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## WHITEPAPER

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### The digital currency of the Self Storage Industry

(\*Please read the SEC opinion regarding cryptocurrencies on our website.)

#### QUICK READ:

- THE CRYPTOCURRENCY SUPPORTED BY THE SELF STORAGE INDUSTRY'S CASH FLOW
- CONTINUAL BUY SIDE DEMAND FOR SELF STORAGE COIN AS ADOPTION EXPANDS
- DURABLE AND RELIABLE BLOCKCHAIN BASED ON ETHEREUM PLATFORM
- INCREASED PROFITABILITY OF SELF STORAGE FACILITIES
- UTILITY AND BROAD USE IS PRIMARY FOCUS TO GAIN SAFE HAVEN STATUS

#### Introduction:

Self Storage Coin (hereafter STORcoin) is designed for the future trend for the Self Storage industry with the goal of becoming a dominant cryptocurrency that can be used in all aspects of the transactional nature of the Industry including Real Estate. Whether Commercial or Residential the entire RE industry has been slow to catch up to technology. This is changing and we see trends where digital signatures are commonplace, e-mail exchanges provide durable legal basis and documents that used to be over-nighted are now e-mailed in preparation for a pending closing. The Self Storage Industry is no different where the Tenant Leases can now be done electronically and the self service Kiosk is becoming more widely accepted.

While advances have been made toward efficiency, the payment process still remains a cumbersome and expensive process where credit card fees are typically a line item in any budget or income statement costing the owners on average 2-3% of revenue. Cash used for payments is becoming less used and most software platforms for tenant management allow for Auto-pay with a credit card as a convenience to both customer and owner. Integrating the cryptocurrency into the monthly payment landscape will not only provide additional savings to property owners but also keep pace with the growing number of Millennials using storage which are also the largest daily users of cryptocurrencies for goods and services in general. And very importantly these Millennials not only are more likely to be future users of cryptocurrencies but a recent demand study suggests that they will have a higher projected demand for Self Storage, estimated at 14% for Millennials compared to a little less than 10% for the rest of the population going forward.

STORcoin like all other cryptocurrencies, is not like other regulated currencies such as the U.S. dollar, Euro or Japanese Yen and do not have the backing of a government or other body. It exists based on a nearly pure supply and demand economic basis. And unlike a stock traded on an exchange STORcoin nor any other cryptocurrency provides a proportional ownership interest in an operating company.

#### Goals:

STORcoin will promote the use and acceptance of our coin throughout the industry with the long range goal of being a simple and efficient option to traditional transactions related to the Self Storage industry. The integration of STORcoin as a commonly accepted form of payment will take time for not only the customer and the owner to fully develop, but this evolution is rapidly advancing. As an example DISH network now accepts Bitcoin payments and we expect this trend will continue to evolve and touch nearly every part of our lives in the near and long term. Continuous and daily use provides demand and liquidity to all users of STORcoin.

Relationships and partnering opportunities with Credit Card issuers to provide a wide array of payment options are in the planning stages now and will lead to a seamless payment system from Wallet to Fiat currency to C2B (Consumer to Business) daily usage. As these decentralized integrated payment opportunities arise we will continue to partner with these solution providers with our main goal clearly in focus. Providing ease of use in daily transactions for holders of STORcoin and supporting the value with continuous demand!

As the comfort and acceptance of cryptocurrencies in general becomes more mainstream we will be a viable and durable option due in large part to our plans to gain market acceptance in and around the Self Storage industry. This can only happen with an ongoing effort by our management and technology staff's focus on the rapidly growing market we operate within. Our use of existing Blockchain technology based on the Ethereum Virtual Machine leverages the durable and lasting protocols proven to be safe as well as efficient. This functionality provides secure transactions as the basis for our Coin.

### **Beyond Self Storage:**

Due to it's mechanical form of monthly transactions the Self Storage industry is the perfect first beneficiary of this new paradigm of decentralized payment systems in the future. There are a great many opportunities for expansion STORcoin will pursue in a variety of industries but many offerings coming to the market do not specifically address the demand side of the equation which we feel is paramount if we are to have a stable and growing cryptocurrency.

Without a continued real world useful demand and functional use by real customers we feel there is no real long term support for valuing many of the cryptocurrencies in the marketplace other than simply the trading on the exchanges. While the Self Storage Industry represents our favored asset class and is plenty large to accommodate significant future demand we will continue to pursue the use and expand our reach wherever feasible. As an industry standard currency we hope to open up the opportunity so that the traditional monetary risk of investing in different countries is greatly reduced or eliminated.

### **Market Discussion:**

Regardless the fact that cryptocurrencies are not investments in the traditional sense they do have many similarities and have made individuals wealthy while many others have lost real money in the process. So what is the value of a cryptocurrency? As earlier mentioned it is our opinion that each Coin or Token changes in value based on a near perfect supply and demand basis. This is where management believes we augment the demand side of STORcoin through the continued use within the Self Storage Industry.

The nature of many consistent monthly payments and therefore demand for the STORcoins themselves should provide a continuous and growing demand side pressure on the long term value of the coin. This does not mean that price fluctuations will be avoided but the design of the coin and the marketing of it's use is specifically done so that we enjoy that continuous demand for the coin as we permeate the Self Storage market both in the US and ultimately around the globe. This is unlike many other cryptocurrencies where there may be a brilliant idea but limited practical buy side demand which adds to long term value and reduced volatility. In the first several years of our existence the main focus of our team will be expanding the use and acceptance of STORcoin throughout the industry with incentives designed not only for customers but also the owners of the facilities.

As an example of our initial market strategy we will offer the Customer paying for storage with STORcoin a 10% discount when they purchase the coin from us. For example, they may buy additional coins from us to use for part of their payment and keep the bonus coins in reserve anticipating their future rent may be paid in less coins due to an increase in value. For the owner accepting these STORcoins, we will have the affinity program in place to directly reward the owner in STORcoins for whatever Dollar equivalent value in coins they receive as payment from the customer. In this program the customer will in essence receive a lower cost for the monthly rent in real Dollars, thus making them more likely to patronize the STORcoin member facility. Also, the facility owner will receive a 10% bonus for coins accepted for payments which will be directed to the account of the owner's choice.

During the first quarter of our marketing campaign to the owners of the facilities with 400 or more units we will give \$1500 worth of STORcoin to cover the cost of any employee training needed and any cost related to updating websites and information. This will also provide a way for the owner that may not be familiar with cryptocurrencies to set up the accounts according to their preferences.

We can foresee a time when the bulk of monthly payments will be made using STORcoin. There are limited opportunities for a well operated facility to increase revenue in any meaningful way, the additional income and competitive advantage should lead to a robust adoption of STORcoin going forward. As the continued use of Self Storage Coin expands, this Demand side of the Supply-Demand equation will continue to expand and by extension we feel the value of Self Storage Coin will also increase in direct proportion to its acceptance in the marketplace. We have no certainty this acceptance will occur at the level and speed we would like, but we are confident that the trend in the marketplace supports our assumptions.

It is very difficult to quantify how much buying (demand) it takes to move a price of an item up or how much selling (supply) to drive the price down. We have all seen news events affect the market and in some cases something as simple as a rumor of good or bad news can have a dramatic effect on price from one day to the next or even minute to minute. With that understanding in mind; management believes that by the expanding acceptance of Self Storage Coin and other cryptocurrencies and our focus on targeting repeat users we provide a more stable demand side of the

equation as a way to undergird the price and the expected volatility we see in many crypto markets.

We strongly believe that continued demand is a critical component of the future value of the STORcoin. Merely raising funds through this ICO is not sufficient to create a marketplace for acceptance and as our team has experience in nearly all aspects of Self Storage we will make investments that not only generate cash flow but also add to the user base of the STORcoin to further develop and expand our reach. And STORcoin does provide a way for non US residents to participate in the robust Self Storage industry dominated by US companies.

We are also in the design stages for a phone app which will allow these payments and conversions to dollars from coin to further simplify and expedite the payment process in the future. We do recognize there are other larger technology firms working on similar apps which may be superior to our own design. If that portion of our plan proves to be too time consuming or costly we will likely adopt or partner with another provider to keep pace with our growth plans. And while our focus is initially in the US Storage market since it does represent approximately 80% of the worldwide market; we do see many opportunities in other country's rapid growth and the adoption of the Self Storage Coin provides holders exposure to the worldwide marketplace.

**Capitalization and Offering:**

- Total Maximum Coins: 100,000,000
- Coins offered: 30,000,000 (30% of Total)
- Reserved for future: 20,000,000 (20% of Total)
- Affiliate Programs/Marketing: 10,000,000 (10% of Total)
- Founders, Advisors, Team: 40,000,000 (40% of Total)

**Conclusion:**

We foresee a time in the not to distant future where we can partner with Mom and Pop single facility owners, work with many regional companies and even the large REITs to create a platform for payments and well as reduce the cost structure and add income to each facility we work with. Not only can the industry increase profitability with the adoption of the Self Storage Coin but they will also benefit from our marketing efforts as we promote the beneficial aspects of STORcoin. Current customers that use any other cryptocurrency can convert their existing holdings into STORcoin simply and easily for payment to our Self Storage partners. Much of this can be done simply by adding to the advancements made in recent years throughout the industry while continuing to expand and promote the acceptance of STORcoin and cryptocurrencies in general. To be the dominant player we need only focus on our core mission which is to make the Self Storage Coin a viable and durable option, secure and predictable based on solid technology with a long term vision.

**Company**

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