



# saascoin

## A Viable Application of Blockchain for the SaaS Industry

*"In the new world, it's not the big fish that eats the small fish,  
it's the fast fish that eats the slow fish"*

- Klaus Schwab

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# Abstract

Saascoin believes in creating an open gateway platform that eliminates most of the prevalent challenges associated with payments, giving the freedom for people to execute their transactions seamlessly. In a world where banks and payment gateways have the upper hand on their clients' payments, achieving a fee free immediate transaction environment via seamless platform integration is key.

Saascoin further recognizes that buyers and sellers of virtual goods and services need a complimentary virtual currency that returns complete control of transactions to those transacting.

# **Software as a Service Industry and Cryptocurrency**

Software as a service (SaaS) is the second largest cloud-computing industry. However, payment processing for SaaS businesses presents many obstacles. From managing failed subscriptions/transactions effectively to handling recurring payments smoothly across different platforms/devices, there is literally no shortage of challenges to deal with.

Given the immense escalation in the cryptocurrency market that started a few years ago, we could not ignore the effect that it was going to have on the future of e-payments or any transaction taking place online. The SaaS industry hasn't yet been effectively impacted or properly supported by cryptocurrencies. As founders ourselves of a SaaS company for over 8 years (Dakwak.com), we understand the urgent need for a coin that will facilitate the integration processes of SaaS businesses with the cryptocurrency market. As such, we designed Saascoin as a coin specifically aimed at serving this ever-growing market gap in a seamless fashion, simplifying payment processing for SaaS businesses and their customers.

# Traditional Payment Gateway Challenges

## Monthly Recurring Revenue Collection

Efficient revenue collection is a vital process for any business, especially in the SaaS industry, where most businesses adopt a premium subscription model. In these use cases, collection should be as simple as possible for both the consumer and the business. Unfortunately, this is not the current reality.

Problems arise due to differing reasons. These include customer payment model preferences as well as payment methods themselves. An example is the Eurobond, where most transactions happen via direct debit cards, and not credit cards as is prevalent in the United States.

Catering to these customer preferences can limit the expansion of a SaaS business. If a business was focused on expansion into Europe, but unable to cater to direct debit on a recurring basis, customers would either shy away from subscribing or alternatively churn relatively quickly. SaaS, in a globalizing world, is in need of a simple and dynamic payment framework that enables monthly recurring revenue collection irrespective of geographic challenges.

## Fees

Another major obstacle is the issue of transaction fees. Payment gateways are essentially partners to SaaS companies, deducting upfront 3% of collected revenue at the instance of purchase, creating a never-ending cycle of “revenue share” with these providers in perpetuity.

Even if one can absorb the logic of the fees, there are structural limitations that impact SaaS companies in the model, such as dealing with expiry dates of credit/debit cards, that result in a lost sale or even a lost customer. While these challenges may seem small, our research shows otherwise, and indeed 50% of churned customers originate with expired credit cards.

The below table demonstrates some of the processing fees of major payment gateways:

0.0%	2.9%	2.9%	3.5%	2.9%	2.9%
SAASCOIN	BrainTree PayPal	Stripe	PayPal International	Authoriaze.net	Amazon Payments

# Chargebacks

Chargebacks executed by customers via their banks are a double-edged sword. While in some cases they are beneficial to customers, they can pose serious threats to SaaS and other businesses. Customers with existing agreements with SaaS providers to pay "X" amount of money for an annual subscription may decide to call their bank asking for a chargeback claiming that they never intended to be charged for the service. Our experience has shown that solving this challenge results in significant bureaucratic procedures for SaaS companies, and they are typically unable to fight the customers claims. In some circumstances, the chargeback is considered as "bad faith", and the SaaS business can receive a notification that their payment gateway account is shut down, impacting not just the company but its existing customers as well.

# Integration

Research shows that when it comes to SaaS businesses, integration is a challenge as well. In the 2015 SaaS Application Business Impact Survey, the top three challenges all related to this challenge, including SaaS applications gaining access to other applications and their data. Additionally, 38% of respondents cited "complex integration efforts" as the business problem for their SaaS business.

Finally, in identifying the key criteria for selecting a payment processing gateway, SaaS companies cite flexibility and time to market as being the most crucial criteria for selection of a service provider.

# Security

All SaaS businesses have an ongoing requirement of compliance with various security regulations associated with customer payment processing. As volumes increase, so follows the complexity of compliance. Saascoin tackles this obstacle by not saving any payment information either with the business nor on the block chain itself.

The customer preserves this information in their wallet. There is NO disclosure of any sensitive information in the transaction itself.

With every cryptocurrency, each user has a public address through which all their funds are stored. In most cryptocurrencies, any user who knows another user's public address can have visibility over those funds. With Saascoin, that is not the case.

A user's public address can only be used as an address to which funds are sent. No one has access to actually see a user's funds nor know their identity.

# Solution

Saascoin is designed as a next-generation blockchain-based payment gateway. It is genuinely tailored for the needs of SaaS businesses, powering these companies with a platform that solves most, if not all, of their current payment gateway obstacles.

Saascoin aims to disrupt the current payment processing industry by providing a trustworthy, transparent, safe, and reliable payment gateway platform, while also eliminating the pain points of payment gateway fees, chargebacks, and associated administrative headaches existing in the current relationship model with gateways.

## Faster Time to Market

Saascoin will provide SaaS businesses with a robust platform to enable them to test market response to their services prior to having to deal with the bureaucratic processes of establishing a payment gateway as well as formally registering a company to transact. We firmly believe that this time would be better used by SaaS companies in research, development, testing, and building traction for their offerings.

## Hassle-Free Integration

Designed as an out-of-the-box solution, Saascoin provides backend integration and open APIs for frontend integration to facilitate the business environment for SaaS companies. Saascoin leverages its blockchain to provide open access for transacting at any time instantly. One can start accepting a customer's payments by just having a Saascoin wallet.

## Broaden your Payment Options

Saascoin will offer SAAS purchasers a variety of payment options to buy SAAS coins. This includes credit or debit cards, direct debit, SWIFT or SEPA transfers, automatic bank payments (ACH), PayPal, or other similar services.

# Instant Transaction Processing Speed

Customers will be able to pay their subscription fees immediately. Transactions will be immediately channeled to the blockchain pool, and businesses will then have access to their funds once the transaction is confirmed. Currently, 10 confirmations are needed to convert a pending balance into an available balance. By having a decentralized blockchain, businesses will have complete visibility over their customers' transactions. In the current inefficient model of transacting with existing payment gateways, SaaS businesses usually receive subscription revenue typically in two working days or more, excluding holidays. There are no holidays when it comes to Saascoin blockchain!

## Goodbye Decline Rate

One of the major challenges impacting cash flow stability for SaaS providers is decline rates from payment providers for transactions, impacting both new customers as well as recurring customers. A Saascoin purchase will never be declined, and there is 0.00% possibility that a transaction will not reach your SAAS wallet.

## Audit-ability and Security

Saascoin wallets have been built to maintain a high standard of security while also making it easy for auditors, financial advisors, and accountants to audit a company's wallet and extract all necessary information they require in advising and managing the accounts of a SaaS company. Saascoin enables a "view-only" wallet, whereby a company can share its wallet with others should the business need to share the transactions in their wallet.

Saascoin also enables multi-signature wallets, which provides greater security for SaaS companies. Essentially, a company can have two individuals authorize a transaction to be issued out of the wallet instead of just one person.

# Saascoin Blockchain Platform

Saascoin is built on the robust CryptoNight algorithm, and is updated to its latest implementations. CryptoNight is already used by several other coins, with Saascoin being the latest addition. Saascoin was inspired by Monero's development of the CryptoNight algorithm, and as such, our blockchain was implemented to support Ring CT and multi-sig wallets. We also added new features and enhancements to the blockchain and SAAS wallets tailored to the needs of SaaS businesses and their customers.

Some key highlights include Saascoin's hiding of business transactions from the SAAS decentralized blockchain, protecting a business from others, including competitors, from using deep blockchain analysis to determine the amount of transactions as an indicator of how they are performing.

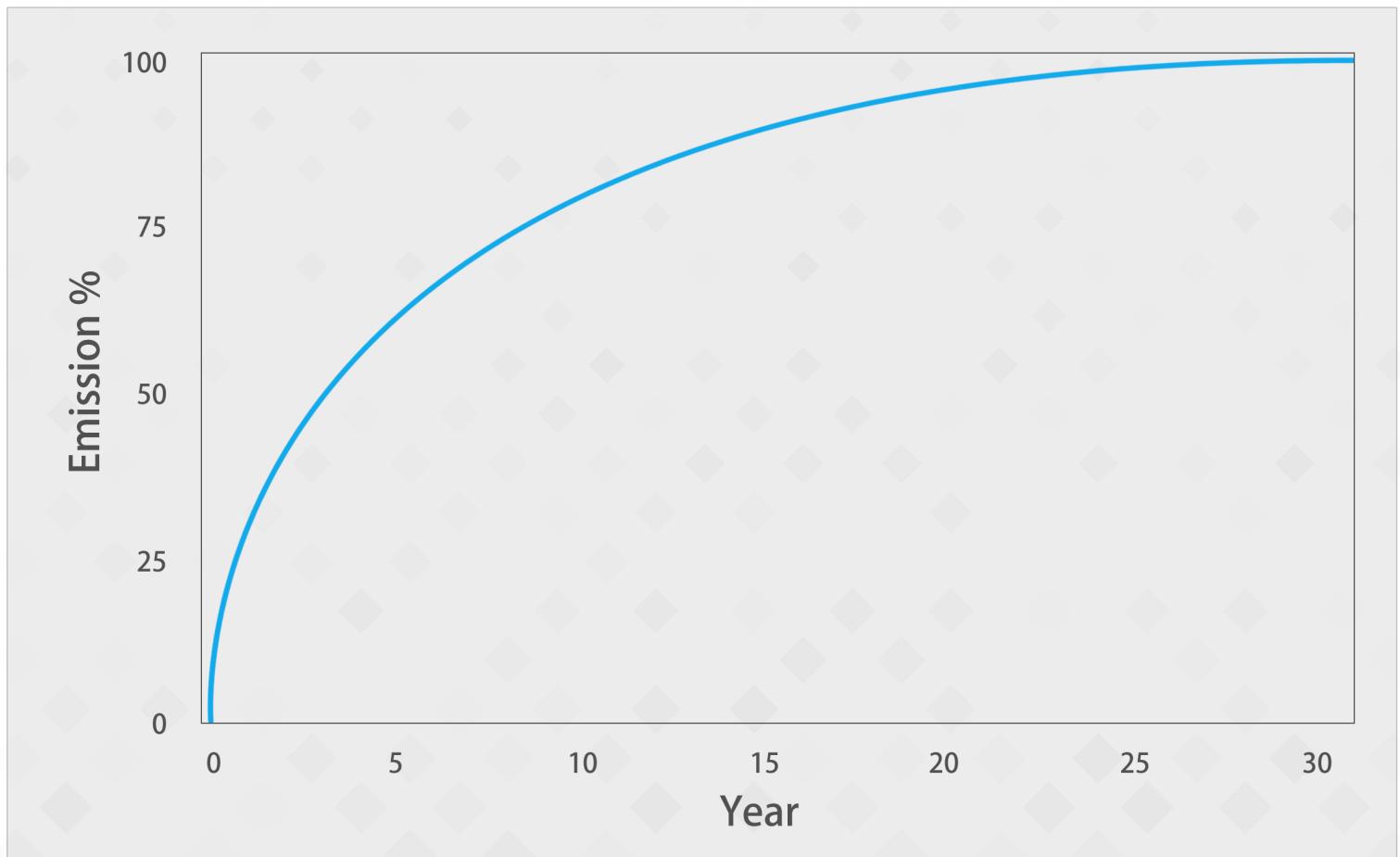
## Proof of Work (PoW) blockchain

A PoW blockchain is designed to help decentralize the blockchain network. Mining allows cryptocurrencies to achieve decentralization. As new transactions are created, they require validation. Miners collaborate with each other to validate a group of transactions (a.k.a blocks). The miner who finds a block is paid a block reward, and collects the transaction fees for the block carried out.

Block rewards are also how new Saascoins are generated, helping regulate the economy of the currency. We are studying the impact of limiting mining to both Saascoin businesses and their customers, with the intent of making the blockchain healthier and rewarding both SaaS companies and their customers directly. This is still under consideration.

# Saascoin in Numbers

Max Coin Supply	77,000,000 SAAS
Current Coin Supply	17,888,385 SAAS (as of 27th of January 2018)
Circulating Supply After ICO	12,888,385 SAAS
Miner Block Reward	15 SAAS
Dynamic Fees	0.0003 per KB
Miner Reward Confirmation	60 confirmations
Transaction Confirmation	10 Confirmations



# What Makes Saascoin's Blockchain Special?

One needs to first understand the challenges and problems that current blockchains are facing. 50% of current cryptocurrencies are using a centralized blockchain approach, which may lead to a sizeable single point of failure challenge. By being centralized, the coins are also easily manipulated by a single entity (blockchain owners).

Another unobserved issue by token backers/investors resides within the Ethereum blockchain and its token platform. Although Ethereum uses a decentralized blockchain approach, that does not guarantee that it is on the safe side with regards to these challenges. Digging deeper, we notice that on November 26, 2017, Ethereum blockchain's size was 103.10 GB, while two months later (January 26, 2017), that size grew to 337.62 GB. This is a significant increase, making syncing with this blockchain foreseeably more difficult in the coming two years, something we hope they will be able to correct.

Saascoin blockchain was built considering the longevity we want for our blockchain, namely to be able to efficiently grow in size and network. Having a freshly built decentralized blockchain that has been well tested, both by ourselves and other cryptocurrencies, gives us the advantage of being light, secure, and robust.

## Mission

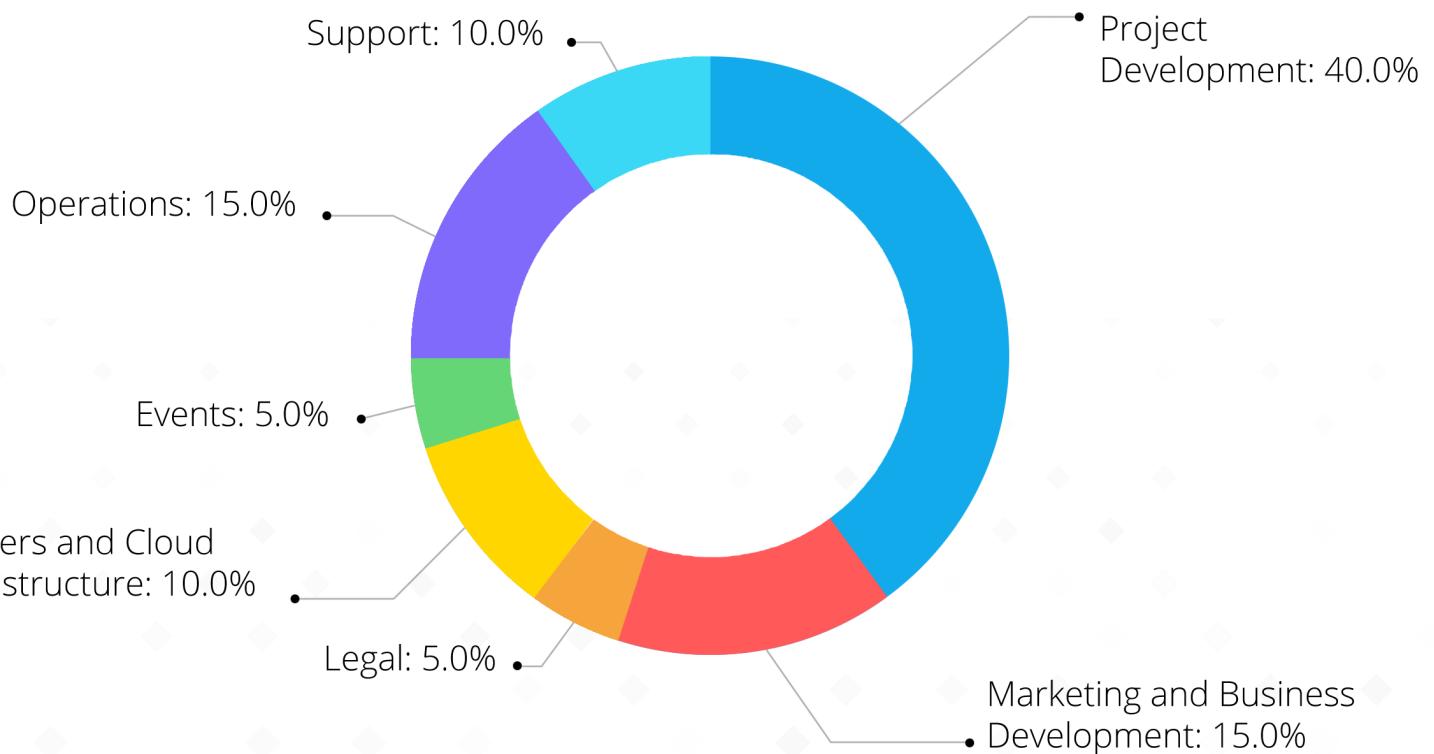
Stated simply, Saascoin will provide a foundation for an open payment gateway infrastructure, which will allow businesses and customers to transact without any of the limitations found in traditional payment gateways.

# Initial Coin Offering (ICO)

The ICO will start at 22/02/2018 and end at 22/04/2018 with a hard cap of 5 million US dollars. After the end date no further funds will be accepted.

Amount to be Raised	The equivalent of 5 million dollars
ICO Price	\$0.5
Payment Methods	Fiat currency, cryptocurrency
Max ICO Supply	10,500,000 SAAS
Max All Time Saascoin Supply	77,000,000 SAAS
Stock Option Plan Supply	5,000,000 SAAS
Advisory Board Share	200,000 SAAS
Bounties for the Community	70,000 SAAS
Company Reserve	2,100,00 SAAS

# Use of Funds



- Project Development
- Marketing and Business Development
- Legal
- Servers and Cloud infrastructure
- Events
- Operations
- Support

# Roadmap

## **Q4 2017**

Saascoin Research and Development  
Saascoin Team Foundation

## **Q1 2018**

Saascoin Alpha Release  
Pre ICO 10 days 12-22 February 2018  
ICO 45 days 22 February 22 April 2018

## **Q2 2018**

Post ICO Claiming Starts  
Saascoin Website Launch  
SAAS Test Net  
Listing on Exchanges  
Light and Soft Wallets Launch. (Web/Desktop)

## **Q3 2018**

Mobile Wallets  
SaaS Businesses MarketPlace  
Partnership Announcements/Integration  
Saascoin to Fiat Exchange for Businesses

## **Q4 2018**

Payment Plugins (Browser, and currency conversion)  
Post Production Release for Cloud Businesses  
Saascoin Investors/Backers Meet up

## **Q1 2019**

Saascoin Hardware Wallets

# Sources

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