



WHITE PAPER

MONICO WHITEPAPER v3.3

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ABSTRACT



A mobile-first crypto-exchange platform that empowers consumers to participate in the token economy.



Designed for ease of use, consumers can search through vetted projects, buy and exchange tokens. Wallets are “lightly” stored on the mobile app, not on the platform, and primarily relies on smart contracts for pure peer-to-peer transactions. With Monico, consumers can download the mobile app, add their wallets and start trading for tokens freely and securely.

Monicoin (*MONI*) a utility token, will be circulated throughout the ecosystem of auditors, promoters and consumers for their contributions on successful token listings and the overall Monico community. It is by design that the value of the platform will grow relatively to the value of MONI.





1. BACKGROUND

Some ICOs are scams. Those that are not, spend excessively to promote their token sale [1]. After their token sale, ICOs spend even more time and money getting listed on exchanges. Crypto Exchanges have been known to shutdown and most exchanges that exist today either have been attacked or are prone to attacks due to their centralized nature.

Consumers have trust issues when it comes to buying and trading tokens because of news regarding ICO fraud and exchanges shutting down or being exploited by hackers [2]. The economy of trading crypto assets is very volatile, driven by bad news and skepticism. New consumers are additionally reluctant because of the tedious process of acquiring their first token [3][4].

The industry of tokens sales has grown from 3 billion USD last year to an estimated 15 billion by the end of this year [5][6]. While there are solutions to advertise projects, conduct initial offerings and exchange tokens, there is currently nothing visible in the market that provides a symbiotic relationship between the three in order to provide the consumer a seamless experience and thus implies a learning curve for each token.

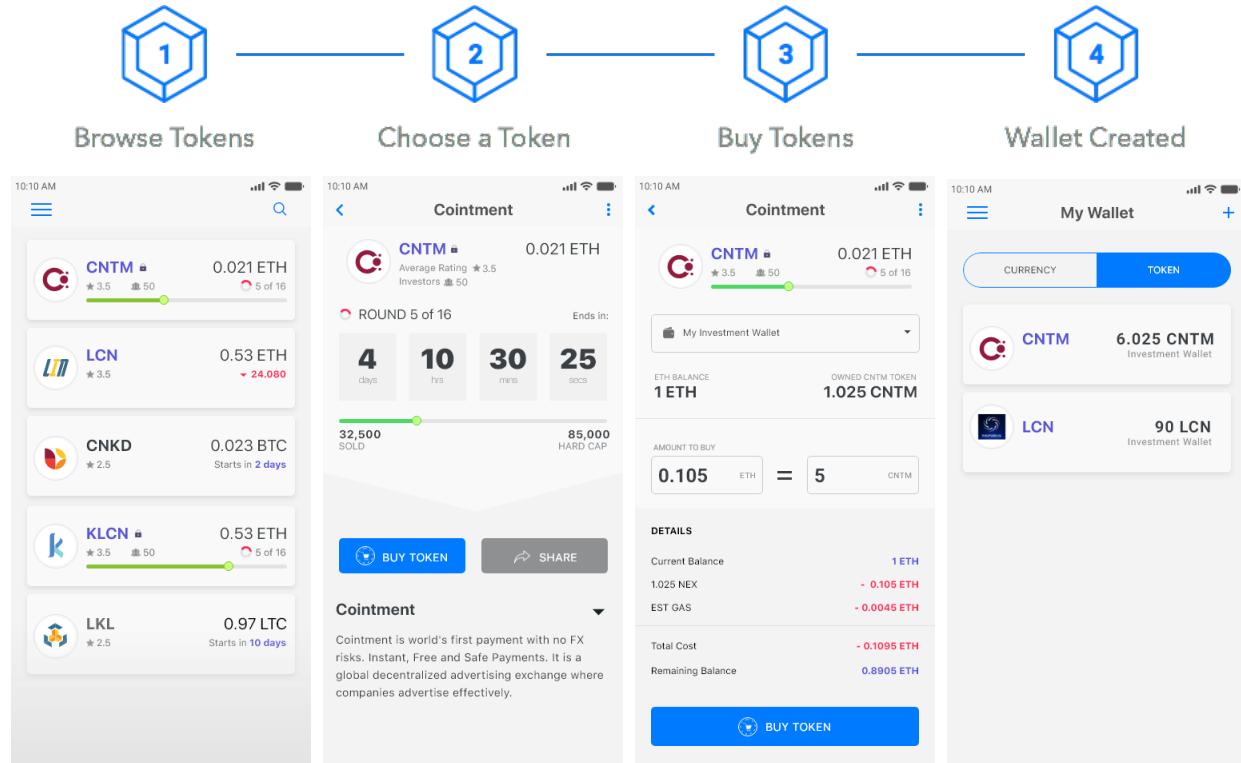
2. PRODUCT

The general public will be able to use a consumer mobile app version of Monico to purchase tokens in support of a blockchain project that has been already vetted and to manage different wallets. The other rationale for developing a mobile app is to provide an absolute secure way to store private keys unique to each user wallet.

The second solution will be primarily for blockchain projects that want to raise funds and maintain liquidity whereby they can manage their information using the web version of Monico.



HOW IT WORKS



2.1. Components

Monico by design will be peer-to-peer meaning, will never permanently store private keys, sensitive wallet information, project funds or consumer funds on its servers and will primarily rely on a combination of smart contracts and multisignature to facilitate the rules of transactions. This mitigates the impact of attacks on its servers by not being a central financial institution because funds are stored on the mobile device itself. This concept is known as a “*light wallet*” [7]. The high level components of this platform are outlined in this section.

2.1.1. Listing

While the aim is to present the general public with a simple experience, rigorous compliance will be required in order for projects to receive a verified project certification on the platform. This is mainly to establish trust in blockchain projects by presenting everything the consumer should look for. To prevent barriers for other projects facing

regulatory challenges however, we will still be allowing unverified projects to post however, it will not guarantee prioritization on the listings.

2.1.2. Token Sale Platform

The mobile app will cover common token sale features including two factor authentication (*2FA*), know your customer (*KYC*), discount, referral and round management. It will also present the consumer with enough valuable information to help make a determination of fund worthy projects. Lastly, tokens can be created on Ethereum (*ERC-20, ERC-223*), Stellar, NEM and NEO distributed ledger flavors.

2.1.3. Exchange

To emphasize the support of blockchain projects, Monico will only be a currency-to-token and token-to-currency exchange. There are already many currency-to-currency exchanges out in the market the intent of Monico should be clear and differentiated.

2.2. Highlights

Summarized features found on the platform app will include the following.

2.2.1. For Participants and Supporters

- **Easily buy and sell tokens** both in initial offerings and for trading directly in the mobile app
- **Purely peer-to-peer.** Wallet information are never stored on servers and purely transacts with mobile permission-based multisignature, open source smart contracts
- Search through a **vetted and validated** list of **compliant and regulated** blockchain projects and get all the information needed before supporting, all within the mobile app
- **Intuitive coin and token wallet management** which includes creation, importing and exporting keys

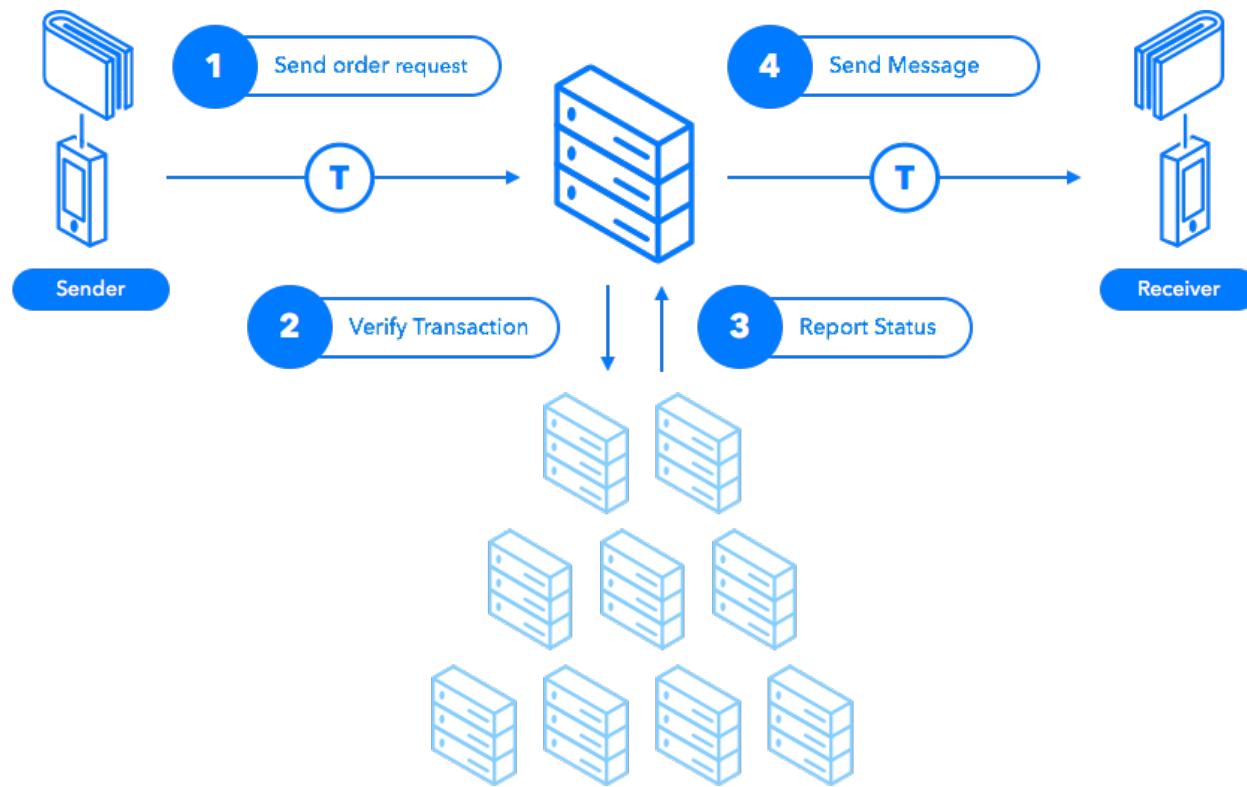
2.2.2. For Blockchain Projects

- **Mint your own tokens** in ERC-20, ERC-223, Stellar, NEM or NEO and use Monico's token sale features and exchange capabilities to distribute it
- **Streamline marketing** by working within the Monico market reach which includes listing sites, news syndicates, blog networks, social media and paid ads

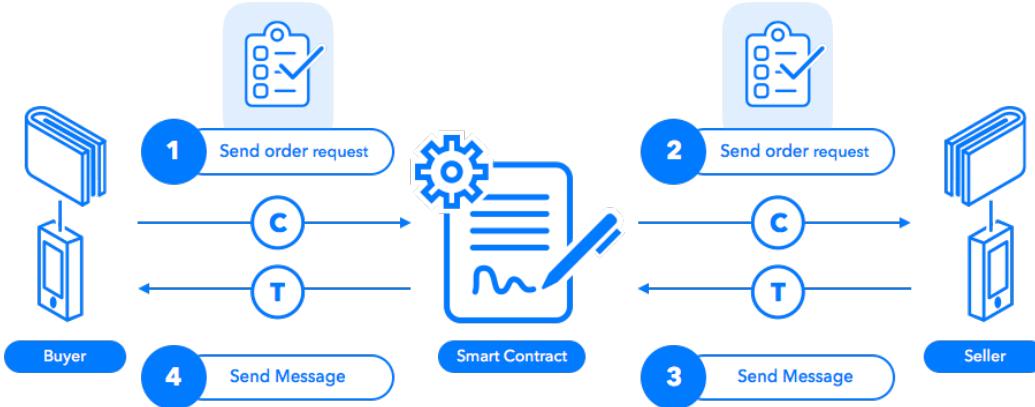
- Complete APIs and widgets to interface with token sale websites
- Complete access to tokens as well as any smart contracts used

3. TECHNOLOGY

Every wallet created in the app will use multisignature in order to verify sending coins or tokens to another user. The detailed process of sending coins or tokens will look similar to the following.



Whenever possible, exchanges and special arrangements will be facilitated using smart contracts. These instances are when the token type being traded has a smart contract feature.

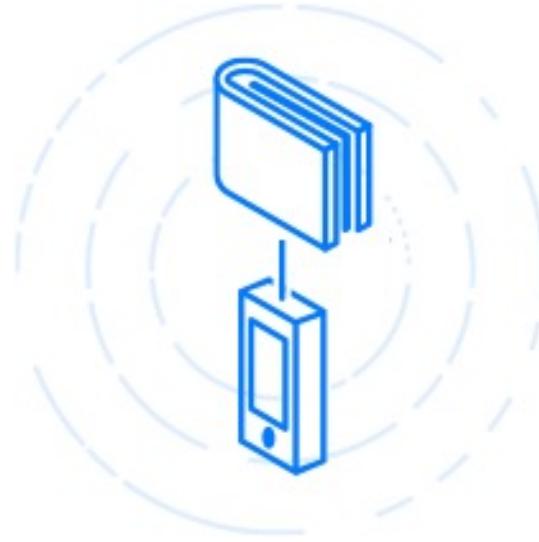


Considering the latter and for interoperability, the system will create a temporary wallet on the fly in order to create a smart contract to facilitate the transaction. When the contract is satisfied, the amounts will then be checked again, the actual trade will happen and the wallets created on the system will be rendered inaccessible from the server.

As a practice of transparency, all smart contracts developed by the Monico team and custom ones made by users will be open sourced and readily accessible to users.

3.1. Security

Having the platform primarily on mobile provides natural security layers versus having it on web. First, all user private keys will be stored on their phone. These keys will have a layer of security native to your mobile operating system which will be a combination of pin codes and fingerprint authentication. The app itself will also provide a two-factor-authentication (*2FA*) via SMS, email and Google Authenticator as a secondary security layer.



Wallets are stored on your phone,
not our servers

The servers will primarily rely on each wallet found inside of the mobile app to act as a Hardware Security Module (*HSM*) to give authorization using a signed message in order to initiate a transaction. In an exchange type transaction, a possibility of three wallets could be involved (*including the Monico wallet*) and would require two out of three modules to proceed. Under no circumstances will the server store consumer private keys.

← Create New Wallet

Wallet Name

Currency

Wallet Address

← Import Wallet

Wallet Name

Currency

Wallet Address

Private Key

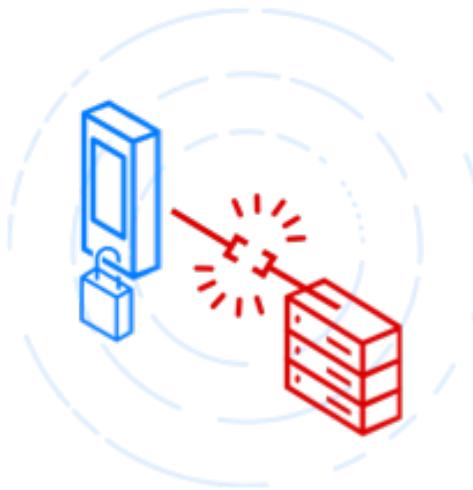
OR



Monico servers will generally not have any public IP addresses (besides the load balancer) and can only be accessed with server keys used primarily by an authentication server (or build server) in order to deploy code. Monico will rely on a separate user verification service such as AWS Cognito, and will further encrypt sensitive user data on such service. This also ensures compliance with global privacy laws such as GDPR.

If the server is compromised,

A possible loss of service and process-related information will be compromised. Consumer keys are securely stored on phones and transactions are secured by smart contracts being processed in the blockchain. The use of multisignature wallets and smart contracts needing x-of-y authentication also guarantees that in the event the private key of the Monico platform is compromised, user funds and transactions remain secure.



Wallets are safe if we get hacked
or go down



All transactions are safe on the
blockchain

Temporary wallet information created on the server, mentioned before, is secured on a static asset store, only accessible by server keys, managed by a third party authentication service.

3.2. Redundancy

Server data will be periodically backed up using a combination of third party services such as AWS Glacier and a static asset store such as AWS S3. The app data itself will use the

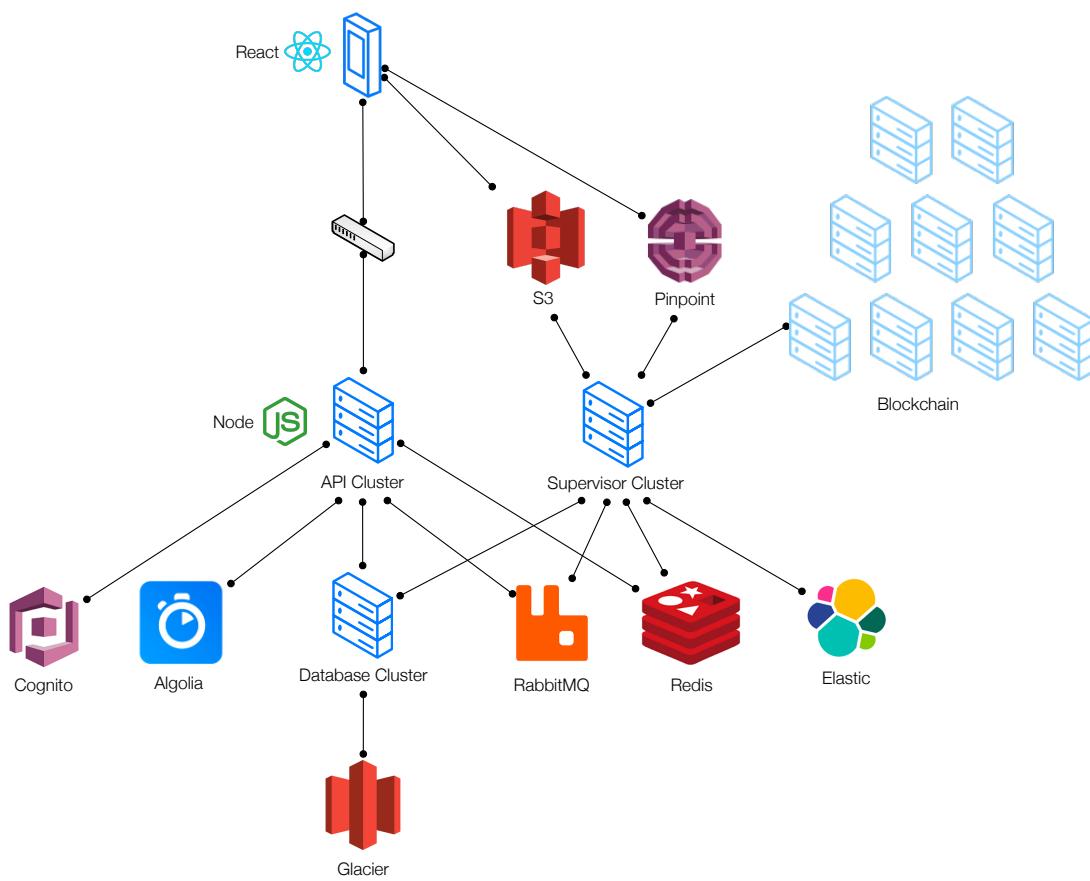
native infrastructure per mobile device. For redundancy, users can back up their wallet data using iCloud or Google Drive as a “cold storage” and exactly like any other app data for example.

If the server goes down,

The same notes apply when the server is compromised. The platform simply needs to rescan the blockchain to find out what was missed once the servers are restored. This would also help in mitigating double-spend attacks on the Monico platform, as the data on the blockchain is considered to be the authoritative data source for transactions.

3.3. Architecture

The design of the architecture is to primarily mitigate the responsibilities of security, redundancy and scalability as best as possible and balancing cost efficiencies by sourcing parts out to third party providers and technologies. The following technologies and services discussed are subject to change depending on actual implementation cases.



3.3.1. Identity Management

Cognito gives the ability to add user sign-up, sign-in, and access control to mobile apps while scaling to millions of users and supports sign-in with social identity providers, such as Facebook, Google, and Amazon, and enterprise identity providers via SAML 2.0 out of the box.

Monico will be using Cognito and S3 in order to properly secure user data following data privacy regulations.

Considerations

Cognito was considered first primarily due to pricing and will be considering Okta and Auth0 in the discovery of Cognito not meeting requirements during development.

3.3.2 Communications

Pinpoint is another out of box solution that will be used primarily for notifications and verifications via email, SMS, and mobile push on the Monico platform.

Considerations

While the more affordable decision would be interfacing with telcos directly, it is a very tedious process and cannot scale across the world. Both Nexmo and Twilio will be considered in the discovery of Pinpoint not meeting requirements during development.

3.3.3. Content Delivery Network

S3 is object storage built to store and retrieve any amount of data from mobile apps. It is designed to deliver >99% durability, and stores data for millions of applications used by market leaders in every industry. S3 provides comprehensive security and compliance capabilities that meet even the most stringent regulatory requirements. It gives customers flexibility in the way they manage data for cost optimization, access control, and compliance.

Mainly, Monico will be using S3 as its primary static asset store where information like user, project and keys will be separated by bucket and entail their own levels of security respectively. This combined with CloudFront will properly give an efficient and secure way to distribute content across the world.



3.3.4. Data Backups

Glacier is a secure, durable, and extremely low-cost cloud storage service for data archiving and long-term backup. It is designed to deliver >99% durability, and provides comprehensive security and compliance capabilities that can help meet even the most stringent regulatory requirements. Glacier provides query-in-place functionality, allowing you to run powerful analytics directly on your archive data at rest.

Monico will have a periodic policy of backing up and automatic restoring at will using a combination of Glacier and S3 in order to build a cold storage and hot retrievals process.

3.3.5. Indexes

Algolia enables teams to develop unique search and discovery experiences for their customers across all platforms and devices. Everything your customers does, sends a signal about what they want. Algolia decodes that intent to deliver the right content.

Monico will be using a combination of Algolia and Redis to power all the search and project detail requests from the mobile app.

Considerations

ElasticSearch and Solr are considerable on premise solutions. The cost of development, servers and maintenance are the primary reasons for considering Algolia first. Both will be considered on the discovery of Algolia not meeting requirements during development.

3.3.6. Queuing

RabbitMQ is lightweight and easy to deploy on premises and in the cloud. It supports multiple messaging protocols. RabbitMQ can be deployed in distributed and federated configurations to meet high-scale, high-availability requirements.

Monico will be using a combination of RabbitMQ and Supervisord to process tasks that take a considerable amount of time, resource intense and/or need to be executed at a particular time.

Considerations





SQS, Lambda, ActiveMQ, and ZeroMQ were considered as well, however delaying task execution and priority queuing is not possible (*or not satisfactory*) with the any aforementioned.

3.3.7. Caching

Redis is an in-memory data structure store, used as a database, cache and message broker. Redis has built-in replication, scripting, LRU eviction, transactions and provides high availability.

Monico will be using Redis as an extra volatile block caching layer and as a preference to deliver data because of its non-computational speed.

3.3.8. Analytics

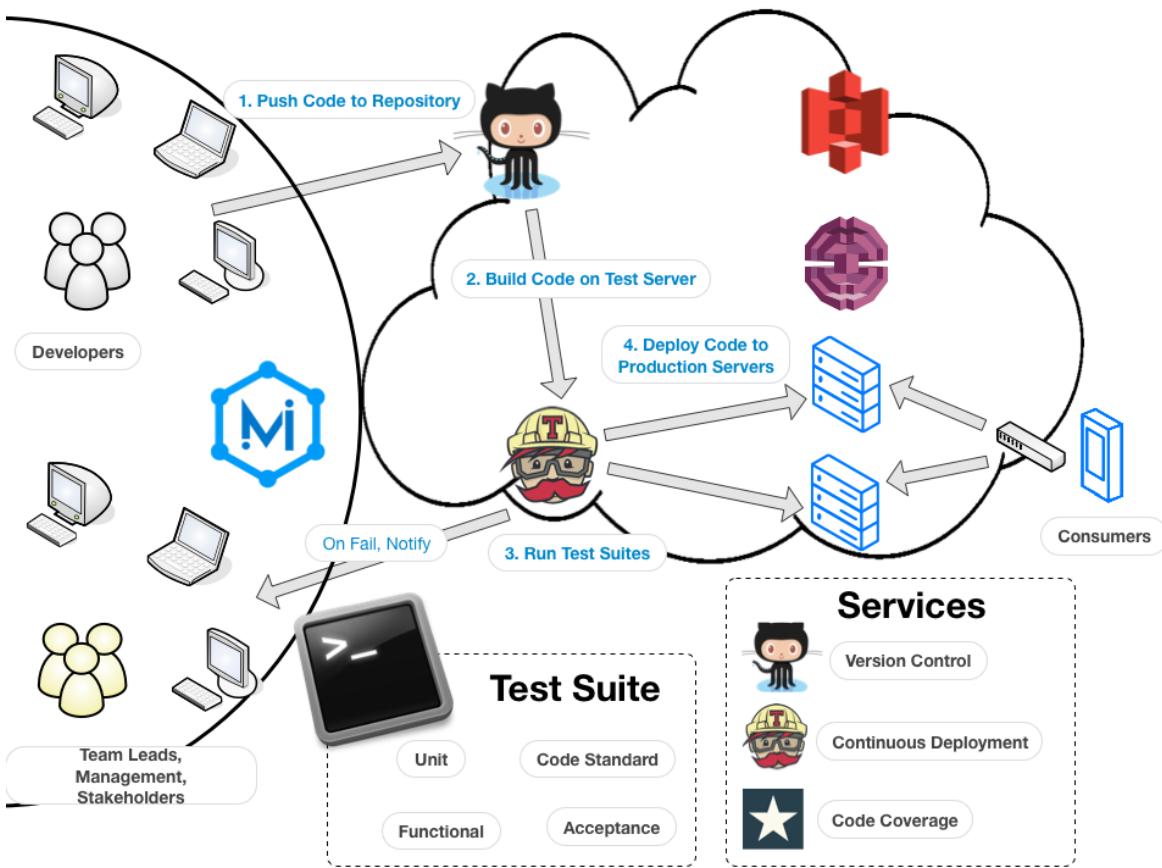
Elasticsearch is a search and analytics engine. Logstash is a server-side data processing pipeline that ingests data from multiple sources simultaneously, transforms it, and then sends it to a "stash" like Elasticsearch. Kibana lets users visualize data with charts and graphs in Elasticsearch.

Monico will use the Elastic Stack with Google Analytics in order to properly collect usage data and provide automated business actions in the platform.

3.3.9. Programming

Monico will use several programming languages to develop the platform including, but not limited to JavaScript, JSX and Python. Each language chosen for this platform are for particular use cases and will depend on the language support of each blockchain used.

Deploying code will be a secure process using by keys in order to update code on servers. These keys will be managed by a separate third party authentication service. The following describes the continuous deployment flow.



Considerations

Gitlab is a comparative consideration versus GitHub and TravisCI. The latter was chosen primarily because of the community and accessibility behind it, considering the smart contracts will be open source.

3.3.10. API and Integrations

For projects with their own website and tracking, APIs will be available on Monico in the form of REST and Web Hooks.

3.3.10.1. OAUTH

Monico will be using OAUTH version 2 to validate its API users. Only 2-Legged OAUTH will be available to blockchain project owners in order manage their token raise and trades.

3.3.10.2. REST

Monico will allow developers to access general information about projects including details, founders, rounds etc. Sensitive information labeled as per data privacy law will be omitted.

GET <http://api.monico.ph/rest/project-1>

The system will be requiring a signed REST in order to update token raises and trades.

Authorization: a signed hash

POST <http://api.monico.ph/rest/project-1/transaction>

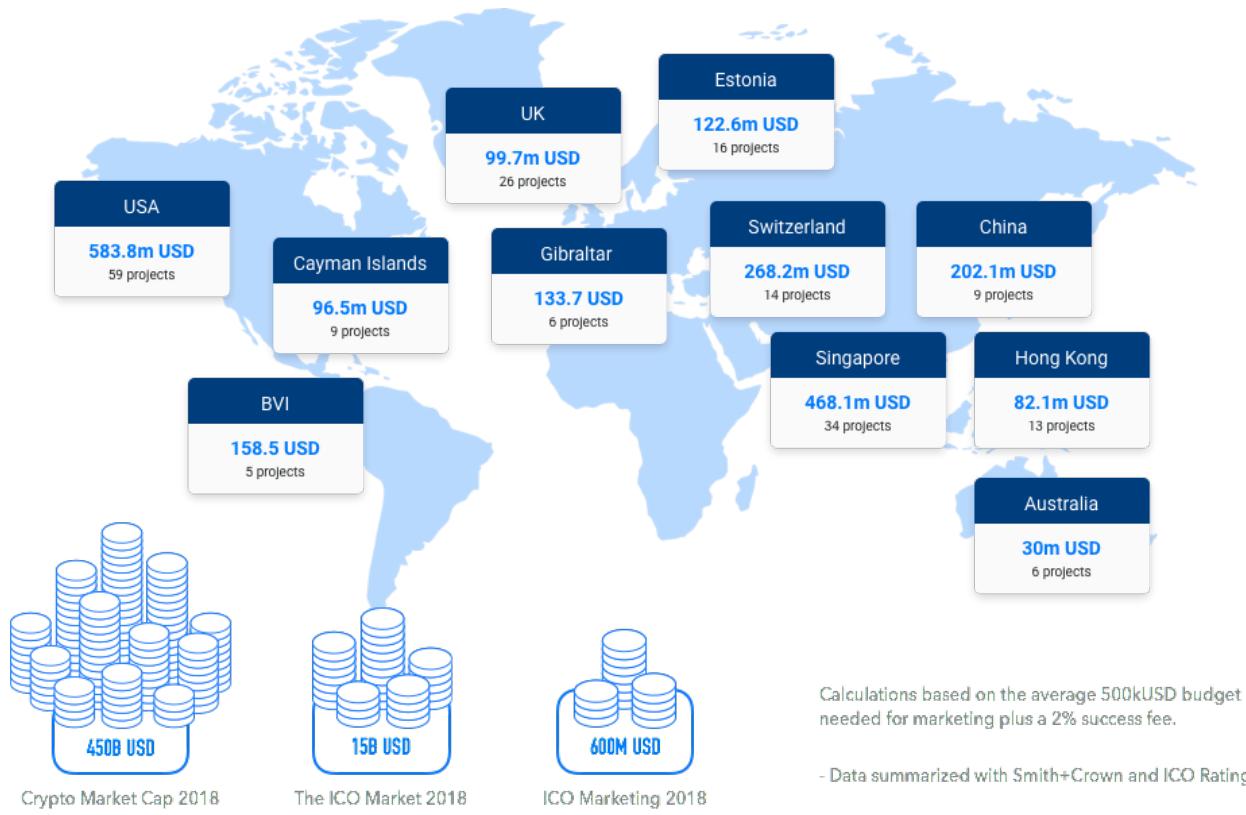
transaction=a transaction hash&status=complete

3.3.10.3. Web Hooks

In kind, Monico can also call on specific project owner servers with updates it receives from the system in real time (*queued time*).

4. MARKETING

TOKEN SALE MARKET SIZE



Marketing is one of the most important factors for blockchain project liquidity and thus should be addressed. Data driven marketing over traditional will be practiced because marketing is not an exact science that can be replicated across industries and audiences.

One benefit of listing on Monico is that traffic directed to blockchain projects will already be pre-filtered to interested crypto-consumers. This effectively reduces the additional marketing budgets needed from project owners.

The market focus will be on blockchain projects rather than the Monico platform itself. Campaigns will lead to project pages on the Monico website with a call to action to download the app. The following describes in detail how Monico will drive traffic.

4.1. Data Driven Experiments

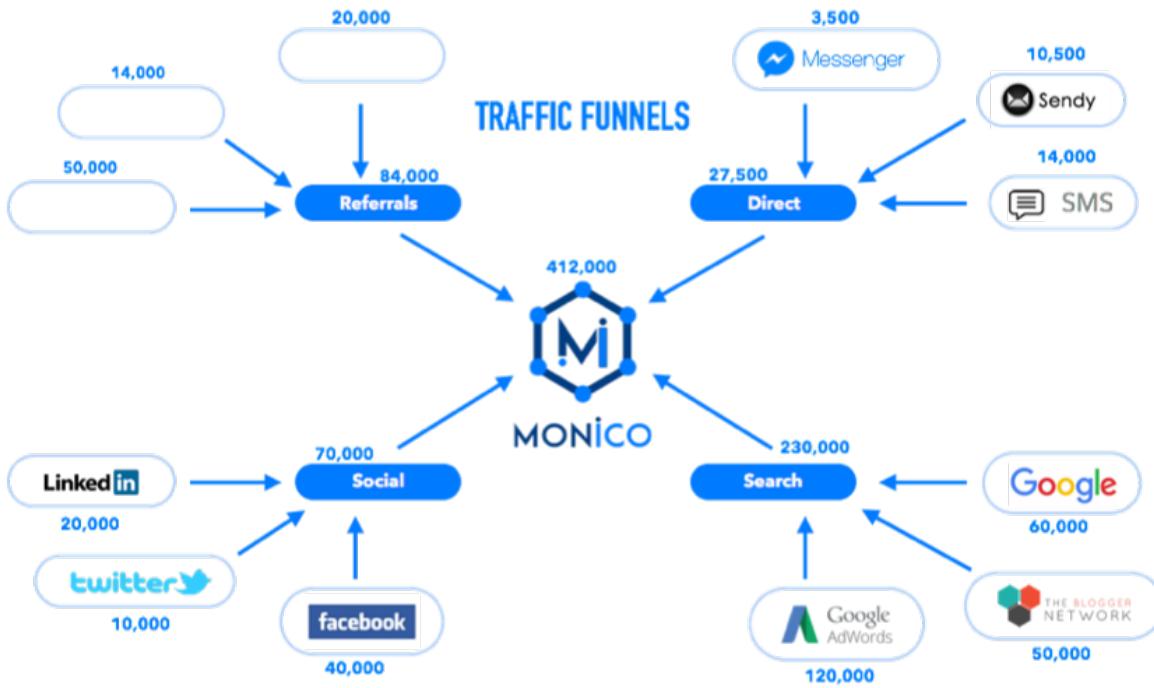
Monico will execute several hundreds of cost effective (*between 20-200 USD effective*), and highly measurable marketing experiments and growth hacks, targeting thousands of cohorts in tens of thousands of campaigns in order to find the right set.

Cohort 1.1.0	Cohort 1.2.0	Cohort 1.3.0	Cohort 1.4.0	Cohort 1.4.0
- Participant	- Participant	- Participant	- Participant	- Participant
- Never downloaded	- Downloaded App	- Downloaded App	- Downloaded App	- Downloaded App
	- Never Signed up	- Signed up	- Signed up	- Signed up
		- No Wallets	- Hass Wallet/s	- Hass Wallet/s
			- No Profile info (KYC1)	- No Profile info (KYC1)
Cohort 2.1.0	Cohort 2.2.0	Cohort 2.3.0	Cohort 2.4.0	Cohort 2.4.0
- Company	- Company	- Company	- Company	- Company
- Never Signed Up	- Signed Up	- Downloaded App	- Downloaded App	- Downloaded App
	- Never Created Project	- Created Project	- Created Project	- Created Project
		- Did not Upload Documents	- Uploaded Documents	- Uploaded Documents
			- Did not link wallet	- Linked wallet
				- Did not submit team

The above template shows a sample set of cohorts and how it relates to campaign dates by consumer traffic. Experiments will venture off in mainly paid ads (*web and mobile*), social media, email, SMS, referrals and remarketing strategies. Only successful campaigns that can also scale will be highly budgeted on.

Existing tools will be used including, but not limited to *Pinpoint*, *Sendy*, *Google Analytics* and other pipeline software to manage all the campaigns and permutations automatically. UTM's will be used to track all data regarding campaigns and general statistics of the mobile app will be tracked.

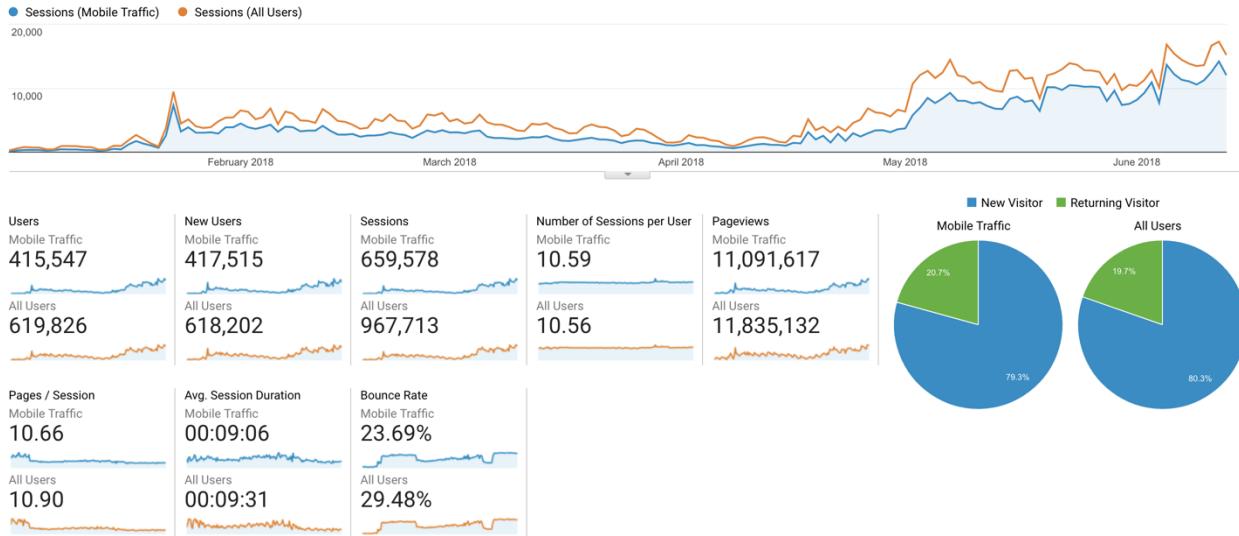
Experiments will be categorized around traffic funnels. The four main traffic funnels defined so far are direct, referrals, social, and search. Each funnel will have its own pre-defined performance benchmark as described below.



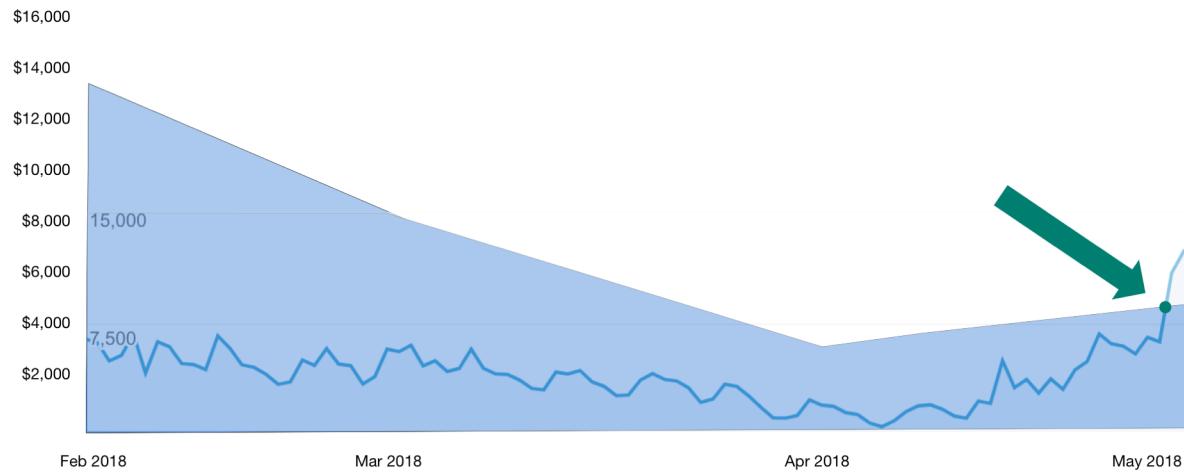
The funnels described are entries for potential awareness type traffic and the starting points for user journeys. Key performance indicators (*KPIs*) will surround user journeys and will be a basis for successful metrics.

4.2. Quantity to Quality

The underlying marketing issue that also needs to be addressed is raw traffic-to-conversions. The starting point to any conversion is controlling the bounce rate (*or bounce*). By initially managing the bounce, both the pages (*or screens*) and time duration per session will inherently improve.



The statistics shown above demonstrates the team's recent experiences in raw traffic-to-conversions and overall expertise in data driven marketing. When experiments, channels and funnels are setup, a quantity-to-quality approach will be followed. This approach mainly differentiates vanity metrics from KPIs where the primary indicators are directing web traffic to the mobile app and mobile app usage statistics.



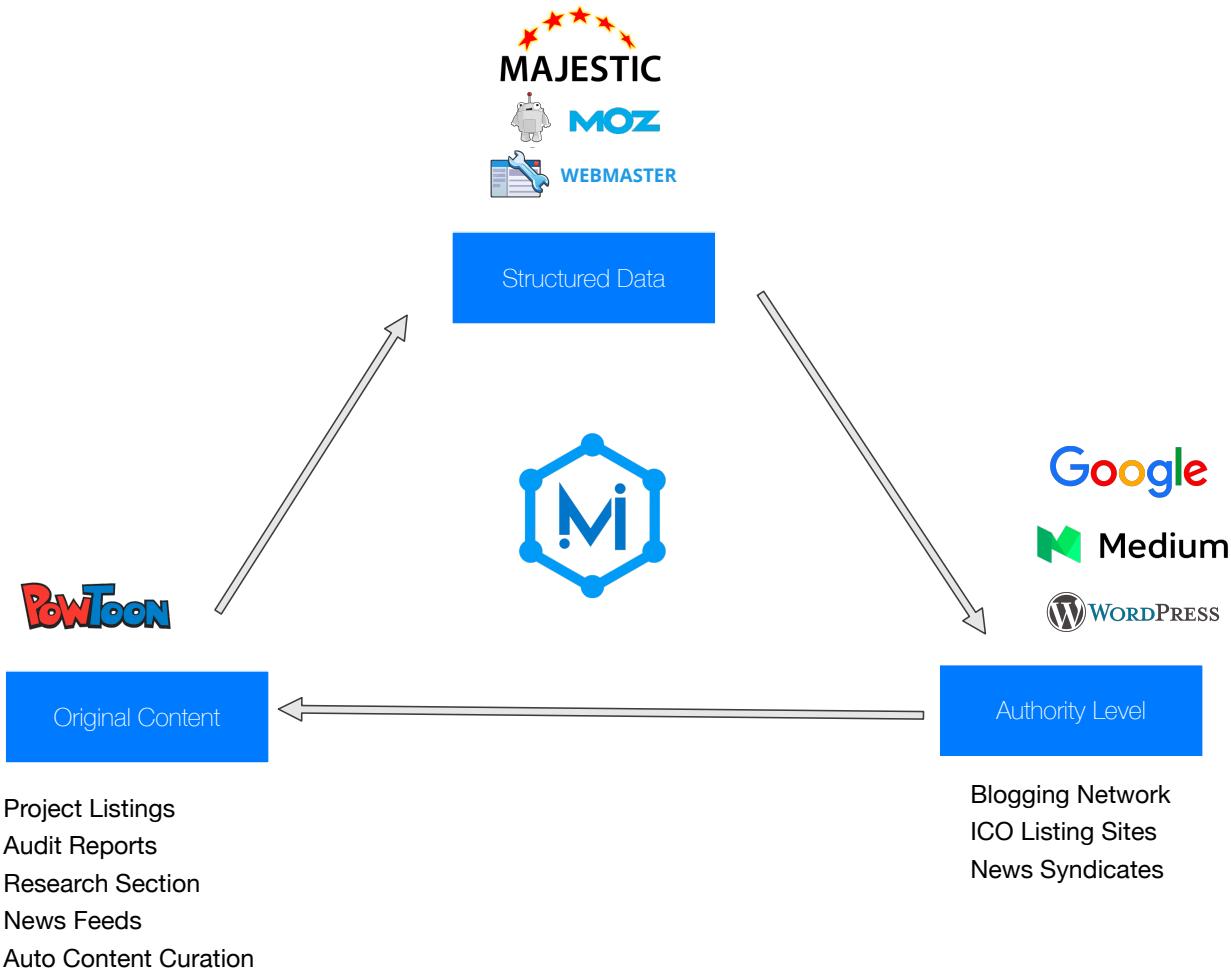
While a quantity-to-quality strategy entails initial high budgets, the strategy in the marketing of Monico includes creating an inflection point similar to the chart above transitioning between experiments and successful campaigns. A marketing goal for Monico is to establish that marketing budgets are relative to conversions and exponentially relative to raw traffic.



4.3. Organic Traffic

Budgets can be further reduced as traffic grows simply by executing an effective organic strategy.

Organic Pillars



In the prescribed organic approach, the amount of organic traffic is relative to the amount of original content that exists.

6.3.1. Original Content

A minimum benchmark for Monico in unique pages respectively (*and considering the targeting of minimally 3 countries*) are described by the following points.

- 10,000 unique pages driving 1,000 users per day
- 50,000 unique pages driving 5,000 users per day
- 100,000 unique pages driving 10,000 users per day
- 500,000 unique pages driving 50,000 users per day

While it is unlikely that there are 500,000 blockchain projects in the World, it is possible to spin content around over and over by introducing new consumer sections of the platform like reviews and articles. It is also not scalable to write 500,000 articles however. To exponentially fast track the rate of content produced, an auto content curation strategy will be used. This entails auto summarizing news feeds, auto generating audit reports, performance reports and research sections.

4.3.2. Structured Data

Both technology and marketing will join in an effort to provide a data structure for crawlers. In this provided data, a long tail keyword strategy will be used to capture consumers with very specific searches. The benefits are the ability to capture specific crypto-consumers making targeting simpler while being cost effective in the case where pages would be upgraded to a paid ad.

All types of structured data will be considered including how URLs are phrased, headings and canonical to give preference to the mobile app instead. Software including but not limited to, *Webmaster Tools*, *Majestic* and *Moz* will be used to monitor search engines interpretation of each page and make changes accordingly.

4.3.3. Authority Level

Monico will work with other blogging networks, ICO listing with a high amount of content and authority level as measured by *Moz*. Similar to back linking, this will help the search engine rank of Monico pages overall. In addition will use a marketing suite mixing actual content and summaries between social sites like Facebook, Reddit, Wordpress and Medium in order to further improve the authority level and rankings of Monico.

Between technology and partnerships, Monico will work on data streams that will help feed other news to websites automatically. Monico will work on establishing a comprehensive media network partnering with relative publications, professional marketers and reaching out to investor associations across SEA. Vetted blockchain projects

can take advantage of the market reach as a cost effective strategy inline with their separate marketing efforts.

5. BUSINESS MODEL

Monico will try to serve as a platform enabler when possible, designed to bring the token sale ecosystem together and formalized. The following diagram shows all parties involved using the platform.

DESIGNED FOR THE CRYPTO ECOSYSTEM



Work on blockchain related projects

1. List projects
2. Promotes projects
3. Authorize tokens
4. Sells tokens



Analyze blockchain projects

1. Audits projects
2. Generates reports
3. Rates projects
4. Earns tokens



Refer token sales

1. Creates networks
2. Advertises projects
3. Refers consumers
4. Earns tokens



Actively buy and sell tokens

1. Search projects
2. Review reports
3. Review statistics
4. Trades tokens

5.1. Ecosystem

Project owners are the people that are developing blockchain projects. Whether using the token sale features (*ie. token minting*) or not, they can still list on the app. In the community design, all owners can list their projects and the system democratically sorts by rating,

verified and/or quality in order to inform the consumer the best possible choices. For example, a project that has the following would be prioritized.

- team coverage
- advisor coverage
- business license
- government operations license
- data privacy compliance
- a clear technical architecture design
- a clear token utility design
- scan-able smart contracts
- press, social, and media coverage will
- audit rating
- number of participants

Auditors are companies or individuals that review and write reports about projects accredited by the Monico team. These users jointly contribute to a project's report and is awarded tokens in exchange. Tokens come from both the project owner and MONI through Monico. While the MONI awarded will be a percentage of the auditing fees, the project owner can declare any token size as a bounty from their token pool. The higher the bounty, the more auditors will validate their project, increasing the reputation of the project.

Promoters can be any company or individual that wants to earn tokens by referring consumers to a project. These users do not need to be accredited and also earn tokens from both the project owner and MONI through Monico. While the MONI awarded will be a percentage of the promotion fees, the project owner can declare any token size as a bounty from their token pool. The higher the bounty, the more potential consumers will be directed to their project, increasing likelihood of a token purchase.

Consumers can be any anyone that can legally purchase tokens, however are categorized by the following because depending on where the project is located would imply regulated restrictions.

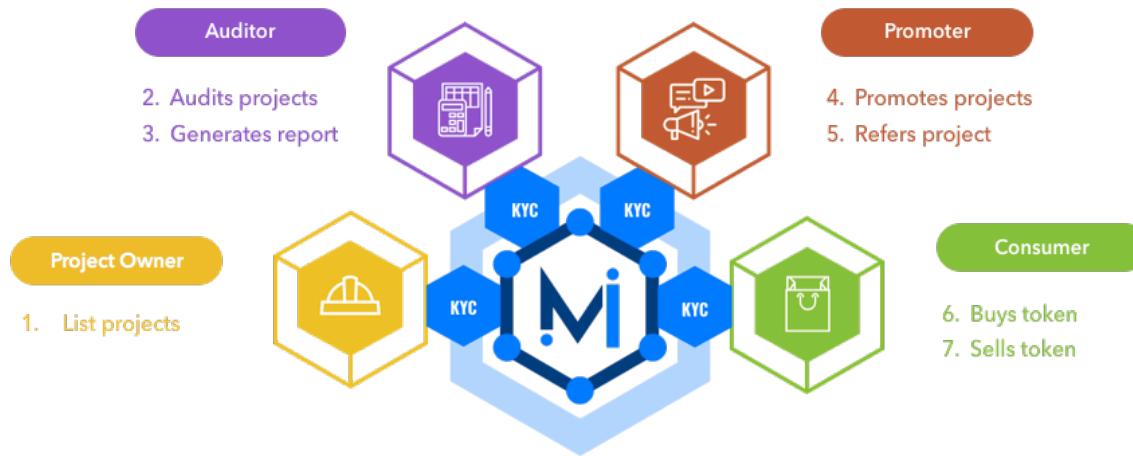
- Location
- Angels and early adopters
- Accredited Investors
- Venture pools and venture capital

For example, project owners can toggle between token sales that are open, for particular groups, for particular locations or by private invite.

5.2. Processes

The following flow outlines the general actions that connect project owners, auditors, promoters and consumers in a linear fashion and how each user connects to the Monico platform for easy understanding.

BUILDING A TRUSTED ENVIRONMENT OVER A TRUSTLESS PLATFORM



Know Your Customer

For every platform user, Monico will perform KYC. Auditors will have a special KYC process in order to be accredited and consumers and promoters will have levels. Higher daily and monthly purchasing and selling limits will be available the higher the level. The following describes the leveling steps.

1. Email and Phone Number Verification
2. Social Accounts
3. Identification
4. Business License

5.3. Utility Design

Monico (*MONI*) can be purchased directly on the mobile app initially in exchange for coins exactly like how other tokens can be purchased on our platform. It is by design that the value of the platform will grow relatively to the value of MONI. The following describes the revenue streams of Monico.

TOKEN MONICOIN (MONI)

TO LIST A PROJECT 10,000 MONI

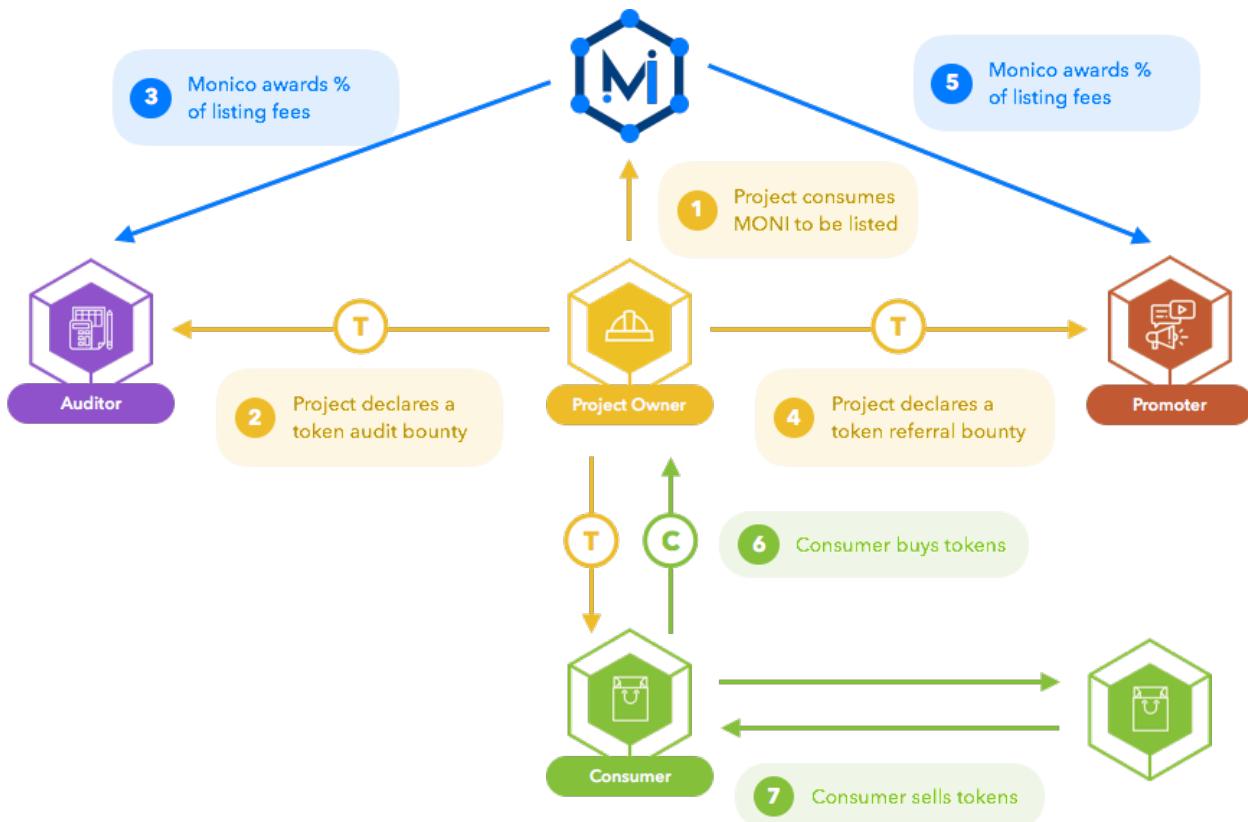
TO AUDIT A PROJECT: 30,000 MONI

TO PROMOTE A PROJECT 50,000 MONI

INITIAL TOKEN SALE 1% OF COINS RAISED

EXCHANGING TOKENS: 0.1% MAKER AND TAKER

Monico will also share its revenue with contributors of the platform that help validate and promote projects. Token owners can additionally set additional token bounties as previously described. Both of these efforts will give proper incentives for participation on the platform regularly. The following utility design describes how each user of the system earns through the platform at a high level.



For example, given that 30,000 MONI is the cost of auditing a project, the project owner sets the auditing bounty 40,000 tokens called X and 4 accept this bounty, each auditor could receive up to 4,000 MONI and 10,000 X considering that they all did the same work. A similar scenario can be considered for promoters.

5.4. Smart Contracts Use

As a risk of any semi-anonymous transaction is the risk of contract breach, Monico allows, and even encourages, arrangements that place the platform as the arbiter of peer-to-peer transactions through smart contracts created on the platform.

Whenever a party wants to contract a service out to another party on the platform, and if the parties opt to trade MONI tokens within the ecosystem, the party has the option to set up a smart contract between the transacting parties with Monico as an arbiter for the two parties. In certain cases, a fee amounting to a fixed value or a percentage of the transaction (*whichever is higher*) will be levied on a successful transaction.

For two-way transactions between parties (*e.g. trading coin and token between individuals*), parties also have the option to process transactions within the Monico ecosystem, using either the order-matching or direct-trade interfaces. For transactions done within the order-matching platform, the Monico team will assess a 0.05% fee for both sides of the transaction, while for arbitrated peer-to-peer transactions, a fee of 0.1% per participating party will be assessed for successful transactions, and 0.05% per participating party will be assessed for unsuccessful transactions.

6. TOKEN SALE

MONI is based on the Ethereum ERC-223 token standard. A total of 100,000,000 MONI will be one-time minted, in which 5,000,000 MONI will available during the private round and 45,000,000 MONI will available during the public sale. For a unified experience, only Ethereum will be accepted for this token sale.

Token name **Monico**

Token symbol **MONI**

Token type **Ethereum ERC20**

Total tokens authorized **100,000,000**

Total allocated for sale **50,000,000**

Soft cap **1,000,000**

Price during sale **1,000 MONI = 1ETH**

Accepted payments **ETH**

Referral bonus **5-15% of MONI purchased by referred**

Rounds **1 Private round + 4 public rounds**

Start date **October 2018**

Official Website **<https://moni.co/>**

Other general information includes the following.

- No mining or any other means of increasing the amount of tokens will apply to MONI.
- During the token sale, tokens will also be available with a discount structure specified herein and on the official website.
- The use of proceeds from token sales will be predominately used for the Monico platform and team development.

6.1. Token Highlights

The following highlights **features of the MONI token, discounted** and any stage of the token sale.

- Transaction fees and all services are consumable with MONI tokens
- **Use MONI to list your blockchain projects** on Monico, whether they are for vetting or already verified
- **Gift MONI to blockchain projects** to be listed on Monico, whether they are for vetting or already verified
- **Trade MONI on secondary markets.** The funds collected from operation fees will be primarily used to buy back MONI at market rate +0-15% whenever available.

6.2. Token Sale Mechanics

The following describes the steps to acquire MONI during the token sale.

1. The official website domain for Monico and the Monicoin is <https://moni.co/>
2. Tokens can be acquired through the BETA version of the Monico app which will be announced before the token sale. Make sure it is from the app not a fraudulent website.
3. Participants will need to download the app.
4. The app will automatically create an ETH wallet. From here participants can either transfer funds from their external wallet to the app or link their external wallet.
5. Amounts that can be purchased will depend on the KYC level
 - a. Level 1 – up to 1,000 MONI
 - b. Level 2 – up to 10,000 MONI
 - c. Level 3+ – No Limit

6.2.1 Smart Contract

MONI is an ERC-223 standard Ethereum token. The Smart Contract guarantees the following:

- **Ownership.** Only Ethereum users and contract holders can be token holders. Each token belongs to one user/owner. No tokens are shareable. A token can be transferred to another user only by the direct command of its owner or by the command of the receiver that is directly authorized by the owner. No token transfers may be initiated by another user.
- **Token Supply.** The tokens are issued only once, at the time of the deployment. The token supply is set at the time of the deployment.
- **Transparency.** The information about the number of tokens held by any user is public. All information about transfers is also public and can be traced.
- **Contract owner's right.** The contract owner can relinquish this ownership in favor of any other Ethereum user or contract.

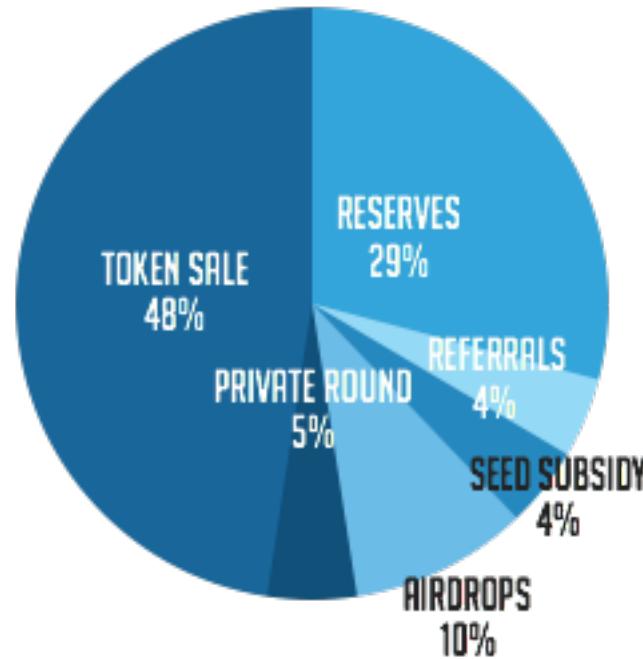
6.2.2. Referral Program

A referrer will receive between 5% to 15% bonus of MONI from the amount that was successfully purchased from their referral. The referrer does not need to purchase MONI to take advantage of this program. Referral links and referral activity will be available in the user dashboard after sign up.

6.3. Token Distribution

The following describes the way tokens will be initially allocated in detail.

TOKEN DISTRIBUTION



6.3.1. Private Round

For transparency, there will be a private round prior to the public sales. Monico will use the private round in order to validate the product as well as marketing budget for the public sale. The main differences between the private and public rounds are the following.

- There will be a soft cap of 1,000,000 MONI from a hard cap of 5,000.000 which represents 5% of all the authorized tokens available in this private round.
- There is no predetermined end date
- Statistics for the private round will not be published until the soft cap has been met.
- Participants will be privy to public sale marketing strategies and budget spends
- This round will enjoy a discounted rate of 50% off from the final public sale round value.

The soft cap needs to be complete before the start of the public sale. If the soft cap is not met, the entire sale will no longer continue and all purchases will be 100% refunded within 60 days. If the soft cap is met however, and on the start of the public sale, the private round will be immediately closed.

6.3.2. Token Sale

The public sale start date will be announced within 30 days after the completion of the private round. This is because the marketing will need to be prepared. There will be four public rounds described by the following.

Round Name	Hard Cap	Discount	Duration
Round A	10,000,000	35% off	1 weeks
Round B	10,000,000	25% off	1 weeks
Round C	10,000,000	15% off	2 weeks
Round D	15,000,000	None	2 weeks

To retain the value of the token within the ecosystem, while at the same time providing an incentive for early participation, the average discount provided to contributors will be capped at about 25%.

Any unpurchased MONI in all rounds will allocated back to the token reserves. After the end of the public sale, no new tokens will be generated to increase the token supply.

6.3.3. Reserves

Reserves will be used to maintain the stability of the Monico economic ecosystem. Upon meeting certain token liquidity and scarcity thresholds, the Monico team can submit for the consideration of the community a request to allow the purchase of tokens from company reserves, or to buy back a portion of tokens at a premium. In this way, each Monico token retains its relevance and value within the trading environment.

6.3.4. Referrals

MONI awarded through referrals are bonuses separated from the hard cap per round. As the more rounds increase and discounts decrease referral incentives will be increased described as below.

Round Name	Commissions	Max MONI
Private Round	5%	250,000
Round A	5%	500,000
Round B	5%	500,000
Round C	10%	1,000,000
Round D	15%	2,250,000

6.3.5. Airdrops

Airdrops will be used to help seed new consumers by providing a reward mechanism in which MONI are distributed to holders of MONI wallets when certain conditions are met. The following is an example of particular conditions however actual amounts may be changed upon the implementation of airdrops.

Download App, Join Socials, Refer Friends	MONI
Pre Token Sale	50
Post Token Sale	10

6.3.6. Seed Subsidy

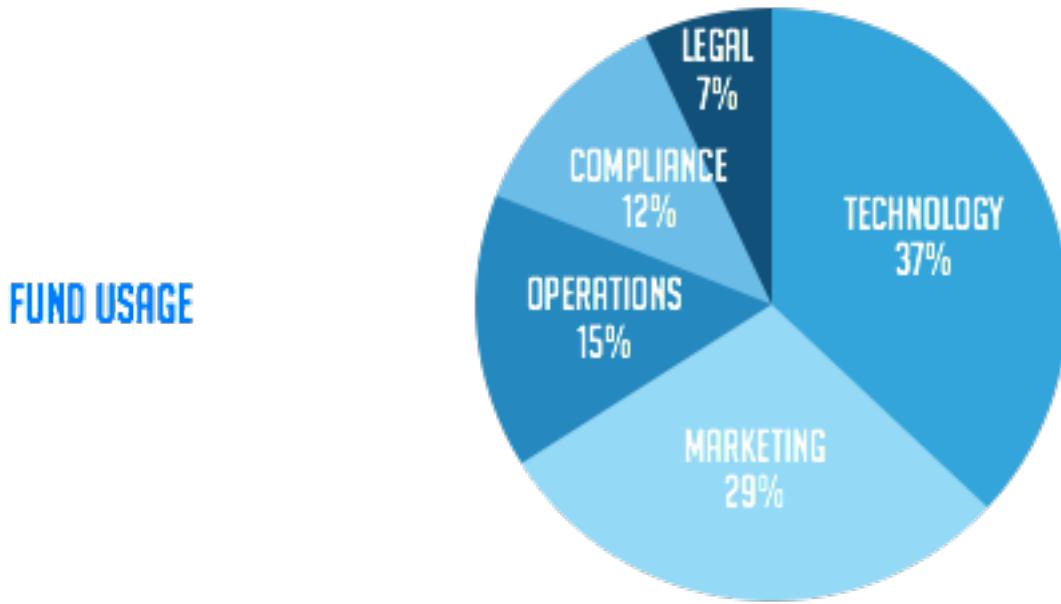
This allocation is used to seed the first vetted and verified blockchain projects on the platform by subsidizing for the service fees of the platform. When companies wish to run their token sale on the platform, or introduce their token to the exchange, certain fees will be assessed on those transactions, payable in MONI.

6.5. Token Sale Disclaimer

The design of this token sale is to attract early adopters with the intent of joining the community and consume the token for the various offered services. Participation in the Monico token sale means you are sponsoring the development of the Monico platform. Monico does not and cannot promise any guaranteed returns for participants. MONI is not security since it does not reflect the legal ownership of Monico and MONI is purely utilized as a value of service within the platform. All MONI orders are deemed firm and final. Participants acknowledge to be fully aware that they will not be entitled to claim any full or partial reimbursement under any circumstances whatsoever.

7. FUND USAGE

Funds will be used to sponsor the development and to operationalize the platform in which the following briefly describes.



- **Technology** - Covers the additional development needed for completion, enhancements, and to maintain the server infrastructure of the platform.
- **Marketing** – Covers the marketing budget needed to seed and grow the user base of the platform
- **Operations** – Covers the back office of the platform which includes administration, on boarding, community, support and partnerships

- **Compliance** – Mainly covers the implementing of security compliance like intrusion detection, regular internal and external audits and bounty programs
- **Legal** – Mainly covers general legal, data privacy and government regulations in conjunction with the long term growth of the platform

Monico will be practicing both a lean and bootstrap business methodology as well as fund release strategy by milestones and revenues. An itemized breakdown of fund usage in USD can be visualized by the following table.

	Q1	Q2	Q3	Q4	YTD
Salaries & Wages	22,844.00	38,663.00	64,097.00	96,250.00	221,854.00
Benefits & Allowances	1,903.67	3,221.92	5,341.42	8,020.83	18,487.83
Rent & Electric	15,882.25	15,882.25	15,882.25	15,882.25	63,529.00
Phone & Internet	6,382.25	6,382.25	6,382.25	6,382.25	25,529.00
Online & Servers	66,939.00	87,448.00	102,010.00	121,929.00	378,326.00
Advertising & Promotions	160,821.00	143,821.00	126,821.00	109,821.00	592,284.00
Legal & Advisory	30,000.00	30,000.00	30,000.00	30,000.00	120,000.00
3rd Party & Services	70,442.00	94,884.00	110,105.00	110,105.00	385,536.00
Office & Administration	4,876.00	4,876.00	4,876.00	4,876.00	19,504.00
Taxes & Licenses	16,041.67	16,041.67	16,041.67	16,041.67	64,166.68

Founders have agreed to be compensated by equity and a minimal salary. Other salary items will be used to acquire industry professionals and talent needed to get to the next declared milestone. It is also the intent to engage with strategic third party services that can help Monico move faster in technology, extend its growth all around Southeast Asia and keep the overall company size under 50. Other than salaries and third party, most of the budgets are allocated to technology and marketing.



7.1. Projections

For the sake of estimations on a stabilized market, it should be hypothesized that the market will continuously grow without considering the volatility of the overall crypto-market or a foreseeable plateau. Any major fluctuations will make projecting anything in this section moot.

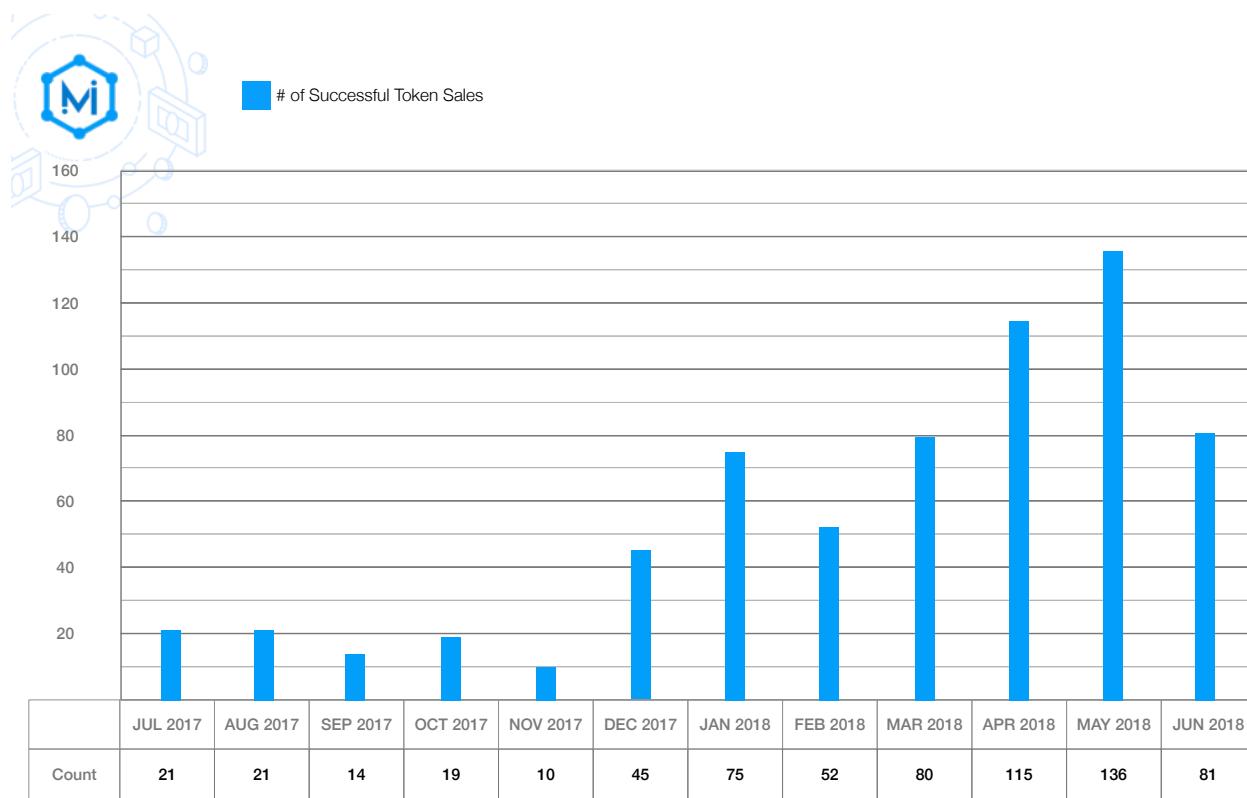
The short-term goal is to address the liquidity gap of a maximum of 10,000,000 MONI possibly consumed due to the cost of running the token sale as described below.

ITEM	Commissions	MONI
Private Round	5%	250,000
Round A	5%	500,000
Round B	5%	500,000
Round C	10%	1,000,000
Round D	15%	2,250,000
Max Commissions		4,500,000
Seed Subsidy		5,500,000
Air Drops		10,000,000
Cost of Sale		20,000,000

To make up for the cost of sale, the following minimal benchmark can be accepted.

- 2.5% of the token sales where as the project is able to build their crowd sale platform on their own, and
- a new market representing 7.5% of the existing market where as the project will be using the platform's crowd sale abilities

Given the chart below which represents the recorded successful token sales between July 2017 and June 2018 [8], it can be estimated that by the end of 2018 the market will grow to 100 token sales per month on average.

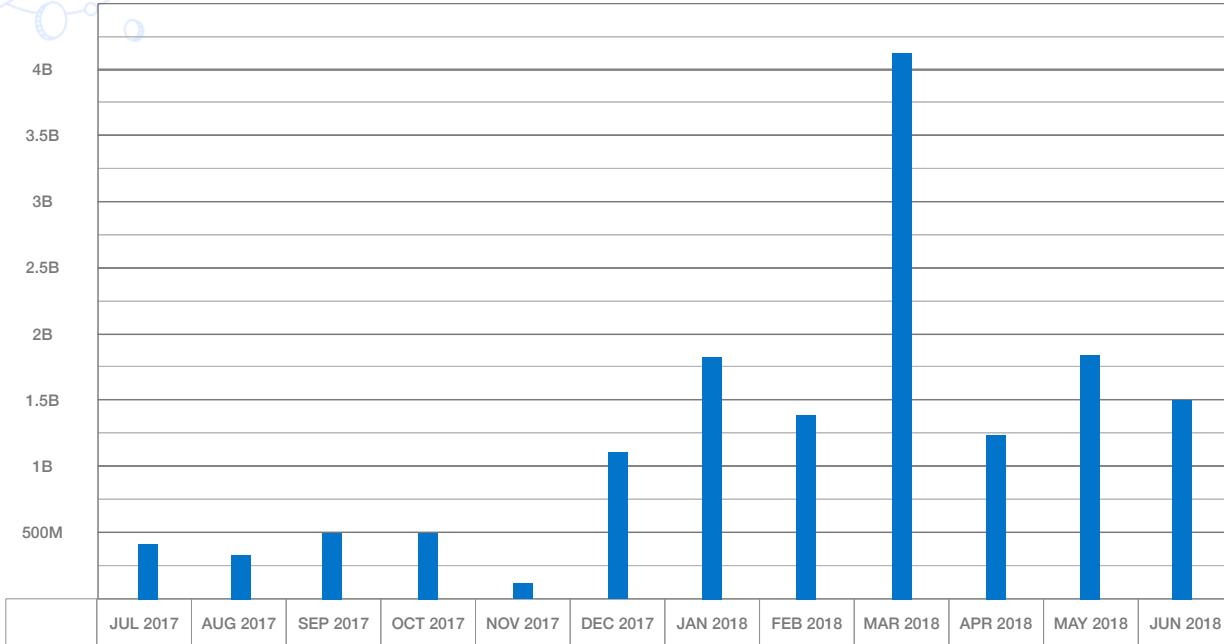


Based on these benchmarks, projections of about 10 clients per month ($2.5\% + 7.5\% \text{ of } 100$) valued each at about 2,000 MONI can be minimally estimated in turn and already considers the cost of profit share for both the auditor and promoter. It can be concluded that a target revenue of 2,400,000 MONI ($2000 \text{ MONI} * 10 \text{ clients} * 12 \text{ months}$) could be achieved after the first 12 months.

The 7.5% mentioned earlier can be carried over to the projects that will be inherently using the platform's crowd sale abilities. The following chart gives insight of the general transaction volumes for all successful token sales per month.



Transaction Volume

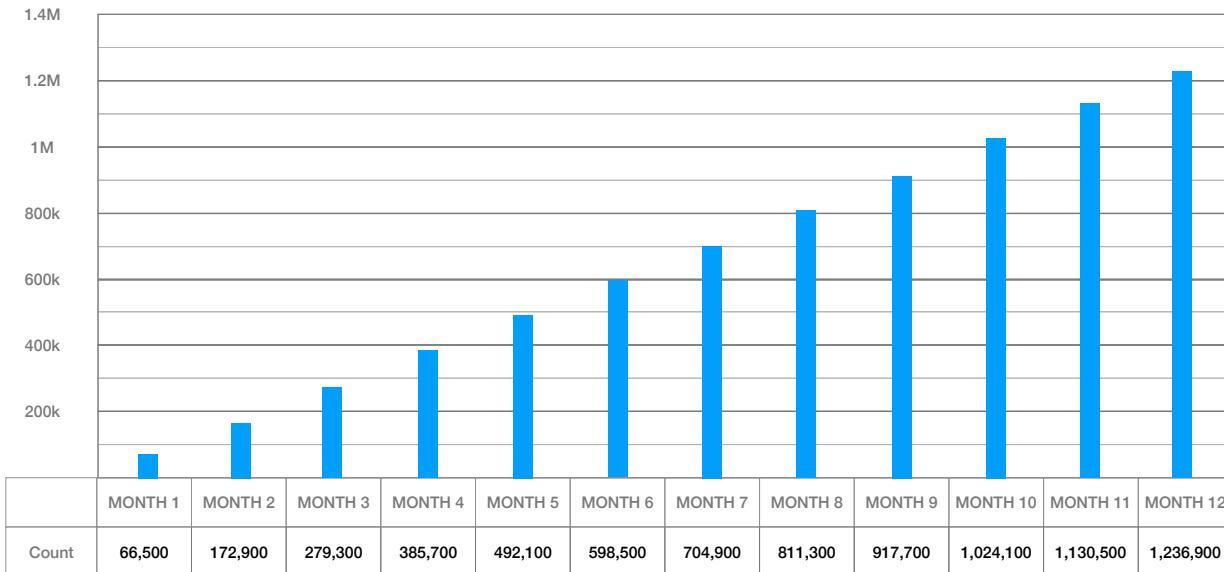


On average it can be estimated that by the end of 2018 the market will be able to raise at least 1 billion USD every month with each project contributing to an average of 8 million which converts to additional gains of about 7.2 million USD ($8M * 7.5\% * 10 * 1\% \text{ success fees}$) that could be achieved after the first 12 months.

With reports of major exchanges making millions of USD per month [9] and notably in their first quarter [10], it's difficult to set a conservative projection for currency-to-token based exchange without sufficient data. While popular tokens can reach up to 20M USD in daily trading volumes, the average token listed performs between 500k-1M USD worth of daily trades [11].



Transaction Revenues



It can be further assumed an estimated 950 USD can be earned per day ($500K * 0.0019$ transaction fee) at a minimum per token. With a minimal benchmark of one listing achieved per week, about 1.5M USD could be achieved monthly ($950 * 52$ tokens * 30 days) and cumulatively earned 7.8M (from the chart above) after the first 12 months.

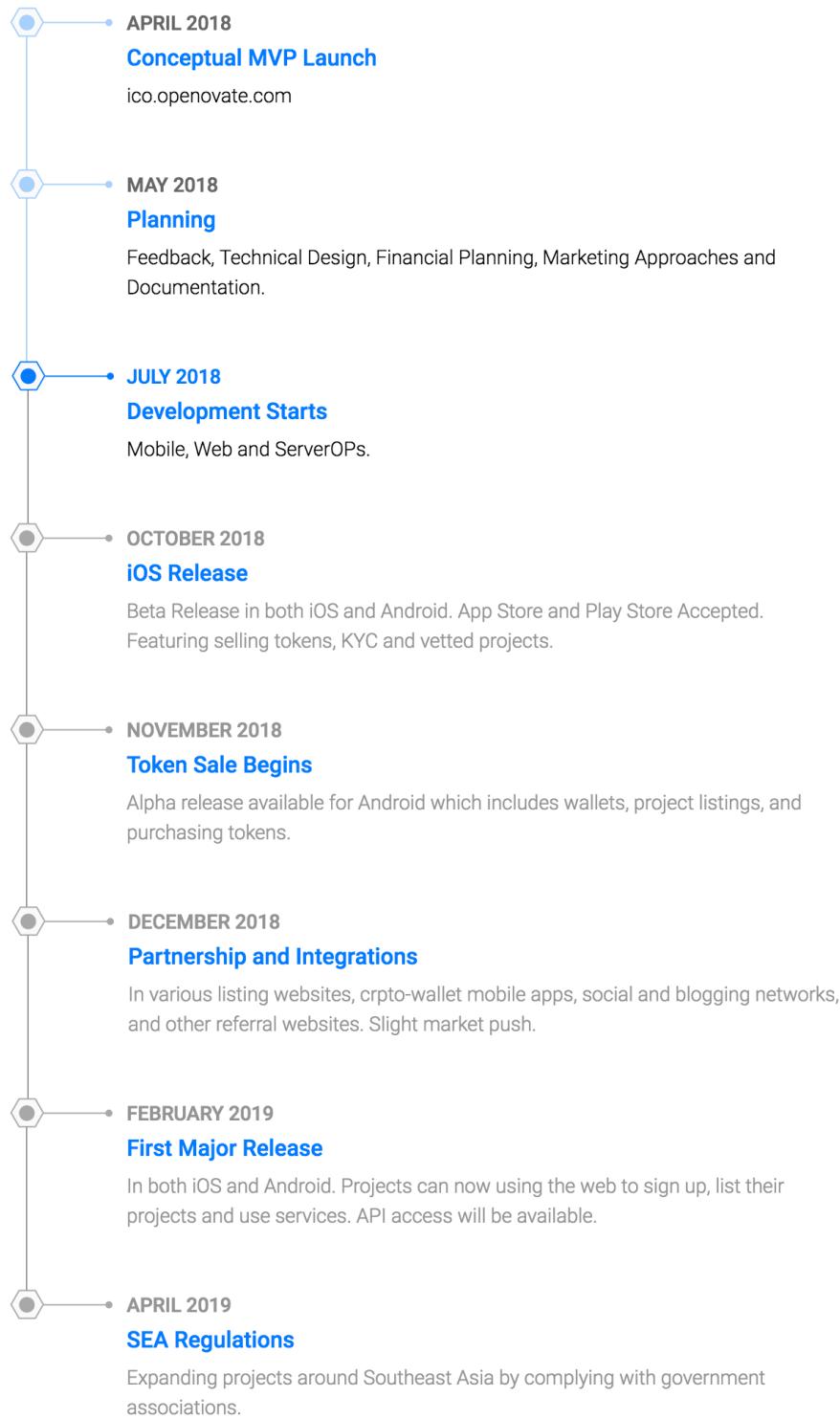
Given that MONI was declared at 0.001 ETH per token on sale, the estimated value of MONI will decrease to a maximum of 0.0008 ETH (-20%) at the end of the token sale. This is because of the discount strategy per round. The following balance sheet provided explains this loss as well as a strategy to increase the value of MONI.

	MNC	ETH
Total Authorized Tokens	100,000,000	100,000.00
Private Round Tokens	5,000,000	2,500.00
Crowdsale Sale Tokens	45,000,000	37,500.00
Tokens Issued for Sale	50,000,000	
Tokens Remaining	50,000,000	40,000.00
Maximum Air Drops Issued	10,000,000	8,000.00
Other Issuance	4,500,000	3,600.00
Maximum Referral Tokens Issued	4,500,000	3,600.00
Cost of Sale	19,000,000	15,200.00
Tokens Remaining	31,000,000	24,800.00
Listing Revenue YTD	1,200,000	960.00
Auditing Revenue YTD	415,800	332.64
Promotion Revenue YTD	792,000	633.60
Crowd Sale Commissions YTD		18,100.00
Exchange Fees YTD		19,552.00
Total Revenues YTD	2,407,800	39,578.24
Profit (Loss)	33,407,800	64,378.24

The table above describes how the discounts given per round directly affects the end value of MONI. Other issuance like referral bonuses, seed subsidy and airdrops attribute to the cost of sale. Cost of sale on this sheet do not affect the value of MONI.

The intent of MONI is to be consumed first, then traded. Immediately listing MONI on an exchange before addressing the value after the initial sale could (*more than probable*) further be undervalued with additional speculation. With these reasons, MONI will not be listed in external exchanges until the community as a whole matures.

7.3. Monico Roadmap





8. TEAM

The team was formed from various tech industries in Southeast Asia and has been generally together for over five years on tech related projects, ventures and about two years working together around blockchain technology.



Christian Blanquera

<https://www.linkedin.com/in/christian-blanquera-bb072838/>

A startup veteran, with **2 exits** in his career. An advocate of the Startup Community in SEA, mentoring over 20 startups and has **invested in over 30 ICOs** so far.



Edgar Ilaga

<https://www.linkedin.com/in/edgarilaga/>

A seasoned technologist, Ed resides on the **compliance** board of PADCDI, an association in the Philippines helping the **SEC** and **BSP** regulate tokens and crypto exchanges.



Ralph Muncada

<https://www.linkedin.com/in/ralph-muncada-a5302960/>

One of the few individuals in SEA that extensively practice **data driven marketing**. Ralph's latest exploits includes bringing Jobayan.com to **500k unique visits** in less than **120 days**.



Federico Maglyon

<https://www.linkedin.com/in/federicomaglayon/>

More than a full stack, Rico is one of the few **blockchain practitioners** located in the Philippines designing and building **ERC**, **Stellar** and **Hyperledger** systems.



Clark Galgo

<https://www.linkedin.com/in/clarkgalgo/>

Clark has designed and built **server architectures** for some of the largest companies in SEA and has helped companies technically scale their infra **all the way to acquisitions**.



9. ADVISORS

Advisors of Monico have been chosen because of their experience and expertise, advising the team in lacking areas and towards an accelerative success.



Sir Henry Lim Bon Leong

https://en.wikipedia.org/wiki/Henry_Lim_Bon_Liong

Investor, acquirer and executive advisor, Sir Henry is the chairman of one of the **largest private conglomerates** in Southeast Asia.



Jojo Flores

<https://www.linkedin.com/in/jojof/>

Silicon Valley VC, Angel and Advisor, Jojo helped guide hundreds of companies in **growth, funding and exits** all around the US and Asia.



Anderson Tan

<https://www.linkedin.com/in/andersontan/>

Anderson is a **successful entrepreneur** and **super angel investor** of popular companies like DocuSign, Cloudera, Snapchat, Pinterest, Lyft, and SpaceX..



Jay Fajardo

<https://www.linkedin.com/in/jayfajardo/>

Technoprenuer and Founder of one of the largest and **successful blockchain incubators** in the Philippines, Jay has expertise in **blockchain** and **token sale** platforms.



Brad Geiser

<https://www.linkedin.com/in/brad-geiser-6b98904b/>

Leading **social marketer** and **PR expert**, Brad has been in the background of many **blockchain advocacies** in SEA, connecting industries with thought leaders.



Paul Pajo

<https://www.linkedin.com/in/paulpajo/>

Paul is the current Head of Partnerships and a developer evangelist deep into **blockchain economies** and **exchange protocols** worldwide.

10. PARTNERSHIPS, ASSOCIATION AND AFFILIATIONS

Actively participating in the advancement of blockchain through technologies, compliance and regulations, Monico is affiliated with the following organizations.



Philippine Association for Digital Commerce and Decentralized Industries (PADCDI)

<http://padcdi.org.ph/>

Aims to encourage the responsible adoption of **decentralized technology** and **cryptocurrency** by industries and agencies across the Philippines as a means to drive innovation in service delivery across all sectors of the economy.

As a member of PADCDI, Monico will be adhering to regulations, compliance and code of conduct set by both the organization and the SEC of the Philippines. Monico plans to be accredited and licensed with government sectors.



Launch Garage

<https://www.launchgarage.com/>

Launchgarage is a **tech innovation hub** in Manila that provides a venue for open collaboration, knowledge sharing, events, acceleration. Launch Garage is home of some of the most **successful blockchain companies** in the Philippines.

Monico has been accepted into the LG program and will be working with its advisors to execute the business plans of Monico.



Sterling Technologies

<https://sterlingtech.ph/>

For more than 7 years, Sterling Technologies has been helping brands with their technology, building better user experiences, improving customer engagement, implementing data driven and business intelligence in the blockchain space.

Monico is partnered with Sterling Tech in order to quickly deliver updates and technically scale the growing blockchain platform.



Geiser Maclang

<http://www.geisermaclang.com/>

GeiserMaclang Marketing Communications Inc. (GMCI) is known for innovation and strategic marketing in the communications industry. Our services include strategy, branding, digital, crisis and issues management, integrated marketing and events, among others.

Monico will be coordinating with GMCI with continuous strategies to relay business direction, growth and transparency to investors, early adopters, owners of Monicoin and the general public



Yusarn Audrey

<http://www.yusarn.com/>

Yusarn Audrey is a legal firm that transforms IP as an asset and an investment for the future growth of their organizations. With IP strategic advisory services as tools to ensure that our clients' IP activities support and enhance their business strategies and objectives.

Monico will be coordinating with Yusarn regarding our corporate structure and legitimizing our IP developments.



Gorricteta Law

<http://www.gorrictetalaw.com/>

Gorricta Law, is one of the leading legal firms in Southeast Asia in the **blockchain space**. Gorricta works closely with the Philippines government regarding **blockchain related policies** and regulations.

Monico has activated Gorricta to help guide the team through regulations in capital markets.

A. LEGAL

PLEASE CAREFULLY READ THIS LEGAL DISCLAIMER. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, PLEASE CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR AND DO NOT CONTRIBUTE TO THE DEVELOPMENT OF MONICO PLATFORM BEFORE DONG SO.

- 1.** The purpose of this Whitepaper is to present the Monico and the Monicoin token (MONI) to potential token holders in connection with the proposed token sale. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring MONI. Nothing in this Whitepaper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.
- 2.** This document is not composed in accordance with, and is not a subject to, laws or regulations of any jurisdiction, designed to protect investors. The product token is not a digital currency, security, commodity, or any other kind of financial instrument and has not been registered under the securities laws of any country, including the securities laws of any jurisdiction in which a potential token holder is a resident.
- 3.** The English version of Whitepaper is the primary official source of information about the Monico and MONI. The information contained herein may occasionally be translated into other languages or used in the course of written or verbal

communications with existing and prospective customers, partners etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications, and the official English version of Whitepaper, the provisions of this English language original document shall prevail.

- 4.** Anyone purchasing MONI expressly acknowledges and represents that she/he has carefully reviewed this White Paper and fully understands the risks, costs and benefits associated with the purchase of MONI.
- 5.** No information in this White Paper should be considered to be business, legal, financial or tax advice regarding Monico, the MONI, and the token sale. You should consult your own legal, financial, tax or other professional adviser regarding Monico and their respective businesses and operations, the MONI, and the Monico token. You should be aware that you may be required to bear the financial risk of any purchase of tokens for an indefinite period of time.
- 6.** The purchaser of MONI undertakes that she/he understands and has experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with token sales as well as the mechanism related to the use of cryptocurrencies.
- 7.** MONI token cannot be used for any purposes other than as provided in this Whitepaper, including but not limited to, any investment, speculative or other financial purposes. MONI token confers no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below. MONI tokens give the holder no rights in the company and do not represent participation in the company as well. MONI tokens are sold as a functional utility.
- 8.** According to the professional opinion of legal advisors, based on the Howey Test our MONI tokens are not and should not be deemed as securities and do not need to be registered as a security.

- 9.** You acknowledge, understand, and agree that MONI are not securities and are not registered with any government entity as a security, and shall not be considered as such. You acknowledge, understand, and agree that ownership of MONI does not grant to you the right to receive profits, income, or other payments or returns arising from the acquisition, holding, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in the Monico or the Monico Platform or any other Monico property, whole or in part. MONI are not official or legally binding investments of any kind. In case of unforeseen circumstances, the objectives stated in this document may be changed. Despite the fact that we intend to reach all goals described in this document, all persons and parties involved in the purchase of MONI do so at their own risk.
- 10.** We may not be able to pay any anticipated rewards in the future. There is no assurance that there will be sufficient engagement in the Monico platform such that you will receive any financial rewards / discounts. Monico has performed several market studies testing the demand for the Monico platform with relatively positive results, Monico platform has not been fully developed and finalized and is subject to further changes, updates, and adjustments prior to its launch. Such changes may result in unexpected and unforeseen effects on its projected appeal to users, possibly failing to meet users' preconceived expectations based on the beta version, and hence, impact its success. For the foregoing or any other reason, the development of the Monico platform and the launch of the future Monico business lines may not be completed, and there is no assurance that it will ever be launched at all. The funds raised in the token sale are exposed to risks of theft. The Company will make every effort to ensure that the funds will be securely held in an blockchain wallets. Notwithstanding such security measures, there is no assurance that there will be no theft of the cryptocurrencies as a result of hacks, sophisticated cyber-attacks, distributed denials of service or errors, in the smart contract(s) on the Ethereum or any other blockchain, or otherwise. In such event, even if the token sale is completed, the Company may not be able to receive the cryptocurrencies raised and Monico may not be able to use such funds for the development of the Monico platform. In such case, the launch of the Monico platform and the structuring and licensing of the Monico future business lines might be temporarily or permanently curtailed.

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- 11.** Regulatory authorities are carefully scrutinizing business and operations associated with cryptocurrencies throughout the world, therefore regulatory measures, investigations, or actions may impact Monico business and even limit or prevent it from developing its operations in the future. All persons must be informed that the Monico business model, the Whitepaper, or Terms and Conditions may change or need to be modified due to the regulatory and compliance requirements from any applicable law in any jurisdiction. In such case, purchasers and anyone undertaking to acquire MONI tokens, acknowledge and understand that neither Monico nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.
 - 12.** You are not eligible to purchase any MONI tokens in the Monico token sale (as referred to in this Whitepaper) unless you are qualified as an accredited investor under U.S. standards. Citizens and residents of the People's Republic of China and South Korea cannot participate in the pre-sale or Monico token sale under any conditions.
 - 13.** Cancellation and Refund. All MONI token orders are deemed firm and final. Only reserved MONI tokens may be subsequently canceled at the Client's request. The Client acknowledges to be fully aware that they will not be entitled to claim any full or partial reimbursement under any circumstances whatsoever.
 - 14.** MONI tokens will be issued on the Ethereum blockchain. Therefore, any failure or malfunctioning of the Ethereum protocol may lead to the trading network of MONI not working as expected.
 - 15.** Additionally, in a down-cycle economic environment, Monico may experience the negative effects of a slowdown in trading and usage of the Monico platform and may delay or cancel the structuring and launch of the anticipated Monico future business lines.
 - 16.** To the maximum extent permitted by the applicable laws, regulations and rules, Monico shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to the loss of revenue, income or profits, and loss of use or data), arising out of or

in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

- 17.** By accessing and/or accepting possession of any information in this White Paper or such part thereof, you represent and warrant to Monico as follows:
- a. You agree and acknowledge that the MONI do not constitute securities in any form in any jurisdiction;
 - b. You agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment on the basis of this Whitepaper;
 - c. You agree and acknowledge that in the case where you wish to purchase any tokens, the MONI are NOT to be construed, interpreted, classified or treated as:
 - i. any kind of currency other than cryptocurrency;
 - ii. debentures, stocks or shares issued by any person or entity;
 - iii. rights, options or derivatives in respect of such debentures, stocks or shares;
 - iv. units in a collective investment scheme;
 - v. units in a business trust;
 - vi. derivatives of units in a business trust; or
 - vii. any other security or class of securities.
 - d. You agree and acknowledge that the development of Monico platform is a subject to further changes, updates and adjustments prior to its launch. Therefore, you agree and acknowledge that the development of the Monico platform and launch of Monico future business lines may not be completed and there is no assurance that it will be launched at all;
 - e. You have a basic degree of understanding of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
 - f. You agree and acknowledge that Monico is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you;

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- g. You aware and acknowledge that you are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind.
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B. TERMINOLOGY

The following advance terms were used in this document. If any words, acronyms or phrases found within this document are unfamiliar, please refer to this section. For convenience, terms are ordered alphabetically.

API; Application Programming Interface - A way to connect different applications together programmatically; Something programmers do connect to other services like Facebook; Security and limitations are always considered

Authority Level - is used instead instead of Domain Authority (DA), which is a search engine ranking score that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank

Auto Content Curation - is a programmatic way to generate content without manual intervention

Blockchain project - Projects that use the blockchain technology; This is one major target audience of the Monico platform

Bounce Rate - The rate at which users visits a landing webpage and returns back to the previous page (clicks the back button) versus clicking another link within the same website

Canonical - The correct location of the original content. The location is referred as a URL (link) of some sort

Cohort - A group of subjects who share a defining characteristic. In marketing cohorts can be age, location and can be very specific like a combination of day of week and device used

CDN; Content Delivery Network - used loosely to store files that do not change regularly. CDNs store the same files across many servers around the World in order to deliver files faster, based on where the user is originally from.

Cold storage - A term to store data offline; This is referenced within the documents in two ways: 1. for storing private keys in a USB and 2. for storing data from a database so in the cases the data is lost, it can be retrieved again.

Crawler - A script that search engines use to interpret pages in order to be listed on search sites

Crypto-consumer; consumer - A person that purchases cryptocurrency and crypto-tokens. This is one major target audience of the Monico platform

Data Driven Marketing - the process in which user events is collected, organized and interpreted in order to make marketing efforts effective

Ethereum - A decentralized platform that allows token creation and token transfer rules called a smart contract

ERC-20; ERC-223 - A technical standard used for smart contracts on the Ethereum blockchain for implementing tokens

Financial liquidity - describes the degree to which an asset or security can be quickly bought or sold in the market without affecting the asset's price. In this case a blockchain project can continue if all the expenses are paid for

GDPR; - General Data Protection Regulation (EU) 2016/679; a set of regulations concerning the treatment and use of the private data of individuals residing in, or who are citizens of, the European Union

Growth Hack - A process of rapid experimentation across marketing funnel, product development, sales segments, and other areas of the business to identify the most efficient ways to grow a business

Hard Cap - The most capital a blockchain project wants to raise. Hard caps can be defined for the entire token sale or per round

HSM; Hardware Security Module – a device that allows for the storage and management of cryptographic keys



Inflection Point - A curve at which the sign of the curvature changes with very little fluctuation.

Initial Coin Offering; ICO; token sale - A fundraising mechanism in which new projects sell their underlying tokens for cryptocurrency or fiat

KYC; Know Your Customer- The process of a business verifying the identity of its users and assessing potential risks of illegal intentions for the business relationship

Light Wallet - Wallets where only the owner has all the information and the manual power to control the funds; Also known as non-custodial wallet

Long tail keywords - Are those three and four keyword phrases which are very specific to whatever is being sold. Whenever a consumer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

KPI; Key Performance Indicator - A measurable value that demonstrates how effectively a company is achieving key business objectives

Multisignature - A digital signature scheme which allows a group of users to sign a single document; A multisignature algorithm produces a joint signature that is more compact than a collection of distinct signatures from all users; This is used to make sure the majority of parties involved with a transaction agree to the transaction details

OAuth - A secure and permission based protocol used to authenticate (log in) users signed up on other platforms

Organic Traffic - Website visits or mobile app downloads that happen without paying for it

Remarketing - A way to connect with visitors to your website who may not have made an immediate purchase or enquiry. It allows positioning targeted ads in front of a defined audience that had previously visited a website as they browse elsewhere around the internet

REST; Representational State Transfer - An architectural style that defines a set of constraints and properties based on HTTP; A type of API with common request and response patterns

Search engine rank - The position at which a particular site appears in the results of a search engine query

Secondary Markets - In this case refers to exchange platform where tokens can be traded, despite the tokens original intent

Securities and Utilities - In this case a security is a kind of share of a company being represented by tokens. A utility is a token that is used on a platform as a instrument of value for services or goods

Smart Contracts - A computer protocol intended to digitally facilitate, verify, or enforce the negotiation or performance of a contract; Used to digitally negotiate the terms of sending, receiving or trading coins and/or tokens

Soft Cap - The least capital amount gathered at which the token sale will be considered successful. If a soft cap is not reached, usually consumers are refunded

Structured Data - Information with a high degree of organization, such that inclusion in a relational database is seamless and readily searchable by simple, straightforward search engine algorithms or other search operations

2FA; Two Factor Authentication - A security process for user authentication through two methods, one of which is usually a password. Second can be email or text message for example

User journey - a series of steps which represent a scenario in which a user might interact with the website or application

UTM; Urchin Tracking Module - A code that you can attach to a custom URL in order to track a source, medium, and campaign name



Vanity metrics - Metrics that do not directly or indirectly relate to revenue or any kind of valuable conversion

Web hooks - A kind of API used to inform other platforms of an action that happened, usually from a user of their platform

C. REFERENCES

The following article links were used to support the ideals of this document. For convenience, references are ordered by citation number found throughout this document.

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