ETHBOOKS

Whitepaper

www.ethbooks.net

Table of Contents

1. Introduction

In the last few months, the world of cryptocurrecies has become very exciting. Interest in cryptocurrencies has reached an all-time high as people around the globe become aware of the crypto world. Major exchanges have reported exponential growth as thousands of people flock to their platforms.

When it comes to the future of money, there is a growing consensus that cryptocurrencies are set to play a major role.

Demand for quality information on cryptocurrencies has soared over the past few months. The thirst for this kind of information can be attributed to the fact that the public has never been able to put their money directly into a technology that has so much potential but is still developing.

For example, a technology enthusiast in the 1990s may have foreseen the rise of the internet, but had no way to directly take a stake in the technology. The idea of applying cryptography to the storage and transmission of data is still very new. And the fact that anyone can

directly buy the currency that powers these cryptographically secured blockchains is much like the public actually getting a chance to invest in the internet during its infancy.

1.1 Google Trends

According to Google Trends, the third week of May saw a record number of Google searches for Bitcoin.
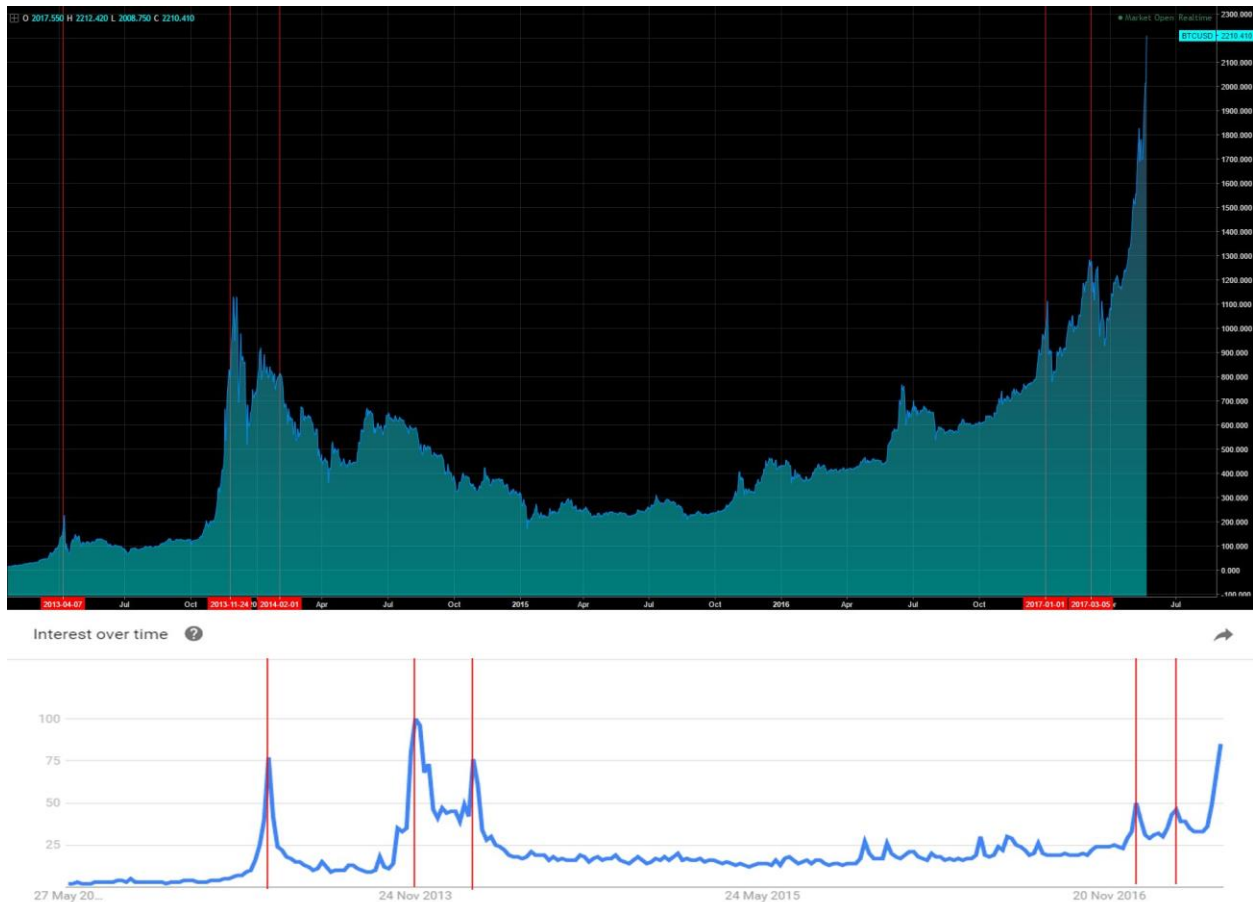
Google Trends refer to the search engine's public web facility which is based on Google Search. It indicates how frequently a specific search term is entered with respect to aggregate search volumes across different regions and languages worldwide.

This kind of trend shows that virtual currencies are generating more interest than before. In fact, this has reached an all-time peak which is surely an upbeat development taking into account the previous high was during the Mt. Gox drama in 2013. In other words, more and more people are getting to know about crytocurrencies.

1.2 New Entrants

One thing that is clear from our deep market analysis is that many new entrants into the crypto world lack any kind of knowledge on how or where to start.

As the tech literacy of the population increases, acceptance of crypto as a legitimate store of value follows. Titles along the lines of: '*Bitcoin Market Capitalization Soars'* and '*Secrets of Crypto Millionaires'* are starting to perforate the general public's news feed.

What we know for sure is that people who were once skeptical of Bitcoin and the technology behind it are slowly understanding and getting increasingly involved with crypto.

We often come across questions like:

-What are cryptocurrencies?

-I'm interested in a particular cryptocurrency. How and where can I buy it?

-How and where do I start trading cryptocurrencies?

-What's the history behind a certain coin?

-How do I cash out a particular cryptocurrency into fiat?

-What are the regulations in place?

-Can the government seize my coins?

-How do I safely store my cryptocurrencies?

-How do I minimize risks when trading cryptos?

-Can I recover/reverse lost/stolen coins?

-How do I calculate the amount of tax to be paid from crypto trading profits?

-What are the available helpful resources?

2. The Opportunity

On the other hand, there are enough people who got in early and who possess massive knowledge on cryptocurrencies.

This is where EthBooks comes in, the world's first crypto-centric ebook store that is anonymous and decentralized.

The platform uses blockchain technology and a personalized token (EBK) based on Ethereum's smart contract eco-system for transactions on EthBooks.

It is quite interesting that a big margin of interest in digital currencies comes from China, South Korea, Russia, Canada and the United States. Nonetheless, other countries like Australia, India and the United Kingdom are fast catching up.

Cryptocurrencies are beginning to obtain a foothold and trends indicate there will be no deceleration anytime soon.

2.1 Our Aim

EthBook's aim is to connect new entrants with the legends.

EthBooks is an ebook store focused on cryptocurrency topics. Publishers are able to upload their work for free in appropriate sections of the store.

Buyers on the other hand can search, review and purchase ebooks related to their subjects of interest.

The EthBooks store will be a one-stop shop for people looking for sufficient, detailed and quality information on various cryptocurrencies.

The e-books will focus on diverse topics like:

-Learn About Blockchain

-How To Buy & Trade Ethereum

-How To Create Your First Cryptocurrency

-Should You Invest In Bitcoin Today?

-Is The Altcoins Bubble Bursting?

-How To Control Trading Emotions

-Best Crypto Trading Strategies

-Secrets Of Successful Altcoin Investors

-Taxes: How To Report Your Bitcoin Income

Above are just examples of the types of topics that e-books published on EthBooks will contain.

3. e-Book Statistics

According to Statista data on ebooks, a whooping 1.35billion ebooks were sold between 2010 to 2016 in the US alone, with 221million copies sold in 2016.

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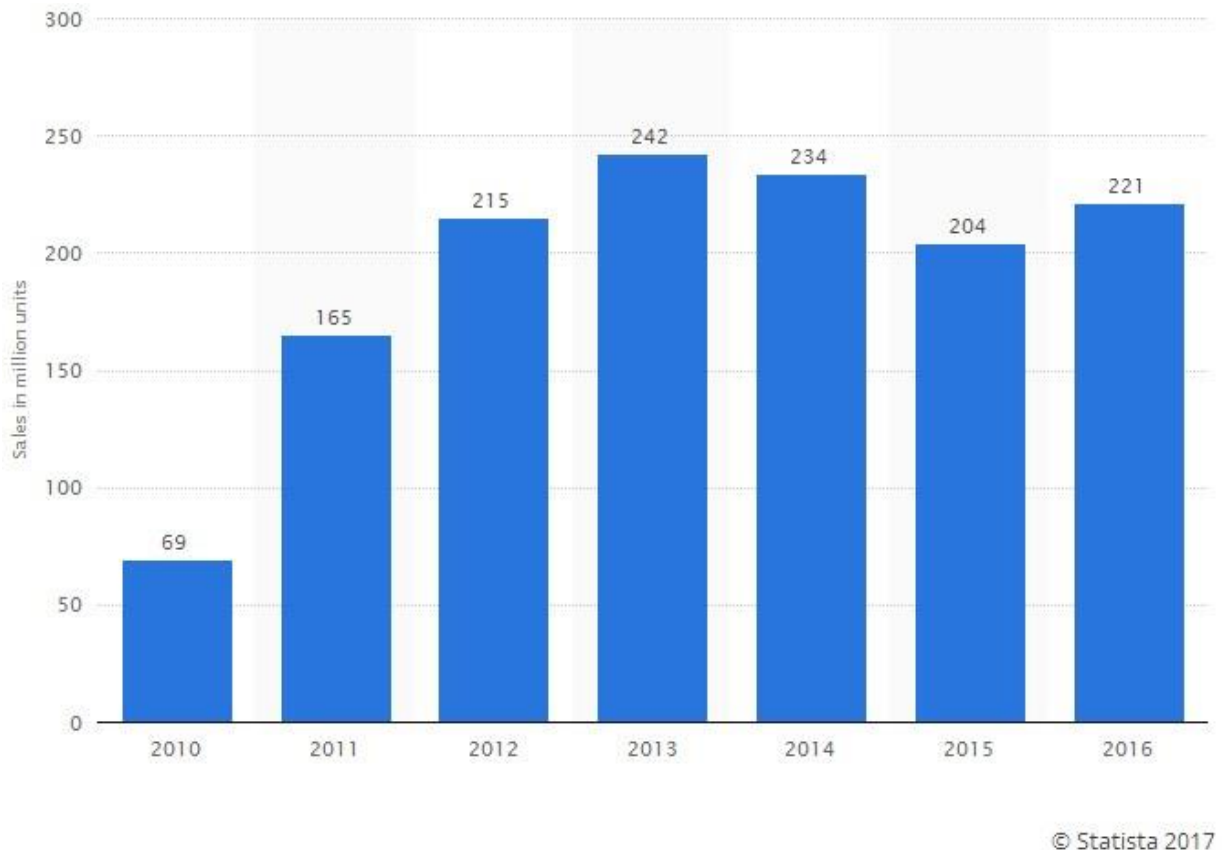
The statistic presents the number of e-books sold in the Unites States from 2010 to 2016. The sales peaked in 2013, at 242 million units sold.

3.1 Our Target

We are targeting a sizeable market share in every country. With the growing interest in cryptocurrency, the sale of ebooks on EthBooks is bound to explode as more people search for quality information under one roof.

4. Platform Features

The store will be web based as well as app based. The app will soon be freely available on Play Store, Apple Store and Windows Store.

There are also plans of introducing our very own portable **EthReader** that will deliver the best reading experience. More details can be found in the sections below.

The features that we are currently working on include:

4.1   Search engine
This will make it easier for a customer to find an ebook based on title, ISBN, series, author or keyword.

4.2   Best sellers section-
The best performing crypto ebooks based on sales

4.3   Top rated section
These might not necessarily be best sellers but have got rave reviews

4.4   Editor's Picks
Every day our senior editor will pick three quality ebooks that will appear at the top of the store for maximum exposure.

4.5   New Crypto eBooks
These will be the newest ebooks published on EthBooks. They must be focused on cryptocurrency topics.

4.6   Popular categories
These are the most browsed categories on EthBooks.

4.7   Two Factor Authentication
We are also implementing mobile and email based 2 factor authentication to prevent unauthorized access to accounts.

4.8 DDos Mitigation

Adding DDoS protection with cloud based services is a top priority to keep the platform running with zero interruptions

4.9 SSL Implementation

Ensuring traffic runs entirely over encrypted SSL (https).   Secure Sockets Layer is used to secure the data transmitted over the internet between your computer and the destination servers.

With an SSL certificate, any information that is transmitted becomes encrypted by inserting random characters into the original message making it unreadable to everyone except the intended server. This makes it nearly impossible for hackers to steal your information.

4.10 Passwords

Making sure passwords are stored in hash form as an extra layer of security

4.11 PGP Encryption

Implementing pgp encryption to EBK wallets. This will ensure the safety of EBK tokens stored on EthBooks.

4.12 EthBooks Forum

Adding a forum for the EthBooks community to discuss various issues pertaining to cryptocurrency.

4.13 Freebies

Free e-books section

4.14 EthSquad

Implementing EthSquad: Our in-house anti-piracy technology (more in the *'Anti-Piracy'* section below)

5. EthBooks Token

The EBK token built on Ethereum's smart contract technology is the payment method of choice on EthBooks decentralized ebook platform.

5.1 Storage

Users are free to store EBK tokens on EthBooks store for speedy purchase of content. They can also store them in any other secure wallet with private keys like MyEtherWallet, Mist, Jaxx, Exodus, Metamask, Ledger Nano S or Trezor.

5.2 EthBooks Currency

The price of published crypto ebooks is in EBK as well. EBK can be bought on the platform or from major token exchanges.

6. EBK Crowdsale

The EBK crowdsale is scheduled to start on **18st September** and end on **20th October** or when the hard cap of 42,500 ETH is reached. Whichever comes first.

6.1 Token Allocation

EBK tokens will be issued during our crowdsale. Once it's over, no more tokens will ever be created.

A maximum of **100,000,000** EBK tokens will ever be generated.

A total of **85,000,000** EBK tokens will be sold during the crowdsale.

10,000,000 of those will be kept as reserve. They will be locked up for 2 years.

5,000,000 EBK will be set aside for the bounty program, advisors and supporters.

Any remaining/unsold tokens will be burned after the ICO is over.
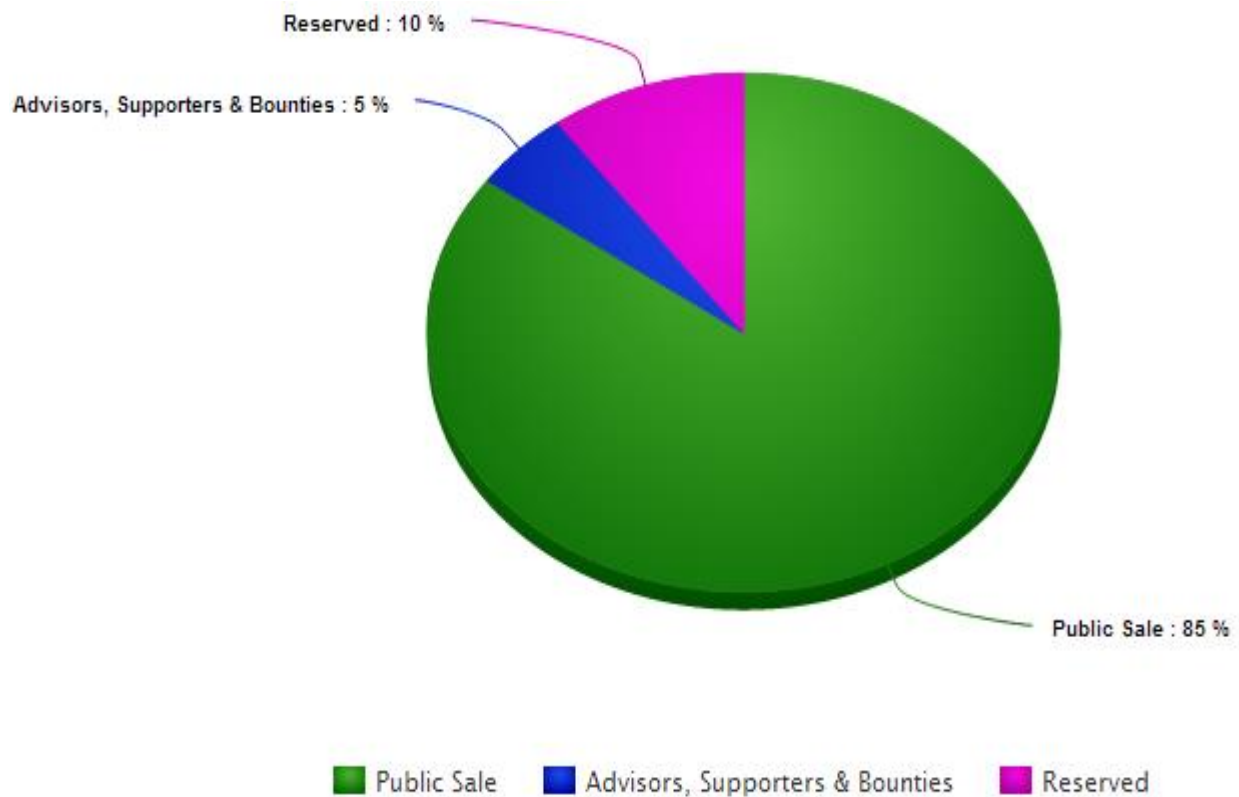
Example: If 60,000,000 EBK are sold during the ICO, then the remaining 25,000,000 EBK will be burned.

6.2 ICO Target

The crowdsale currency will be Ethereum.

Our soft cap is: **1500 ETH**

Hard cap: **42,500 ETH**

Exchange rate: **1ETH=2000EBK**

6.3 Discounts for early investors

Day #1: 20% bonus (2400 EBK/ETH)

Day #2-7: 10% bonus (2200 EBK/ETH)

Day #8-14: 5% bonus (2100 EBK/ETH)

Day #15-30: no bonus (2000 EBK/ETH)

EBK tokens will be sent not more than 48hours after contributing..

6.4 Exchange Listing

We will work extra hard to ensure that EBK will be tradable on top exchanges like Bittrex, Poloniex, Liqui, Bithumb, HitBTC, and several others a few days after the crowdsale is over.

7. Royalty & Monetization

Publishers will be incentivized with EBK tokens after a successful sale of an ebook. The tokens can be withdrawn to any Ether based wallet and later on traded for Bitcoin, Ethereum and other currencies on major exchanges.

7.1 Pricing

The price of e-books on EthBooks is decided by the publisher.

Publishers will be entitled to an 85% royalty on each successful sale. This will be credited to the publisher's account. There are no hidden fees.

EthBook's robust system will automatically credit the publishers account with EBK tokens immediately a sale goes through. Withdrawals are instant!

7.2 EthBooks Commisssion

EthBooks will make 15% on each ebook sale. This will help in the expansion of EthBooks, marketing and staff remuneration.

8. EthSquad Anti-Piracy System

EthSquad is a system built by the EthBooks team to help in protecting published crypto e-books against piracy.

e-Books piracy has for long been the most dreadful thing to a publisher. Our aim is to tame piracy through our unique and powerful system.

8.1 How EthSquad Works

All submitted ebooks are quickly scanned by EthSquad before going live on EthBooks to ensure they are authentic. The system then stamps the material with a unique digital watermark.

EthSquad also helps protect publishers' content against piracy by scanning over 13 billion online pages and removing the infringing links.

The system will also send real time alerts to the publishers' dashboards if their material is posted online.

9. EthReader

EthReader is EthBook's e-reading product that is currently being designed by EthBooks' engineers and will soon start production in China.

It is focused on making the reading experience much better for book fanatics around the globe.
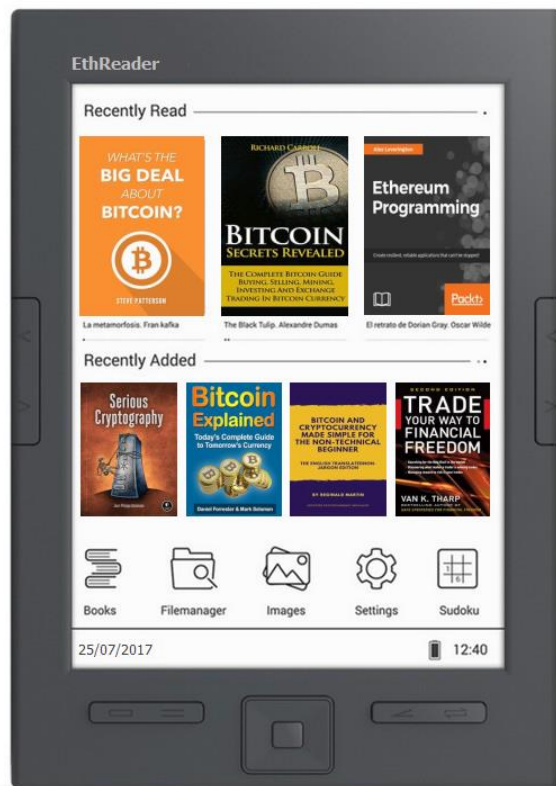
9.1 Benefits of EthReader

It offers many advantages to EthBooks' customers including:

9.1.1 Convenience

Your ebooks are always available and portable. The EthReader is like a mini library as it can carry lots of material without inconveniences.

9.1.2 Super Quick

Extra fast look up of authors, topics etc without hanging.

9.1.3 Note-taking Abilities

EthReader offers highlighting and note-taking abilities.

Highlighting blocks of text lets you create your own collection of terms and ideas you want to return and study later.

To highlight, just tap a word and drag the cursor across the entire section you want to highlight.

9.1.4 Bookmarking

EthReader makes it easy to bookmark and highlight content. When you use these features, you can quickly find your favorite passages again with just a couple of clicks.

9.1.5 Downloading New Editions

With EthReader, you can download second or third editions of ebooks at no extra charge and so much more.

9.1.6 Long battery life

The EthReader will run for weeks on a single charge. This offers uninterrupted access to your favourite books.

9.2 EthReader Specs

The EthReader is feature rich. Here are a few of the device's attributes:

-Touch panel with full screen scribble

-A 3.5mm Stereo Headphone Jack

-SD/MMC with SDIO & SDHC support

-Wi-Fi support

-6" E Ink® Vizplex® EPD display

-8-level grayscale

-532MHz processor

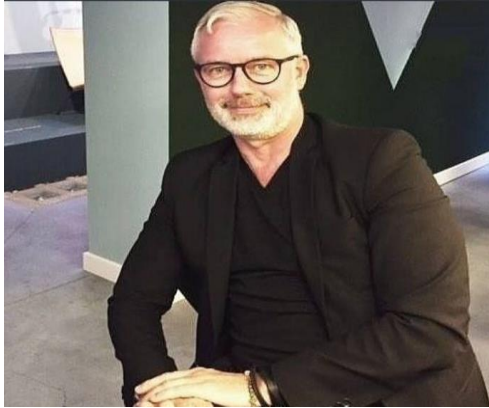-128MB RAM

-512MB Flash

-1600mAh replaceable Li-ion battery

-Format support: *HTML/TXT/Adobe® PDF/EPUB/RTF/MOBIPOCKET(Non-DRM)/ CHM/PDB/JPG/PNG/GIF/BMP/TIFF/MP3/WAV*

10.Project Roadmap

11. Team Members

The secret to a powerful product is the team behind it.

Sebastian Lucas-CEO & Founder

Sebastian is the brainchild behind EthBooks. After graduating from the Massachusetts Institute of Technology (MIT) with a Bachelor of Science in Computer Science and Engineering degree, he went on to become the second line development manager at IBM Singapore where he led the software delivery of various monitoring products.

Sebastian is also a senior blockchain technology advisor for several institutions in the Gulf region.
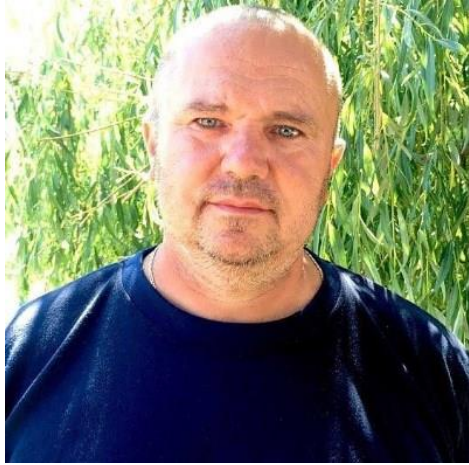
Garvin Stuart-Chief Advisor

After completing his PhD in Applied Mathematics & Statistics from the University of Melbourne, Garvin immediately joined the Australian Bureau of Statistics as a Senior Advisor in the Statistical Transformation Infrastructure Development Division.

Currently, Garvin works as a blockchain advisor to technology startups across Australia & New Zealand.

He is also involved in Tech23, a national forum for Australian tech superstars and up-and-coming talent to connect, collaborate and celebrate homegrown innovation.

Giovanni O'Brien-CFO

From his humble upbringing in Italy's port city of Livorno, Giovanni worked hard to finally pursue a Masters in Finance & Economics from the prestigious University of Milan.

He then joined Ducati Group, a popular superbike manufacturer as a Senior Finance Officer where he focused on budget management and reporting, data analysis, payroll administration and the submission of returns and reconciliations.

Giovanni brings with him the necessary experience and skills required at EthBooks. He's also a proactive advocate for value for money and continuous improvement at all times.

He also has the responsibility to monitor and control adequate systems of recording financial transactions and for ensuring the accuracy of financial information at EthBooks. Giovanni also represents the finance department on designated project teams as required.

Matthew Conrad-Lead Developer

Matthew started learning programming at an early age of 17. He later on joined Imperial College London where he graduated with MSc in Computing (Software Engineering). Mathew has 14+ years of experience in software development, 9+ years in mobile development and 4+ years in blockchain development.

Some of the programming languages he's proficient in include: Swift, Objective-C, Java, React.js, JavaScript, AngulaJS, PHP, Node.js, Ruby on Rails, C++ and many others. He's also a great front-end and back-end developer, skills that come in handy at EthBooks.

Leanne Santos-Chief Legal Advisor

Leanne is a graduate of the Law School of São Paulo in Brazil. She has worked as Legal Counsel for Oracle where she provided legal support across all lines of business enabling profitable growth while mitigating legal risks and assuring adherence to governance policies, ethics, and country specific laws and regulations.

Leanne performs litigation on EthBook's behalf as well as coordinating litigation and other legal, administrative and investigative actions handled by outside counsel. She has deep knowledge in general corporate law, antitrust/competition law, securities compliance and regulatory, employment law, immigration law, cloud transactions, data privacy, risk management asset-backed financing, contract management, intellectual property, trade secrets, advertising law, registration and other resolutions specific to the computer and technology industry.

Jiang Maoling-Blockchain Developer

Born in Kowloon City, Hongkong, Jiang worked hard in his studies to finally join Hong Kong University of Science & Technology to pursue a Bsc in Computer Science. He then moved to Shenzhen, Guangdong, China to work for Tencent Holdings, the world's fifth-largest internet company by revenue as a Senior PHP Developer.

For the last 3 years, Jiang has been concentrating on blockchain development, including developing ethereum smart contracts, bitcoin smart contracts and related systems. He also has a proven track record in full stack development (C# and .NET in general for the backend, JavaScript/Typescript for the frontend). Jiang is a self-motivated individual with a strong analytical thinking and problem solving-mindset.

Yoshi Kanako-CMO

Yoshi is a self-motivated team player with exemplary leadership qualities and possess outstanding interpersonal skills. She graduated from the Tokyo Business School with a Degree in Global Marketing Management. She has 12 years of experience in marketing and customer relationship management. Her role at EthBooks is to craft policies and strategies that are geared towards increasing EthBooks' customer base and consistently increasing brand awareness, ROI and shareholder value through effective business development, sales and marketing initiatives.

Yoshi is a strategic-minded executive with diverse experience in Fortune 100 companies, mid-size businesses and startups.