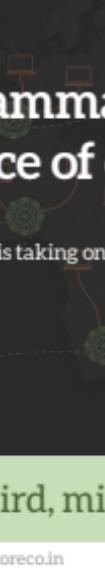


1 Billion STORE tokens authorized



Receive a Reward of 3 Token Incentives

## A zero-fee, programmable cryptocurrency with a Governance of checks and balances

If Ripple is taking on SWIFT, Storecoin is taking on the \$21 Trillion debit and credit card markets.

Get invited to our third, milestone-based token sale

Enter your email address at [www.storeco.in](http://www.storeco.in)

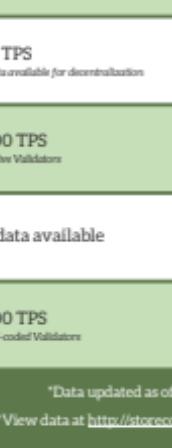
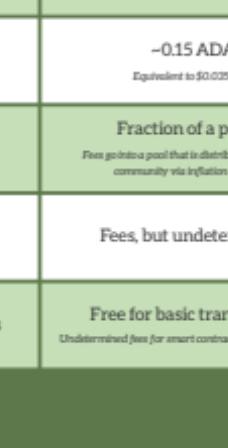
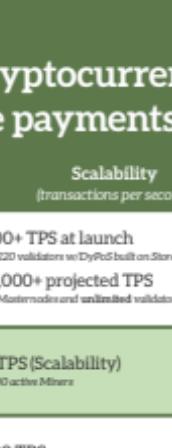
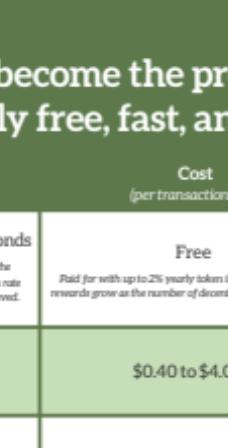
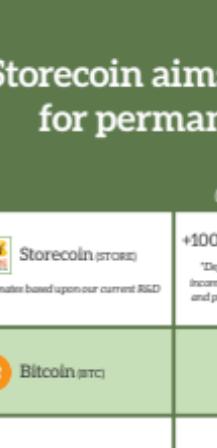
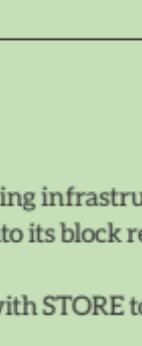
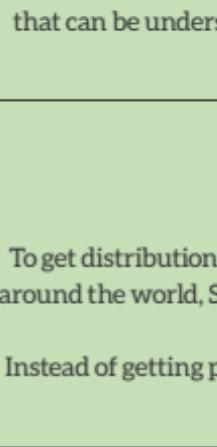
GET STARTED

KYC/AML checks are required for securities law compliance

## Our Vision

To become zero-fee, programmable payments infrastructure for the globe.

## Our Token Partners



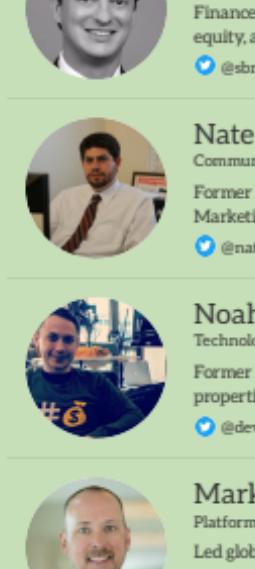
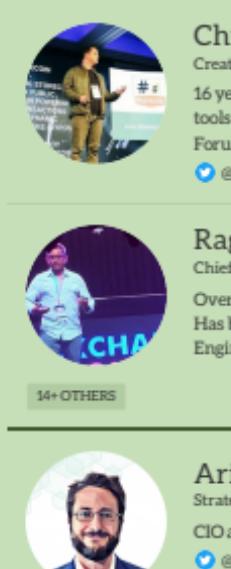
## Our Mission

To expand commerce and trade by eliminating transaction fees.

#\$ Storecoin: A zero-fee, programmable cryptocurrency with a Governance of checks and balances.

- ✓ Zero-Fee Payments Infrastructure - A new Dynamic Proof of Stake-based public blockchain (not a dApp or DAG)
- ✓ Fast - +5,000 transactions per second (TPS) at launch
- ✓ Adaptive - Parallel and pipelined block production enables increasingly faster throughput (scalability)
- ✓ Decentralized - On a path to unlimited nodes validating p2p transactions
- ✓ Censorship Resistant - On a path to defeating sovereign-grade attacks
- ✓ Secure - Byzantine Fault Tolerance up to 1/3 malicious nodes with continuous on-chain monitoring for bad actors
- ✓ Centralization is Prevented - Nodes are limited to earning 5% of the block reward no matter their stake size
- ✓ A Store-of-Value - Up to 51% of circulating token supply can be staked, providing security
- ✓ A Medium-of-Exchange - 49% can be available for zero-fee payments, giving utility
- ✓ Inflation Pays Fees - Up to 2% added yearly to the genesis token supply incentivizes consensus, security, more
- ✓ Leaderless - All nodes participating in decentralized work are rewarded for their contributions - on every block
- ✓ Governance - A checks-and-balances Governance to change features, leadership, and monetary policy
- ✓ No Plutocracy! - In Governance, it's one node equals only one vote
- ✓ Apps not dApps - Zero-fee \$STORE payments and incentivized APIs inside of web and mobile apps (WebC)
- ✓ Then, Cash Registers - On a long-term path to bringing zero-fee \$STORE payments into retail cash registers
- ✓ Global Distribution - Banks and processors will be paid in \$STORE block rewards instead of transaction fees
- ✓ Community - Already in 56 countries and rapidly expanding - global meet-ups are next
- ✓ Ecosystem Fund - Will grow the security, adoption, and liquidity of \$STORE - all around the world

## Our Core Team is spreading \$STORE globally



Join us: <http://storeco.in/community>

## The Problem

When accepting payments from credit and debit card networks, Merchants and App Developers pay fees of +2.5% plus \$0.30 for every transaction.

Merchants and Developers hate these fees.

## The Opportunity

These transaction fees represent a \$21 Trillion global opportunity for a trusted, high-throughput, and censorship-resistant cryptocurrency.

## Our Solution

**Storecoin:** The world's first-ever zero-fee, programmable cryptocurrency that is decentralized, fast, secure, and supported by an enterprise-grade Governance that can be understood and trusted by the largest organizations in the world.

## Why it Matters

To get distribution into cash registers, App Stores, and banking infrastructure around the world, Storecoin will cut distribution partners into its block reward.

Instead of getting paid by transaction fees, they'll get paid with \$STORE tokens.

## How Storecoin Wins

Making programmable, p2p payments zero-fee while still generating revenue for its banking and financial partners is how Storecoin competes with VISA-like networks and beyond.

**Storecoin aims to become the preferred cryptocurrency for permanently free, fast, and scalable payments**

	Speed (per block)	Cost (per transaction fee)	Scalability (transactions per second)
Storecoin (\$STORE) *Estimates based upon current hard fork	+100 milliseconds *Dependent upon the increasing transaction rate and number of validators	Free Paid for with up to 25% node inflation. Inflationary rewards grow as the number of decentralized workers grows.	5,000+ TPS at launch using 220+ validators or 2500+ miners (Blockchains 100,000+ projected TPS using 100+ validators with DPFs)
Bitcoin (BTC)	10 mins	\$0.40 to \$4.00+	3-7 TPS (Scalability) +22,000 active miners
Ethereum (ETH)	13-15 secs	\$0.16 to \$0.33+	15-20 TPS +21,000 active miners
Dash (DASH)	2-6.5 mins	\$0.39 to \$0.58+	48 TPS +4,600 active miners
EOS (EOS) *From whitepaper and blog posts	0.5 secs	Paid for with 5% yearly token inflation. Developers must buy and stake tokens to receive rewards (paid monthly)	No data available, 50,000 claimed 22 million Block Producers
Ripple (XRP)	2-4 secs	0.00001 KRP Equivalent to a fraction of a cent	1,500 TPS +20,000 validators
Cardano (ADA) *From whitepaper and blog posts	20 secs	-0.15 ADA Equivalent to \$0.01 USD	No data available for mainnet validation
Stellar (XLM)	3-5 secs	Fraction of a cent paid via inflation pending	1,000 TPS 22 active Validators
Tezos (XTZ) *From whitepaper and blog posts	60 secs	Fees, but undetermined	No data available
NEO (NEO)	15-24 secs	Free for basic transactions Undetermined fees for smart contract transactions	1,000 TPS 7 hard coded Validators

\*Data updated as of March 2018  
\*View data at <http://storeco.in/comparison>

## How Storecoin compares to traditional, fiat-powered payment infrastructure

Payment System Speed Cost Scalability (transactions per second)

	Speed	Cost (per transaction fee)	Scalability (transactions per second)
Storecoin (\$STORE) *Estimates based upon current hard fork	+100 milliseconds	Free Paid for with up to 25% node inflation. Inflationary rewards grow as the number of decentralized workers grows.	5,000+ TPS at launch using 220+ validators or 2500+ miners (Blockchains 100,000+ projected TPS using 100+ validators with DPFs)
VISA	Swipe Card: < 2 secs Chip Card: 5 secs	\$0.40 plus a 1.5% of transaction fee	Up to 24,000 TPS 1,000 network endpoints
PayPal	Less than 1 seconds for PayPal but 3-4 days for banks to process	\$0.30 plus 2.9%, varies for foreign payments	450 TPS Centralized servers hosted by PayPal
Stripe	Near-instant	2.9% plus \$0.10 each successful charge	20 (rate-limited by Stripe) 20+ external payment gateways
Western Union	A few minutes to a few days	10% for small transactions 1% for larger transactions	30 TPS Centralized servers hosted by Western Union 20,000+ locations
SWIFT	1 to 5 days	\$15-\$35 for Domestic \$15-\$45 for International	350 TPS Provides communication for 10,000,000+ institutions

\*Data updated as of March 2018  
\*View data at <http://storeco.in/comparison>

## How We're Different

We believe zero-fee transactions, decentralization, and high-throughput need to co-exist before the global adoption of cryptocurrencies will occur.

We also believe the three cannot co-exist without a new approach to block production, flexible economic incentives, high levels of on-chain security, credibly low inflation, and a checks and balances-based Governance system all working together.

Storecoin is on a path to integrating these into its Dynamic Proof of Stake protocol (DyPoS).

## What others are saying about Storecoin

jason @jason  
Replying to @APompliano @RhizAboveIt  
Tell me the top three

16 Feb

Pomp @APompliano  
Personally think Carbon, Storecoin, Origin Protocol, Dharma Protocol, and Mainframe are all interesting combinations of real tech, impressive founders and serious market opportunities.

4:59 AM - Feb 16, 2018

15 people are talking about this

Storecoin is the only cryptocurrency I've seen that has the durable mechanisms and governance that one would expect of a mature global reserve fiat currency, while simultaneously addressing inflation concerns.

Cryptocurrency is an essential tool for disintermediating oppressive rentier financial systems and their captive, asleep-at-the-switch regulators in a variety of countries, and I want to see it succeed in general for that reason. But crypto\$ that feels understandable to and usable by ordinary people relative to their experience with US dollars, with the perceived safety of US dollars, is really needed for the global middle class to truly support crypto. Storecoin has a shot at making this happen.



@mattock

Digital Constitutions are tricky. This is exactly why the US has judicial system - to interpret the constitution. All of this makes me increasingly bullish on long term prospects for @storecoin - modelling governance after US checks and balances

10:56 PM - Dec 19, 2017

5 people like this

Kyle Samani @KyleSamani  
Digital constitutions are tricky. This is exactly why the US has judicial system - to interpret the constitution. All of this makes me increasingly bullish on long term prospects for @storecoin - modelling governance after US checks and balances

10:56 PM - Dec 19, 2017

As well-known crypto commentator Nic Carter mused, "Creating a cryptocurrency corrupts... creating a billion-dollar cryptocurrency corrupts absolutely." Due to the huge economic incentives at stake, getting token-holders to act in the interests of the community, rather than fixating on their own pecuniary gains, is a tall order. Storecoin is a zero-fee, high throughput blockchain whose most interesting feature is not a technical one – it's a human one.

Its creator, Chris McCoy, explains: "For today's public blockchains to move past prototypes and low usage dApps - to where entities trust a decentralized blockchain enough to process \$10 million+ of utility-based daily transaction volume - blockchains need an enforceable rules engine that has no centralization of power, and that is censorship resistant.

To shape the future of trade and commerce, blockchains need an enterprise-grade governance model that is trusted, enforceable, and reaches finality in a democratic process."

Storecoin's governance is inspired by the US constitution, with consensus on change, McCoy explains, "reached by four separate branches that check and balance each other on protocol-level, key people, and monetary policy decisions." Another blockchain that relies on a constitution, EOS, has come in for flak, prompting its founder Dan Larimer to return to the drawing board to draft a new one. MakerDAO, meanwhile, has been conducting deep research into a "governance risk framework" that aims to diversify trust in trustless systems.

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All money is trust, and belief in \$STORE is on the rise!

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Crypto Finance Conference

Future of Blockchain

Coin Agenda Europe

CPC Crypto DevCon

Distributed 2018

CryptoShift Recruiting Event

Scaling 2018

Mountain View CA

San Francisco CA

July 2018

Blockchain DevCon

Blockchain Dev