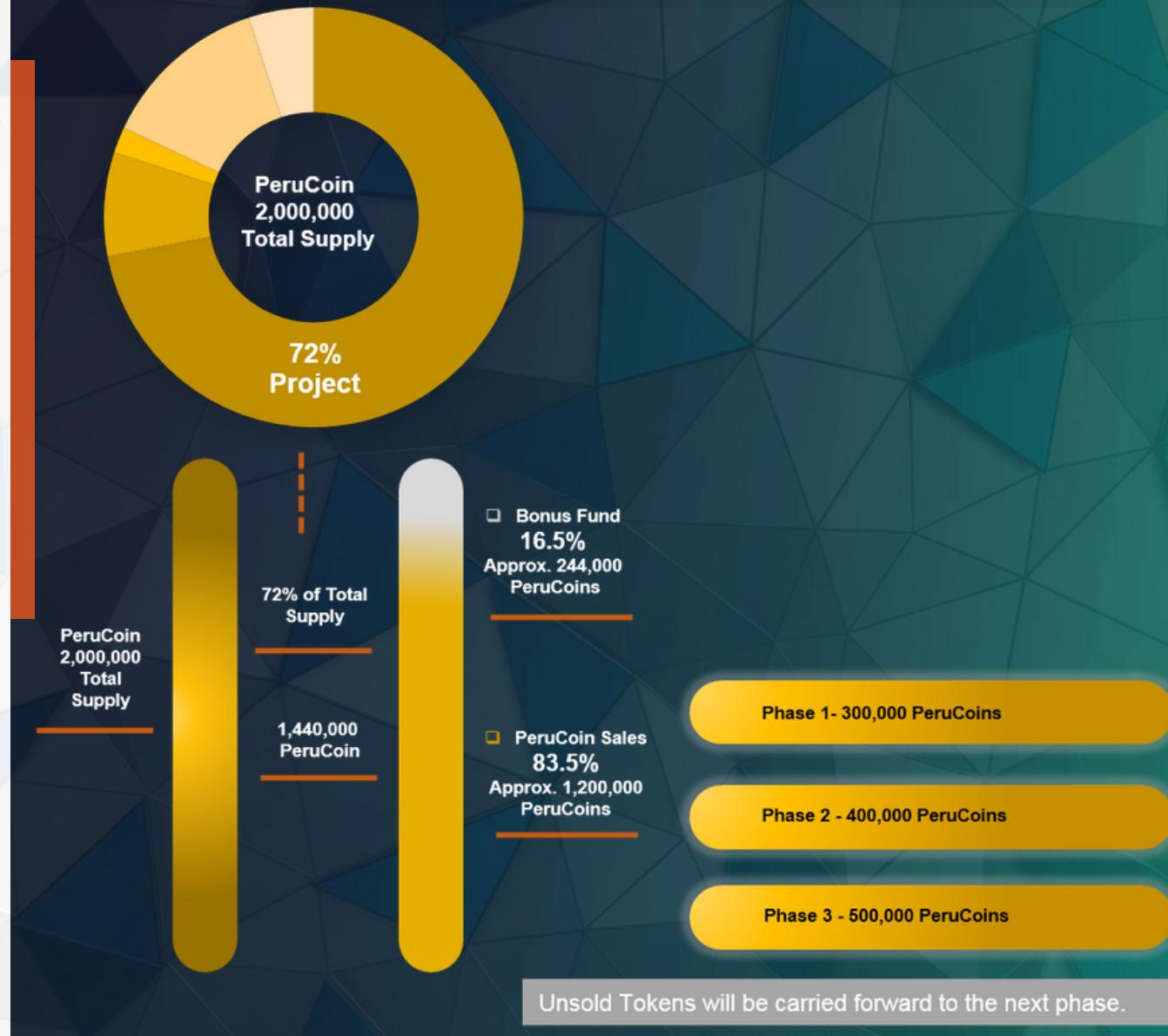


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PERUCOIN TOKEN SALE FRAMEWORK

The launch of the project will depend on the cap reached during the sale. PeruCoin will distribute 72% tokens for project development.





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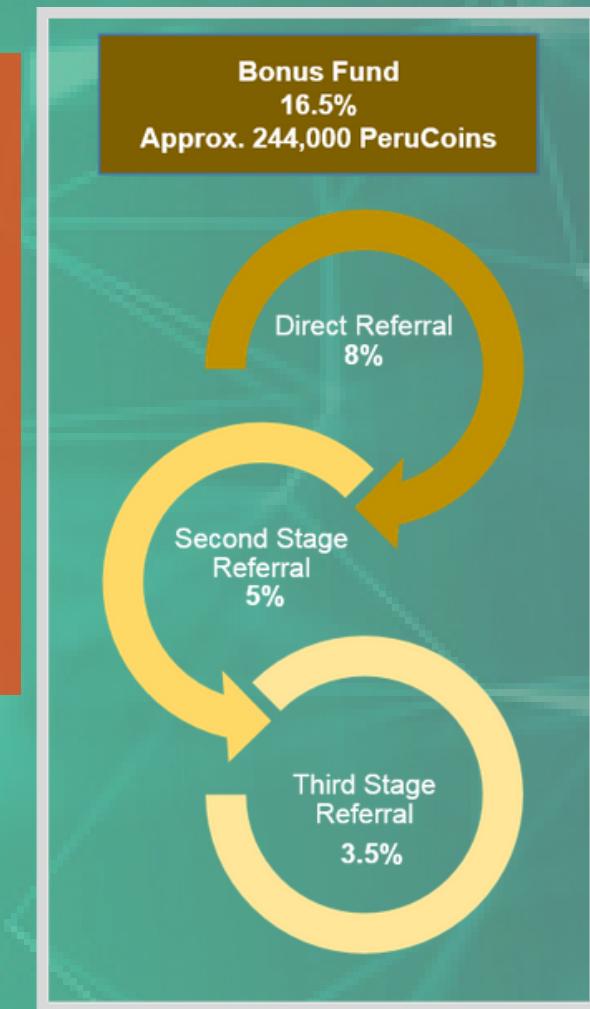
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PERUCOIN BONUS FUND

PeruCoin will introduce a Bonus program for contributors to incentivize their participation and motivate them to bring along fellow contributors.



Bonus Structure:

- A direct referral will earn the contributor (say 'A') who has referred the new contributor ('B') a bonus of 8% of the amount invested by B.
- If B now refers another person ('C') then B will receive 8% and A will receive 5% of the amount invested by B as bonus tokens.
- If C refers D, C will receive 8%, B will receive 5%, and A will receive 3.5% of the amount invested by D.
- A total of 16.5% is paid out as a bonus to the chain for referring new contributors.
- Thus a strong reward structure has been created to incentivize the entire chain to galvanize their entire network to invest in PeruCoin.



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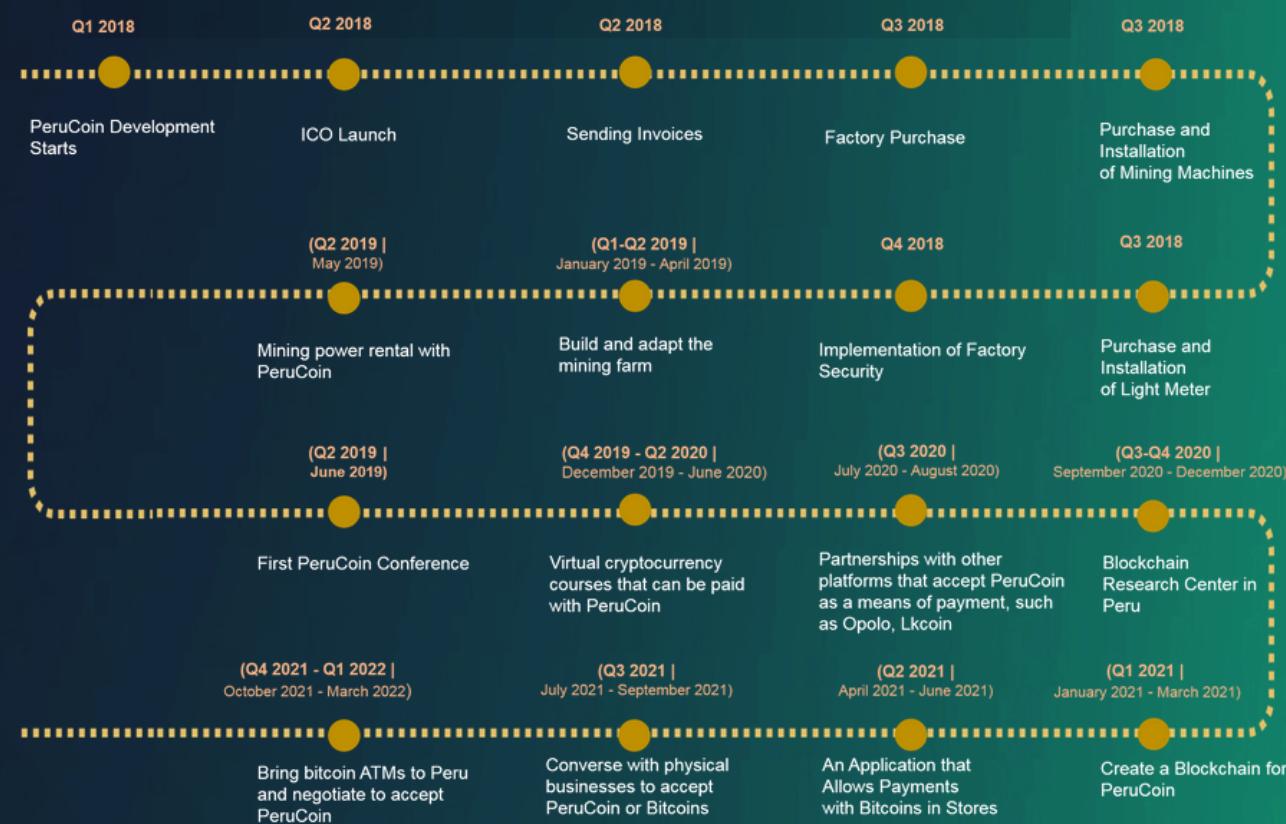
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PERUCOIN ICO ROAD MAP

The road map will be our routing in which (with real tests of purchases and acquisitions) we will show you the progress that the creation of the mining farm has and the subsequent start-up of training for the general public.





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Bits2u is a legally registered company in Peru with a RUC and DUNS numbers. Launched in 2016, it allows retail miners to group together their holdings for a cloud based mining operation, without having to actually use their individual electricity. We have also registered PeruCoin as a trademark in Peru. We are leaders in providing cloud-based mining power for consumers in advanced technology and consumer-oriented protocols - which form the cornerstone of PeruCoin. Since our emergence in 2016, we have been able to achieve an amazing growth rate exceeding 60% in 2017 and the company has been profitable over the past few months.

The team is led by Victor Luis Nieto Carrers, who is a graduate in Systems Engineering and is the programmer of the PeruCoin website. He is accompanied by Lesly Katerine Cisneros Regalado (Certified Public Accountant, Administrator and accountant of Bits2u), Fernando Barrueto Vieyra (Responsible for the IT Security area of Bits2u and PeruCoin) in the core team. We have built a strong and extensive network of professionals and advisors who are continuously working to ensure a successful launch for PeruCoin.



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TEAM



Victor Luis Nieto Carrera
CEO Bits2u-PeruCoin



Fernando Barrueto Vieyra
IT Security Officer



Mario Solis
Marketing and Sales



Lesly Katerine Cisneros Regalado
CPA, Legal & Accounting
Co-Founder Bits2u



Atanu Quicksilver
Project Manager



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Faiz A Faiz
Tokenomics and Investor
Relations

DISCLAIMER



The presentation of this white paper is solely for informational purposes and not an offer to invest. Parties interested in investing in PeruCoin and the ICO should consider the various risks prior to making an investment decision in the ICO or pre-ICO. The white paper does not contain any advice from the Company, the Directors, the Investment Manager or any other person who is affiliated with or is an agent of the company, nor a recommendation to any receiver, by virtue of participation in the ICO. The PeruCoin white paper does not identify or claim to identify, all the risk factors connected with the Company.

All potential participants must make their independent evaluation of possible investment, after making every evaluation and investigations, as they consider essential, of the merits and risks of participating in the ICO. Potential participants should check with and rely on their investment advisors, accounting, legal and tax representatives and consultant regarding all matters concerning the company and assess separately the financial risks, consequences and appropriateness of an investment in the company and in case of doubts related to the facts of this presentation. Investment in the Company holds considerable risk and might involve extraordinary risks that may perhaps lead to a loss of all or a significant portion of such investment. Unless the potential participants completely understand, are aware of and accept the characteristics of the company and the possible risks inherent in the company, they should not invest in the company. Each one of the participants is completely responsible for ensuring that all characteristics of the company are satisfactory to them. There can be no guarantee that the Company's investment objectives will be achieved and investment consequences may differ considerably over time. Investment in the Company is not planned to be a total investment program for any investor. All the participants should determine whether an investment is suitable for their situation, circumstances, and financial resources only and only after comprehensive evaluation.