SWTC – It's Time to Change the Game

White Paper

Table of Contents

Abstract

References

Abstract

SWTC project will aim to be a low cost, consistently profitable long term crypto currency project backed by a regular brick and mortar business model. SWT Coin (pronounced as Swat Coin) will aim to set the standard in facilitating simple, secure wide spectrum authenticated digital transactions. SWTC will have two parts. One the cryptocurrency part. The other a regular business model that will be a regular manufacturing unit that manufactures and markets the Pocket Miner. The Pocket Miner is a mining device based on the VMSP technology that is to be manufactured and sold exclusively by the SWTC project and will generate profit like any normal business. SWTC can be mined only using these devices. Being based on a trusted platform and powered by a unique technological innovation, SWTC and the Pocket Miners are sure to find acceptance and admiration amongst the Millennials and Digital Natives who will surely welcome such unique and useful technological innovations. SWTC will emerge as a powerful digital asset that can generate wealth for its buyers in addition to delivering regular returns to its long-term holders.

Introduction

One more white paper! Yet another new crypto currency! The question that pops up on everyone's mind, with so many crypto currencies being launched every day, is, do we need one more coin at this late stage in the game?

To answer this question, I wish to narrate a similar story that happened in the 1980's albeit in a different context. This is a story of the fight for leadership featuring four major Japanese motorbike manufactures in a motorcycle market that was fraught with competition and an unforgiving customer base waiting to punish the weak and the inefficient. Suzuki took the brave step of being the pioneer and entered the market first, with a trump card of a product, a motor cycle of the calibre the market had never seen before and immediately garnered a 20% market share. Kawasaki followed suit and brought out a bike that was exactly similar and focused on a different geographical region and soon caught up with Suzuki in market share. A short while later Honda entered the market and decided to use technology that was different from the earlier launches and hit the market with a four stoke engine that was highly fuel efficient, with a mileage that was almost twice that of the other two. The price conscious market literally gobbled up the product in glee and Honda became the largest selling bike in no time. Honda brought out a great product and followed it up with a great marketing campaign. Honda's advertising campaign had a fantastic punch line. "Fill it. Shut it. Forget it!" The product lived up to the advertising campaign and started dominating the market with a solid market share of more than 60%.

With all segments of the market having been targeted and filled almost completely, Yamaha decided to enter the market as a late entrant, something similar to what we are planning to do with SWTC now. Market experts who are generally cynical about anything that is new, were, as expected sceptical about Yamaha's success. Yamaha decided to focus on a product with power, pickup and stability and stunned the market with the most powerful bike in the segment. The bike was clearly a winner and the punchline in their advertising campaign was even better! The punchline was simple but very effective. It said, "You met the crowd. Meet the leader!" In a market that was already cluttered, Yamaha captured a market share of 25% and retained it for quite some time!

This is precisely what we plan to do with SWTC! You met the crowd. A world that is crowded with innumerable and meaningless cryptocurrencies and choking on the incompetence and irrelevance of a bulk of these currencies that have no clue about their own business models! Now it is time to meet the leader. SWTC! A powerful coin built on a proven platform enhanced by a new technological innovation that is unique and unbeatable. Most importantly the coin comes with a solid business model that is crafted to generate revenues from day one and deliver profits and a stable return on investments to the investors. A market that is cynical and sceptical and waiting to punish the weak and inefficient, will not merely accept SWTC but will just adore it! We as a team are proud to present SWTC to the world.

Framework

This white paper will be structured in the following format.

There are 6 questions that need to be answered.

- What is SWTC?
- Who will buy SWTC?
- What are the issues faced by them?
- How will SWTC provide a solution to these problems?
- What technology will be used to deliver this solution?
- How will this technology generate profit and create wealth for the buyer?

This white paper has been structured in the format of answers to these basic questions.

What is SWTC?

SWTC started of as a coin to address the needs of small investors who get caught up in the waves and frenzy created by the huge investors and more often than not, end up on the loosing side. The SWTC project will aim to be a low cost, consistently profitable long term crypto currency project backed by a regular brick and mortar business model. In a world of unreal, intangible and virtual currencies, SWTC will strive to be a real, authentic and tangible business project.

SWT Coin (pronounced as Swat Coin) will aim to set the standard in facilitating simple, secure wide spectrum authenticated digital transactions. Secure, Wide Spectrum and Transactions being the key factors of the project the acronym SWT Coin has emerged.

Any platform that aims to create these secure transactions will need to create a technology infrastructure that has the following features – Untraceable Payments, Privacy using Unlinkable transactions, ensuring the need for preventing Double-spending (spending the same money twice), resistance to blockchain analysis to prevent analysis and hacking, more equality in establishing proof of work and finally an adaptive nature to incorporate future changes and innovations. Hence, the choice of CryptNote as the base technology which offers all these in addition to being open source.

Who will buy SWTC?

Please note the use of the word 'buy' instead of sugar coating the real issue by using a big word like 'invest in'. Who will 'invest in' SWTC seems more polished, stylish and has an intellectual tone to it. But this white paper is not here to glamourize and sugar coat hard facts and harsh truths. This is an attempt to tell the truth as it is and as simply and bluntly as possible.

To get an insight into this basic question a thorough analysis of the existing market environment and an understanding of the potential target market and the mindset of the people who make up this target segment is imperative.

The phenomenal popularity, success and acceptance of Crypto Currencies in the past few years can be attributed mainly to one important reason. The Millennials, the generation of young people, also known as the Gen Y, who have entered the work force in the mid to late-2000s, form the main market for Crypto Currencies.

Who are these Millennials? Though there are several different definitions of and classifications for this generation, for the sake of simplicity we will use our classification of Millennials as people who were born during the 1980s and the 1990s. The main characteristics of this generation are their heavy exposure to media and communications during their growing up years, with a natural ability to easily understand and accept new technologies and being the bridge of transition to the Digital Economy between the older Gen X and the younger Digital Natives.

What makes them so special? The fact that they think of themselves as being special is what makes them special! They feel about themselves this way because of their helicopter parents who hover over them even in to their work place and are truly over intrusive. Because of this they are also known as the 'Me' generation.

They feel that they are always entitled, meaning they deserve everything handed over to them on a platter and believe themselves to be inherently deserving of privileges or special treatment. On the one hand this makes them assertive but since they get everything through their helicopter parents, it also makes them susceptible to a self-created and peer driven pressure for succeeding in life. For them success is equated with money and they are always plagued by a fear of failure.

All this gives us a clear insight into the target segment we are dealing with. Here is a generation that is constantly exposed to media, techno savvy, always live and online, with an ability to take more risk than the earlier generation but don't have the patience to do the research before taking the risk. This generation is easily influenced by group psychology and thrive on viral news. This has been used by several crypto currency marketers cleverly to push their coins into the hands of these buyers who come from the Gen Y category.

This generation has a habit of questioning various things in their work places, schools and colleges, mainly because they are always used to questioning their parents. Though they tend to question conventional wisdom and cultural practices they tend to accept competence destroying innovations without questioning these innovations.

Competence destroying innovations are those innovations that force individuals to abandon all they know and shift to new technologies by learning new things and adapting to changing technologies at a rapid pace.

Take the example of Bitcoin mining. What started of with CPU mining, moved on to GPU mining and then to USB miners to entry level Ant Miners, have reached the current range of ASIC miners that are being researched to generate an astounding 1000 TH/s which is 1 PH/s.

The Millennials and the younger Digital Natives thrive on these kinds of technological innovations where they need to keep updating themselves to these rapidly changing technological innovations to stay ahead of the competition. They feel proud of being part of such a technological movement and are highly motivated to be part of it. Though the underlying reward of mining and earning crypto currencies, form the basic motivation for the people of this generation, it is the intrinsic motivation of wanting to be competent through the process of learning new technologies to take part in this race, not being daunted by of the cost involved, that provides a tremendous market opportunity.

Engaging Millennials (https://contentequalsmoney.com/author/sarah-voightman/)
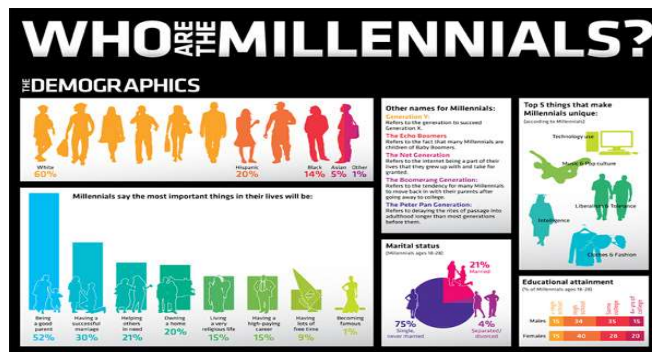
We can establish this by means of a simple demonstration and example using the following analogy. Let us say a new smart phone is introduced into the market. The phone will come with out a charger. You must buy this separately. The phone will not be available in a nearby showroom. It will be available only through online purchase and you will have to pay delivery charges equal to the cost of the phone if not more. The setting up of the phone and the sim card is extremely complicated and you will have to go through several online tutorials to get this right. There will be no after sales service. If you have a problem with the phone you must ship it back overseas at your own cost and if possible, the company might set it right and send it back to you if they feel like it! Do you think there will be a market for this kind of a product?

Thanks to the Millennials such a product is being sold in the 1000s on a pre-book basis. I am talking about Bitmain's Antminer S9. People are not daunted by the cost. They are not daunted by the unbelievable terms and conditions. They are not bothered by the fluctuating prices of the reward which they are aiming to get which is Bitcoin. They are not bothered by the payment etrms of having to pay in advance and wait for months before you receive the product. They are not bothered that by the time the Antminer arrives their country might have banned Bitcoin. They just keep buying it. This kind of market opportunity has to be exploited and the buyers should be rewarded suitably for this kind of enthusiasm. Now that we have established firmly that there is a huge market opportunity we move on to the next question.

What are the Issues Faced by Potential SWTC Buyers now?

The average total combined trading volume of the 1562 Crypto Currencies listed on Coinmarketcap.com is more than 10 billion dollars. Compare this to the daily trading volume of Forex markets on a single day which is more than 5.09 Trillion dollars as per 2016 data. While the Forex market too faces various challenges and is driven by speculative instruments, the main advantage of Forex markets is that it is regulated and approved by the Central Banks of various countries. Hence there is more acceptance and stability in the forex markets. Whereas the acceptability of Crypto Currencies is a contentious issue in many countries. Several countries are imposing restrictions on crypto currencies and the fluctuating price of Bitcoin is ample proof of this situation. This is the primary concern for potential buyers and this issue needs to be addressed.

The other main issue is the cynicism created in the minds of the potential buyers by the innumerable ICOs hitting the markets every day. Crypto coins are losing credibility due to the innumerable ICOs launched every day. This has made potential buyers lose faith in crypto currencies in general. The issue to address here is that SWTC buyers have to be educated about the unique nature of the project, which is different in the way it uses technology to deliver what is needed most in the world of cryptocurrencies at the moment, stability and long-term profitability. The reason for mistrust is due to the fact that many projects have failed to take off after the ICO. The ICO is successful, meaning the project collects a lot of money because of the marketing hype which is appealing to the audience. But if you look deeply the project lacks strength and vision and most importantly the staying power.

Biggest ICOs (https://www.coinist.io/biggest-icos-chart/)
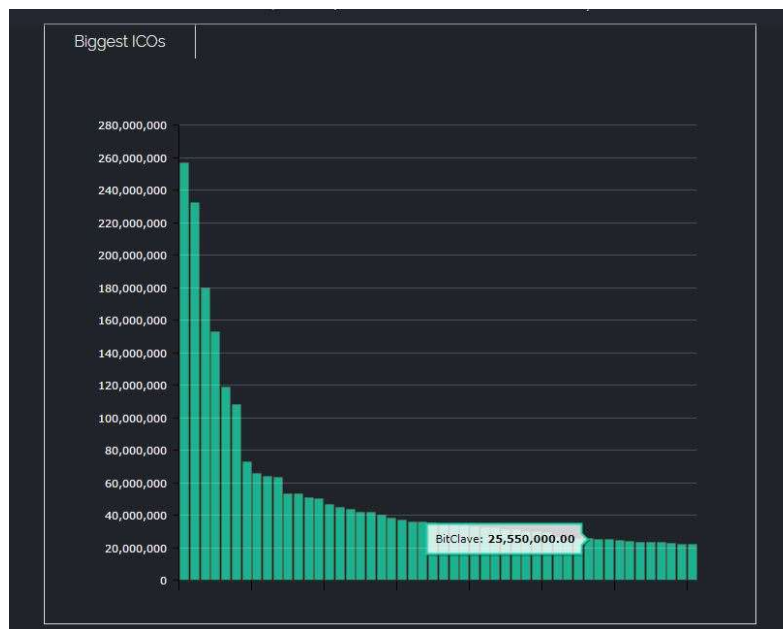
This brings us to the issue of long-term profitability of the project. The issue of the ability of this project not just to stay alive for a long time but to be able to do so profitably and keep delivering returns to the buyers consistently over a long period is some thing that has to be addressed. We will see the answers and solutions to these issues in the following section.

How will SWTC provide a solution to these problems?

The first issue is that of acceptability by regulatory authorities across the world. The SWTC project has a simple solution for this. While cryptocurrencies are looked at with a sense of mistrust by the authorities there are thousands of crowdfunded projects that are looked at with great admiration. There are several venture capital funded businesses that are doing extremely well. Uber, Snapchat and Instagram are all Venture Capital funded projects that have been extremely successful. There is an endless list of crowdfunded projects that have done extremely well, funded by platforms such as Kickstarter and Indiegogo. SWTC project is exactly like any one of these successful venture capital funded or crown funded projects.

Top 10 U.S. Venture Capital Deals

Deal Size	Company	Year	Business	Headquarters
$1.5 billion	Facebook	2010	Social networking site	Menlo Park, Calif.
$1.2 billion*	Uber	2014	Taxi-hailing app	San Francisco
$900 million	Clearwire	2006	Wireless broadband	Kirkland, Wash.
$889 million	Western Integrated	1999	Fiber-to-the-home network	Denver
$542 million	Magic Leap	2014	Visual-display technology	Dania Beach, Fla.
$500 million	Beats Electronics	2013	Headphones and audio systems	Santa Monica, Calif.
$500 million	Zhone Technologies	1999	Telecommunications equipment	Oakland, Calif.
$490 million	Zynga	2011	Social and online games	San Francisco
$486 million	Snapchat	2014	Messaging app	Los Angeles
$475 million	Airbnb	2014	Home-rental site	San Francisco

* Uber raised $1.2 billion twice in 2014   *Source: Dow Jones VentureSource*

Wall Street Journal https://blogs.wsj.com/

SWTC will have two parts. One is the cryptocurrency part. The other a regular business model that will be a normal manufacturing unit that manufactures and markets the Pocket Miner.

A brief introduction to the Pocket miner - It is a mining device that is to be manufactured and sold exclusively by the SWTC project that will generate profit like any other business through the manufacture and sale of Pocket Miners. The people who believed in and have bought SWTC in the pre-sale are like the Venture capitalists and crowd funders. In those countries where crypto currencies are accepted SWTC will be a crypto currency. In other countries it will take the form of a share in a profit making company. Buying shares and getting dividends are accepted in every part of the world. Just as we plan to list the Crypto currency part in various crypto exchanges we will also plan to list the business part of SWTC in some bourses which are suitable for the majority of the coin holders or share holders. This will give credibility to this project which other crypto currencies don't have.

The second issue is the question of whether the project will stay the course and deliver its promises for a long time to come. There are several companies, hotels, pubs, wineries, confectioneries, publishing houses and banks that have remained in business for hundreds of years, the oldest being 1500 years old! In Japan alone there are 21000 companies that are more than 100 years old. The aim of SWTC is to reach 20% of the world's population through its Pocket Miners in the next 20 years. This is the commitment SWTC has in making the project a long-term, sustainable and profitable project. There are several blue-chip companies on the major stock markets that have been

rewarding the investors with regular dividends and creating wealth for them by stock price appreciation. SWTC will be a blue chip of the crypto currency block.

What technology will be used to deliver this solution?

Apart from hard forking CryptoNote to create the Coin and the Wallet the unique technology which is being used by SWTC is the Verified MacID Secured Payments (VMSP) Infrastructure.

A modified version of this code below can be used to retrieve the MachID in android till version Marsh Mallow. After that additional permissions have to be set to retrieve this value.

```java
public static String getMacAddr() {
    try {
        List<NetworkInterface> all = Collections.list(NetworkInterface.getNetworkInterfaces());
        for (NetworkInterface nif : all) {
            if (!nif.getName().equalsIgnoreCase("wlan0")) continue;

            byte[] macBytes = nif.getHardwareAddress();
            if (macBytes == null) {
                return "";
            }

            StringBuilder res1 = new StringBuilder();
            for (byte b : macBytes) {
                res1.append(Integer.toHexString(b & 0xFF) + ":");
            }

            if (res1.length() > 0) {
                res1.deleteCharAt(res1.length() - 1);
            }
            return res1.toString();
        }
    } catch (Exception ex) {
        //handle exception
    }
    return "";
  }
}
```

The MacID in combination with other unique Identifiers such as IMEI (International Mobile Equipment Identity a unique 15-digit serial number given to every mobile phone) will create a Unique Digital Identity for the Pocket Miner. This combination will act as a base to restrict mining of SWTC only to the Pocket Miners manufactured and sold with pre-installed mining software.

More details about this will be released once a patent application process has been initiated to protect and safeguard the intellectual property behind this unique process. Pocket Miner as a brand name will be a registered 'Trade Mark' and the rights will held by SWTC. Integration of these Pocket Miners with Video Ad Exchanges and Value Added Content, for additional revenue generation is planned for launch during the first half of 2019

Three different variants of the Pocket Miner, Hexacore in the range of 100-120 USD, Octacore in the range of 150-180 USD and Decacore in the range of 200-240 USD are planned for release during the period starting from Oct 2018.

The emission of SWTC by the mining process will be a function of the human population. Since the target is to reach 20 percent of the population using the Pocket Miners, in the long term, the emission will be controlled by the following equation.

$$n(SWTC) \leq 0.2 \, \mathscr{P}$$

The difficulty level will be a function of the number of Pocket Miners sold and are actively mining.

$$d = f_n \, (0.8 \, apm + 0.2 \, spm)$$

There are many crypto currencies that reward miners and coin holders with virtual hand outs and air drops. Whereas SWTC will give quarterly airdrops based on the actual profits generated by the sale of Pocket Miners, Ad Revenue from Pocket Miners and from the delivery of value added content such as text books through the Pocket Miners.

Pocket miners will have life time of 14 to 16 months. The buyers will be able to recover the cost during the first 6 to 8 months and will generate profit during the next 8 to 10 months. They will need to upgrade to higher level models to keep up with the increasing mining difficulty levels.

The coins required for these air drops will be purchased directly from the exchanges with the USD profits, thereby ensuring price stability and growth in value of the coins. The distribution of profits will be in the following proportion 40% for Coin Holders, 40 % for Research and Development and 20% for administrative charges. The SWTC team will retain the option to buy back coins from the market and burn the coins periodically to maintain an optimum level of coins to ensure price stability and growth.

Pocket Miners will be distributed through Online Webstores initially and through regular distribution channels after that.

Peer to peer payment by means of a clickable code with embedded financial value and beneficiary's digital identity that can be shared through WhatsAPP or mail or SMS is in the pipe line and scheduled for introduction during the second half of 2019.

The student community who are Digital Natives will be a prime source of market for the Pocket Miners. Pocket Money with Pocket Miners will be the strategy to target this segment in an attempt to subsidise educational and living expenses of the students.

Standalone mining devices that can be attached to appliances and automobiles to subsidize electricity charges and fuel charges are planned for release during the second half of 2019.

Conclusion

Being based on a trusted platform and powered by a unique technological innovation, SWTC and the Pocket Miners are sure to find acceptance and admiration amongst the Millennials and Digital Natives who will surely welcome unique and useful technological innovations. SWTC will emerge as a powerful digital asset that can generate wealth for its buyers in addition to delivering regular returns to its long-term holders.

References

1. Slozko, O., Pelo, A. (2015). Problems and Risks of Digital Technologies Introduction into E-Payments, Transformations in Business and Economics, 14, (1), 42-59

2. Daniel J. Bernstein, Niels Duif, Tanja Lange, Peter Schwabe, and Bo-Yin Yang. High-speed high-security signatures. J. Cryptographic Engineering, 2(2):77{89, 2012.

3. Adoption of e-Payment Systems: A Review. https://www.researchgate.net/publication/303329794_Adoption_of_e-Payment_Systems_A_Review_of_Literature

4. Ring signatures: Untraceable payments, https://cryptonote.org/inside#untraceable-payments

5. One-time keys: Unlinkable transactions, https://cryptonote.org/inside#unlinkable-transaction

6. Double-spending proof, https://cryptonote.org/inside#double-spend-proof

7. CryptoNote blockchain analysis resistance, https://cryptonote.org/inside#blockchain-analysis-resistance

8. Sarah Voightman, Engaging the Millennials https://contentequalsmoney.com/author/sarah-voightman/

9. Stephanie Armour, USA TODAY, https://usatoday30.usatoday.com/money/workplace/2005-11-06-gen-y_x.htm

10. Jill Weber, PhD, Healthy Living, http://www.healthylivingmagazine.us/Articles/641/

11. Jean M. Twenge , Generation Me - Revised and Updated: Why Today's Young Americans Are More Confident, Assertive, Entitled--and More Miserable Than Ever Before Paperback – September 30, 2014

12. Tushman and Anderson 1986 , Technological Discontinuities and Organizational Environments. Michael L. Tushman; Philip Anderson. Administrative Science Quarterly, Vol. 31, No. 3. (Sep., 1986), pp. 439-465

13. Kristoufek L (2015) What Are the Main Drivers of the Bitcoin Price? Evidence from Wavelet Coherence Analysis. PLoS ONE 10(4): e0123923.

14. Triennial Central Bank Survey of foreign exchange and OTC derivatives markets in 2016, Updated 11 December 2016, https://www.bis.org/publ/rpfx16.htm

15. Takahiko Wada, Leika Kihara, Japan to for G 20 Counterparts to prevent crypto currency usage, Reuters, Mar 2018,

16. Scott Austin. 2015, Snapchat Cracks Top 10 Largest U.S. Venture-Capital Deals, https://blogs.wsj.com/digits/2015/01/02/snapchat-cracks-top-10-largest-u-s-venture-capital-deals/

17. List of Successful Crowdfunded projects, Crowd Funding Blog, https://crowdfundingblog.com/most-successful-crowdfunding-projects/

18. Tokyo Shoko Research. October 21, 2009. Retrieved June 20, 2012. http://www.tsr-net.co.jp/news/analysis_before/2009/1199565_1623.html

19. Te-En Wei, Albert B. Jeng, Hahn-Ming Lee, Chih-How Chen andChin-Wei-Tien, 2012, "ANDROID PRIVACY",International Conference on Machine Learning and Cybernetics (ICMLC), 2012 (Volume:5)Page(s): 1830 – 1837,IEEE.
20. JakobHasse, Thomas Gloe and Martin Beck, 2013, "Forensic identification of GSM mobile phones"Pages 131-140,ACM New York, USA 2013
21. MayankSahni, 2014, "DETECTING AND AUTOMATED REPORTING OF CHANGE IN IMEI NUMBER", International Journal of Advancements in Research & Technology, Volume 3-, Issue 5, May-2014