



EVENTICA

E V E N T I C A
W H I T E P A P E R

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EVENTICA

1. ABSTRACT

1.1 About us

The events industry is growing all around the world. According to Meeting Professionals International, events contribute \$115 billion to the United States gross domestic product (GDP), with subsequent billions funneled to both state and federal tax revenue. The event industry isn't just growing in the U.S., though -- it's also getting bigger in nations like the U.K., India and Japan.

With that growth comes a need for technology that meets the consumers' expectations and makes event production easier, and an influx of startups, entrepreneurs and venture capitalists are working together to develop solutions for the events industry.

The consumer or customer is now the key element, more than ever before. The evolution of technology over the last decade has changed the position of the customer, consumer or buyer to a place where it is no longer about B2B or B2C; it's about a company's relationship with you. Event audiences now have higher expectations than ever before, looking to be engaged and gain personal and organizational value from their attendance to your event. We as event planners and marketers are also under increased pressure as the global economy continues to take its effect on company's budgets. The necessity to prove value and return on investment is greater than ever.

Technological advances have changed the way we communicate, from broadcast to conversation and from one-to-one to man-to-many. As technology continues to evolve so will the way we interact with each other. These emerging technologies need to be embraced and their potential realized to deliver an enhanced experience for the event attendees.

Crypto Media helps in the development of Event Management Industry to a truly higher level. Our goal is to build a strong and secured currency through using of Block-chain technology and establish a secure and transparent business practice where the coin holders will have right on sharing the company wealth and participating on the value of assets and cash flow. With us, both vendors and consumers will be able to participate and connect directly with one another.



1.2 What is Eventica Coin?

Eventica Coin is a form of currency based on the ERC20 Token Standard which will be used in the given crowd sale, on top of Ethereum's Smart Contract to eliminate counter-party risk and allow fast secure payments to participants. In the near future, we are going to migrate to our own blockchain to have more flexibility to implement features such as master nodes and more.

Eventica Coin makes use of a Public Ledger. We believe a blockchain should be public if it is a currency, for a wide array of reasons; most of them to protect the users of the currency. With a public blockchain, you are able to see coin distribution and how many people are using the currency. In general, there are three types of applications on top of Ethereum. The first category is financial applications, providing users with more powerful ways of managing and entering into contracts using their money. This includes sub-currencies, financial derivatives, hedging contracts, savings wallets, wills, and ultimately even some classes of full-scale employment contracts. The second category is semi-financial applications, where money is involved but there is also a heavy non-monetary side to what is being done; a perfect example is self-enforcing bounties for solutions to computational problems. Finally, there are applications such as online voting and decentralized governance that are not financial at all.



2. BACKGROUND

How Everything Began ?

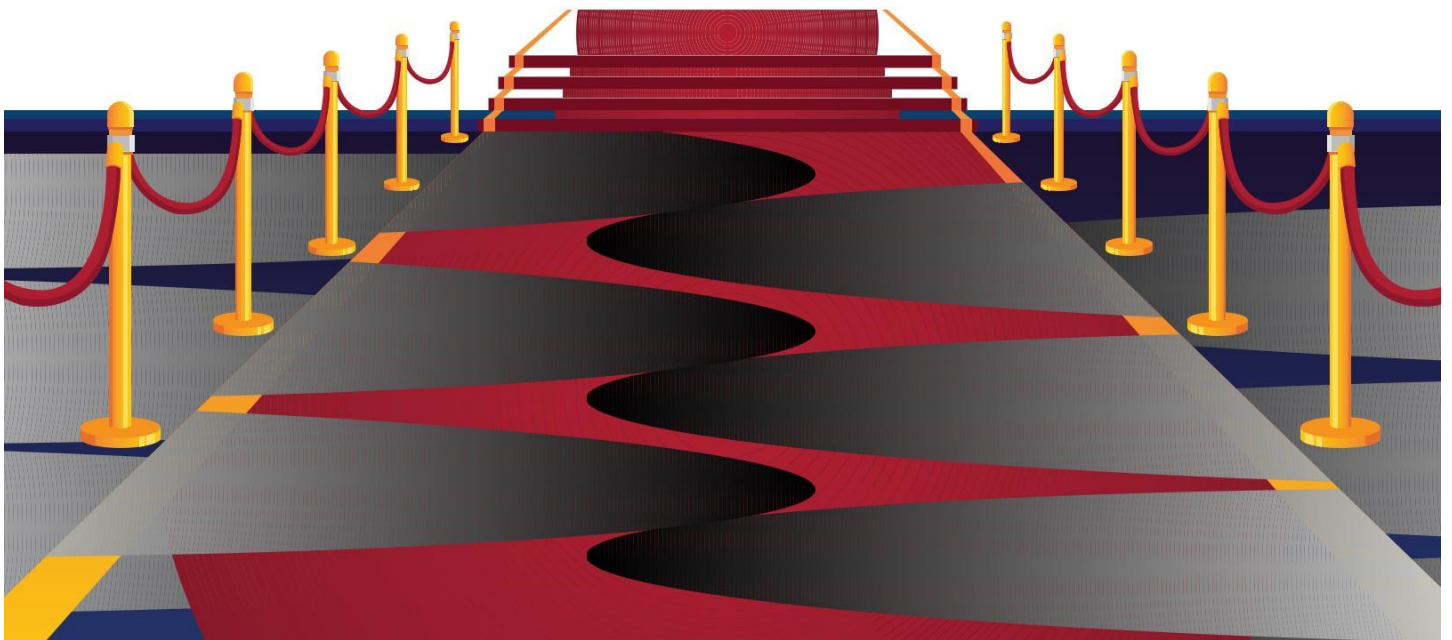
Crypto Currencies nowadays are very famous. A lot of tokens and ICOs are being launched every day. But most of them do not turn out to be successful. Reasons behind this can be many. Most of the ICOs place ads on Facebook, Google and on Coinmarket-cap. People behind the project spend loads of money on ads, but sometimes these projects do not get the actual audience; most of the people are only visitors on this ad campaign. Sometimes people want real information about ICOs and tokens but they didn't get proper information about the project. Moreover, ICO management is getting more expensive. The average cost for carrying out an ICO is more than \$1 million. Potential investors dig deeper into projects to minimize risks of failure. Thus, they spend much time and, luckily, lose interest in projects which cannot explain their ideas in a simple way.

An event organizer has a lot to put into consideration – objectives of the event are not the utmost priority no matter how detailed it is presented. What matters most beyond presentation and venue is the invitees, people are a makeup of any event. The number of people is not only measured by the number of seats taken, but also by the success of event based on the attention span of invitees. The level of attention can spun business profitability to a new scale. Based on statistics, 79% of US marketers owe higher sales record to event marketing and these events are host every day all year round. In fact, it is the oldest Industry with a market valued at over \$40billion and unprecedented growth consistency. The market is driven by vendors who shoulder each strategic layout for invitees through adverts and selling of tickets. However, the majority of vendors have difficulties achieving the numbers of invitees due to poor advertisement due to the sizzling, high price of utilizing this medium of engagement. In addition, 20% of vendors have no way of confirming the reach of their engagement based on who attended the occasion and who did not. Organizing and managing events can really be cumbersome for the vendor.

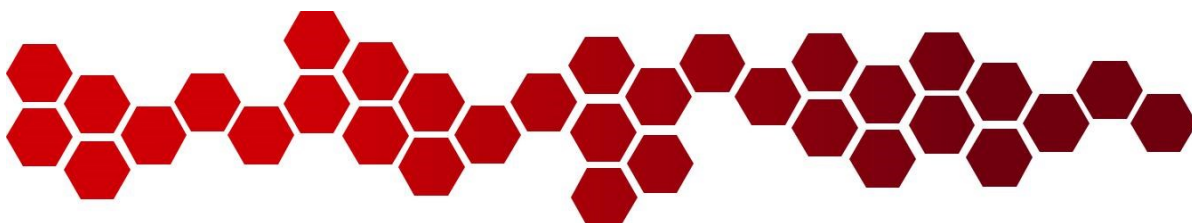
There are many companies organizing events for crypto currency and ICO pro-motions. But they are not working for the benefits of the people. They charge very high ticket charges like \$500 to \$3000 from people to enter the event. Common people cannot pay such an amount.



Secondly people are getting information about ICO and tokens on social media channels like Twitter, Reddit, Facebook, Telegram etc. They don't know the real people behind the project. So we are launching our own media channel in English and also in regional languages for crypto currency and ICO information. We will cover the interview of the coin teams and record there all team members' details so people can see who the real guys behind the project are. This will give the credibility in the coin market and people can get the information of ICO and tokens in local languages too.



This led to the idea of working as a pool between the buyer and ICO project. Crypto Media wants to organize events for both tokens and audience where people can have all kinds of information directly from the owner of the project and project owner can target their investor and audience. We will launch our Crypto Media Channel too. We also want to be first project in the market that will launch otc pink share in Nasdaq market, where people can exchange our tokens with otc pink share. We will try to charge very normal fee for the entry in events so that common people can also come there.



3. INTRODUCTION

3.1 Vision

We will challenge our skills and abilities, and create an event management platform that's strong, dependable and intuitive, allowing event professionals to work efficiently and effortlessly. We love events and technologies and every day we think about new functionalities, we refine usability and we improve security in order to deliver the most valuable and stress-free user experience. We conduct Blockchain Expo and startup events on regular basis. This is a platform for exhibitors, ICO startups and Crypto enthusiasts. We empower event professionals, by simplifying event management complexity and by connecting people to successful events.

Why Eventica Coin?

Crypto based, decentralized systems can offer drastic reductions in cost and improved efficiencies over centralized company systems. The main hurdle of a decentralized system is for the system to gain enough users to experience the benefits of decentralization. Drawing from our experience in the advertising and promotion business, we developed a plan to bootstrap the system with tens/hundreds of thousands of active users.

- Massive community of users & investors.
- Presale/ICO price is affordable and will be profitable remarkably.

Professional Marketing Campaign to expand the operations worldwide, which allow us to increase the number of clients 25% per month.



3.2 Blockchain and its Effect

As the world of cryptocurrency evolves and becomes a normalized alternative to physical currency, a growing number of progressive companies are utilizing ICOs as viable means of raising capital.

These unconventional funding and payment sources allow Crypto Media to raise rounds from investors who are intrigued by their product and vision, rather than following traditional methods, formulas or rigid metrics to determine their decision to invest. Additionally, this shifting paradigm changes the dynamic of how investment syndicates are assembled and operates; transforming the way money is generated and exchanged. Blockchain is a secure, tamper-proof ledger with time-stamped transactions, distributed amongst a number of entities. This means a blockchain — a piece of technology — can replace an intermediary in situations where a trusted third party is required.

Beyond changing the way companies raise funds, Blockchain technology is actively enhancing the quality of data, while further advancing the way information is identified, collected and managed. For businesses poised to scale their products and services, ultimately increasing the number of vendors and employees, it is even more critical to eliminate errors in processes that directly impact the bottom-line. Thus, Crypto Media makes use of Blockchain, which helps in the growth of business to a new level.

The nature of blockchain technology has got imaginations running wild because the idea can now be applied to any need for a trustworthy record. It is also putting the full power of cryptography in the hands of individuals, stopping digital relationships from requiring a transaction authority for what is considered 'pull transactions'.

The suite of technologies known as Blockchain or distributed ledgers that have emerged in recent years offers a qualitative different solution to the problems faced by the organization. In particular, smart contracts or the code executed on the Blockchain, bring significant advantages over existing applications and framework of thinking.



This system has a number of properties that set them apart from the centralized data-bases typically used to record information. Their advantages include:

- Low Cost
- Immutability
- Transparency
- Irresistibility
- Pseudonymity
- Security

How Blockchain matters?

It shifts trust in business from an institution or entity to software and could some-day spell the demise of many traditional companies. It also promises to make trade-able many assets that are illiquid today, enable our devices and gadgets to become consumers and bring trust to many areas of business, eliminating fraud and counterfeiting.

Eventually, blockchains could give rise to a number of peer-to-peer networks not run by any centralized parties that enable the creation and transfer of money or other assets. For instance, the technology could be used to create an Airbnb-like network without the company Airbnb. When combined with the Internet of Things (IoT), it could create an Uber-like program without Uber. Such peer-to-peer networks are often referred to as distributed autonomous organizations (DAOs), and someday, they could transform our whole conception of companies.



4. MARKETING ANALYSIS

4.1 Deep Market Research

ICOs have the potential to be a powerful force in the development of open-source blockchain technologies. ICOs could also prove to be a significant driver for financial access and inclusion by democratizing access to investments. We decided to launch an ICO due to this specific reason. ICOs are popular for multiple reasons.

For organizations who issue tokens:

- **Positive network effects.** The ICO model generates positive network effects that can vitalize and strengthen decentralized applications that require numerous users (or operational nodes). Decentralized applications often feature significant network effects wherein the user experience for each user improves upon the inclusion of additional users. When an organization conducts a public and open ICO for the development of a decentralized application, the process can automatically generate a large user base that can sustain the operation, security and vitality of the decentralized network. If the users are token holders, they will be invested in the growth and success of the network.
- **Fast and easy fundraising mechanism.** Anyone can initiate an ICO. Customized tokens can be easily generated through a number of platforms, including Ethereum, Stellar, Omni, NXT, Waves, Counterparty, Bitshares and RSK. Transaction costs associated with marketing and contribution settlement are significantly lower than traditional fundraising mechanisms.
- **Primarily online marketing.** Tokens can be marketed over the internet to a large, general audience. Potential buyers can learn about the ICO through the organization's website, online forums, online messaging applications, social media websites and more.
- **Settlements over the blockchain.** Confirming contributions and distributing tokens simply requires monitoring and updating the distributed digital ledgers. This requires lower effort and resources compared to the traditional fundraising process of accepting checks and wire transfers, sending out standardized contracts, managing contracts and more.



For investors and consumers:

- **Liquidity.** Popular tokens have liquid markets on cryptocurrency exchanges. The most popular tokens could exceed over \$100 million in 24-hour volume
- **Democratizing investment.** Venture financing tends to be geographically concentrated in financial hubs like Silicon Valley, New York City and London. The ICO method generally allows anyone in any geography to raise money. It also generally permits anyone to contribute.
- **Potential for gains.** Cryptocurrencies can appreciate quickly in price. Ether traded in August 2015 for under \$1 and was trading at around \$250-\$350 in early September 2017. The price of bitcoin was around \$100 in June 2013 and was trading at \$4,000-5,000 in early September 2017. Investors hope to find a token that can be “the next bitcoin” in terms of economic appreciation.

We know that many companies have spent a lot of money on R&D when it comes to ticket validation, such as preventing duplicate tickets and preventing scalpers from reselling tickets. So we think we may start seeing Blockchain technology surface in Event Management at some point. We are pretty sure it's already surfacing in payment systems, such as using Bitcoin to pay for tickets. But I think we're going to start seeing it affecting event managers in so many other ways as well; such as managing events, attendance tracking apps, and validating registrations at the door.



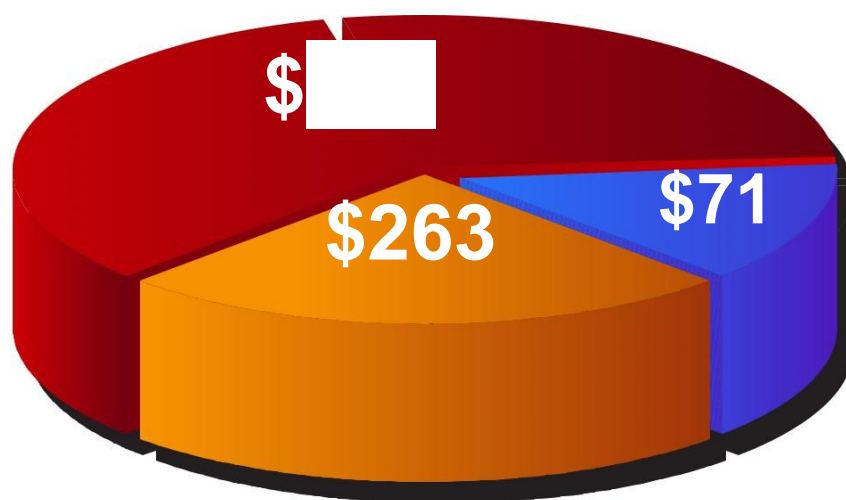
4.2 Market Growth Potential

Investors can invest in our token in PRE-ICO stage and they can hold our tokens for a while. When it will come on exchange, they can sell at higher prices. If they hold it for long term in web wallet, then we will share our event profit revenue also on regular basis. If they hold tokens more than three years, then they are eligible for our otc pink share distribution also. We will provide our share free for long term holders.

All the below mentioned problems will be eradicated, such is the potential of Crypto Media once Eventica Coin comes to market!!!

- **Fraud prevention:** Arguably, the biggest value is in eliminating fraud, especially on the secondary market. Ticket touts are notorious for bulk-purchasing tickets on primary markets and reselling them at inflated prices. The average purchaser of a resold ticket to a concert or music festival pays at least 49 percent more than its face value. Profits sometimes exceed 1000 percent.
- **Standardizing ticketing protocol:** This refers to the structure of ticketing records. Most industries have standardized exchange protocols in place but nothing to cover ticketing. Blockchain introduces better control into the marketplace.
- **Detailed history of payment transactions:** Event managers know ticket owners' identities and have visibility into all previous transactions, allowing them to see if a ticket has been resold and at what price.

THE EVENT PLANNING INDUSTRY AT A GLANCE



Total spending for events worldwide has reached \$650 Billion dollars annually



5. INTRODUCTION TO PROJECT

5.1 Applications of Blockchain on it (USE CASES)

Blockchain, like any other breakthrough technology, is gradually finding application in other industries. Two of the biggest issues in Ticketing are fraud and extortionate secondary market (resale) ticket prices. One “Top-of-the-world” solution is using Block-chain technology to enhance the security of ticket sales and regulate the marketplace. Here, we look at a few ways in which Blockchain technology can revolutionize the Crypto Media.

- **Blockchain Attendance Tracking & Ticket Scanning Systems**

Crypto Media will implement blockchain security in printed tickets and scanning technology. Eventica Coin foresees many of the large technology and entertainment conferences using software and hardware systems to implement a form of touch less attendance tracking systems. Eventually, maybe in the next 5 to 10 years, we may see facial, biometric, and body recognition technologies implemented in their “at-the-door” ticketing and attendance tracking systems. Basically, we think we will start seeing major events using blockchain driven technology that would allow attendees to show up at events, walk through a biometric scanner, where they would have their face scanned and validated against a computerized guest list. Upon arriving at the event, attendees will be greeted by name, a badge will be printed, and a customized list of sessions or exhibitors (based on their interests) will be sent to the attendee’s mobile device, where they can view information and special offers from vendors.

- **Blockchain Registration Systems to Streamline Ticket Sales**

Depending on how you look at it, this is where things get creepy or exciting for attendees. Pretty soon many countries will have implemented some form of digital identification using blockchain technology as the backbone for security. Meaning, that almost all citizens in most major countries will have some form of digital identity that can be used without compromising personal security.



Are you starting to see where blockchain technology can be used for online event registration and ticket sales? Using your digital identity, we would likely to be able to register for events and pay for tickets without having to fill out complicated registration and payment forms. By entering your digital identification number or scanning your hand or face, online registration systems would simply use the available information from your blockchain identity to register for the event and purchase tickets on your behalf, automatically, using artificially intelligent computer systems.

- **Automated, Artificially Intelligent Ticketing Platforms with a Blockchain Backbone**

As major event ticketing companies start implementing artificial intelligence into their ticketing platforms. We may even start seeing event goers create profiles on major event ticketing companies that allow those same companies to automatically register their members for upcoming events, conferences, and workshops, based on their member's like and interests. These systems will most likely be integrated with a wide array of artificially intelligent systems that will handle everything from purchasing tickets automatically, to securing travel, and hotel accommodations their member's behalf.

- **Blockchain Payments for Tickets**

We are already starting to see many major payment gateway providers implementing blockchain payments, such as Bitcoin into their systems. This trend will continue to rise in the coming years, with many companies, such as Apple, Google, and major banks implementing their own flavor of blockchain technology for payments.

Of course, many ticketing providers will likely start accepting blockchain payments by default, as they are most likely using one of the major payment technology providers, such as Payment Gateway Credit Card Processing to Accept Payments Online or Any-where, Stripe, or PayPal.



5.2 Platform and Features

1. Conference & Event Management

Conferences are among the most important events that professional event managers organize. The term “conferences” can apply to a variety of gatherings from a group of researchers who meet to discuss scientific results to a group of sales people who are training. Conference planning can be the responsibility of a corporate employee or a professional meeting planner. Everything about the planning of conferences is included; from important steps in the planning process to conference types and their requirements.

Event Coin offers you solutions for your corporate and business meetings, conferences, events and exhibitions, from design to execution. We engage with specific industries and professionals to create conference and event platforms that enable new business partnerships and opportunities.

If you want us to simply manage your event, our team is committed to delivering an excellent and flawless event outcome that will leave your guests with a memorable experience. With a dedicated team in place, we are able to handle all your requirements, from research, program development and content, speaker acquisition and management, marketing and branding, operations and logistics, technical solutions to local and international entertainment.

2. Exhibition Management

The exhibition is a key element of our conferences and has proven to be one of the greatest and most effective forms of business networking and marketing tool for showcasing an organization’s services, technologies, products and solutions. In addition, many event delegates and participants want to not only attend the various session discussions and debates but also maximize their investment and time by networking with the exhibiting organizations.



Our Exhibition Management Services include:

- Data and research management
- Full exhibitor support for all required services, pre- and post-event
- Comprehensive onsite exhibition management
- Maintaining supplier relationships and ensuring superior service delivery
- Creating and distributing exhibition technical manuals, floor plans, prospectus and other materials
- Regular financial reporting, contract management and general administration

3. Consulting & Advisory Services

Event Coin works with companies to optimize their ICO launches. We offer flexible and tailored conference and event management services for governments, public and private sectors. We can provide advisory services, help you research and develop specific program content or provide you with targeted conference, event and exhibition solutions to help you achieve your desired goals. You can therefore use part or all of our professional conference organizing and management services.

4. Crypto news Live Channel – MediaHouse

We are happy to say that crypto media channel token is a first it's kind of project in coin industry to implement Crypto News Live Channel – Media House. People have to buy events ticket from our tokens. Who will buy with event our tokens we will give them special discounts. We will provide the merchandise for the visitors free who will buy event tickets from out tokens We will try to arrange some hotel booking discount for our ticket buyer from our tokens also as we will work as a corporate too. We will give discount in ads and marketing and in events for the project that will support our token as a medium of payment and exchange. We will provide the special royalty program for the long term holder in our project.



Added Features

Services provided by Eventica Coin also include:

➤ Meetings and Conferences

Eventica Coin offers you solutions for your corporate and business meetings, conferences, events and exhibitions, from design to execution. We engage with specific industries and professionals to create conference and event platforms that enable new business partnerships and opportunities. With a dedicated team in place, we are able to handle all your requirements, from research, programme development and content, speaker acquisition and management, marketing and branding, operations and logistics, technical solutions to local and international entertainment.

➤ Exhibitions and Trade Shows

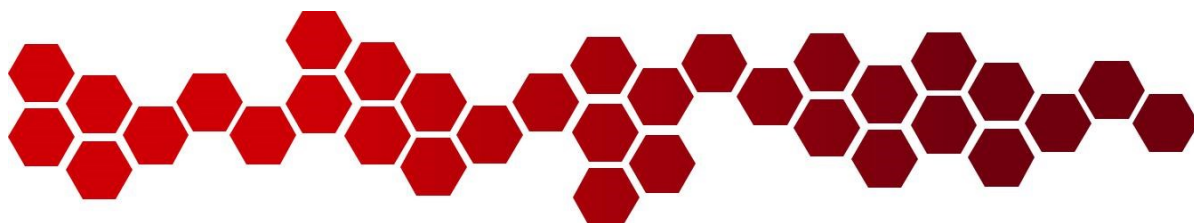
Trades shows and exhibitions can prove to be brilliant ways to promote individual business as well as collective trade. Moreover, they play a pivotal role in helping businesses; meet with other players of the industry which fosters the process of learning. A trade show is essentially an event meant to exhibit the goods and services belonging to a specific industry to the potential buyers and businesses. Exhibitions are also similar in nature, with the only difference being that they are open for general public as well.

➤ Product Launches

Product launch events are essential to the existence of businesses, but are critical to startups. Product launches are designed to achieve the specific purpose of creating awareness and publicity for a particular product/brand.

➤ Inaugurations

We also ensure that inaugurations are held in order to boost the success ratios of different ICOs including startups as well.



➤ Gala Dinners

Gala Dinner events can be held to celebrate, reward or engage an audience with a brand or service. The evening event will generally feature a three of four course meal where guests are seated. Gala dinners also often involve the presentation of awards such as long service awards, sales person of the year, etc.

➤ Anniversaries

Celebrating anniversaries is also part of our services. Celebrating the past achievements and success stories will help in boosting the confidence of others in a positive way.

➤ Corporate Awards

Corporate awards ceremony will feature four discussion panels devoted to the most topical issues – Tokenization, Legal, Mining, and Coins. The leading industry experts will get together to discuss anything and everything widely disputed in the crypto world.



5.3 ITP – Independent Ticket Partner Program

The reason why Eventica Coin will be a success is because of its main successful feature: ITP - Independent Ticket Partner Program. ITP program is a 'first of its kind' pro-gram in the Event Management Industry with a potential to earn thousands of dollars every month without having to invest any money. (Like Franchise, we can give away upto 50% discount on event ticket price). ITP aims to put an end to the large scale ticket touting scandal plaguing the live events industry.

ITP is set to revolutionize the ticketing market, using blockchain technology to make the ticketing industry a fairer place to operate. Their aim is not to disrupt the industry, rather to become part of the buyer's journey providing greater security that also tackles industrial touting and counterfeiting. After rigorous testing at live events and the completion of stress testing, ITP's radical system can now be implemented across multiple ticket vendors.

ITP or Event organizer provide tickets and package selling points to users and exhibitors via P2P, Applications, Website and PDS. The Event Manager creates tickets or Event Blockchain which is stored as Ticket / Event Pass, which then allocates tickets and ITP to Event Organizer. Users or exhibitors can redeem at events and the subse-quent tickets are burnt at the event with the help of ITP. Move ticket sales to the Inter-net, manage multi-channel ticket distribution from a single system, and build a rich product o ering that exactly matches the needs of each audience group; these are some added specifications to this incredible feature. We are also able to manage and optimize ticket sales across multiple distribution channels from a single system.





5.4 Virtual Events

Facilitating an event can undoubtedly cost organizations thousands, even millions of dollars—and the bills pile on quick. There are the costs of leasing space, gear, seating, lighting, embellishments, corners, and employing caterers. There's a lot of traveling involved and a various number of lodgings. Considering dumping everything and going virtual?

A virtual event utilizes social media technologies to give you everything on a physical occasion without physically attending it. It includes interfacing individuals sharing a typical virtual condition on the web, instead of meeting in a physical area. Virtual events are exceedingly intuitive, looking and feeling a ton like their physical partners.

The present virtual occasions are multi-faceted, easy to understand and very interactive. Advances have progressed to the point where virtual events look and feel amazingly like their physical partners. Virtual occasions can be utilized to convey everything from extensive get-togethers, official introductions, trainings, departmental gatherings and item advancement sessions driven by everybody from the CEO and divisional presidents to item specialists and HR. In doing as such, an organization cannot just cut down on the requirement for corporate travel, yet additionally fabricate a more grounded feeling of shared vision and network inside the association.

Virtual occasions additionally permit a possibly more noteworthy breadth of customization alternatives. The main constraint to virtual occasions is your own particular creative ability. Space can be huge or little; basic or expound. Suppliers have made past virtual events that resemble convention centers, shopping centers, real physical land-marks, and areas like London or New York. While redoing a virtual occasion isn't modest—top suppliers charge somewhere in the range of \$50,000 to upwards of \$70,000—it's positively thousands of dollars less expensive than the customary option.

Famous employments of virtual events incorporate virtual tradeshow, virtual job fairs, virtual interpretation meetings, virtual sales meetings, and virtual extensive social events. Virtual events are utilized to convey presentations, trainings, departmental gatherings and sessions driven by partners and friends officials to item administration and HR.





Virtual environments are turning into an undeniably critical piece of the marketing blend. For advertisers, virtual events can give a rich wellspring of marketing information, in light of the fact that the activities of every member can be followed and assessed. A virtual engagement index is a variable to gauge interaction quantity and nature of members. This is an extremely valuable instrument for business people who might then know the nature of the lead they are seeking after; anyway not all suppliers offer this element yet.

Eventica helps virtual events in allowing to offer a number of ways for participants to connect and communicate. Webcasts incorporate live presentations or pre-recorded videos where the moderators are accessible for inquiries and answers toward the finish of the session – a strategy called Simulive. Virtual stalls, forums, and assigned gathering places enable members to interface with event staff or individual participants utilizing on the web talk, video and voice. Members can use their social media inside the event to frame intrigue gatherings or discover similar people. They can likewise share the discoveries to their online networks, frequently prompting the viral popularity of an event. Virtual events are not only a way for companies control budgets but also reduces their carbon footprint. In this way, Eventica plays a major role in connecting people without spending loads of money with the help of Virtual Events!!



6. PRE-ICO and ICO

As any blockchain startup, we first offer the crowd to get familiar with the platform in the form of ICO. Along with the popularization, it also allows the crowd to invest in the platform. The Crypto Media token is widely used inside the Crypto Media platform and hence acquiring some on early stages may be a nice opportunity for future investment activities inside Crypto Media. The Pre-ICO and ICO period allow users to buy coins at a discounted rate. So the sooner you buy them, the more you get for your money. To further encourage people to buy these coins early, Crypto Media also offers a substantial bonus for early participation.

The ICO period usually lasts for a few weeks and has a goal attached to it. In this case, we call this Set Funding in which all funds returned if the project doesn't meet the stated goal. For projects with strict minimums, this option can give the creator more comfort if the campaign doesn't go as expected. This option would automatically place the funds on hold until the campaign ends. The other option is Flex Funding where all funds are kept by the project creator even if the project doesn't meet its stated campaign goal. Flex is the most popular funding campaign choice.

Most ICOs are paid for in cryptocurrencies or by donations made directly in fiat (normal) currencies. There is some debate about whether ICOs should accept fiat currencies. As of now, Crypto Media ICO will be paid and processed with cryptocurrencies only. Before taking part in an ICO, you need to check if your country allows you to do so under its financial laws.

Once the ICO, has ended, you will be able to purchase Eventica Coin through third-party exchanges. The Eventica Coin will be tradable with other users of the currency, creating a sub-economy. Many things can impact the value of a coin, such as:

- The amount of supply and demand for the coin
- The number of trades that happen with the coin
- If the coin is listed on any third party exchanges
- The overall success of the project



7. ROADMAP

October 2018

Presale.

January 2019

Token Distribution

February 2019

Exchange / Coin MarketCap
Listing

July 2019

Android & IOS
Application Launch

November 2018

ICO Crowdsale

January 2019

Practical use case enabling
In Events

April 2019

Q1.ITP Program Initiation
(Independent Ticket
partners)
Q2.Building Strategic
Partnerships
Q3.Android & IOS
Application Lanuch
Q4.Media House for Live
Crypto news & Interviews

October 2019

Launch of Media House for
Live Crypto News &
Interviews



EVENTICA

8. TOKENS, ALLOCATIONS AND DISTRIBUTIONS

8.1 Token Allocations and Use of Funds

Crypto Media will seek funding through an ICO (Initial Coin Offering) in April 2018. The Crypto Media token sold during the token launch is known as the Eventica Coin. This is the only time that these tokens can be created, and therefore the total supply of Eventica Coin is fixed.

To achieve all the goals stated in the roadmap with regard to the development of the Eventica Coin, the team launches a crowd funding campaign based on the Token Sale model.

The total tokens supply: 300,000,000 - three hundred million tokens.

Coin Name: Eventica Coin

Coin Abbreviation: EVC

Total Coins circulated: 140,000,000 Coins

The extra 160 million coins are used in the crowdfunding and will be implemented in the Blockchain when the system is up and running. Money from the investors will be used in the development of the project and therefore will be continuous throughout the ICO.





Pre-sale price will be \$0.05 per Eventica Coin and the ICO price would be \$0.10 per Eventica Coin.



8.2 Crypto Media Token Issue

Token Name	Eventica Coin
Used Blockchain	Ethereum ERC20
Nominal Price	0.10 USD
Type of Token	Utility
Issuer's Name	Crypto Media
Total Supply	300,000,000
Supply for Sale	200,000,000
Soft Cap of Project	2.5 million
Hard Cap in Crowd sale	5 million
Payment Accepted	   ethereum BitcoinCash
WEB site for Token Sales	www.eventica.io

Within 30days After

All unsold tokens will be burnt

**No token creation
after the ICO**



9. TEAM

The team consists of Programmers, Engineers, Designers, Mining Experts, and Financial Specialists. The team which has a diverse and multi-cultural background...



10. CONCLUSION

The Eventica Coin team aims to overcome the technical and operational problems currently inherent in various cryptocurrencies. We aim to create value for coins while suppressing the centralization of power. The multi-algorithm mining enables energy-efficient and fast transactions. The Eventica Coin blockchain will provide the lightest and fastest framework with determinability and accessibility to create and execute contracts above. Our team aims to achieve these goals while utilizing the security and integrity that can be achieved with block-chain technology.

With clear Roadmap and essential planning, we plan to kick-start Eventica Coin cryptocurrency offering in the market. With ample amount of space to grow, the crypto-currency market is the beginning of a new eco-system and with Eventica Coin; we have planted the seeds of staggering growth.

Eventica Coin will be the trading coin of a coming exchange and its price may double after the launch of our new exchange. So, hurry and take the opportunity before anyone else!!

