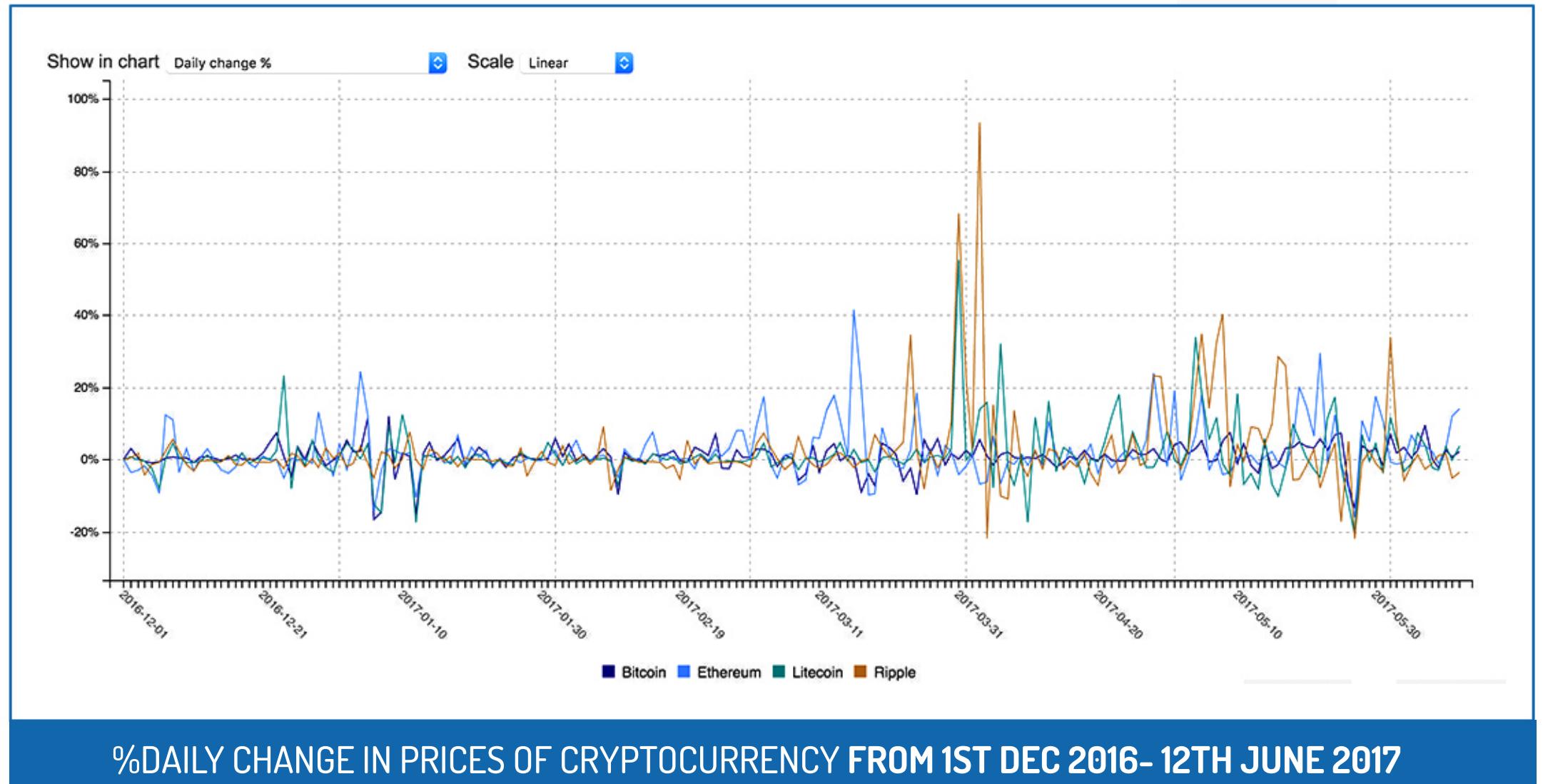




ENABLING INVESTMENT TO MASSES

What is MCAP?

Cryptocurrency markets are notoriously volatile. Over the course of months and years, they can return or decline orders of magnitude in value. Over the course of days, they can double or Triple. It's not a market for the faint-hearted.



As is evident from the graph the prices of cryptocurrencies are not constant. The market is not stable yet and there are sudden drop and rise within days. This is creating a resistance among the investors to roll up their sleeves and invest in the market. In this time with hundreds of cryptocurrencies in existence it is difficult for an individual to track and monitor the changes in the market **24*7** and make investment decisions.

The situation depicted above calls for the need of a solution that saves an investor from all this pain. A solution that takes the burden of tracking these large number of cryptocurrencies from your shoulders and makes smart decisions for you.

With MCAP tokens, our aim is to enable even the average user to earn huge returns in the long run by investing in one single coin rather than investing in multiple cryptocurrencies and hoping for their price to increase. Our token uses the ERC 20 protocol for peer-to-peer transactions. All MCAP transactions will be recorded to the Ethereum Blockchain to ensure immutability and transparency.

With the money raised through the sale of our MCAP tokens, we will invest in the mining of Bitcoin & other alt-coins along with investing in other ICOs. With the growing market cap and gradually increasing trading volumes of cryptocurrencies, our development team at MCAP has developed algorithms to help us decide which alt-coin to mine to get maximum profits.

As the public is slowly becoming more aware of the cryptocurrencies circulating in the market, more people have started investing in coins such as Bitcoin, Ether, Litecoin etc. According to the recent article published in Forbes by Roger Aitken, the boom in cryptocurrencies by the end of 2017 will outpace bitcoin by a wide margin and their mining will yield substantial returns.

At MCAP we have gathered a team possessing experience in Fintech, blockchain technology and also legal advisors to assist us along the way. The team has a wide network and relations with other organizations. Each user that we make is a new partnership for us and we will preserve it as a partnership should be. The point that we have a user concentric makes us different from other tokens.

With such huge support we will grow exponentially with traffic and global coverage very very fast!



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MCAP- Game changer in investment industry

With MCAP tokens, our aim is to enable the user to be able to earn huge returns in the long run by investing in one single coin rather than investing in multiple cryptocurrencies and hoping for their price to increase.

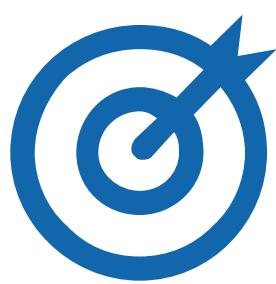
The conventional procedure of fundraising makes it impossible for a “small investor” to invest in early stages of potential startups. Due to either technical or other constraints the “big investors” enjoy all the high profits. The blockchain technology now has provided a means to connect those having world changing ideas directly to those looking for investment opportunities irrespective of the skill and size of investment. Now it is possible to invest in disruptive technologies at the very early stages.

The decentralization effects of blockchain-based cryptocurrencies are hitting the venture capital industry in more ways than one. Whereas the traditional venture capital industry is boring, the crypto-tech industry has become more exciting.

The two approaches are diametrically opposed with one being closed market controlled and led by few rich people sitting on the sand hill road and other an open market where anyone can play with gains and risks more evenly distributed.

MCAP tends to solve this old model run by few and cater investors looking for high profits. It will do so by providing a simple to use and time saving platform. The experienced team of analysts will ensure that the raised funds are invested in most hot and potential opportunities. This is crucial for keeping them investing in the new economy. With your help, MCAP will bring an influx of fresh capital into the distributed economy, providing funding for exciting new opportunities in mining and ICO.

1.1 The all-embracing goal of MCAP



MCAP will enable even a person with little or no know how of cryptocurrency market to participate in trading and investment opportunities. Earlier investment and trading were considered to be fields where only people with investment background can make profits.

One more followed convention is that only the people with huge bank balances should or can participate in investment opportunities.

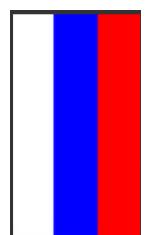
MCAP will demolish these conventions enabling even the middle class people with low investments to participate in such opportunities. This will foster their financial condition by providing them an additional source of income.

These ideas can be revolutionary as it will allow middle class and people with low incomes to enter the main streamline of investment industry. In countries where most of the population falls in the middle class category such a step will provide the required motivation for people to enter these markets.

Here's a short analysis to demonstrate the applicability of above stated theory:

In 2010, a working paper by the OECD estimated that 1.8 billion people were now members of the global middle class. One billion adults at present who belong to the middle class - with wealth anywhere between \$10,000-\$100,000 range. Credit Suisse's Global Wealth Report 2014, released in October 2014, estimated that one billion adults belonged to the middle class, with wealth anywhere between the range of \$10,000-\$100,000. 2011 were "upper-middle income" and "upper income."^[1]

Russia



In 2012, the middle class in Russia was estimated as 15% of the whole population. Due to sustainable growth, the pre-crisis level was exceeded. In 2015, research from the Russian Academy of Sciences estimated that around 15% of the Russian population are "firmly middle class," while around another 25% are "on the periphery."^[2]

China



A study by the Chinese Academy of Social Sciences (CASS) estimated that 19% of Chinese were middle class in 2003, including any household with assets worth between \$18,000 and \$36,000.^[3]

India



According to a 2012 study by the German Development Institute, the middle class in India comprised 8% of the population in 2012.^[4]

Africa



According to a 2014 study by Standard Bank economist Simon Freemantle, a total of 15.3 million households in 11 surveyed African nations are middle-class. These include Angola, Ethiopia, Ghana, Kenya, Mozambique, Nigeria, South Sudan, Sudan, Tanzania, Uganda and Zambia.^[5] In South Africa, a report conducted by the Institute for Race Relations in 2015^[6] estimated that between 10%-20% of South Africans are middle class, based on various criteria.^[7] An earlier study estimated that in 2008 21.3% of South Africans were members of the middle class.^[8]

Latin America



According to a study by the World Bank, the number of Latin Americans who are middle class rose from 103m to 152m between 2003 and 2009.^[9]

1.2 A dive in crypto world



Cryptocurrencies, predominantly spearheaded by the Bitcoin, have taken the financial world by storm. We will try to holistically address cryptocurrencies and their future potential. This will also help us understand the recent trends and why mining will be profitable for us in future.

Cryptocurrencies (or “cryptos,” “coins,” “altcoins”) are an umbrella term used for all digital mediums of exchange that implement a cryptographic framework and security features. In layman’s terms, cryptos are protected by technology that makes it impossible to expand the money supply by more than a predetermined algorithmic rate that is already known to the public. Like actual precious metals, each cryptocurrency algorithm has a roof limit beyond which no more of that specific cryptocurrency can be produced (or “mined”).

Bitcoin

The price of bitcoin topped \$3,000 for the first time in history on June 12th, according to the CoinDesk Bitcoin Price Index (BPI).

Bitcoin has been on a steady march higher for the past few months, driven by a number of factors such as the devaluation of the Yuan, geopolitical uncertainty and an increase in professional investors taking an interest in the asset class.



Unsurprisingly, fluctuations in the price of the Bitcoin generally drive faith in all the other cryptos. Since its launch in 2009, the price of the Bitcoin has climbed from less than a \$1 to over \$3000.



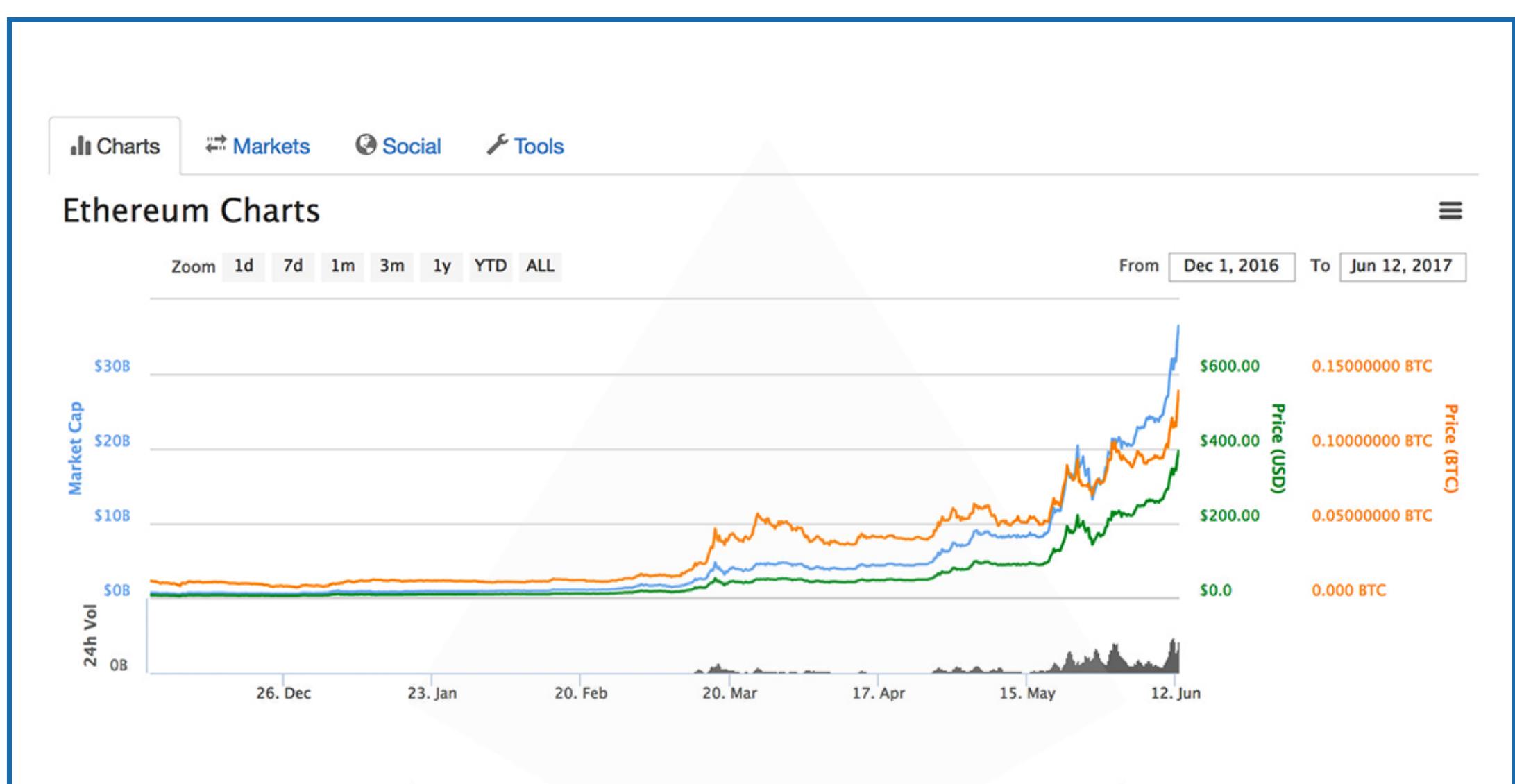
With no government or “anchor” backing up cryptocurrencies, the only foundation that cryptocurrencies have is people’s faith in their value. In other words, solely the market mechanism determines the price of cryptocurrencies. At my time of writing, that faith is worth over \$3000 per Bitcoin and this doesn’t spur from the Bitcoin’s intrinsic value, but from what it allows users to do.

Hence, this generates opportunities for other currencies too. Some noteworthy of them are:

Ethereum

Ethereum's market cap has now reached nearly \$20 billion, rising to above 50% of bitcoin's market cap with an all-time high of 54%, while eth's trading volumes are now higher than bitcoin's for the first time ever.

Ether runs on an underlying technology called Ethereum, which is a different blockchain to the one that powers Bitcoin. Each blockchain – or decentralized ledger – has their own properties, but a recent rally in bitcoin has prompted traders to look at other cryptocurrencies to invest in.



After a powerful fall at the end of May, from a technical standpoint, it's safe to say that the minimal correction targets for the entire long-term trend have been achieved. The decisive point for the price was at \$170. That mark is where the future trend was determined.

Demand growth

Regardless of the fact that the price dropped by almost 50 percent, the demand keeps growing. Thus, the prevalence of demand near \$170 allowed Ethereum price to maintain its long-term upward trend. After the sellers appeared at the peak of the upward trend in the \$200 - \$220 area, Ethereum has entrenched, forming a new key level at \$210. That strategic target is important because if it is protected by large buy orders, a fall below that mark is unlikely. Because of that, if Ethereum price forms a correction by reversing at \$240, the most likely peak of that correction will be at \$210. If demand grows at that level, the uptrend is likely to continue.

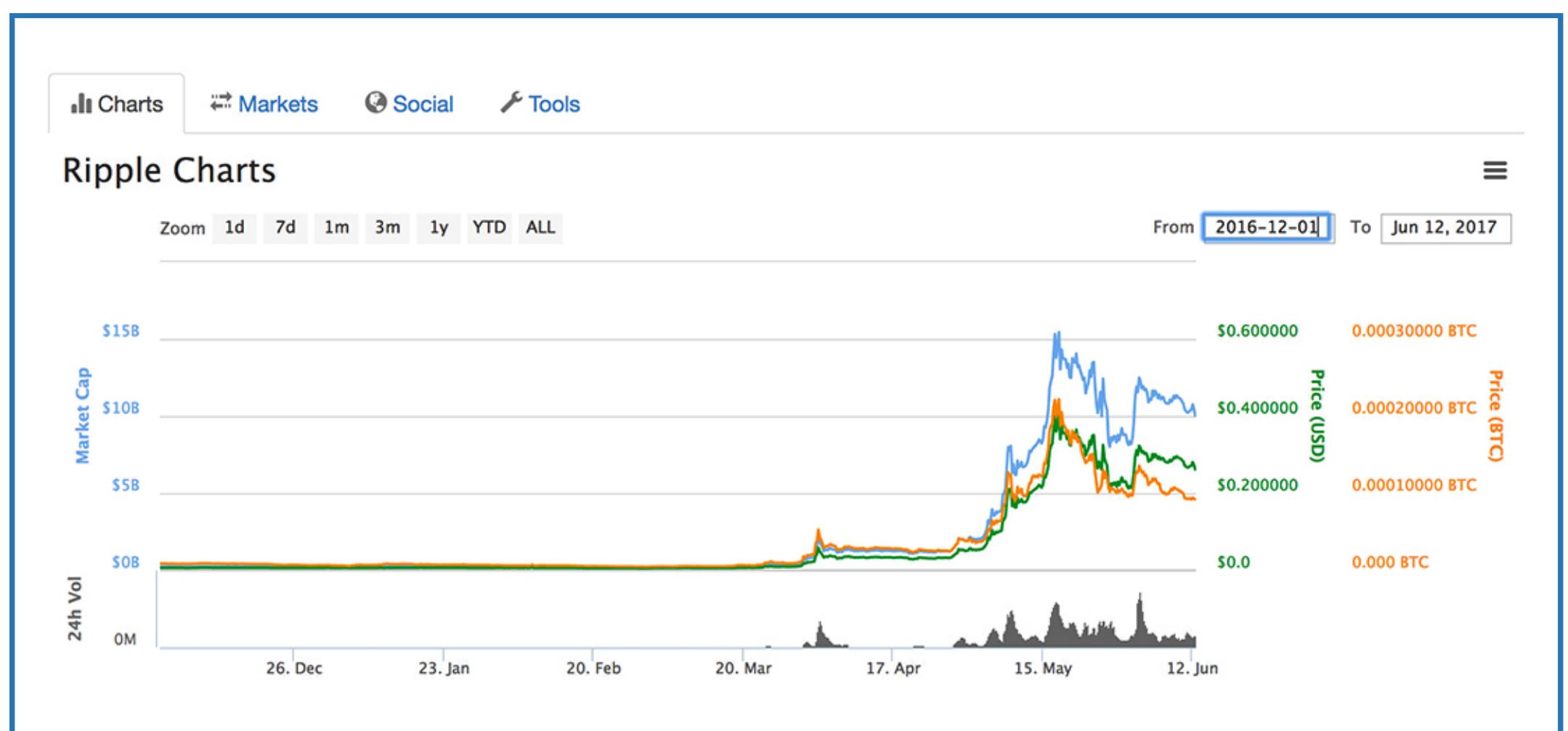
Ripple

XRP is surging alongside bitcoin and ether as well as smaller digital currencies like dash and monero. They're all benefiting from the growing interest in blockchain, a distributed electronic ledger that makes all transactions trackable. Unlike other cryptocurrencies on the market, XRP is tied to — and majority-owned by — a single company.

- On March 30, 2017, MUFG's banking arm The Bank of Tokyo-Mitsubishi UFJ (BTMU) publicly announced that it is joining Ripple's Global Payments Steering Group (GPSG). Ripple's GPSG is an interbank group for global payments system that is based on distributed financial technology.

Other banks that have already joined Ripple's GPSG include Bank of America Merrill Lynch, Santander, Standard Chartered, Westpac Banking Corporation, Royal Bank of Canada and CIBC.

Ripple and ethereum have emerged as the early leaders in enabling business arrangements, with Ripple trying to build the digital payments standard for the financial sector.



Litecoin

Litecoin has been very much sideways moving in terms of its value for past year (after its fall from \$50 to \$4 at the beginning of 2016), until recently. Following are few of the reasons for its recent rally.



- Around 25 March 2017 Digital currency exchange Coinbase received approval from New York's financial regulator (SEC) to offer trading of Ethereum and Litecoin to users in the state. This gave Litecoin a huge market opportunity.
- 30 March 2017 Litecoin gets very close to the SegWit Activation threshold, short by only 5%. Soon Litecoin will become one of the first crypto-currency to activate SegWit. As this opens new possibilities for Litecoin and this caught the eyes of investors (or speculators).



Litecoin is the only altcoin that trades more volume in fiat than against BTC. The majority of litecoin's volume is actually in CNY, which means the markets could take on a life of their own and easily become non-correlated to the price of bitcoin. In that case the value of Litecoin can appreciate many a folds (in the short run at least).

This is where we step in!

As we can see that there is an inverse kind of relation between the bitcoins and alt currencies. As the bitcoin ETF got rejected the prices of alt currencies rapidly. There is similar kind of growth that can be seen across all the above currencies, all of them rose drastically in the month of March. On the other hand, March wasn't that good for bitcoins.

The team at MCAP will ensure that such trends are monitored and enable our users to avail huge returns on their investment.

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1.3 How we ensure that you enjoy returns on every penny invested?

At MCAP we believe in the saying "Look After the Pennies and the Pounds Will Look After Themselves". MCAP will be different from other platforms due to design of its platform that ensures every penny raised is invested in the most potential market. The two features that are crucial and are at core of MCAP platform are:

- The dedicated team of analysts at Bitcoin Growth Fund continuously analysis the various ICOs based on more than thirty parameters such as background of the team, viability and scope of the product idea so that our investors never need to worry about their investments.
- An algorithm to calculate which AltCoin would be most profitable to mine at any given moment based on its difficulty level, trading volume and the profit it would generate.



Let's take an example to understand it better:

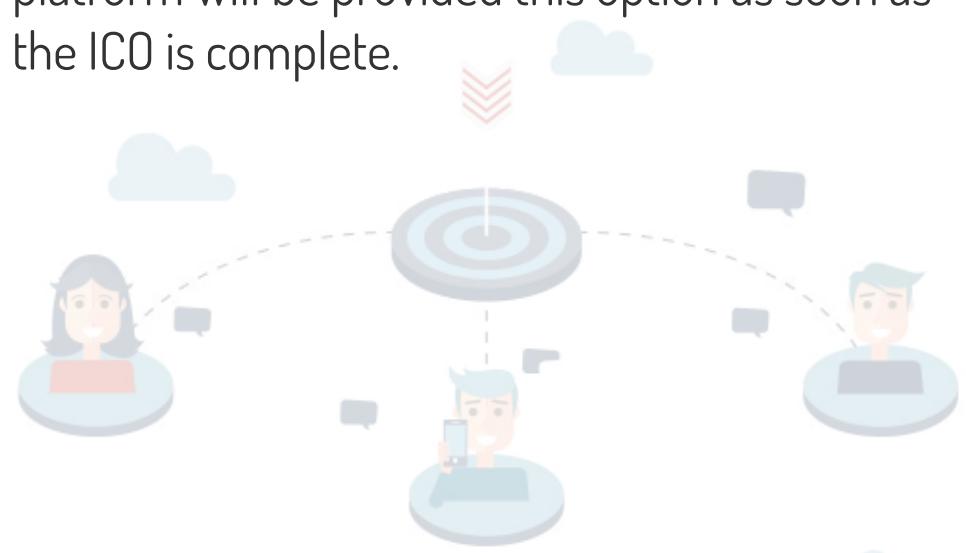
In the recent months, the price of Bitcoin has gone from \$954 to a little over \$1500 and predictions are that by the end of 2017, Bitcoin will see an increase of nearly 150% of its price in March '17. Similarly, other cryptocurrencies such as Ether, Litecoin, Zcash etc. have also witnessed an exponential increase in their price.

We at MCAP have realized the potential profits which can be generated from mining the high growth cryptocurrencies and have developed an algorithm to calculate which cryptocurrency would be most profitable to mine at any given moment based on various parameters.

1.4 User oriented platform design- alternative opportunities

We will take various steps and introduce new developments at appropriate time to ensure that users with MCAP tokens have ample opportunities to reap profits by trading in other cryptocurrencies. For this we have included two major steps in our planning:

- Introduce MCAP on various other platforms with high trading volumes and sufficient number of cryptocurrencies to trade in MCAP. The exchanges will be selected such that they provide enough bandwidth between low market cap to high market cap currencies to the users. This will enable user to select the risk variability as per their convenience.
- Having trouble trading at other exchanges? Don't worry we'll launch our own trading platform and provide with best possible options to trade. The users who are more compatible with our platform will be provided this option as soon as the ICO is complete.



2 Why invest in MCAP- understanding the basics.

At basic level MCAP will invest the capital raised in mining of analytically selected cryptocurrencies, potential ICO and other cryptocurrencies that have potential to rise to high market value. MCAP will be designed with algorithms and analytics at its core to separate the wheat from the chaff.

2.1 Investment approach

The aim of the MCAP is to target digital currencies with unbeatable potential, like Ethereum and Bitcoin. These two alone account for a large part of an investor's portfolio. Nonetheless, it will also focus on additional currencies: Steem, Ripple, Golem and Litecoin. To ensure that the volatility is kept to a minimum and a user's portfolio is not at risk, the fund makes sure that the assets and associated percentage brought on by the digital currencies alter as the market evolves.

Digital currencies with an average trading value below \$100,000 per day (in the past 6 months) are banned from the portfolio automatically.

Ensuring return to investors

The mining profits will be used to buy back MCAPs from the market at premiums of up to 20% which would give two good options to investors. Either take exit by selling their MCAPs at an increased price or hold the MCAPs which will now have an increased value. For example: if the price of MCAP is \$6 and the mining profits are 100 BTC then the company would buy all sell requests until the 100 BTC is used up or price reaches \$7.2.

2.2 Mining

You've probably heard of Bitcoin, the most famous cryptocurrency. It's a digital currency, and new units of currency are generated by "mining." This is a computationally intensive task, and it requires a lot of processing power. Essentially, the computer is rewarded for solving difficult math problems. This processing power is used to verify transactions, so all that number-crunching is required for the cryptocurrency to work.

■ Process of mining

The process of mining digital currencies involves solving complex cryptographic puzzles. By doing this, miners are providing 'proof of work' that is rewarded with digital currency. Broadly speaking, there are many mining algorithms we describe two of them which are proof-of-work hashing algorithms in use today: SHA-256 and scrypt. Note that there are some lesser-used alternatives, which we will not be looking at in this guide (for example, Primecoin).

■ SHA-256

The SHA-256 algorithm favours raw processing power. In bitcoin's very early days, one could mine effectively with the CPUs and GPUs (graphics processing units) that you find in a normal home PC. That time has passed, however, and the difficulty level of bitcoin is so high that specialized processors known as 'Application Specific Integrated Chips' (ASICs) are needed to mine it. The use of such powerful processors, along with bitcoin's exponential increase in difficulty level, have created a technological arms race, which means that even quite recently designed chips can quickly become obsolete.

■ Scrypt

The scrypt algorithm favours greater amounts of RAM and parallel processing ability, which is why GPU-based rigs are still the way to go. Furthermore, ASICs for scrypt have yet to take off, so the difficulty level of those currencies has not been pushed up as dramatically as has been the case with bitcoin.

What it takes to mine a **cryptocurrency** ?

Mining for algorithmic currency makes you come face to face with the very essence of the hardware and it is quite liberating.

The mining programs are usually run as stand alone process on Linux, PCs and some Macs. The work that mining puts on the GPUs will result in heat and thus Laptop mining is not a great idea unless the laptop can be very cool and watched closely for the potential of thermal damage. A serious mining operation should have serious equipment. For eg. in the case of the current state of the art in Litecoin mining this is the MSI and Gigabyte 7950, Sapphire Vapor-X video cards etc.

At one point Bitcoin could be profitably mined on a computer's CPU and later on using the Graphic's card (GPU) on the computer but the specific way Bitcoin is mined tilted to the development of ASIC designed specifically for Bitcoin mining.

Mining requires electricity – lots of electricity. Consider the following two cases, for example: A PSU that is guaranteed to supply 860W and is 93% efficient would actually draw 925W ($860W/0.93$). By contrast, a 750W power supply that is only 80% efficient would actually draw 937.5 W ($750/0.8$) – thus using more power, but supplying less.

Following a proper strategy to cut power costs and using most advanced hardware is crucial to earn profits through mining. Hence, we at MCAP will be investing almost 80% of raised capital on mining hardware and mining utilities.

2.3 ICO

In simple terms An Initial Coin Offering (ICO) is used by startups to bypass the rigorous and regulated capital-raising process required by venture capitalists or banks. In an ICO campaign, a percentage of the cryptocurrency is sold to early backers of the project in exchange for legal tender or other cryptocurrencies, but usually for Bitcoin.

■ BREAKING DOWN 'Initial Coin Offering (ICO)'

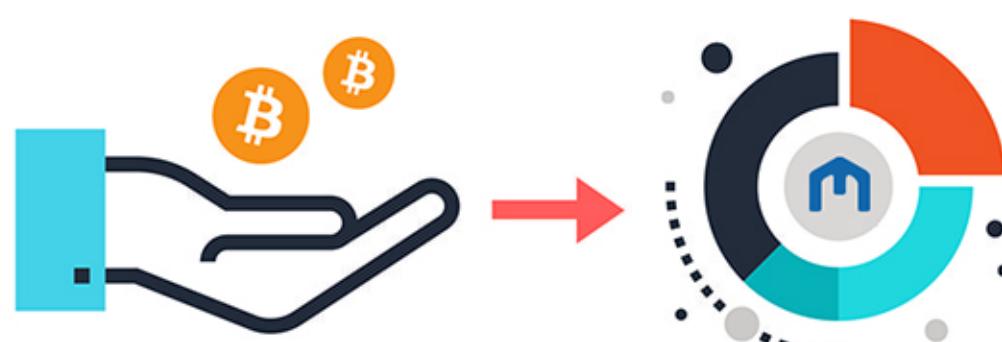
When a cryptocurrency startup firm wants to raise money through an Initial Coin Offering (ICO), it usually creates a plan on a white paper which states what the project is about, what need(s) the project will fulfill upon completion, how much money is needed to undertake the venture, how much of the virtual tokens the pioneers of the project will keep for themselves, what type of money is accepted, and how long the ICO campaign will run for. During the ICO campaign, enthusiasts and supporters of the firm's initiative buy some of the distributed cryptocoins with fiat or virtual currency.

These coins are referred to as tokens and are similar to shares of a company sold to investors in an Initial Public Offering (IPO) transaction.

3. MCAP platform details

3.1 MCAP Crowdfunding - Initial Coin Offering

The capital required for development and release of the MCAP platform will be secured through a crowdfunding campaign – MCAP Initial Coin Offering (hereinafter referred to as “ICO”). 10 days after the conclusion of the ICO, MCAP will issue 100 million MCAP tokens. MCAP tokens will be ERC 20 protocol-based tokens of value. ICO will be open to everyone from 27. 4. 2017 8:00 UTC. During this time, a special MCAP ICO website will be available at www.bitcoingrowthfund.com where ICO participants will be able to generate user accounts. MCAP ICO website will guide participants thought the deposit process.



ICO will be open to everyone between 27.4.2017 8:00 UTC and 27.5.2017 20:00 UTC. During this time, a special MCAP ICO website will be available at www.biitcoingrowthfund.com where ICO participants will be able to generate user accounts. MCAP ICO website will guide participants thought the deposit process.

Soon after the funding campaign is completed the MCAP tokens will be available to individual user accounts. Should the crowdfunding campaign fail to reach its capital goal of 2000 BTC or equivalent, all funds will be returned.

3.2 MCAP Tokens (MCAP)

MCAP will issue 100 milion MCAP tokens (MCAP) soon after the crowdfunding campaign successfully ends. 100 % of the MCAP tokens represent 100 % ownership of the MCAP platform, comprising of all assets and liabilities, as well as each and every right and obligation, including but not limited to intellectual property rights, branding and trademarks.

MCAP will be an ERC 20 protocol-based token of value. Tokens are a digital asset, bearing value by themselves based on their underlying assets, properties and/or rights. Ethereum based tokens rely on a well-established Ethereum infrastructure, benefiting from several advantages:

- Security and predictability (as opposed to, for example, having to run an independent blockchain network);
- Use of robust and well-supported clients (Ethereum-based tokens can be managed with official Ethereum clients);
- High liquidity (interchangeable with other Ethereum-based tokens or Ether);
- Easier listing on exchanges with infrastructure already in place;
- Ethereum smart contracts enable a very transparent and secure way of profit sharing among the token holders.

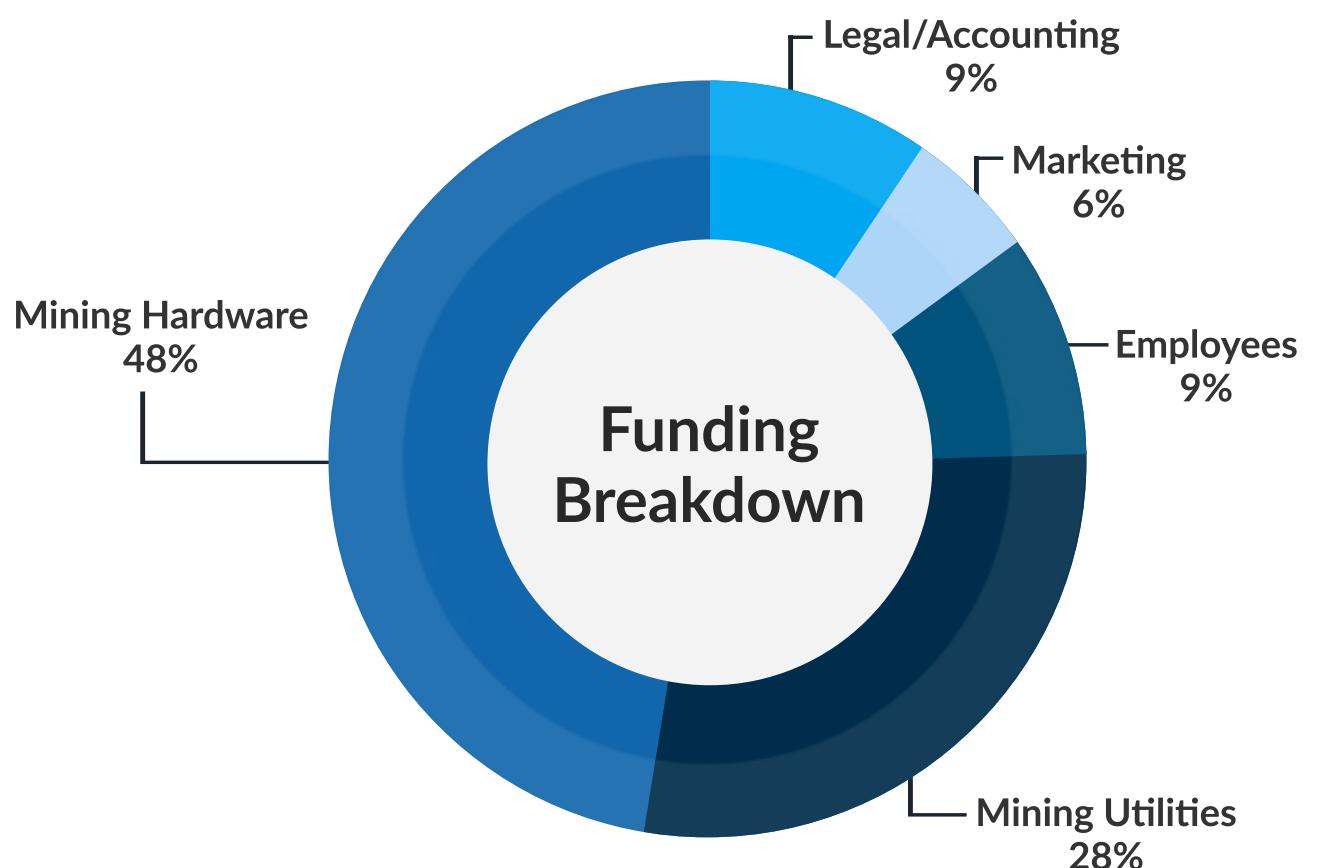
3.3 MCAP Technical Details

All non-fiat funds sent during the ICO will be immediately — with the next block after they are received — sent to a cold-storage, multi-signature address. Private keyholders will be announced before the ICO starts and will include several well-known, independent individuals from the crypto community. In order to gain access to the assets acquired during the ICO, a sufficient time from the issuance of MCAPs will have to pass. What is more, independent multisig signatories will have to approve the transfer.

The MCAP team will not hold the number of private keys required to gain access to the funds. MCAPs will be issued with the deployment of a smart contract on the Ethereum network and transferred to an Ethereum address users will be able to provide through the MCAP interface. Users who fail to do so will still be able to access their MCAPs via the MCAP website.

4 Finance Management

There are total of 100 million MCAP tokens. Fund usage will be split approximately evenly between platform and application development. One major portion of funds shall be spent on mining hardware and services. As mentioned funds raised from MCAP shall be spent on mining and ICO activities, hence such a huge investment on creating a infrastructure for mining is justified.



4.1 Use of Sale Proceeds

■ Platform Development

Platform development will include building upon and securing core smart contracts, additional frameworks such as a comprehensive trading and management interfaces, and customization tools.

■ Legal Costs

Legal requirements include corporate setups in at least 2 locations for crowdsale and operations. Work has been done prior to token launch with a US law firm to develop a legal opinion of the interpretation with US law. Ongoing resources will be required for gaming and possible financial use case legal work. A legal contingency fund will be reserved in case of future issues.

■ Marketing and Business Development

Business development efforts will be focused on identifying and forming relationships with new projects and existing partnerships which can be built on MCAP. Marketing will be focused on marketing MCAP applications to their potential customer segment. Additional efforts will be spent on increasing awareness and knowledge of the MCAP platform and what can be built with it.

5 MCAP Labs

The MCAP labs platform provides a way of materialising the actions of the autonomous MCAP platform. In the same way that a juridical personality manifests its actions through its authorised natural persons, the MCAP platforms establishes its relationships with other juridical persons, natural persons and government entities through the at-the-time elected service operator.

Having at its disposal the required knowledge, technical skills and manpower, as well as the status of a financial institution and a longstanding relationship with both the crypto and investment communities, foundation will undertake to develop and manage the MCAP platform in accordance with the vision outlined in this white paper and detailed in the accompanying documentation on behalf of the MCAP token holders. MCAP labs will develop and organise the MCAP ICO campaign on behalf of the MCAP platform.

5.1 Legal Implications of Token Launches

MCAP tokens are functional utility tokens within the MCAP platform. MCAP tokens are not securities. MCAP tokens are non-refundable. MCAP tokens are not for speculative investment. No promises of future performance or value are or will be made with respect to MCAP, including no promise of inherent value, no promise of continuing payments, and no guarantee that MCAP will hold any particular value. MCAP tokens are not participation in the Company and MCAP tokens hold no rights in said company. MCAP tokens are sold as a functional good and all proceeds received by Company may be spent freely by Company absent any conditions. MCAP tokens are intended for experts in dealing with cryptographic tokens and blockchain-based software systems.

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