

# FLATLAY® on Creditcoin

The only token-based affiliate network for influencers & brands in the world.

## Competitive Network Advantages

Creditcoin (CCOIN) compliments a solid business model with patent-pending features to make mainstream adoption of the cryptocurrency with P2P, affiliate & content driven marketplaces & retailers.

Creditcoin's potential behind mainstream network adoption is supported by the networks roadmap of incorporating power retailers, marketplaces & sales channels - Shopify, Magento, Amazon, Instagram, WeChat, etc..

Flatlay Rewards System incorporates a dashboard for brand workflow management on promotional campaigns with affiliate incentives, ensuring consistent reward payouts are done in CCOIN to re-contribute back to the pool.

Largest potential behind the adoption of CCOIN will occur as more platforms, publishers and marketplaces adopt its usage. The Flatlay marketplace and Flatlay Interactive Cards shared across web & social aid in contributions made to the CCOIN pool while increasing adoption.

Influencer campaigns can be published using Flatlay due to its attribution technology with a potential to claim a significant amount of the hyper growing segment that influencer content marketing focuses on. The market spend for social commerce and influencer marketing is anticipated to be +\$50B USD in the US and nearly \$1T USD globally by 2018.

In comparison to other token offerings, Flatlay is a viable platform with an established community of over 10k content creators, +5k brands & hundreds of retail marketplaces and premium publishers providing immediate value with the adoption of CCOIN's usage.

The more contributed to the Flatlay ICO, the more incentives we're able to provide its existing community of influential content creators & brands for promotional marketing. This supports the ignition of the platforms viral growth with its combined social universe of more than +100mm followers & fans.

Flatlay's mission to support the global democratization of ecommerce. The team is focused on making monetization accessible to anyone by removing restrictions inhibiting global collaboration. The blockchain enables content creators, brands & publishers to interact securely without restrictions versus the deprecated infrastructures & legacy regulations in place today.

Join us as we begin the new era of user generated commerce.

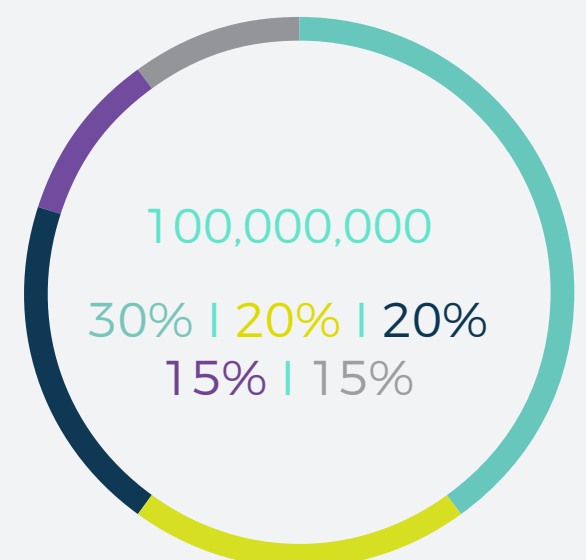
## ICO Specs

CCOIN will begin with 100,000,000 units. We're launching 100,000,000 CCOIN in the ICO, of which 70,000,000 are sold at ICO. The last 30,000,000 CCOIN units will be used for advisory & growth, such as marketing, rewarding active community members & referral bounties.

Note that the pre sale bonuses are paid out of this (30,000,000 CCOIN) fund.

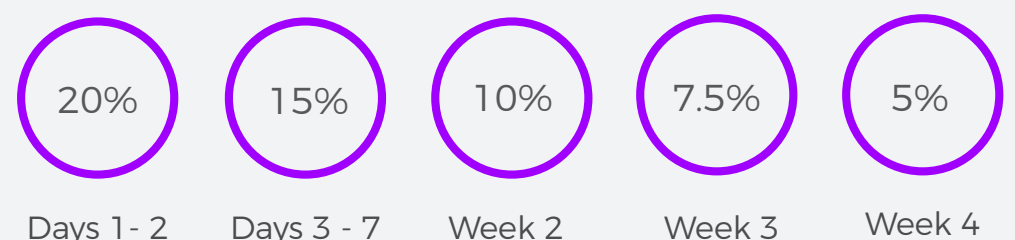
As for the ICO round - the funds will be utilized as follows:

- Product Support & Technology Enhancements
- Legal & Patents
- Marketing & Product launches
- Content Creator & Community Incentives (supporting ambassadors & referral bounty)
- Founding team



**Pre-sale is limited to 20,000 ETH and 4 weeks. If the pre-sale is completed before the four week time limit, it will be immediately closed. Bonuses are booked according to arrival times & will be disbursed from Flatlay's share of CCOIN.**

Pre sale motivation bonuses go:



Public wallet can be found at:

**0x1F870a147029E7dC2AB06A700EAB1803688aC65E**

Recommended Gas Limit = 21,000

Minimum transaction amount: 1,400 CCOIN Tokens (1 ETH)

The exchange rate: 1400 CCOIN Tokens for 1 ETH

Accepted currency: ETH, BTC, LTC & FIAT

The maximum target is \$40mm USD.

**Details can be found @ [cointoken.io](https://cointoken.io)**



## theflatlay.com

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Profile on Angel List, Gust

FLATLAY is the only token-based affiliate network for influencers & brands in the world. The platform connects brands, consumers & content creators in real time to cross promote products across social channels & the web. Content promotion & distribution support across FB, Pinterest, Instagram, Snapchat, Twitter, Tumblr.

## Financial Information



## Management Team

**Ali Sammour // CEO & Founder**  
12 years in media and business development at Omnicom, AddThis, USA Today, 12oz Denim

**Morteza Nokhodian // CTO & Founder**  
Microsoft Europe, John Deere

## Development Team

**Yasir Hossain // Tech Lead**  
UX/UI Full Stack platform designer with expertise in live video streaming  
McCann, Comcast, Bloomberg, Livelist, Vyr, PlutoTV

**Tony Chaw // F/S Developer**  
Front End web developer

**Sandra Rausch // UX/UI**  
Marketing Designer

## Advisors & Legal

**Legal: Stradling & Associates**  
Thomas Marchesello  
Elias Ladopoulos  
Chris Cunningham  
Peggy Fry

## Business Summary

FLATLAY is a social marketplace bridging content creators with brands on promotions. The tools enable users to upload #Flatlay posts, tagged to curated collections sharable everywhere using publishing apps, website & gifs. Users earn on purchases made & influenced via collections & posts. The platform provides direct to consumer access with the publishing tools while brands and marketers are equipped with the FLATLAY Connect portal. Within the portal, brands upload products & offers with the ability to hire content creators while tracking campaigns. The marketplace provides audience segmentation & targeting across all social channels while partnering with influencer platforms to amplify reach on paid campaigns with a restful API.

## Problem

Brands have many barriers when looking for cost effective, direct to consumer market awareness while content creators lack monetization tools across social.

## Solution

FLATLAY helps users build, share and monetize product related content. The technology allows brands and retailers to upload products and offers with the ability to directly initiate campaigns with curators. Content can then be distributed anywhere through our sharing tools (gifs, widgets, apps and platform).

## Total Addressable Market

Overlap between social commerce & influencer marketing over +\$50B USD in the US // \$1T USD globally in 2018

## Competitors

Curalate, Olapic, Kit, various influencer marketing platforms (competitors or potential partners by leveraging the restful API).

## Competitive Advantage

Internationally trademarked FLATLAY in classes 09, 035, 042, 045. Content growing 300% WoW. Partnered with Incomm, card provider granting access to +500k retail locations to promote & market with.

Patent pending feature with the Flatlay Interactive Card, auto-identifying UGC across the web with encrypted watermarking embeds.

+10,000 content creators with an audience of more than 100mm followers. Relationships with +3000 brands & stores with a universal checkout cart integration. Partnered with IBM Watson for AI/deep learning insights.

Partnering with premium publishers for exclusive network access.

## Marketing Strategy

Using user generated content & sub-communities to become the quintessential way the social generation will build a digital storefront. Leverage the major trend of #FLATLAY across the social web @flatlay or #flatlay to further establish brand equity.

+10k power influencers onboard to date with universe of 100mm followers

## Revenue Model

Freemium tiered PaaS with enterprise licensing in addition to the 20% cut on content creator activations.