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RAA Coin

United Currency for RAA Delivery Service and
Decentralized Payment Network

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I/ VISION

Renaissance And Action Ltd. provides crowdsourced package delivery and operates as service on demand model with a fixed rate delivery within city of Calgary, Canada.

With the innovation of the blockchain technology, third-party high transaction fees with credit cards can be eliminated. Financial transactions can be decentralized without intermediate parties on the blockchain network. RAA sees this trend of innovation will have dramatic potential to reshape the payment industries, and bring a lot of benefits to customers and businesses. RAA will issue RAA Coin cryptocurrency to strengthen its strategic advantage that provides the best service with discounted price. RAA is creating RAA Coin to be used by customers in RAA's business ecosystem. RAA Coin's price will appreciate over time as it is supported by fundamental economic activities from RAA Ecosystem and in return the currency will benefit RAA's strategic advantage with better pricing position.

RAA will promote further circulation of RAA Coin by regularly providing discount using part of its revenue on top of third party transaction fees when customers use RAA service.

In order for RAA Coin to be a viable, useful, and valuable cryptocurrency, RAA will create a cryptocurrency payment system like Stripe for traditional businesses that will be integrated easily on their webpages and apps to accept RAA Coin.

In the future, RAA Coin will be served as a united currency for customers when RAA expands internationally, to eliminate unfair currency exchange rates and service fees in the shipping industry.

RAA business ecosystem includes: long distance delivery, citywide package delivery and a payment system.

RAA Coin holders not only will profit from appreciation of the currency that is supported by fundamental business activities, but can use it as currency to get discounted service from RAA.

III/ CHARACTERIZATION OF RAA COIN



RAA Coin is a cryptocurrency of fixed supply. The coin is designed to accommodate a broad range of financial transactions and storing value. Like other cryptocurrencies, units of RAA Coin are fungible and transferable. It is expected to trade on cryptocurrency exchanges.



RAA will add value of its coin by using it as currency payment beside traditional vehicles. Using RAA Coin on RAA Ecosystem will get discounted price without intermediate transaction fees plus periodically promoted price from RAA profits. RAA is paying 2.9% plus \$0.30 to Stripe on each transaction when customers use credit card on Renaissance And Action app to call citywide delivery. All of these fees can be discounted back to customers who use RAA cryptocurrency. RAA Coin will strengthen RAA's price advantage, and in return RAA Ecosystem will drive the usable value of RAA Coin.



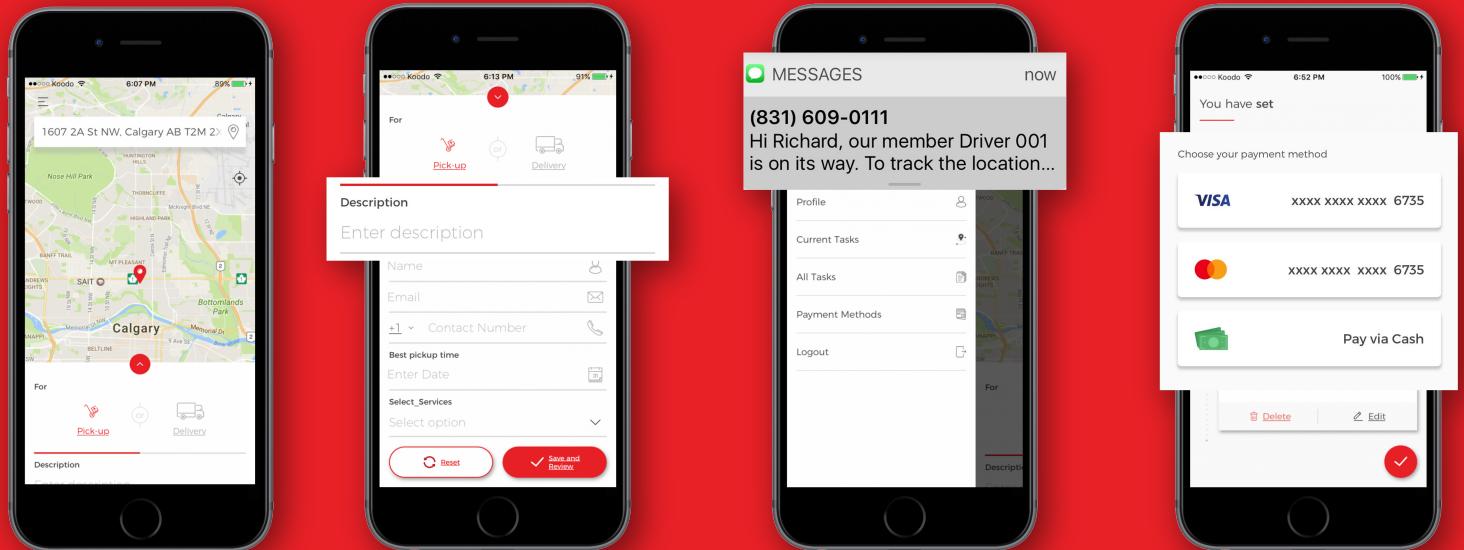
The RAA Ecosystem will seek to establish a global network of digital and physical service that constitutes a new operating model where customers will use a united currency to pay service from RAA Ecosystem without traditional currency exchange loss.

III/ RAA ECOSYSTEM



1. CITY WIDE DELIVERY

Renaissance And Action Ltd. is crowdsourced delivery service that currently provides package delivery service with a fixed rate in city of Calgary in Canada. RAA platform facilitates same day delivery of our crowdsourced drivers and customers. Individuals and businesses can order delivery and make payment on Renaissance And Action app.



Business retailers including single store businesses to omni-channel retailers are moving their businesses to online virtual stores and physical locations. The landscape of retail businesses has been changing completely for the past decade and will continue with the Mom n' Pops losing to e-commerce juggernauts. More and more customers enjoy the convenience of shopping on computers at home, or even on a smart phone anywhere they want and get shopping items delivered to their door.

That puts a lot of pressure on traditional retailers, forcing many of them into bankruptcy. A 109-year-old sport retailer, Wholesale Sport, is cutting 12 stores on its chains, and leaving 545 workers without jobs by the end of 2017. The business mainly provides fishing, hunting, and camping supply in Western Canada. Not long ago, the one-time retail giant, Sears Canada, liquidated and closed down 59 stores while laying off 2,900 employees. That's only a few of many traditional retailer giants faced recent years, and the trend will be worst for years to come.

To avoid the mistakes of other brands while taking advantage of the growth opportunities in the e-commerce space, retailers have been staking out digital territory and setting up shops online with options to delivery purchased items to customer doors. Others like Superstore, Walmart, and Canadian Tire are now offering to order online and pick up at the store for customers.

Renaissance And Action Ltd. is established on the vision of this changing landscape on retailer business. With the matured on-demand IT technology and crowdsourced business model, RAA can provide the best price solution to delivery packages from retailer stores to customer's doors. That benefits to all parties involved in the RAA Ecosystem: retailers will reclaim their business shares from e-commerce giants; customers can still enjoy all convenience of online shopping while purchasing at their favorite retail stores; and independence drivers can earn extra money to support their family, or any their financial goals while using their free time, and resources.

1.1 Industrial 4.0

The fourth industrial revolution is happening. Factories are getting smarter and a sort of Internet of Things for manufacturers is revolutionizing factories where will be hundreds of thousands of computers everywhere. Industry 4.0 connects the supply chain, machines, robotics on the production line to provide integrated and automated manufacturing that make better use of capital, resources and materials.

The result is empowering manufacturers to produce multiple variants of a product, and one-off bespoke products without the need for traditional manufacturing intervention. Businesses will ship to Consumer to Business model that custom-made goods will be ordered on demand. Imagine that one can order a pair of Nikes that are custom-made with a bigger left side to accommodate their unique foot shape.

This new industrial revolution creates business models that customers will order custom-tailored products directly from manufacturers. It can happen under Industrial Revolution 4.0. All of these endeavors will put high demand on transportation to deliver products from producers directly to customers.

1.2 Industrial 3.0

The industrial revolution 3.0 is still going on with a reasonable automation level, with production process being interconnected in factories. IT in automation establishes a predefined hierarchy where the connectivity level covers from the sensor that measures the process state, to the software used at the highest levels of decision-making.

But more important creation in this revolution is that micro-manufacturing machineries as well as 3D printing technology are easy to access with affordable price enabling mass individualization where people create lots of things from scratch. Thanks to state-of-the-art design software and computer-controlled laser cutters, 3D printers and other manufacturing hardware, designers and inventors are turning their ideas into reality and sell it to market. New technology allows an individual to become independent and create a micro-business that uses online marketplaces such as etsy.com to sell products and send it to customers' doors.



2. LONG DISTANCE DELIVERY

With all the aforementioned demands on delivery, RAA needs to expand its radius to cover bigger delivery areas to different cities and towns. The giant couriers such as Canada Post, UPS, or Purolator are too expensive to send a package for individual items from retailers. The cost of sending a small package sometimes is more expensive than the items itself. That limits the customer base of small retailers to expand their business beyond a city, or even their community without all the difficulty of opening extra store locations.



3. RAA COIN PAYMENT SYSTEM



As mentioned in the vision section, RAA Coin has price advantage for RAA's service. RAA will discount all the transactions that pay to financial institutions to customers who use RAA Coin to pay the transporting service. Third party service providers can accept RAA Coin as mean of compensations. These economic activities serve the fundamental value for RAA Coin. As all fiat currency, it needs the functions of circulation and store value. RAA Coin has a fixed amount of 1 billion units. 450 million units will available for purchase to the public during the ICO. RAA stores 500 million units as an investment and as a reserve for future circulation supply. (See finance section for more details)

Besides RAA Coin's fundamental value in RAA Ecosystem, RAA will use part of its revenue to further discount the use of RAA Coin on the ecosystem for package delivery service. RAA Coin will benefit more when RAA expands internationally and its own currency and payment system will save millions of dollars from bank transaction fees and currency exchange. All parties involved in the ecosystem will benefit with united currency on block-chain technology.

To further fuel up the circulation of RAA Coin, RAA sees it's necessary to build its payment system to traditional medium and small businesses that can take the advantage of the blockchain payment technology. RAA will free to businesses to integrate RAA Coin payment easily to their websites, and apps payment in return that RAA Coin will be used exponentially.

3.1 Revolution in Fintech

Square and Paypal created a cost effective way to safely accept payments 10 years ago, but the web has changed dramatically and accepting payments has not. Stripe has been successful at making digital payments easy to process. Stripe's technology already powers subscription services like Slack, marketplaces like Lyft and crowdfunding sites like Kickstarter.

Square, Paypal, and Stripe's revolution in online payments is phenomenal, but they are controlled by credit card giants and financial institutions. This is the problem of fintech where they can't leave the shadow of credit card giants who have monopolies on online payments and claim a percentage of every transaction through their system and eventually profit from part of the sales of individual businesses.

RAA Coin payment will be Ethereum-based platform enabling real-time payment services across national jurisdictions. RAA Coin payment will combine an on-chain decentralized network on Ethereum for utilizing the security and advantages of blockchain technology, and off-chain network at RAA servers where are capable to process massive volumes of payments without overloading the Ethereum network.

Clearing and settlement will execute on RAA's off-chain network to handle massive volumes of transactions. The final settlement will be delivered over Ethereum blockchain network and registered securely. RAA Coin payment will be free for businesses to integrate on their websites and apps in order to accept RAA Coin payment.

IV/ TECHNOLOGY OVERVIEW

1. RAA COIN TOKEN TECHNOLOGIES

An RAA Coin is an ERC20 compliant token which exists on the main Ethereum network. Some of the features of the token include allowing users to check their RAA Coin balance, transfer RAA Coin to other addresses (including exchanges), and approve other addresses to withdraw a specified amount of RAA Coin from an address they own. All RAA Coin is pre-mined and the smart contract specifies the total amount of RAA Coin available in the world. This number indicates the sum of the tokens that exist on the Ethereum main network and platform-level (internal) RAA Coin that is circulating within the RAA platform. Internal RAA Coin facilitates payment for activities such as product sales, reward payouts and redemptions, employee bonuses and more.

2. ETHEREUM LIMITATIONS

Transactions on the Ethereum network are not instant and on average require more than 15 seconds to validate and complete. This type of delay is in no way considered acceptable to a modern internet user, as such RAA has decided to implement a hybrid on-chain/off-chain design which will be discussed more in its dedicated section. Transactions on the Ethereum blockchain require gas to pay for computation and storage across thousands of nodes. Gas is paid for using ether. Due to the costly nature of ether and the high amount of social mining work (likes, shares, pins, etc) that is completed daily on the RAA platform, there would be astronomical costs in recording each unit of work and the reward associated with it to the smart contract. It would also be slow to complete transactions and the user experience would be hampered greatly as users waited for their earnings to settle. This problem is addressed with a hybrid on-chain/off-chain design.

3. PAYMENT GATEWAY WITH RAA COIN

An important milestone in the development of the RAA platform is to enable partner merchants to accept payment with RAA Coin. Partner merchants can connect with the RAA API using POS integration or other custom tools. The RAA API allows merchants from anywhere in the world to receive RAA Coin and receive that coin to their internal balance. RAA's database is a ledger that maintains the balances of each account that holds internal RAA Coin. RAA builds up extensive user and spending data by functioning as an intermediary for those spending and receiving off-chain RAA Coin. This data can be used to learn more about spending activity and offering informative but anonymous reporting data to RAA partners. It can also be used as a basis for developing artificial intelligence to do predictive analysis to track customer spending behaviour and product preference.

When payments are made using RAA Coin, a user's internal RAA Coin balance is incremented in accordance with the reward associated with this action. RAA uses large AWS Aurora databases which are fast, ACID-compliant, secure and reliable. All RAA data, including internal RAA Coin balances, are continuously backed up in order to protect all data including digital assets such as RAA Coin. This kind of data integrity and fault tolerance is already available for RAA Coin stored on the smart contract as the Ethereum network is a distributed LevelDB database with integrity checks going on every minute across thousands of validator nodes around the world.

4. ON-CHAIN AND OFF-CHAIN DESIGN

With a hybrid internal and external RAA Coin storage model, RAA is able to meet all of the objectives for its digital asset and can maximize value for all RAA Coin holders. When RAA Coin is public (residing on the smart contract) it can be sent by its owners to other addresses, fed into exchanges and sold for other currencies like Ether or Bitcoin. It can also simply be left on the smart contract as a long-term investment. RAA Coin balances that are internal and not yet realized to the public blockchain fuel the vibrant RAA marketplace of social mining, marketing, e-commerce and rewards redemption. All transactions on the RAA platform, including those that involve the incrementation and decrementation of RAA Coin balances, happen instantly as the RAA websites runs on high-speed, relational databases. The instant settlement of earnings and total RAA Coin balance provides a satisfying user-experience and encouragement for users to forge on with mining, shopping and redemption activities, all while seeing their RAA Coin balance updated in real-time.

RAA will build into its user account section tools that provide a financial bridge, allowing users to import and export their RAA Coin balances with the smart contract freely. Depending on each user's situation, some will want to maintain their RAA Coin internally and some on the smart contract. RAA will build out easy-to-use features in the user account section to facilitate the import and export of tokens and shield users from the technical hurdles of doing similar operations directly with a smart contract. When exporting tokens, RAA will use the Web3 library to interface with the Ethereum main network and increment the user's public balance while decrementing the RAA operations account. Once this transaction finishes, RAA will decrement the internal operations pool and increment the user's internal internal balance. The smart contract token storage hashmap and RAA's internal token storage are distinctly separate places where RAA Coin resides. In order to not have "vanishing" or "injected" tokens on the smart contract, every decrease of a user's smart contract balance will be met with an equal increase to the smart contract operations address which is owned by RAA.

When a user balance is updated by RAA, an event will be fired by the smart contract which our internal systems are constantly listening for. This provides an extra layer of confirmation where RAA can receive notification of the completion of a transaction. All means are taken to ensure balance integrity between the internal and external RAA Coin data stores.

For users familiar with calling smart contract methods (functions) using their Ethereum wallets, RAA will provide an import method on the contract that allows token owners to import RAA Coin into the RAA platform with ease. Only one parameter needs to be provided to the method which is the amount of RAA Coin they wish to import. Validation checks will first take place to make sure that the user has sufficient RAA Coin to perform such an operation. If so, their smart contract balance will be decremented and the smart contract operations pool incremented respectively, and they will see the amount credited to their website (internal) balance within a minute. In this scenario, an import event is fired by the smart contract which is received by our system's event listener and their internal balance is programmatically updated.

While RAA does not expect any technical difficulties to arise during this import operation, our platform is continuously reading through the smart contract event logs and making sure that all necessary debits and credits have taken place internally. In the rare event of a technical breakdown during the import operation, our background validator processes will detect the anomaly through a diff check on the smart contract logs vs. internal transaction log and ensure that any missing transactions are made as soon as possible.

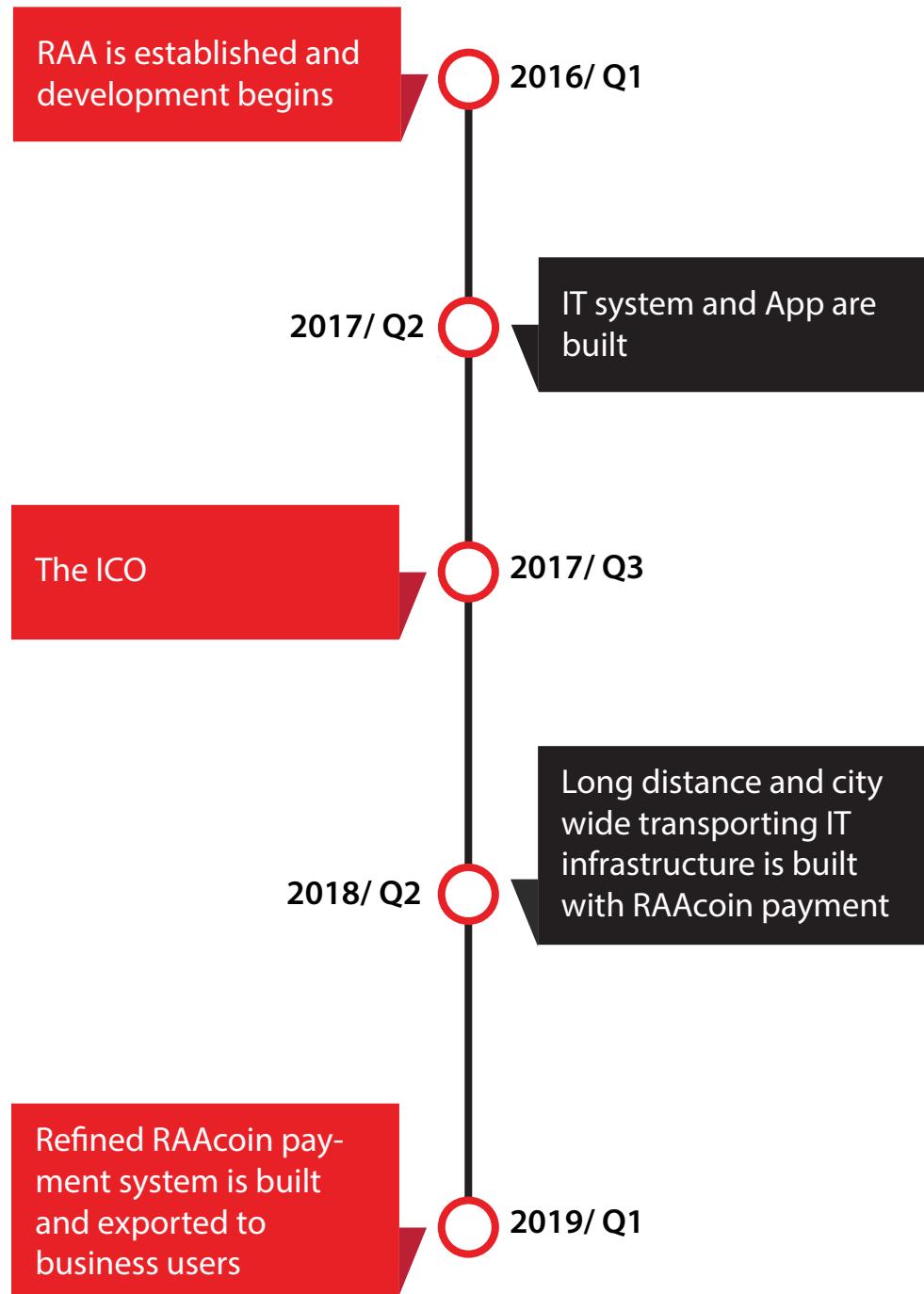
5. SECURITY

RAA remains diligent in ensuring a high degree of security in each part of its infrastructure. The first step will be ensuring that the smart contracts for the token and the ICO have no security holes. Our smart contracts will be peer-reviewed and audited by an application security firm specializing in smart contracts prior to being deployed to the main Ethereum network. The contract ABI (application binary interface) will be provided in RAA's documentation to allow wallet users to easily transact with the smart contract to perform actions such as importing tokens and sending tokens to other addresses. As such, the smart contract public methods and their argument signatures are publicly available, so this code will be reviewed closely and tested heavily with regular and irregular parameters to ensure it performs as expected and is unhackable.

As mentioned earlier, ERC20 tokens exist on a distributed database network which maintains data integrity every few minutes through a process of voting and consensus-making amongst the participating nodes. A 51% attack on the Ethereum network would cost over a billion dollars to execute and one party would need to control a majority of the nodes to pull off, as such there is no realistic risk to data (including token balances) stored on the Ethereum blockchain.

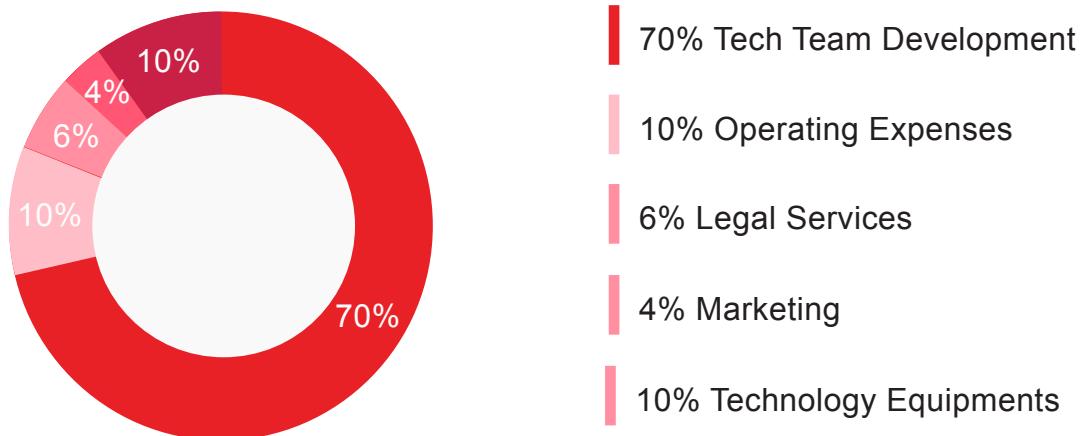
As for internal balances, RAA takes great measures to ensure the availability, data integrity and fault tolerance of its application databases. RAA leverages the enterprise-quality security services available by Amazon AWS such as VPCs which provide network firewalls, and our applications use end-to-end TLS encryption on every request. AWS technologies like autoscaling, Amazon CloudFront and Route 53 help to mitigate Distributed Denial of Service (DDOS) attacks. RAA also uses hardware encryption to safeguard data and access to servers can only be made using private and public key pairs, which use a cryptographic handshake to ensure that no authorized entry is made to application servers within the network. RAA periodically hires white hat hackers to attempt to gain unauthorized access to its system as well as performing penetration testing to ensure the ongoing security and availability of the RAA technology infrastructure.

V/ ROADMAP



VI/ FINANCES

The RAA Coin crowdsale has a cap of \$2 million USD with ETH as the denomination. The financed fund will be used to fund tech team development, especially blockchain specialists, operating expenses, legal service, marketing, and technology equipment.



■ Tech Team Development

Talented employees will be the main success of RAA to achieve its visions. RAA needs a team of innovation programmers and blockchain specialists who can create the best, fastest, and innovative solutions. We will consider opening IT labs overseas to fill up talented employees. RAA will put together a development roadmap that allows us to meet quick integration of RAAcoin payment into the current delivery-on-demand IT system, and yet the payment can be built upon it for future expansion.

■ Operating expenses

RAA will expand office spaces and IT infrastructure warehouse for operations.

■ Legal service

Legal requirements include cross provinces registration, patent researches, trademark listing, and downtown robot delivery licenses.

■ Marketing

RAA will hire specialized marketing firms to promote RAA ecosystem through banner ads, viral video contents, and promoted office gifts for business owners and managers. Marketing will also focus on creating traditional marketing contents to reach massive individual customers. Even before the decentralized payment network is fully operational, we will be working closely with partners and clients to promote the blockchain payment technology.

■ Technology equipment

RAA needs IT infrastructure equipment, AI hardware, and office machines. Remote conference and operation technology is needed to cooperate team on the go, and cross-nations.

VIII/ RAA COIN TOKEN ALLOCATIONS

In order to finance RAA Ecosystem, RAA will conduct a token distribution event that will offer for sale 450 million units out of 1 billion fixed total supply of RAA Coin. Because RAA Coin amount is a fixed, RAA will store 500 million units for future supply of circulation through marketing programs such as marketing RAA service, or free delivery for first time customers. 50 million units will be allocated to the founder.

1 ETH = 20,000 RAA Coin

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