Blockchain eco-system ArmPack

"White Paper"

ver.1.2

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The main source of official information about the **ARMcoin** token is this document in English. The information contained in the English document, may from time to time be translated into other languages or used in written or oral communications to the existing and potential customers, partners, etc.

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1.1. Counterfeit Production world market

THE ANNUAL TURNOVER OF COUNTERFEIT AND PIRACY PRODUCTS IN THE WORLD, ACCORDING TO THE ORGANIZATION FOR ECONOMIC COOPERATION AND DEVELOPMENT, REACHED $461 BILLION. ACCORDING TO THE PUBLISHED REPORT OF OECD, ABOUT 2,5% OF WORLD IMPORT FALL TO THE SHARE OF COUNTERFEIT PRODUCTS IN THE WORLD. IN THE MARKET OF THE COUNTRIES OF THE EUROPEAN UNION THE COUNTERFEIT OCCUPIES ABOUT 5% OF THE TOTAL TRADE AMOUNT. AS NOTED IN THE REPORT, PRODUCTION OF THE AMERICAN BRANDS IS THE MOST counterfeited: UP TO 20% OF GOODS FROM THE USA ACTUALLY ARE COUNTERFEIT.

Among the most frequently counterfeited products are also Italian brands (15%), French and Swiss (12%), Japanese and German (8%) According to **OECD** experts, the largest part of world counterfeit products is made in China: 63,2% of all counterfeits in the world. Turkey (3,3%), Singapore (1.9%), Thailand (1.6%) and India (1.2%) are also among the leaders in the counterfeit goods' production. The experts of the **OECD** based on analysis of almost 500 cases of seizures by customs agencies in different countries in the period of 2011-2013.

The previous assessment done in 2008 showed that the share of counterfeit products in total imports amounted is about 1.9%, indicated in the report. At the moment the effective way to fight against fakes doesn't exist, so now these are private developments of brands which aren't reliable and difficult for buyers/clients or not popular/unreliable outside decisions.

WHAT IS ARMPACK?

According to the Organization for economic cooperation and development, the global counterfeit market in 2016 is about **$461 billion**. Brands/producers and special divisions of various countries pay huge amounts of money to fight against this phenomenon, but, despite this, the share of counterfeit production systematically increases

every year. There comes the era of information technologies and new devices which will be able to help to solute this problem appears.

Our team submits to your attention the **ArmPack** project - the first-ever service for control production's originality using blockchain technology. It provides maximum transparency, and therefore maximum benefit for the final user. ArmPack will be useful not only for regular customers, as you will see. Manufacturers suffer huge losses due to the activities of unfair competition and introduction of technology **ArmPack** can help big companies to avoid this kind of problems. The idea to create this system has appeared at the CEO of the project **Sergey Senchikhin** in 2015. After start of production of auto chemical goods and engine oils and creation of the **POLYMERIUM** brand Sergey has made the decision that it is necessary to protect the production somehow. The share of counterfeit automobile oils was from 30 to 50% at that time. The decision was very simple and logical and the first **ArmPack** version was born.

The system works by the following principle: a company's server generates sixteen-place digital codes which are placed on each package of production, on top the code is closed by a skretch-layer. After purchase the consumer can erase a protective layer, enter a code on the company's website and check product's originality. Each code is original and can't be used by the second time. The idea is simple and reliable, but has shortcomings, main of which - centrality and closeness.

ArmPack exists 2 years in this sample. For this period various brands appealed to us about introduction of similar system, but finished under their needs.

1.2 Using of blockchain and cryptocurrency in the traditional economy and life. The problems and the solutions.

Despite the growing popularity of cryptocurrencies and blockchain the use of these technologies and tools are still difficult for business and ordinary users. Designing own blockchain for companies is still very expensive,because there are few professionals and developers.
The problem is also the lack of understanding by CEOS how the blockchain and cryptocurrency can be used in the company.

At the moment prevails only the growth of interest in speculative news about cryptocurrency and the blockchain and this fact hinders the development of the blockchain in the real sector of the economy and everyday life. This trend persists that affects the overall future of technology. Excessively strong volatility of cryptocurrencies limits its application in traditional financial calculations, and the blockchain interests the players of exchanges only from the speculative side.

The mission of our team is to associate the real economy and customers/buyers of companies with the help of convenient eco-system **ArmPack** where modern solutions would solve a lot of problems:

1. Attraction companies/brands to a very simple and effective implementation of the blockchain to meet the challenges of combating counterfeiting and fake products

2. Good motivation is the second argument for the introduction of ArmPack.in our system will be ample opportunities for communication with consumers/customers: reliable feedback, rewards for buyers/customers, promotions by smart contracts, the ability of acceptance of payment through cryptocurrency and **ARMcoin**. The limitless possibilities of targeting advertising and promotions (with choice of location, size of the consumer basket, shopping preferences, etc.)

3. Using additional service with blockchain technology in it will have the opportunity to track the movement of goods for all members of the chain, from the manufacturer to the buyer.

4. The introduction of blockchain service for business, which will be based on **ArmPack** blockchain technology where companies do not need to resort to expensive development and creation of own network of decentralized servers. All processes and storage will be handled within the eco-system **ArmPack** where companies will pay to users (holders GCD) for the use of their facilities. Example: if the company requires **50 servers** to create a decentralized system it will costs about **2000-3000$ per month**).

5. The ability for companies/brands to produce their own tokens, which can be used for any legal purpose (bonus programmes, payments in cryptocurrencies, etc.)

6. Cheap use of features to protect against forgery (1 code for 1 the packaging of the product will cost about **$ 0.01**. The introduction of the protection system virtually no impact on the cost of the goods. We are interested in the fastest possible bringing brands and see the basic income **ArmWallet** in marketing applications. **$ 0.01** for each code will suffice to maintain the eco-system and our company.

On the other hand, buyers and customers will receive:

Comfortable mobile app **ArmWallet**, where the main functionalities will be:

- Authentication of goods

- Verification of information about the products

- Promotions

- Getting the **ARMcoin** for participation in promotions and surveys from manufacturers/brands

- Feedback from producers/brands

- Storage of **ARMcoin** and other cryptocurrencies

- The possibility of payment via mobile phone with instant convertation of crypto to fiat money

- Additional features which will be appearing with a development of the **ArmPack** system.

Together the interest of both parties (buyers and brands) to use system **ArmPack** — popularity will increase in proportion to the introduction of technology. We don't have to worry about a powerful marketing to stimulate app download **ArmWallet** — great support here will provide brands and manufacturers, which will place one-time codes and instructions on their packaging products (1. Download the app **ArmWallet** 2. To verify the authenticity of the product). The brands/manufacturers will mention **ArmPack** in your marketing and PR that will give a constant increase in the use of the application **ArmWallet**. As a result, with every new brand / manufacturer connected to the **ArmPack** eco-system , we will receive their customers to the ArmWallet application. (for example: one brand produces **2,000,000 packages of milk**, after the start of **ArmPack** application we get at least **1,000,000 downloads** of the **ArmWallet** application by customers of the brand, just in 2-4 months).

ArmPack will be one of the most powerful blockchain eco-systems combining traditional business and buyers.The community of **ArmPack** will be maintained by our company and the developers and consultants will be in demand for implementation services blockchain for manufacturers/brands.

ArmPack will allocate 5 to 10% of the company's revenue for the support of independent blockchain developers and to popularization of the technology.

2.1 Our history. The team.

The **ArmPack** project is the result of work the **POLYMERIUM** company, which has been created by young Russian businessman , international business award's (GSEA 2015 , E&Y 2015) nominee, **Sergey Sechikhin**.

Early he was the member of several forbes projects.One of them - young billionaire school, in which had been presented his personal creation - premium smartphone, designed with using a unique case material.

Since The polymerium start production engine oil and automotive chemicals the much younger specialist have started to come in departments of advertising , marketing , programming and economy.

It is they who were in the lineup that would start the work with updated **ArmPack** system. Sergey is betting on youth and passion , considering Blockchain area is the innovative system by itself.

The list of main members and consultants is available on project's official site http://armpack.io

Brief history of CEO Sergey Senchikhin's Business activity:

2008-2010 - Marketing Agency (web sites development , advertising campaign management)

2009-2011 - electronic import/export

2010-2012 - chain store (sold in 2012)

2013 - till present - car service chain

2011-2014 - **mmoyka.ru** (waterless carwashing , more than 150 branches. Sold in 2014)

2015 - till present - production of **POLYMERIUM** engine oil/automotive chemicals

2015 - ernst & yang **"Entrepreneur of the Year"** award's nomination

2015 - GSEA 2015 business award's nomination

2015 - **Forbes "Young billionaire school"** award nomination

2015 - development forgery protection system **ArmPack** for **POLYMERIUM** brand defending

2016 - cryptoinvestitions and membering in several blockchain technologies projects

2017 - development **ArmPack** eco-system with using Blockchain technologies

3.1 Mobile app for consumers ArmWallet and software for manufacturers ArmBoard. The interaction of brands with customers. Loyalty and the adoption of flexible incentive programs.

So, we turn now to a brief description of the principles of mobile application **ArmWallet** and software **ArmBoard**.

ArmWallet will allow the buyer to easily and quickly get all the information about the product that you specify in the proper amount on the packaging is simply impossible. But, most importantly, the buyer in just a few seconds is able to verify the original product or fake. Way to check at the moment designed a few:

- Standard for Armpack numeric unique code under a scratch-off layer.

- QR-code.

- The combined use of these two types of codes.

You can also use **NFC** chips (if this will be true in a particular case, because the cost of this method is much higher).

An example of a combined use of different types of encodings:
disposable numeric/alphabetic code, giving full access and functionality of the product information on the packaging combined with an open reusable **QR-code** with limited functionality. This method is suitable for use in products which are exposed on the open shelf in the supermarket. It is possible to apply a **QR-code** under a scratch off layer. It all depends on the nature of the product and its sale.

Our team is also currently testing a completely new technical solution for the application of encodings, including developing fundamentally new types of codes and symbols.

ArmPack will have advanced functionality. It will allow users to leave product reviews after scanning (reviews can be open to all participants in the system or only to the manufacturer, this parameter selects the manufacturer). This, in turn, will speed up the process of gathering information and will allow you to correct, update and improve the products based on the opinions of real consumers. In the case of complaints against a factory defect, the manufacturer will immediately see from which party the unit that will allow you to instantly react to a problem and if the codes of the party was already scanned, will be able to instantly warn consumers about this and make a product exchange. This will increase customer confidence and allow you to avoid many conflict situations in case of slightest concern. Also, manufacturers will have the ability to connect loyalty programs. In the framework of its work will be able to reward consumers for performing certain actions, for

example, for scanning products, write reviews, participate in promotions, etc., etc.. the issue of bonuses is possible only tokens **ARMcoin** that, again, will increase the demand for them.

The starting functionality at the **ArmPack** ecosystem and at the mobile app **ArmWallet** will include:

1. Checking the goods for originality (the manufacturer is notified in the event of fraud):

   ○ Scan the codes, the recognition of NFC tags.

   ○ Obtaining information about the product (the information and its volume adjusted manufacturers/brands).

2. Participation in promotions from manufacturers with smart contracts:

   ○ Participation in promotions and other events to increase customer loyalty. Shares may be of different types, for example: **"Buy 10 items "X", scan 10 codes and get a bonus of 150 ArmCoin"**.

   ○ Review all stock from manufacturers in a separate tab (terms etc.). For producers it is a way of attracting new audience to your brand.

- All actions are conducted with the help of smart contracts without the programming (setting the terms of the action takes place in a private office of the manufacturer).

3. Accumulation ArmCoin on the personal account (full featured wallet with I/o **ArmCoin**, translation system, support for token-ERC20).

4. Feedback from producers/brands/buyers:

   - The manufacturer can contact the buyers directly through the app, the buyer receives a certain amount **ArmCoin**.

   - The buyer can contact the brand/manufacturer on any issues.

   - Manufacturer can create surveys for those users that bought a certain product (target by product, by country, by time of last purchase, number of purchases over a certain period). Buyers receive a certain amount **ArmCoin** for participation in surveys.

5. Cross validate, support a large number of cryptocurrencies (late 2018 / early 2019).

App ArmWallet will be available for IOS/Android will also create a simple web version with limited functionality.

ArmBoard

A fully functional private office for manufacturers/brands, only available in the browser version through the website armpack.io

1. Management of generation/production of one-time codes/ QR-codes.

   - Segmentation codes and the assignment information for each series of codes (for example, for each batch of the goods).

   - Download QR-codes in a convenient format for application to the product.

2. Analysis on the use of codes.

   - It allows analysts to use the codes from each batch, used geo-targeting codes.

3. View reviews/reports and communication with customers (response to comments/messages).

4. Create and manage promotions by using smart contracts. (Example: it creates the action where the buyer during the period 1 to 30 December have to purchase 15 units and activate, respectively, 15 codes (to validate the product code from your smartphone), then manufacturer/brand contributes to the balance of

the smart-contract a certain number **ArmCoin** that December 30 will be distributed equally among all participants who have performed embedded in the smart contract terms.

5. Additional features to attract new customers.

   ○ Special offers for all app users with a flexible targeting (not affecting the privacy of customers).

6. Tracking the movement of goods/consignments by scanning the label on each logistic stage.

3.2 Support blockchain infrastructure through ArmNod

To make the system **Arm Pack** independent and reliable, we will use the servers/computers of users. Gradually this process will look like this:

- Installation **ArmNod** on the member's computer system

- Calculation **ArmNod** PC performance and throughput for the formation of the monthly cost of using this computer (calculation and information exchange is done every 24h at an undetermined time)

- The nodes from our server

- Verification and updating of information of every new launch

At a cost each code for a manufacturer is the **$0.01 and** this funds will go to the holders of the notes and be allocated according to the formula.

With the increasing number of manufacturers and, consequently, the number of produced codes, payment Nod will always remain acceptable and , most importantly, will be profitable for holders of the Nod.

3.3 **Blockchain** for companies/brands.

The presence of a network of distributed servers, on which no one can exert any influence, retains the main principles of the blockchain based on trust of all stakeholders to the project.

The use of third-party companies and brands of our capacity in the distributed network and the infrastructure of the blockchain **ArmPack** allows you to quickly and inexpensively deploy their own solutions for the integration of the blockchain in the process of third-party companies. The presence of extensive community and independent developers in the **ArmPack** ecosystem will allow you to perform tasks of any complexity.

3.4 Logistics service ArmLogistics

ArmPack app has basic functionality, allowing you to scan QR and other codes to confirm the originality of the product and more information about it (manufacture date, manufacturer, supply chain, contacts, etc). Additionally we let the manufacturers/brands to collect and use information for the delivery of goods. Each party has its own code, at all stages of the logistics warehouse or other personnel can scan the total batch codes, where the ArmBoard will be based logistics chain for the movement of all cargo. Also the chain will have information about the final scan of each product from different batches.

This allows manufacturers/brands to accurately determine the distribution of their products on location. For example: the manufacturer will see where and in what quantity gets its products where demand is more and where less. All this will allow to optimize logistic solutions and work with trading companies and end up to significant savings, improving sales. Deep Analytics will enable all market participants to their advantage and benefit. Thus, the sensitive information of buyers always remain anonymous, as names and brands will not know any personal or other data which could identify the client(when installing the application we will not collect any personal data). All that we know about the person who installed the app **ArmWallet** , its public key, which is not tied to any personal data.

3.5 **Multicurrency** crypto wallet

Mobile application ArmWallet in basic functional already contains the functions of storage/transmission/transmission **ARMcoin**, but we are also planning support for a major cryptocurrency and fast conversion. After testing the entire ecosystem of **ArmPack** will be available for payment with cryptocurrencies or instant conversion to fiat money with **ArmWallet** app.

3.6 Hardware and software in the supermarkets

Our team is thoroughly interested in promoting the use of cryptocurrencies and blockchain technologies. Therefore, with the growing popularity of **ArmPack** we will introduce in the shops our software that will allow you to read QR-and other codes from products where used **ArmPack**. This will get our services for those people who uncomfortable to use the **ArmWallet** app due to various reasons.

Advantage of the **ArmWallet** is the ability to use in shops as the cheapest method for payment by **ARMcoin** and other crypto-currencies without conversion to fiat money. It looks like the following: at the point of sale installs a simple **NFC** reader connected via USB to terminal or PC, special software will allow you to do payments through **ArmWallet** and **NFC** technology with the mobile app. Our software is compatible with all popular POS and accounting software accounting/calculation.

3.7 Voting system based on blockchain

Features of the **ArmPack** eco-system will be the application of the basic ideology of the blockchain technology. Even though we're a private company, we will not be able to affect any changes / additions to the system without the participation of the entire community. Every question in the revision, the introduction of a new functionality or any change in the system **ArmPack**, be submitted for vote, where the results and honesty will not cause any doubt, thanks to complete openness. The voting will be announced when the company will need to enter new features or to change any existing functions, rules etc. Every voting will last 24 hours, will be able to vote all holders of **ArmNod** registered in the network for at least 90 days and with a total uptime on the network at least 80% of the total time in the network.

This will allow us to remain completely transparent and controlled by the community rather than a few individuals. So we follow the common interests of the majority.

4.1 Information about the ARMcoin

ARMcoin is the basis of all transactions performed within the ArmPack system. Without exception, all payments must be made through **ARMcoin**, and the main purpose of smart contract is to encourage the producers to use **ArmPack** in their activities and attract new users.

Manufacturers pay for the codes production and encourage buyers only through **ARMCoin**. All additional services of the platform are also work with **ARMcoin**.

Immediately after the ICO **ArmPack** company plans to go with their tokens on cryptocurrency exchanges, with the goal of increasing capitalization and to add additional capabilities to all holders of tokens.

4. 2 Benefits to holders of ARMcoin

1. Increased demand for **ARMcoin**.

2. Additional functions use **ARMcoin** (such as stocks from manufacturers, participation in a bonus program, etc.)

3. An addition in the future **ArmWallet** function of a multi-currency wallet with support for major cryptocurrencies (payment via **NFC**, conversion, etc.). Issuing its own token manufacturers, platform ArmPack (for any purpose, including the holding of ICO, etc.)

4. The increase in the number of users **ArmWallet** (by its own marketing plus marketing of brands which will inform consumers/clients about using **ArmPack** in their advertising/websites/social.networks and of course on the packing)., and therefore price **ARMcoin** is only limited by the number of buyers in the world.

5. The scalability of the system **ArmPack** around the world. We will be presented not only in Europe but also in USA, Canada, Australia, China, Japan, South Korea and other countries.

5.1 Overview of the initial sale of tokens (ICO) ArmPack

A review of ICO

Buying ARMcoin tokens offered by the company ArmPack as a pre-payment of the service of protection from counterfeit products. ArmPack releases to pre-sell 1,000,000,000 tokens ARMcoin with an initial market value of 0.00005 ETH per 1 ARMcoin.

More detailed information about the ICO and the potential benefits of owning ARMcoin given in this White paper. Mandatory terms and conditions of sale ARMcoin will be outlined in the terms and Conditions published on the website (the website).

Deposits for the 1st part of the sale is available from January 20, 2018.

The first phase of the ICO is scheduled for January 30, 2018.

We advise you to make a Deposit for the 1st part of the 20% discount, as it is likely tokens already be sold out until January 30, 2018 and the 2nd stage will automatically be started.

The duration of the sale will consist of 10 parts by 40,000,000 **ARMcoin** each. Each stage will last for 10 days.

1st ARMcoin price: 0.00005 ETH

The possibility of early finish is: when reaching the upper boundary of **$20,000,000**

Regulated distribution: unsold and undistributed **ARMcoin** in each period will be destroyed.

An additional issue ARMcoin not provided: ARMcoin produced once during the ICO.

Guaranteed methods of purchase ARMcoin: Bitcoin (BTC), Ethereum (ETH), Litecoin (LTC) , Dash.

The soft cap is $1 million. If the goal is not reached, all funds will be returned.

In the period from March to June, 2018 (the exact date will be announced later) will be started automatic distribution of the remaining tokens **ARMcoin** (distribution model similar to http://eos.io).

Automatic distribution is implemented using a smart contract **Ethereum**, every 23h will start a new period that is 1% of the remaining tokens (price is adjusted automatically and will be closer to stock)

This allocation will allow you to keep the exchange rate **ARMcoin** and to raise additional funds for further development from new investors. (Additional funds will help to increase promotion of the project, which will increase the rate **ARMcoin** on exchanges).

Each stage of the development and events about the **ArmPack** project will be widely covered , which can increase the growth of **ARMcoin** on exchanges).

5.2 The distribution of the additional bonuses:

1st part: 20% off

2nd part: 20% off

3rd part: 8% off

4th part: 6% off

5th part: 5% off

6th part: 5% off

7th part: 5% off

8th part: 5% off

9th part: 5% off

10th part: 2% off

The purpose of this ICO is to provide the funding to create the **ArmPack** eco-system and attracting more attention to the crypto-community.

The project is a very flexible integration of blockchain and cryptocurrency in the traditional business to solve a lot of problems.

5.3 soft cap / hard cap

Soft cap is necessary to achieve minimum objectives: development of **Wallet Arm** + **ArmBoard** + **ArmNod** and starting systems **Arm Pack** with minimal functionality and marketing.

The amount exceeding the soft cap ($1,000,000), will help to attract a greater number of highly skilled professionals and to do advanced marketing that will help organize the rapid expansion of product to markets in USA, Asia and Europe. Also in a shorter time, **ARMcoin** will enter the exchanges . Additional funds will support the community and ArmPack will allocate funds to extend and support independent developers.

A more detailed description of the justification You can find in a separate file **"Business plan"** posted on the website http://armpack.io

5.4 Distribution of ARMcoin

ARMcoin will be issued on the Ethereum platform, will be distributed to the ICO participants in the day of purchase.

93% ARMcoin will be available for purchase during the main ICO.

1% ARMcoin available for exclusive bounty programs (participants will receive a bounty **ARMcoin** only 4 weeks after the close of the ICO).

5% ARMcoin team and advisors. (will be frozen until October 2018)

1% ARMcoin - reserve to run the platform.

6.1. Access to exchanges and support of the value of the ARMcoin

The increase in the number of producers and consumers that use **ArmPack** will increase the demand for **ARMcoin**, as all operations within the system are made only with it, and the number **ARMcoin** strictly limited.

Therefore, when you connect to our system a dozen of brands, the monthly deficit **ARMcoin** will about 2%. And if you look at the potential market more globally, the groundwork for the growth of demand for **ARMcoin** is huge. That is why a large part of the funds collected in the ICO will focus on marketing and awareness ArmPack all over the world. Even if we assume that the speed of development of the system will be small in the first year of existence, with adequate financing, our team, by conservative estimates, is able to attract and connect to ArmPack about 100 manufacturers that create shortages **ARMcoin** from 10% monthly. Price code for brands will remain unchanged at dollar price and the cost **ARMcoin** will grow when you connect to our service each new producer and with the increasing demand for **ARMcoin**.

If you select the points, then the growth of the user base and the producers in the system **ArmPack** will grow for the following reasons:

1. Every brand will make mention of the use of **ArmPack** on their websites, social accounts.networking, as well in other ways to inform consumers (traditional advertising, the inclusion of the use of ArmPack in marketing). Due to this will increase the number of users of the application ArmWallet. Example: a brand has a customer base of about **500,000 customers**, according to the average estimates for the first 3 months after implementation **ArmPack** — app **ArmWallet** downloaded at least **150 000 people**.

2. Other manufacturers will see the innovations of their competitors so that they will consider the introduction of ArmPack (development of the its system is for most producers is not possible, and for those who are possible at a cost — not cost-effective because **ArmPack** is already a brand in itself which creates an additional "cost" for a product which is used.

3. Our aggressive marketing through international media, traditional advertising, etc., will increase awareness **ArmPack**. Direct the sales Department will look for and negotiate with new brands/manufacturers. The interest of the media and community will be caused by the fact that **ArmPack** is one of the first decisions on the global application of the blockchain technology and crypto-currencies in the real economy.

4. At the stage of testing and marketing for the launch of ICO website are approached by many manufacturers, and everyone is waiting for the end of the ICO in order to apply **ArmPack** in the first "pool" brands/producers under the most favorable conditions.

5. Unlimited additions and introduction of new features in the **ArmPack** system.

6.2 **Development** of the ArmPack community and support of the developers

We understand that a project cannot exist without a strong and unified community. we will allocate resources to conduct hackathons and finding a strong blockchain developers. We also plan monthly to allocate funds in a separate Fund for the development and promotion of the blockchain technology, which will support independent developers and development **ArmPack** eco-system as a powerful and decentralized structure, decisions which are taken by voting of a majority of the members of the community.