

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 an inevitable fate with P2P, affiliate & content driven marketplaces & retailers.

The marketplace will continue to gather momentum with mainstream network adoption supporting additional power retailers, marketplaces & sales channels - Shopify, Magento, Instagram, WeChat, etc.

Flatlay Rewards System incorporates a dashboard for brand workflow management on promotional campaigns with affiliate incentivization, 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 everyday customers begin discovering & purchasing from the platform. Flatlay Interactive Cards shared across web & social aid in contributions made to the CCOIN pool.

Influencer campaigns will be published using Flatlay due to its attribution technology, claiming a significant amount of the hyper growing segment that's influencer content marketing. Its spend anticipated to surpass \$10B in the US by 2018.

In comparison to other crypto tokens, Flatlay is a viable platform with an established community of over 10k content creators, +3k brands & hundreds of retailers 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. Thus, directly igniting the viral growth of the platform through a 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.

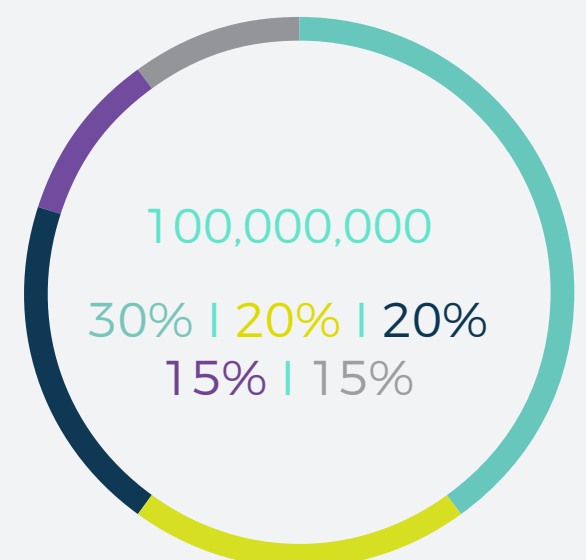
ICO Specs

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. Funds are managed by Flatlay Inc.

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

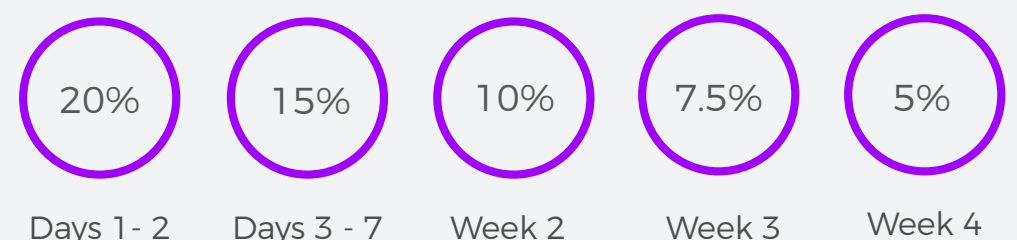
As for the ICO round - the funds will be utilized as follows:

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



Pre-sale is limited to 25,000 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 for deposits can be found at:

0x1F870a147029E7dC2AB06A700EAB1803688aC65E

Recommended Gas Limit = 21000

Minimum transaction amount: 165,000 CCOIN Tokens
(165 ETH)

The exchange rate: 1400 CCOIN Tokens for 1 ETH

Accepted currency: ETH, BTC

The maximum target is 50,000 ETH.

Details can be found @ 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.