



Fortune Coin

unifying all transaction tokens

the future of food begins

ABSTRACT

02

This whitepaper serves to illustrate the key technical design philosophies behind Fortune Coin (FOC) — a novel utility token for e-commerce transactions. The first section introduces FOC and the objectives behind it. After which, section 2 covers the general benefits of a decentralised payment system for e-commerce transactions. The following sections then discuss the specific issues with traditional methods of transactions and how FOC solves them. Section 3 opens with a discussion on FOC's equity-based rewards model and evaluates its efficacy. Section 4 then discusses liquidity issues in traditional small-market-capitalisation cryptocurrencies and how FOC solves it by creating synergies in automated-traditional market-making systems. Following, Section 5 outlines a few issues with valuation models for cryptocurrencies and its consequences on price volatility and momentum factors. The section then discusses the use of discounted cash flow valuation models for cryptocurrencies. However, this paper highlights that the market capitalisation of FOC is not dependent on Old Village Cafe's (the issuer of FOC) underlying value. It merely proposes that a company's implied equity value can be a proxy for the market capitalisation of cryptocurrencies. Under such a model, it provides a blended target fair value of \$0.08 for FOC. The section also evaluates the benefits of such valuation methods such as lowering volatility and increasing price action predictability. Section 6 then describes the future roadmap for FOC.

A Leap Into the Future



ABOUT OVC

Tradition and innovation are at the core of OVC's vision. Since its humble inception in 2009, traditional peranakan recipes have been married with affordances of technological innovation. Online ordering, reservation and delivery services were implemented early on as a way to stay competitive and increase efficiency. In 2012, **OVC was awarded the top 100 brands Singapore, excellence award.**

In 2013, OVC pivoted from a traditional brick and mortar restaurant to a catering company that largely receives orders online. OVC has expanded business operations from regional to islandwide delivery of box lunches, bento sets, and buffets.



Card network systems with hefty transaction fees are the prevalent ways of processing payment by traditional food and beverage industries. Under this model, such costs are often passed on to consumers or are discounted into the retailer's already thin margins. Even e-commerce goliaths with huge market power pander to the said payment processors; at the expense of consumers. Old Village Cafe (OVC), the initiator of Fortune Coin

(FOC), seeks to revolutionise its digital payment through the use of blockchain technology. FOC is the preferred currency of payment by OVC, and enjoys quick validation and low transaction fees as it is built on the Ethereum network.

GOALS AND OBJECTIVES

**OVC SEEKS TO
REVOLUTIONISE ITS
DIGITAL PAYMENT
THROUGH THE USE OF
BLOCKCHAIN
TECHNOLOGY.**





THE FUTURE OF FOOD BEGINS

Now, OVC is integrating blockchain technology into our traditional business model. With the combination of food, e-commerce, and crypto financing, **we aim to revolutionise the consumer-business relationship.**

Beyond the conventional transactions between a consumer and a caterer, our loyal consumers are now investors and rewarded with our FOC tokens (more in Section 3).

These FOC tokens can be both traded on the cryptocurrency exchange and used as a mode of payment.

The utility of FOC as a form of payment, that is independent of exchange rates, **enables OVC to build a global clientele base.** Clients based overseas will be able to transact without hefty bank transaction costs.



THE FUTURE OF FOOD BEGINS

As part of OVC's business innovation, the company is preparing to launch a series of locally produced plant-based meat products in Singapore. OVC will become the first local manufacturer and supplier of plant-based meat, providing the company an additional edge in the food industry. Holders of FOC can use the token to purchase these products globally.

This paper envisions FOC as the unifying coin that will be used in transactions to various merchants. OVC will launch its e-commerce website by late September 2021, which will enable vendors to list products on the site.

OVC WILL BECOME THE FIRST LOCAL MANUFACTURER AND SUPPLIER OF PLANT-BASED MEAT, PROVIDING THE COMPANY AN ADDITIONAL EDGE IN THE FOOD INDUSTRY.



Why Crypto?



LOWER TRANSACTION FEES FOR YOU

Fees by Mastercard and Visa are expensive. However, because Cryptocurrencies are decentralised, fees are much lower. FOC is built on the Ethereum network which is decreasing its transaction fees even more.

To further decrease transaction fees for consumers, OVC is developing its own native smartchain, FuChain. This will allow OVC to virtually negate the gas fees from ethereum, and provide competitive prices for its consumers. Section 6 describes this process in detail. The development of this native smartchain could lead to a reduction in long run transaction costs of up to 10%.



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The immutability (cannot be changed by anyone) of cryptocurrency will **increased transparency for all.** This means that OVC can prevent fraudulent payments to clients and investors

We expect OVC, to save upwards of 6% of its Sales, General and administrative costs



Why FOC?

the future of food begins

FOC PROVIDES A WIDE NETWORK OF MERCHANTS AND CONSUMERS



FOC has seen huge investor interest over its seed-stage investment rounds. These investors all bring a large community to the token's ecosystem. From merchants to consumers, **FOC boasts more than 30 partners**; and this number is quickly growing. FOC is committed to growing a tightly knitted ecosystem of FOC merchants and users. Now, FOC is in the talks of partnering with multiple restaurants and businesses to accept FOC.

By next year, you can expect to dine in at multiple restaurants that accept FOC. We bring fresh technological solutions to small businesses requiring a modern edge. Our

FOC boasts more than 30 partners... by next year, you can expect to dine in at multiple restaurants with FOC.



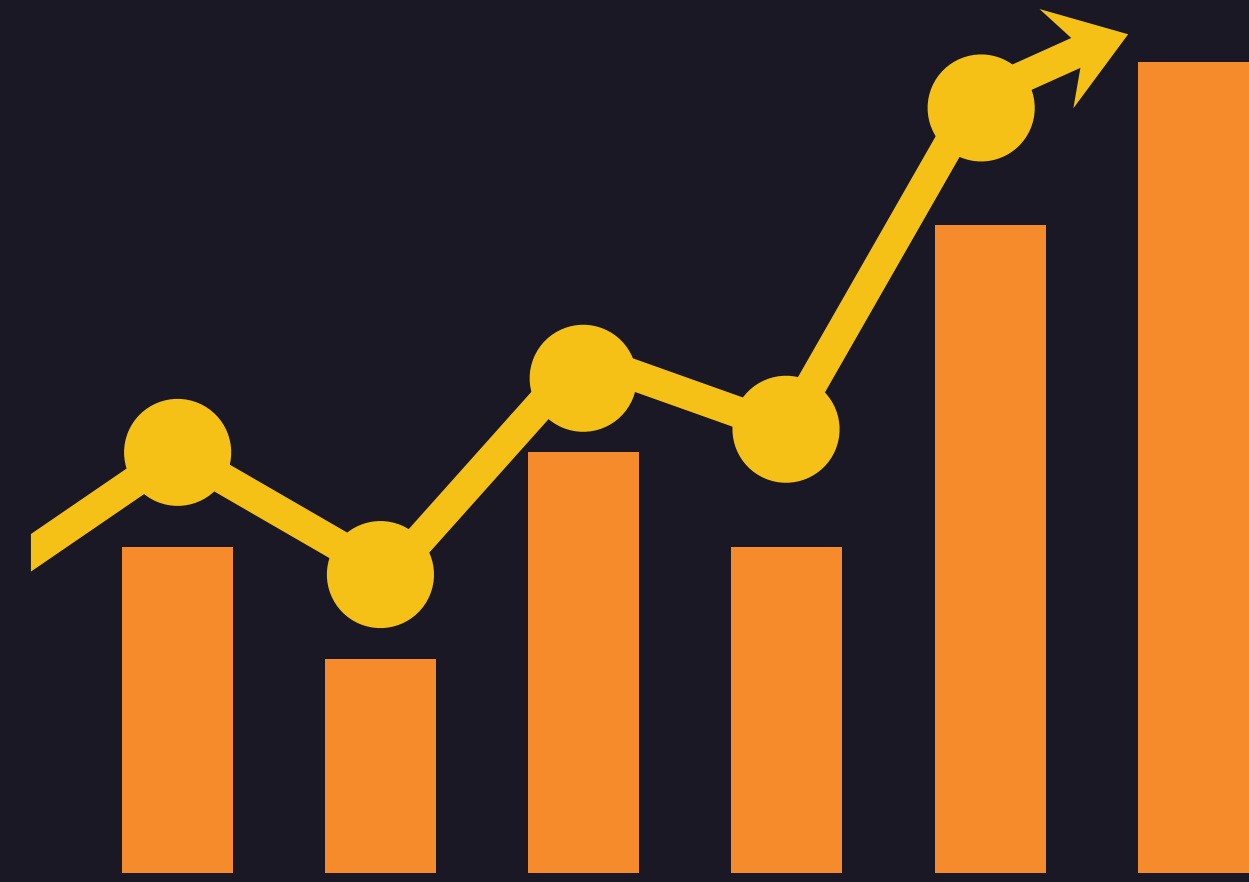
FOC UNIFIES ALL TRANSACTION TOKENS

12

FOC is the unifying token for businesses. All institutions can confidently accept and transact in FOC. Being on the Ethereum blockchain ensures security due to its immutability. This provides a **superior mode of transaction** compared to card payment systems which are frequent victims of cyber attacks.

Businesses can reliably use our token to transact and bring value to their businesses. Lower costs of transactions are also passed on wholly to businesses that adopt FOC. Moreover, **businesses benefit from our large ecosystem of merchants, consumers, and service providers**. FOC actively nurtures this FOC network through rewards, investor sourcing, and constant widening of the consumer base.

Lastly, **the development of FUchain and e-commerce website allows all businesses to confidently list their products with us**. Because it is run on the Fuchain, listing fees will be significantly lower than other server-based online websites.



FOC REWARDS YOU BETTER



13

FOC/USDT 0.045843 ≈ 0.04664 USD

Change: -3.72% High: 0.049545 Low: 0.045382 Volume(24H): 25351 FOC

Market chart Market Depth

Time 1min 5min 15min 30min 1h 4h 1d 1week

Rewards are provided to consumers in the form of FOC.

FOC can be used to purchase products

Amount of rewards matched to the amount spent

100SGD spent gives you 100FOC as a reward

Traditional rewards systems typically only provide 1 cent on every dollar cent. FOC provides more than double that

FOC PROVIDES AN INNOVATIVE LIQUIDITY MODEL



THE FOC MODEL DECREASES THE VOLATILITY AND RISK FOR INVESTORS

FOC is listed on UNISWAP and Kirin exchange. The unique combination of liquidity pool, automated market making (UNISWAP) and traditional order book market making systems (Kirin exchange) decrease the illiquidity risk premium. **This means that your investment is exposed to less risk.** You can be assured that you will be able to buy and sell your FOC as you wish. FOC is listed on Kirin, a traditional market making exchange. This allows you to buy and sell your FOC intuitively and view historical prices

On the other hand, UNISWAP provides a pooled liquidity protocol, which means that there is always available FOC for you to buy and sell without significantly affecting the price. This lowers the overall liquidity risk for investors.

UNISWAP is also chosen as a way to minimise retail-initiated arbitrage between the various exchanges. The pairing of FOC/ETH on UNISWAP necessitates a 3 point arbitrage, which would decrease scraping; thereby minimising draining of investor value. Such a hybrid **allows you to be confident that your investment is secured**

FOC ensures that you can purchase goods without being shortchanged



89% of the 1 billion total available tokens are being held in treasury reserves as a way to manage liquidity and regulate inflationary price pressure. This would allow FOC to keep a constant range of price, which is necessary for it to be an efficient transaction token. This prevents business owners from having to regularly update the FOC price of goods. **Ultimately, consumers can be assured that prices of FOC will not impact the cost of purchasing items using FOC.**

Price is regulated with FOC treasury reserves. Tokens will be progressively released to the market at the token's weekly growth rate so as to promote an efficient market and discourage huge upside shocks in the market. The rate at which tokens will be sold into the exchange is calculated using a weighted growth rate formula.

Token price is regulated with FOC treasury reserves. Tokens will be progressively released to the market at the token's weekly growth rate.



TOTAL SUPPLY OF FOC

Holder	Quantity	%
OVC	700mil	70%
EGIS	190mil	19%
Rewards	60mil	6%
Float	50mil	5%

OVC and EGIS will have the tokens locked up for 3 years.

The tokens are used to stabilise the price of FOC in order to prevent over and under-reaction.



FOC Roadmap

the future of food begins

FOC ROADMAP



PHASE I

**JUNE
2021**

FOC launched on Kirin
Exchange & Uniswap

**JULY
2021**

Completed Round I of
Seed Investment

PHASE II

**SEPT
2021**

Launch of OVC E-commerce
site with FOC payment options

**AUG
2021**

Intialising FuChain &
OVC E-commerce site

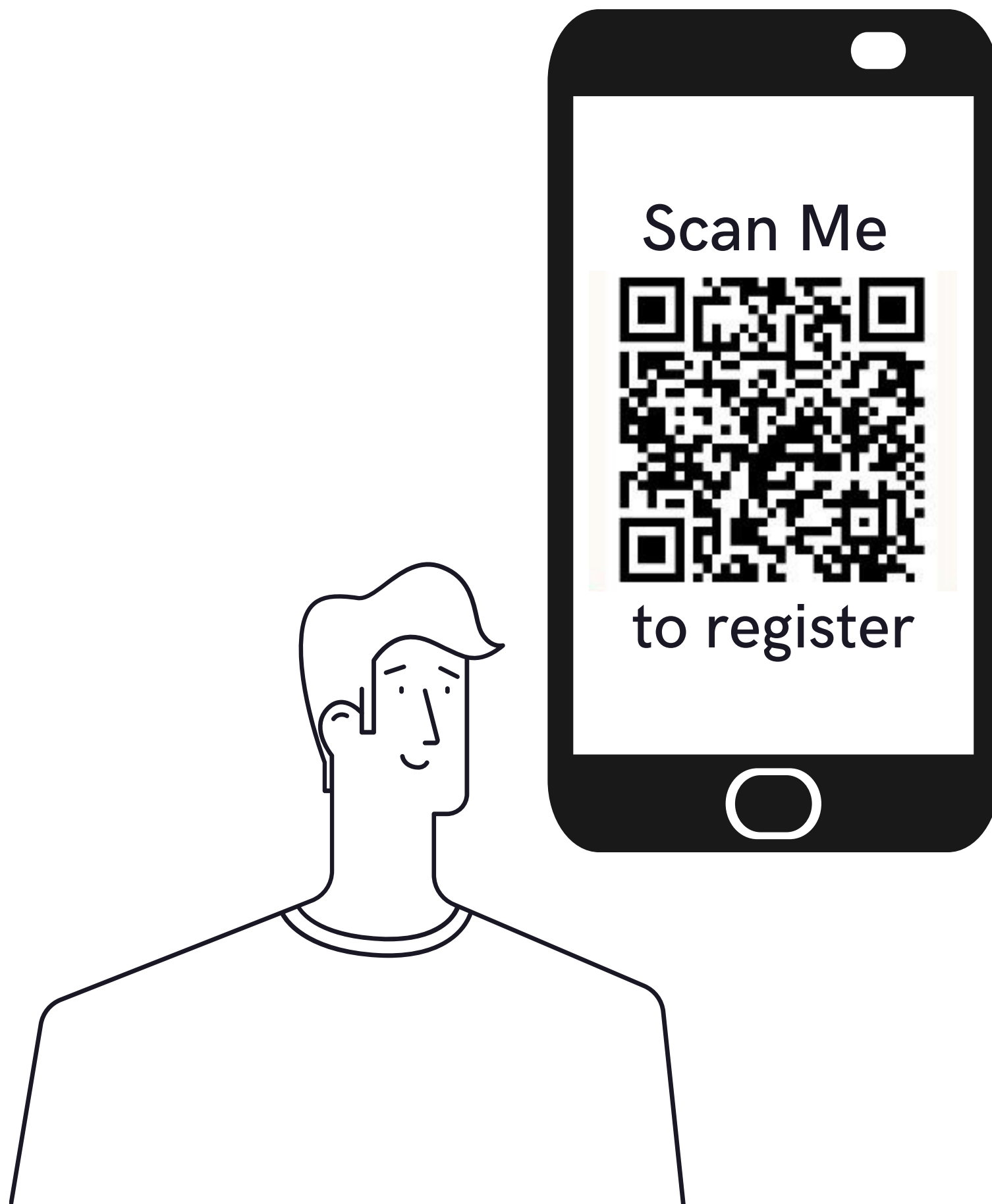
PHASE III

**DEC
2021**

Launch of FuChain

How to Buy/Sell FOC?





CREATE AN KIRIN EXCHANGE ACCOUNT

Read this [article](http://www.aiqilin.vip/#/reg?referrCode=JlPt3vqK0n) to find out more!

<http://www.aiqilin.vip/#/reg?referrCode=JlPt3vqK0n>

Our Team



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