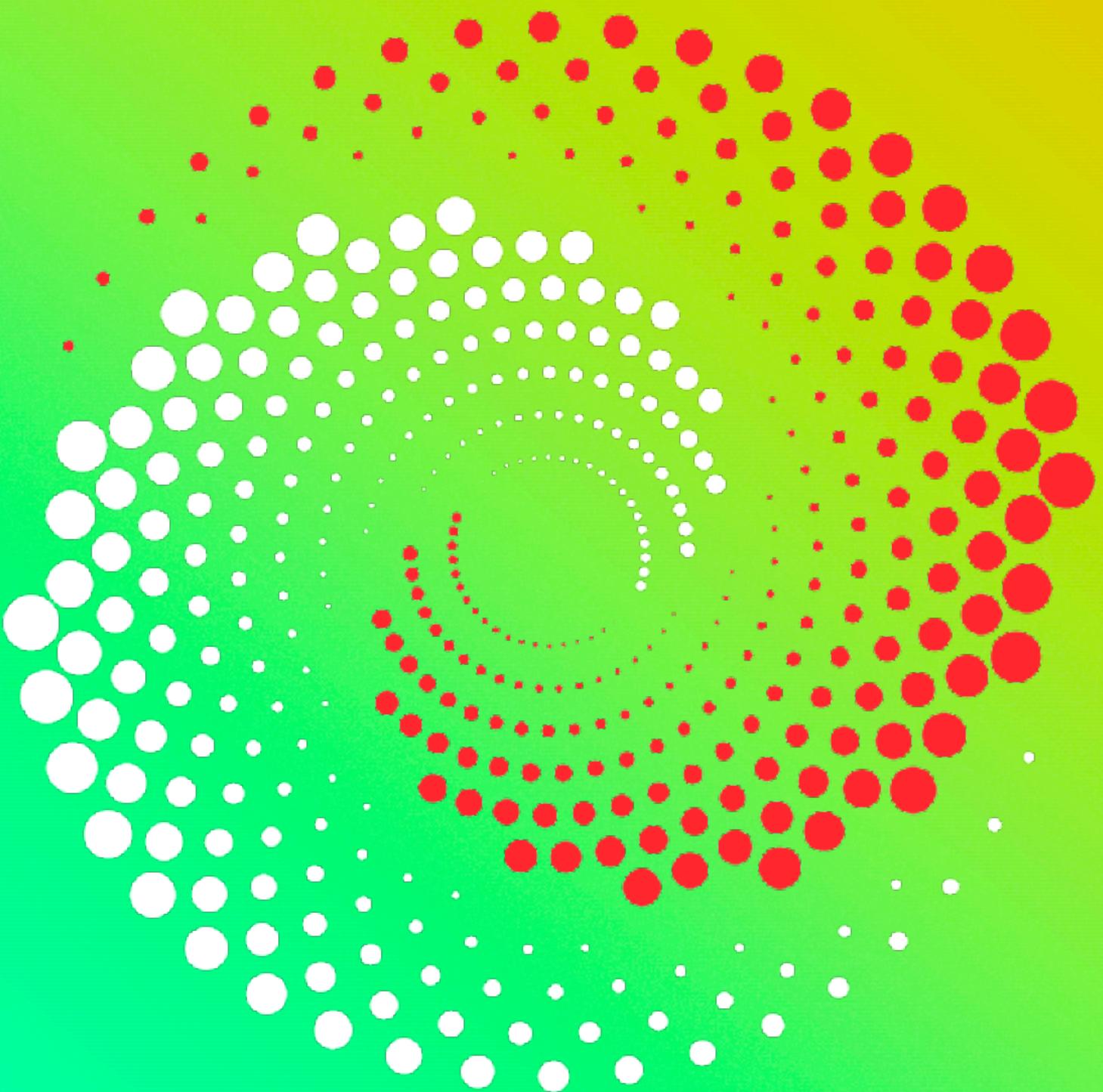


KARMA COIN

THE COIN FOR POSITIVE HUMANITY

AVIV EYAL



PROBLEM

THE COIN WE ALL NEED

The world needs a **global decentralized cryptocurrency that is actually used by millions of everyday people** to fulfill the full potential of crypto as an alternative to national currencies.

The world needs a **global, objective and decentralized social graph** of core relationships between people and between people and orgs in order to create meaningful digital decentralized identities. The identities are critical for creating an impactful web3 future.



SOLUTION

CREATE A CRYPTOCURRENCY THAT...

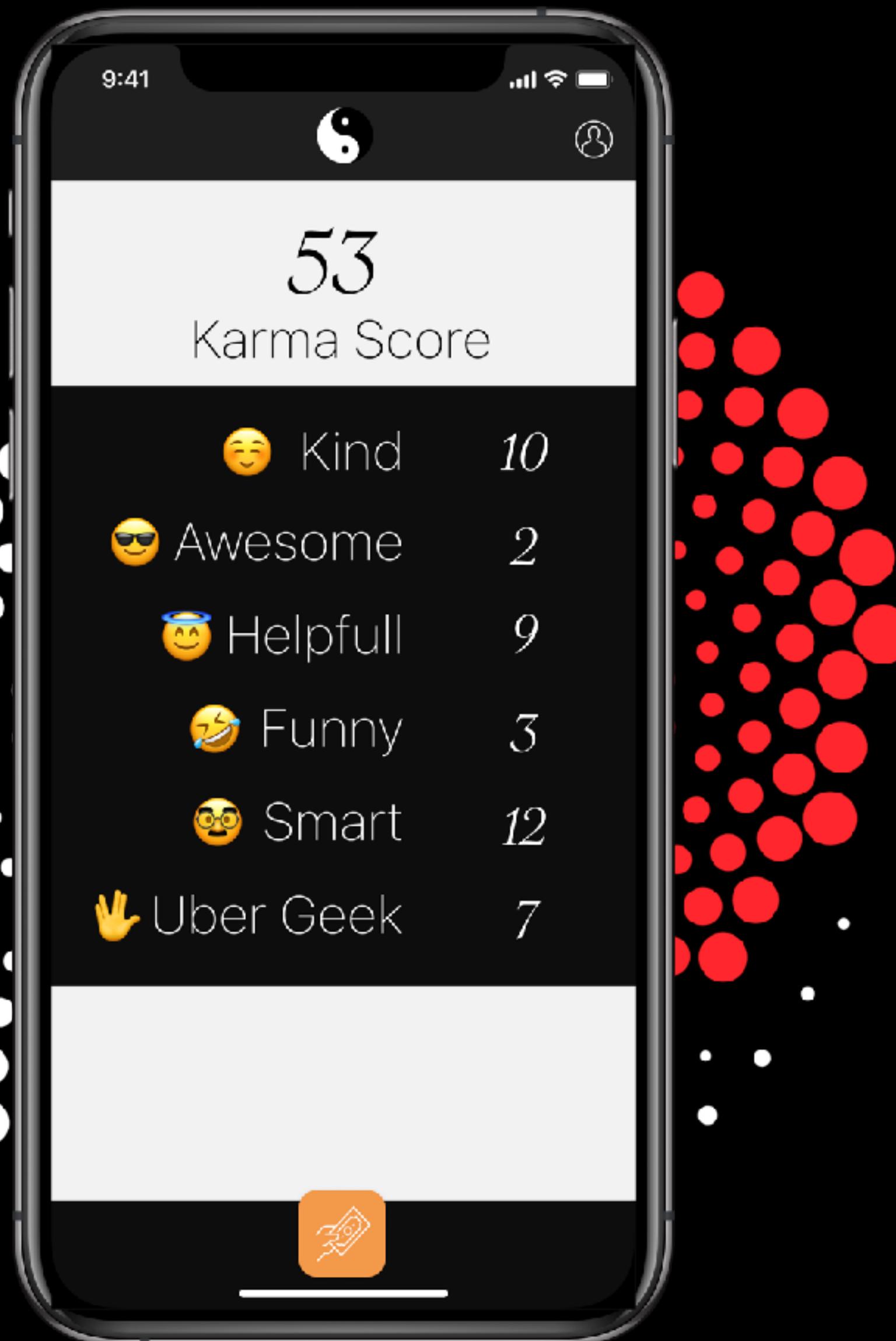
- Is initially **designed for giving** and not for paying, and later for payments and DeFi.
- Provides the **best mobile user-experience** for users with **zero technical know-how**.
- Gamifies the coin's global distribution.
- Builds a **robust users and orgs reputation** as part of the coin distribution process.
- Becomes valuable out of real-world assignment of value by users and not by speculation.



KARMA SCORE

A QUADRATIC SUM OF POSITIVE CHARACTER TRAITS

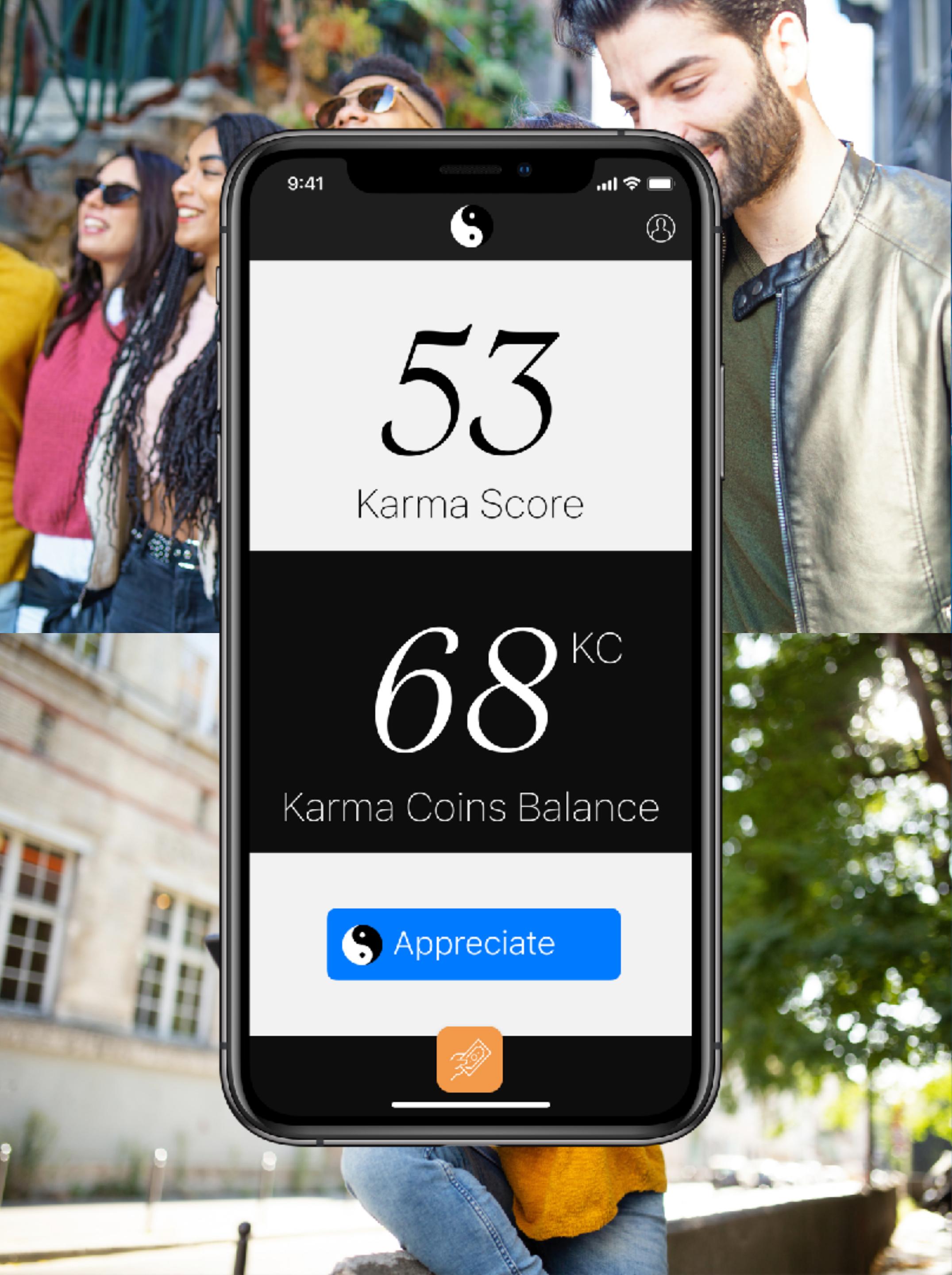
WISE	BEAUTIFULL	FUNNY	HELPFUL
LOVEABLE	TRUSTWORTHY	KIND	AWESOME
WOKE	OG	SMART	PATIENT
STRONG	SENSITIVE	COUREGOUS	LEADER
RESOURCEFULL	PRESENT	SEXY	LISTENER
INDEPENDANT	ORIGINAL	POSITIVE	GIVER
INSPRING	CARING	FREE	MASTER
ORIGINATOR	LOYAL	CARER	MORAL
INNOVATOR	CONNECTOR	HUGGER	CHARMING
INTELLEGENT	SMART	DEEP	MYSTERIOUS
SOLID	CAPABLE	GENEROUS	FORGETFUL
ADVENTURER	PEACEMAKER	SPIRITUAL	RETRO



PRODUCT

A COIN FOR ALL OF US

- Users' identity based on mobile phone numbers. Karma coin are personal.
- Users use **one simple mobile native wallet app** and don't have to deal with any crypto keys. In the tradeoff between security and usability, **KC chooses usability first**.
- KC is maintained by decentralized validations who run a standard PoStake consensus protocol between them. They get rewarded in KC for operating the network.
- The ledger maintains KCs balance, and users character traits.

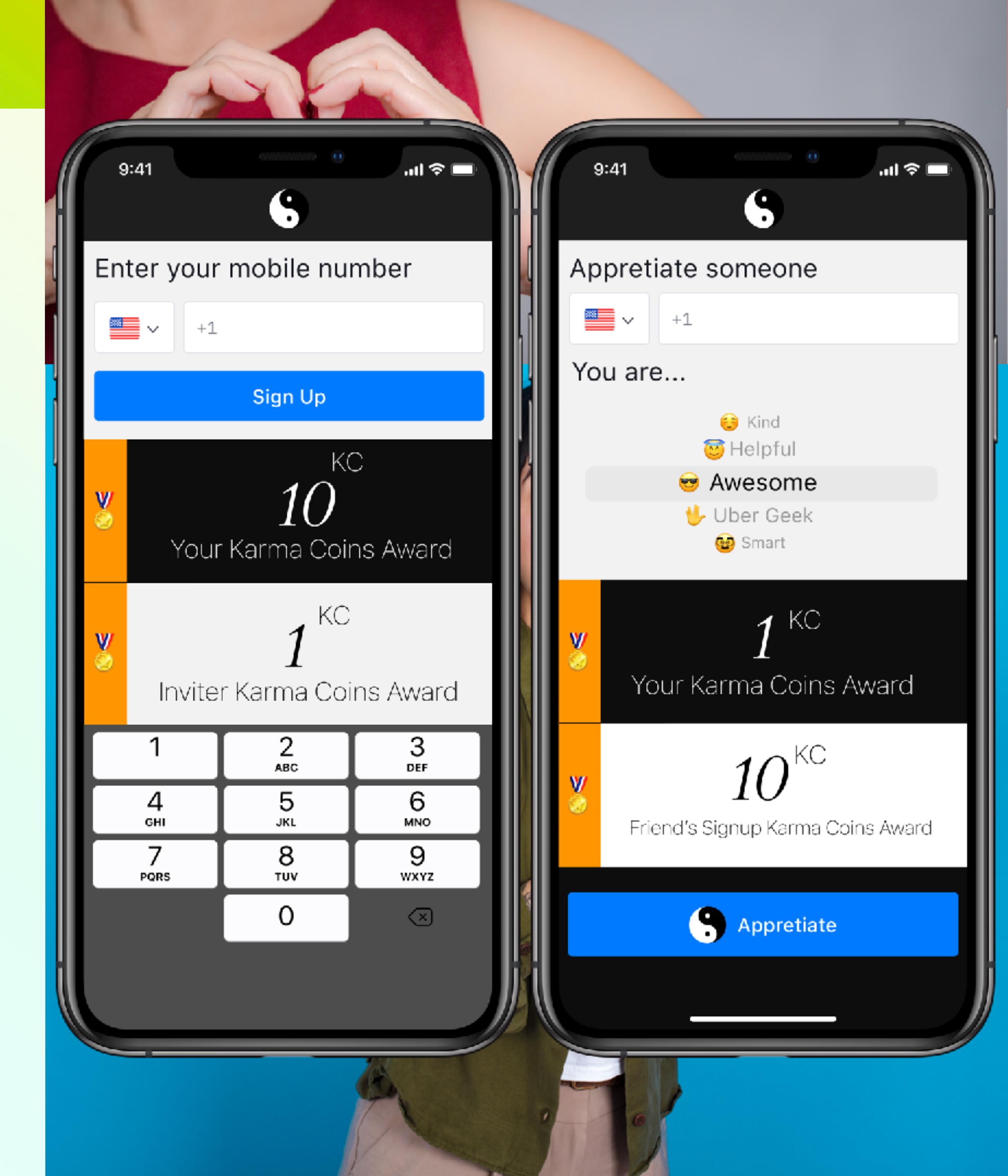


PRODUCT

PHASE 1 - VIRAL GROWTH

The user-base is small but growing, most usage is invitations of new users to the app.

- Each new user gets 10 KCs which are minted by the protocol.
- Users are encouraged to invite people who they love, trust, have been kind to them, or have been helpful or awesome to them.
- Invitations are by mobile phone number and prompt invitee to install the app and register.
- For each invited new user who joins, the inviter gets 1 KC that is **minted by the protocol**. The invitee gets 1 character point depending on the invite. E.g. love, kindness, awesomeness, helpfulness.

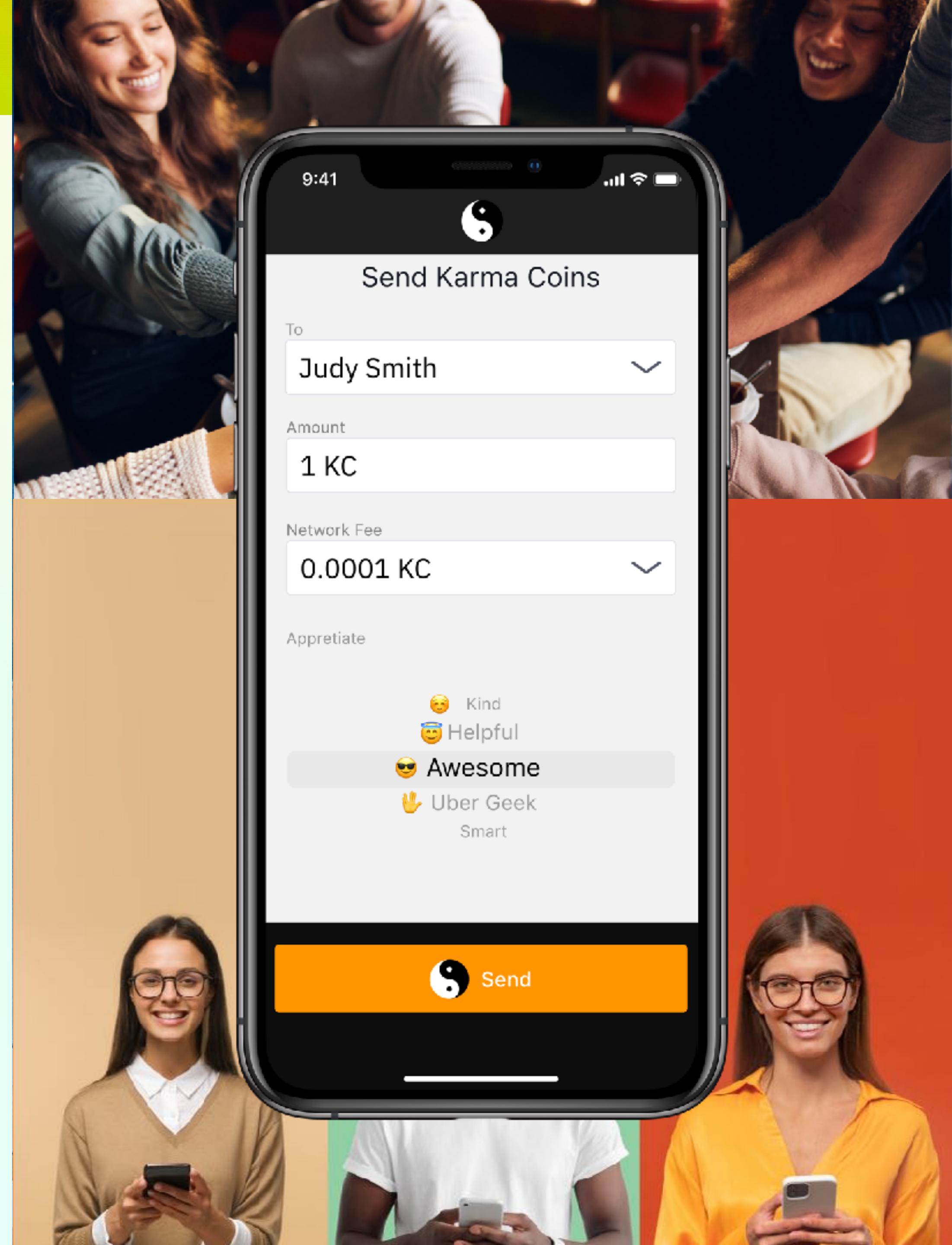


PRODUCT

PHASE 2 - MASS ADOPTION

The app is now used as a way to show appreciation to businesses and to other people.

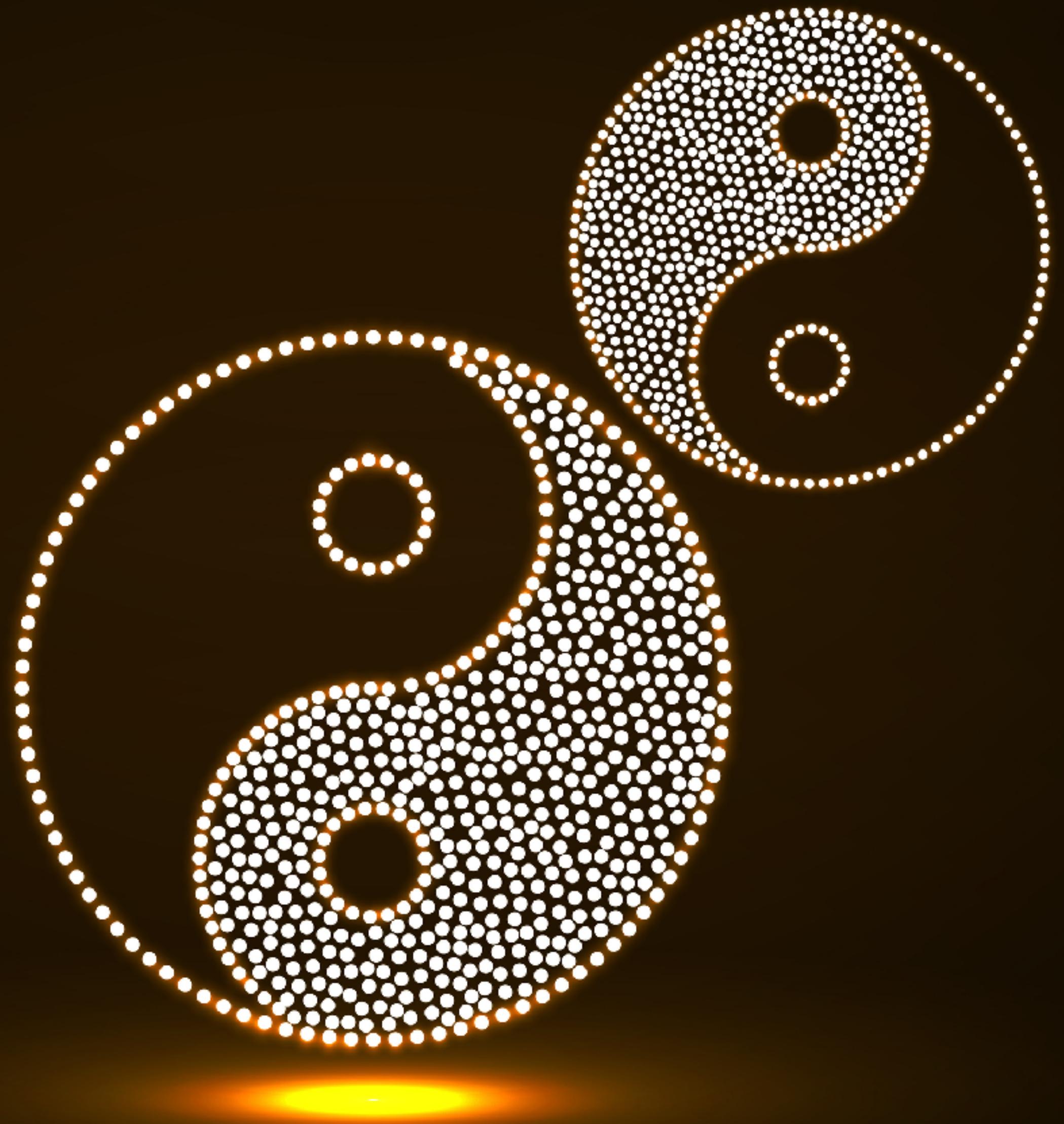
- Users can appreciate other users by transferring a tiny amount of KC to them as well as specifying a reason: kindness, helpfulness, love, etc...
- Upon reception, the receiver's score goes up by one point in the applicable trait. Receiver's karma goes up as it is computed from his character traits.
- Built-in safeguards in the backend prevent cyclical giving.
- KC is started to be used as means of payment beyond appreciation use cases.



TECH

KARMA MINING

- Uses a dedicated, custom-built blockchain for KC.
- PoStake consensus protocol. Validators earn KC minted rewards.
- Ledger includes user accounts: verified mobile number, KC balance, character trait scores, transactions history.
- New coins are minted and airdropped on users based on real users and usage growth.
- Multiple community services SMS gateways for mobile numbers verifications and user invites.
- Beautiful and simple native mobile client for Android and iOS - the main KC App - no separate wallet or web app needed.

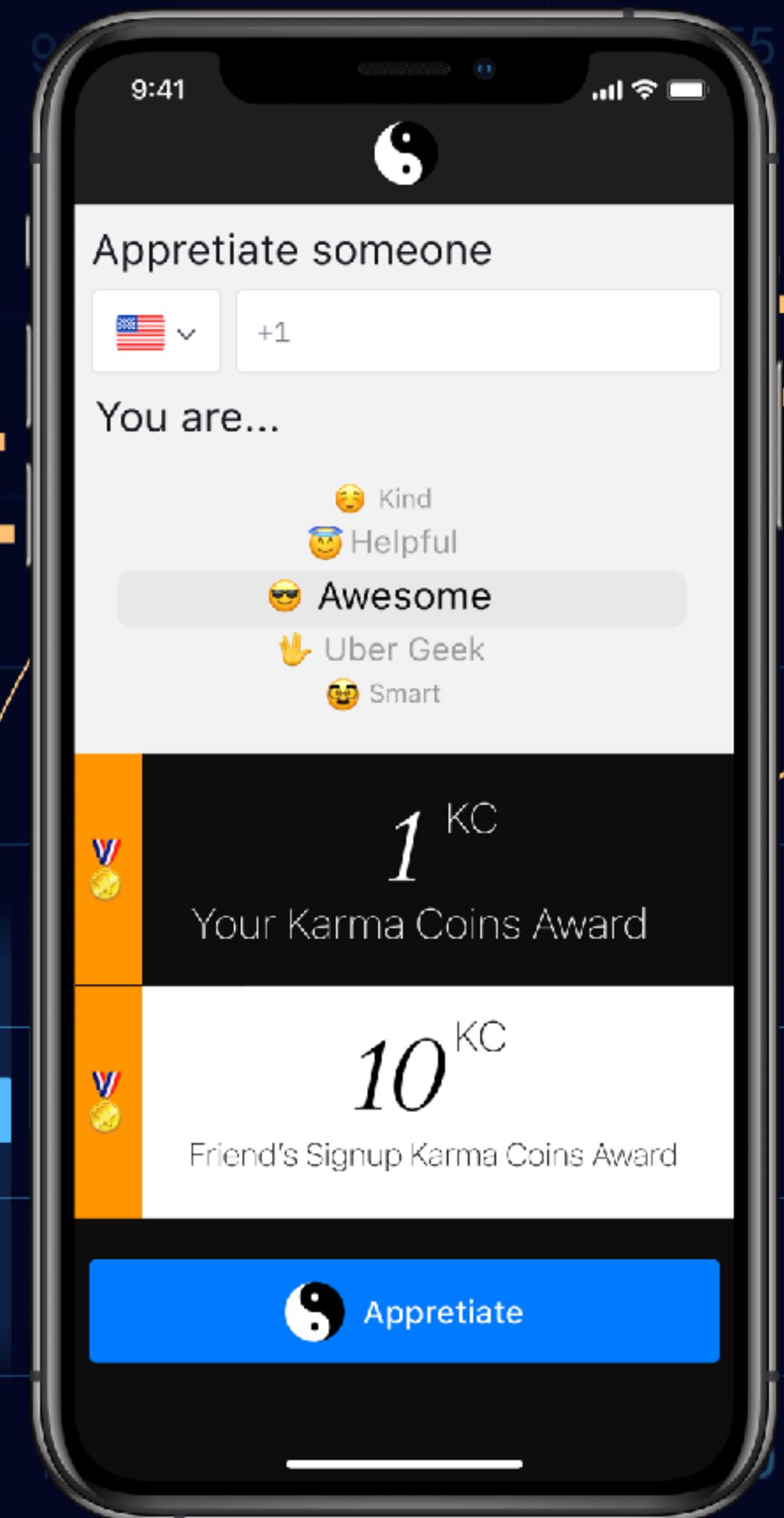


TOKENOMICS

KARMA COINS

Total Supply	2B	Capped
Treasury	0.2B	10% of supply
Investors	0.2B	Over 5 years
Users Minted	1B	Variable period
Validators Rewards	0.6B	Over 10 years

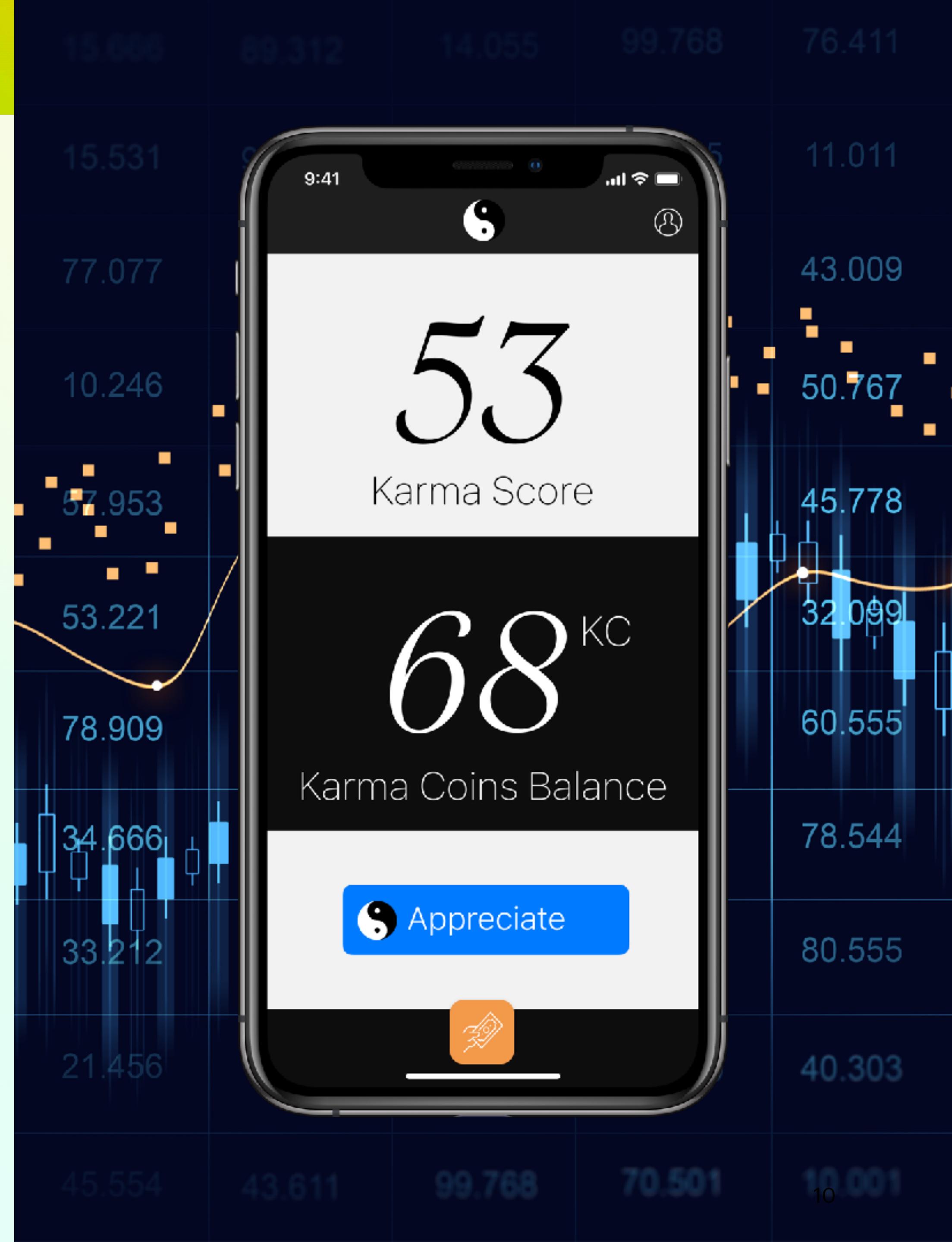
1 KCOIN = 10^6 KCENTS



SECURITY AND USABILITY

THE UNHOLY TRADEOFF

1. Too strict security poses a major road block for mass crypto adoption.
2. We strongly side with **usability and growth** to give people a usable spending currency in the early days of the project.
3. The security risks related to SMS-based identity are well **worth taking**.
4. Large KC amounts should not live in spending wallets so attacks should be low-value and rare - KC is a **spending and an appreciation coin, not your savings token**.



KARMA COIN

THE COIN FOR POSITIVE HUMANITY

THANK YOU

