

circum.world



BRINGING THE CASH
ECONOMY ONLINE



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Overview

Cash is king. But not all cash is equal. Physical cash is increasingly limited and quickly becoming redundant, as everything we want is online. Though imagine a world without access to plastic cards, online payments and online shopping. Imagine being limited to only the products and pricing available from merchants that you can physically access.

As unimaginable as it is for most of us in the developed world, this is reality for much of the world's population that is still solely dependent on physical cash as their only means of transacting. It disadvantages people that are already disadvantaged, and also means that a great volume of potential commerce remains locked.

The circum.world vision begins with turning physical cash into digital cash without the need for users to hold accounts with traditional financial intermediaries. This simple concept alone has the potential to bring 98% of the world's transactions into the 21st century and provide the associated cash holders with purchasing freedoms that the rest of us take for granted.

The circum.world founders have already achieved significant success with this concept in a previous venture that they created, launched and grew in South-East Asia to a user-base of over 14 million people that have completed over 45 million transactions to date.

With the benefit of this experience, knowledge, technologies, contacts, and now incorporating blockchain, the team is launching an upgraded platform that they believe will dwarf their successes to date.

circum.world seeks to provide individuals with direct control over their finances and personal data as well as allow any two parties to seamlessly exchange, pay or trade multiple types of stored value in a frictionless point-to-point manner. Users will have the opportunity to transfer their money into the network bypassing banks and other financial institutions.

circum.world ultimately intends to build out the solution to provide a globally accessible and innovative value exchange network that allows all members of the commerce community to freely, securely and effectively transact with each node in a point-to-point network.

Furthermore, aside from the direct benefits of being able to participate online, the network core value lies in the opportunity for merchants to communicate with people by launching exclusive merchant offers linked to crypto token rewards.

By bringing their deep understanding and years of experience in 'banking the unbanked' in developing economies the circum.world team is intent on transforming the modern financial industry by empowering the cash economy to freely and securely access and manage their online transactions and finances.



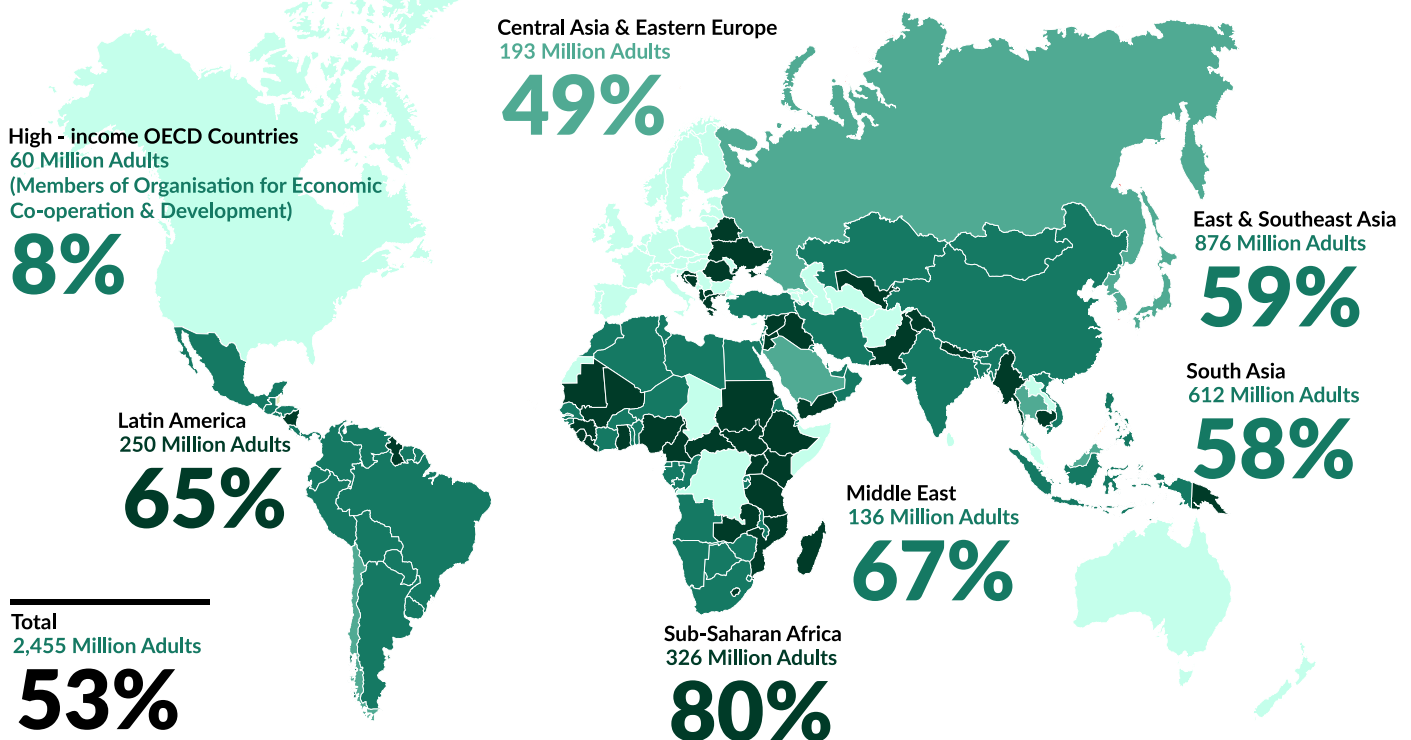
The Challenge

Billions of people around the world do not have adequate, or any access to traditional banking or payment capabilities. In fact over two billion adults remain fully unbanked, that is, without an account at a financial institution or a mobile money provider. This number further skyrockets to over 4 billion people when addressing the total global population who to date either choose not to, or have no means to access the digital economy. This effectively leaves them sitting on the sidelines of the digital economy at the mercy of the products and pricing available in their local vicinity, and with online merchants only reaching a minority percentage of the global population.

Percentage of total adult population who do not use formal or semiformal financial services.

0-25% 26-50% 51-75% 76-100%

Estimates Used to Calculate Regional Averages



Cash has some major inherent shortcomings:

- Chained to physical locations
- Easily damaged, lost or stolen
- High risk of theft or loss
- Difficult to track
- Costly to manage
- Immobile in larger quantities
- Generally confined to purchases in the same currency
- Cannot become more valuable than its face value through smart programming



The commerce issue is larger than just cash

Traditional banking and payment industries have attempted to evolve through digitalisation, however they have neither been overly innovative nor disruptive in their application, instead choosing to remain within their own lucrative comfort zones. Innovation to date has essentially been taking existing services “online” with little change or advancement to business models or systems.

However the challenge for the new revolution, in a quest to do away with the layers of old-world ‘trusted’ intermediaries, is to maintain that trust, whether or not that trust is real or only perceived.

The Opportunity

Fintech continues to see massive growth in the mobile payments space. According to Statista, annual payment revenues are anticipated to reach \$1.03 Tn USD by 2019 and grow to \$1.77 Tn USD by 2024. Even so, this still only accounts for a mere 2.5% of the overall addressable commerce market.

The environment for innovative solutions is ready, especially in SE Asia where:

\$25Tn

Consumer spending potential is projected at a staggering \$25 trillion (USD) by 2020, representing well over 40% of the global consumer spending.

52%

The global wealth balance is shifting from West to East through a rising Asian middle class with more disposable income and represents 52% of the world's population.

\$338Bn

Thanks in large part to the ubiquitous smartphone, the mobile payment technologies market around the globe is expected to increase from \$338 billion in 2015 to \$1,773 billion in 2024.¹

2020

In the U.S., mobile wallets are expected to surpass the use of both credit and debit cards by 2020.²

70%

Seventy percent of millennials identify rewards and/or discounts as the most compelling motivational factors for making mobile payments.³

UN

Digitisation of payments and remittance is a global goal of the UN to combat financial exclusion.



circum.world Solution

circum.world offers a clean slate to build a highly scalable commerce community allowing everyone to participate by tying payments to rewards. By leveraging blockchain, peer-to-peer and point-to-point distributed solutions across a network economy, a leapfrog moment is presented for the emerging markets model to become the “dominant design” for the next generation of financial services applications.

By embarking on the circum.network, any two parties will be able to easily, safely and efficiently trade, exchange and pay in a point-to-point transaction model and a tighter value chain, that means, less ticket clipping and data scraping intermediaries in the way.

Users will be able to choose to engage with brands, advertisers and merchants in return for real reward for their time in the network, paying attention to brand offers or responding to calls to action.

Advertising, social media and marketing analytics has played a huge role in transforming the information and business landscape however, its becoming increasingly common knowledge that industry participants are scraping and utilising consumer data for their own monetisation. circum.world breaks this paradigm by empowering the consumer to own, control and ultimately monetise their data and attention, in a secure and safe manner. This is a once-only opportunity to shield the unbanked and newly online from the prevailing digital exploitation engines.

Key solution themes

i

Mass market monetisation

Help to monetise the mass market that is the unbanked, through a solution that seeks to serve the best interests of both the consumers and the merchants.

ii

Drive more people into economic participation

Provide global access to anyone with a mobile phone in order to participate in the digital economy, without the prohibitive costs and infrastructure required for today's legacy banking and payments industry.

iii

Disrupt the payment fee business model

Disrupt the payment industry by offering low, and zero fee models to encourage merchant adoption.

vi

Support for open innovation

Provide a commerce platform to allow others to build, innovate and continue to evolve the value-add proposition of the community. Develop, co-develop and deploy additional value added services to an active community driving additional revenue opportunities to Circum.

v

Putting the power and data in the hands of the people through:

1. An opt-in model to earn for participating, while allowing merchants to engage with consumers at their discretion and direct calls to action;
2. The meshing together of the payments, loyalty, targeted marketing and advertising space to form a new world of commerce, simplified through community;
3. A secondary market for trading tokens for attention.

iv

Drive adoption via payments with benefits model

Provide an easy-to-use and heavily incentivised solution that allows individual members in the community to transact via mobile and puts consumers in full control over the management of their own digital finances.



Tokenomics

In order to deliver on a low/no fee peer to peer and commerce transaction system, circum.world is building a token solution to be operated by the community. circum.world's token solution will comprise of both a collectible (ERC721) platform and a token (ERC20) solution. Collectibles will form the basis of affiliate outreach and rewards for customer loyalty while tokens will form the basis of rewards paid to brand champions for helping the business grow its customer base.

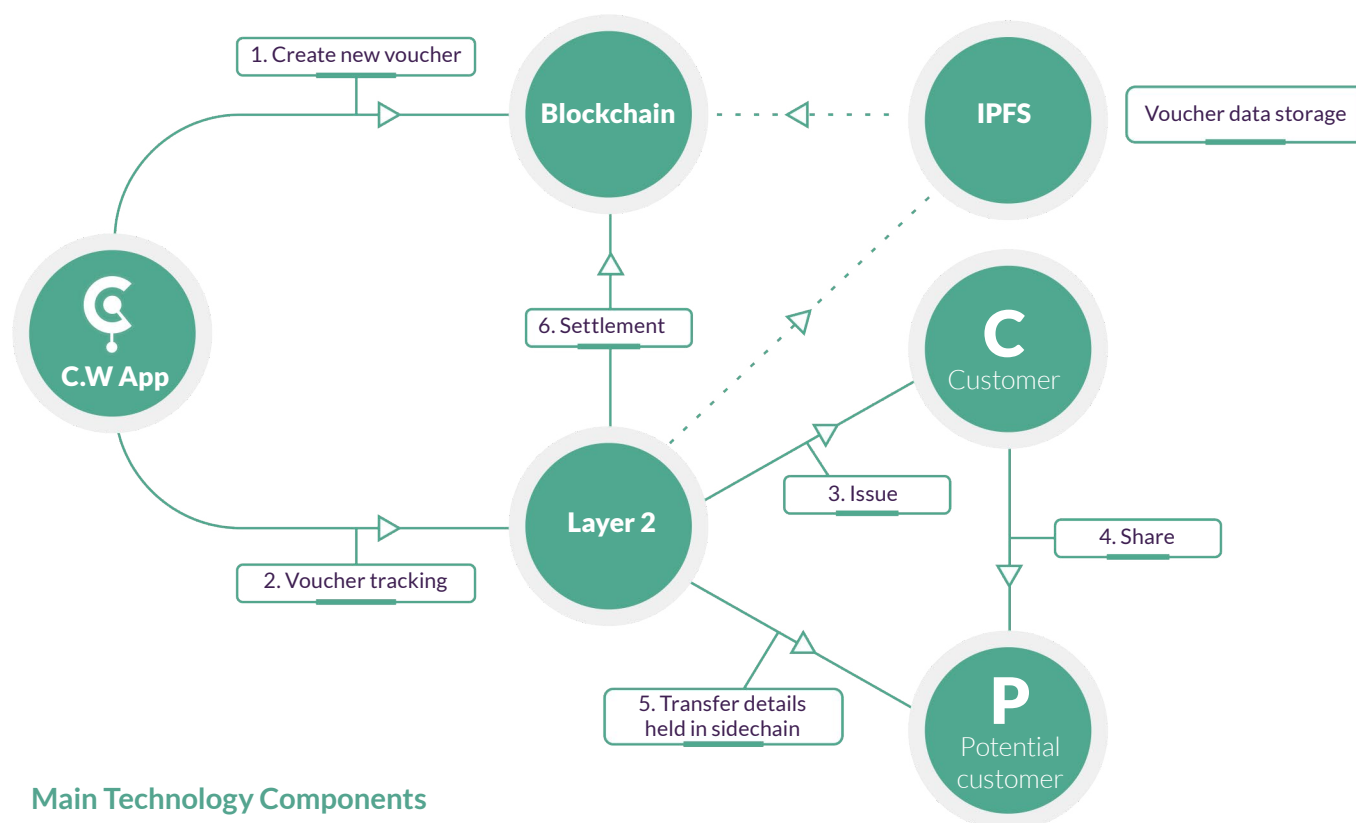
The token

The underlying currency that powers collectibles
When rewards are distributed in the collectible examples above, they will be in the form of the ERC20 token (CIRCM) being sold in the current token sale
The tokens will be used by merchants to issue vouchers
Tokens will be used by end users to purchase goods and services from merchants
Tokens can be directly transacted between peers via the circum.world wallet
Tokens will be exchangeable for fiat directly through the circum.world wallet or third party exchanges

The collectibles (vouchers)

Merchants can reward their customers with digital and tradeable vouchers (reactive post payment model - whereby the collectibles portal is opened as the customer completes the product purchase). Vouchers when spent by the original purchasing customer is simply a standard monetary voucher - ie a pricing discount of some form - eg 2 for 1, 25% off
If the customer passes on the voucher to someone else then the customer is rewarded when the voucher is redeemed
Merchants may also pass on a batch of vouchers to people as a promotional tool to encourage business visitation (proactive model)
Vouchers may contain relevant messages and information such as a google maps link
Vouchers may expire, or include limits and other embedded conditions
Vouchers become a form of marketing and loyalty combined. Like a punch card with an address and a free coffee already available.

Technical Flow



Main Technology Components

The circum.world token will run on the Ethereum blockchain with use of Layer 2 technology to bring transaction time and cost down. At this stage Omise Go is the most comprehensive and promising offering in this space. This means all circum.world users will have a fully fledged wallet that can transfer value between fiat, collectibles, altcoins and tokens.



Key partnership

Tapp has succeeded in implementing a fintech solution that brings cash into the digital world, through agents, using a centralised digital ledger. This success has seen Tapp service over 14 million unique users through a network of over 80,000 agents, executing over 50 million transactions, and growing.



Members of circum.world were instrumental in the design, development and deployment of Tapp, both technically, and commercially.

Also, a partnership agreement is in place whereby Tapp and circum.world will collaborate, as the technological advancement is seen as a great opportunity for both companies technically, and in building their respective communities.

Technology Partnership

circum.world has an agreement in place with Tapp whereby circum.world can leverage the technical development learnings of Tapp. In addition, Tapp have agreed to be an early adopter of the new technology, which will provide circum.world with real world testing environment versus the existing system, with access to direct customer feedback.

Community Partnership

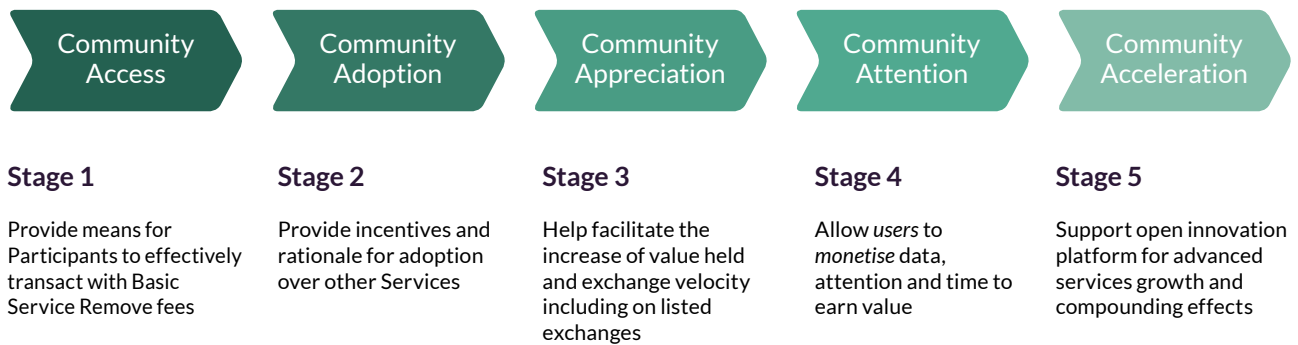
circum.world has an agreement in place with Tapp whereby Tapp will assist in the development of community for circum.world by building partnerships that engage agents, and consumers to grow the use of the network to bring much more cash into the digital revolution.



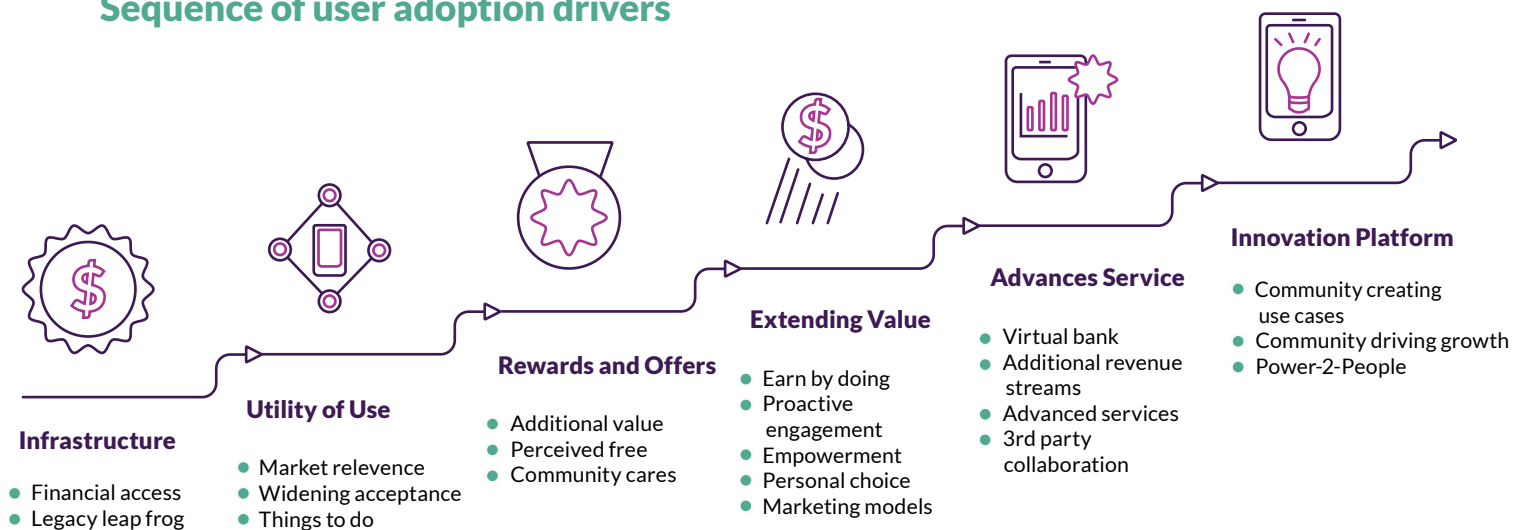
Development and Release Timeline

Business evolution summary of services

Each stage of the business evolution works to both open the door to the next stage, as well as build and leverage on the previous one. The steps set out below represent the business benefit that is gained at each level of the process.



Sequence of user adoption drivers



Unbanked

Connected Users

Loyalty

Conscious Focus

Empowerment

Freedom



Network revenue mechanisms

Bringing mobile payments and the consumer sales cycle to dispersed network communities



Processing Fees

- Low to no fees
- Token or cash
- Merchant token earning



Offer Redemption

- Post payment opportunity
- 10% Value redeem
- Direct ROI reporting



Sponsored Coins

- Merchant, brand or advertisers
- Pre-buy tokens for distribution
- Pre buy spread, coupled with redeem clip



Digital Banking

- Savings, micro loans, trust score, 3rd Party access, remittance, Xchange fees, etc.



Token allocation

Token Offering Details

CRCM is the utility token powering and incentivising the community and platform.

Circum intends to be transparent in its financial conduct and transactions.

The distribution and controlled release of tokens helps grow and increase influence within growing markets.

All values are in USD.

Number of Token issued

A maximum of **4,350,000,000** tokens are to be issued by circum.world based on the target raise amount.

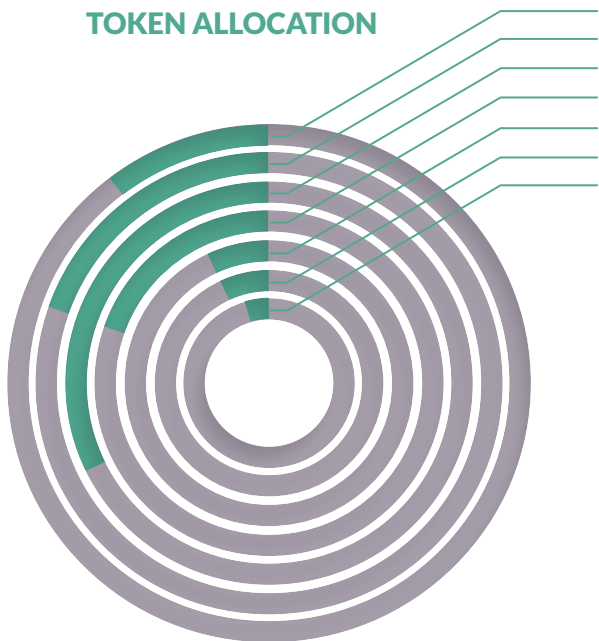
Target

The target amount of funds collected during the ICO is set at **\$21.1m**.

CRCM Token Distribution

Initial token distribution, based on the targeted raise amount of **\$21.1m**, will be allocated in the following way:

TOKEN ALLOCATION



Distribution of Token	Percent
1. Private Sale	10.4%
2. Pre-Sale	19.6%
3. Token Sale	32.2%
4. Reserve Fund	19.6%
5. Team	6.7%
6. Advisors	6.7%
7. Platform Incentives	4.8%
Total	100%

The following conditions will apply for this ICO:

- Team and Advisors who receive tokens in the Token Sale process are prohibited from liquidating tokens within the first 6 months.
- Assuming the soft cap is reached, but the hard cap is not met, any unsold tokens (from the tokens allocated to the private, presale and main sale stages) are to be burned. Any funds received after the hard cap is reached are to be returned to the sender.



Token allocation

Timeline

The distribution of tokens is to be through a series of offerings in different phases:

Sale	Date	Target (cumulative)
Private Sale	July	\$ 1.7 M
Pre-Sale	August	\$ 7.1 M
Public Token Sale	Q4	\$ 21.1 M
Estimated Exchange Trading	Q4 2018	

Discounts

The following bonuses are to be granted to ICO participants as per the specific token sale event phases:

Sale	Discount %
Private Sale	50%
Pre-Sale	30%

USE OF FUNDS



Use of Funds

Use of Funds	Percent
1. Technology	38.0%
2. Sales and Marketing	33.0%
3. Security	7.5%
4. Legal	4.0%
5. Accounting	5.0%
6. Admin	2.5%
7. Contingency	10.0%
Total	100%

Token

Name	circum.Token
Symbol	CRCM
Public Price	\$0.01
Target circulation	4.3 Billion
Target	\$ 21.1 M USD
Ticker	CRCM



Roadmap

March - May 2018

- o Corporate structuring
- o Team and advisers closed (UK and Australia)

June 2018

- o Commence white paper

July 2018

- o Backend and Infrastructure Dev Re-factoring
- o Mobile app R&D started (Dev Team Alpha)

August 2018

- o ICO Pre - Public sale
- o Blockchain development

December 2018

- o Technology patenting
- o Security auditing and white hacking
- o Token circulation and retail trading

Q1 2019 - Service and market launch

- o Mobile app and service launch
- o Early adopter merchants live
- o Multiple cash-in channels
- o Local operations team
- o Reward for participation and payments

Q2 2019 - Community industrialisation

- o Performance, scale and security enhancements
- o Increased key partnerships
- o Improved merchant tools and Solutions
- o Personal finance management features

2H 2019 - Consumer full life cycle

- o Sponsored coin placement and consumer reach
- o Data management tools
- o New revenue streams
- o Online payments (website, payment gateways and mobile apps)
- o Merchant APIs
- o AI community assistant

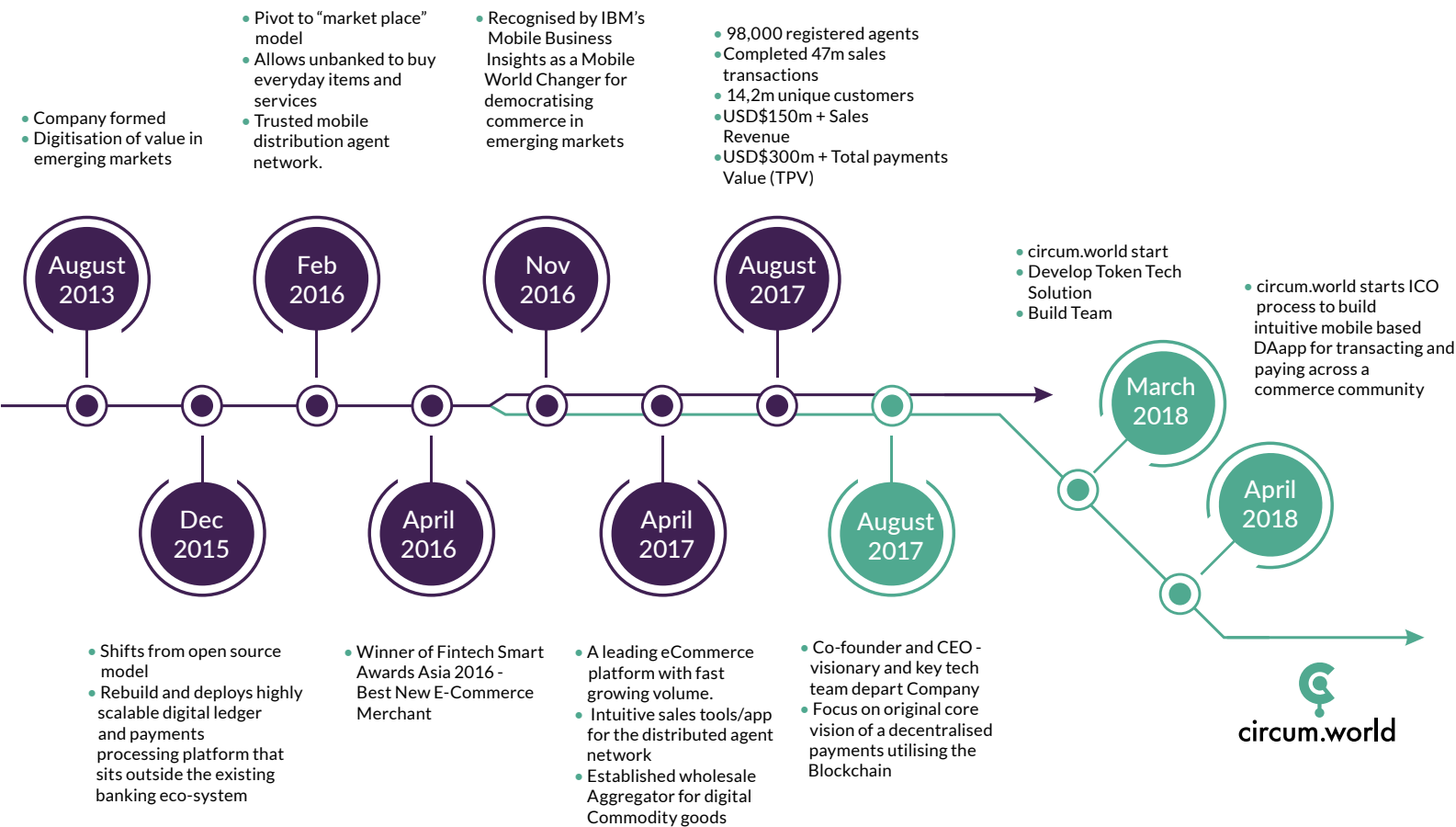
2020 - Intelligent connect and advanced finance services

- o Markets expansion
- o Remittance and cross border services
- o Community risk and trust services
- o Advanced Financial Services
- o AI CONNECT: Intelligently connecting buyers and sellers



MVP

circum.world is a mark II business. The first phase business model has already been developed, tested and validated by the founding team. circum.world re-creates their successful and proven model with the additional possibilities that blockchain presents and provides a path to an evolving commerce community that exists for the benefit of all participants.





Executive Team



LinkedIn

Warren Sample

(Co-Founder) Chief Strategy and Commercial Officer

Warren brings over 22 years of focused experience in building, launching and scaling financial technology solutions and businesses. He co-founded and led Tapp Group Limited as CEO through its launch and most significant growth phases in SE Asia.

His working career spans U.S., European and Asian markets with deep experience in Financial Services/Fintech, Investment Banking, Strategy Development, Mobility/Telecoms, Payments, Management Consulting and Entrepreneurism. His career has continually focused on using technology to build better competitive advantage, while opening up new revenue streams and growth opportunities.



LinkedIn

Petteri Ponkkala

(Co-Founder) Chief Product Officer

Petteri is a seasoned Product Leader who has been responsible for product management in major multinational corporations and startup companies.

Petteri has worked on pioneering consumer hardware products and mobile services in payments, financial services, ecommerce, online gaming, smartphones and video streaming, for companies in the USA, Europe and Asia. Petteri has been a key contributor to launch and product strategy development of mobile banking and ecommerce services in Europe and the Southeast Asia region. Petteri combines strong user-centric product design skills with expertise in product strategy and Agile/Lean product development. Comprising over 10 years in product management and product development, including extensive experience in developing and launching services in the emerging markets.



LinkedIn

John Hammond

Chief Technical Officer

Over the last 12 months, working as a blockchain solution architect, John is driving new initiatives in the adoption of blockchain to change the way companies monetise medical data, loyalty programs, gaming solutions and supply chain.

John has previously held senior positions in a number of major software and global consulting services companies. A strong technical background implementing ERP, CRM and Business Intelligence systems provides John with a clear vision of the pain points companies face and how technology can deliver solutions. John identified the adoption of blockchain technologies as the right answer to disrupting traditional business paradigms.



LinkedIn

Dr. Annina Ruottu

Head of Corp Sustainability and Regulatory Affairs

Annina is an expert in international research and government relations, with wide ranging hands on experience in foreign and public policy development, international relations and EU integration issues.

She has been actively involved with various empowerment initiatives over her career related to equality, women's rights, ethics, cultural assimilation, financial inclusion and democratization at both domestic & international levels.

Advisers



LinkedIn

Dr Clarence Tan

Exponential Technology and AI

Dr Clarence N.W. Tan is currently the Principal of Austanco, a private family equity fund and Dr CT Pty Ltd, an ExO partner for S.E. Asia. He is the founder of Bond Wireless, an Australian wireless software applications and services company and has been involved in a number of start-ups as a founder, mentor and investor. Dr Tan is the Asia Pacific Ambassador for Singularity University (SU), a think tank based in NASA Ames Research Park in Silicon Valley and in 2010 he was the recipient of the Queensland government prestigious Entrepreneur-in-Residence Fellowship and was inducted into the Queensland Science and Innovation Champion Hall of Fame in 2014.



LinkedIn

Kim Hansen

ICO Adviser

Kim is the CEO and Founder of Enhanced Society that has been engaged by Wireless as the Lead ICO Manager. Kim is serial entrepreneur whose passion is Building resilient sustainable communities through Artificial Intelligence and Blockchain technologies.

Kim is regarded as a Blockchain pioneer and is considered one of the leading minds on Blockchain technology having worked in the sector for over 8 years Kim is a Partner and CTO of Impossible Labs where he led the OS development of the first Fairphone. Impossible Labs clients include Google, Samsung, Roche, Intel, BMW, Nokia, BBC, German Bundestag. Kim is the Co-Founder and COO of Braveno which was formed in 2014 to operate a scalable token exchange with decentralised settlement, provable full reserves, and secure interfaces for managing tokens. Braveno implemented a scalable way to settle trades using Blockchains like Ethereum, and Bitcoin, without giving up the performance, availability, and consistency incumbent markets like LMAX or Nasdaq offer. The Braveno Transaction API, and our wallet app, is Blockchain agnostic, and can be used to transfer anything from Bitcoin, and Ethereum, to ERC20 tokens. Braveno provide 2FA methods, and all tokens are protected by 2/3 multi-sig, with private keys stored in FIPS 140-2 certified hardware security modules.

Kim holds a Masters in Science in Engineering from the Danish Technical University of Denmark.



LinkedIn

Andrew Murphy

Technology Advisor

Andy is a financial services systems technologist with 24 years commercial experience in London, Dublin and his home town, Brisbane. His introduction to computing was, as a 10 year old, programming BasicA; his father had brought home an IBM PC from a trip to California in 1984. Presently, he is a technology consultant for both buy and sell side financial services clients, providing technical architecture oversight and team leadership for the implementation of critical business systems, as well as getting his hands dirty in application coding.

Andy majored in Software Engineering at Queensland University of Technology and holds a 1st in an MSc in Finance and Investment from Cass Business School.



LinkedIn

Randall Griffiths

Commercial Adviser

Randall is a skilled commercial leader and entrepreneur with an instinct for business trends and international market opportunities. With a highly influential network throughout Australia, USA and China. Randall has strong insight into disruptive business, and an unquestionable ability to connect business with opportunity. Understanding all aspects of a business from funding to marketing and operations is crucial to make new and growing ventures successful. In 2008 Randall launched Fuse Global Business and worked across the globe within the start-up ecosystem. Working with everyone from incubators, multiple start-ups and all the way through to IPO. This brings experience in all levels of business and a nimble ability to adapt any business to its market need. Now Randall works with start-ups and corporations from Fintech, Digital media, sports and entertainment through to Venture capitalists and investors. Randall was a contracted service provider to Tapp Group Limited delivering significant value via introductions to a range of the top tier investment and venture capital firms across Asia, the USA and London.



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