



Avalon

Avalon White Paper

“I *may*, but we will”

Introduction

The newest affinity group in town; Avalon, using Ethereum as its backbone, is an inclusive economy, group purchasing organization and global membership platform that allows its users the ability to collaborate, save money, earn rewards and achieve mainstream group representation in the business world, all while utilizing cryptocurrency as the main facilitator. Avalon is an affinity organization for cryptocurrency adopters.

Our long term vision is that when a business thinks value-add, they are forced to include cryptocurrency in that conversation, and when an individual thinks cryptocurrency, they are given the opportunity and avenue to make up their mind for themselves.

Disclaimer

-- *This paper is subject to change. All changes will be broadcast to the community and noted on a changelog. The core feature of Avalon that will not change is the GPO-like business model and will materialize as a decentralized application that lists out discounts on goods and services for those granted access to the list. Many of the additional features listed throughout this white paper may be initially unavailable, housed under a centralized additional webpage, or subject to change. Any feature that is not housed under the decentralized application will be completely optional to the user and the user will be notified before leaving the decentralized platform.*

-- *This paper assumes a basic level knowledge-base of Ethereum, bitcoin, blockchain technology and cryptocurrencies.*

Background

Avalon intends to create a unified place for a decentralized consumer group, that shares the common bond of being a member of any cryptocurrency (buying, selling, transacting, holding, advocating, etc), to pool their purchasing power and achieve savings on things they purchase without requiring mass infrastructure change on the vendor side.

In addition, members to the Avalon platform will be offered opportunities to earn rewards sponsored by vendors, participate in members only promotions/giveaways, and most importantly help form a singular “face” that can interact in the business world, all the while the member themselves can choose to stay anonymous.

While many amazing projects are hard at work at making the use of cryptocurrency in everyday purchases the norm, Avalon allows for its members to add utility to their cryptocurrency without necessarily having to transact with it literally. Think AARP/AAA for cryptocurrency users.

Problems addressed:

1. How can the cryptocurrency community receive discounts when they make purchases, without using cryptocurrency directly* to buy goods and services?
- 2 .How can we collect general data on the consumer preferences of a consumer base that is heavily segmented and demands anonymity, so that we can advocate on their behalf?
3. How can we incentivize businesses to offer promotions directly to the cryptocurrency consumer-base without widespread infrastructure change?
4. How can we create a membership group that provides far-reaching benefits for its members similar to AAA, AARP, ARC Europe, etc?

* vendors, of course, still have the ability to accept cryptocurrency as a form of payment.

Action

Create an exclusive, affinity membership group and GPO-like model that represents cryptocurrency users, negotiates on their behalf, and then uses a membership portal to transmit said discounts to the members. [Save Money]

Create a membership portal that allows vendors to incentivize members to make purchases, provide consumer data, participate in events, etc with tokens. [Earn Tokens]

Let “data tell the story” about cryptocurrency, its users and their buying habits.

Create a membership portal that houses a variety of benefits specifically for its membership base and utilizes tokens to facilitate these interactions.

Turn Avalon into a cryptocurrency advocacy/affinity group that is mentioned in the same breath as AAA, AARP, ARC Europe etc.

Fast Facts

--Avalon tokens are used directly to interact with the Avalon platform and indirectly outside the platform to incentivize members and vendors.

--The term GPO refers to a Group Purchasing Organization. Avalon, among many other things, follows the GPO-like business model.

--The strength of a GPO lies in the ability to leverage the purchasing power, knowledgebase and participation of its members to secure value-add on behalf of its members.

-- Any mention of “data gathering” throughout this paper implies general data gathering. We will never collect or store feedback tied directly to the responses of an individual member. As we gather data, it will only be aggregated data based on member feedback and lumped together as a “total package”. See the Data Collection section for specifics.

Features

- I. The GPO [save]
- II. Member's Only "Group Buys"
- III. The Avalon Think Tank (The "Roundtable") [inspire]
- IV. Vendor initiated, incentive-based member participation opportunities [earn]
- V. Mobile APP [Participate]
- VI. Member-to-member smart contracts [utilize]
- VII. Private crypto sellers market
- VIII. Cryptocurrency advocacy [think big]
- IX. Altruism [give]
- X. Exclusive Extras
- XI. Membership Levels

Intentionally Left Blank

The GPO (Group Purchasing Organization)

A GPO, or Group Purchasing Organization, is at its core is an entity created to leverage the purchasing power of a consumer group (the members), to obtain discounts on goods and services that they already purchase, or would be more inclined to purchase if they became more affordable.

The traditional GPO model is generally what is considered a “vertical” GPO and focuses solely on one industry e.g.; healthcare, food services, education, industrial equipment etc.

Initially, Avalon’s GPO portion will follow closest to a “horizontal” GPO business model and aim to place no limits or specialties on the products or services we secure discounts for. However, as we analyze data from our members on which industries they find discounts to be the most valuable, we will have the ability to focus our resources on negotiating in areas with the most utility and provide the most benefit to our member’s purchases.

By putting a singular face and name to a consumer-group that is shrouded in anonymity and heavily segmented, Avalon will negotiate on our consumer-group(cryptocurrency users)’s behalf and build a massive catalog of discounts on products and services. This provides new utility and massive value-add to cryptocurrencies as a whole without requiring large scale infrastructure change on the vendor’s end.

Once you become a member of Avalon, open up a qualifying Ethereum wallet then simply proceed into our DApp platform, navigate to the GPO section and search for the product type or specific vendor itself and find the discount code/unique url that provides your discount. If the product you desire is not listed, you can use our “one-click” feedback feature to notify us that something you’d like a discount on has not been secured, we will use this feedback to know where to focus our negotiating efforts next; that is how a vertical GPO grows its vendor base.

GPO Cheat Sheet:

1. The GPO negotiates discounted pricing on behalf of its members
2. They often present forecasted usage and letters of commitment as negotiation tools to give their members better pricing.
3. GPO members realize savings and efficiencies by aggregating purchasing volume and using that leverage to negotiate discounts with manufacturers, distributors, brick and mortars, service providers and other vendors.

Members Only “Group Buys”

In addition to the standard GPO-like model, Avalon members also have a centralized location to create their own “group buys”.

Many vendors, who prefer to not lock themselves into an assumed discount, or have not yet been approached by Avalon officially yet, are willing to provide significant discounts when they are approached by a group of consumers willing to purchase a single product and meet a minimum product quantity threshold (bulk discounts at quantity thresholds).

Using smart contracts and/or our private, members only forum, Avalon members can form together to meet the vendor’s minimum quantity thresholds and purchase the good or service

they desire at the discounted price.

If the vendor does not offer a page themselves to activate the deal once enough orders are placed, an Avalon member can be elected to collect the funds and initiate the order on everyone's behalf. To incentivize the organizing member, the other individual members can pool some AVA tokens into a smart contract to be released to the organizing member upon successful completion of the group buy. A tiny amount of AVA from each member to ensure a successful group buy, can equal a sizeable amount of tokens to the organizing member. Any specific disputes that may arise can be investigated by a member of the Avalon development team.

This group-buy feature means our members are not limited to discounts on just the current GPO discount catalog. In addition, this interaction with the vendor may segway into official negotiations that lead to the vendor being included into the static Avalon GPO discount catalog.

The Roundtable (The Avalon Group Think Tank)

Meet “**The Roundtable**”; a community based think tank contained exclusively inside the Avalon platform. A forum exclusively for Avalon members, where they can participate in general chit-chat or even incentivize their peers to perform research and development.

Enjoy a thought provoking post made by another user? Send them some AVA to promote inspiring dialogue.

The Roundtable is also a forum dedicated to allowing Avalon members to perform research and tasks concerning topics in crypto economics and technology, fostering a community built both on a sense of interconnectedness and on a capacity for autonomous growth unique to the crypto sector. Using this platform, a user may create a new thread, placing an request/order for a task with a specified AVA reward and any member from the community will have the opportunity to see this task to completion.

Our token (AVA) will act as a payment method to fulfill these contracts, an internal economy congruent with the smart contract infrastructure laid out by the Ethereum network.

Most think tanks are typically funded by governments, advocacy groups, or businesses, deriving revenue from consulting or research work related to their projects and often have their efficacy mired by bureaucracy and exclusivity. Rather than prescribe to this model of the think tank method, a method swayed by individualist interests or the demands of the financiers, The Roundtable will serve as a hybridisation of this concept, bringing decentralisation to the collaborative thought of today's tech industry.

Let's forward future technology and our economy together with the Roundtable think tank.

Vendor Initiated, Incentivized, Member Participation Opportunities

There's an incredible need for consumer based feedback and vendors and marketing groups are willing to incentivize individuals to provide that feedback. In addition, there is an incredible lack of consumer data, spending habits and the economic behaviors on those of us in the cryptocurrency consumer group. Using the Avalon platform we will create a place where vendors can offer AVA tokens in exchange for member participation/feedback. The most primitive example will be a vendor offering AVA rewards to any Avalon users who are willing to fill out a survey detailing their interests, spending habits etc. - and since individual members remain pseudo([a]nonymous), there is no worry of your individual data being compromised. This is merely a way for vendors to gather broad-strokes demographic data on what we crypto users like to buy, what price point would make us pull the trigger and where the vendor should focus their energy when attempting to capture our market share. This provides immediate value-add to the individual member (they receive tokens) and fundamental value-add to cryptocurrency users as a whole.

In addition to the above mentioned example, there will be a vast amount of ways for Avalon members to **earn** AVAs via participating.

Here's just a few of the ways Avalon members will be able to earn AVA:

- Watch video advertisements presented by vendors and receive AVA in return.
- Sign up for a free 30 day trial of a streaming service and receive AVA in return. The vendor offers a tiny amount of AVA for the chance to showcase their service and perhaps even retain the member after the free trial ends.
- Download a mobile APP, try it out, leave an honest review and receive AVA in return.
- Beta test an early version of a PC game, available exclusively to our members and report bugs in exchange for AVA tokens.
- Refer 10 users to ExampleFICOscoreCheck.com using a unique referral URL and receive AVA tokens once 10 users sign up under your referral link.
- "Check in" using the Avalon mobile APP, at a movie premiere, grand opening, or vendor location at a qualifying time and receive AVA in return.
- Scan your proof of purchase QR code after purchasing a qualifying vendor's item in store, upload it to Avalon and receive AVA in return.
- Vendor "traditional" bounties. Vendors will be able to offer Avalon members AVA in return for tweets, social media posts, etc. relating to their business.

These are just some more traditional examples of how we can allow vendors to incentivize Avalon members, allowing members to **earn** AVA, but the possibilities are endless. By requiring the vendor to use our token as the intermediary, we bring volume and utility to the AVA token as well as increase exclusivity to the Avalon membership. We even expect our own members to create APPs, video games and website and offer exclusive testing access to other members in exchange for AVA tokens. These opportunities will require vendors to be initially approved by the Avalon dev team, however, like all things housed inside the Avalon platform, there will be a

way for members to flag an opportunity for review. If enough members flag an opportunity as not being appropriate or in-line with our core values, we can democratically choose to remove that single opportunity, or possibly the vendor all together.

Vendor Giveaways

Giveaways are not a new concept, but they offer an additional way for our members to gain utility from the Avalon platform, as well as a way for participating vendors to put thousands of eyes on their product, simply by giving one instance of that product away.

Inside the Avalon platform, there will be a section of the current and upcoming vendor giveaways. This is an extremely popular benefit of many other affinity groups and we expect Avalon to house dozens, if not hundreds of giveaways, as vendors thirst for their products to be seen by our massive member base. For as little as one click, you will have a chance to win products worth thousands of dollars. We foresee giveaways becoming a massive part of the Avalon economy.

*A user can choose to opt for PGP encryption with the Avalon dev team to provide shipping instructions when winning a physical product.

**No purchase of any kind is required to be eligible for a giveaway, a member just needs to manually enter each giveaway individually.

***No shipping dues will be required, however certain regions of the world may be initially unavailable.

Mobile App

In 1978, Arthur Blank co-founded Home Depot. Story has it that during Home Depot's early days, Arthur Blank and his business partner would stand in the parking lot handing out dollar bills to entice customers to browse the store[1].

The Avalon mobile app will allow for vendors to host similar promotional events in a much more technologically savvy and more convenient way. By a vendor placing a QR code somewhere inside their store, perhaps during a grand opening, or sale-event, Avalon members can find then scan the QR code* with the Avalon mobile app, "checking in" that they were in the store during the specified time. In return, the vendor issues AVA tokens to all members who checked in during the event via the Avalon platform.

*Dynamic QR codes and location based checks are some of methods that will be used to prevent QR code sharing.

Brick and mortar vendors can also run promotions where members use the mobile app to scan in their "proof of purchase" on an item(s) to earn AVA. A coffee shop can allow for you to scan your receipt showing your purchased a large coffee; scan in five large coffee receipts and receive 1 AVA, etc.

There are countless ways vendors can use the QR/proof of purchase scan feature to entice our members to get inside their stores and in return our members are rewarded with AVA tokens.

The mobile APP will also be equipped with a location feature, where members can turn on location permissions and be notified if they are within X proximity of a brick and mortar store that offers discounts to Avalon members. Many of the vendors inside our GPO will provide their standard discounts at their brick and mortar locations.

Private Altcoin/Cryptocurrency Classifieds Section

Inside the Avalon network will be housed a classifieds section for private altcoin buying and selling. In many cases, buying and selling altcoins via private seller is risky, and not recommended, however using our members only altcoin classifieds, you can move large amounts of your altcoin of choice without affecting the public facing market. This will allow you to sell off large amounts of altcoins with low to medium volume, without “crashing the price”. Members will have the option of trading Examplecoin A for Examplecoin B, or simply trading Examplecoin A for AVA. You also have the flexibility to be creative with your movements. Perhaps there’s another member who will trade you 10 Eth for a variety of altcoins - you can do this safely and simply with Avalon. Simply draft the terms of the trade in a forum post, submit it to the classifieds section. Once another member agrees to your terms, an Avalon dev team agent from our official team will be assigned to your post. Your assigned agent will read over the terms of your private deal, then act as escrow, ensuring your agreement goes off exactly as drafted.

*Note: This section Avalon is not an exchange, it is private parties transacting with an escrow facilitator (classified ads)

Cryptocurrency Advocation

Besides savings and monetary gain, one of the awesome advantages of the leverage of a large membership base, is the ability to put a face on cryptocurrency and become advocates on its behalf. Once we secure and begin to grow our membership base, we will use a portion of our operating capital to advocate on behalf of all of crypto. Whether you are a member of Bitcoin, Ethereum, Litecoin or some smaller market cap coin that you are simply passionate about, we all can benefit by starting to educate the public on this wonderful technology of ours. It’s unfortunate that many of the general public believe cryptocurrency to be nefarious in nature and having use only for buying drugs or gambling and the like. Using a democratic system where members of Avalon can vote on where funds should be appropriated, we can use Avalon to start fighting the good fight on behalf of cryptocurrency. By 2018, we intend to have Avalon represented at technology conferences and featured in the media for the right reasons. Avalon is your advocate, helping shape cryptocurrency policy that aligns with our futures. As our membership grows, the collective voice of the Avalon alliance will become a powerful force for change in Washington, D.C. and everywhere else policy is implemented in your country.

By joining the Avalon network, you are not just combining your purchasing power, you are putting your proverbial sword, bow and axe into the fight against the defamation of cryptocurrency as a whole.

Altruism

“Be an opener of doors for such as come after thee, and do not try to make the universe a blind alley” - Ralph Waldo Emerson

We've seen time and again that the cryptocurrency user base is that of a generous one; some cryptocurrencies have even been created for the sole purpose of donating to a cause. Avalon will allow us to pool our funds and resources and donate to select causes, making a huge impact. Using our forums and our democratic voting process, we will nominate causes we believe are worthy of large scale donations. Once a cause has been selected, we will feature it on the homepage of the Avalon dashboard. Our large membership base can choose to donate as much AVA as they feel appropriate to the cause and the Avalon development team will ensure the funds make it to the cause. Members can choose to help out in other ways - tweeting the cause to their network outside of Avalon, or by donating through the cause' official channel. Avalon (and cryptocurrency as a whole) “coming to the rescue” makes for a great headline and will help advance the notoriety of this technology.

Members helping members

Maybe you live in the same city as a fellow Avalon member who is job hunting and know of an opening in your company? Maybe you have an old CPA study guide that could be of use to a fellow Avalon member who is studying for his exams.

With our members only forums you can choose to pay it forward and help out other members. You can choose to be as anonymous or public facing as you wish with your member profile details, and the possibilities of members helping members are endless when we are all equally passionate and housed “under the same roof”.

Members may even want to micro-crowdfund a small business idea of a fellow member, a fellow member who simply needed the right platform and the accepting demeanor that an affinity group provides to get his start.

Exclusive Extras

Avalon will also offer a variety of members only exclusive perks. We've mentioned the members only forum, which we feel can be infinitely valuable - like minded individuals coming together and opening a dialogue can lead to so many possibilities. It is quite possible that the next great technological startup may find its beginnings in a casual discussion among members in our Avalon forum.

We also plan on having members only areas at cryptocurrency/tech conventions, meetups, etc. Take a momentary refuge behind the Avalon ropes, and enjoy some complimentary snacks and beverages, shake some hands of Avalon members you've probably spoken to countless times on the forums.

In addition to the major conventions; once a year Avalon will host an Avalon meetup group in Tampa, Florida. **This meetup will be free for Avalon members**, however non-members will be permitted to attend for a small fee. In addition, vendors and technical startup groups will be encouraged to **rent booths** at the Avalon meetup event and showcase their products, prototypes and business ideas. This will give Avalon members exclusive early access and discounts to new products and services, as well as a way for vendors to receive a large-scale test audience on their new rollouts. Tech startups will be able to pitch their idea in hopes of achieving some microfunding and critiques on their idea from some of our members. And with Tampa, Florida slated as the newest emerging home for startups [2] we can't think of a better place to house our meetup.

End of year physical publication (The Avalon Magazine)

At the end of every calendar year there will be a Avalon cryptocurrency publication sent out to members who choose to opt-in. Similar to the original physical Bitcoin Magazine that was sold at Barnes and Nobles and other bookstores (which we found amazing, quite frankly) - it's nice to occasionally have something you can touch and collect in this majorly digital industry. The Avalon magazine will have articles about Avalon, Ethereum, Bitcoin and digital currencies in general. Acting as a year-end wrap up, we can display some of the largest giveaways, most memorable deals and member submitted stories. Avalon magazine will also provide a sneak peak into the happenings of the year ahead.

We are aware that many members choose to keep their personal addresses anonymous, so the Avalon magazine will be "opt in" and sent to those who are willing to provide us with their mailing address.

Membership Levels

Although every member of the Avalon network will have 100%, full access to the GPO discounts and all other Avalon features, we plan on having three levels of membership at launch, each with some additional perks. During the crowdfunding phase; members can choose to donate a certain amount during the crowdfund to immediately "lock in" these membership ranks. If you miss out on a higher membership level, there will be opportunities to earn points towards leveling up, once the platform is launched and fully operational. Details pertaining to achieving membership levels through non-crowdsale means will be fully detailed closer to official launch of platform.

Silver Membership

Your base Avalon membership. Majority of features are available to this membership level with the notable exception of the platinum members only sub-forum. Anyone with an Ethereum compatible wallet and pays the minimum required membership dues requirement is granted base Silver membership status.

*Any donor who donated for even 1 AVA during the crowdsale will be included in the third round of invites for the beta early access, but not that ALPHA access that comes before it.

Gold Membership

The second level Avalon membership. All features are available to this membership level, with the exception of the platinum members only sub-forum.

In addition, gold members receive an extra feature that allows them to turn on and off a switch in their account preferences that will automatically enter them into all available giveaways - as opposed to silver members who need to login to Avalon, find any/all the giveaways they'd like to enter into and click the "enter giveaway" button manually.

Donors awarded gold membership status during the crowdfund will have their first year membership dues waived upon official launch of the Avalon platform.

Gold level members (determined after the crowdsale) will be included in the second round of invites, to the invite-only alpha portion (earliest access possible) of the Avalon platform scheduled for Q1 2018.

During the crowdfunding presale, Gold memberships will be awarded to any single donation address that contributes the equivalent of \$1,000 USD or more (represented in the cryptocurrency they donated it).

Platinum Membership

The highest level Avalon membership. All features are available to this membership level, **including** the platinum members only sub-forum.

In addition, platinum members receive an extra feature that allows them to turn on and off a switch in their account preferences that will automatically enter them into all available giveaways - as opposed to silver members who need to login to Avalon, find any/all the giveaways they'd like to enter into and click the "enter giveaway" button manually, one by one.

Platinum members will also have their membership dues and the cost of their physical GPO membership card waived, and sent their cards in the first batch of physical card deliveries at no charge.

The platinum level GPO cards will also be different in physical appearance from the gold and silver cards, and indicate their platinum status somewhere on the design.

Our 50 platinum members are **guaranteed** an invite into the first Avalon platform alpha testing phase (the earliest access possible).

*Platinum members determined after the crowdsale will have their annual membership dues waived **forever**.

During the crowdfunding presale, platinum memberships will be awarded to the 50 highest single donation addresses - determined after the close of the sale.

During the period prior to official launch, these 50 members will have direct and quicker access to the "ears" of the Avalon development team through their platinum forum subsection. Becoming a platinum member during the crowdsale is a great way to directly help shape what Avalon will become, we will consider these initial, 50 platinum members

unofficial advisors and are free to call us personally anytime and even visit our physical location if applicable.

How We Will Do It

Before we have the exact numbers

The success of the crowdfund is a large day for Avalon for more reasons than one. Aside, from receiving the needed donations that will be used for operating capital, the crowdfunds' success helps us to begin soft negotiations with the vendors we wish to entice to join our group (and commit to offering discounts). Although extremely segmented, we can take general data (estimate of userbase, transactions per year, estimated buying power) from Bitcoin, Ethereum, digital currencies in general and marry it with the success of our crowdfund and provide projections on Avalon's realistic future membership base. In addition, since during the crowdfund, we grant early membership to individuals who donate over X amount, including the members "locked in" during the crowdfund in our projections of future growth.

More than likely, vendors who join Avalon during our soft outreach will be the forward-thinking type companies who are familiar with cryptocurrency and immediately see the value-add of being listed inside the affinity group we know Avalon can grow to be.

As the platform is being built behind the scenes by our lead developer Jean-Paul Vasilières and his passionate team of architects, we will immediately open an Avalon only web forum for anyone who uses AVA to sign up and pay membership dues before the platform is operational (*reminder: membership dues are waived for gold and platinum level donors during the crowdfund*)

It is important that we begin to allocate a small amount of resources to securing vendors during the platforms development phase, however as we become closer to the platform being fully operational, and we begin to have a tangible membership base on paper, we will ramp the recruiting of vendors into overdrive.

After we have the numbers

This is when the vendors will eventually begin to come to us; an exciting time when we have thousands of members and millions of purchasing power (and the data to back it up). We begin our "hard" vendor outreach and allocate a large amount of resources to negotiating on your behalf - adding vendors, products, goods and services to the Avalon network. A full "vendor outreach" team will be assembled, as we look to use our leverage to add new vendors, negotiate the terms of their inclusion and have team members dedicated to maintaining these relationships.

Using our leverage, the full Avalon platform and finished product you've seen on paper will begin to take shape. Searchable discounts on thousands of products, rotating promotions, methods of earning AVA tokens, giveaways and the rest, will all fall into place. It doesn't stop there, our intention is to perpetually continuously add vendors and features to the Avalon network, until much like other affinity groups (AAA, AARP, ARC-Europe), it will become common practice and make good economic sense to ask, "Do you have an Avalon discount?" before every purchase you make.

One Token - All Cryptocurrencies

It was vastly important to us throughout every stage of planning and development to remind ourselves that AVA is not just a token that represents our platform, or promotes and advocates for Avalon, or Ethereum or Bitcoin or any specific cryptocurrency. Our one token, truly represents all cryptocurrencies - and thanks to the availability of exchanges - nearly any holder of any cryptocurrency can find their way to acquiring some AVA tokens. A passionate holder of a smaller market cap coin can use an exchange to go from ExampleCoin -> Bitcoin/Ethereum/Litecoin/Ripple/Dash and then use that Bitcoin/Ethereum/Litecoin/Ripple/Dash to participate in the AVA presale. After the pre-sale, and once AVA is listed on the exchanges directly, an individual can simply go ExampleCoin -> AVA and gain access to the Avalon features. Eventually, our business model will allow for users to pay their membership dues with Ethereum and other mainstream cryptocurrencies as well, but early access will be granted to AVA holders exclusively - and once inside, utilizing the platform's feature will require AVA only. At the end of the day, no matter which cryptocurrency you hold dear, by joining Avalon and pledging your purchasing power and participation, you help enrich this technology as a whole, as we begin to put a business-friendly face on crypto and begin to advocate on its behalf.

AVA (Token) Specifications

1. Avalon tokens are labeled "AVA" and are digital tokens(ERC20) that exist within the Ethereum ecosystem. Many Ethereum wallets possess the ability to store and transact AVAs natively. (Parity, Mist, MyEtherWallet, IMToken[Mobile])
2. Only 10,000,000 (10 million) AVAs will ever be created (i.e. The token supply is permanently capped at 10 million).
3. The tokens will initially be distributed via a crowdfund hosted by TokenLot LLC
4. The price of the token will be finalized and represented in Ether, 24 hours before the crowdfund launch with the intention of each AVA being priced at the equivalent of 1.10USD/1.38AUD/.94Euro/1.07Franc*
5. All major cryptocurrencies will be accepted for donation, however you must receive AVA tokens in a compatible ERC20 wallet that you possess (no exchanges).

*The example fiat currencies are merely a visual representation until the final Eth:AVA is finalized. All donations MUST be presented in cryptocurrency.

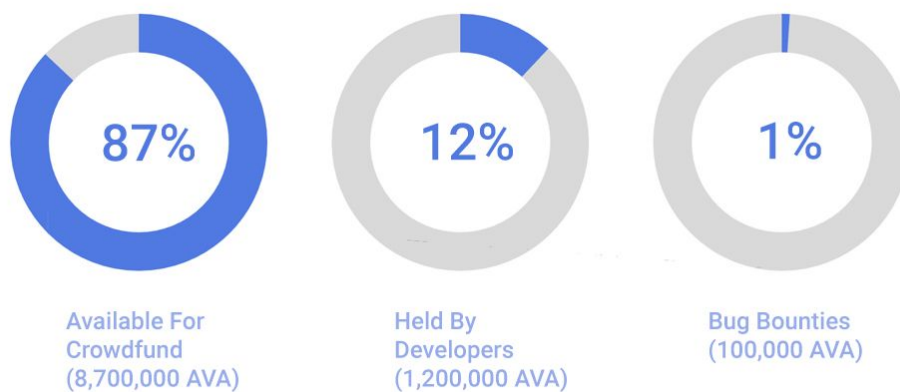
The Crowdfund

The crowdfund (sometimes referred to as an ICO) will be the only initial distribution method of the AVA token and will begin August 25th and run until September 15th (or until all tokens are claimed, whichever comes first).

No early discounts, no referral bonuses, no private backend sales. Simply put, everyone who donates is treated equal in relation to the amount they donate.

Distribution Breakdown

Out of the 10,000,000 AVA tokens created, 87% (8,700,000) will be available to donors during the crowdfund phase with 13% (1,300,000) being held by the developers for early partnership repayment, bug bounties, newsletter promotional giveaway, staff, as well as a sufficient amount kept to make the incentivization features of the Avalon platform functional on day one.



Required minimum amount of tokens claimed (Or Refund):

The crowdsale will be considered “official” and binding, if 35% of the AVA tokens are claimed during the crowdfund. In the event that less than 35% are claimed at the conclusion of the crowdfund, all donors who have contributed will be issued full refunds.

The minimum is reached, but not all tokens are claimed:

If the minimum amount of tokens (35%) are claimed via donation, and the crowdfund official, however not all tokens are claimed, the remaining balance of tokens will be put in cold storage for a minimum of 182 days. After 182 days, the Avalon development team will decide if another crowdfund is viable, or if the tokens should return to cold storage for a second 182 days. After 365 days of total storage, the remaining unclaimed AVA will be burned, stored again, or a resolution will be found using community input and market analysis. The final decision will vary

based on how many tokens are left unclaimed.

(Free) AVA Giveaway Bounty:

The only major bounty schedule for this time is, 500 AVA will be given away to one of our newsletter subscribers at the completion of the crowdfund. Must be subscribed to our newsletter prior to the first day of the crowdfund. Subscribe to the newsletter at <https://avalon.nu/tokens/#Subscribe>

Data Collection - How Avalon Learns!

Foreword: No individual data will ever be collected, stored or tied to an individual. No data, feedback, survey responses, etc will ever be linked directly to a username or Ethereum address by Avalon.

In addition to no data ever being directly linked to a user, all feedback provided by the user will be 100% optional.

Example A: From time to time, Avalon or a vendor may present users with a feedback survey; questions like, "I am more interested in Avalon adding businesses who offer discounts on electronics than shoes. True or False" - questions like this help Avalon mold and allocate resources correctly to ensure it is serving the members best interests.

Example B: A user clicks the "heart" icon on a vendor page, tabbing this vendor and their offered discounts as a favorite. The more times a vendor receives a heart (or does not receive a heart) is telling for Avalon and what types of discounts are important to our members.

You'll notice that in both of these examples only "broad strokes" feedback is given - nothing personal, individualistic or private will ever be asked. Once a response is recorded, it is recorded into one large aggregate of responses (e.g. 2,000 True responses, 250 false responses).

Note: Many optional features of Avalon can be tied to one's pseudonym. Anything you post in the forums or private message another user is tied to your username. We don't see this as being an issue for most as this is standard practice for cryptocurrency (they are not truly anonymous), and also as Avalon is simply an above board membership platform, many users may choose to interact with the platform as their real name - we encourage this (but would never require it).

Why Avalon “learning” is important.

It is important that Avalon is continuously molded to match the interests and spending habits of its user base. Having Avalon be able to use broad data to help our vendor outreach team target the correct goods and services will ensure maximum utility and satisfaction for our member base now and into the future.

In addition, we can begin to show John Q. Public that based on spending habits, cryptocurrency users do way more than just nefarious things with their cryptocurrencies.

Member Code Of Conduct

At Avalon we recognize the value of working together - whether it is securing a new discount, sharing consumer tips and tricks, participating in live events, or simply having open dialogue in our forums - our goal is to improve cryptocurrency, save money and do everything with integrity.

As a member of Avalon, you will be asked to abide by our member code of conduct:

First and foremost, It is your responsibility to ensure that you adhere to any usage, tax and other legal or regulatory mandates issued by your government and/or local municipalities regarding cryptocurrencies, ethereum, crowdfunding gifts, Bitcoin, and blockchain technology.

Avalon will not tolerate the use of the member platform to promote, share or engage in illegal activity.

Do not post the personal information of another member. You are free provide as much personal information about yourself, but allow others to make that decision for themselves.

You can post public information regarding the location/information of a deal or promotion, e.g. “the coffee shop on 7th Avenue and Main St. in New York, NY is offering free coffee today. Ask for the manager, Jim”

Avalon secures and facilitates the discount on the product, service, item etc., however you, the user, makes the physical purchase, and it is your responsibility to ensure your purchases are legal under your government and/or local municipalities.

Avalon has the the right to terminate any membership without cause for any reason. However, since the strength of our network lies within our membership base, it is not in our best interest to do so. Any terminated member will still, of course, possess his/her AVA tokens to do with as he/she pleases.

Vendor Code Of Conduct

Although our goal is to offer as many vendors and discounts as possible, at Avalon, we are committed to sustaining our business over the long term. This means successfully managing the financial, environmental and social risks our complex business model endures. If a vendor in our GPO network begins to sell products or services that we find do not align with our mission statement, we may take action to remove them from the GPO platform. In addition, any vendor who routinely experiences technical difficulties in providing our members their discounts, even after receiving their vendor education packet and phone/email support, may be asked to part ways with Avalon.

The power to flag, the power to flag, the power to flag!

Nearly every section of the Avalon platform has a flag icon. Members can use this feature to manually flag something that “is not right”. You may come across a discount code that no longer works, an inappropriate forum post, or even bug/inoperative segment of the platform.

We rely on our members to utilize the flag function to help the platform continue to run as intended. Flagging a discount code enables someone on our official vendor outreach team to contact the vendor to see if this discount removal was intended, or simply a technical error - if the discount has been de-activated as intended, we can then remove it from the GPO page.

Conclusion

We, collectively, reading this right now, are a member of a select group of individuals who are going to be able to look back and say that we were present when something as massive and comparable as the internet was solidifying - and that we had a hand in its success, or we simply stood by as observers. If you've come this far you probably share the sentiment that; cryptocurrencies, digital currencies, asset based tokens, the blockchain etc are the future, and it is only a matter of time before its user base expands significantly. It took the internet roughly 20 years to become "mom and pop" friendly, and as digital currencies and blockchain technologies follow an eerily similar path of adoption, it's only natural to predict an explosion in the user base of these technologies. While we wait for infrastructure to catch up, why not secure utility via other means in the meantime?

There are various affinity groups across the globe that represent various user bases, some that seem logical (people over 50[AARP/AMAC]) and some that are extremely obscure like "must be anti nuclear" etc.

How about a group that's only requirement is that you be an adopter of any cryptocurrency? A group that if you aren't a member of it, but want to be, will require you to educate yourself on what cryptocurrency really is ***and more importantly; really isn't*** (*which advances cryptocurrency's reputation*). A group that's membership base will explode alongside the explosion of the technology itself, compelling vendors to come to us and beg to give us discounts in exchange for our purchasing power? Let's build it together and call it Avalon!

It's only a matter of time before when making a purchase the clerk prompts you, "Are you a member of AAA, ARC Europe "Show your card" or **AVALON?**"

Our Team

"A **new** platform with **deep** roots"

Avalon itself is new, but our preliminary team is composed of some passionate and talented individuals. Some of which have the ability to build on the technical side and have been a member of software development for decades, as well as some equally important business minded sharks. You may even recognize some of the faces, or the work they've contributed to. We implore you to explore our team, as well as some cherished advisors who have helped and will continue to lend counsel along the way by visiting avalon.nu/team

Citations

[1]Greene, N. (2015, September 10). How the Owners of All 32 NFL Teams Made Their Money. Retrieved June 22, 2017, from <http://mentalfloss.com/article/52598/how-owners-all-32-nfl-teams-made-their-money>

[2] Faw, L. (2017, April 25). Why Have So Many Millennials Become Tampreneurs? Retrieved from <https://www.forbes.com/sites/larissafaw/2017/04/25/why-are-so-many-millennials-become-tampr enuers/#6a6a901f626e>