# **TOTALITY**

First Draft, White Paper (text only)
Prepared by CW Johnson
9-17-18
totality.vision

## The Internet is **Broken!**

TOTALITY was originally planned to be an entirely web-based platform. Unfortunately, at this time, the internet is being bombarded by technical, social, and political pressures. The future viability of the internet is uncertain. The online environment is simply too volatile to sustain such an important infrastructure. We have decided to build the MVP on the internet and move it to an Internet-Excluded Network after several rounds of thorough testing. Keep reading to see how we will do it!

#### **Table of Contents**

What is TOTALITY?	3
One-sentence Summary	3
Vision	3
Mission	3
Purpose	3
Core Values	3
#TOTATOKENSALE	3
Token Economics	3
TOTALITY Contribution and TOTA Allocation Terms and Explanatory Notes	4
Principles	4
Representations and Warranties of the Contributor	6
TOTALITY Contribution Procedure	7

TOTA Allocation Proposal	8
TOTALITY Project Execution	8
Audit of the Contribution Software	9
Risks	9
Taxation	11
No Liability	11
Miscellaneous	12
Who is TOTALITY?	13
Founders	13
Team	13
Advisors	13
TOTA Makers Co-op	13
The Problem	14
The Solution	14
The Expansion Plan	14
The Marketing Machine	14
Total Online Brand Immersion	15
U.S. TOTALITY #TOTATOKENSALE Tour	15
Roadmap	16
Exit Plan	16
Rationale	16
Scenarios	16
MVP Plan	17
Functions	17
Rationale	18
Legal/Terms	18
Considerations	18

## **One-sentence Summary**

TOTALITY is a global ecosystem that will change the way humans communicate, conduct business, and experience reality.

#### Vision

TOTALITY is the template for the Post-Internet Paradigm.

## Mission

The Mission of TOTALITY is to bring people together in support of the TOTALITY core values.

#### **Core Values MVP Plan**

The Core Values of TOTALITY:

- 1. We all have the right to experience the optimal reality.
- 2. We all have the right to tap into Infinite Abundance.
- 3. We all have the right to communicate, engage in commerce, and peaceably assemble in private without any interference.

## **Purpose**

The purpose of TOTALITY is provide a testing platform for the alpha version of our Internet-Excluded Platform (IEN).

## #TOTATOKENSALE

#### **Token Economics**

The TOTALITY economic system will operate with multiple cryptocurrencies that will serve various functions. The first token is the TOTA Token. It is a verified asset on the CounterParty platform. There will be a total of 400,000,000 tokens distributed in the first two years of the TOTALITY Project. This period includes the Pre-sale, Pre-ICO, and ICO stages.

In order to acquire TOTA, you must make a contribution to one the TOTALITY Counterwallets or trade BTC/XCP with a token holder.

200,000,000 TOTA will be allocated to contributors to the project.

Here is a tentative allocation schedule:

100,000,000 TOTA at 0.0002 BTC per 1,000 TOTA | 20 BTC in revenue.

50,000,000 TOTA at 0.002 BTC per 1,000 TOTA | 100 BTC in revenue.

50,000,000 TOTA at 0.02 BTC per 1,000 TOTA | 1000 BTC in revenue.

Here is where the 1,120 BTC in total revenue will be distributed:
Marketing 35% | 392 BTC
App Development 30% | 336 BTC
Legal/Taxes 10% | 112 BTC
Sales 10% | 112 BTC
Reserve 15% | 168 BTC

200,000,000 TOTA will be distributed via airdrops, bounties, and bonuses. Community 70% | 140,000,000 TOTA
Advisors 3% | 6,000,000 TOTA
Team 3% | 6,000,000 TOTA
Founders 4% | 8,000,000 TOTA
Reserve 20% | 40,000,000 TOTA

## **TOTALITY Contribution and TOTA Allocation Terms and Explanatory Notes**

## 1. Principles

- 1. The following Terms ("Terms") govern the contribution procedure ("Contributions" collectively, and "Contribution" individually) to the TOTALITY Project ("TOTALITY") by contributors ("Contributors" collectively, and "Contributor" individually) and the subsequent initial allocation of transferable cryptographic blockchain-based digital information units called TOTA ("TOTA") to Contributors.
- 2. TOTALITY promotes and develops software applications in addition to online and offline communities. These communities have been created to provide valuable data, liquidity, and human resources. There will be several new technologies and applications introduced in the fields of Internet-Excluded and decentralized software architectures. A dominating, but not exclusive focus is set on the promotion and development of the so-called TOTALITY protocol and the related technologies, as well as the promotion and support of applications using the TOTALITY protocol.

TOTALITY will mainly promote the development of software technology ("the Client") that can provide basic voice/text/email communication, cryptocurrency transactions, and a custom web browser functions without being connected to the internet.

Operation of the TOTALITY Network involves transferable cryptographic blockchain-based digital information units called TOTA (TOTA). TOTA is a token that allows the holder to deploy and run software code, vote on network governance issues and support operation of the network.

3. When TOTALITY judges that the Client has been sufficiently developed to allow the

TOTALITY Network to be launched, TOTALITY will issue a public announcement recommending what initial state ("Genesis State") it should have. The Genesis State will include allocations of TOTA that are essential for the TOTALITY Network to operate. The recommended allocations of TOTA will reflect early contributions made towards the development of the network, and Contributions made to support TOTALITY.

- 4. The Contributor understands and accepts that while the individuals and entities, including involved entities assigned to this task, will make reasonable efforts to develop and complete the TOTALITY Network, it is possible that such development may fail and that the TOTALITY Network will not be created, become useless and/or valueless due to technical, commercial, regulatory or any other reasons (see also section 7 regarding Risks).
- 5. The Contributor is also aware of the risk that even if all or parts of the TOTALITY Network are successfully developed and released in full or in parts, due to a lack of public interest, the TOTALITY Network could be fully or partially abandoned, remain commercially unsuccessful, or shut down for lack of interest or other reasons. The Contributor therefore understands and accepts that the Contribution to TOTALITY, and/or the allocation, use and ownership of TOTA, carries significant financial, regulatory and/or reputational risks (including the complete loss of value (if any) of TOTA and attributed features).
- 6. By contributing to TOTALITY, the Contributor expressly agrees to all of the terms and conditions set forth in the contribution software system" or "CSS", existing on the blockchain at the addresses published before the start of the Contribution Period at: https://www.docdroid.net/YpYf16R/totality-tos.docx. The Contributor further confirms to have carefully reviewed the Terms and fully understands the risks and costs of making a Contribution to TOTALITY.
- 7. The Contributor also understands and accepts that as the issuance of allocation proposals of TOTA is software based the functions, terms and conditions applicable thereto are set forth in the CSS. To the extent the terms contained herein or in any other document or communication contradict the ones set forth in the CSS, the terms of the CSS prevail. Furthermore, no other document or communication may modify or add any additional obligations or covenants to TOTALITY beyond those set forth in the CSS or in this document.
- 8. This document does not constitute a prospectus of any sort, is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction. It is a description of the functionality of a software-based fundraising campaign.
- 9. By donating to TOTALITY, and/or by receiving, using and holding TOTA, no form of partnership, joint venture or any similar relationship between the Contributors, TOTALITY and/or other individuals or entities involved with the TOTALITY Network is created.

## 2. Representations and Warranties of Contributor

- 10. The Contributor understands and accepts that TOTA do not represent or constitute any ownership right or stake, share or security or equivalent right in or relating to TOTALITY, the Client, the TOTALITY Network and/or any software, any public or private company, corporation, entity or property.
- 11. By donating to TOTALITY, and/or by receiving, using and holding TOTA, the Contributor represents and warrants that:
  - a. the Contributor deeply understands the functionality, usage, storage, transmission mechanisms and intricacies associated with cryptographic tokens, such as bitcoin (BTC) and CounterParty (XCP), and blockchain-based software systems and intends to use TOTA to participate in network governance, mining activities or connecting private networks;
  - b. the Contributor is legally permitted to receive and hold and make use of TOTA in the Contributor's jurisdiction;
  - c. the Contributor is legally permitted to receive software and contribute to TOTALITY;
  - d. the Contributor is of a sufficient age to legally obtain TOTA according to the applicable Laws of your local jurisdiction;
  - e. the Contributor will take sole responsibility for any restrictions and risks associated with receiving and holding TOTA;
  - f. the Contributor is not contributing to TOTALITY to obtain TOTA for the purpose of speculative investment:
  - g. the Contributor is not obtaining or using TOTA for any illegal purposes;
  - h. the Contributor waives the right to participate in a class action lawsuit or a classwide arbitration against any entity or individual involved with the Contribution to TOTALITY, with the allocation of TOTA and with the operation of the TOTALITY Network;
  - i. the Contributor understands the Contribution to TOTALITY and the allocation of TOTA do not involve the purchase of shares or any equivalent in any existing or future public or private company, corporation or other entity in any jurisdiction;
  - j. the Contributor understands and expressly accepts that there is no warranty

whatsoever on TOTA and/or the success of the TOTALITY Network, expressed or implied, to the extent permitted by law, and that TOTA is created and obtained at the sole risk of the Contributor on an "as is" and "under development" basis and without, to the extent permitted by law, any warranties of any kind, including, but not limited to, warranties of title or implied warranties, merchantability or fitness for a particular purpose;

- k. the Contributor understands and accepts that the Contribution Software and/or the CSS and/or underlying protocols may either delay and/or not execute a Contribution due to the overall Contribution volume, mining attacks and similar events;
- the Contributor understands with regard to TOTA no market liquidity may be guaranteed and that the value of TOTA over time (if any) may experience extreme volatility or depreciate in full;
- m. the Contributor understands that the Contributor bears the sole responsibility for determining if the Contribution to TOTALITY, the allocation, use or ownership of TOTA, the potential appreciation or depreciation in the value of TOTA over time (if any), the sale and purchase of TOTA and/or any other action or transaction related to the TOTALITY Network have tax implications; by contributing to TOTALITY, and/or by receiving, using or holding TOTA, and to the extent permitted by law, the Contributor agrees not to hold any associated party (including developers, auditors, contractors or founders) liable for any tax liability associated with or arising from the Contribution to TOTALITY, the allocation, use or ownership of TOTA or any other action or transaction related to the TOTALITY Network;
- n. the Contributor accepts any and all risks, costs and damages associated with Contributions from any US persons or US entities related in any way to the Contributor.

## 3. TOTALITY Contribution Procedure

#### 3.1. Qualification

- 12. Any contribution made to TOTALITY during the Contribution Period as described below is qualified as a non-refundable donation.
- 3.2. Pre-ICO Contribution Period
- 13. The contribution period starts on Saturday, January 1, 2019 at 6 am MST and will last until the official ICO launch tentatively set for September 1,2019 at 6 am MST. (Contribution Period").

- 14. Contributions can be made using bitcoin (BTC).
- 15. The minimal Contribution amount per User will be 0.02 BTC. If a User makes a contribution of less than 0.02 BTC, this will still be counted as a Contribution and no refund is possible. However, any recommendation for TOTA allocation (as set forth below, see section 4) in such a case, is fully at the discretion of the Project, and cannot be expected.
- 16. There is no cap regarding possible Contributions.

#### 3.3. Contribution Software and Contribution Procedure

- 17. Contributions in BTC must be made by using the contribution software ("Contribution Software") provided by TOTALITY. The Contribution Software creates a 12-word phrase and Counterwallet account.
- 18. Any BTC Contribution to TOTALITY without using the Contribution Software will not lead to a recommendation for TOTA allocation as set forth below (see section 4). TOTALITY is aware that Users may be able to participate via exchangers and other intermediaries. The use of such exchangers or intermediaries is solely at the Users' own risk and TOTALITY accepts no responsibility for their use.
- 19. During the Contribution Period, the TOTALITY team may, for security reasons, pause the contribution function until the security issues have been resolved.

#### 3.4. Recorded Information

- 20. Contributions made to TOTALITY during the Contribution Period will be recorded on the BTC blockchain (BTC Contributions) as contribution information ("Contribution Information").
- 21. Upon a successful Contribution having been made, the Contribution Information will be recorded, reflecting the quantity of TOTA that TOTALITY shall propose to allocate to the Contributor in proportion to his Contribution. Such allocation shall be proposed in accordance with the mechanism set forth below (see section 4).

#### 3.5. Bonus System

22. When Contributions are recorded by the CSS, a bonus system may be applied for the purpose of TOTA allocation ("Contribution Bonus"). The Bonus System details will be added to this document at a future date.

## 4. TOTA Allocation Proposal

- 23. Contributors will have to access their encrypted wallets ("CounterWallet"), which will be necessary to claim TOTA tokens.
- 24. Contributor hereby agrees and accepts, that he/she will not place a sale order for TOTA on the Counterwallet exchange during the contribution period.
- 25. The Contributor understands and accepts that, a lost 12 word passphrase is NOT recoverable.
- 26. The Contributor understands and accepts, that the TOTALITY Network may create new TOTA as as it sees fit.

## 5. TOTALITY Project Execution

- 27. It remains at TOTALITY's sole discretion to decide how to use the received Contributions to develop and execute the TOTALITY Project.
- 28. The Contributor understands and accepts that he/she does not have any influence over the governance of TOTALITY.
- 29. TOTALITY has the right to engage subcontractors to perform some or all of the development and execution of the TOTALITY Project.
- 30. The Contributor understands and accepts that the TOTALITY Network is undergoing substantial development which may involve significant conceptual, technical and commercial changes before release.

#### 6. Audit of the Contribution Software

- 31. The Contribution Software has been, on a reasonable effort basis, audited and approved by technical experts with regard to their functionality. The technical experts have further confirmed that the Contribution Software has, with regard to both accuracy and security, been programmed according to the current state of the art.
- 32. However, the Contributor understands and accepts that the used software and technology is still in an early development stage and its application is of an experimental nature which carries significant operational, technological, financial, regulatory and reputational risks. Accordingly, while the conducted audit raises the level of security and accuracy, the Contributor understands and accepts that the audit does not amount to any form of warranty, including direct or indirect warranties that the Contribution Software is fit

for a particular purpose or do not contain any weaknesses, vulnerabilities or bugs which could cause, inter alia, the complete loss of BTC and/or TOTA.

#### 7. Risks

33. The Contributor understands and accepts the risks in connection with the Contribution to TOTALITY, and/or with the allocation, use and ownership of TOTA. In particular, but without being limited to these examples, the Contributor understands the inherent risks set forth above and hereinafter:

- Risk of software weaknesses: The Contributor understands and accepts that the underlying software application and software platform, the TOTALITY Network, the Client, the Contribution Software, and other involved software and technology and technical concepts and theories are still in an early development stage and unproven. There is no warranty that the process for receipt, use and ownership of TOTA will be uninterrupted or error-free and that there is an inherent risk that the software and related technologies and theories could contain weaknesses, vulnerabilities or bugs causing, inter alia, the complete loss of TOTA.
- Regulatory risk: The Contributor understands and accepts that blockchain technologies allow new forms of interaction and that it is possible that certain jurisdictions will apply existing regulations on, or introduce new regulations addressing, blockchain technology-based applications, which may be contrary to the current setup of the CSS and which may, inter alia, result in substantial modifications of the TOTALITY Network, including its termination and the loss of TOTA for the Contributor. Further, the Contributor accepts and bears the risks with respect to US regulations that may regulate Contribution and/or potential custody of TOTA.
- Risk of abandonment / lack of success: The Contributor understands and accepts that the allocation of TOTA and the development of the TOTALITY Network may be abandoned for a number of reasons, including lack of interest from industry and/or the public, lack of funding, lack of commercial success or prospects (e.g. caused by competing projects). The Contributor therefore understands that there is no assurance that, even if the TOTALITY Network is partially or fully developed and launched, the Contributor will receive any functionality through the TOTA held by him/her.
- Risk associated with other applications: The Contributor understands and accepts that the TOTALITY Network may give rise to other, alternative projects, promoted by unaffiliated third parties, under which TOTA will have no intrinsic value.
- Risk of loss of 12 word passphrase. TOTA may only be accessed using a 12 word
   Passphrase that corresponds to the address at which it is stored. The Contributor

understands and accepts that if this passphrase is lost or stolen, the obtained TOTA associated with the Contributor's address will be unrecoverable and will be permanently lost.

- Risk of theft: The Contributor understands and accepts that the underlying software application and software platform, the TOTALITY Network, the Client, the Contribution Software, other involved software, other technology components and/or platforms may be exposed to attacks by hackers or other individuals that could result in theft of loss of TOTA, or the theft or loss of Contributions, impacting the ability to develop and launch the TOTALITY Network.
- Risk of blockchain mining attacks: The Contributor understands and accepts that, as with other public blockchain-based systems that depend on independent miners, the TOTALITY Network may be susceptible to mining attacks. These may include, but not limited to double-spend attacks, majority mining power attacks, "selfish-mining" attacks, and race condition attacks. Any successful attacks present a risk to the TOTALITY Network, expected proper execution and sequencing of TOTA transactions, and expected proper execution and sequencing of software computations.
- Risk of governance attacks and failure: The Contributor understands and accepts that the TOTALITY Network uses an in-built decentralized governance system ("Governance System"). It is possible that the Governance System adopts proposals that have an adverse effect on the useful functioning of the TOTALITY Network and/or the value of TOTA. If the Governance System is attacked, or becomes controlled either directly or indirectly by some party or parties that make unwise decisions, or the community generally makes unwise decisions, the value of TOTA held by a Contributor might be greatly reduced or even permanently lost.

#### 8. Taxation

34. The Contributor bears the sole responsibility for determining if his Contribution to TOTALITY, the allocation, use or ownership of TOTA, the potential appreciation or depreciation in the value of TOTA over time (if any), the sale and purchase of TOTA and/or any other action or transaction related to the TOTALITY Network have tax implications for him/her.

35. By donating to TOTALITY, and/or by receiving, using or holding TOTA, and to the extent permitted by law, the Contributor agrees not to hold any third party (including developers, auditors, contractors or founders) liable for any tax liability associated with or arising from the Contribution to TOTALITY, the allocation, use or ownership of TOTA or any other action or transaction related to the TOTALITY Network.

## 9. No Liability

- 36. The Contributor acknowledges and agrees that, to the fullest extent permitted by any applicable law, the Contributor will not hold TOTALITY, any developers, auditors, contractors or founders and/or the TOTALITY Network liable for any and all damages or injury whatsoever caused by or related to the use of, or the inability to use, the Contribution Software, the TOTA or the TOTALITY Network under any cause or action whatsoever of any kind in any jurisdiction, including, without limitation, actions for breach of warranty, breach of contract or tort (including negligence) and that developers, auditors, contractors or founders of the Contribution Software, the TOTA or the TOTALITY Network shall not be liable for any indirect, incidental, special, exemplary or consequential damages, including for loss of profits, goodwill or data, in any way whatsoever arising out of the use of, or the inability to use of the Contribution Software, the TOTA or the TOTALITY Network.
- 37. The Contributor further specifically acknowledges that TOTALITY and developers, auditors, contractors or founders of the Contribution Software, the TOTA or the TOTALITY Network are not liable, and the Contributor agrees not to seek to hold them liable, for the conduct of third parties, including other creators of TOTA, and that the risk of creating, holding and using TOTA rests entirely with the Contributor.
- 38. By receiving, holding or using TOTA, and to the extent permitted by law, the Contributor agrees not to hold any third party (including, without limitation, TOTALITY, developers, auditors, contractors or founders) liable for any regulatory implications or liability associated with or arising from the allocation, ownership or use of TOTA or any other action or transaction related to the TOTALITY Network.

## 10. Miscellaneous

- 39. The Contributor agrees that if any portion of these Terms is found illegal or unenforceable, in whole or in part, such provision shall, as to such jurisdiction, be ineffective solely to the extent of such determination of invalidity or unenforceability without affecting the validity or enforceability thereof in any other manner or jurisdiction and without affecting the remaining provisions of the Terms, which shall continue to be in full force and effect.
- 40. The Terms govern the Contributions to TOTALITY, and the allocation, use and holding of TOTA and supersede any public statements about the launch of TOTALITY Network and/or the TOTA made by anyone in the past, present and future.
- 41. As of September 17, 2018, the applicable law is U.S. law. Any dispute arising out of or in connection with the creation of the TOTA and the development and execution of the TOTALITY Network shall be exclusively and finally settled by the ordinary courts of Cincinnati, Ohio. The official jurisdiction for the ICO launch has yet to be determined.

42. TOTALITY reserves the right to change any of these terms of this agreement for any reason at any time with or without any notice to Contributors.

## Who is TOTALITY?

#### **Founders**

Chrysalis Johnson | TOTALITY CEO | BSM CryptoTech Owner Alex Petry | TOTALITY CFO | CoinTradeProWebmaster Zafeiris Loulourgas | TOTALITY CTO | LRG Software Owner

#### **Team**

Clayton Wineman | TOTALITY CRO | Wineman Consulting Owner
Sadnha Singh | TOTALITY Lead PHP Developer | Freelance PHP Expert
Vance McKim | TOTALITY Video Ambassador | Crypto Millionaires Club Influencer
Anas Tahri | TOTALITY Laravel Developer | Freelance Laravel Expert
Martin Wright | TOTALITY Database Admin | JD Aqua Dev Owner

#### **Advisors**

Darin Smith
Daniel Aquas
Ola Ogunseye
Tanesha King
Jonathan Fonseca

## **TOTA Makers Co-op**

Those who have contributed the most energy, money, and time into the project should control the destiny of the project.

We have created a sub-group within TOTALITY called the TOTA Makers Co-op to help maintain an ample supply of tokens on the open market.

Participation is voluntary, however, there are four reasons a TOTA Whale would join:

- 1. The Co-op will be alloted a huge number of bounty tokens at the ICO date.
- 2. Co-op members can purchase bulk tokens at a huge discount.
- 3. Holders of large quantities of tokens may wish to remain anonymous.
- 4. Co-op members are eligible to vote on important economic policies.

#### Details:

• Anyone who is holding at least 1,000,000 TOTA can join.

- There will be a total of 100 votes allocated to MMC members. The MMC shares voting power with the Founders. Each group holds 50% of the 200 votes. Each vote is represented by a special token.
- Members can remain anonymous.

## The Problem

Societies all over the world are falling apart at the seams. Financial decline, social decline, and a general dissatisfaction among the masses are spreading like viral videos. Almost everyone blames someone else for their misery in an endless loop of hopelessness. None of our politicians, religious leaders, or celebrities have any viable answers. This paradigm simply won't last much longer.

We need a new way of dealing with ALL of our problems at once. Instead of looking at them as isolated issues, we look at them in TOTALITY. Once you reverse engineer the programming and propaganda, you can see the root of our misery. Humans are evolving into something inorganic. And unfortunately, the internet is the major facilitator. **TOTALITY will solve this problem by simply providing a more conducive space for humans to evolve**. By being completely isolated from the internet, we can control our own destiny. No hackers. No censorship. No viruses.

Humans are also being attacked on a molecular level. We are constantly exposed to enormous amounts of electromagnetic waves. And it's only getting worse. An all-encompassing 5G smart grid is being introduced to our reality. Once it is complete, every single inch of our country will be covered in a web of DNA-altering, high frequency waves. The proponents of 5G want to electronically integrate our entire lives with devices and apps. This is fine for those who enjoy complete immersion in tech gadgets. But what about the rest of us? What about those of us who still value the idea of basic human experiences and growth? Do we have a say in the matter?

## The Solution

At some point, humans will have to make some tough decisions.

Convenience or survival.

Cheap thrills or a legacy.

Constant, short lived euphoria or Lasting abundance.

The questions you have to ask yourself:

Should I make those decisions for myself? Or

Will I follow groupthink and hope for the best?

Your only hope is to find the time, support, and resources to critically analyze the situation. The **TOTALITY Ecosystem is designed to provide the tools you need to move forward.** 

You don't have to worry about the vile distractions on social media.

You won't waste time aimlessly surfing the web.

Your body won't be bombarded with all types of waves and frequencies.

Accessing this platform is not only FREE, you can build a business within the platform.

There are entrepreneurs who are building brands based on TOTALITY values right now.

App developers and data scientists are pushing their best work to OUR Github repo.

This collaborative energy is only going to grow with time.

## **Expansion Plan**

#### The marketing machine

One of the most powerful core competencies of the TOTALITY project is expert online marketing. The majority of these functions will be handled by the sister company of BSM CryptoTech, Strategic Visionary Promotions. SVP has been launching successful awareness campaigns for the past five years.

Here are a few of the top cross-profile, social media accomplishments:

- 1. Over 1,000 Youtube Subscribers.
- 2. Over 500,000 Youtube views.
- 3. Over 500,000 Facebook video views.
- 4. Over 10,000 member Facebook audience.
- 5. Over 5.000 member Twitter audience.

#### **Total Online Brand Immersion**

SVP is known primarily as an unconventional (guerilla) marketing firm. We have a proven track record of online dominance. One of our unique strategies is called Total Online Brand Immersion (TOBI). TOBI involves:

- 1. Advanced video SEO.
- 2. Expert social media research.
- 3. Massive automated promotional campaigns.
- 4. Paid syndication by freelancers.

Everyone in TOTALITY has access to all of our marketing resources.

#### **U.S. TOTALITY #TOTATOKENSALE Tour**

Online marketing is always the preferred method of introducing a brand to the masses. However, we must always keep the ultimate outcome in mind. The full impact of our work will not be felt until we are communicating *offline*. This requires a grassroots outreach effort. The U.S. TOTALITY #TOTATOKENSALE Tour ( #UST3) is a series of private events that will bring the ecosystem together in a more meaningful way. We all have heard the old saying, "The majority of communication is nonverbal." TOTALITY is reviving the lost art of sharing real human connections.

These closed-door meetings will set the tone for our organic expansion. There are physical items that are required to construct a truly Internet-Excluded Network. Some of these items will be offered online, most will not. Attendees will receive these valuable artifacts before other members of the community. These items include:

- 1. Limited run TOTALITY silver rounds.
- 2. EMF blocking stones and instructions on best practices.

3. A physical key to the alpha version of the Internet-Excluded Network. Due to the sensitive nature of our technology development model, there will be restrictions on who is allowed access to the alpha version of the IEN. Trust is the most important factor in building a sustainable infrastructure.

## Roadmap

Due to the various contingencies presented in this document, the first draft of the Roadmap will be very brief. Here is what is planned for the Pre-sale period:

September 1, 2018 | Pre-sale begins
September 17, 2018 | 1st Draft White paper
September 28, 2018 | AirDrop
October 20, 2018 | MVP testing begins
October 26, 2018 | AirDrop
November 30, 2018 | AirDrop
December 25, 2018 | Final Draft White Paper
December 28, 2018 | AirDrop
December 31, 2018 | BIG ANNOUNCEMENT
January 1, 2019 | Pre-ICO Begins

## **Exit Plan**

#### Rationale

The #TOTATOKENSALE is being primarily promoted in the cryptocurrency/ICO spaces. However, as of September 17, 2018, we have no official legal structure, corporate charter, articles of incorporation, or official headquarters. The decision to begin allocating tokens before fully establishing a formal structure was made for the following reasons:

- We want to the company headquarters to be located in a crypto-friendly jurisdiction. At this time, we have no team members, advisors, or founders who live in a suitable location.
- 2. There are several potential technology partners who are interested in forming an alliance. However, they will only contribute substantial resources to the project if we can build a minimum viable userbase. 50,000 token holders is the agreed upon benchmark.
- 3. The future of cryptocurrency space is uncertain. Many of the top "experts" are spreading a negative tone that is quickly becoming a wide spread narrative. This may have a detrimental effect on the entire ICO industry.
- 4. There is a great deal of regulatory risk. The SEC has the power to cripple the cryptocurrency space. A heavy-handed legal action could end the current era of ICO funding.

#### **Scenarios**

Taking all of these factors into consideration, we have devised four possible exit plan scenarios:

- 1. We will be actively exploring traditional funding. We have already met with Coplex and Wunderfund about securing a round of seed funding. If an angel or VC wants to buy TOTALITY or provide a significant infusion of cash, we will strongly consider it. A major liquidity event would trigger a complete token burn. All token holders would burn their TOTA for BTC at a rate of 0.02 BTC per 1000 TOTA. We would then fully restructure the project and cancel the ICO.
- 2. As we build a massive userbase, another tech firm may wish to buy it from us. We may sell it to them. This scenario would only be considered if:
  - ICO market conditions become too hostile to continue following the ICO roadmap.
  - Fundraising efforts don't produce enough revenue to the expenses of the project.
  - Market demand does not meet our expectations.

If we sell the userbase, this would trigger a complete token burn. All token holders would burn their TOTA for BTC at a rate of 0.02 BTC per 1000 TOTA. The project in its current form would be dissolved and the ICO would be cancelled.

- 3. There is a chance a company or individual may wish to purchase the entire TOTALITY Brand. If market conditions, revenue numbers, and demand levels are unfavorable, this scenario is possibly the most favorable. We will negotiate generous payouts for the founders, Team, and Advisors. The direction of the project will be at the discretion of the new owners. They may wish to initiate a complete token burn or some other drastic changes in the terms.
- 4. If everything goes as planned. We meet our milestones and generate enough revenue to move into the ICO stage. We will handle all of the formalities required to launch a fully compliant ICO. The Founders and Advisors will set benchmarks to continuously assess the viability of the project.

As of September 17, 2018, the Founders are planning to make exit scenario one or four come to fruition. However, we have to take everything into consideration when making decisions that will affect thousands of people. Issues of this magnitude will be handled via vote by the Founders and TOTA Maker's Co-op.

## **MVP Plan**

#### **Functions**

As stated above, the purpose of TOTALITY is to bring a community of like minded people together. As soon as the number of token holders reaches 1,000, we will begin alpha testing of a fully integrated MVP. As the userbase grows, we will gradually integrate different services and features. Intialially, users will need an internet connection and browser interface to access our MVP platform. Eventually, this platform will be the template for future internet-excluded networks. These are the stages of integration of this initial deployment:

- 1. Content distribution and social sharing functionality.
- 2. Crypto trading functionality.
- 3. Forex trading functionality.

- 4. Gambling functionality.
- 5. Permissionless cross-functional alpha testing.
- 6. Permissionless cross-functional beta testing.

#### Rationale

As much as we look forward to a future filled with Internet-Excluded gadgets and other advanced technologies, we must first focus on current affairs. We need a user interface that can be tested and perfected using the energy generated by the #TOTATOKENSALE. We already have the entire MVP in our codebase. We just need to integrate it into a singular, secure, application. This lean production/development model will soon become the gold standard for software deployment projects.

## **Legal/Terms**

Please read the TOTALITY Terms for the most up-to-date legal info for the project. <a href="https://www.docdroid.net/YpYf16R/totality-tos.docx">https://www.docdroid.net/YpYf16R/totality-tos.docx</a>

## **Considerations**

This first draft White Paper only provides the a tiny glimpse into the potential greatness TOTALITY will manifest. To truly understand and appreciate what we are doing, you need to follow the social posts, videos, interviews, and media coverage.

You can always find the latest info simply by copy/pasting #TOTATOKENSALE into your favorite search engine or social media search bar.

Every single day, there is a new connection being made or a new process that is implemented. This is truly the essence of organic growth in the 21st century. This is TOTALITY.

For inquiries contact ico@totality.vision