Y Coin Whitepaper

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The Need for Y Coin

With the Evolution of Technology, High-tech enables seamless transactions and swift universal payment. The uncertainties enveloping digital currency still leave enough space to analyze its unreserved acceptance, trust, and anticipation, which are the primary driver for the spread of the network. Various blockchain and crypto-systems exist out there in the market.
Some professionals refer to it as Crypto economics. The industry commenced with Bitcoin (BTC), the most prominent virtual currency in the world. After it, more than a thousand diverse projects emerged, establishing a new and unique ecosystem. Cryptography is the foundation of this industry, and it is used in many distinct ways, employing various economic fundamentals to inspire members and players to participate in some networks.

Traditional Governance in crypto is flawed as the "richer" you are, the more powerful you become in the coins ecosystem. Y Coin's founder describes the Y Coin as a project offering a single vote to all users regardless of their stake. Y Coin is a transfer and payment coin that has democratic governance features.
Users are able to create proposals and vote on them like on a reddit community using the Y Hub IOS, Android and Desktop application which will be launched sometime in September.

Experts at Y Coin have examined the trends and correlated why some coins and token projects fail while others have successfully flourished. They discovered that for a token to become successful, it must meet these requirements. 99% of most cryptocurrencies have been unable to meet up these criteria:

Near indefinite decentralization
means that individuals' voting rights should be distributed over at least 9,000 to 200,000 different voters.

Native Transaction Fees:

Using a combination of Meta transactions and private liquidity pools Y Coin users will be able to pay GWEI fees using Y Coin rather than Ethereum.

Project Overview

Y Coin is the brainchild of a young genius, this project is a brand-new revolutionary community concept that aims to forever change the way we vote blockchain changes. The main goal of the company is to transform the infrastructure of the cryptocurrency into a system that would use more democratic votes. Each user will have one vote and unlike other coins this amount does not change according to your stake in the currency. We are giving full control of all future changes to the coins features into the hands of the people.

Utilizing the power of our framework we intend to optimise our coin to be the most user friendly and user oriented coin on the market with minimal compromises to other aspects.
The concept of Y Coin which is where everyone gets to vote has never been ventured before and thus has huge innovative growth potential.

The Y Hub

The Y Hub is Y Coin's signature DeFi wallet application that features most of Y Coin's features such as easy transfers, staking and democratic governance.

Democratic Governance:
Users who meet a certain threshold of requirements will be able to vote on decisions relating to the Y Coin blockchain. Each user gets a single vote on a single proposition each voting period. Voting power isn't dependent on your stake in the coin.

Staking:
Users will be able to stake their Y Coin on the application at 3 different rates. Each rate offers different rewards to others but also different lockup times. The rates are specified below:

Low API: No lockup period
Medium API: 1 month lockup period
High API: 3 month lockup period

Easy transfers:
On the Y Hub app users will be required to create a username like Instagram (eg: @hello). Users only need to type in usernames to send tokens to each other rather than a long complex wallet address.

Tokenomics

Token Name	Y Coin
Token Abbreviation	YCO
Emission Rate	Depending on stake pool demand.
Starting Supply	15,000,000

How the Y coin Transfer works

To transfer the Y Coin, users must make a transaction to the contract requesting it to allow some of their balance elsewhere. For instance, if Mike wants to transfer 5,000 Y Coins to Sarah, he orders a function inside the Y Coin smart contract asking it to perform that task. The tokens only exist inside a contract, which is like a self-accommodating database. Our Y Coin is very compliant, and the contract meets all six mandatory functions: total supply, the balance of, transfer, transfer from, approve, and allowance. In addition, we have specified optional functions, such as name, symbol, and decimal. These details are all contained in our tokenomics.

Token Growth Scalability Model

As the Y Coin price rises, all selected token holders can still conveniently exchange their tokens for other cryptocurrencies. The Y Coin token team has considered the possibilities of token holders exchanging their tokens and is in all sense viable.

The Y Coin will be listed on many Top Exchanges. We aim at exchanges like Binance, Uniswap, Sushiswap, Vindax, and lots more. Thereby enabling the Y Coin demand to skyrocket and make the value of our native currency rise exponentially.

Marketing Strategy

The marketing strategy for Y Coin will be a crucial component in promoting the project. The marketing plan covers three objectives. To emphasize the brand name, our innovative and unique offering in the market, and our world-class customer service. We are creating a reputable model for predictable lead generation through digital media and inbound organic channels. Generate significant yearly sales growth and reduce customer acquisition costs through outbound marketing methods. Enhance our adoption rates and dependency with the existing client portfolio.

Promotion Strategy:

Social Media:

Social media will be a significant portion of the advertising strategy for Y Coin. Social media platforms such as Facebook, Instagram, Twitter, and YouTube allow the company to advertise directly to the target audience and track progress relatively inexpensively. Social media platforms are also an effective way to create a following behind the brand, tracking popular trends and promotions.

Pay-Per-Click:

Pay-per-click advertising is an efficient way to target our demographic and drive traffic through search engines. Y Coin will adopt this model for promotion. Big Platforms like Google will serve as a medium to reach the target market while tracking a strict budget plan.

Public Relations/Trade Shows & Conferences:

We will create different PR programs that will generate a following behind the brand. An essential aspect of the developed business will come from word-of-mouth referrals with an elusive PR campaign and other marketing efforts. This type of business relies on the public's perception, along with the consumer's personal experience. It will be a crucial strategy for Y Coin to develop

ongoing word-of-mouth referrals with the business. Not only is this an effective strategy for generating more clientele, but it is also the most cost-efficient form of marketing for the business. PR will be a crucial component of the company's success. As well as generating ongoing word-of-mouth referrals, we will consistently attend all the important conferences and trade shows that attract essential stakeholders and potential clients in the industry. Our brand needs to be recognized at all virtual gatherings to promote the brand and unique offerings continuously.

Website:

The website has been designed by professionals who tell the story behind the Y Coin brand and promote our innovative approach and services. The website is at the center of all marketing activity. Therefore, it must be consistently maintained as professional, easy to use, and a completely seamless customer experience. As we integrate technology into our customer's operations, our web page reflects the quality of our products and services. Therefore, all efforts will be made to ensure an exceptional user experience.

Outbound Marketing

Y Coin will adopt a combination of direct and indirect sales methods. Key industry stakeholders that can help add value to the brand within our target market will be approached directly to secure initial business development relationships. A key component of our outbound marketing efforts will be to display our exceptional value proposition to our customers. This will include the use of cold calling, media buys, and direct lead emails to help put our value proposition in front of our target customers. Developing relationships with key industry stakeholders is also a way for us to gain strategic relationships within the industry,

allowing us to generate leads and onboard customers.

Inbound Marketing:
Y Coin will continue to adopt a direct sales model to all targeted customer organizations throughout the targeted penetration and existing customers. The objective is to remain in touch with potential customers by building awareness and boosting sales through inbound solid marketing leads. Inbound strategies will include on-site and off-site content marketing, which is helpful in several ways. Not only does new content drive new readers to our site, it keeps our existing readers and customers engaged with our brand, allowing you to maximize client retention. Off-site marketing campaigns will function similarly to on-site, prompting us to provide well-written, targeted, valuable content. Instead of publishing it on our site, we will be posting it on another site, preferably significant media publications. The advantage of off-site content is the opportunity to gain visibility with new audiences who may not have heard of our brand otherwise. The strategy will help to generate referral traffic, and our brand reputation will steadily grow as we work our way up to bigger and better publishers.

RoadMap

June 2021
Coin Market Cap listing
Market Cap visible on Coingecko

July 2021
Extensive influencer marketing campaign starts
Y Coin becomes a registered company

August 2021
Listing on top 20 exchange

September 2021
Initial release of Y HUB IOS application.

About the Founder

Y Coin was created by Youssof Altoukhi, a really young 15-Year-old entrepreneur who also knows his way in the area of stock investment.

Youssof's ideas and crypto knowledge often shock enthusiasts who are baffled by the young mind's skills. The young mastermind's plans are fixed for an extremely long term.

The DAPPS has already been planned for Y Coin. The realm of cryptocurrency is complicated even for grown adults and for most, it takes a team and a lot of years to master it. With such experienced and aged people as his peers, Youssof is setting a record and an example to the entire world. Not only appreciating his wide knowledge in the area but also his desire to bring forth a change in the system so that the community as a whole is treated equally. The plan is to have a true democracy with "decentralised coin controlled by the people, not the organisation".