# WHITE PIGEON NETWORK

## WhitePaper V1.4

# Deep Dive

White Pigeon

White Pigeon Network is an online platform being established to provide vendors and customers an excellent opportunity to come together and build a healthy selling and purchasing relationship using Crypto.

WHITE PIGEON NETWORK

→

## Problem

- Speed & Confirmation of the Transaction
- Volatility in Price
- Transaction Cost
- Operational Transparency and Auditability

## Solution

With WhitePigeon, The transaction speed will be near-instant.
With instant transaction confirmations, Price volatility will be taken care of. Running sufficient nodes for a congestion-free network with reduced transaction fees.

## Unique Value Proposition

WP Switch app will have reward functions for completing "Stay Healthy - Stay Fit" tasks, Thus retaining the customer in the long run. Invite feature will help in getting more traction.

## Unfair Advantage

As of now, there is no perfect reward system by any project that can motivate them to stay with the project.
We intend to change this and wants our customer to be a long time contributors.

## Customer Segments

Consumers who are not able to use their cryptocurrencies as of now for buying any tangible products.
Merchants who currently are not able to tap into crypto consumers.

## Existing Alternatives

- Banking channels providing Fiat transaction options.
- Crypto cards providing purchasing power but only deal in either Bitcoins or selected cryptocurrencies.
- Both the above brings in serious settlement charges.

## Key Metrics

The Success of any product directly depends on the number of organic users it has. We will use comprehensive marketing strategies to market the services provided by the project, resulting in exponential growth in the number of users on board.

## High Level Concept

We target to provide solutions in P2P transactions, health App for earning rewards, Expense Management features in the WP Switch App, Drone deliveries for taking care of Logistics.

## Channels

We will be using all available resources at our disposal. Like, Direct marketing, social media, ads, features including Invites, Partnerships & Collaborations to scale efficiently.

## Early Adopters

Our Early Adopters are the fantastic community members and investors who believe in our vision and stood to contribute in all possible means.

## Cost Structure

From launching a website, Hiring resources, building a Minimal Viable product to Promotions and Marketing, Each stage requires sufficient cash flow to meet the targets on time and smooth project deliverables.

## Revenue Streams

Revenue sources will be in the form of transaction fees. Considering the fact that in the United States alone, the annual spending of its residents has surpassed $4.8 Billion in the year 2019 alone.

# SWOT
# Analysis
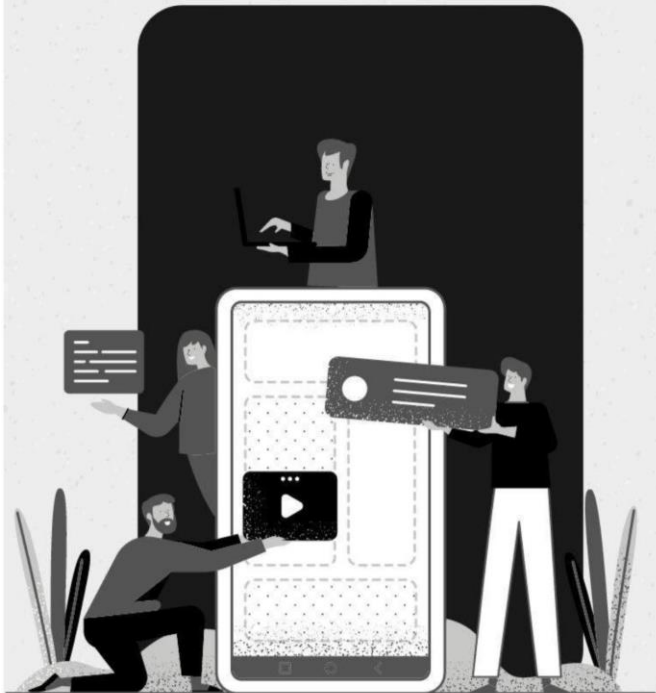
## Strengths

We make Purchases & Sales with cryptocurrencies possible, with Blockchain technology which is Fast & Efficient, and Secured, with No downtimes.

## Weaknesses

Considering the fact that Visa & Master contributes to 90% of the world's digital payments support, Scaling will come with time.

## Opportunities

As Blockchain Technology is fairly new compared with the regular banking channels, there is a huge scope and room to grow as a P2P transaction Solution provider.

## Threats

Projects like Crypto.com, Wirex, Revolut, Monolith provide us a competition, but at the same time also gives us a ready-made analysis of their shortcomings which we can improve.

# Visualize

If the individuals are willing to purchase products via crypto, they can use the WP Switch application feature, making payments quickly and smoothly. The customer has to scan through the WP Switch App to pay the vendor.

WHITE PIGEON NETWORK
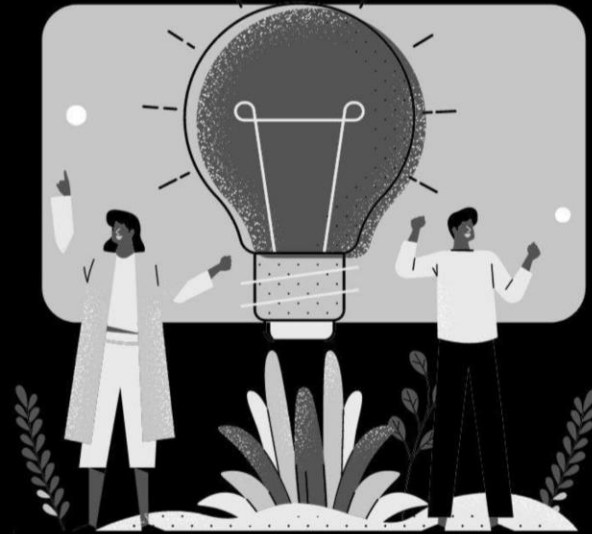
**WHITE PIGEON NETWORK**

### Awareness

P2P transaction solutions on the Blockchain are Instant, Secure & comes with No Downtimes

### Acquisition

Our initial customer base will be within the community itself, and we have close to 7000 Members who will be testing the WP Switch App at its launch, which will start to scale from this point The In-App referral option will get to increase the customer base.

### Activation

WP Switch App will be launched as an MVP (Minimal Viable Product). Customers will be able to store, send and receive their assets. We will be adding an in-build MarketPlace which will help users to buy products.

### Retention

With regular updates and additions to the features, we will retain most of our user base. We want our users to feel like a part of the project rather than simply an end-user.

### Revenue

Current settlement charges charged by the banking institutions on the Merchants make it too hard for them to survive and increases operational costs.
We intend to reduce this and ultimately help both customers and Merchants benefit from this, and this will, in return, help us increase the number of transactions and revenue.

### Referral

Users will only be able to generate a referral code once they complete a specific set of tasks. This gives a personal feeling of being a contributor and reduces inorganic user count.

→

# Marketing

## Product

- **Brand**
- **Features**
- **Packaging**

We looked into few past projects and were able to see their shortcomings. Consumers tend to use the product for an initial phase of time but eventually leaves. Reasons can be lack of features, lack of frequent developments, long-awaited bug fixtures, to name a few.
White Pigeon will overcome all these shortcomings of its competitors.

## Price

- **Price**
- **Discounts**
- **Bundling deals**
- **Credit terms**

When we decided to let go with regular banking channels, we eventually saved on many costs involved in settlements for card charges, like up to 3% settlement charges that a Merchant has to bear just to keep his customer. We remove this hurdle and get customers and Merchants to deal with Cryptos. What is better than replacing FIAT with Crypto in the long run

## Promotion

- **Ads**
- **PR**
- **Social Media**
- **EmailSearch Engine**
- **Video**

White Pigeon Network has already deployed Marketing Agencies and PR Managements to take care of our social media activities and Partner relationships. As a result, we have a clear vision of what we are seeking from the Project.

## Place

- **Stores**
- **Website**
- **Online Marketplace**

WhitePigeon will be available for services on the Web, Mobile Applications, Tablets, and Smart Watches, to name a few.
We are getting Merchants onboarded who would love to sell from their Physical stores as well.
There will be an in-build Marketplace for consumers to shop from the Application.

# Marketing Activities

Engaging our customers

## TOFU (Top of the Funnel)

Activities that will facilitate awareness. Making our target audience aware of the problem we are addressing and how we are solving them.

- Social media post and ads
- Email marketing
- Promotional video
- Press Release

## MOFU (Middle of the Funnel)

Activities that will facilitate evaluation. Convert those who are aware into leads.

- Discounts
- Exclusive offers
- MVP Access

## BOFU (Bottom of the Funnel)

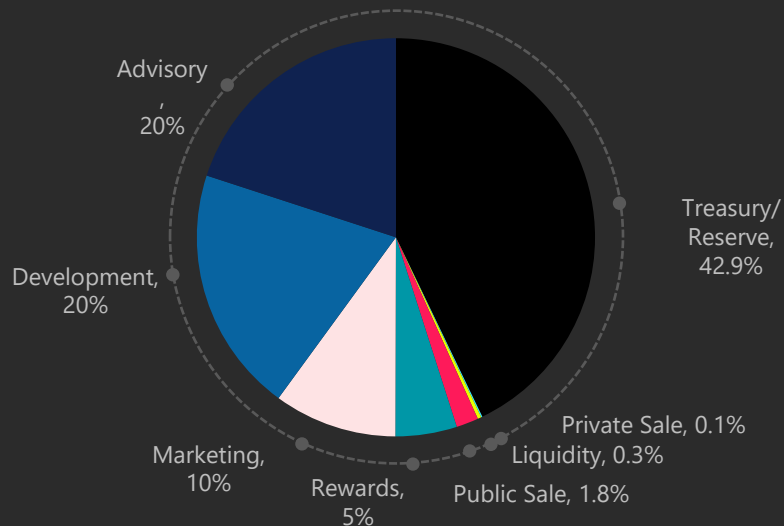Activities that will facilitate conversions. Guide the leads in making an informed purchase decision.

- MVP Feedback
- Success stories
- Comparison Analysis

WHITE PIGEON NETWORK

# White Pigeon's WP Token Allocation & Vesting Schedule

## Tokens Distribution

- Treasury/Reserve, 42.9%
- Advisory, 20%
- Development, 20%
- Marketing, 10%
- Rewards, 5%
- Public Sale, 1.8%
- Liquidity, 0.3%
- Private Sale, 0.1%

## Vesting Time Period of Token Varies between 1-36 months

0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36

- Private Sale
- Public Sale
- Development Team
- Advisory
- Liquidity
- Rewards
- Marketing
- Treasury/ Reserve
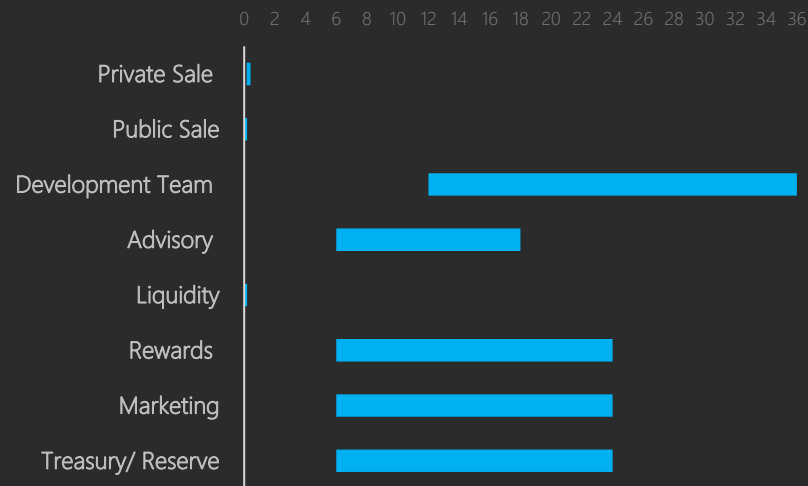
*Tokens in circulation are 1.9 Mn.
** Private sale tokens are not in circulation.

# WP Token Emission and Pricing

## WP Token Emission Chart



Legend:
- Private Sale
- Public Sale
- Development Team
- Advisory
- Liquidity
- Rewards
- Marketing
- Treasury/ Reserve

Y-axis: Millions (10,000 to 0)
X-axis: Number of Days (0 to 1080)

**Total Supply**
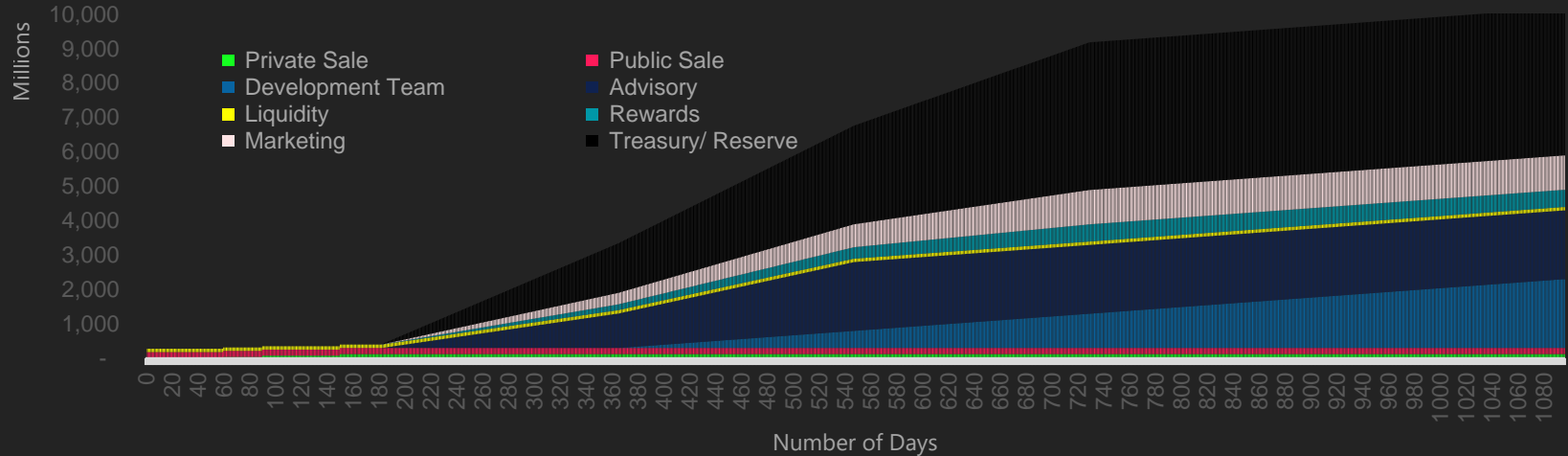10,000,000,000 TOKENS

**Total Raise\***
3,800,000

\*Total raise of $ 3.8Mn includes $300k previously raised in private sale round
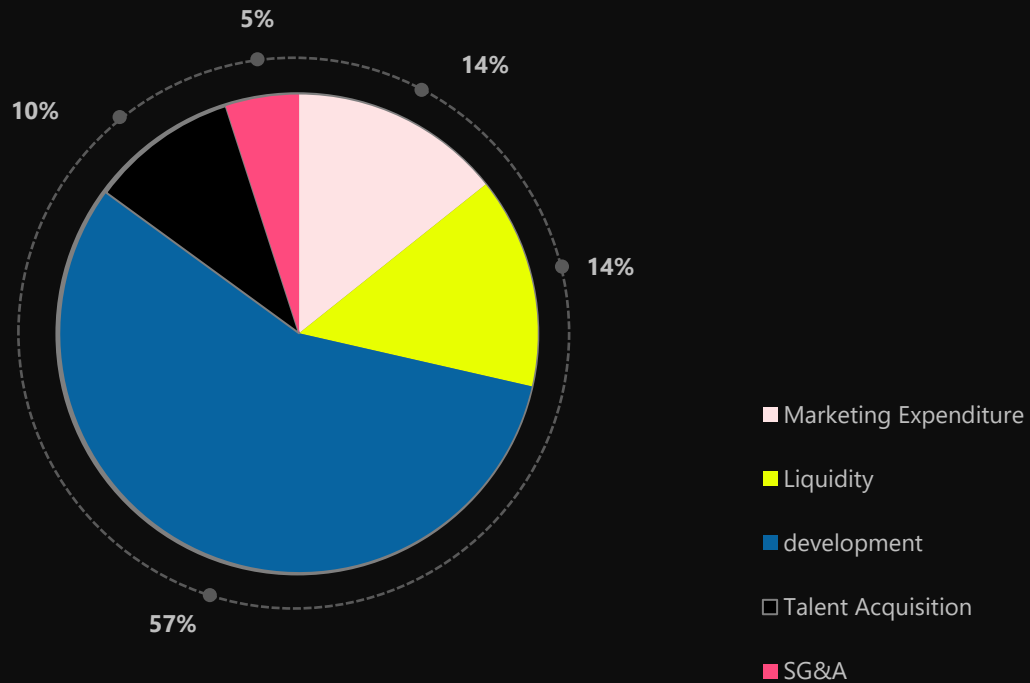
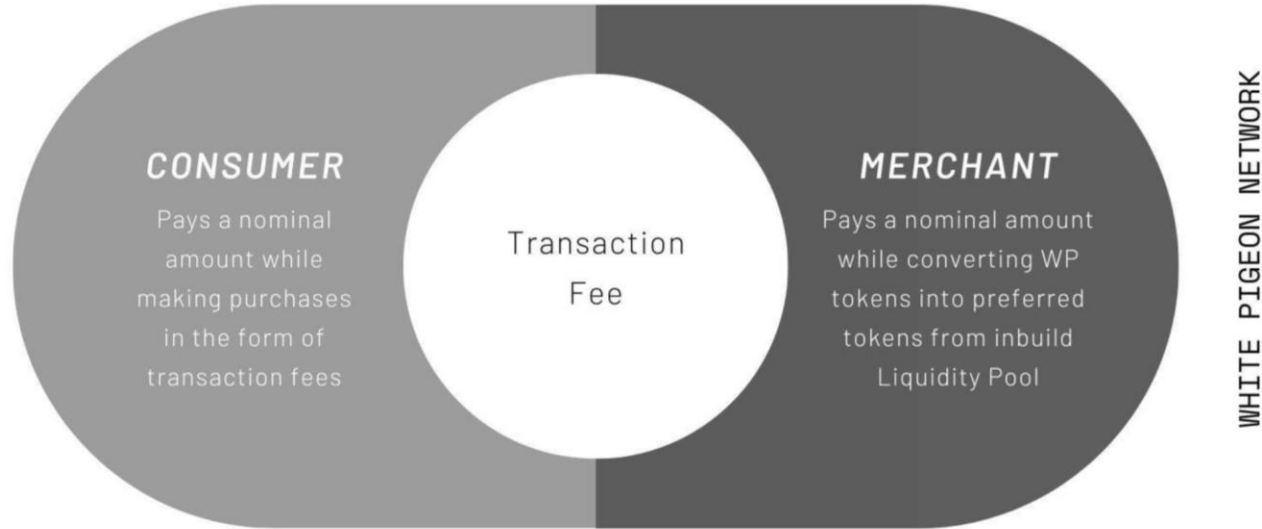| Source | % of Dilution | Token Price ($) | Token Sold | Funds Raised ($) |
|--------|---------------|-----------------|------------|------------------|
| Listing | 1.75% | 0.02 | 175,000,000 | 3,500,000 |

# WP's Token Release Schedule

| Particulars | WP Token Vesting and Cliff Schedule | Vesting Period |
|---|---|---|
| Advisors | 6-month cliff with tokens released in the following 1 year on daily basis | 1 Year |
| Team | 1 year cliff with tokens released in the following 2 years on quarterly basis | 2 Years |
| Reserves | 6-month cliff with tokens released in the following 1.5 years on half yearly basis | 1.5 Years |
| Marketing | 6 months cliff with tokens released in following 1.5 years on monthly basis | 1.5 Years |
| Rewards | 6 months cliff with tokens released in following 1.5 years on monthly basis | 1.5 Years |
| Private Sale | 30% with 2 months cliff, 30% with 3 months cliff and 40% with 5 months cliff | 5 months |
| Public Sale | 100% release on listing. | NA |

## Quarterly Release of WP Tokens (in millions)

| Particulars | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Private Sale | 5 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 |
| Development Team | 0 | 0 | 0 | 315 | 329 | 329 | 329 | 329 | 329 | 41 | 2000 |
| Advisory | 0 | 318 | 658 | 658 | 367 | 0 | 0 | 0 | 0 | 0 | 2000 |
| Rewards | 0 | 54 | 109 | 109 | 109 | 109 | 8 | 0 | 0 | 0 | 500 |
| Marketing | 0 | 108 | 219 | 219 | 219 | 219 | 16 | 0 | 0 | 0 | 1000 |
| Treasury/ Reserve | 0 | 462 | 940 | 940 | 940 | 940 | 70 | 0 | 0 | 0 | 4292 |
| Total | 5 | 944 | 1926 | 2241 | 1964 | 1597 | 424 | 329 | 329 | 41 | 9800 |

| | |
|---|---|
| Liquidity | 25 |
| Public Sale | 175 |
| Total Tokens | 10000 |

Usage of Funds

5%
14%
14%
10%
57%

Marketing Expenditure
Liquidity
development
Talent Acquisition
SG&A

# REVENUE MODEL



**CONSUMER**

Pays a nominal amount while making purchases in the form of transaction fees

**Transaction Fee**

**MERCHANT**

Pays a nominal amount while converting WP tokens into preferred tokens from inbuild Liquidity Pool
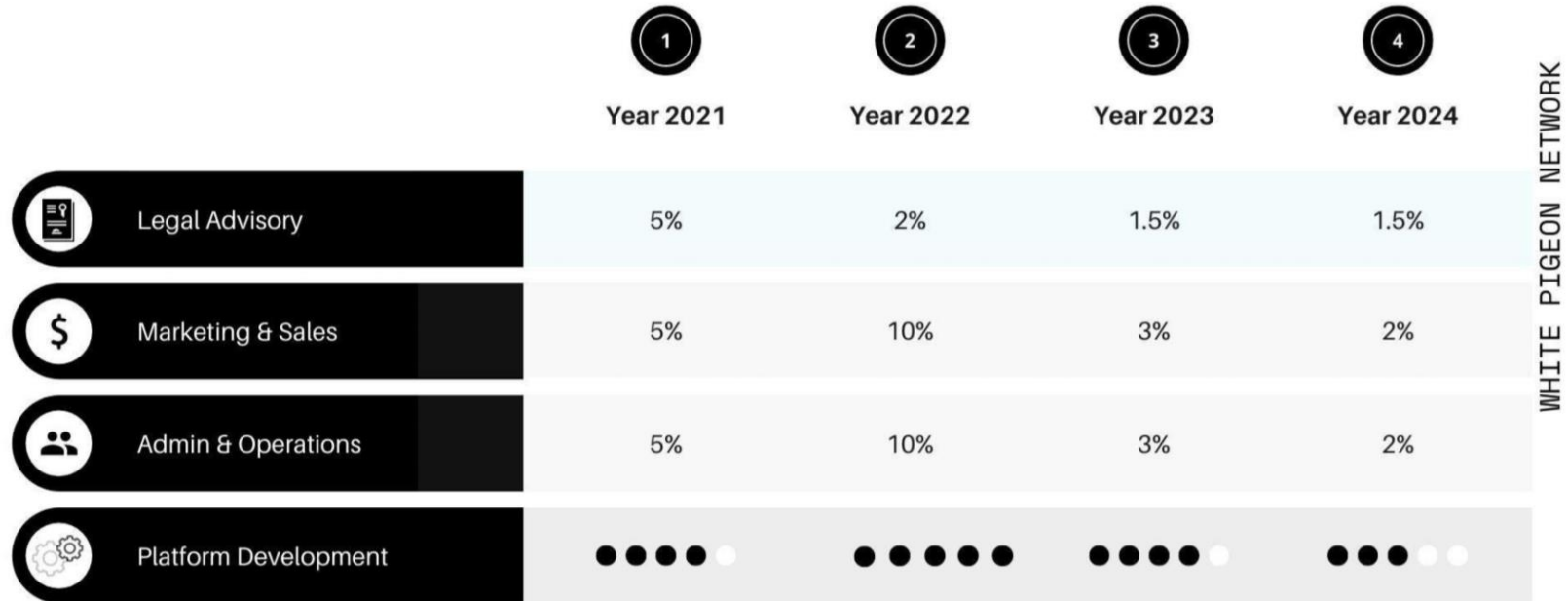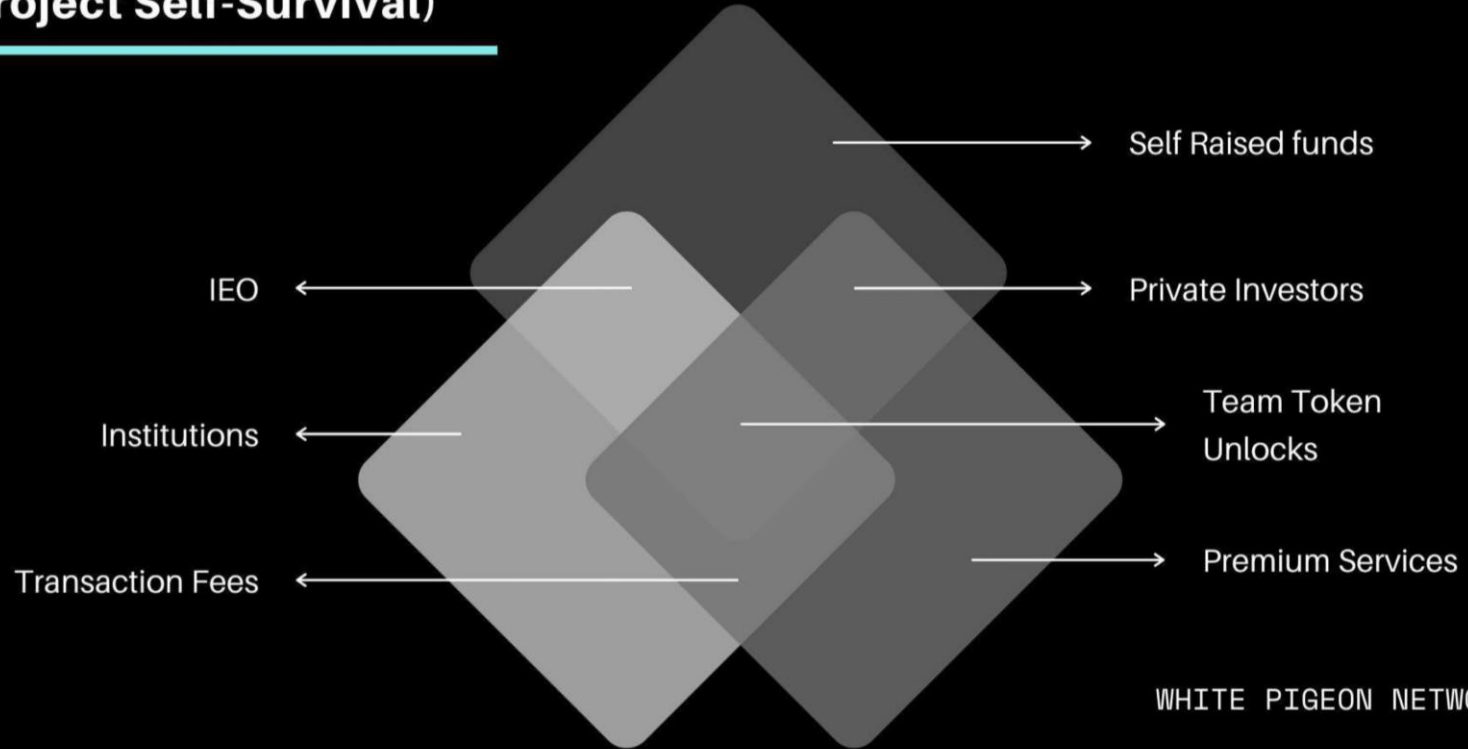
WHITE PIGEON NETWORK

The network also proposes to buy back 1% of the total In-Circulation WP tokens from the market annually.

# Fund Allocations for the next 04 Years

| | Year 2021 | Year 2022 | Year 2023 | Year 2024 |
|---|---|---|---|---|
| Legal Advisory | 5% | 2% | 1.5% | 1.5% |
| Marketing & Sales | 5% | 10% | 3% | 2% |
| Admin & Operations | 5% | 10% | 3% | 2% |
| Platform Development | ●●●●○ | ●●●●● | ●●●●○ | ●●●○○ |

** The year 2022-2023 is a crucial year for the project for its MainNet delivery and deployment

WHITE PIGEON NETWORK

# Source of Funding
## (Project Self-Survival)



Self Raised funds

IEO

Private Investors

Team Token
Unlocks

Institutions

Transaction Fees

Premium Services

WHITE PIGEON NETWORK

# Core Team

## CEO & CTO

### Vinod Kumar

- 12+ years of experience in data analytics and data mining
- 8+ years of experience in Blockchain technology
- Certified Blockchain Security Professional (CBSP) from Blockchain Council
- Java Programmer
- Solidity Code Auditor

## Chief Financial Advisor

### Sameer Bakhru

- 15+ years of experience in investment banking, and financial and business advisory
- Proven track record of successfully raising over $200 mn
- A specialist in blockchain with over 3 years of industry experience
- A CFA Charter holder and MBA
- Worked with behemoths such as CitiBank, Viacom, Oracle et al.

## Web Designing and SEO

### Ankit Jha

- CEO and Co-founder of Awarno Technologies
- 4+ years of Experience in Web and App development.
- 2+ Years of Experience in User Experience design
- Programming Languages known: PHP, Phyton, JavaScript
- Pursuing Data science from IIT MADRAS

# Solution Providers

White Pigeon

COINJINJA   ICOmarks   ICOHOLDER

coincodex   CryptoCompare   CRYPTO TOTEM

FERRUM NETWORK   TOKPIE   ADMANTIUM FINANCE

# RoadMap

**Qtr 1 2021** — Team Setup, Launch of WhitePigeon Website
Marketing & Promotion, Pre ICO

Public ICO
Infrastructure ready for Blockchain Development
Exchange Listings — **Qtr 2 2021**

**Qtr 3 2021 – Qtr 4 2021** — Blockchain Development

WhitePigeon TestNet Available
Bug Testing and Bounty Events — **Qtr 1 2022**

**Qtr 2 2022** — WhitePigeon MainNet Available
Swap from ERC20 to native WhitePigeon Coin

WhitePigeon Mobile Wallet with inbuild Expense tracker
WhitePigeon Desktop Wallet with Ledger Support and Expense
tracker — **Qtr 3 2022**

**Qtr 4 2022** — Merchant Onboarding and Marketing
Merchant Finder feature integration in both Mobile and Desktop
Wallet
Exclusive WhitePigeon Crypto card Availability

HTTPS://WHITEPIGEON.NETWORK

# Mission, Vision, and Values

Bridging the gap between Consumers and Merchants with P2P payment transactions.

WHITE PIGEON NETWORK

## MISSION

To fix the current broken system of cryptocurrency, where they are nothing more than a speculative asset.

## VISION

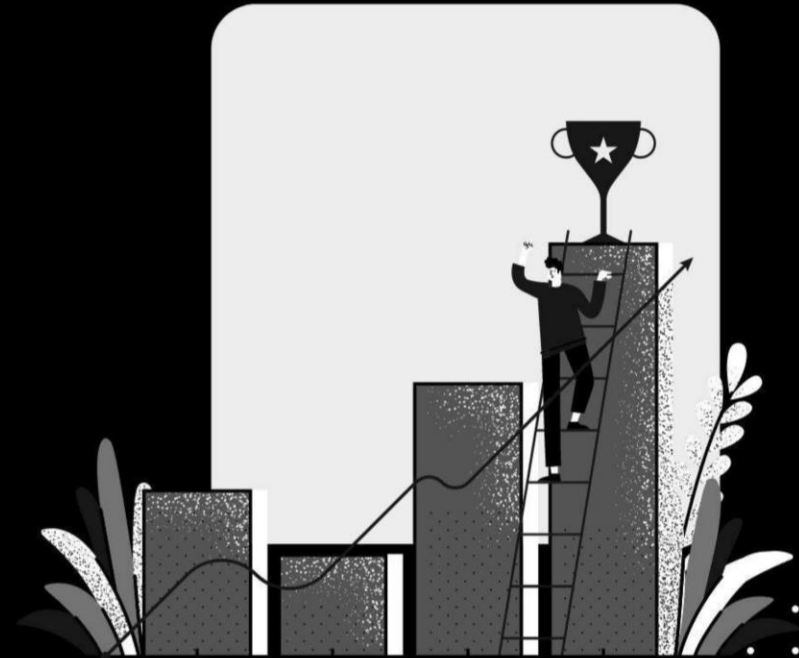We want people to start using cryptocurrencies in their Day-to-Day life and taking it mainstream as fiat.

## VALUES

We are committed to involve the community and build an ecosystem where plans can be set and executed to perfection.

→

# Strategy, Tactics, and Execution

## STRATEGY

We are carrying with us a set of benchmarked blockchain team members, capable of pulling any critical project

## TACTICS

Extensive research, market analysis, and rightly approached Merchant onboarding.

## EXECUTION

We will be working in accordance with our roadmap laid down after closely analyzing the deliverables.
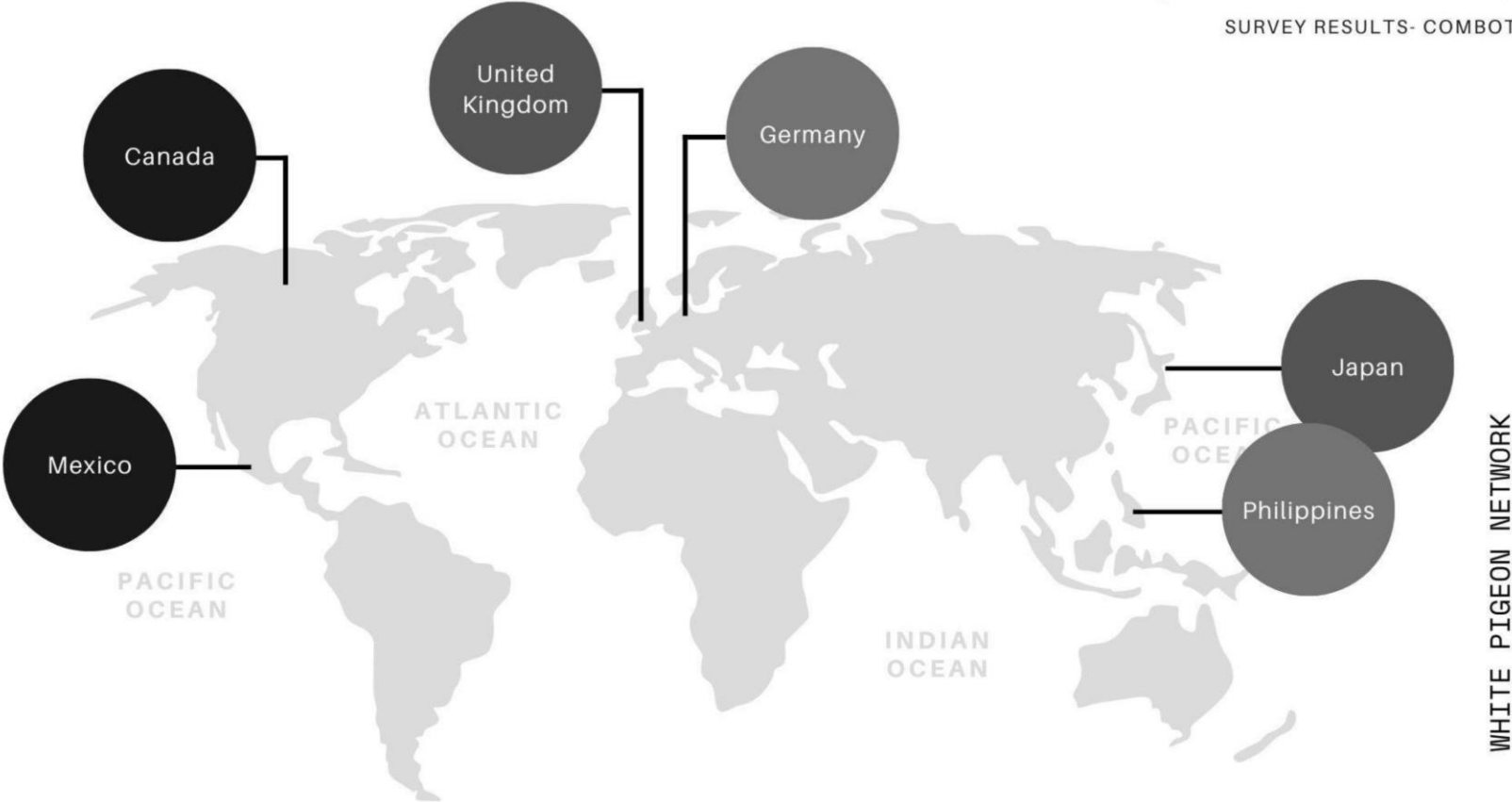
→

# Buyer Personas

Developing Deep Insights About
Our Customers Who Will Be
Using Our Products.

→

WhitePigeon Network Community

SURVEY RESULTS- COMBOT

Canada

United Kingdom

Germany

Mexico

Japan

Philippines

ATLANTIC OCEAN

PACIFIC OCEAN

PACIFIC OCEAN

INDIAN OCEAN

WHITE PIGEON NETWORK

## Demographics

Our extensive customer base will be the medium income earning group that has already transitioned into using digital payments through online shopping. This set of users are already familiar with the tech and its usage.

## Buying Roles

Family head are the primary decision-makers responsible for buying household items, and these will be our primary Go-To Strategy when making a targeted approach

## Buyer's Journey

Through our extensive promotional content, we will be making people aware of the process, helping them to make an easy transition from the current use of Fiat into cryptocurrencies.

## Channels

We are targeting various media publication houses, News portals, and crypto forums that will help us spread the news and process using the White Pigeon Network.

WHITE PIGEON NETWORK
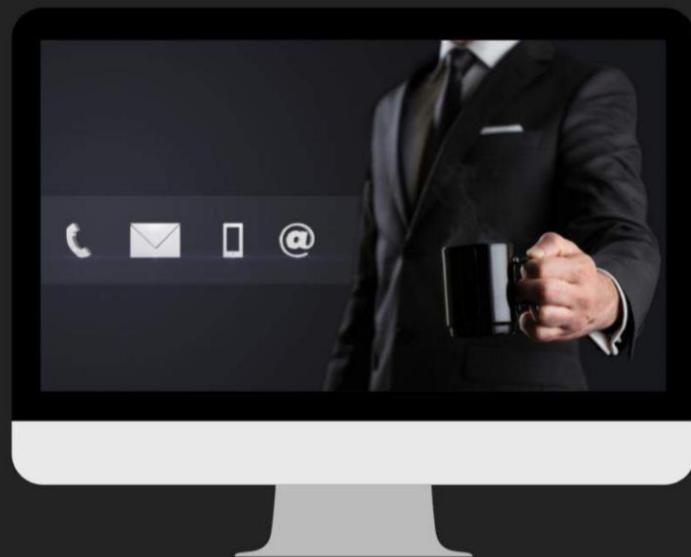
Let us start a Conversation

| | |
|---|---|
| **Website** | https://WhitePigeon.Network |
| **Telegram** | https://T.me/WhitePigeonOfficial |
| **Twitter** | https://Twitter.com/WhiitePiigeon |
| **Medium** | https://WhitePigeon.medium.com |

HTTPS://WHITEPIGEON.NETWORK

# Endless Possibilites