

EMPIRE CARD[®]
CRYPTOCARD

Whitepaper

Version 1.0



*The decentralized crypto card sharing
proceeds among token holders*

Authors: PATRICIA HARRISON, EMILY ENGLESOHN

Content

Empire Card Executive Summary	2
Motivation for Empire Card	2
Role of Traditional Banking	3
Empire Coin Value Proposition	3
Central Features	4
The Card	4
Empire Coins	4
Utility Growth	5
Elite Credit Card Style Perks	5
Loading and Controlling Empire Card	6
Empire Card - Split Card Protocol	6
Preferred Currency Selected	6
Manual Selection	6
Loading an Empire Card	6
Multisig Dual Key System	7
Card Usage Fees	8
Empire Network Accrual and Distribution	10
Fund Accrual	10
Fund Distribution	10
Fund Accrual and Distribution Example	11
EMP Token Creation	12
Crowdsale Structure	12
Empire Card Crowdsale Bonus Structure	13
Token and Fund Allocation	13
Empire Cards	15
Founders Cards	16
Non-founders Cards	17
User Cases	17
Additional Aspects of Empire Card Network	18
Empire Wallet	18
Fees	18
Marketing Strategy	18
Early adopters	18
General public	18
Server specifications	18
Empire Card App	19
Performance	19
Schedule	19
Conclusion	20

Empire Card Executive Summary

Empire Card is the first crypto debit card that decentralizes value creation into the hands of coin holders and card holders via a smart contract. A development of the technology pioneered and expanded by projects such as TenX and TokenCard, Empire Card allows users to make fiat currency transactions while keeping their currency until the moment of the transaction. Unlike prior crypto card projects, Empire Card exercises unprecedented transparency both in terms of network fees and exchange rates, offers major credit card style perks and advantages, and its token acts as a share in the Empire Card project, receiving monthly dividends on the card's performance.

To the digital currency community and general public we present Empire Card. The physical Empire Card will be usable in over 190 countries and over 30 million payment points due to card issuance partnerships with VISA and MasterCard. Empire Card holds every major digital currency, and immediately exchanges it for fiat currency at the moment of transaction.

The Empire Card project is based on the underlying belief that the general public are not ready to abandon every aspect of the traditional banking model, and aims to introduce cryptocurrency to a new audience while not overly-interfering with a model the public at large are accustomed to. For this reason, Empire Card also offers the elite credit card style perks that credit card users are familiar with such as air miles, access to airport lounges and hotel points. The general public are being presented with a crypto currency solution that combines the simplicity of a cash transaction, with the perks of a credit card swipe and the anonymity and near fee-less reality that digital currency affords.

Motivation for Empire Card

The wider adoption of cryptocurrencies has remained elusive, due to the complexity of use and separation between cryptocurrencies and 'real world' applications. While investors in many digital currency projects have fared well, the general public could be forgiven for asking the point in holding money in digital currencies such as Bitcoin (BTC) and Ether (ETH), when it needs to be exchanged into hard currencies in order to actually be spent.

Despite multiple efforts to truly bring cryptographic breakthroughs to the general masses, these projects have often struggled to gain traction, and adoption remains confined to a tiny percentage of the potential of digital currency.

Other well-funded projects have attempted to provide cards for the masses, and though there has been partial success, Empire believes them to have significant shortcomings that render them unlikely to achieve truly global usage. We have addressed these issues and ensured a card that not only has the usability required for general adoption, but provides the perks and sustained value necessary for wide adoption. Central to this is our "one coin equals one share" value proposition that ensures an entire community invested in the card's success.

Currently, projects in the crypto debit card arena tend to fall into four categories:

- 1 Fiat currency debt cards that masquerade as crypto cards (such as BitPay), simply allowing users to deposit in digital currencies then immediately converting it into fiat.
- 2 Completely centralized crypto debit cards (such as Xapo) that exist for-profit. These cards tend to have high fees but also mask the exchange mechanisms and likely profit from offering disadvantageous rates.
- 3 Innovative and valued projects (such as TenX) that are respected for their work in progressing the linkage between cryptocurrency and real world application but remain opaque about their crypto-fiat exchange mechanism and how network fees are raised.
- 4 Projects with limited value beyond aesthetics (such as Monaco), that look impressive, but our team fail to find any true value, and deem them unlikely to ever come to 'real world' application.

Empire Card combines elements of these projects –such as the usability of centralized crypto cards, with the innovation of TenX and aesthetics of Monaco– with as yet unprecedented detail on the exchange rates and network fees, what they're used for, and how they're shared.

Role of Traditional Banking

Empire Card breaks the mold of cryptocurrency startups in the banking sector by aiming to compliment, not replace traditional banking. The general public do not intend to replace traditional banking with crypto banking, but rather to supplement their current arrangements and find a way to accessibly participate in the crypto-sphere. Empire offers a realistic and viable way for anyone to use cryptocurrency in everyday life through rapid transactions. Our ultimate goal is to launch a crypto-card so simple, the baby boomer generation can feel comfortable using it and transacting in cryptocurrency.

While many cryptocurrency projects have attempted to distance themselves as much as possible from the fiat currency context, Empire Card is aiming to inhabit the same world and appeal to the same demographics.

Empire Coin Value Proposition

The entirety of the Empire Card project will be owned by Empire Coin holders, of which 75% will belong to crowdsale participants (see page 14). The value of Empire Coin is comprised of primarily via the 'profit share' mechanism. Network fees charged and affiliate fees raised via crypto-fiat exchange will be split among all coin holders using a simple 1 coin : 1

share mechanism. This payment infrastructure will be governed via a smart contract and funds will be distributed in Empire Coin on the 1st of every month. An added advantage of this system is that the Empire project will need to purchase its own coin via an exchange in order to redistribute, raising market demand and liquidity in the project.

There are two supplementary ways in which Empire Coin holders will exercise value from their ownership.

- 1 Network fee discounts. The network fee chargeable will be discounted according to coin ownership. The level of discount can be found on page 8.
- 2 Daily spending limits. As 'owners' of the Empire Card project, Empire Coin owners will have inflated daily spending limits.

The Empire Coin value proposition is based on the core premise that while the Empire Card should provide maximum value to its users, there will always be some value created and that this value should be shared among the coin owners.

The network fee discounts applicable according to Empire Coin ownerships operate according to a sliding scale in which the more coins one has, the greater the discount. This discount applies to all chargeable transactions, as illustrated on page ...

Every 1,000 Empire Coins is eligible for a 2.5% discount on network usage, up to a maximum of a 90% discount (36,000 EMP). These discounts are illustrated in the 'card usage fee' section of the whitepaper.

Central Features

The Card



Empire Card is a globally usable debit card, functional in ATMs and payment terminals. From launch, Empire Cards will be fundable using any major digital currency. Cards will be available to anyone and publicly marketed, though with some significant advantages for crowdsale investors, as outlined in this whitepaper. Empire Card users will be able to select the MasterCard or Visa version at the same cost, with both having equal fees and advantages.

Empire Coins

Empire Card's primary currency is the EMP, an ERC-20 standard token which will be created before and during the crowdsale, after which no further tokens will be



minted.

The tokens provide the user with the ability to use their Empire Card with reduced fees, ensuring it's significantly cheaper than standard credit or debit card fees. Coins also act as shares in the entire Empire Card project, as previously described, and allow for other perks and advantages across the network.

Utility Growth

A percentage of fees collected from using the Empire Card will be pooled to secure growing advantages to users of the card and expanding the Empire Network. This will include access to airport lounges, air miles and more; as described in more detail throughout this whitepaper. These funds will also be used to further bring down transaction fees, increase the marketing of Empire Card and assist in securing further perks.

All of the network fees charges, will be directed back into the network and used to secure further perks for card holders, with the remainder divided among coin holders. Any network fees involved with third party exchanges, will have the entire affiliate fee directed towards the network and shared according to the same mechanism.

Elite Credit Card Style Perks

One of the core selling points of Empire Card is the elite credit card style perks. We are continuing to negotiate with airlines and hotel groups in order to offer card users the same experiences they're accustomed to with top credit cards

We have already entered negotiations with Star Alliance, one of the largest airline alliances in the world, regarding the ability to offer air miles and upgrade perks to our users. The Star Alliance network includes 28 airlines, including Singapore, Air Canada, Lufthansa, Swiss and United. We will implement a reciprocal deal in which Empire Card users, according to card status, will accumulate air miles from their purchases and gain access to any Star Alliance lounge, as well as any third party contract lounge according to Star Alliance's terms and conditions. Although negotiations are ongoing, early indications are that the Empire Black Card will allow the same status as a Star Alliance Gold Card. Other Empire Cards will still accumulate air miles but have more limited access to lounges. After the crowdsale we will attempt to enter negotiations with at least one other major airline alliance, with preference being for the One World alliance.

Loading and Controlling Empire Card

Empire Card - Split Card Protocol

Though the Empire Card is visibly represented by one physical card, its reality is that of two entities: The combination of its digital assets which are controlled on the user end by the web app, iOS app or Android app, and the Visa/MasterCard functional card which only ever holds fiat currency in the fraction of a second it takes to process a fiat money transaction during the retail process. When a transaction is made one of two processes is started according to the users selected default settings:

Preferred Currency Selected

If the card user has a default digital currency selected, then at the moment a card swipe is made, Empire Card searches for the best value currently available on the third party exchange for that digital currency and locks this price, beginning the exchange. The fiat equivalent is instantaneously loaded onto the Visa debit card and debited by the retailer. This transaction is completed within seconds and does not require the digital transaction to have completed its confirmation process for authorization. The lack of requirement of confirmation is explained on page 7 in the section titled “Multisig Dual Key System”.

Manual Selection

It is not necessary for a card user to have a currency preference list prepared. In the eventuality that there is no preference set, the second the card is swiped, a notification will be sent to the mobile app of the card user. Upon opening the application, a list of possible currencies to complete the transaction will be displayed, including the amount it would cost in each currency. Though this entire process lasts under a minute, for rapid transactions the preferred currency option is recommended. The manual selection is often appropriate for bigger purchases or those wanted to exercise specific caution with each transaction.

Loading an Empire Card

Empire card's can be loaded in one of three ways; from an Empire Wallet, from a different digital wallet (such as an Ethereum or Bitcoin wallet) or from a digital currency exchange (such as Coinbase).

Loading an Empire Card is as simple as making a digital currency transfer. When an Empire Card is activated, a Bitcoin, Ethereum, Ripple and Litecoin address are automatically created. Any additional address can be created in under a minute and immediately be ready to accept additional digital currencies.

An Empire Card user can find his addresses, including QR codes, on the Empire Card iOS, Android or Web app. In just a few minutes the card can be fully loaded and ready to use.

Multisig Dual Key System - Instantaneous Exchange

The digital funds held on the Empire Card are administered using a dual key system. From a user end this mimics the traditional banking model in which the consumer controls their finances and spending, and the card issuer ensures that there is no fraudulent practice. In the case of Empire Card, the second signature is not controlled by a centralized bank, but by a smart contract that allows for instant transaction confirmation without risking fraudulent double spending.

When users commit to a transaction, they automatically signs the first of two signatures required. At this point, though the digital funds have not gone through the confirmations required to complete a transaction, the funds are locked in the card account, as they have been committed to a transaction on the third party exchange. This allows the retailer to provide the product to the consumer as the cash is authorized and released before the digital currency exchange has been confirmed.

If users wish to withdraw funds from their Empire Card back to their wallet, the second signature (governed by a smart contract) is required. This signature is only activated upon confirmation that all pending transactions have been authorized and there is no risk of double spending. According to the multisig system, at any one time there are two balances on an Empire Card user's account; the 'total funds' and the 'available funds for transaction'.

One of the core issues addressed by the Empire Card team is the dichotomy between a reality in which a secure digital currency transaction takes multiple confirmations on an ERC-20 token, lasting over a minute, and considerably longer for Bitcoin and other tokens, while live retail demands transaction confirmation almost instantaneously - the Multisig Dual Key System solves this issue.

From a user experience standpoint, this can be considered similar to a traditional banking debit card transaction, where the 'available funds' balance is updated to reflect an immediate purchase. The purchase is authorized in seconds, but the actual transaction can pend for considerably longer. According to this system, the retailer receives a fiat currency transaction from a VISA or MasterCard, not different from any other. The Empire Card user has an instant digital currency to spend, and the third party exchange has a standard transaction to fulfill.

Card Usage Fees

For all Empire Cards there is a 1-2.9% network fee payable for purchasing , before discounts for Empire Coin holders. This fee includes applicable network fees (such as Ethereum Gas), and the Empire Network fee which is used to pay Coin holder dividends, secure perks for members, and market the network.

Usage fees for Empire Card user with no Empire Coins:

Transaction type	Gold	Platinum	Black
Top Up	Free	Free	Free
Purchase	2,9%	2,0%	1,00%
ATM	2,9%	2,0%	1,00%
Foreign	2,9%	2,0%	1,00%
Card to Card	0,5%	0,4%	0,02%

Usage fees for Empire Card user with over 10,000 Empire Coins:

Transaction type	Gold	Platinum	Black
Top Up	Free	Free	Free
Purchase	2,175%	1,5%	0,75%
ATM	2,175%	1,5%	0,75%
Foreign	2,175%	1,5%	0,75%
Card to Card	0,375%	0,3%	0,15%

Usage fees for Empire Card user with over 30,000 Empire Coins:

Transaction type	Gold	Platinum	Black
Top Up	Free	Free	Free
Purchase	0,725%	0,5%	0,25%
ATM	0,725%	0,5%	0,25%
Foreign	0,725%	0,5%	0,25%
Card to Card	0,125%	0,1%	0,05%



Empire Network Accrual and Distribution

Fund Accrual

The Empire Network is a smart contract that collects and distributes fees across the Empire Card infrastructure. Funds accrued by Empire Card come in three forms:

Affiliate fees paid by our 3rd party exchange partners. We have negotiated much cheaper fees than available for the general public as well as highly advantaged affiliate fees payable to us due to the significant volume of trading that will take place automatically across the Empire Card network.

- From the network fee imposed by Empire Card, which is variable according to card status and Empire Coin ownership, as described previously.
- From the sales of Empire Cards in fiat currency to non-crowdsale participants (fees are described on page 17).

Page 11 displays a projection for funds raised through the coin network.

Fund Distribution

Before entering the Empire Network smart contract controlled wallet, fees are automatically deducted to settle the applicable network transaction fees (such as Ethereum Gas) and to settle the exchange fees (such as to Poloniex). Once these fees have been automatically paid, the remaining funds enter the Empire Card wallet, governed by a smart contract. These funds are automatically and instantly converted into EMP, ensuring constant buyer demand and market liquidity for EMP as our own smart contract purchases it from various digital currencies.

Once the funds are entered into the smart contract, 40% of funds are used to fund the network, including investing in further perks for members, and growing the network's infrastructure and volume. The remaining 60% is divided among coin holders, directly according to their holding.

Fund Accrual and Distribution Example

The following is an illustration of a month's performance:

Funds raised via affiliate fees:

Name	Supply	Price*
BTC	417	\$1,055,427
LTC	3,129	\$131,418
ETH	2,476	\$495,200
XPR	14,273	\$2,476

*as of 8.08.17

Funds raised via network fees:

Name	Supply	Price*
BTC	331	\$837,761
LTC	2,129	\$89,418
ETH	2,176	\$435,200
XPR	9,273	\$1,576

*as of 8.08.17

Funds raised via selling cards to general public:

Name	Supply	Price*
USD		\$28,500
ETH	91	\$18,200

*as of 8.08.17

Total funds
raised*

USD	\$3,095,176
ETH	15,475.88
EMP	15,475,000

Funds allocated to
network enhancement:

USD	\$1,238,070
ETH	6,190.35
EMP	6,190,350

Funds allocated to coin holders:

EMP 9,285,000

Dividend per EMP:

EMP 0.09285

*(assuming 1,000 EMP = 1 ETH, and 1 ETH = \$200):

EMP Token Creation

Crowdsale Structure

The goal of Empire Card is to raise enough funds to fully implement this project, not to raise unnecessary funds, and as such the funding structure has a realistic soft cap, while leaving room for late investors not to miss out without punishing first adopters.

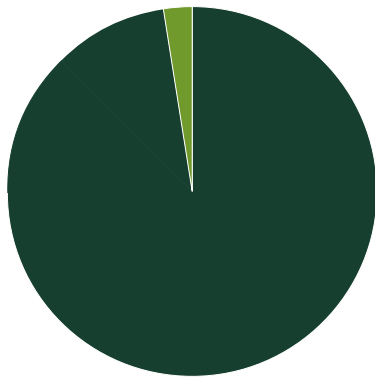
For this reason, a soft cap of 50,000 ETH is being placed on the project. There will be a standard sliding structure, rewarding early investors and adopters. EMP will be sold at a base price of 1,000 EMP - 1 ETH. When accounting for bonus structures we estimate circulation of EMP to reach 85,000,000-110,000,000.

- Token creation will commence on August 8rd 2017, for a brief pre-sale period, while the crowdsale launches on August 15th.
- Only Ether (ETH) can be contributed and converted into EMP, according to our smart contract. We will provide functionality to assist in exchanging other tokens into Ether in order to contribute.
- The token creation is followed according to a unique system in order to allow opportunity to as many investors as possible, while rewarding early investors and ensuring we do not raise more funds than required for the product. Early investors will be rewarded more, the longer the crowdsale continues.
- The token creation will have a 'soft cap' after 50,000 ETH have been raised. This includes the pre-sale and the crowdsale. There will be a standard sliding bonus structure, explained in more detail in the crowdsale section. If 50,000 ETH have not been raised in 30 days, then the crowdsale will end.
- Once the 'soft cap' of 50,000 ETH has been raised, we will open up a further 5,000 ETH worth of EMP, but at a price of exactly 10% more than the last EMP purchased. This window will only be open for 24 hours. If this cap of 5,000 ETH is filled, then we will open a further 5,000 with another 10% penalty, and so on, until one 24 hour window goes unfilled. This system insures that early investors are not diluted but rather rewarded in EMP value as the price incrementally raises.
- No more than 10,000 ETH will be made available for the presale in order to protect the integrity of the token sale.
- No further EMP will be created once the crowdsale ends.

Empire Card Crowdsale Bonus Structure

Progress	Bonus	EMP per ETH
Pre-Sale	30%	1,300
Days 1-3	25%	1,250
Days 4-10	15%	1,150
Days 11-20	5%	1,050
Days 21-30	0%	1,000

Token and Fund Allocation



TOKEN ALLOCATION

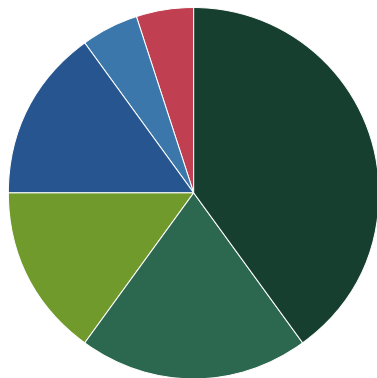
- 97.5% Token Sale
- 2.5% Bounty

97.5%

of all EMP will enter the crowdsale, representing a far higher percentage than comparable projects. This will ensure that the crowdsale participants are the true owners of the project and they can have confidence that the vast majority of value created by the project is being kept by them. Having seen concerning patterns in previous projects whereby founders are able to manipulate token value and exercise control over a project's destiny, our founders decided that any tokens they purchase must be done so at the same price as every other crowdsale participant.

2.5%

of all EMP will go to our bounty program. This allocation is completely transparent and visible at all times on the Bitcointalk bounty page. Rather than writing this 2.5% allocation into the smart contract, the project organizers will purchase this at the crowdsale's final value during the final hour of the crowdsale for bounty program distribution. These tokens will be purchased transparently by the Ether liquidity pool.



ALLOCATION OF FUNDS

40%	Network Growth
20%	Continuous Liquidity Pool
15%	Marketing
15%	Human Resources
5%	Infrastructure
5%	Legal and Accounting

Network Growth - 40%

Growing the network is absolutely crucial to the long term success of the Empire Card product. Of these funds, much will go into our partnership program in order to reach major retailers and financial institutions. This funding will also go towards partnerships with 3rd party companies that offer perks to our card users, including access to airport lounges and air miles. Some funding from this allocation will also go to the development of smart contracts, including necessary staffing, payment network integration, server code and exchange integration.

Marketing 20%

It is essential that the Empire project has an ample marketing budget, because the central selling point is the application to the general public. The Empire team has some world leading marketing experts, especially in the financial technology sector. That said, major new projects in the financial sector require marketing budgets, and we see the need for at least \$500,000 in order to make an initial wave. As the Empire project is innovative and original, gaining traction with the general public is very achievable and realistic.

Human Resources 15%

Although the team behind Empire Card is already extremely accomplished, we aim to supplement this by hiring more talent from within the fintech sector. The founding team members are willing to take a small payment from funds raised in the crowdsale as well as an allocation of tokens from the crowdsale. We recognize however, that in order to hire future experienced talent, we may be required to hire using fiat currency. 15% of the funds raised in the crowdsale should be more than enough to achieve our goals in this regard.

Infrastructure 10%

This budget refers to the purchase of servers and other necessary infrastructure requirements, as well as investing in securing the network. Any additional funds from this area will be diverted to marketing.

Founders 10%

The multiple founders of Empire Card will split 10% of proceeds between each other as their reward for this project. The Empire Card project has been developed over many months, with no pay to date for the founding members.

Legal and Accounting 5%

There are significant legal costs that go into setting up any project in the financial services sector. There may be a requirement for some regulatory approval and licensing in certain jurisdictions. Any additional budget from the legal and accounting allocation will be diverted to marketing.

Miscellaneous 5%

Recognizing that despite all due diligence, there is always the potential for unforeseen costs, 5% of crowdsale proceeds will be kept aside for miscellaneous use.

Empire Cards

Empire Cards will be split into two categories, founder cards and regular cards. Founder cards will only be distributed to participants in the crowdsale and according to certain minimum investments they will be free of charge. Non-founder cards will be paid for in fiat currency or ETH according to the level of card. The reason we will be accepting fiat is to encourage uptake among the general public at large, and our team believe it essential to appeal in the most accessible way possible.

Different levels of the cards will have different benefits in terms of transaction costs for non-EMP purchases and levels of perks



Founder Cards

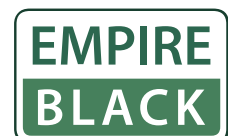
Emperor Card Highest Investor



There will be only one Emperor Card made, which will go to the biggest investor in the Empire project. The owner of the Emperor Card will be able to select his own card number, and will be able to enjoy completely fee-less payments forever. This will range across the Empire project, and include the network covering the Ethereum network fee on behalf of the owner. This essentially means that the owner will be able to make transactions in any any token for free, indefinitely.

The Emperor card will also come loaded with 50,000 EMP, equivalent to 50ETH at crowdsale-value.

Founder's Black Card 10,000 EMP investment



A founder's Black Card will go to every investor of 10,000 EMP or more. The Black Card has a 1.0% fee for ATM and purchase transactions. Black Card holders get priority for perks and there may be some advantages available to only these holders, when partners offer us a limited supply. Black Cards will receive 4x points for air miles, 3x points for hotel points, access to all airport lounges with which we have agreements and first access to all other services acquired by the network.

Founder's Platinum Card 5,000 EMP investment



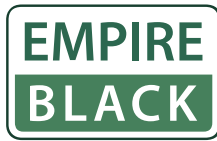
A founder's Platinum Card will go to every investor of 5,000 EMP or more. The Platinum Card has a 1.5% fee for ATM and purchase transactions. Platinum Card holders get priority for perks and there may be some advantages available to only these holders, and Black Card holders, when partners offer us limited supply. Platinum Cards will receive 3x points for air miles, 2x points for hotel points, access to all airport lounges with which we have agreements and first access (after Black Card holders) to all other services acquired by the network.

Founder's Gold Card 1,000 EMP investment



A founder's Gold Card will go to every investor of 1,000 EMP or more. The Gold Card has a 2.0% fee for ATM and purchase transactions. Gold Cards will receive 1x points for air miles, 1x points for hotel points and access to all airport lounges with which we have agreements.

Non-founder's Cards



\$1,500



\$300



\$20

Unlike founder's cards, Empire cards post-crowdsale must be purchased in either ETH or fiat currency. We believe that there will still be excellent value in purchasing the card, and that our marketing campaign will make it clear how quickly a saving will be made based on regular credit cards. Although these cards will not be marked as founder's cards, the advantages will otherwise be the same. The fiat currency used to purchase these cards will be diverted to the liquidity pool and network cost, in order to improve the Empire project for all card holders, including crowdsale investors.

User Cases

ATM withdrawal in Berlin -

Platinum Card holder has ETH set to primary currency

An Empire Card user wishes to withdraw 50 Euros from an ATM in Berlin. She has previously set Ether (ETH) to be her preferred currency for transaction, and as she has ETH 2.3748 in her account, she has more than ample funds to complete the transaction. She receives 50 Euros at the ETH/EUR line rate of ETH - €195 and is charged ETH 0.2364. Additionally she is charged a network fee of 2.0%, or ETH 0.00473. Her total charge is therefore ETH 0.24113, leaving her with a balance of ETH 2.13367. The entire transaction lasts under 10 seconds.

As the transaction is completely transparent, she knew exactly the amount that would be debited from her card prior to the transaction. The fee, as explained in fund accrual section, is divided between applicable fees and coin holders, but the Empire Card user does not need to be concerned with Ethereum Gas, or any other potential fees.

Paying a restaurant check in London -

Black Card holder does not have a default currency set.

An Empire Card holder has multiple digital currencies stored on her Empire Card and has chosen not to select a default currency. Sitting in a fine restaurant with his wife, a check for £191.40 comes. The Empire Card user hands over his Black Card and at the moment his card is swiped he receives a notification to his iPhone. Upon opening the application he is presented options to pay in BTC or EMP as he has enough currency in either. In this case, he chooses to pay in BTC and is charged 0.09948 for the meal plus a fee of 0.000994. The transaction lasted around 40 seconds total.

Additional Aspects of Empire Card Network

Empire Wallet



The Empire Wallet is an ERC-20 standard wallet that can store EMP or any other ERC-20 tokens. Unlike the Empire Card itself, there is no multisig, and only the user has private key access. Although any wallet or exchange can be used to load an Empire Card, the Empire Wallet has the advantage of being pre-configured to include a smart contract that automatically reloads an Empire Card, subject to the user's preference.

Fees

Empire has negotiations with various partners to ensure the cheapest exchange fees across the cryptocurrency network. Although Empire Card fees are fixed, it is in the interest of Empire Coin holders to have the fees as advantageous as possible, leaving more funds available to coin holder dividends. Proposed fees will fall significantly below that of rival networks due to the scale of exchange being negotiated with our partners. All revenue shares (expected to be 48%) acquired by Empire Card will be immediately reinvested in the program, offering increasing perks to card holders and dividends to coin holders.

Marketing Strategy

Early adopters

Participants in the Empire crowdsale will have special privileges over late adopters and our initial target market consists of these investors. We predict rapid appreciation of EMP in the coming years as we market the Empire Card to the general public and the utility of EMP rapidly rises due to its significant discounts and investors seek to purchase EMP for its high dividends accrual.

General public

The Empire team is likely the strongest financial services marketing team to have ever worked on an ICO. Within our team we have not only experts in social media but deep embedded relationships with the traditional media. This will enable us to roll out the launch of Empire Card extremely rapidly and successfully.

Server specifications

The Empire Car system will support 2,500 transactions per minute at time of launch with a maximum lag of 0.25 seconds at load.

Empire Card App (iOS and Android)

The Empire App is already in development for iOS and will begin development for Android in the coming month. The Empire Card App is the interface most of the general public will be accustomed to using for administering their Empire Card. The UI will be consistent with the top finance apps in the world and the iOS version is already being developed by leading industry players.

Performance

Empire Card's servers will be able to accept any request from a debit network as well as access a smart contracts functions on the Ethereum blockchain.

Schedule

Much of the development work for Empire Card has already been completed, including considerable work on the smart contract, as well as marketing and development. Negotiations with retailers, financial institutions as well as perk partners (such as major airlines) are ongoing, and in some stages (such as with Stat Alliance), advanced. We expect that these negotiations will be boosted considerably at the conclusion of a successful crowdsale.

The crowdsale is scheduled to finish by the end of August. The exact ending is variable as explained in the crowdsale particulars earlier in the whitepaper. All investors will be able to watch their EMP allocation in any ERC-20 compliant wallet during the crowdsale. The Emperor Wallet will be available for download within 72 hours of the end of the crowdsale, and the EMP coins will be distributed within 24 hours of wallet distribution.

EMP will be tradable on at least three major crypto exchanges within 72 hours of the crowdsale ending. Negotiations are ongoing with over 10 exchanges and we expect that a successful crowdsale will lead to far more uptake. In the interim, the Emperor Card team has existing signed agreements to ensure that those purchasing EMP will be able to trade them almost immediately after the crowdsale conclusion.



The physical Empire Card will be released to its crowdsale participants on March 1st 2018, and will be fully functional from this point. During the next two months the card will be exclusively used by crowdsale participants in order to maintain exclusivity. This period represents the Minimal Viable Product (MVP) window and users may need some minimal technical knowledge or Ethereum to use certain aspects of the card's backend and wallet.

Empire Card will be released to the general public on May 5th 2018. By this time we are expecting that many crowdsale participants will have purchased EMP on the exchanges.

The release to the general public will be accompanied by a major and well funded marketing campaign. It is also expected by the time of the release of Emperor Card to the general public, many online retailers will be onboard due to the continuous liquidity pool and the card will have agreements with at least a few major airports to provide lounge access.

Conclusion

While the three major credit card companies; Visa, MasterCard and American Express, combined for over \$4bn of profit in Q1, Empire Card is run on the blockchain and not for profit, meaning 100% of the created value is passed onto card users and holders of EMeP. Empire Card is a new way of looking at the way in which cryptocurrency and fiat currency interact, finally providing a solution that both the Ethereum community and general public desire. Building upon the world of other respected projects within the Ethereum community, Empire Card positions itself as the first crypto card to combine the aesthetics and usability of a standard debit card with the true decentralization that the Ethereum community strives for.

