



# KEA Coin Whitepaper

Ethereum based Cryptocurrency with Smart Contract

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## **Abstract**

From the last 10 years, the digital marketing has grown exponentially and transform from traditional marketing to online marketing which has huge benefits as compare to traditional. With popularization of the Internet, a new turnover occurred in the development of both technologies and its utilization process. Bitcoin in 2009 is one of the development - the generation of decentralized digital currencies, created and operated only on the Internet, was appeared.

And also 1,882,629,931 website registered and live (Source:

<http://www.internetlivestats.com/total-number-of-websites/>). Huge number of big, small and start up, ecommerce started to use digital marketing. And it is believed that there need a development which is fully flexible, trusted and reliable and benefits both to service providers or seller and clients or buyer.



# What are cryptocurrencies?

Cryptocurrencies, also known as virtual currencies or digital currencies, are a form of electronic money. They do not physically exist as coins or notes.

A cryptocurrency unit, such as a bitcoin or ether, is a digital token created from code using an encrypted string of data blocks, known as a blockchain.

It is designed to work as a medium of exchange. It uses cryptography to secure and verify transactions as well as to control the creation of new units of a particular cryptocurrency.

## Blockchain

A blockchain is a digitized, decentralized, public ledger of all cryptocurrency transactions. Constantly growing as ‘completed’ blocks (the most recent transactions) are recorded and added to it in chronological order, it allows market participants to keep track of digital currency transactions without central recordkeeping. Each node (a computer connected to the network) gets a copy of the blockchain, which is downloaded automatically.

## Ethereum Platform

Ethereum is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference. These apps run on a custom built blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property.

The Ethereum Wallet is a gateway to decentralized applications on the Ethereum blockchain. It allows you to hold and secure ether and other crypto-assets built on



Ethereum, as well as write, deploy and use smart contracts.

## Smart Contracts

Smart contracts are applications that run on the Ethereum Virtual Machine. This is a decentralized “world computer” where the computing power is provided by all those Ethereum nodes. Any nodes providing computing power are paid for that resource in Ether tokens.

A contract in the sense of Solidity is a collection of code (its functions) and data (its state) that resides at a specific address on the Ethereum blockchain. Smart contracts help you exchange money, property, shares, or anything of value in a transparent, conflict-free way while avoiding the services of a middleman.

## KEA Coin

KEA Coin (KEA) is the is a new Crypto Coin in the Cryptocurrency World. KEA Coin is released with the intention to use in E-Commerce and Digital Marketing with Reward System. The total supply of 1 billion KEA Coin generated with initial 3900 KEA Coin Airdrop through Easy, Trusted and Smart Contract based on deeply research.

For E-Commerce Ecosystem and Digital Marketing with Reward system.

KEA Coin is based on Ethereum platform for the improvement the market in E-Commerce and Digital Marketing that powering the new Ethereum blockchain through this crypto technology.



While existing solutions offer to solve just one problem at a time, our dedicated team is up to build a secure, useful, & easy-to-use product based on Ethereum blockchain. It will include easy cryptocurrency payments integration for different platform like KEA Payment extension and addon for Magneto, Shopify, Zen Cart, PrestaShop, WooCommerce, OpenCart, Symphony Commerce, BigCommerce platforms etc. It will help to do payment process through KEA Coin like normal USD payment.

## Why KEA Coins?

There will be many plugins, extension release for easy cryptocurrency payments integration in different mentioned platform.

It will also enhanced in the Digital Marketing and web technology as well.

And Reward system you can earn for using KEA Coin in E-Commerce Ecosystem and Digital Marketing.

Our aims to partnership with all companies, employees, and business to make one blockchain ecosystem, which will make business truly efficient, transparent, and reliable.

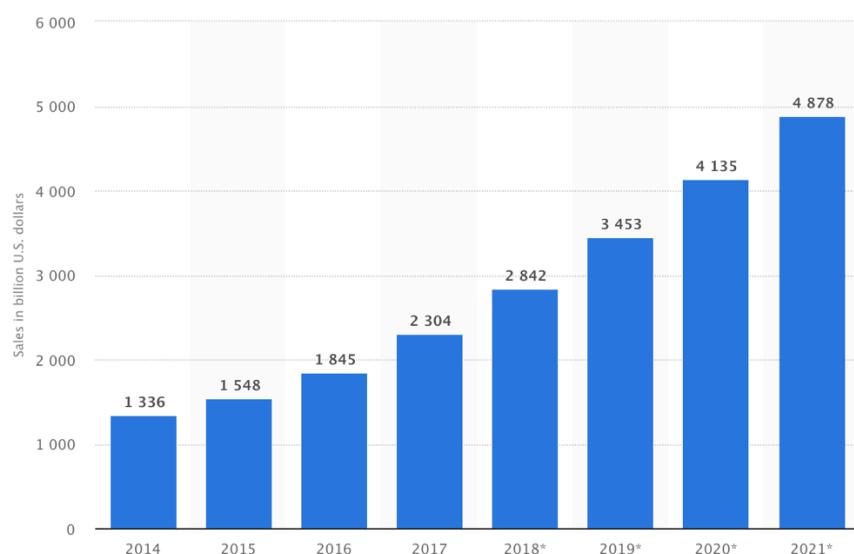
## Existing problem

**Difficult to find best Agent:** It is very hard to find the best digital marketing agency and trust fully on company for all his/her business digital marketing plan and development activates.



**Advertising Too expensive:** Advertising cost is becoming high and high. For PPC advertising, Google is one dominant company in the digital market. Even we see lots of advertising campaigns in Bitcoin Talk form, crypto news site, ICOs. Use of digital marketing increasing exponentially and it demands of a new generation of digital advertising solutions to start up business, funding, blockchain companies and corporations and small business too.

**Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)**



## Growth of Digital Marketing in the U.S.

U.S. Mobile, Social & Email Market Value (\$s in millions)



Source: Forrester, 2011

## Growth of Digital Marketing in the US



It shows millions of millions of dollar spent on digital marketing with expectation of high ROI. This is just US one country data, we can calculate how much spent in Digital marketing in the world. But some agents are not skilled and professional to give such



digital marketing services and lost huge amount from clients. So this KEA platform will benefit for both Service providers as well as customer or clients.

## KEA will try to solve it



Digital Marketing – it means the marketing of products or services using digital technologies, mainly on the Internet. Digital marketing includes all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers. There are more than 1000 of company which provides digital marketing, but it always hard to find the trusted and reliable digital marketing provider with comparative price. KEA Coin mainly focused on digital marketing and reward system. KEA Coin aims to bring all the digital marketing in one platform through Ethereum blockchain and sell their product and service in KEA's Platform.



## **Benefits for Agents (Service provider or seller)**

KEA Coin platform will be huge and millions of customer focused platform. Service provider can add their services like SEO service, Email Marketing , Paid Search Engine Marketing, Content Marketing etc. in the front of millions of potential customers and clients. It will save their money of marketing as well. All selling and buying of services and products will be in KEA Coin, Ethereum, and Bitcoin. But Rewards will only if you buy or sell services from KEA Coin only. Please check reward of KEA Coin section for detail.

## **Benefits for Customer (Buyer)**

The KEA platform is itself a trusted and reliable platform. Customer can compare the services from different platforms and get service from most reliable. Customer can pick best out of best with detailed services and products. Customer will also rewarded by 1.25% KEA Coin for any service or product they buy.

e.g If you choose a company for blockchain development for 1,000,000 KEA Coin. You will get reward of (1.25% of 1,000,000) = 12,500

Platform will include most of digital marketing services, Domain Registration, Web Hosting, Web Development services. Some are as follow:



## **Paid Search Marketing**

Paid search, or pay-per-click (PPC) advertising, typically refers to the “sponsored result” on the top or side of a search engine results page (SERP). You only pay when your ad is clicked. You can tailor your PPC ads to appear when specific search terms are entered, creating ads that are targeted to a particular audience.

## **Search Engine Optimization (SEO)**

Search engine optimization (SEO) is the process of optimizing the content, technical set-up, and reach of your website so that your pages appear at the top of a search engine result for a specific set of keyword terms. Ultimately, the goal is to attract visitors to your website when they search for products, services or information related to your business.

## **Content Marketing**

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. It is often used by businesses in order to: Attract attention and generate leads. Expand their customer base. Generate or increase online sales. Content marketing is the backbone to attract and retain a clearly-defined audience and to drive profitable customer action.

Content is the king of the website which develops feeling to the website. Creating clever content that is not promotional in nature, but instead educates and inspires, is tough but well worth the effort. Offering content that is relevant to your audience helps them see you as a valuable source of information.

**Social Media Marketing:** Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media



networks in order to achieve your marketing and branding goals. You can begin developing your own social media marketing expert plan. Social media marketing is the use of social media platforms and websites to promote a product or service.

### **Email Marketing**

Email marketing is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

### **Mobile Marketing**

Mobile devices become an increasingly integral part of our lives, it's vital that marketers understand how to effectively communicate on this unique and extremely personal channel.

## **KEA Coin Overview**

KEA coin based on Ethereum Blockchain with smart contract.

### **KEA Coin Specification**

**Name:** KEA Coin

**Symbol:** KEA

**Decimal:** 8

**Blockchain Platform:** Ethereum



**Total Supply:** 1,000,000,000 KEA Coin, No, never mint more than this supply.

**Contract Address:** 0x390d6673c1fa9dbb8000db1ae89252b7d531ab75

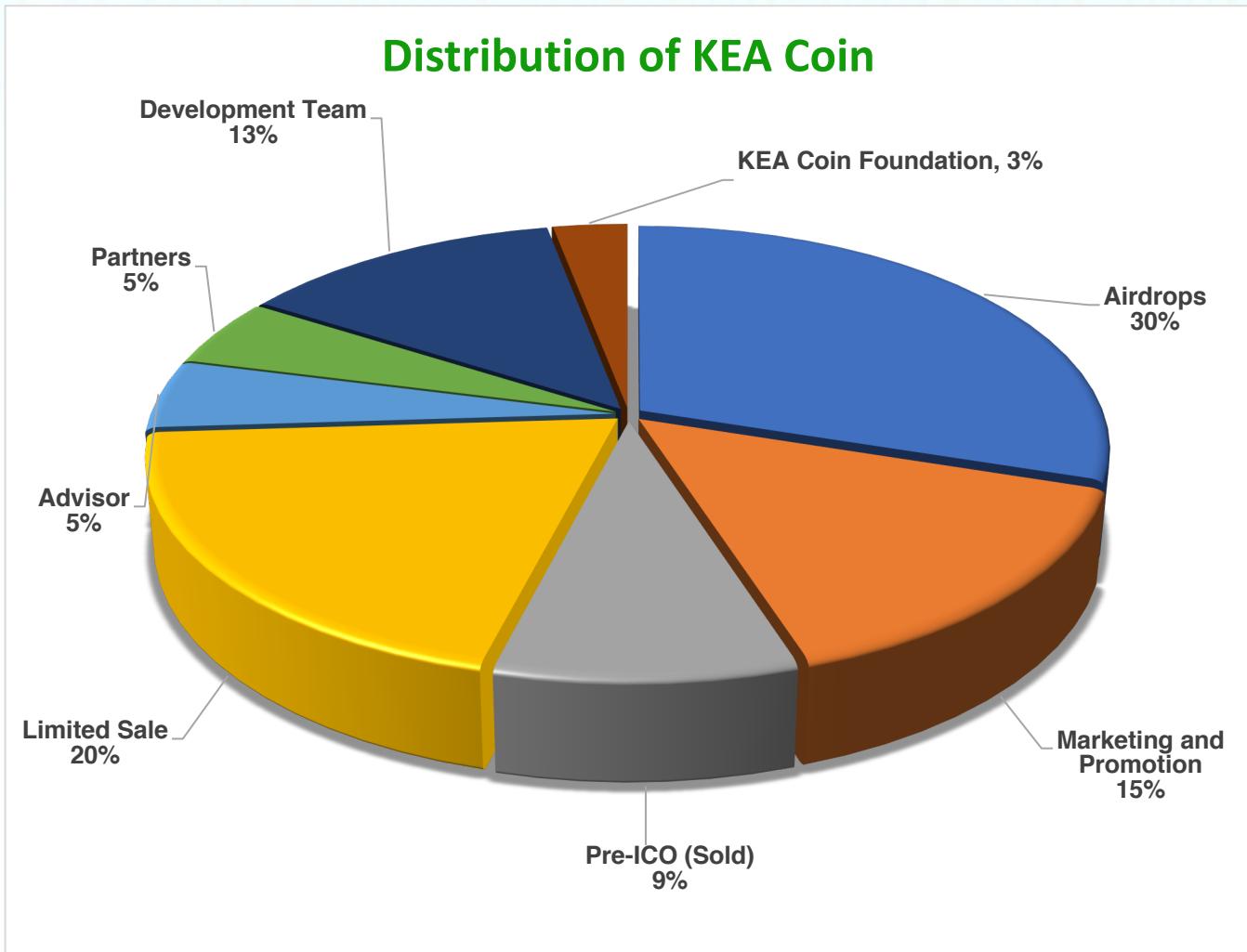
## KEA Coin Distribution

KEA Coin foundation has distributed the total 1 Billion KEA Coin as follow:

Airdrop:

Distribution of KEA Coin		1,000,000,000
Airdrops	30%	300,000,000
Pre-ICO	9%	90,000,000
Limited Sale	20%	200,000,000
Advisor	5%	50,000,000
Partners	5%	50,000,000
Development Team	13%	130,000,000
Marketing and Promotion	15%	150,000,000
KEA Coin Foundation - Reserved	3%	30,000,000





## Airdrops

### Airdrop 1:

**Date and Time: ( April 24 2018 – May 24 2018 ) - Finished**

600 KEA Coin to all participants

To get this KEA Coin,

Just send 0 ETH to Contract Address:

0x390d6673c1fa9dbb8000db1ae89252b7d531ab75 and instantly get 600 KEA Coin



We reached limit of 10,000 Claimer very soon and finished this airdrop.

## Airdrop 2:

**Date and Time: May 24 2018 - Current**

**200 KEA Coin to all participants**

**To get this KEA Coin,**

**Just send 0 ETH to Contract Address:**

**0x390d6673c1fa9dbb8000db1ae89252b7d531ab75** and instantly get 200 KEA Coin

Some other twitter, Facebook, YouTube, telegram airdrops will be published in the official social media.

## **KEA Coin Limited Sale**

KEA Coin Foundation has started with airdrop of 600 KEA Coin which was successful and more than 10,000 of community has participated and received and also selling KEA Coin from initial days as per the rate below which was successfully completed and started ICO of KEA coin from this date and time: May-23-2018 12:59:59 AM UTC Time Zone.

### **1. Date and Time: Finished**

( April 24 2018 – May 24 2018 )

1 KEA Coin = 0.000000128 ETH

1 ETH = 7,800,000 with additional 25% bonus



## **2. Limited KEA Coin Sale - Current**

ICO Sell price 1 KEA COIN = 0.000001 ETH with great bonus:

Minimum Ether you can send is 0.005 Ether.

Limited sell of 200,000,000 KEA Coins intention to raise funds for development of platform and listing in major exchanges.

### **To buy KEA Coins**

Send desired ETH amount to the sale contract address:

**0xD7777a44873D031b52105d3Df6e78a1786530104** Or

**0x390d6673c1fa9dbb8000db1ae89252b7d531ab75** Or

**Buy KEA Coin from Forkdelta or Etherdelta instantly,**

<https://forkdelta.github.io/#!/trade/0x390d6673c1fa9dbb8000db1ae89252b7d531ab75-ETH>

<https://etherdelta.com/#0x390d6673c1fa9dbb8000db1ae89252b7d531ab75-ETH>

### **Important:**

Please make sure the gas limit is correctly set, or set it manually.

Recommend to set 150000 gas limit with Gas Price: 10 Gwei

Usually, around 50000 gas is used and unused gas will be returned to you.

### **KEA Coin Bonuses**

Minimum Ether you can send is 0.005 Ether.

#### **Bonus 1 (May 24 2018 - June 20 2018) - Current**

+60% Bonus for every amount sent  $\geq$  0.005 ETH

+75% Bonus for every amount sent  $\geq$  0.1 ETH

+98% Bonus for every amount sent  $\geq$  1 ETH



**Here are a few examples:**

If you send 0.005 ETH, you will receive 8,000 KEA COIN

If you send 0.1 ETH, you will receive 175,375 KEA COIN

If you send 1 ETH, you will receive 1,980,000 KEA COIN

### **Bonus 2 (June 21 2018) - July 15 2018)**

+30% Bonus for every amount sent  $\geq$  0.005 ETH

+45% Bonus for every amount sent  $\geq$  0.1 ETH

+65% Bonus for every amount sent  $\geq$  1 ETH

### **Bonus 3 (July 16 2018 - July 30 2018)**

+15% Bonus for every amount sent  $\geq$  0.005 ETH

+30% Bonus for every amount sent  $\geq$  0.1 ETH

+50% Bonus for every amount sent  $\geq$  1 ETH

Note 1 : You invested in KEA Coin project with acceptance of Rules and Policy of KEA Coin Foundation.

Note 2 : All the investor will receive KEA Coin base on above ICO rate from mentioned date and time.

Note 3 : Send on Saturday each week.

## **KEA upcoming plan and features**

### **Payment Integration:**

**Researched:** KEA Coin Foundation has deep researched on payment integration and development of plugin, extension functionality and found many providers have already implemented successfully altcoin coin payment system integration. It made KEA Coin



Foundation more confident on making KEA Coin payment system. KEA Coin Foundation will develop following Payment gateways to most of the Ecommerce platform to cover maximum utilization of KEA Coin. CoinMarketCap is good for detail about coin exchange rate.

### **KEA Payment in WordPress:**



**KEA Coin Payment**

KEA Coin Payment plugin will develop which will easily use with WooCommerce platform for payment of product and services.

WooCommerce is an open source e-commerce plugin for WordPress. It is designed for small to large-sized online merchants using WordPress. The KEA WordPress will be like Crypto woo plugin and Coin Gate WordPress plugin. They have already implemented the altcoin payment functionality in WordPress Ecommerce.

### **Features of KEA Payment WordPress:**

- It will accept by default KEA Coin
- Will add Ethereum and Bitcoin payment method initially with KEA Coin.
- Can add other altcoin for payment
- Use Real-Time exchange rates
- Fully automated payment processing.



- Reward of 1.25% of KEA Coin if payment done using by KEA Coin. (Check reward system for more details)

Once development process complete, detail of How to use KEA Payment and Instruction Videos will be publish.

### **KEA Payment in Magento:**

It is another ecommerce platform which has thousands of retailers and brands with the best eCommerce platform and flexible cloud solutions to rapidly innovate and grow. We will develop magneto extension for magneto ecommerce retailer and business for easy payment gateway on altcoin.

### **Features of KEA Payment Magento:**

- It will accept by default KEA Coin
- Will add Ethereum and Bitcoin payment method initially with KEA Coin.
- Can add other altcoin for payment
- Use Real-Time exchange rates
- Fully automated payment processing.
- Reward of 1.25% of KEA Coin if payment done using by KEA Coin. (Check reward system for more details)

Once development process complete, detail of How to use KEA Payment and Instruction Videos will be publish.





KEA Coin Payment

We will also develop KEA Payment for other following ecommerce platforms.



**zenCart**

The art of e-commerce



**PrestaShop**



**Symphony** commerce



KEA COIN FOUNDATION | @KEACOIN | WWW.KEACOIN.ORG

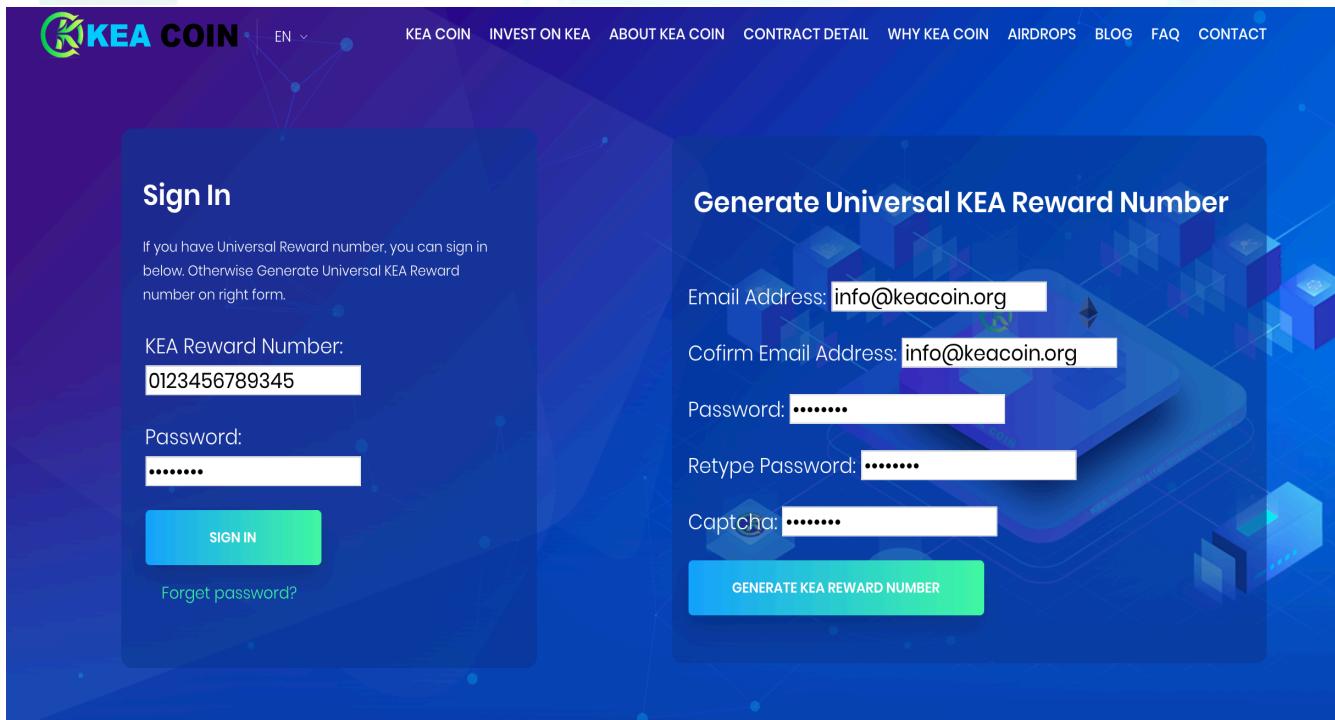
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# Reward System – 1.25% of KEA Coin

Merchants set reward system up to encourage customers to come back and buy their goods or use their services. This is the main aim of KEA Coin integration. You will receive KEA Coin on using KEA Coin on buying services like Ecommerce and Digital marketing.

## **Universal KEA Reward Generation:**

Step 1: Go to this page (<http://www.keacoin.org/KEA-Reward-Claim>) – Prototype ready but not developed yet.



## Plan of Reward System

Minimum order of purchase of products or services = 100 KEA Coin.

When you do payment from KEA Coin in checkout page, you will get option to add

**KEA Coin Reward Number** to receive reward coin. You will only get option if



purchase order is higher or equal to 100 KEA Coin. You will not see any option if order value is less than 100 KEA Coin.

**(Note: Video will be publish after completion of full reward system)**

Step 2: Buy any product and services from seller in any online platform.

Step 3: Sign in or guest checkout.

Step 4: Checkout and payment through KEA Coin.

Step 5: Purchase order is higher or equal to 100 KEA Coin will only see Reward option.

Step 6: You will have option to add **KEA Reward Number**.

Step 7: You will get 1.25% reward of KEA Coin in your dashboard of KEA Coin Reward Claim page within 48 hrs of completion order.

Step 8: You can withdraw your approved KEA Coin to your ERC-20 Address.

Step 9: You can collect unlimited KEA Coin.



## Recommended Wallets

[MyetherWallet \(Desktop OR Mobile\)](#)



**MyEtherWallet**

[MetaMask \(Firefox/Chrome Extension\)](#)



## KEA Coin: Terms Of Service

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