



# WHITEPAPER

VERSION 1.10





# Introduction

This whitepaper will introduce the token that will be the universal currency for MY7 Corporation. It will explain the functionality and also the role it will play in this ecosystem. MY7 has a very complex and effective planning that will harness the power of blockchain to bring the business to a whole new level.

The current economy is experiencing a revolutionary change. This change is inevitable and at MY7, we believe that only by embracing it and adapting to the change, can only then bring us higher. The only constant is change, technology has proven itself for the past decade that it will only evolve rapidly as time passes. Blockchain technology has proven that immutability transactions can also be done via the internet, and be governed by not centralized parties, but by hard codes and everyone else.

New applications of blockchain technology are being implemented everyday into many types of businesses. Innovative business concepts focus on customer experience and convenience of clients, thereby increasing productivity of companies.

We believe in our approach on blockchain technology in enhancing our business model. Utilizing blockchain solutions, we can have access to more advanced technological enhancements to stimulate business for our clients and partners.

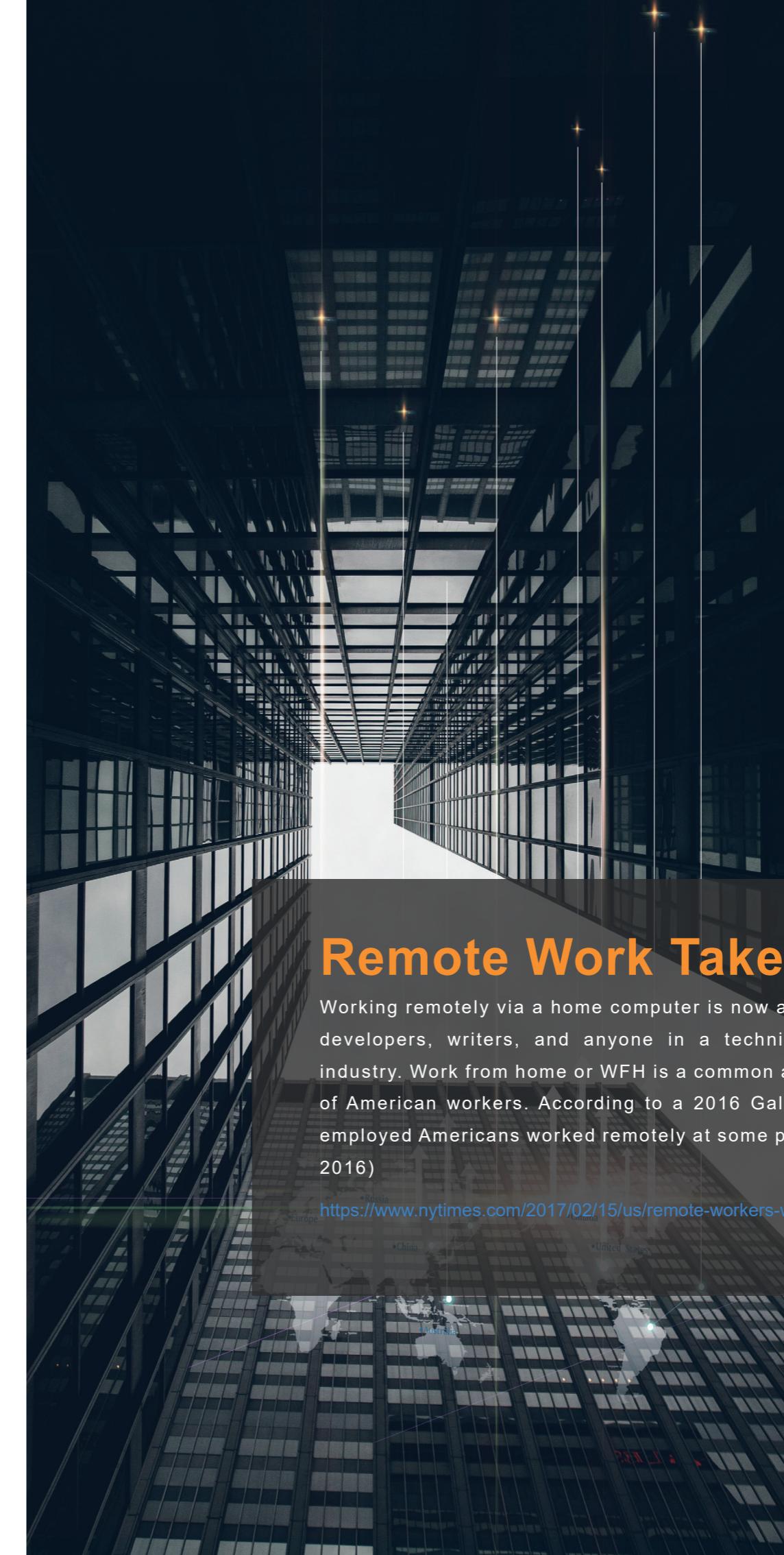
## How Blockchain Can Revolutionize the Franchise System

This white paper will summarize the fundamentals various economic disruptions, changes to how individuals earn, and how the sharing economy and franchise models are shifting to empower individuals. We will discuss the recent economic shifts due to technological advances as well as the disruptions in the way that individuals earn money. We will detail how a new blockchain token is available to not only serve as currency, but also as a form of employee compensation, inter-corporation reward system to be used by customers, merchants and administrators. This new token will be particularly powerful for franchisors and franchisees operating in multi corporation ecosystems.

# 1990 - Present

## Economic Shifts & Disruptions

A massive shift to the economy began in the 1990's when the internet was developed and became entrenched in our culture. Once the internet took hold, soon after, remote work became a possibility for employees across the globe. People were now able to communicate instantly via email and chat which enabled work to be done regardless of location. Before the internet instantly connected individuals, traditional work took place in a physical office. Communication and job tasks occurred via in-person conversation and meetings. Employees were required to be at their respective office in order to accomplish the requirements of their job.



### Remote Work Takes Hold

Working remotely via a home computer is now a commonality for web developers, writers, and anyone in a technical and professional industry. Work from home or WFH is a common acronym and behavior of American workers. According to a 2016 Gallup poll, over 43% of employed Americans worked remotely at some point. (Source: Gallup, 2016)

<https://www.nytimes.com/2017/02/15/us/remote-workers-work-from-home.html>

## The Gig Economy Launches



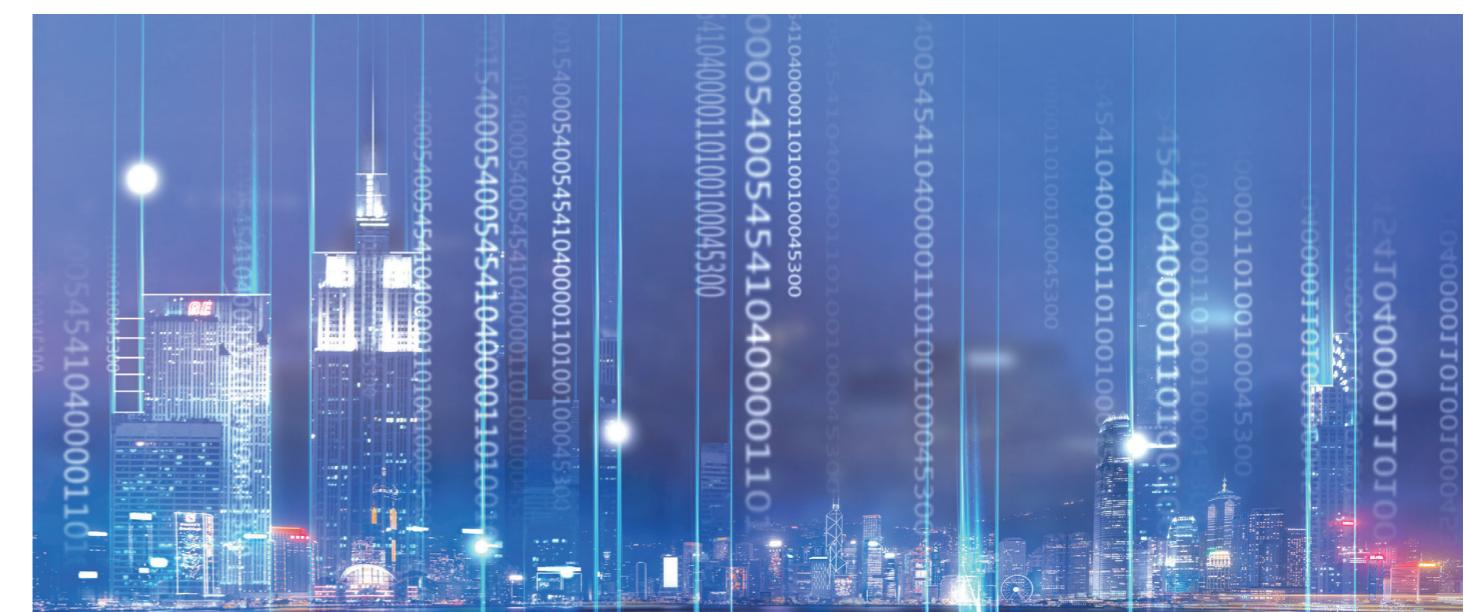
The internet soon moved its way to our mobile phones as early as the 2000s. Mobile phones are now handheld computers with as much access if not more access to the internet as our personal computers. Along with an internet connection, our mobile phones now have applications or apps that allow us to accomplish various tasks like GPS navigation, email, and play games. With the explosion of mobile applications in the last decade came an additional economy disruption. This disruption is called the "gig economy". Companies like Uber, Lyft and DoorDash allow people to flexibly accept work on their own terms, via a mobile app. Now, not only can employees work from home using their computer, employees can take control of their earning through gig apps like Uber.

Indeed, the internet, mobile phones and apps have transformed the economy in the last 25 years.



## A New Disruption The Sharing Economy

It's clear in reviewing the economic changes and evolution of working styles that people embrace change in the way they earn a living. From adopting remote work and gig-based jobs, people want more freedom and control over their careers.



One way to achieve this freedom and control is through leveraging the sharing economy. The sharing economy is an economic model that is disruptive in the same way that remote work and the gig earning models have reshaped our society's view on work, business and earning. In this sharing model, individuals leverage the resources of others by renting or leasing. When earnings are achieved, the initial benefactor or renter is reimbursed and the remainder is kept as ultimate earnings.

This type of economic model is particularly useful in industries where the barrier to entry is financially too steep. Often, the hot and promising industries have tremendous growth projections, but the initial investment to join is cost prohibitive. The sharing model alleviates the financial burden and enables motivated and strategic individuals to take part in growth sectors.



## Franchise: A Step to Financial Freedom

Franchises are not a new development, in fact they have been around well over 50 years. The delivery mode of franchises have evolved as technology advances. The internet and work from home opportunities have changed the face of many franchises, and ultimately have augmented the franchise opportunity. Where once a franchise included a brick and mortar property like McDonald's, today a franchise is often an online retailer with no brick and mortar component. If you are the franchise creator and develop a network of franchisees, your ability for success increases by the factor of how many franchisees you recruit. It is now more possible than ever before to create a corporation, or franchise, of your own and allow others to become franchisees of your business model. This Golden Triangle model leverages the power of the cohort and collaboration for resources and promotion.

## Franchise Financial Opportunity

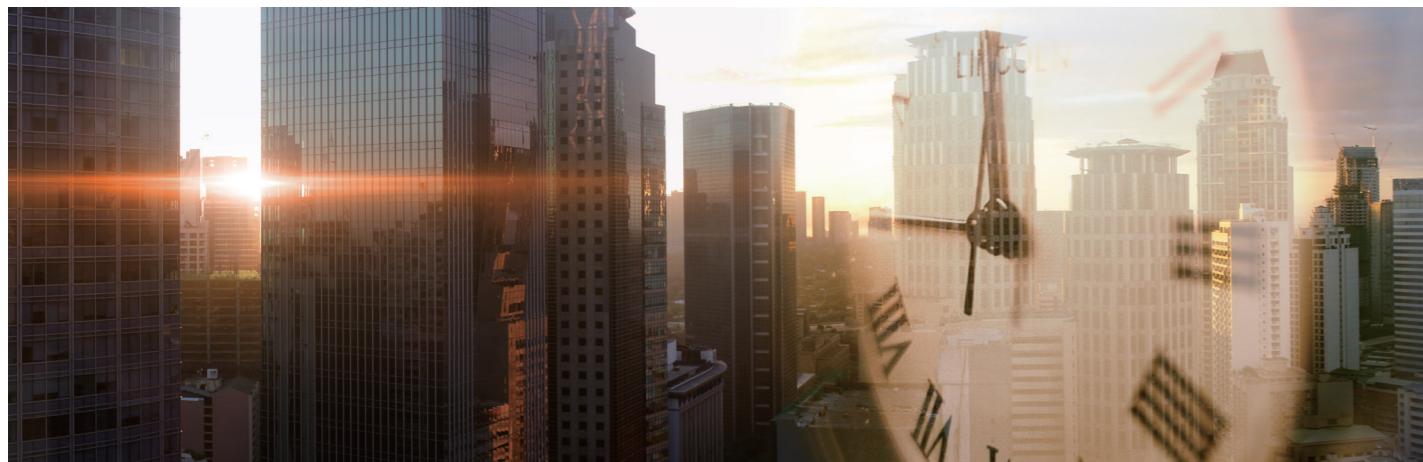
What is being proposed is a new iteration of the franchise which leverages the best of current technology from internet hyperspeed, mobile applications, blockchain technology and cryptocurrency. These combined technological advances enable a supremely equipped franchise to step forward in even the most aggressive and advanced industries. The benefits of this franchise chain ecosystem include lower cost as the cohort distributes the financial burden, efficient management, better scalability and deeper market penetration. The members and investors of a franchise chain ecosystem do much of the proliferation through their intrinsic commitment which leads to effortless recruitment. Ultimately, the investment is passive but includes both traditional assets as well as cryptocurrencies.



# Franchises, Tokens, and Blockchain

Today we propose a new network built on blockchain technology and leveraging a universal token. This network will serve as an order, payment, investment and reward system. Using this franchise system and token, we will connect our large network of retail providers into the blockchain and cryptocurrency market.

This token will be completely compliant with the common standards for Ethereum such as ERC20. Another benefit of this token will be users' ability to trade this token for liquidity.



## Use Cases:

- Shoppers can purchase goods, services, and food through the franchise network website using the token. The price would be at a discounted, network rate.
- Network members can use the token for liquidity in the market at any time.
- Business owners including startups and entrepreneurs can begin operation with the franchise brand networks, leverage existing customer base, and accelerate growth.
- Franchise entrepreneurs with a license to the network get access to all the resources and the blockchain payment infrastructure
- Businesses can amplify growth efficiently through the franchise networks existing customer base and promotion tools reducing time to ROI and stabilization.
- Members have access to franchise brokers who support execution of transactions. Brokers then receive a com mission and rewards via the token.
- Low fees for processing and credit cards when purchasing and using the token.
- Increased profit margin when using the network.
- Inherent branding and brand awareness when part of the network.

This franchise network and payment service is an innovative new approach leveraging cryptocurrency payments and can drastically reduce operating costs. Through reduced fees typical of credit systems, increasing profit margins especially at launch of a new business, and quickly enables a customer base. Gaining momentum and brand loyalty quickly is motivating for new network participants.

## The Economics of the Token

- The network uses its own proprietary token that is compatible with current standards.
- The token is not subject to inflation.
- The value is determined by purchases at the ICO price which stabilizes asset value.
- The token is used by business owners and brokers which helps to distribute the token and speed up adoption and flow.
- A system of communication and business reviews will take place to encourage confidence and long range holding of the token.



## The Network Mission

This franchise and token network is built on connection and collaboration. The various brands and retailers are tethered to the blockchain and cryptocurrency market which gives them the significant benefit of the new technology. This is a foundational system that enables more traditional retail brands to join the high paced world of blockchain. The company mission is to provide access to the blockchain industry with no barrier to entry, maximum efficiency, convenience and security.

## What is cryptocurrency? - 7Coinz-

7coinz is an innovation coming soon to the world of digital currency. The coin applies both proof-of-work and proof-of-stake protocols similar to current cryptocurrencies, but includes uniquely enhanced features when compared to its predecessors that will add revolutionary value to current payment processing methods.

In this whitepaper, we will discuss the origin of cryptocurrencies dating back to the inception of Bitcoin, the world's first cryptocurrency. We detail how cryptocurrency is increasingly becoming a trusted medium of exchange as the technology expands and deepens.

Cryptocurrency has attracted a substantial number of enthusiastic adopters in the last decade largely due to its appealing transparent open-source software built on the foundation of distributed ledgers. The continued growth and success of cryptocurrency pres

Cryptocurrencies can be thought of as "digital coins." like the U.S. dollar, the peso, the pound, etc. Similar to how the U.S. Mint circulates the U.S. dollar, blockchain technology circulates a cryptocurrency coin. This circulation process keeps a coin's value stable by helping to prevent inflation and other issues that typically occur with traditional fiat money. There are countless cryptocurrencies in existence, and more and more are being created every day. Just like stocks and fiat currency, these coins are traded daily by ordinary people and big businesses.

One area that will be impacted in a revolutionary way by cryptocurrencies is the traditional payments industry. One new cryptocurrency called My7coin leverages the best of blockchain technology for payments and it is available for day to day usage on a large scale.



### The Coin:



Coin Name: 7Coinz (7CZ)  
Algo: Scrypt  
Max Supply: 70m  
POW: 30m  
POS: 40m  
Block Reward: 10 coins  
Inflation per annum: 30%  
Maturity: 15 days

# Role of 7coinz (7CZ)

My7 integrated ecosystem of economy sharing, O2E and franchising chain, strategizes how potential customers from physical retail stores can spend on e-commerce platforms, and vice versa. It creates a self-sustaining system that creates income for consumers as they spend. This is called "Sharing Economy". This attracts more consumers to spend within the ecosystem, thereby creating a steady accumulation of customer base. This in turn incentivizes merchants to want to participate within My7 ecosystem and willingly provide their branding rights to us. This creates a win-win situation for all parties.

By creating a token within this ecosystem, transaction settlements can be unified into one channel, and this further solidifies the very self-sustaining attribute of the ecosystem, into an independent business model that can scale in the future.

My7 will build a payment platform on top of the coin, so as to allow merchants to have an alternative payment method towards customers. The technology will provide payment solutions for merchants both internally and externally. Utilizing a traditional payment model while adopting the future technology for making payments, we strive to excel in making payments both swift and secure.

This token will be the common currency for My7 franchising ecosystem. This token not only acts as a currency, but also as a token to be kept and stored for appreciation. Like money, 7CZ will serve as: Unit of Account, Medium of Exchange, and Store of Value.

7CZ uses a proof-of-work system to uphold the integrity of the transactions that take place on the blockchain. For these transactions to be done secured, there needs to be a trustless and distributed consensus, meaning that if you want to send or receive money, you will not need to trust in third-party services. Mining has to be performed to create a new group of trustless transactions on the blockchain. Miners are rewarded 7CZ based on their work done in solving the algorithm. This incentivizes parties to confirm and verify any transactions made on the blockchain.

In addition, 7CZ also uses a proof-of-stake system to encourage users to hold and store tokens by offering rewards to users who validate transactions on the blockchain, through staking their tokens in specified wallets. Staking requires tokens that must be held until a maturity period of 15 days, before any rewards will be paid to the user.

Below illustrates how much coins will be rewarded to a staking wallet that hold 1000 7CZ after maturity of 15 days:

$$\begin{aligned} \text{POS Rewards} &= \langle \text{No of 7CZ in wallet} \rangle * \langle \text{Inflation} \rangle / 365 \text{ days} * \langle \text{Maturity} \rangle \\ &= 1,000 * 30\% / 365 * 15 \\ &= 12.3287671 \text{ 7CZ} \end{aligned}$$

This wallet will receive 12.3287671 coins every 15 days after maturity, as long as the coins stays in the wallet. Any coins transferred out will alter the payout and may subject to maturity period again before the next payout takes place.

## ■ Our Model

In the digital world of cryptocurrencies, where decentralized systems keep transaction records immutable, payments made across our network are fast and secured. In the digital world, payment has never been easier and more lucrative.

Our token 7coinz (7CZ) is a future of quick payment settlements both locally and globally. Our peer-to-peer model ensures any person who mines our token, thus confirming transaction records on our network, stays immutable and transparent.

The model also presents an investment opportunity to buy and hold our tokens due to the minting mechanism of holding our tokens in their wallets. Our token provides investors not only profits in the long run, but also full liquidity to their funds.

MY7 can also be utilized for purchasing goods and services within our commerce ecosystem. Our token acts as a transaction medium across our network of merchants, through our payment gateway. Merchants and consumers get rewarded with discounts and benefits just by using 7coinz.

# Initial Coin Offering

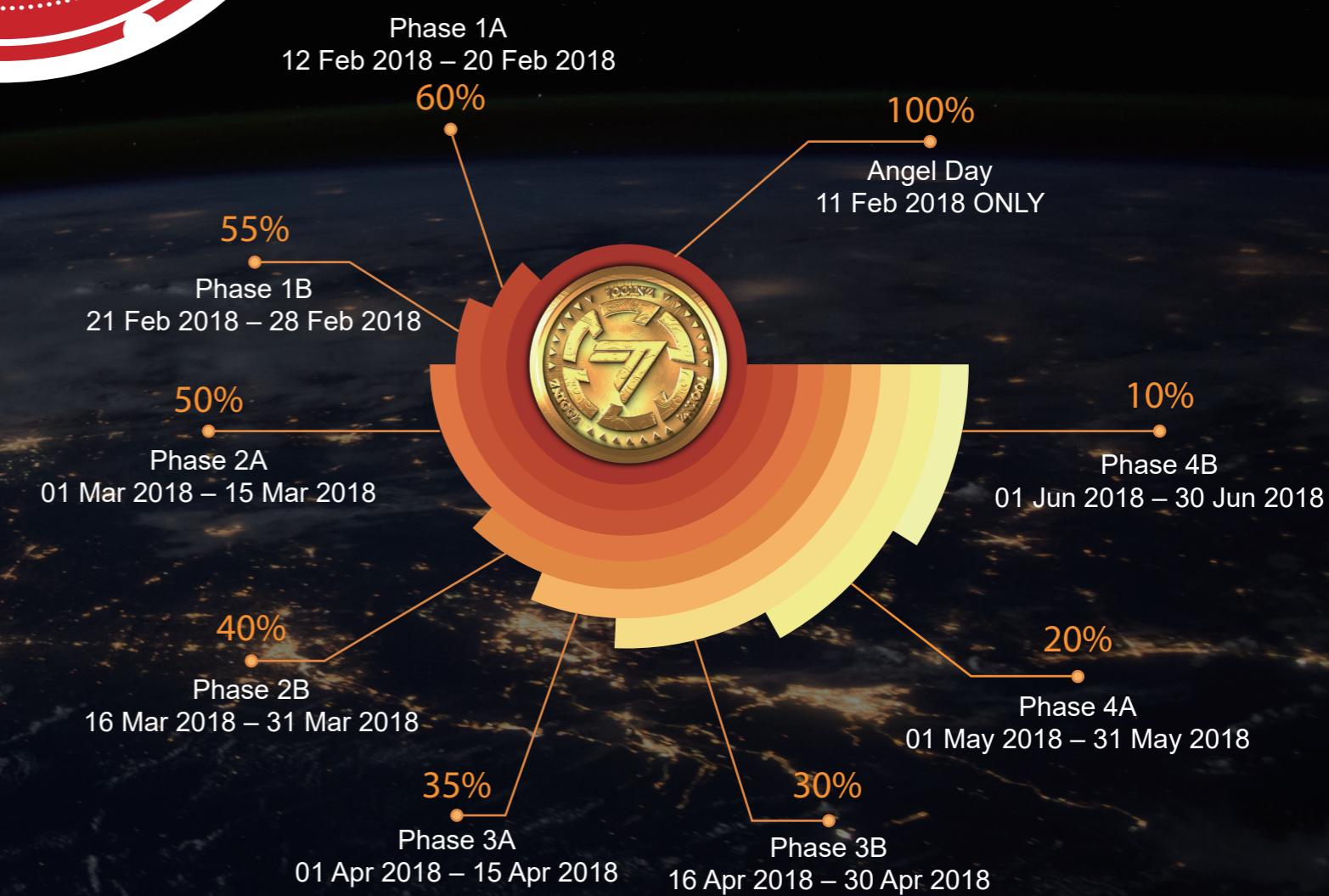


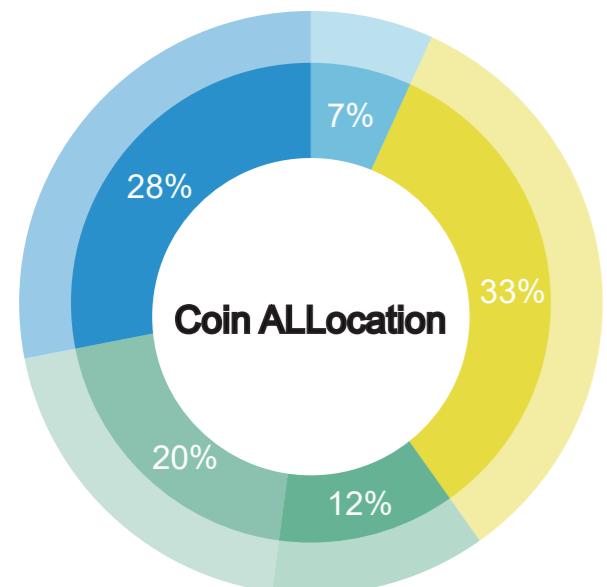
7CZ

## Pre-Sale



## Actual Sale





■ Pre-Sale ■ ICO ■ Advisors ■ IT DEV ■ Franchising



**Total Coins: 25,000,000**

- Pre-sale allocation: 1,700,000
- ICO allocation: 8,300,000
- Advisors allocation: 3,000,000
- IT Development allocation: 5,000,000
- Franchising allocation: 7,000,000



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**Mr Gary Hoh**  
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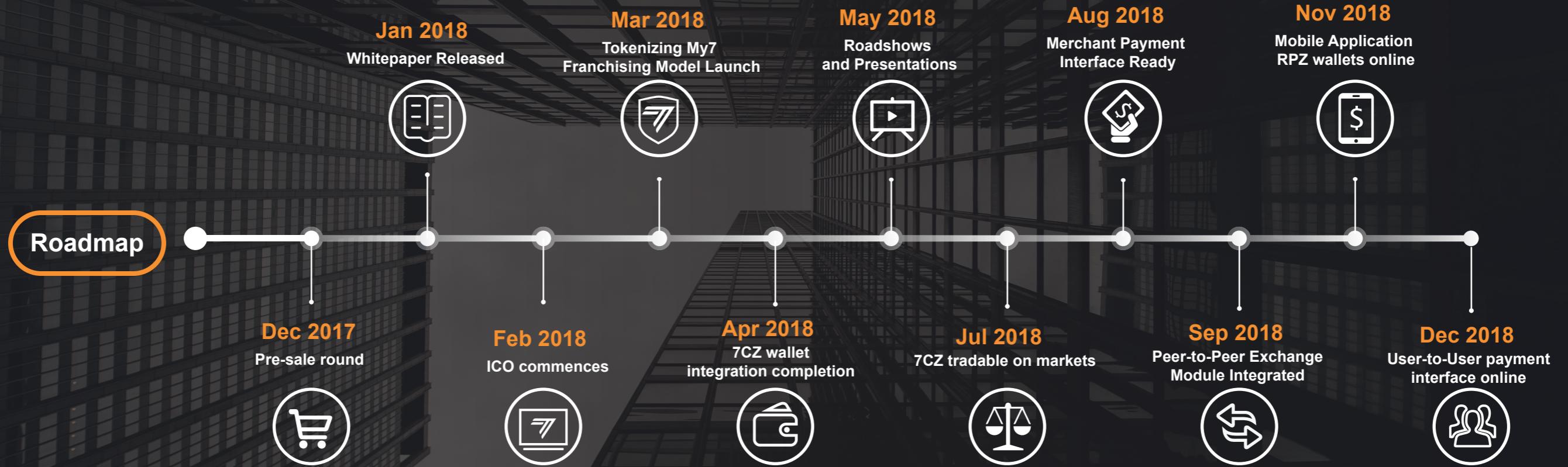
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## Our Advisors

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Crypto Currency Expo

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