COTTON COIN

SAVING LIVES IN THE COTTON INDUSTRY

www.cottonco.in

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1.0 Abstract

Thank you for taking the time to read the COTTON COIN Whitepaper. This paper is the result of collaboration between cotton farmers, agents, buyers, blockchain specialists, government officials and business advisors.

For centuries, the cotton industry in 3rd world countries has been operating on an archaic system prone to data manipulation and payment inefficiency.

COTTON COIN resolves these major issues by using blockchain technology where all data and interactions are auditable, transparent and secure way on COTTON COIN's distributed ledger.

COTTON COIN's versatile solution enables instant peer-to-peer payment, cotton authentication and grower-to-buyer traceability. It also features two front-end dApps for the B2B and B2C markets, offering a plethora of services such as cotton advice, live price monitoring and comprehensive tracking.

1.1 Cotton Industry

Popularly known as *white gold*, cotton is the world's most in-demand commodity.

It is the most commonly used natural fibre and is in nearly 50% of our clothing and 80% of our bedding accessories.

Although cotton has a clean, wholesome image long cultivated by the garment industry, in reality, it is not.

Cotton is one of the most chemically dependent crops in the world. While only 2.4 % of the world's cropland is planted with cotton, it accounts for 24% and 11% of the global sales of insecticide and pesticides respectively.

Some genetically modified (GMO) varieties, which are resistant to some insects and tolerant of some herbicides, now make up more than 20% of the world's cotton crop.

About 20 million tonnes of cotton are produced each year in around 90 different countries. China, United States, India, Pakistan, Uzbekistan and Brazil account for over 75% of the global production.

1.2 The Problem

As lucrative as cotton trade might be, it is tough being a cotton farmer.

For over two hundred years, the cotton industry has been plagued by various problems: poor working conditions, non and delayed payment to farmers, poor quality cotton, environmental pollution, lack of government support, corruption, scams and more.

This has only worsened with time as global warming and ozone depletion made the weather highly unpredictable and unfavourable to cotton farming.

All these affect the quality, consistency and sufficiency of the crop.

It's every cotton farmer's nightmare.

Therefore, it's not surprising to learn that more than 300,000 cotton farmers in 3rd world countries like India have killed themselves since 1995.

Mostly by hanging or drinking *Mosanto*, a very potent pesticide.

A study by the *International Food Policy Research Institute* revealed that indebtedness and destitute as the main reasons.

2.0 Solution Overview

Since 2015, we have been working closely with key players in the cotton industry to resolve procurement issues and improve global distribution.

The most pressing issues that we have identified are lack of funding and trust.

While developed countries like the US is more supportive of their farmers with their progressive Farm Bill, the same cannot be said of 3rd world countries.

Not only are farmers being given inadequate subsidies, payments from government entities mostly never reach these farmers due to corruption.

The cotton industry is constantly threatened by debates, lawsuits, inefficiencies and scams that even data coming from a 3rd party traceability system is viewed with suspicion by the participants.

For such an important commodity, it's high time that a viable solution is found.

2.1 Our Solution

We needed a technology which ensures that the cotton related data cannot be corrupted or modified in any way, by any party.

Thanks to Satoshi Nakamoto, the anonymous creator of blockchain, we now have the most appropriate solution: COTTON COIN.

COTTON COIN runs on blockchain protocol that creates a trusted transaction ledger to integrate consumers, supply chain participants and authorities in one ecosystem.

COTTON COIN has a built-in peer-to-peer payment network can be used as an alternative to fiat currency, offering instant payment by bypassing corrupted intermediaries.

In addition, COTTON COIN has a backend growers-to-buyers blockchain traceability solution that can manage more than 1,000,000 transactions each day.

Once implemented, we are expecting a vibrant ecosystem involving more than 10,000 agents and 30 million participants (farmers, agents, buyers etc) throughout the world.

Two front-end B2B and B2C dApps help to authenticate cotton sources, tracks delivery and monitors cotton prices.

Our versatile COTTON COIN solution will help to improve the distribution of cotton, resolve procurement issues, fight off corruption, support fair trade, and build trust among the cotton supply chain companies, consumers, and authorities in the emerging markets.

We believe that building a self-sustainable business through proper management is better than any type of government aid.

Our mission is:

- To make Cotton more transparent
- To democratize the access to Cotton related information as a common property
- To enable technology to become the "authority"
- To reduce the scale and effect of epidemics and Cotton frauds in emerging countries all around the world
- To educate people through incentivizing conscious consumer behaviour
- To help small Industries to be more competitive

3.0 Instant Payment System

COTTON COIN is an ASIC-resistant utility coin with X11 hash algorithm. This is important as we do not want miners, who are neither in the industry nor supportive of cotton farming, to benefit by generating and dumping COTTON COINs into the exchanges for quick profits.

It is our intention to stabilize the price of COTTON COIN by reducing open-market volatility.

	MASTERNODES secure blockchain network and make transaction instantly. In return, node holders get a high daily reward.
	DECENTRALIZED peer-to-peer technology does not require a 3rd party like a bank to complete the transaction.
	DARKSEND enables you to send anonymous transaction to another party.
	PROOF OF STAKE provides extra coins to node holders as well as helps to secure the network further.

	GLOBAL PAYMENT system that's fast and secure.
	SECURE ENVIRONMENT provided by X11 hash algorithm.

4.0 Versatile Traceability System

COTTON COIN enables all companies of the cotton supply chain to manage logistics and cotton safety related data in their operations. Identification tools of various technologies are applied to planting, transport and cotton packages to enable the tracking of items throughout the whole supply chain. Cotton products in retail can be traced back to their origin together with cotton safety related information.
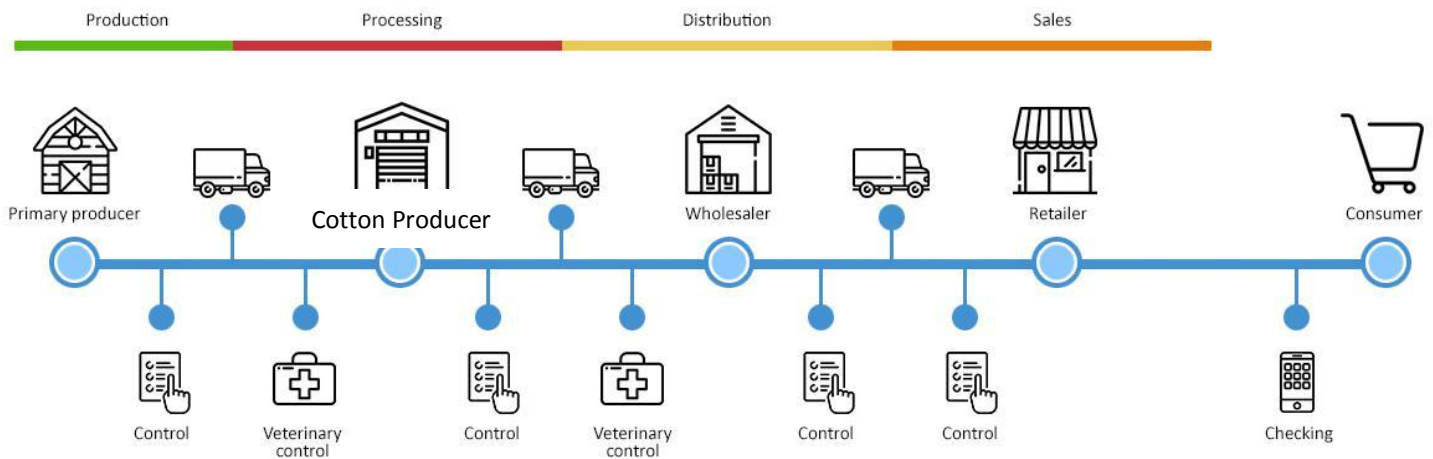
The basic process of the cotton supply chain can be broken down to a series of activities. The roles, activities, and their input / output data can vary in different categories, and in different countries. COTTON COIN's modular structure enables it to easily customize the process flow, and its data requirements according to the requirements.

Connecting the physical and digital is done via QR codes with COTTON COIN's mobile dApps, to read/write/update data about a tracked item.

Additional features:

Cotton safety alerts

Cotton safety alerts are built into the whole process and can be triggered by certain events. E.g. if a Cotton transport takes longer than the average, it can trigger an alert at the receiving side to check on the transport for suspicious activities.

Reputation system

An internal reputation scoring system helps supply chain participants to rate their own suppliers through their common business transactions.

Supporting conscious consumer behaviour

COTTON COIN provides a mobile dApp for consumers to check the history and cotton quality of the cotton products and provides incentives for frequent usage.

5.0 Industry Management Tool

5.1 B2B Mobile dApp

COTTON COIN provides a multilingual mobile admin dApp, optimized for low-end phones.

Using the dApp is role based, each role (e.g. Industry, refine house, packaging house etc.) has its own processes, menus and functions such as:

Logistics transactions - sending and receiving transport, verifying information provided by the previous step

Cotton safety information - providing weight, package number, farm name, etc.

Identification tool management – inventory and ordering of identification tools and transactions

Authority tools – functions of the supply chain enforcement for the authority.
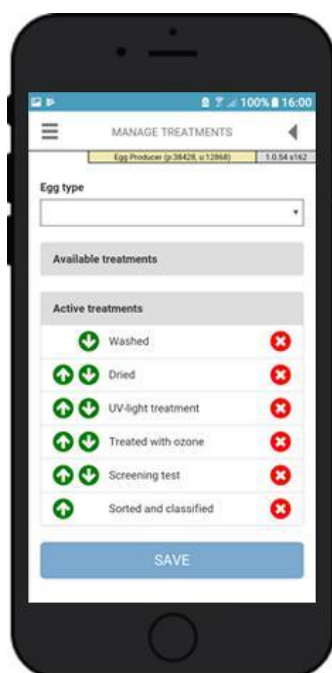
The mobile dApp uses the phone's camera to read 1D/2D barcodes to identify items (Cotton package, transport, Cotton product) as part of processes.

Standard interfaces

COTTON COIN is open towards companies with third-party logistics or traceability solutions. Traceability information can be sent to the system through standard interfaces. Supply chain companies which have their own identification tools, can request identification serials through an API.

Reporting tools

Supply chain participants automatically get daily, weekly, monthly reports with tables and charts about their activities.

6.0 Retail And Consumer Tools

6.1 B2C Consumer Mobile dApp

Besides supply chain members and the authority, COTTON COIN is transparent towards the consumers as well.

A B2C consumer mobile dApp enables consumers to read the QR codes, and view the history and characteristics of the cotton they intend to buy.

The mobile dApp is available for downloading on Android and IOS smartphones.

6.2 Cotton Registry

As part of the Cotton safety tools provided to authorities, our Cotton Registry and management solution enables national or international authorities to get certain regular status reports from Industries. From basic cotton inventory information to sales and export reports, the system provides a wide range of information. To provide the necessary data, Industries need to download an easy to use mobile dApp or connect their systems to our API.

In the 2nd phase, the system will be extended with AI based smart pandemic forecasting and alerting modules, to provide authorities with tools to prepare for, and to limit the effects of potential outbreaks.

7.0 Blockchain Utilization

7.1 Why the Cotton Industry Needs Blockchain?

The data provided by the supply chain participants must be **immutable**. Due to the significant distrust and suspicion among consumers, supply chain companies, and authorities (caused by numerous cotton frauds and corruption), only **technically unalterable** logistics and cotton quality data can provide credibility.

As the data in the system is a **common property** of all participants. It must be stored in a **shared, distributed ledger** to provide transparency.

Although cotton safety related data form all over the world is a property of ours, data accessibility must be **public and democratic**.

Because the economic inequality is one of the largest social problems and we need a technology which helps to create a **fair access to data**, know-how, and income.

Because corruption is a global economic problem, and the cotton sector in emerging countries is one of the most affected sectors, incorruptible cotton history information leads to **transparent** cotton supply chains, which can make a difference in public health, and literally save lives.

Blockchain Structure

Blockchain is implemented for two purposes:

1) Token Transaction Ledger

The token payment solution will be implemented on a public network using COTTON COIN.

2)   Traceability Transaction Ledger

Transactional and cotton related information will be stored on a private blockchain and will be driven by an internal technical token: the Transaction token.
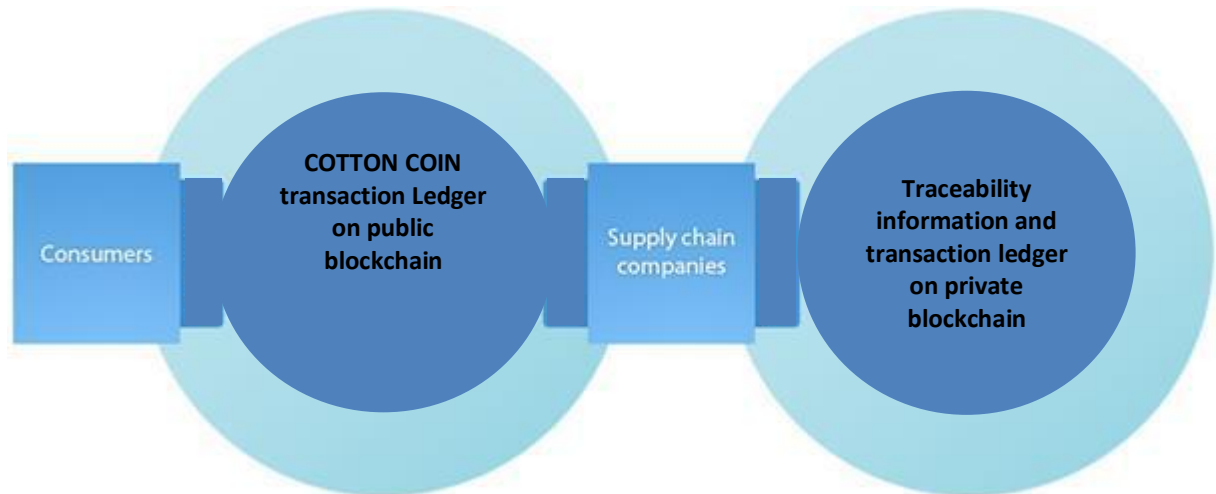
Supply chain companies will have a COTTON COIN wallet on the public network, which can be accessed directly or through the COTTON COIN mobile app, a Transaction wallet on the private network, which can be accessed by the COTTON COIN B2C mobile dApp.

8.0 Utility Token

COTTON COIN can be used in various ways:

Toll: To use COTTON COIN's blockchain traceability ledger, supply chain participants will need to pay for transactions using the token.

Value exchange: There is a lot of information provided by certain type of supply chain companies, which is valuable for other supply chain companies.

Value exchange: Consumers get tokens as reward for using the COTTON COIN consumer mobile dApp in retail, reading the QR code and viewing the Cotton history. This way, the system incentives conscious consumer behaviour.

Value exchange: Consumers can use the tokens to order cotton analysis services. They remove a part of the cotton product and send it to us for analysis. Within 1-2 hours, you will receive the results of the cotton analysis in electronic format.

Right: Token holders can rate supply chain companies with which they are in connection with, so the system can maintain a supply chain company scoring system.

9.0 Tokenomics

9.1 Buying Traceability Transactions

Supply chain participants indicate the number of transactions they want to buy in the COTTON COIN B2B app. To cover the cost of the desired number of transactions, they can buy COTTON COINs for fiat money or ETH on the Exchange, and store it in their COTTON COIN wallet. The smart contract automatically deducts 10% of the COTTON COIN tokens, and 9% is exchanged to transactions on a fixed exchange rate for supply chain reimbursement (See the **Reimbursements** process), transfers 1% to the COTTON COIN Consumer Rewards wallet, exchanges the tokens to transactions on a fixed exchange rate, the remaining tokens are distributed to the solution provider. On the private blockchain, COTTON COIN deposits the purchased transactions to the supply chain participant's Transaction wallet.

9.2 Reimbursements

Each time a supply chain participant buys transactions, 9% is exchanged to transactions on a fixed exchange rate for supply chain reimbursement. Daily once, an algorithm selects the supply chain companies to share the tokens.

On the private blockchain, COTTON COIN automatically deposits the transactions to the selected supply chain members' transaction wallet.

9.3 Paying for Value Added Information

Supply chain companies (value providers) can set a price / item on specific Cotton related data they provide.

If other supply chain companies (the buyers of the value providers) want to obtain those information, a smart contract deducts the total price (value added information price multiplied by the actual number of the received tracked goods) from their COTTON COIN wallet, transfers the COTTON COINs to the value provider's COTTON COIN wallet.

9.4 Rewarding Conscious Consumers

Consumers check the COTTON COIN tracked Cotton product's QR code using the B2C mobile app. A smart contract automatically transfers a pre-specified amount of COTTON COIN tokens from the COTTON COIN Consumer Reward wallet to the Consumer's COTTON COIN wallet as reward.

9.5 Selling Tokens

Supply chain participants and consumers can sell their excess tokens on the Exchange for a desired rate. It creates a selling offer on the Market. Buyers can buy tokens on a desired rate, when they match, the deal is written in a smart contract. The seller's COTTON COINs are transferred to the buyer's COTTON COIN wallet.

10.1 Transaction Ledger

Due to the fact that data stored in a the country-wide COTTON COIN system is extremely sensible from a governmental viewpoint, we assume in most cases, storing transactional data on a public blockchain network will not be acceptable for governmental customers.

The blockchain layout differs from the traditional public ledger network model, for the planned solution is heterogeneous based on real world business logic. The protocol will route it's mesh network not on traditional IPv4 or IPv6 methods like kademilla, but use existing business logic called "contract routing". Rhyno Technologies is by default part of this contract routing as per the EULA, and additional partners interacting with the smart-contract framework can find other partners based on this mesh network.

While self-marketing takes place with known blockchain paradigms, business logic requires private information retrieval that will be implemented using quantum safe lattice cryptography and zero-knowledge transactions as seen in EIP207 and EIP760.

Having a heavily USD-backed marked, interoperability with the utility token is a must, which will happen transparently for end-users, putting the exchange mechanism under the same consensus model for the USD market as seen for the token itself.

Data storage shall make use of decentralized storage to mitigate redundancy, where nodes can only store hashes known to not fall into their contract scope using bloom filters. This way we remove interest in unpinning sensitive data for doing so will ruin business reputation outside of the consensus model too.

Instant transactions for existing Cotton solutions where fee handling and block time acceptance is not an option, we offer a lightning network/tumble bit solution for instant off chain transactions, while preserving all guarantees of the network.

11.0   Other Planned Developments

11.1   Cotton Safety Sensor Tools

For Cotton, the environmental conditions of transportation are crucial for Cotton safety.

We plan to develop a special hardware product, which can be built in transportation vehicles and transportation boxes to measure these environmental parameters (temperature, humidity, time interval, geolocation), log them directly to blockchain, and build an analyser layer to send alerts when pre-set conditions are violated.

This tool provides proof if the Cotton is kept in appropriate conditions during transportation.

11.2   Marketplace

COTTON COIN already covers all logistical and Cotton safety aspects of the supply chain. To broaden the possibilities of companies, we plan to extend it with trading related data (e.g. pricing, inventory, contractual conditions), to create a virtual Cotton and Cotton marketplace which enables easier matching of buyers and sellers as well as wizard based contracting with automated conditioning (e.g. quality or transporting conditions), and escrow based payment.

12.0 Advantages of COTTON COIN

Credibility

Introducing blockchain to provide an incorruptible, unalterable ledger, combined with a smart Cotton safety alert system creates trust among consumers, authorities, and supply chain companies.

Cost effectiveness

To keep costs down, COTTON COIN doesn't require to use costly equipment or enterprise integration. The cost of tracking an item can be as low as $1 throughout the whole chain.

Methodology

We have a top-to-bottom implementation roadmap for emerging markets, which describes how to organize, train and communicate such implementation.

Consumer involvement

We provide a mobile app, and a token based motivation system to consumers to act more consciously when shopping for Cotton.

Pragmatism

Changing processes of the supply chains need time. COTTON COIN doesn't disrupt current contracting or payment methods. It extends them with trusted technologies.

Reimbursement

Supply chain participants can get reimbursements for providing more Cotton safety information. This is important to make Industries committed to provide proper traceability data.

Interoperability

Whole-chain approach and general standards (GS1) provide interoperability beyond borders, and the opportunity for participants to mitigate common redundant actions.

Customized approach

COTTON COIN can be used as a full-scale tracking solution as well as a transaction ledger on top of an existing traceability The system to follow the custom elements of the customer's processes.

Flexible business models

COTTON COIN can be implemented by a government or institution in B2G model, or by companies (eg. Cotton producer) in a B2B model.
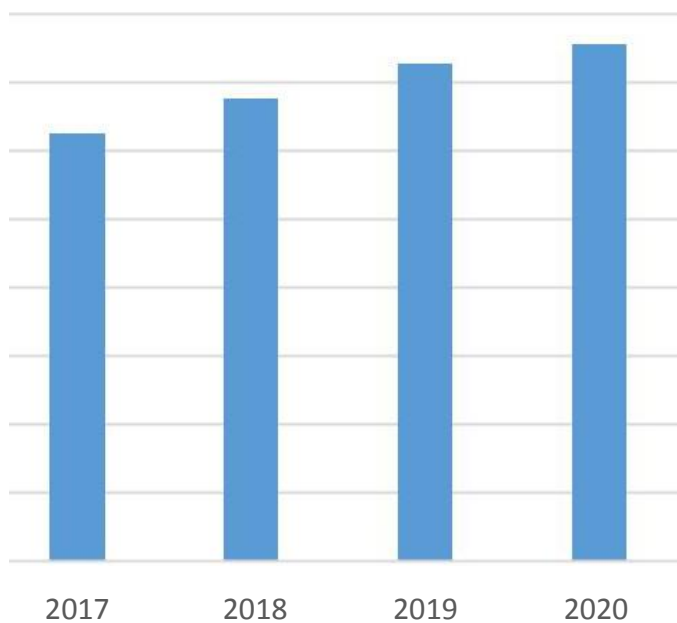
13.0 Business Plans

Detailing the business plan serves informational purposes only, and intended to ensure token sale contributors that the company will be able to provide the services they buy for a long term.

13.1 Market

Market Size

Global COTTON market will reach $15.1 Billion by 2021 (Allied Market Research).

Target Markets

COTTON COIN's primary target markets are the emerging countries. The reasons: 65% of the Cotton frauds happen in the emerging countries. In many emerging countries, corruption is very strongly present in Cotton supply chains, and is a major obstacle in making supply chains transparent.

However, there is a strong will in governments to make this Cotton cleaner, which gives a strong regulatory background. Supply chains in emerging countries lack any form of a traceability system. But they have the opportunity to skip several stages of technological advancement. They simply leave out DOS based applications or Excel, and jump from paper based transaction register directly to blockchain based, mobile app driven operation using QR codes.

Growing middle-class in emerging countries, and increasing awareness among population drives growing demand for consumer level product history insight. Our technology and implementation methodology fits perfectly in the needs of emerging countries. Emerging countries represent 60% of the world's population and 45% of its GDP.

13.2 Market Analysis

Challenges in the COTTON COIN Market

Difficulty	Solution
Long implementation time (6 – 12 months)	The funds raised on the Masternode presale shall provide liquidity during implementation
Face-to-face trainings require a lot of resource and organization	We have large experience in building and training team
Authorities need a lot of consultations	We will provide a written guidebook and efficient consultation services to help authorities in their implementation tasks.
Finding local leaders in target countries is a tough task	We will put huge effort into the recruitment of the leaders in the target countries and offer them convincing incentives to motivate them.

13.3 SWOT Analysis of COTTON COIN

Strengths

- One of the largest tractions

- Cost-effectiveness, as COTTON COIN is the cheapest solution on the market

- Practical implementation methodology through experience

- COTTON COIN ecosystem with a wide range of synergistic tools and applications

Weaknesses

- Lack of international awareness

* Large initial funding to kick off the project

- Few existing sales channels in the emerging countries

- Distance between the company leaders

Opportunities

- Cotton safety becomes an important development area in emerging countries

- Growing middle-class in emerging countries, and increasing awareness among population for consumer level product insight

- Cotton scandals became well publicized, which drives authorities to tighten regulations

Threats

- Government dependency (governmental implementation)

- Many conflicting interest (because of frauds and corruption) can affect implementations

- Government dependency (governmental implementation)

- Technological issues, and lack of best practices regarding blockchain cause uncertainty

- Cryptocurrency regulations (or the lack of regulations) can affect target markets

14.0   How We Plan to Overcome the Weaknesses

Lack of international awareness

We are planning to hold 10 - 2 exhibitions yearly, attend 20 conferences, and for the first 3 years, come up with targeted B2B and B2A marketing activities. We already exhibited at three trade fairs and our experience shows that government and media representatives are open to the topic of Cotton safety, and accept our practical arguments.

Lack of funds for expansion, because our business model needs 1-2 years for ROI

Our main goal with the Masternode presale is to raise funds to finance the international expansion of COTTON COIN. The funds will provide the necessary liquidity to implement the systems in the PPP model.

Few existing sales channels in the emerging countries

We will aggressively look for local and international partners to find channels to the governments and supply chain participants. We have convincing arguments, we just need to find the leads.

15.0 Marketing And Sales Strategies

15.1 Market Expansion

COTTON COIN operates in a buyer/authority driven market. According to this, the potential target customers/partners list are (in descending order of importance):

- Cotton safety authorities

- Trade and export authorities

- Cotton producer and export organisations Retail chains

- Other Cotton supply chain participants

15.2 Drivers of Traceability Implementation

Governments

- Improving Cotton safety and public health

- Improving exports – an important aspect if an important export target country (like China in Southeast Asia) requires traceability when importing Cotton and Cotton products

- Improving transparency in the Cotton to fight grey markets, to gain more Value Added tax.

Professional organisations

- Defending represented brands from counterfeiting Improving exports

Cotton supply chain companies

- Avoiding large scale recalls Improving exports

- Defending their brand from counterfeiting

- Improving Public Relations through credibility

- Avoiding redundant activities (e.g. double vaccination)

For both governmental and private implementation of COTTON COIN, we give priority to target countries:

- which export to markets that require (or prefer) tracked Cotton and Cotton where multinational companies are already our customers and where Cotton fraud scandals get large publicity

- where most of the Cotton sector is dominated by small companies, which don't have the funds for expensive traceability solutions

16.0   COTTON COIN Specifications

Token name	COTTON COIN
Token symbol	COTN
Type	X11
Total token supply	20,000,000 COTN
Premined tokens	2,000,000 COTN (10% of total)
Block Time	60 seconds
Masternode Collateral	3,000 COTN

Reward Distribution

Block Height	Masternodes	PoS	Budget
201-5000	80% (0.85 COTN)	10% (0.1 COTN)	10% (0.05 COTN)
5001-25000	80% (24 COTN)	10% (3 COTN)	10% (3 COTN)
25001-100000	80% (16 COTN)	10% (2 COTN)	10% (2 COTN)
100001-1050000	80% (8 COTN)	10% (1 COTN)	10% (1 COTN)
1050001-2100000	80% (4 COTN)	10% (0.5 COTN)	10% (0.5 COTN)
2100001-3150000	80% (2 COTN)	10% (0.25 COTN)	10% (0.25 COTN)
3150001-Infinite	80% (1 COTN)	10% (0.13 COTN)	10% (0.13 COTN)

17.0   Allocation of Funds

Detailing the allocation of revenues is for informational purposes only and is intended to assure token sale contributors that the company is sustainable and able to provide the services they buy for a long term.
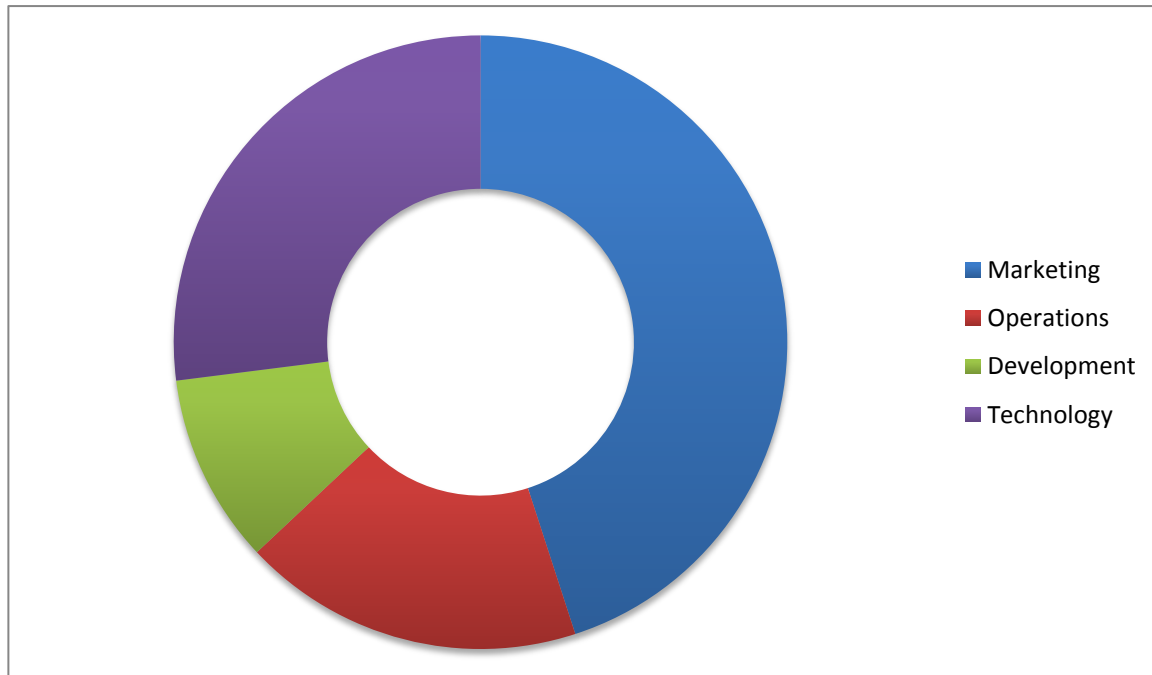
45%   Marketing Expansion

45% will be used for market expansion including online and offline marketing campaigns, seminars, public relations events and community building activities.

18%   Operations

18% will be allocated for operations, administration, financial and legal consultancy.

10%   Development

10% will be allocated to Cotton Coin and their advisors for research and development, strategic planning and project support.

27%   Technology

27% will be allocated for infrastructure development, tech support, function and security enhancement.

18.0 Roadmap

Q2 - 2018
- Idea Conception
- Platform creation
- COTTONCO.IN website launch
- Develop COTTON COIN'S payment platform
- Pre-sale ICO begins
- COTTON COIN wallet launch
- Social Media Marketing begins

Q3 - 2018
- Masternodes.pro listing
- DISCORD group (Opens to community)
- TELEGRAM group (Open to community)
- Exchange community voting bounties
- Acquire more partners
- Bounty campaign launch

Q4 - 2018
- Masternodes.online listing
- Attend agricultural trade shows
- Educate cotton farmers in India and Pakistan on Cotton Coin
- Meet with agents and officials in 3rd world countries
- Sign up users for COTTON COIN
- Begin developing the Traceability System and dApps

Q1- 2019
- COTTON COIN Wallet improvements.
- Attend agricultural trade shows
- Educate cotton farmers in New Zealand and Australia on Cotton Coin
- Sign up users for COTTON COIN
- Meet with logistics companies
- Integrating features in Traceability System and dApps

Q1 - 2019
- Planned listing on either Bittrex or Poloniex
- COTTON COIN features improvement
- Educate cotton farmers in Uzbekistan and Turkmenistan on Cotton Coin
- Continue to sign up users for COTTON COIN
- Meet with logistics companies
- 1st phase of testing Traceability System

19.0   Project Management Team

SHIV KUMAR
Chief Executive Officer

M.Sc in Mathematics and Theory of Relativity from Magadh University. SHIV KUMAR is the CEO of Jingle Infosolutions Pvt Ltd, a top software development company in New Delhi, India. As a pioneer of Enterprise Resource Planning (ERP) software for India's textile companies, Shiv and his staff of 25 have extensive knowledge, experience and contacts in cotton industry.

TAKESHI
Technical Director

TAKESHI holds a Master of Science in Distributed computing at The University of Tokyo. Previously a Full Stack Developer at Ubisoft Tokyo, and Blockchain Developer at NashTech Japan with over 15 years of programming and blockchain development experience. Takeshi recently worked on projects such as zaif.jp, bullxchange.io, psalm.io, Terrawatt, Cats, Cotn and many others.

PIOTR LEIB
Community Management

BSc in Computer Science from Wroclaw University of Technology, Poland. Founder of Promib.pl, a chain of computer hardware shops in Poland. A respectable Steemit influencer, Piotr takes charge of community management for Cotton Coin and Infinitus. His team organizes articles, contests and other events to raise awareness for our project.