

The Charitable Altcoin

WISHCOIN





Introduction

Wishcoin - changing the image of cryptocurrency, changing lives.

Since the introduction of Bitcoin, the cryptocurrency market has changed drastically and grown exponentially, with the total market cap recently breaching \$120 billion. Thousands of Altcoins have since emerged but aside from Ether, Dash and Litecoin, there has been minimal adoption by established business. By adopting a currency, a business is expressing confidence in said currency and thus the market reacts extremely positively to such news. The main issue facing most Altcoins is the dominance of the aforementioned currencies, if a business decides to adopt a form of cryptocurrency; they will naturally gravitate towards the most dominant coins.

For a new currency to be adopted there needs to be a compelling reason, Wishcoin not only provides that compelling reason, it presents a tangible, logical route to market, benefitting not only investors but millions of people worldwide.

Wishcoin is run by the not for profit company Wishcoin Foundation that seeks to generate billions of dollars for charities worldwide. Wishcoin is a heavily pre-mined coin, with 50% of all coins generated to date having been donated to the Wishcoin fund. This means that 50% of all Wishcoins will benefit charities directly. This not only makes humanitarian sense, it makes business sense. Every donation made to charity will raise the profile of Wishcoin amongst consumers and businesses alike. Charities that are due to receive donations will be encouraged to promote Wishcoin and accept Wishcoin as a donation method for their charity. This in turn will increase the awareness and subsequently the price of Wishcoin and thus increase the value of the donation that charity is due to receive, creating a win-win scenario. Charities will receive their donations in fiat currency after their coins have been sold in a drip-fed fashion to avoid any negative impact on the price of Wishcoin. Every charity that partners with Wishcoin will attribute more and more confidence to the coin and subsequently the price will continue to rise. The next step will be to work with businesses that support our charitable partners to enable payments and/or donations on their platforms. This staggered adoption will be a soft introduction to WishCoin for these businesses, allowing them to familiarise themselves with Wishcoin and to experience the benefits that can be achieved compared to fiat currency. This cycle ever perpetuates, as the currency grows in value, donations will increase and thus media coverage and influence will build. These increases will fuel further confidence in the coin and facilitate expansion, greater adoption and drive the value of the coin ever higher.

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WISHCOIN ICO

Available at: www.wishcoin.io
ICO Dates: 15th January – 15th February
Type of Offer: Initial Coin Offering

Purchase: 1 Wishcoin

Coins Available: 200,000,000

Coin Price: \$ 0.10 per Wishcoin

Minimum Purchase Per Person: 100 Coins

Maximum Purchase Per Person: 10,000,000 Coins

Accepted Investment Methods: BTC, ETH, LTC, DASH, GBP (FIAT)

Group Structure: Wishcoin Foundation (Founder & Architect of Wishcoin) Wishcoin Fund (impartial charitable fund)

Coin Structure: 50% of the total coins will be held by the charitable Wishcoin Fund, 40% of the remaining coin total are made available during the ICO and the final 10% are assigned to the Wishcoin team.

Dilution: No further coins will be released for a period of 10 years. Thereafter 20,000,000 coins (4% of the total circulation) will be added to the Wishcoin fund each year. There will be no other coins released at any point.

Remaining Coins: Should there be any coins allocated to the ICO that remain unsold, these will be proportionally distributed between those who invested in the ICO and Pre-ICO respectively.

What Defines The Price of Cryptocurrency

Supply/Demand

As with most currencies or commodities supply and demand is a strong factor in the cryptocurrency market. Demand refers to how much (quantity) of a product or service is desired by buyers. Supply represents how much the market can offer. The correlation between price and how much of a good or service is supplied to the market is known as the supply relationship. Price, therefore, is a reflection of supply and demand.

With reference to supply, Wishcoin is capped for the next ten years, thereafter increasing at a rate of just 4% per annum, thus supply is limited. 50% of the currency is directly held by the Wishcoin Fund under a series of smart contracts, the first being held until the end of Q1 2018, this greatly reduces supply. Supply is further curtailed once the fund is active as it is to be drip fed into the marketplace over the course of ten years. 40% of the remaining coins will be sold in the ICO and the remaining 10% are allocated to early investors and the Wishcoin Foundation. This 10% allocation will be put on ice for 1 year.

Demand will be ensured through a number of methods, most notably donations to well-known charitable organisations. Every donation made to charity will raise the profile of Wishcoin amongst consumers and businesses alike. Charities that are due to receive donations will be encouraged to accept Wishcoin as a donation method. This in turn will increase the awareness and subsequently the price of Wishcoin and thus increase the value of the donation that charity is due to receive. To ensure that Wishcoin remains a popular topic of discourse within the mainstream media, there will be varied donation plan which will include donating to high profile causes, taking part in high profile fundraisers, donating to struggling charities, social charities and particularly emotive and well documented causes. The Wishcoin foundation will ensure that donations made create the greatest benefit for the recipients whilst balancing the need for the promotion and adoption of Wishcoin.

Summary: With a capped supply for the next ten years, 60% of the coins being locked in smart contracts and the remaining 40% being sold in the ICO, supply will be extremely limited. Demand during this initial period will be especially high due to the mainstream media exposure, links forged with well-known charities and Wishcoin being accepted as a method of donation. This will further build over time, with ever greater adoption and awareness, demand will increase and thus the price will continue to rise exponentially.

Public Perception

The public perception of a cryptocurrency has a significant bearing on the value of a given coin. Most altcoins struggle to gain notoriety or have any media coverage outside of the crypto market, thus significantly limiting their reach. Wishcoin is heavily focused on public relations and general media exposure. Charitable donations made on behalf of the Wishcoin Foundation will create significant media coverage and will portray Wishcoin in a favourable light. This will be further continued onto social media platforms and will help to build the brand recognition. This has a two-fold effect for Wishcoin, the increased public perception and strong brand awareness will encourage businesses to adopt Wishcoin as a method of donation and/or payment. Secondly more people will be made aware of Wishcoin being a strong investment, one that not only dramatically increases in value, it also benefiting charities around the world.

Utility of the currency

Another key factor that determines the price of a cryptocurrency is its utility. Numerous Altcoins are designed as near identical to those that came before and have no point of difference. Wishcoin will primarily function as a payment alternative to fiat currency for charities and businesses alike. The altruistic nature of the coin will make it enticing to the aforementioned and thus encourage extensive use. The more the coin is adopted, the greater its value and utility. As Wishcoin's value rises, so to will donations made to charity, which in turn creates more media coverage, greater adoption and thus again the price will rise. This process will circle and the Wishcoin Foundation will approach ever larger businesses in an effort to encourage the further adoption of Wishcoin.

Price of Bitcoin

Altcoins are certainly intertwined with the rise and fall of Bitcoin's price and to some extent Wishcoin too will be affected. However, we do expect Wishcoin to be significantly less affected when compared to some Altcoins, as they can be artificially inflated above their 'true' value by investors looking to 'pump and dump'; thus when Bitcoin is affected negatively, they dump their holdings in such Altcoins. Conversely Wishcoin has a real-world purpose, will have a strong standalone brand and reputation, thus will be affected to a lesser extent. Lastly, Bitcoin has of course seen a meteoric rise over the last few years, with the positive movements, vastly outweighing the negatives, thus more often than not Bitcoin's further growth and increased adoption will lead to positive growth within the Altcoin marketplace.

Charities

Wishcoin will directly benefit thousands of charities worldwide. Donations will not be industry specific, all causes will be considered on their merits alongside the direct benefits to Wishcoin. The foundation will carefully select which charities will be donated to and will be adopting multiple strategies to ensure maximum exposure. This may include donating within televised fundraising events, donating to well established charities with strong retail links, whilst also focusing on smaller charities where funds will have a greater impact. Publicity stunts will be routine, whether it be the handover of a cheque to a celebrity ambassador of a given charity or encouraging a small town to adopt Wishcoin as a method of payment within their local shops, in exchange for a donation to their local cause. The genius of Wishcoin is that it will be in the best interest of the entity receiving the donation, to publicise Wishcoin to the fullest degree. A pledge of a certain volume of coins will be made months in advance of said coins being converted into fiat currency and thus in that time period, should the value of the coins double or treble due to their marketing efforts and raising the profile of Wishcoin, both parties will greatly benefit. The coins pledged will be worth significantly more and those who are due to receive future pledges will also benefit from the increase in value.

Our team has over 50 years of experiences working both within and alongside charities, fundraising and building contacts. These relationships will be integral to ensuring that Wishcoin benefits fully from the donations made. Our in house PR team will also work tirelessly to ensure that donations gain the attention of both mainstream media and crypto specific media alike, raising the profile and awareness of Wishcoin as a brand. Further we expect for significant media attention to surround Wishcoin as an investment, due the exponential gains mixed with the good causes that are benefitting from the value of the coin. We believe this will encourage traditional investors, who may have been previously guarded with cryptocurrency as an investment, to invest.

GDPR

It is worth noting that the General Data Protection Regulation due to come into force in May 2018 will have a significant impact on charities fundraising activities. This could have a devastating impact on smaller or less financially secure charities, whilst also having a significant impact on others, Wishcoin will be perfectly primed to assist such charities and the market will be even more receptive.

The Core Team



Robert McLean

Co-Founder

Robert is a serial entrepreneur, currently CEO of The British Property Awards, one of the largest awarding bodies within the UK residential sector, judging thousands of agents each year. Robert has previously sold a successful estate agency that he personally built and has brokered commercial office space in London for a number of years. Robert co-founded Wishcoin to utilise his business experience within an altruistic marketplace, firmly believing that Wishcoin can revolutionise charitable fundraising, creating stronger corporate links whilst changing the face of Cryptocurrency.



John Davies

Co-Founder

John has extensive business systems development & management experience. With interest in application development, John adopted CSS, Javascript and SQL early. John is experienced in programming Java, VB, VB.NET and C#, and coding primarily with the PHP language; building corporate management tools for businesses globally. John operates J-D.Design, and has been the lead developer on a cutting-edge website management system due for release in 2018.



Joleon Lescott

Co-Founder

Joleon has had an accomplished career in football, playing professionally for Premiership teams such as Manchester City, West Bromwich Albion and Everton over the past 17 years, including 6 years representing England. Joleon's altruistic nature lead him to be pivotal in the creation, structure and progression of Wishcoin. Through both social media, traditional media and an extensive set of contacts, Joleon will continue to be a driving force behind Wishcoin.



Gary McLean Hall

Senior Developer

Gary McLean Hall is a software developer, architect, and consultant with more than a decade of experience optimizing processes and practices in diverse Agile environments. He recently founded Igirisu to provide developer training for TDD, continuous integration, refactoring, design patterns, SOLID principles, and Git source control; cultural coaching towards Agile; and related services. His book, Adaptive Code via C# (Microsoft Press, 2014), has been translated into German, Japanese, and Korean, and won the Society for Technical Communications Distinguished Award in 2015.

The Core Team



Howard Lake

Senior Advisor

Howard Lake is a digital fundraising entrepreneur. He has published UK Fundraising (fundraising.co.uk) since 1994, helping charity fundraisers make the most of digital tools. He has worked in fundraising since 1988 for Oxfam GB, Afghanaid and Amnesty International UK. He wrote the world's first book on digital fundraising (1996), and has trained thousands of fundraisers in digital fundraising since then. A Fellow of the Institute of Fundraising, he is chair of the judges for the National Fundraising Awards, and founded the Fundraising Camp event series.



Mal McCallion

Senior Advisor

Mal McCallion has been involved in a number of significant, innovative and successful new technology ventures, including Zoopla and Primelocation. His interest in Wishcoin stems from an ongoing desire to harness technology to help those in need, something that unites his long experience in – and enjoyment of – the tech space with his Degree in Social Policy and Social Work, some 25 years ago. Mal's extensive experience in driving technology ventures through periods of high growth will be invaluable for Wishcoin moving forward



Chris Madden

Senior Advisor

Chris has focused on developing UK and international donor support for the last 13 years and his work has been recognised by the Institute of Fundraising - winning the prestigious award for 'best donor development campaign'. Chris has defined cash growth strategy for one of the UK's largest charity brand and specialises in developing product and propositions - firstly by identifying market trends, quant and qual research, test, upscale and eventually rolling out multi-million fundraising products. Chris is responsible for raising £40+ million of new donations across a range of charity products including regular giving (restricted and unrestricted income), cash appeals and mid value donor programmes. Chris' extensive experience working with a range of UK and international charity brands campaigns will be extremely beneficial to Wishcoin's progression.

The Team

Introducing our accomplished team



Stephanie Hughes
Marketing Manager

Stephanie is a hardworking, driven individual who has a plethora of skills, originally trained in law, an award winning interior designer and a creative, forward thinking marketer..



Philip Crow
Head of Skills Development

Phil has become known nationally as a leading team building trainer. He has a vast amount of experience in Customer Service and business relations.



Saran Jones
Research Manager

Saran has a strong background in customer service and is currently studying law. Saran heads up our research structure to ensure we are always progressive and adopting best practices.



Richard Fitzgerald
Senior Development Analyst

Richard has over 10 years' experience in the financial industry, and has worked as a website developer and systems data analyst for the last 5 years. Richard now leads our Data Analyst branch with excellence.



Mike Lees
Technical Manager

Michael has nearly two decades experience in the digital and technology field. Managing servers and systems security represent just one of Michael many strengths.



Gerald Martin
Data & Development Manager

Gerald has headed up a team on analysts for an international pharmaceutical company for the last 12 years. Gerald will play a pivotal role in the continued development of Wishcoin.

The Team

Introducing our accomplished team



David Gregory
Public Relations Manager

David is a PR specialist, he is both driven and hard working, ensuring that he builds the relationships required to ensure that a project is successful.



Nicholas Evans
Chief Financial Advisor

Nicholas is an accomplished individual, co-director of an accountancy practice that boasts large international clients, his financial advice is invaluable and essential.

WISHCOIN Foundation

Wishcoin Foundation is a not-for-profit limited company that is responsible for the creation, management and distribution of Wishcoin. The foundation is charged with creating awareness, forging relationships and ensuring comprehensive adoption. All of the profits received by the foundation will be used to further the growth of Wishcoin and ergo its value.

The Wishcoin Foundation's medium-long-term goals are to:

- To donate more than \$2 billion to charities worldwide
- Become a market leading Altcoin
- To be adopted as a method of payment by tens of thousands of charities and businesses worldwide
- Create and implement point of sales machines to facilitate seamless transactions
- To have created an international network of dedicated influential ambassadors

ICO Fund - Keepers

The 200 million Wishcoins that will be sold during the ICO will be distributed into numerous multisig accounts, each holding varying amounts. This ensures that no single individual has access to any account. The signees will be both internal senior management and trusted senior advisers featured on page 9. These multisig accounts will be the property of the not-for-profit Wishcoin Foundation.

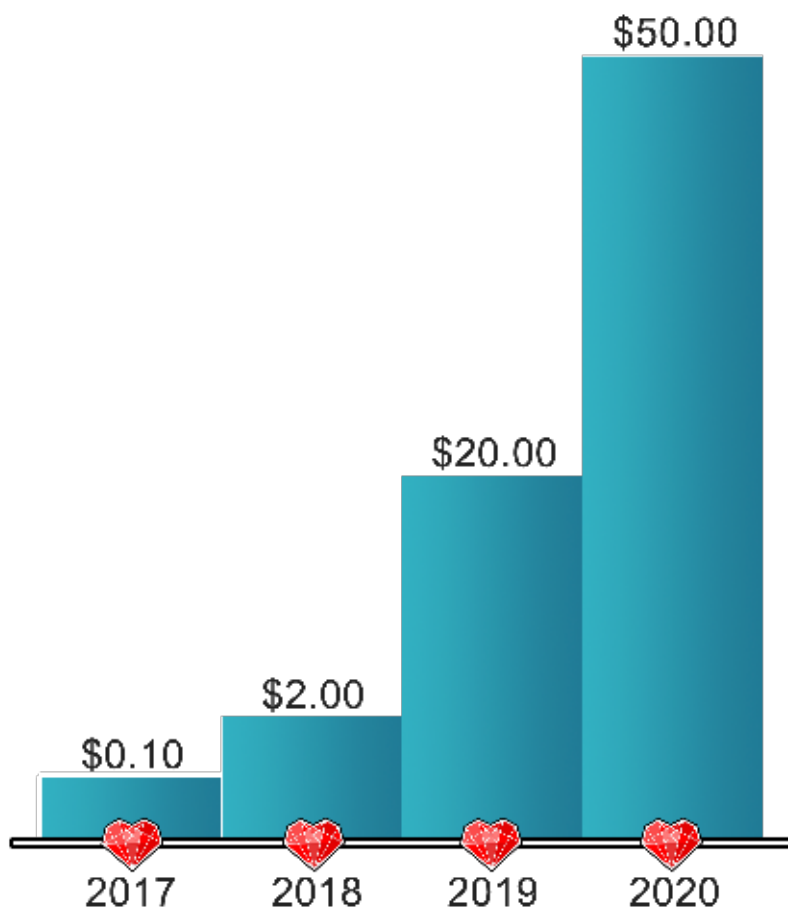
WISHCOIN

Wishcoin is a speculative digital coin built upon the Ethereum blockchain, making the coins low-cost and transparent. The coins contain high confirmation speeds and are 99.99% immune to fraudulent activities.

Wishcoin has a cap of 500 million coins for the next ten years. After a period of ten years, 20 million (4% of the total coin cap) will be added to the charity fund each year thereafter. Each Wishcoin is currently priced at \$0.10. Wishcoin will be available on major cryptocurrency exchange platforms and the price will be determined by market forces. Upon launch on the exchanges at the end of Q1 2018, the price per Wishcoin will be \$0.35. Users will be able to buy and sell Wishcoin using both fiat currencies and cryptocurrencies. The Wishcoin is available in fractional amounts. Any Wishcoins that are not purchased during the ICO will be put on ice for 5 years.

Value targets for WISHCOIN

Figure 2.0 below demonstrates conservatively calculated value targets for Wishcoin over the coming years.



WISHCOIN FUND

The Wishcoin fund is an impartial set of multisig accounts established to facilitate donations to charities worldwide. The Wishcoin fund is managed by senior members of staff in conjunction with trusted senior advisors. 250 million coins are currently in the Wishcoin fund and after ten years, once these have been depleted, an additional 20 million coins (4% of coin circulation) will be added to the fund each year. Currently the fund is locked in a smart contract until the end of Q2 2018, to enable the growth of the brand, media exposure, business adoption and subsequently the price of Wishcoin. The Wishcoin fund will be released in minute stages, at the end of Q2 2018, 0.19% of the fund will be released each week and this will be subsequently drip fed into the market. Once drip fed into the market, the funds will be converted into fiat currency and subsequently donated to a chosen charity. To ensure the fund is not partisan, there are six signatories on the Wishcoin fund which include senior management and senior managers including Howard Lake an esteemed member of the charitable community for over 30 years. The Wishcoin foundation aims to donate over \$1 billion to charities worldwide over the next three years.

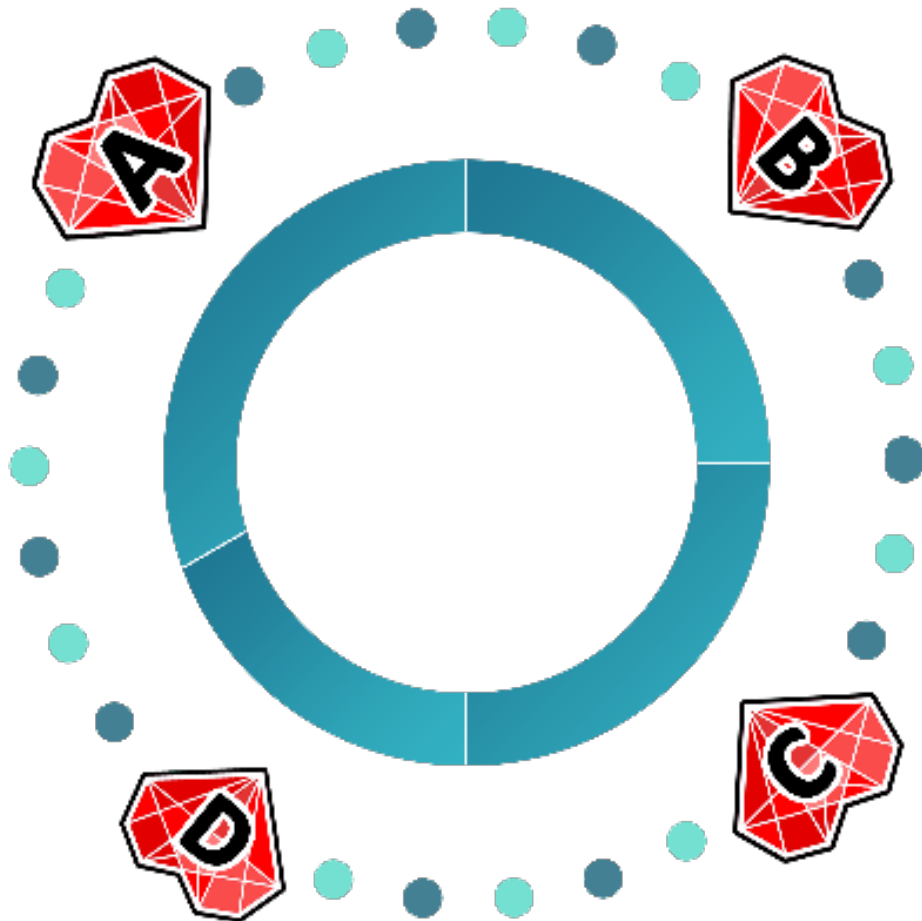


WISHCOIN GOALS

Short-term goals include:

- Have Wishcoin listed on the major cryptocurrency exchanges (such as Poloniex, Bithumb, Bitfinex, etc.) by the end of Q1 2018,
- Have donated 30% of the funds raised from the ICO to charities by the end of Q2 2018
- Have partnered with scores of likeminded charities and integrated Wishcoin as a method of donation throughout Q1/Q2 2018
- Launched and integrated a point of sale option for retailers by the end of Q2 2018
- Further built on the brand awareness and media coverage throughout Q2/3 2018 to facilitate the further expansion of Wishcoin.
- Incorporating Asia, North America and Russia into the brand awareness campaign throughout 2019

How ICO Funds Will Be Used



Donations To Charity - 30%



PR/Marketing - 25%



Primary Development - 25%



Functional Costs - 20%

Donations To Charity

Thirty per cent of the funds received during the ICO will be donated to numerous charities. When these donations are made during Q1/Q2 2018, this will create a significant amount of media coverage and will heighten the brand awareness. We expect to partner with scores of likeminded charities accepting Wishcoin as a method of donation by the end of Q2. This adoption as a donation method will further add credibility and awareness to the brand and will ensure that the price grows dramatically once launched on the major trading portals at the end of Q1 2018.

PR/Marketing

To ensure that Wishcoin attains maximum exposure and becomes a household name, 25% of the funds gained from the ICO will be utilised to promote the coin and it's message. Marketing will be done through numerous channels including tradition media outlets, social media, bloggers, business partnerships and business affiliations.

Primary Development

During Q1 2018 the Wishcoin team will be developing, refining and implementing point of sale machines within charitable partners. This work will continue throughout 2018 as expansion fuels further market penetration and a shift towards traditional business. The Wishcoin team will also be working on developing other technology to assist with the adoption of Wishcoin as a payment method for charities and businesses alike.

Functional Costs

The expansion of Wishcoin will require capital for day-to-day operational costs. 20% of funds raised during the ICO will be held for these day-to-day costs and will be drip fed over a number of years. Costs such as staffing costs, office costs, management of the Wishcoin Fund, external advisors.

Why Invest In Wishcoin

- Wishcoin is based on sound business practices, it is not reliant on technology due to be created or mass adoption to be successful, the genius of Wishcoin is the creation of market awareness through carefully chosen charitable donations. Market awareness leads to greater demand, demand leads to an increase in the price of Wishcoin whilst also making for a more compelling case for mass adoption within retailers. With an increase in the price of Wishcoin, larger and more widespread donations are facilitated and with the expansion of donations, market awareness grows, even greater demand is created and the price rises further. These effects become cyclical, one driving the other and all leading to a coin that is increasingly effective, adopted, credible and valuable.
- The Wishcoin fund has been structured in a very beneficial way, charities will be made aware that they are due to receive an allocation of Wishcoins. These coins will not be converted into Fiat currency for three months, thus, it is in the charities best interest to both strongly promote their partnership with Wishcoin and adopt Wishcoin as a method of donation.
- Every donation made and partnership forged adds further credibility, further awareness and further adoption for Wishcoin. For these reasons, we believe Wishcoin will become the most recognisable Altcoin by as soon as the end of Q3 2018.
- The increase in the price of Wishcoin combined with all the good that the coin is facilitating through charitable partners, will lead to an extremely appealing investment opportunity, further driving the price of the coin upward.
- Cryptocurrency can be viewed with cynicism for a number of reasons, conversely Wishcoin will be attributed with a very positive, altruistic image.
- Invest in your future, whilst benefitting millions of worthy causes worldwide.

WISHCOIN Roadmap



Q1 2018, have Wishcoin listed on the major cryptocurrency exchanges (such as Poloniex, Bithumb, Bitfinex, etc.) Have donated \$6 million to charities, partnered with numerous charities, integrated Wishcoin as a method of donation and have launched a point of sale option for retailers and charities alike.



Q2-4 2018 - further built on the brand awareness through traditional media, social media, celebrity endorsements and charity promotion, to further the expansion of Wishcoin. Wishcards to be made available to the public whereby payments may be taken through contactless cards. Further expansion into hundreds of retailers, building on the reputation that has been generated thus far. Begin marketing Wishcoin to Asia, North America and Russia



2019 - \$240 million donated to charities to date. Expand on the adoption that has been achieved, focusing on the benefits to the retailer and the altruistic nature of Wishcoin. Become one of the top five most commonly trading Altcoins. Expand operations into South America, India and Africa. Encourage the adoption of Wishcoin as a form of 'local currency' in a number of concentrated locations in exchange for a pledge of Wishcoins made to local community causes.



2020 - \$1 billion donated to charities to date. Wishcoin to be the most adopted and utilised Altcoin. Wishcoin to be adopted by larger towns and cities as a form of 'local currency' in exchange for a pledge of Wishcoins made to local community causes.

