



BEVERAGE.CASH

UNIFICATION OF THE CRYPTO AND REAL ECONOMY

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BEVERAGE.CASH - UNIFICATION OF THE CRYPTO AND REAL ECONOMY

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1. THE PROJECT

First decentralized innovative solution where the real sector of economy and cryptocurrency world have been merged. Starting with the beverage market we are striving to create an ecosystem that will become a standard for the integration of the real economy sector and the cryptocurrency world.

2. PROBLEM

The main problem of the cryptocurrencies is their integration into the real sector of the economy. The revolution has already happened and cryptocurrency economy has increasingly become embedded in everyday life, but the problem remains: the volume of digital currencies accumulated in the market amounts to hundreds of billions of dollars now, but there is still a very limited possibility of using them as a payment for goods and services.

3. SOLUTION

Creation of decentralized platform for trading commodity tokens 100% backed with alcoholic beverage. It's the exclusive combination of features, design and social elements that truly sets our solution apart from the competition.



3.1 PROJECT'S ADVANTAGES

The BEVERAGE.CASH project implies

- an intuitive application which is simple and accessible to new users.
- the social component - community members (experts, collectors, wholesalers, alcoholic beverage manufactures, etc.) are rewarded from the award fund through smart contracts for their achievements and recommendations.
- localization - the ability, with the help of geolocation, to allocate lots and users nearby, contact them using an integrated messenger and, if necessary, meet for the transaction.
- inability to manipulate the rating of trust– unique solution which excludes any manipulation.
- security - smart contracts protect users and their funds from mistreatment.
- transparency - all transactions are made in the blockchain.
- instant payments - smart contracts distribute money to participants immediately after transaction.



3.2 PLATFORM'S ECOSYSTEM

The socialization of the platform and development of a broad ecosystem based on it is the most important element of success. The platform is designed to meet the requirements of a wide variety of participants in the alcoholic beverage market and the cryptocurrency community.

PLATFORM'S PARTICIPANTS:

Investors - private and institutional - for them the purchase of highly liquid assets insures their cryptocurrencies capital against losses and brings profit. Investment portfolios with the highest profit will be awarded with the investment trust cup from bronze to platinum.

Traders have the opportunity to speculate on the market without having to purchase a lot. They are awarded with various statuses for the most active and profitable work - from a novice trader to a guru.

Alcoholic beverage manufacturers have the opportunity to sell their produced alcoholic beverages on the platform.

Collectors and sellers have the opportunity to trade their alcoholic beverages on the platform.

Experts evaluate the quality of drinks, their price potential, taste characteristics, rarity of the drink, publish expert opinion, reports on tasting, awards information etc. Depending on the level of trust and activity, they receive payment for their publications from the award fund.

Consumers purchase drinks for further transportation to a specified location.

Advertisers any of the participants of the alcohol market and related areas can advertise their products on the platform. The advertising fund is distributed among the most active participants and *beverage.cash* development team.

Third-party developers have the ability to create applications for any device using our API.



3.3 PROTECTION AGAINST MANIPULATION OF PUBLIC OPINION

Presently there are a lot of intermediaries acting as a point between the buyer and the seller. In the chain of wine distribution there are many intermediaries: importers, bonded warehouses, traders, carriers, auction houses and retailers. Each of them is a separate chain link in the way of the alcoholic beverage from the winery to the consumer. The mediator acts as a guarantor for both sides in the trade and shows evidence when necessary, for which he takes a considerable commission. Using the blockchain system and the trust rating, we reduce this chain to a minimum and allow the consumer to communicate directly with the alcoholic beverage manufacturer or the owner and with the help of a smart contract we guarantee a timely payment to the manufacturer of the purchased goods.

An important point is an integrated system of protection against manipulation by unscrupulous users. People have an intuitive understanding of trust and they use it as a tool that helps them in their daily interaction with other participants. Many of the systems used today designate a single universal solution to evaluate a rating of trust for each participating party. However all these systems are vulnerable to manipulation of malicious users. According to statistics about 15% of participants in social networks are bots specially designed to manipulate the opinion of the participants. In the social ecosystem of *beverage.cash*, we plan to use a tool of monetary encouragement of community members for their recommendations which will be a guarantee against bots and unscrupulous participants.

By issuing a recommendation the user assumes responsibility for the actions performed on the platform by the participant to whom he gave a recommendation. For each positive transaction on the platform, the referee receives a percentage of the commission paid. He can pick up part of the money on completion of the deal and another part, in the form of an insurance fund, is frozen on the user's account. The insurance fund is required in order to compensate the damage suffered by one of the participants if the transaction occurred with violations. The insurance fund is cumulative - the sum is calculated based on the amount of completed transactions, the coefficient of positive / negative transactions and time. The higher is the coefficient, the less is the percentage of money frozen on the insurance fund account. Over time money from the insurance fund account is transferred to the client's account.

3.4 ENCOURAGING PARTICIPANTS OF THE SOCIAL ECOSYSTEM

The promotion fund is formed on the basis of a smart contract and distributes the money between active participants after each transaction. The higher is the rating of the participant, the higher is the amount of payments he receives. The rating is given based on the following:

1. Recommendations made by participants
2. Number of positive / negative transactions made by participants who were given recommendations
3. Number of committed positive / negative transactions made by the user
4. Number of approved recommendations for lots
5. The number of positive / negative transactions with the recommended lots

The rating scale is from 1 to 10.



The distribution of money occurs by the following formula:

$$X_n = K_n \times C / (K_1 + K_2 + \dots + K_n)$$

X_n - amount of money that the participant will receive

K_n - rating of the participant

C - amount of commission for distribution

K_1, K_2 - rating of all other participants.

The calculation of the rating and the distribution of money occur automatically with a smart contract.

For example:

John's rank is 5

Ivana's rank 3

Sofia's - 6

Klaus's - 2

The amount of money to be distributed is 100,000 BCCT

John will receive:

$$X_n = 5 \times 100\,000 / (3 + 6 + 2 + 5) = 26\,315 \text{ BCCT}$$

4. HOW IT WORKS

Beverage token (BT) will be traded at the *beverage.cash* platform for the cryptocurrency Beverage Coin (BCCT). With Beverage Token (BT) the manufacturers of alcohol products, wholesalers, collectors, owners of alcohol can place their alcoholic beverage products to the platform in the form of lot. Each lot placed on the platform (one bottle, one barrel, one box, etc.) is represented by a token that will accumulate information throughout the lot's existence: type of drink (wine, distillate, brandy, whisky, cognac etc.) manufacturer, packaging, ingredients, time and place of production, location, estimated value, recommendation made by experts, history of price changes, transaction history etc.

Beverage Coin (BCCT) is a crypto coin intended for making deals with trading tokens - Beverage Token (BT) - and pay service fee and commission on *beverage.cash* platform. Beverage Coin is endowed by physical assets with high liquidity and has a huge growth potential. It will be sold on major exchanges and is fully



compatible with Ethereum wallets. The price of Beverage Coin (BCCT) is formed by the binding of the token to the total value of the lots placed on the platform for sale.

5. INTEGRATION OF BLOCKCHAIN AND INFORMATION AUTOMATED SYSTEMS

The need for alcoholic beverage trading platform with a tracking system for each bottle is vital because of the increase in counterfeits, falsification and the use of excessive preservatives and hazardous chemicals. Such system will provide the consumer with the opportunity to track all information about the bottle when buying it. All information is available to customers when making transactions on trading platforms and stored in the administered databases, i.e. at any time it can be changed by the owner of the database. We propose the use of blockchain technology where each transaction is recorded in blockchain and visible to the relevant participants. That's why the information about all alcoholic beverages presented for trading on the platform will be absolutely reliable.

When product is added to the platform, a token containing and accumulating information about it is created. The moment when token is released indicates the starting point and guarantee of reliability of information about the drink. From this moment all information about the product will be recorded in to blockchain: time, raw materials, transportation, place, packaging, storage conditions, aging, change of owners etc. To automate the process of information collection and exchange we plan to use various tracking systems: quick response code (QR), radio frequency identification (RFID) and electronic product code (EPC).

To exchange the information we'll be using the Global Standard 1 (GS1) protocol, through which it's possible to implement the identification scheme at all stages of production, storage and distribution of the product. Currently the Global Standard 1 (GS1) protocol supports using of RFID with the EPC. Using RFID tags the system will be able to collect information about all the operations performed and create records about them in the chain. For participants who implement Global Standard 1 (GS1), it will be possible to add previously collected information about the product, using the product electronic code (EPC). This way the system will ensure the authenticity of information about the origin of beverages placed on the platform.

5.1. BLOCKCHAIN'S STRUCTURE

The blockchain will perform the following tasks:

1. Addition and storage of plausible information about the various stages of the production.
2. Protection of information from changes.
3. Ability to track all information about every bottle.



Each block in blockchain will be tied to a strictly defined stage of the product's life cycle and contain related information:

1. Grapes, fruits, grains: quality, quantity, collection time, weather (plantation/farmer)
2. Wine / Alcohol: fermentation, distillation, aging, packaging, timestamp etc. (alcohol producer)
3. Wine / Alcohol: blending, aging, packaging, timestamp etc. (bulk wine/ bulk spirits buyer)
4. Wine / Alcohol: delivery, storage, distribution, timestamp etc. (wholesalers, sellers, intermediaries)
5. Wine / Alcohol: storage, temperature, humidity, place, timestamp etc. (warehouse)
6. Wine / Alcohol: place of purchase and storage etc. (consumer)

Creation of a blockchain begins with a first block added by the farmer on the plantation and containing information about harvested grapes, fruits or grains. At each next production stage new blocks are added to the blockchain. Before the next block can be added, the previous block must be approved by the majority of experts. Since each block will contain information about the previous and subsequent blocks, any attempt to substitute a block inside the chain will lead to a rupture of the chain.

The first block is assigned with a unique identifier which will be present in each block of the chain from the plantation to the final customer. Due to this identifier it will be possible to track information about each bottle. The code on each bottle is collective and contains information about the identifier of the chain and each block passed by the product during its life cycle.

Block structure:

ID: unique participant's identification number

Block: block number

Batch: batch number

Production ID: unique Plantation/Factory/Warehouse ID number

Product ID: grapes, fruits, grains, vine, spirit unique ID number

Product type: grapes, fruits, grains, vine, spirit definition

Quantity: amount of product

Information: information related to the current stage of production

Timestamp:

Prev. Hash

New Hash

The block will be built on the principle of a private network where members of ecosystem with a confidence rating of at least 8 (experts/miners) have the opportunity to approve the addition of a new block.



The first block in the chain is linked directly to the time when the alcoholic beverage is added to the platform. If the first block is added by the farmer, then the customer will get access to all information up to the plantation. If the first block will be added by the wholesaler, then all information blocks about previous production stages (plantation/farmer, alcohol producer, bulk wine/bulk spirits buyer) will be missing in the chain.

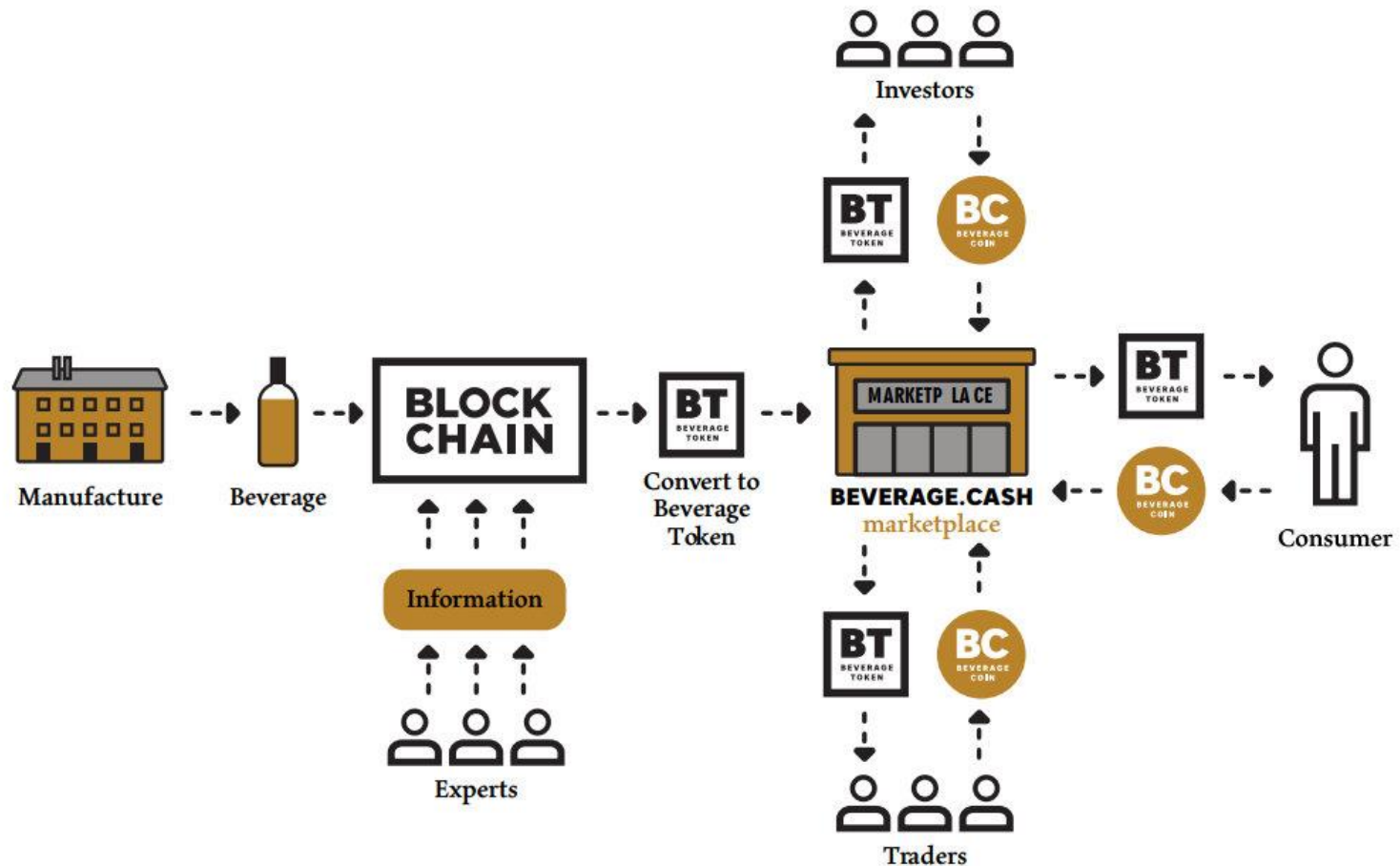
Using this blockchain structure makes possible the tracking of reliable information about every production stage right from the bottle.

Mining in the chain will be presented in two versions:

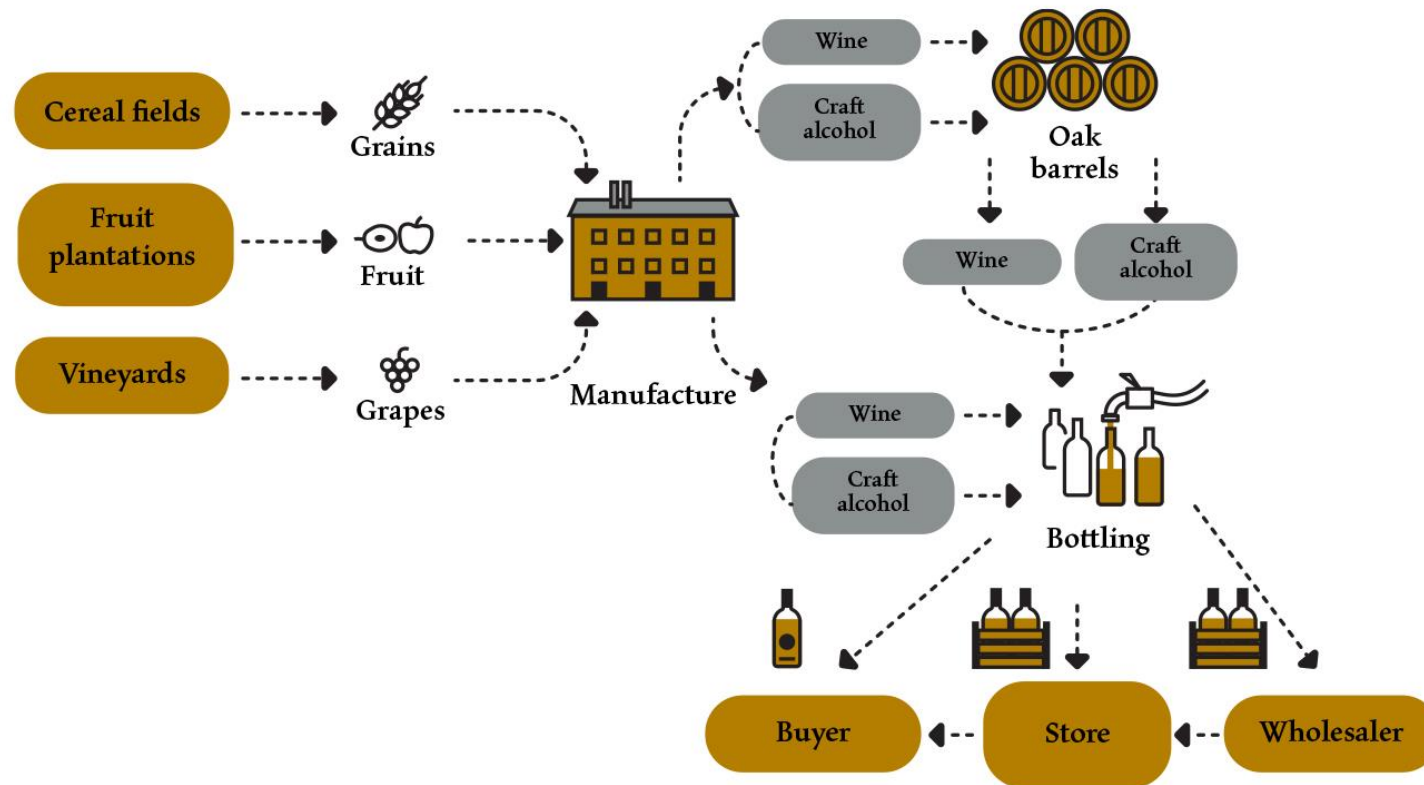
1. Experts who check and approve the acceptance of blocks in the chain.
2. Members of the ecosystem who provide disk space for blockchain. Payment to miners is made as a percentage of the transactions conducted on the platform.



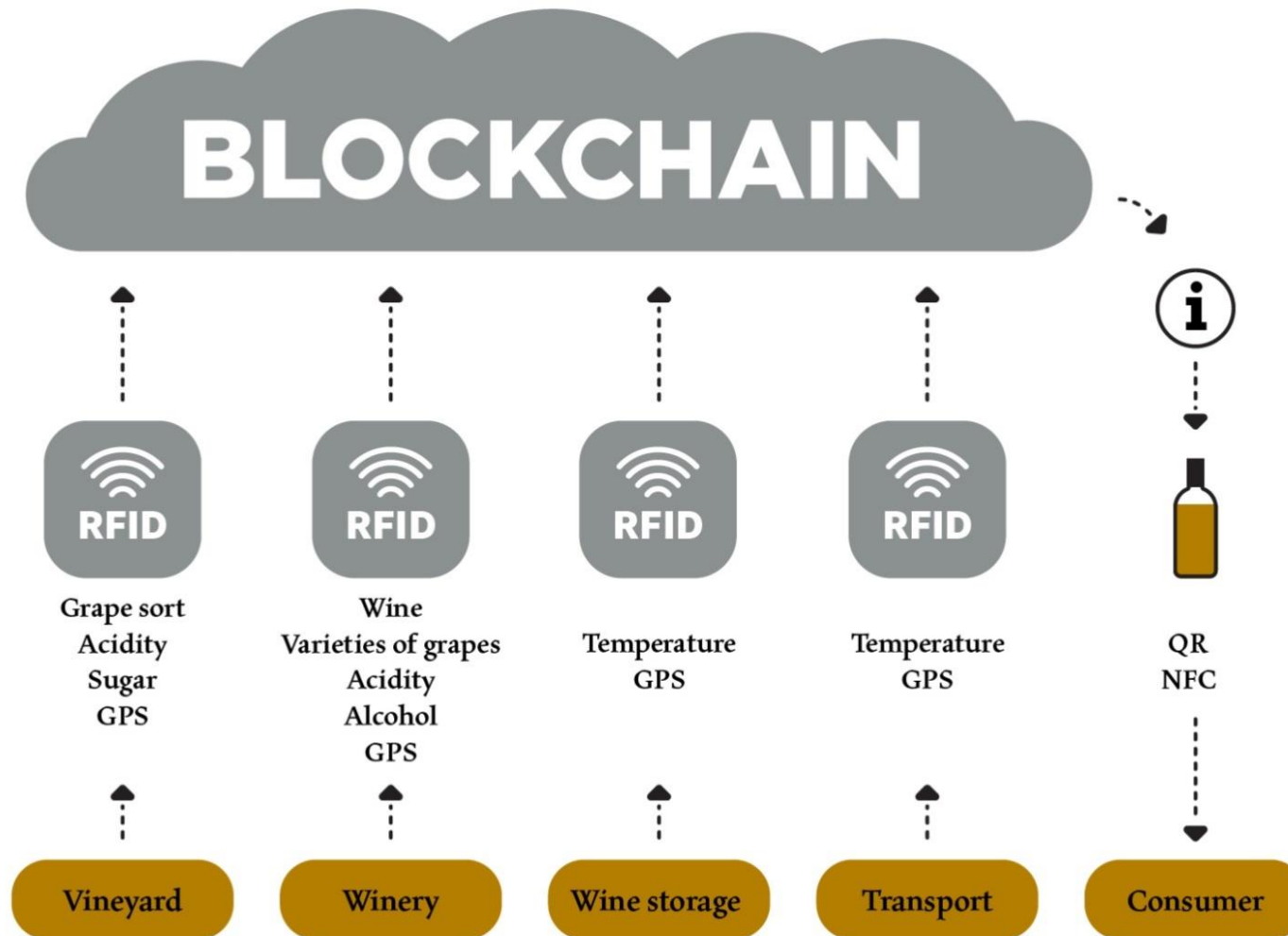
BLOCKCHAIN IMPLEMENTATION



WINE SUPPLY CHAIN MODEL



RFID AND BLOCKCHAIN INTEGRATION IN WINE SUPPLY CHAIN



The structure described above allows us to unite all participants in the wine production process in a continuous chain to gather information at each stage. Network infrastructure is created for each participant and includes:

1. **RFID tag** attached to the products about which the information is collected and tracking is performed.

vineyard — a container for harvesting grapes,

winery — fermentation tanks, storage tanks,

warehouse — barrels, bottles, boxes,

transportation — containers.

2. **Sensors** are RFID Sensors for collecting information. Any necessary information is collected by RFID sensors at each stage of production automatically. The information is transmitted with a given time interval to the transmitter and is connected to the RFID tags in the vicinity.

3. **Transmitter** is any device (PDA, computer or smartphone) capable on the one hand communicate with RFID tag and RFID sensor and on the other hand to distribute collected information through access points to the server using a wireless connection. The distance of the broadcast within the network depending on the equipment reaches 250 meters.

4 **Access points** are configured to transfer information from the internal network to the server. Depending on the area of the field, winery or storage, it is necessary to install several access points that interact with each other in a common network.

5. **Server** collects, stores and processes the information.

6. **Trading platform** with software for reading QR-Code and/or NFS to get and display information from the server about the product selected. Wine and craft alcohol trading platform is integrated social ecosystem for buying/selling/trading beverage product with protection against counterfeit.

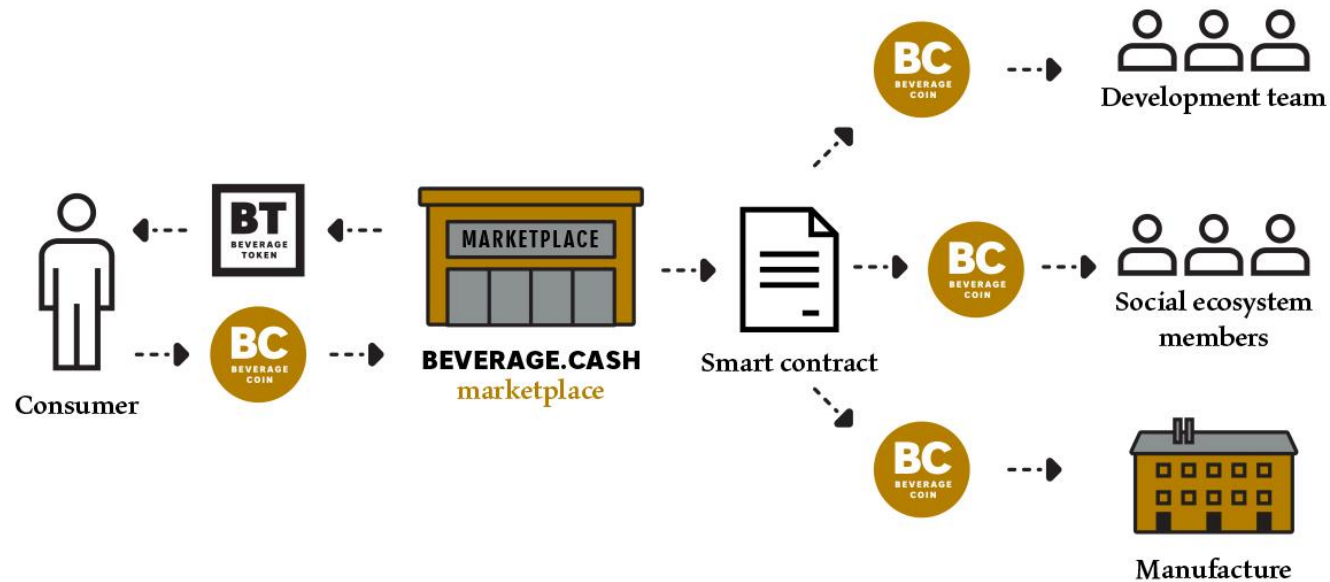
6. SMART CONTRACT AUTOMATION

In order to avoid transactions risks we will implement smart contracts that will be responsible for the fulfillment of obligations of all parties.

At the time of purchase the money for the lot will be blocked by a smart contract until transaction is completed. Then the money will be released by smart contract to all participants involved in the transaction: the seller, experts, developers and insurance fund.



SMART CONTRACT AUTOMATION



7. BEVERAGE COIN (BCCT) VALUE DETERMINATION

The total value of lots has 2 components of price changes:

1. Increase or decrease in the number of lots - an increase in the number of lots due to the addition of new lots on the platform - the reduction in the number of lots due to sales of lots or withdrawal of lots from sale.
2. Increase in the value of alcoholic beverage over time due to ripening of alcohol in barrels and bottles and rarity of aged alcoholic beverage over the time. The market price of Beverage Coin (BCCT) is calculated by the following formula: $BCCT_p = (M_v / ETH_p) / BCCT_t$

BCCT_p - the price of alcoholic Beverage Coin

M_v - total market value of beverage lots on the platform in USD

ETH_p - market value of ETH in USD

BCCT_t - total number of released Beverage Coin (BCCT)

At the ICO stage the token is sold at a fixed price 1BCCT = 0.0002 ETH

The market price of Beverage Coin is recalculated in accordance with the total value of lots placed on the platform in real time.

For example:

The total value of lots on the *BEVERAGE.CASH* platform: 50M USD

The number of Beverage Coins (BCCT) released: 150,425,700

ETH price = 600 USD BCCT = $(50,000,000 / 600) / 150,425,700 = 0.0055$ ETH

With platform lots valued 500M USD, the price of Beverage Coin (BCCT) will be already 0.0553 ETH.

8. BEVERAGE.CASH ADVANTAGES

- 100% SECURED BY PHYSICALLY EXISTING ASSET

Real product, 1 Beverage Token (BT) equals 1 lot (bottles, boxes, barrels, etc.).

- GUARANTEES OF STABILITY

Alcoholic beverage assets are not subject to political risks and are one of the safest investment assets.

- DEMAND FOR TOKENS

The volatility of the cryptocurrency market makes the search for a low-risk, reliable asset with the same potential for profitability especially relevant.



-HIGH PROFITABILITY

Alcohol, as a class of assets, is included in the list of basic types of alternative investments along with gold, art and diamonds.

- AUTHENTICATION

Each lot corresponds to one token which carries all the information about this lot since the release.

9. BUSINESS MODEL

Our business model is based on the following sources of income:

- fee for adding a lot to the platform, releasing a token, RFID and QR tag matching this token
- commission for transactions made on the platform
- payment for advertising
- percentage from partners for providing services to participants

All payments will be managed by smart contract and funds will be automatically allocated among all participants of the ecosystem (development team, alcoholic beverage manufactures, active users, experts etc.).

We have been producing and selling wine and craft alcohol for a long time, so we know all the problems existing in the alcohol market firsthand. The search for solution of these problems has brought together like-minded people from various business areas: banking, economy, law, production, marketing and blockchain programming.

We have identified the most significant problems in each segment and set a task for their comprehensive solution. One of the problems of the alcohol industry in the world is the counterfeit. The more money the manufacturer invests in marketing and product quality and the higher is the demand for his product among buyers, the greater is the temptation to counterfeit it. To solve this problem, manufacturers spend millions of dollars, coming up with new means of protection and identification, but all of them are just temporary solutions in the war between producers and counterfeiters. We have come to the conclusion that one of the solutions is the use of blockchain technology to ensure transparency at all stages of production and guaranteed protection against counterfeit.



10. WHY ALCOHOLIC BEVERAGE?

Alcoholic beverage market is the most attractive investment asset and for the last hundred years bypassed stocks, precious metals, works of art and antiques in profitability. A good wine collection may show a value increased in hundreds of percent. For example, Chateau Lafleur Pomerol 1982 has increased its value from 20,000 to 40,000 GBP just in the last two years, and Bordeaux Lafite Rothschild has risen in price by 850% just during one year. Whiskey Port Ellen 1983 which was sold for 100 GBP is now worth a few thousand pounds. Compared to cryptocurrencies, investing in alcohol has minimum risks. Because of its characteristics, alcohol will never become cheaper with time.

10.1. ORGANICS AND BIODYNAMICS

Organic or so-called bio-wines are considered by some to be just a tribute to fashion; others consider them to be the future of winemaking. But regardless of the attitude to such wines one thing is clear: they have found their own niche in the market. In recent years consumers have become more interested in the processes of wine production. Just as gourmets focus on what lies on their plate, wine lovers try to find wines made from organic products and with attention to detail. Over the past three years, there has been a significant increase in production of organic and biodynamic wines. This is the result of a serious interest of consumers in these types of wines. In the nearest future consumers' interest in bio-wines will not fade away and will force many manufacturers to look at production from a different angle.

10.2. WINE DISCOVERIES FROM EASTERN EUROPE

Industry experts believe that in 2018 little-known brands from less popular countries can attract the attention of consumers. According to The International Organisation of Vine and Wine (OIV) in 2017 due to unfavorable weather conditions, a low level of wine production in European countries was observed. However, in Romania and Hungary there was a stable growth compared to 2016. Many new countries from Eastern Europe are beginning to actively enter international markets. In 2017 two Eastern European countries - Bulgaria and the Czech Republic - entered the top ten medal winners of various international competitions.



Experts note the huge potential that all the countries of Eastern Europe have. In some of them winemaking is more or less developed, in others it has been almost lost. But all of them are striving to revive the winemaking traditions and today is just the beginning of their road to the top.

10.3. CONSUMPTION OF WINE

The volume of world consumption amounted to 246 million hectoliters of wine per year (this is 32.8 billion bottles). Consumption of wine is growing mainly due to increase in the markets of the USA, Europe and China. In China, wine is becoming an increasingly popular product, thanks to the growing middle class. It is expected that the import of wine into the country will grow at an accelerated pace.

The United States of America continues to hold the position of an absolute leader in terms of total wine consumption. Having bought 32 million hectoliters of wine (4.3 billion bottles) in 2014, the US grew by 3% compared to the previous period.

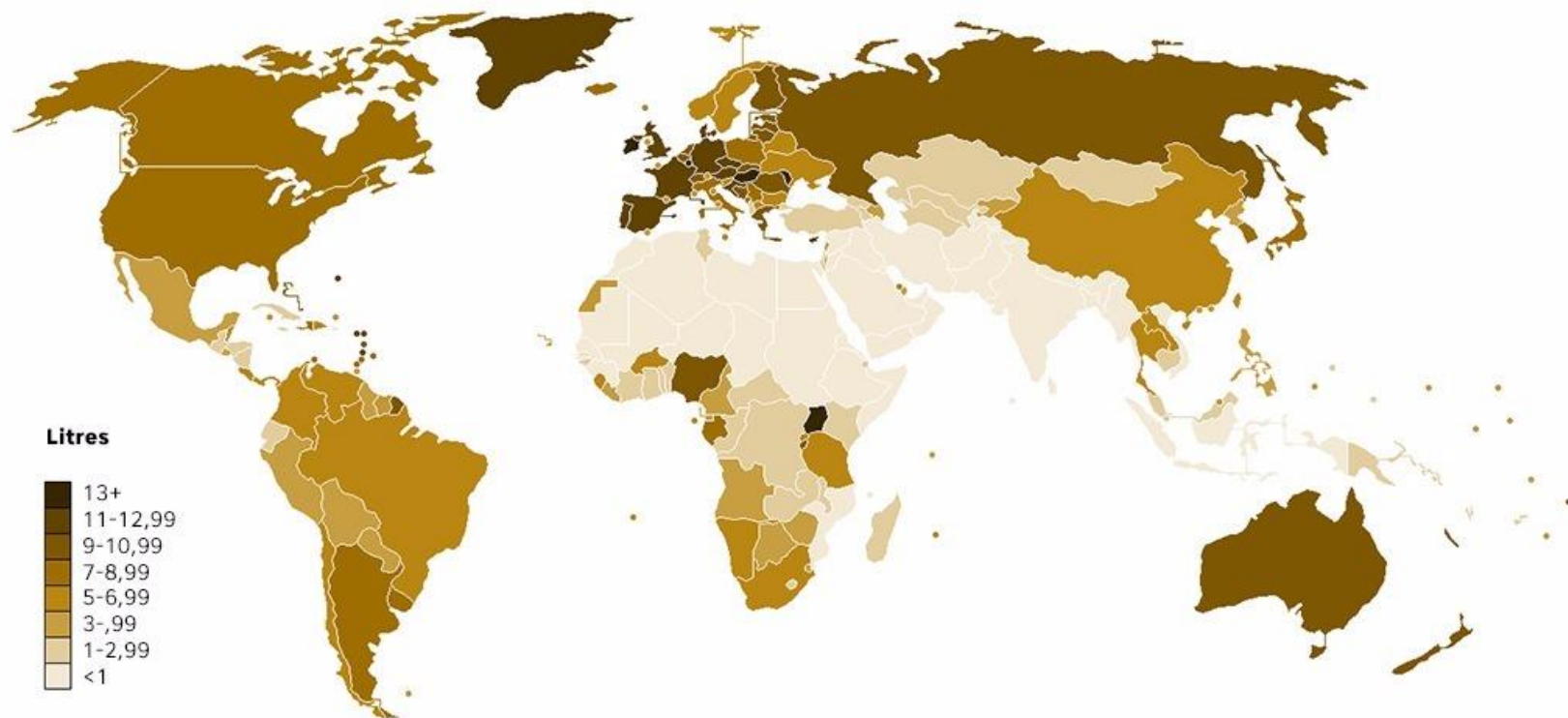
The second place in the consumption rating is held by France at a volume of 27 million hectoliters per year (3.7 billion bottles). Here, as in many European countries, there is a decline in wine consumption. Most likely, it is closely connected with the world crisis and the deterioration of the economic condition of the country.

The third place went to Germany, which overtook Italy by consuming wine, displacing the latter to the fourth place. The volume of wine purchased in Germany amounted to 22 million hectoliters (2.9 billion bottles), which is 8% more than the previous period. In most countries of Western Europe, the wine consumption culture is highly developed and the level of popularity of this drink among the rest of alcohol is high enough.

Let's review the state and trends of the two largest markets that our company will focus on:



WORLD ALCOHOL CONSUMPTION PER CAPITA



10.4. CHINESE MARKET

In 2018 Asia remained one of the most important wine markets in the world. In China, the wine production and consumption sector have been actively developing. According to experts, this trend will continue in 2019. China today is one of the largest markets for importers around the world. Consumers of wine in China are 38 million people, 40% of Chinese wine buyers are young people aged 18 to 29 years. The most popular importers in China are France (China is the largest export market for Bordeaux), Chile and Australia. The growth rate in China may be higher than in any other market. According to the OIV, China has become the second largest wine producing country in the world after Spain and the fifth largest consumer of wine.

With growing prosperity Chinese consumers are increasingly choosing bio-wine and strong premium and craft alcohol.

10.5. GERMAN MARKET

In recent years there has been a trend towards a decrease in the consumption of alcohol in the country as a whole. But there is optimism about certain segments of the market. The sales in the segment of expensive alcohol are growing. First of all, this refers to the expensive brands of vodka, gin, whiskey, rum and liqueurs on herbs.

If we take into account the growing interest in expensive alcohol and falling in cheap alcohol, this inevitably leads to a lower consumption of per capita - an obvious negative trend for the country's alcohol market. A serious drop is experienced by low-cost alcohol mainly from local producers and sold through large discount supermarkets.

The increasing concern for one's own health and the desire of a significant part of the population to lead an active lifestyle have become the main reasons for the drop in alcohol consumption in the country.

The main trends in the country are the premiumization and diversification of the alcohol market. The Germans increasingly value quality and want to spend their money on what has been done with care and passion. More and more popular is the craft of regional and international quality brands. Germans love to experiment with new and unfamiliar ingredients for making cocktails and mixes. The popularity of specialized bars is growing. For the Germans, careful attitude to the nature, maintenance of balance in it, the quality of packaging of products and honesty in their production are important. Consumers want to get maximum



information about what they buy, where and how it was produced. Emotional perception of the product is no less important than its appearance. Drinking alcoholic beverages clearly reflect the lifestyle of consumers.

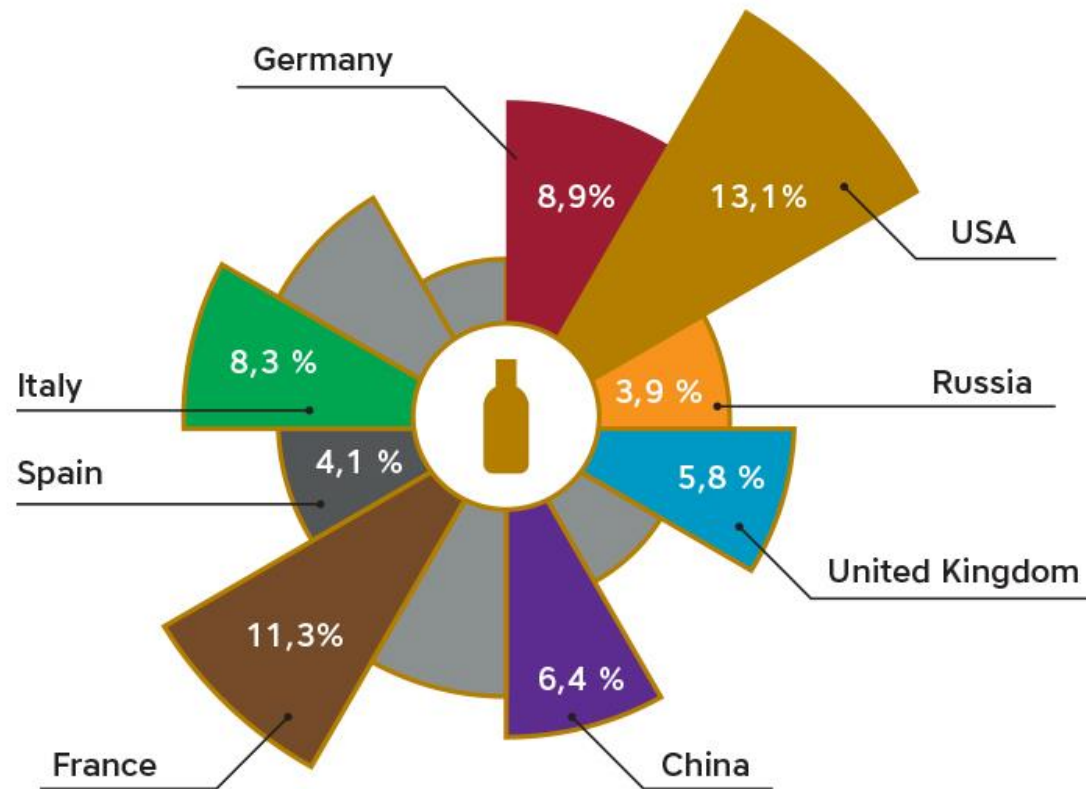
The trends in Germany are very similar to those observed in most of the developed countries of Europe, previously distinguished by large volumes of consumption of all types of alcohol. For the past decade the volumes in these countries as a whole have fallen except for premium, craft and individual, now fashionable categories.

According to the organization Euromonitor, the success of sales of strong alcoholic beverages in the last years should be attributed precisely due to craft products and increase in premium brands. The most popular strong drink, according to the company Nielsen engaged in market research, for the Germans is vodka, which last year sold 53 million liters. On the second and third places are the liqueurs on herbs and whiskey. In addition, the Germans are increasingly buying gin - this year its sales rose by 30% to 7.4 million liters.

In general, EU residents spent about € 130 billion on alcohol in 2017.



WINE CONSUMPTION WORLDWIDE LEADING COUNTRIES



11. THE MAIN PARAMETERS OF ALCOHOLIC BEVERAGE COINS (BCCT)EMISSION

TOTAL EMISSION OF TOKENS: 150,425,700 BCCT.

QUANTITY FOR OPEN MARKET IS 65% OF THE TOTAL NUMBER

OF ISSUED TOKENS 97,776,705 BCCT:

PRIVATE SALE: 12% - 11,733,205 - BONUS 50%

PRE-SALE: 18% - 17,599,807 - BONUS 25%

MAIN SALE: 70% - 68,443,693 - BONUS 10% - 0%

SOFT CAP: 1,500 ETH

HARD CAP: 30,000 ETH

- **PRIVATE SALE PARAMETERS:**

- Sales Volume of Private-Sale: 11,733,205 BCCT
- Private-Sale Price: 1 ETH = 7,500 BCCT (bonus included)
- Minimum Buying Transaction: 10 ETH
- Maximum Buying Transaction: 100 ETH
- **BONUSES: 50%** of the Main Sale price

- **PRE-SALE PARAMETERS:**

- Sales Volume of Pre-Sale: 17,599,807 BCCT
- Pre-Sale Price: 1 ETH = 6,250 BCCT(bonus included)
- Minimum Buying Transaction: 0.1 ETH
- Maximum Buying Transaction: Unlimited Bonuses:

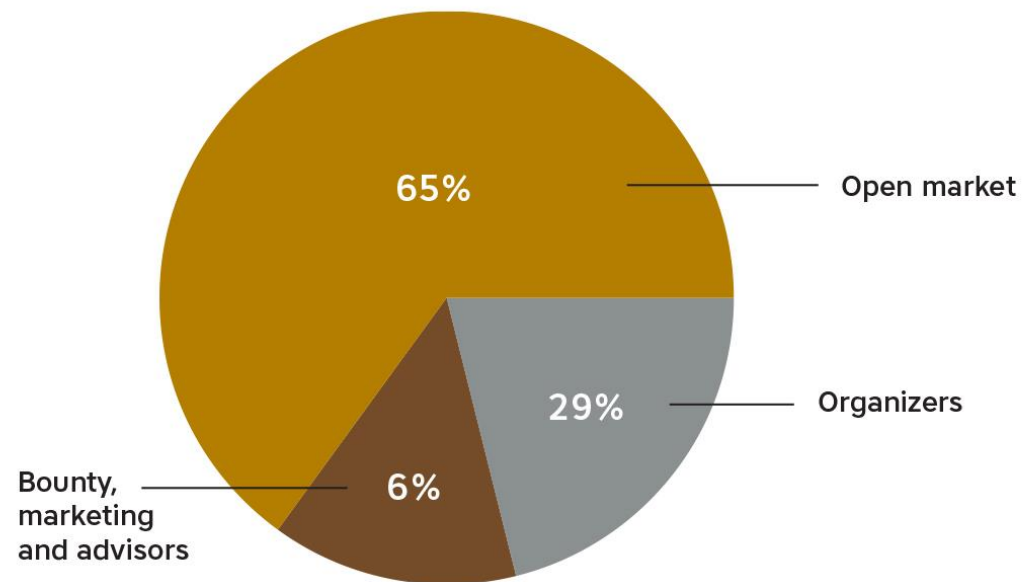


- **BONUSES: 25%**of the Main Sale price
-
- **MAIN SALE PARAMETERS:**
 - Sales Volume on Main Sale: 68,443,693 BCCT
 - Price on Main Sale: 1 ETH = 5,000 BCCT
 - Minimum Buying Transaction: 0.01 ETH
 - Maximum Buying Transaction: Unlimited
 - **BONUSES: 10%-0%**of the Main Sale price
-

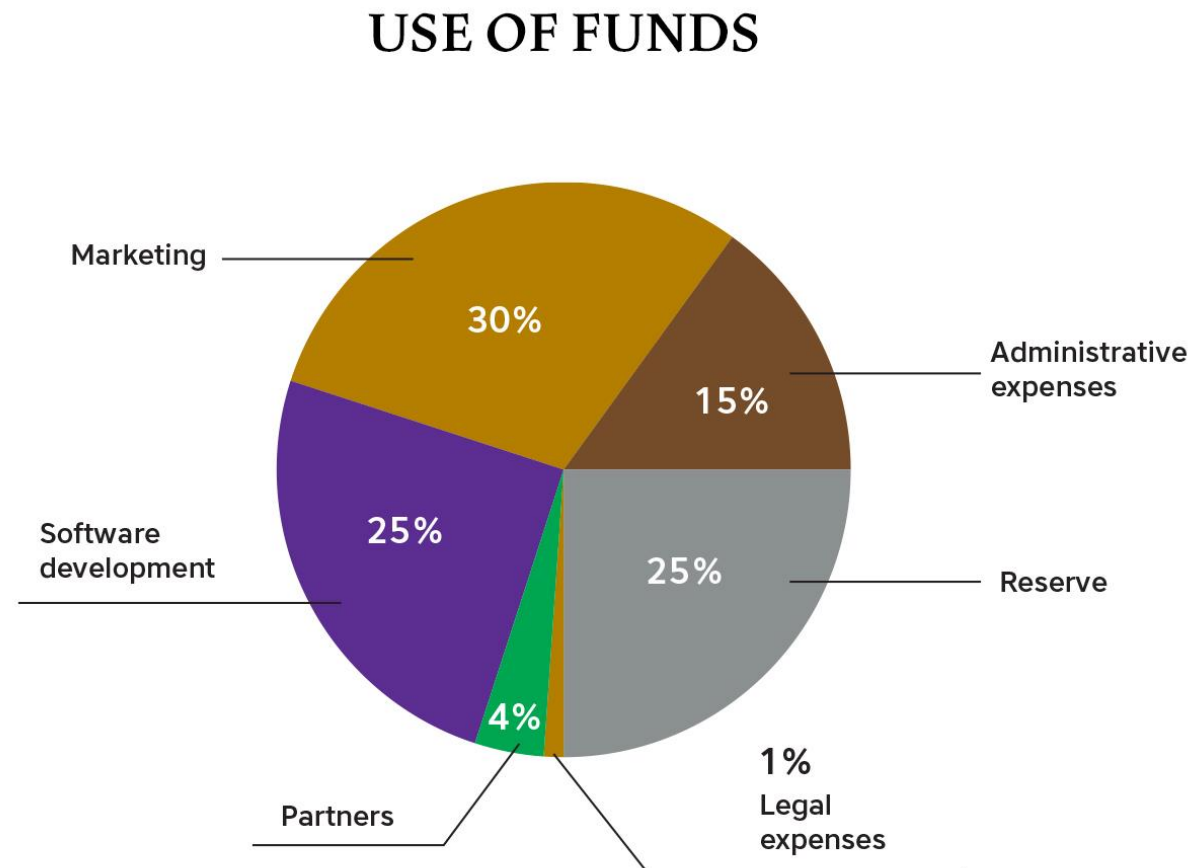


12. TOKENS DISTRIBUTION

TOKENS DISTRIBUTION



13. USE OF FUNDS



14. BOUNTY AND REFERRAL PROGRAM

BOUNTY AND REFERRAL PROGRAM

3% of total tokens volume will be allocated
for bounty and marketing
THEY WILL BE DISTRIBUTED AS FOLLOWS:



**Other 3% of the total volume of tokens
will be paid to consultants.**



15. ROAD MAP

ROAD MAP

