

WECOIN

Token economy paper¹

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Abstract WESET is a real estate platform that brings buyers and sellers together. The distinctive feature of the platform is that it gives buyers an opportunity to gain exclusive rights of usage to properties through a shared resource structure, thus bringing down the investment required. The platform does this by dividing each property into 52 units for the 52 weeks of a year. Each week is represented by an NFT that is available for purchase. When a user buys an NFT, they have exclusive rights of usage to the property for that particular week of the year for a fixed number of years (usually 30 years, but changes with each property). The property ownership only moves from the sellers to WESET. WESET only sells “time” in the form of NFTs to the buyers, and generates commissions when an asset is tokenized.

WECOIN is the native token of the platform, granting users a plethora of rights and rewards. The NFTs will be available on Ethereum, as the biggest chain for this type of asset. The WECO token will live on Binance Smart Chain which keeps gas fees low and promotes scalability. The prime goal of the token is to drive platform adoption. While payments can be made with WECOIN and other currencies, discounts and exclusive access to gated content will be offered to those staking the token. Token users will also be able to participate in governance and vote on the direction of the WESET platform.

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Overview

Global Real estate is worth more than \$326.5 Trillion, with residential real estate alone accounting for 79%². 2021 saw more than 6.1 million homes being sold in the US alone, and more than 4 million professional realtors.³ The global real estate agency and brokerage market is expected to grow from \$1221.87 billion in 2021 to \$1912.34 billion in 2026 at a CAGR of 9.37 %.⁴

In the past decade, we have witnessed the growth of several real estate marketplaces. These online platforms connect realtors, brokers, and property managers with their customers to enable smooth transactions and service exchange. Users could browse through various houses, compare properties, and buy or sell them easily. However, there were still a few challenges faced by buyers and sellers of real estate.

A real estate transaction is one that typically requires lots of paperwork, people, and legal checkpoints. But this changed with the advent of blockchain and a burgeoning world of NFTs which enabled faster, simpler, and more secure transfer of real estate assets between parties.

While it became easier to buy and sell properties using Web 3, there was still the challenge of making real estate more accessible to the wider population. Real estate is expensive and even if someone could get a mortgage - a down payment requires too much cash. Combined with the problem of a lack of liquidity in real estate, sellers often lose money if they wish to quickly liquidate.

The WESET platform solves the persistent challenge of inaccessibility and illiquidity through fractionalization of properties. The WESET platform allows multiple buyers to come together and lease NFTs representing exclusive right of usage to a property for a predetermined duration. The WESET model incentivizes sellers to tokenize their properties - breaking them up into 52 NFTs, for the 52 weeks of the year - leading to a higher overall price for the property. Multiple buyers then come together to purchase the NFTs, and each NFT gives the holder exclusive rights of usage to the property for that particular week for a certain number of predetermined years (usually 30 years).

WESET earns its revenue from a commission charged to the seller for using the WESET platform, from the margin between the seller price and total amount paid by NFT purchases, and by retaining a certain number of NFTs of each property which can earn revenue through short term renting. It is also important to note that throughout the

² <https://www.savills.com/impacts/market-trends/the-total-value-of-global-real-estate.html>

³ <https://foreignbuyerswatch.com/2020/02/10/how-many-real-estate-agents-are-there-globally/>

⁴ <https://www.marketresearch.com/Service-Industries-c1598/Financial-Services-c83/Agents-Brokers-c162/>

lifecycle, WESET retains ownership of the asset, and only sells the rights to usage of these properties. This also implies that maintenance and other operational responsibilities fall under the purview of WESET, ensuring buyers have a seamless experience when they use the properties. WESET also retains 7 out of the 52 NFTs (7 weeks) and uses the proceeds to cover operating expenses.

WECOIN is the core utility token of the WESET platform allowing users governance rights, rewards, discounts and other benefits. Payments made using the WECOIN token are eligible for discounts and the token also facilitates additional functions such as rewards for staking and LP, and access to exclusive gated content. The document that follows outlines the mechanics behind the WECOIN token's utility and the WECOIN token's sale details.

Economy setup

Getting a project's token economy right, from day one is next to impossible. On one side there are unknowns which we would need to assume (like the number of users and their activity), on the other hand there are unpredictable macro conditions like the crypto community's sentiment and the market as a whole. This is why we like to rely on several core principles when designing a token economy, which minimize the chance for significant turmoil caused by the economy later down the line.

Critical breakpoints. There are certain events from which a token economy would have a very hard time to recover. A few examples of this include: the tokens given as incentives running out, the project's governance being taken over by whales, the token being hyperinflationary. Since prevention is a lot more effective than corrective action in those cases, our tokenomics design aims to minimize the chance of those events happening in the first place.

Variables. Every token economy has variables which need to be adjusted, once the project is live in order to adequately respond to internal and external factors affecting the performance of the token economy. As mentioned earlier, it is impossible to account for all eventualities, however we can (and should) design the token economy with multiple levers which enable the project team (and later on the community) to course correct when needed.

Token price. While the token is not intended as an instrument for profit, significant fluctuations in the token price can disrupt important aspects of the token economy, such as the reward structures. Throughout this document we have aimed to build and show token economy principles which support the price stability and the demand for the token in the long term.

Monetary and Fiscal policies

Project Setup

The WESET platform is a real estate platform that allows for easier transactions between buyers and sellers. The platform allows sellers to upload properties and purchasers to buy fractions in the form of NFTs. Multiple buyers can then come together to buy exclusive rights of usage to a property in the form of NFTs representing particular weeks of year, for a certain number of years - at a premium rate from the WESET platform. WESET sells 45 weeks and retains 7, which it then uses to cover operating

expenses. Any fees collected by the platform is redistributed in the form of Buyback & LP, and for OPEX and growth of the platform.

Token Function

The WECOIN token is the core utility token of the WESET platform, offering discounts to its users when selected as a payment method. The token facilitates additional functions such as rewards for staking and LP, and access to exclusive gated content.

List of token functions:

- Payment for goods and services
- Staking for discounts and exclusive access
- Rewards distribution for:
 - Staking
 - Liquidity providers
- Governance

The WECOIN token is a fixed supply token.

Purchase of Goods and Services

Payments on the platform can be carried out in multiple accepted cryptocurrencies. While not the primary function of the native token, it can still be used for the payment of goods and services on the platform and for transaction settlement. Transactions carried out in the token enjoy a 5% discount on platform fees.

ICO Referrals

Users can earn rewards via the ICO referral program, receiving tokens for each new buyer attracted via their referral link. The reward will be equal to a 5% token bonus to the referee's wallet on all tokens which the referred person purchases during the token sale event. The public sale lists close to 700 million WECO. We assume that there will be a maximum of about 30% sale through referrals, which adds up to around 210 million WECO sold through referrals. 5% token bonus on a sale of 210 million WECO accounts to a maximum reward of 10.5 million WECO. The rewards will be paid out from the reward pool allocation. There is no foreseen limit on the number of people counted as referrals - as long as they register via the referral link and purchase tokens, rewards will be distributed.

Staking

Staking the WECOIN token will provide users with a discount on platform fees, but the discount applies only after a minimum staking duration of 30 days. Platform fees includes the commissions charged on listing a property on the WECOIN platform,

original NFT purchase, maintenance fees, and rental fees. After staking more tokens and reaching a higher tier, the same rules apply. The discounts from staked tokens and payment in WECHAIN stack for a total discount of up to 30%. Depending on the user's tier, they may also obtain access to gated content and features through staking.

Level	Staking power	Benefits	% of total	FIAT cost*	Difficulty inc.
1	50,000+	5% discount on fees	0.000200%	200	
2	250,000+	10% discount on fees	0.001000%	1,000	500%
3	1,000,000+	15% discount on fees	0.004000%	4,000	400%
4	3,000,000+	20% discount on fees	0.012000%	12,000	300%
5	7,500,000+	25% discount on fees & exclusive access to premium weeks	0.030000%	30,000	250%

In the table above:

- **Staking power** is the minimum staking power (as described in the Rewards section) required to achieve the level
- **% of total** represents the tokens needed as % of the total token supply
- **FIAT cost** is the FIAT equivalent of those tokens based on the highest token sale price
- **Difficulty inc.** is the increase in the number of tokens required between different levels.

The FIAT cost above is based on the highest price during the token sale.

In addition to the discounts on fees, token rewards are also given out for staking. Rewards are a function of the number of tokens staked and the duration of staking. This is described in more detail in the 'Rewards' section below.

For comparison purposes, we have also included the staking programs of some other popular tokens.

Example: Binance cashback levels

BNB Max supply: 200,000,000

BNB Current cost: 299

Card Level	BNB held	Cashback	% total	FIAT cost*	Difficulty inc.
1	0	0.10%	0.00000000%	0	
2	1	2%	0.00000005%	299	
3	10	3%	0.00000050%	2,990	1000%
4	40	4%	0.00000200%	11,960	400%
5	100	5%	0.00000500%	29,900	250%
6	250	6%	0.0001250%	74,750	250%
7	600	8%	0.0003000%	179,400	240%

**The comparative table has the same columns as the project table with the only difference that the FIAT cost is based on the current token price and not on the sale token price.*

Rewards

WESET will incentivize platform participants via its reward pool. The exact actions which will be incentivized and the exact incentive amounts will be up for governance, however, the initial set of rewarded actions (and their percent allocation from the daily rewards) is:

- Provide liquidity for the WECOIN/BUSD pair on PancakeSwap and stake the resulting LP tokens (65%)
- Stake WECOIN (35%)

The rewards will be distributed from a fixed supply reward pool and will be based on Epochs. Each epoch has a duration of 7 day. The daily rewards during the Epoch are constant (in this case equal to 0.04% of the outstanding tokens in the reward pool, at the start of the current Epoch) and are recalculated at the end of the epoch. Rewards are accumulated on a per-block basis and are distributed between all groups eligible for rewards based on the allocations specified in the paragraph above.

This number is picked as targeting an annual inflation (based on the total token supply) of around 3.5% in the first year and gradually reducing it from there on.

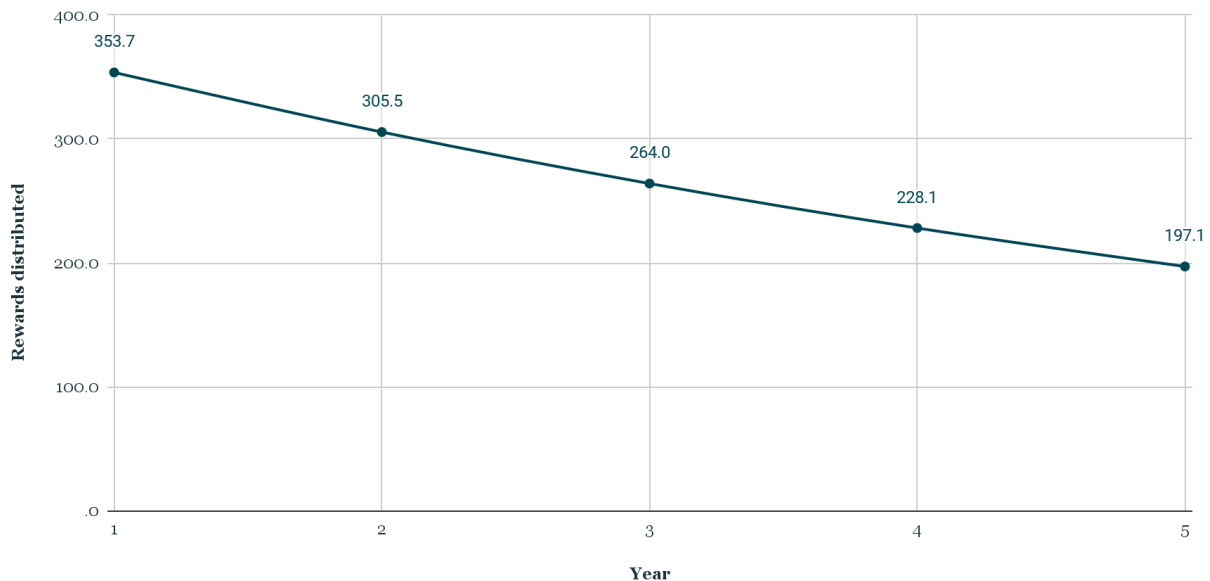
Let's illustrate this with a simple example (numbers are made up for simplicity):

1. The pool starts with 10 000 000 tokens
2. The Epoch daily reward is set to 0.04% of the pool's tokens. This means that each day, for the first Epoch, the pool will distribute 20 000 tokens.
3. The Epoch duration is 7 days, so on day 7, 900000 tokens have been distributed.
4. Epoch two starts. The tokens in the pool are now 910000. The Epoch reward is still 0.04%. This works out to 18200 tokens per day for the next 7 days.

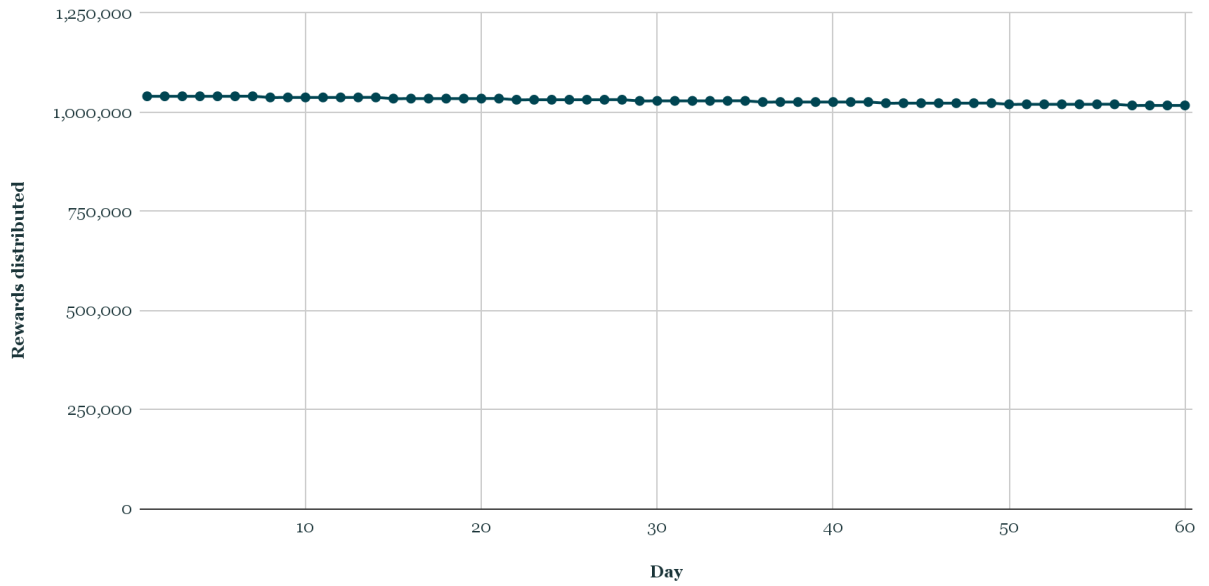
The above setup means that:

- The reward pool can never be depleted since the rewards are always distributed as a percentage of the outstanding tokens in the pool.
- The rewards get less and less over time (Bitcoin style), but the net USD value of the rewards might increase in case the price of the WECCOIN token increases.
- This rewards mechanism provides capped inflation and is compatible with fixed supply tokens (as opposed to perpetual inflation)

The above translates to the following yearly and daily distributions of rewards (for the first 60 days):



Net distribution from the pooled allocations



First 60 day reward distribution and depreciation from the pool(s)

The rewards will be distributed based on the following formula:

$$R_{D\%} = \frac{C_x}{\sum_1^n C_1 \dots C_n}$$

Where:

- $R_{D\%}$ is the % allocation of the daily reward for user X
- C_x is the contribution of user X for the particular full day
- $\sum_1^n C_1 \dots C_n$ is the sum of the contributions for all of the users in the system for this particular full day

A user contribution is defined as follows (based on the items above):

- Number of WECOIN tokens staked weighted by duration M
- Number of LP tokens staked weighted by duration M

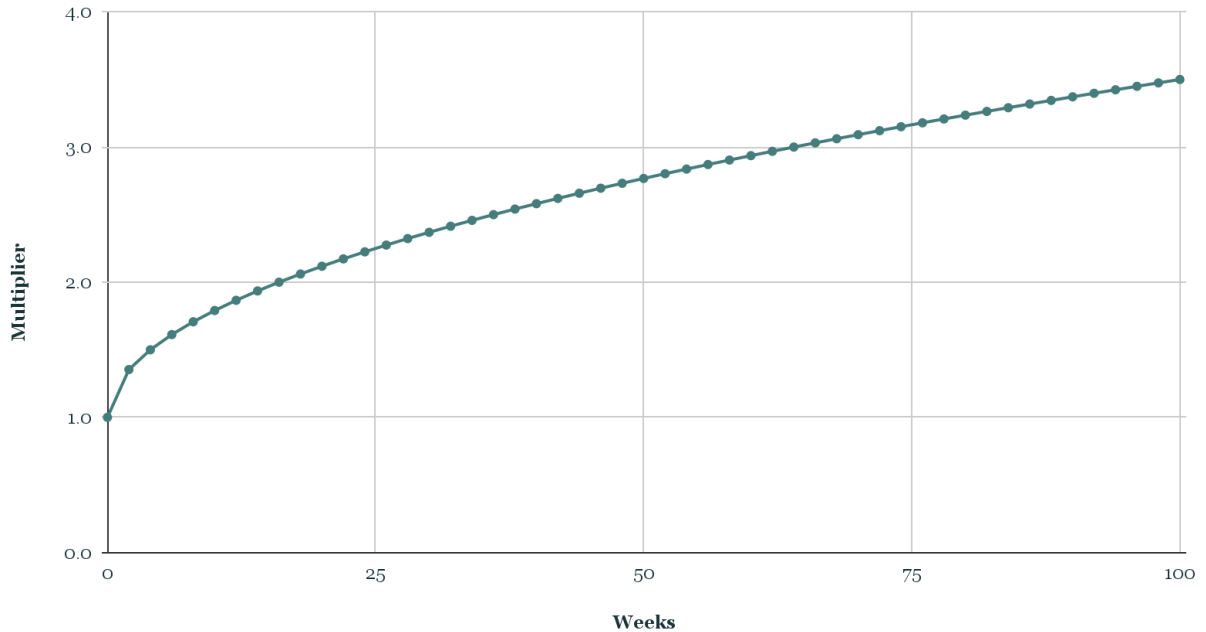
For items with a multiplier (M), we can further define the contribution C_x as a function of the multiplier and the tokens staked (T) as follows:

$$C_x = T \times M$$

Then finally, we can define M as a function of the duration for which the tokens were staked (in weeks). This approach was first pioneered by Curve's vote locking mechanism⁵. We define the multiplier as follows:

$$M = 1 + 0.25 \times D^{0.5}$$

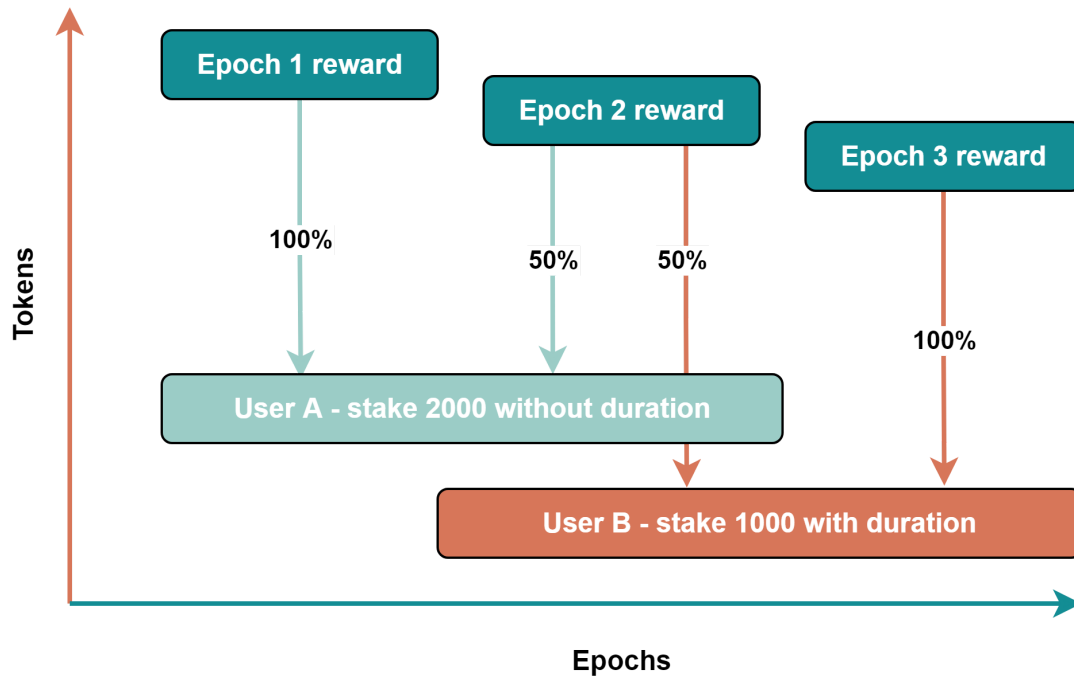
Where (D) is the duration of the stake in weeks, this gives us the following multiplier curve based on duration.



Let's illustrate the above with an example:

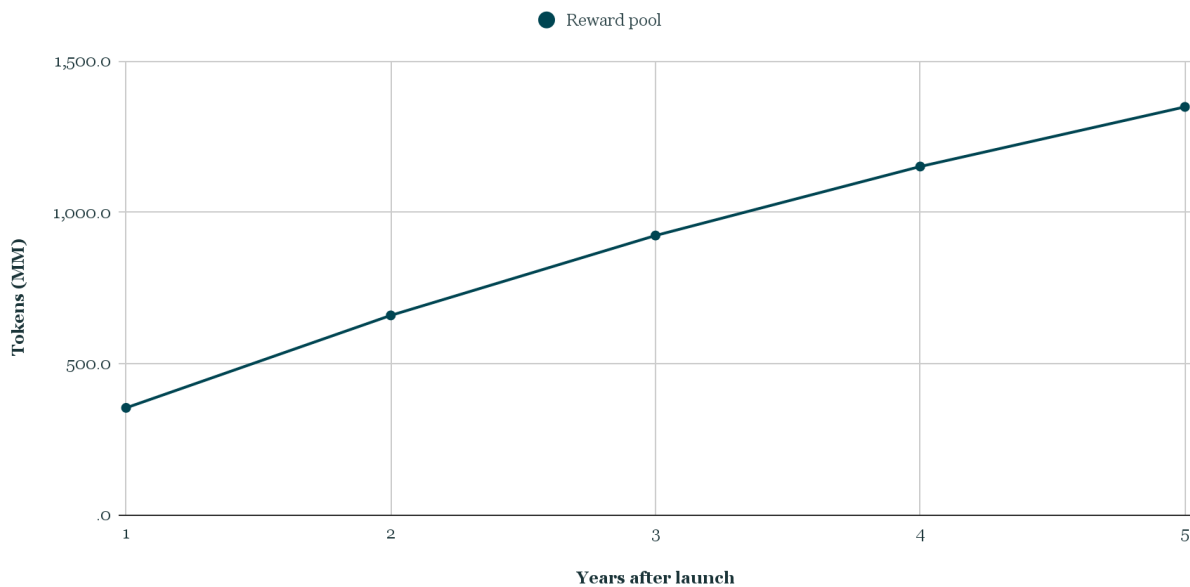
- User A stakes 2000 tokens without a duration, so his contribution is 2000.
- User B stakes 1000 tokens with a duration of 16 weeks, which translates into a 2 multiplier, so that his participation weight is also 2000.
- If those are the only two users with an active stake, they would be getting the exact same reward, even though User A has staked two times more tokens!

⁵ <https://resources.curve.fi/guides/boosting-your-crv-rewards>

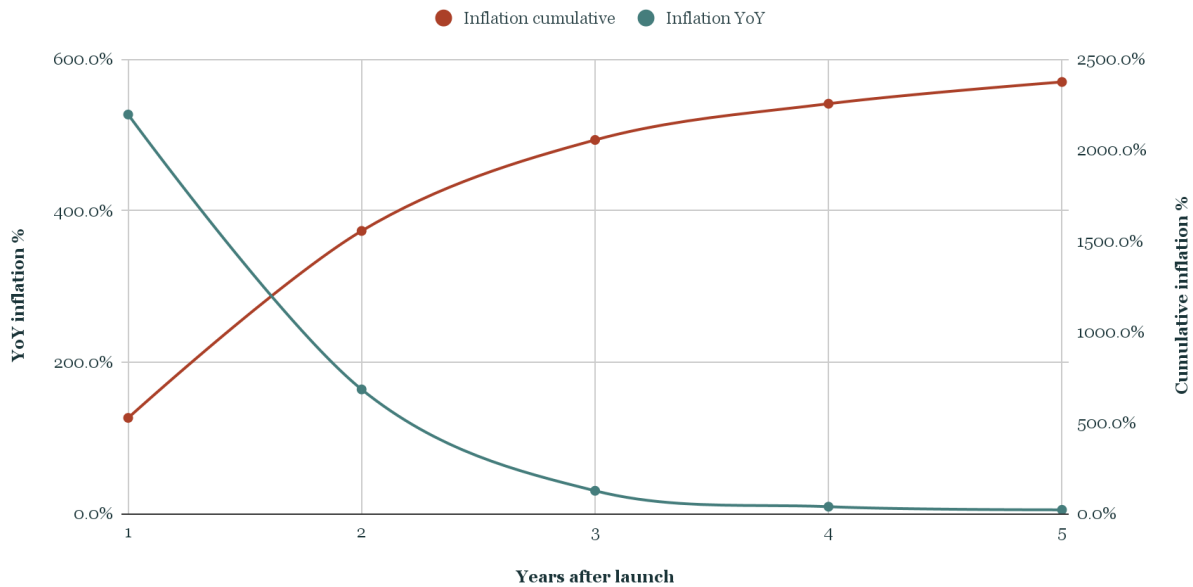


What happens after the duration expires: the tokens remain staked in the pool, but can now be withdrawn at any point in time. The pools continue to accumulate rewards with their original multiplier.

The rewards distribution will be as follows (as cumulative % of all tokens in the reward pool):



Token distribution schedules and takeover time



Token inflation YoY and cumulative

Penalties for early unstaking. Platform participants can unstake their WECOIN tokens at any time. If users select a predefined staking duration and decide to unstake before their staking period has ended, they receive a penalty. The penalty will depend on the % of the remaining staking duration.

Users who did not stake their WECOIN tokens with duration are not subject to any penalty but do not receive a multiplier on their rewards.

Reward penalty

The WESET platform will deduct the reward penalty from the respective user's accumulated rewards. After that, the platform will send the tokens to the reward pool and redistribute them to all other users who stake the WECOIN tokens for the full duration.

The reward penalty will be 100% for the first 50% of the staking duration. After that, the penalty is gradually reduced over time until it reaches 20% of the accumulated rewards on the last day before the staking duration expires. After the duration expires, it becomes 0%.

Principal penalty

In addition to the reward penalty, the WESET platform will deduct 5% of the principal staked tokens. The principal penalty is valid during the first 50% of the staking duration.

After taking the tokens out of the user's balance, the platform will send the tokens to the reward pool and redistribute them to all other users who stake their WECOIN tokens for the full duration.

Calculation

The **reward penalty** (S^1) can be calculated with the following formula:

$$S^1 = \begin{cases} V_s^1 + \frac{(V_c - I_s^1) \times (V_e^1 - V_s^1)}{I_e^1 - I_s^1} & \text{for } 0\% < I_s^1 < I_e^1 \leq 50\% \\ V_s^2 + \frac{(V_c - I_s^2) \times (V_e^2 - V_s^2)}{I_e^2 - I_s^2} & \text{for } 50\% < I_s^2 < I_e^2 \leq 100\% \end{cases}$$

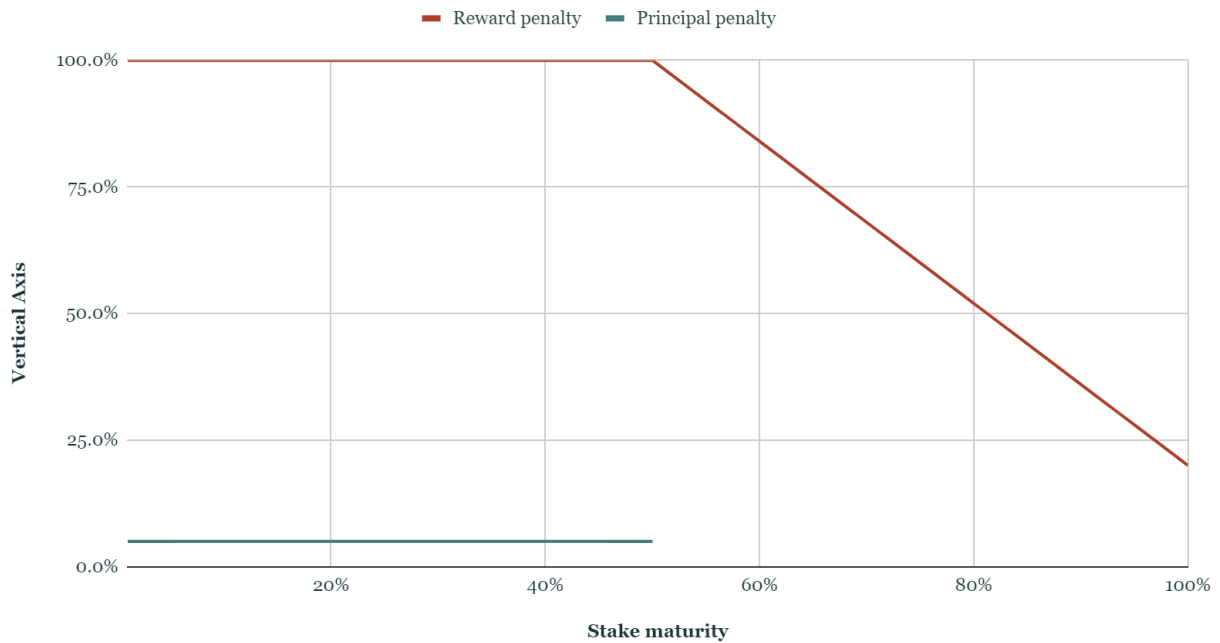
The **principal penalty** (S^2) can be calculated with the following formula:

$$S^2 = \begin{cases} V_s^1 + \frac{(V_c - I_s^1) \times (V_e^1 - V_s^1)}{I_e^1 - I_s^1} & \text{for } 0\% < I_s^1 < I_e^1 \leq 50\% \end{cases}$$

Where:

- V_c is the current value, representing the stake rate
- $I_s^{1/2}/I_e^{1/2}$ are the start/endpoints of the intervals on the horizontal axis, representing the stake rate
- $V_s^{1/2}/V_e^{1/2}$ are the start/end values for the vertical axis, representing the penalty rate
- C is the curvature factor, determining the steepness of the curves

We can also illustrate both penalties with the following chart:



Let's see how all of the described above works in practice with example scenarios:

- User A stakes 1000 WECOIN tokens for a 2-month duration (day 1). They decide to retrieve them back on day 21 of the staking duration. Given that 2 months are approximately 60 days, and 50% of that is 30 days, user A will receive a 100% reward penalty and, therefore, no rewards. In addition to that, 5% of the user's staked WECOIN tokens balance will be slashed as a part of the principal penalty mechanism, essentially leaving user A with 950 WECOIN tokens.
- User B stakes 500 WECOIN tokens for a 6-month duration (day 1). They decide to retrieve them back on day 100 of the staking duration. Assuming that 6 months are approximately 182 days, and 50% of that is 91 days, user B will get a % reward penalty. User B will not receive any principal penalty, as the time of unstaking is after the first 50% of the staking duration.
- User C stakes 1500 WECOIN tokens without a pre-defined duration. User C will not be subject to any penalty, regardless of when the user decides to unstake the tokens.

Where do the penalized tokens go?

The penalized tokens are added back into the reward pool. An example of how this would work is given below:

- If there were originally 1MM tokens in the reward pool and 0.03% tokens are rewarded
- Let 100,000 tokens be penalties. These are added to the reward pool, bringing the total to 1.1MM tokens
- Now, the reward given out is 33000 token, instead of 30000 tokens

Buyback & LP

Buyback and burn has been a very successful and popular mechanic in the crypto space, which has historically helped token price appreciation and keeping the tokens scarce⁶.

With the emergence of Decentralized Finance (DeFi) and Automated Market Makers (AMM) such as UniSwap, however, a new approach has emerged which has the core benefits of the buyback and burn approach, together with the added value of deeper liquidity - **buyback and liquidity provision**. In this scenario, instead of burning tokens, they are first provided as liquidity for the token on its main AMM market and then the resulting LP is stored in the project's treasury long term. Thus combining the benefits of the reduced token supply together with deeper liquidity for the token.

Here is how this works in practice:

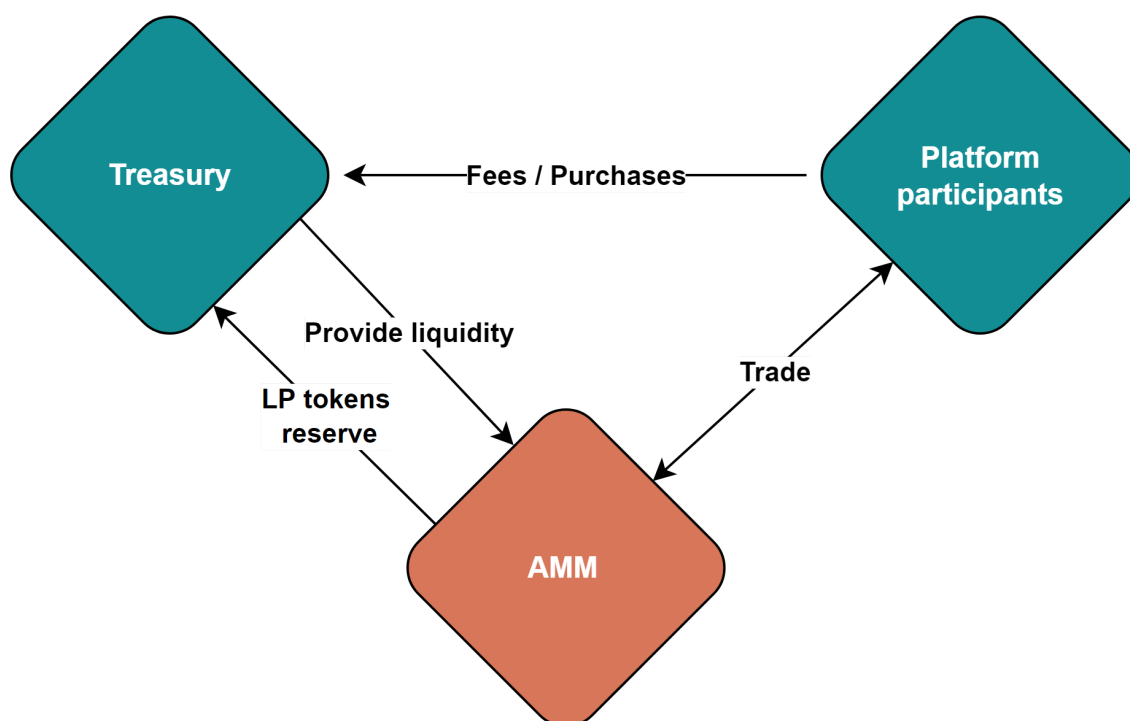
1. User A comes to the platform and purchases an NFT worth 100,000 WECOIN tokens
2. The platform collects a 10-20% fee, let's assume 20% for our example or 20,000 WECOIN
3. 1/10th (2000 tokens) of the fee is used for buyback and LP (B&LP), the remaining 18000 tokens are used to fund the platform's operations
4. From the 2000 tokens for B&LP, 1000 are sold at the current market price on PancakeSwap (let's assume 0.10 USD) and thus 100 BUSD are obtained.
5. The resulting 1000 WECOIN and 100 BUSD tokens are posted back as liquidity on PancakeSwap, thus providing more WECOIN tokens for people who want to buy them, and more BUSD for people who want to sell WECOIN
6. As liquidity is added, the resulting WECOIN-BUSD LP tokens are stored in the project's treasury and are spendable only via a governance vote.

Since the above operations can be costly, the platform will batch the buyback and LP operations (rather than execute them with each transaction) in order to keep them economically feasible.

In the case of WECOIN, 20% of all fees collected will be used as funds for buyback and LP.

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<https://www.binance.com/en/blog/421499824684900763/Mythbusting-Token-Economics-and-Some-Common-Fallacies>



Liquidity pool setup

The initial liquidity for the project pool (self-funded liquidity) on PancakeSwap will be setup with the following parameters:

Pool liquidity	
USD equivalence	600,000
Tokens	71,428,571
Starting price	0.0084

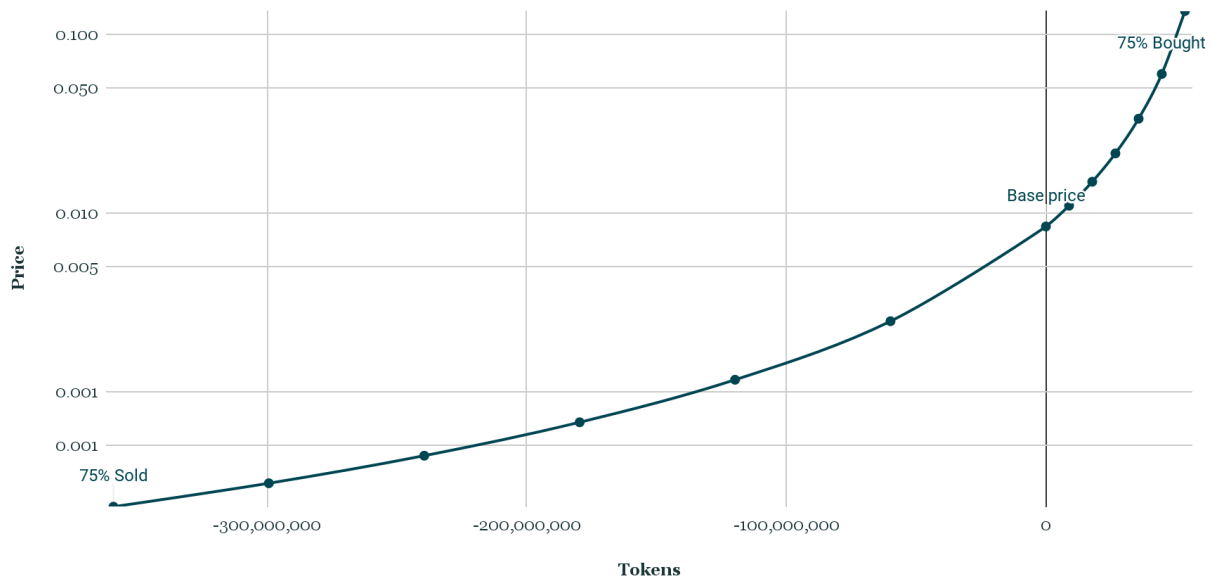
Pool sensitivity	
Action	New price
75% Bought	0.135
75% Sold	0.000

The breakdown of the numbers above:

- The pool will be opened for the WECoin/BUSD pair. With **USD equivalence** representing the liquidity posted in USD value equivalence for BUSD. This money will come out of the Liquidity allocation for funds raised.
- Tokens is the initial amount of tokens posted to the pool coming from the Market Making token allocation.
- Starting price is the initial price of the pool, set to 5% higher than the highest token sale price during the token sale event.
- The parameters in the Pool sensitivity section represent:

- What would the token price be if 75% of the tokens in the pool were bought (assuming no additional liquidity was posted to the pool in the meantime).
- What would the token price be if 75% of the initial circulating tokens at TGE were sold to the pool (assuming no additional liquidity was posted to the pool in the meantime).

A more detailed breakdown of the price action on the pool can be found in the graph below, with the horizontal axis representing tokens bought from the pool (positive numbers) and tokens sold to the pool (negative numbers):



Token price, based on token buy/sell action on the pool.

Fee summary

In summary, the fees collected by the WESET platform are as follows:

- 10% commission on sales
- 10%-20% margin between the seller's price and the WESET listing price
- Rental revenue from 7 weeks retained by WESET

The re-distribution of the fees is as follows -

- 20% is used for buyback & LP
- 80% is kept by the protocol for OPEX and growth

Governance

The decentralization of the project will be structured in 3 stages as follows:

1. **Early days** - during this period, the team is in full control of the project, and no voting is done. This is because there will be bugs and events which require immediate hotfixes, and this is better managed centrally.
2. **Semi-decentralisation** - during this period, the team is still in complete control of the project and can deploy hotfixes same as above, but for the non-urgent decision, it can take community input via a forum or even via off-chain voting like a snapshot - <https://snapshot.page/#/>
3. **Full decentralisation** - where the project will implement a process following industry best practices, as defined further below.

During phases 2 and 3, voting will be done via **vote escrowed (ve) tokens**⁷. VE tokens were first pioneered by Curve⁸ and later adopted by multiple large protocols such as yEarn and Balancer⁹ to great success.

In a nutshell, ve tokens are locked for a very long duration, granting a huge increase in voting power, to the person looking at the tokens. The interesting thing about the system is that the locked tokens do not necessarily need to be the project tokens themselves. Instead they can be a derivative of the project token. For example when Balancer does ve, the tokens used are the LP tokens from the 80/20 BAL/ETH pool¹⁰. This means voting power can be derived from the staking WECO tokens as described in the [Staking](#) section, as well as staking WECO LP tokens via double-locking. Rewards are received only for the staking actions and not for governance, as described in [Rewards](#).

We will use a similar system, where derivate tokens tokens based on the user contributions (C_x) described in the reward section can be used for ve.

Additionally, in order to avoid system centralisation and collusion, the voting will be done via quadratic voting¹¹. This means that the final voting power that a user has grows slower and slower the more tokens he/she has. More formally:

$$VP = \sqrt{C_x \times M}$$

Where:

- VP is voting power

⁷ <https://bowtiedisland.com/vote-escrowed-tokens-vetoken-the-good-the-bad-the-ugly/>

⁸ <https://curve.readthedocs.io/dao-vecrv.html>

⁹ <https://cryptobriefing.com/balancer-jumps-following-vote-escrow-system-launch/>

¹⁰ <https://forum.balancer.fi/t/introducing-vebal-tokenomics/2512>

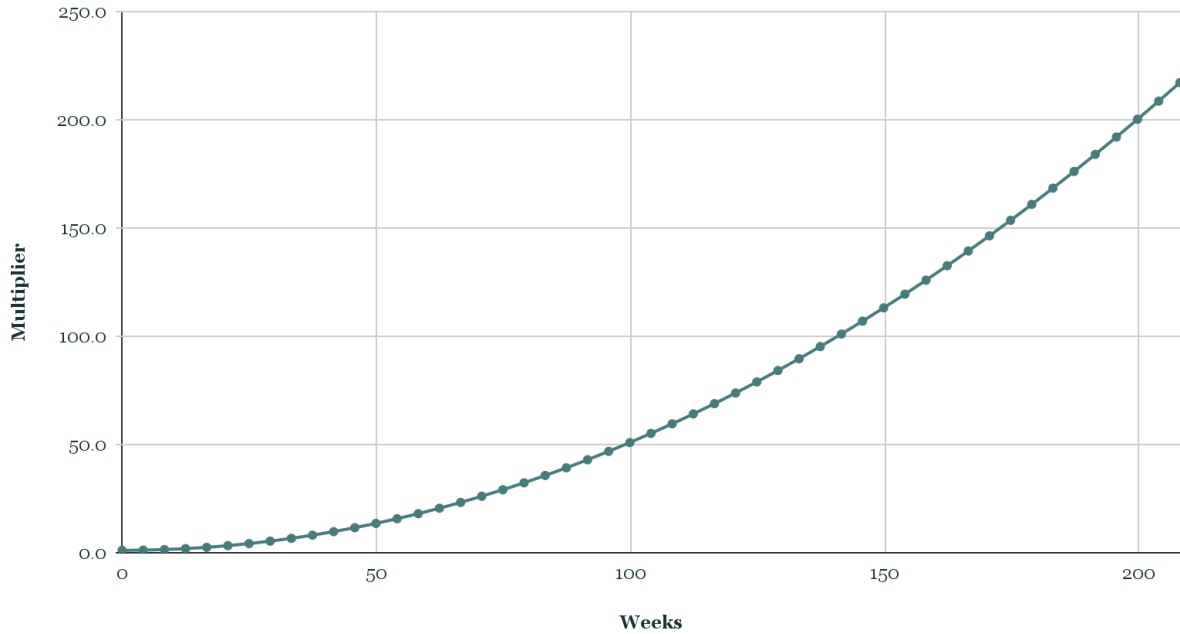
¹¹ <https://towardsdatascience.com/what-is-quadratic-voting-4f81805d5a06>

- C_x is the user contribution as defined in the rewards section, for each contribution individually
- M is a duration based multiplier

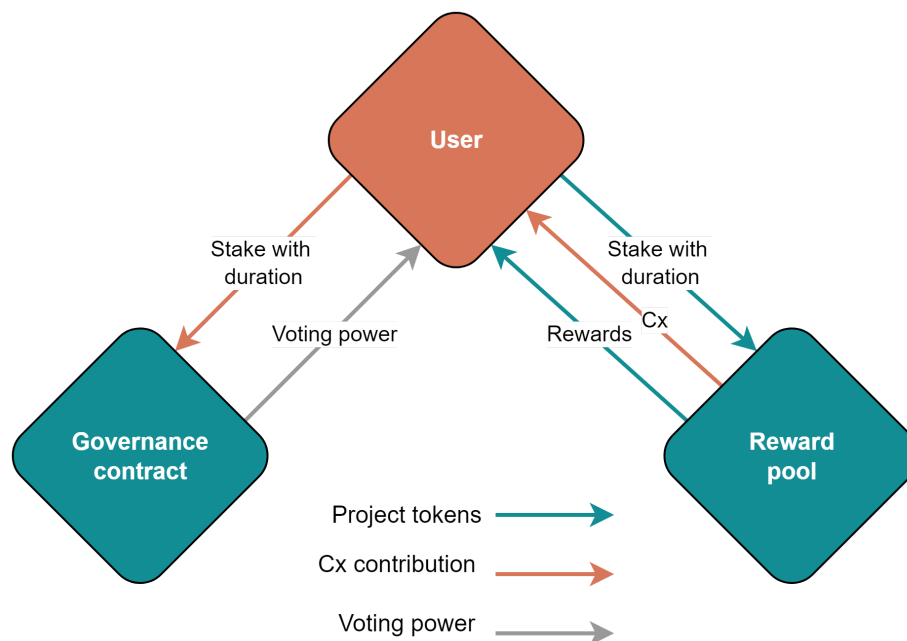
We can then define M as follows:

$$M = 1 + 0.005 \times D^2$$

Where (D) is the duration of the stake in weeks, this gives us the following multiplier curve based on duration.



Here is depiction of the whole process:



The above setup has several very desirable properties:

- Voting becomes an extension of the regular staking, which means that stakers and voters are both rewarded from the same pool.
- Voting does not provide any additional rewards compared to just staking, thus making sure that only people who are interested in governing the system would participate, since it requires a much longer token lockup.
- Voting tokens become “double locked”, once via staking and then a second time for voting, making sure they are taken out of circulation long term.
- It allows us to have significantly more aggressive multipliers for voting, since they are not impacting the rewards received.
- Loyal users (those who both lock their staking and their voting long term) benefit significantly from both multipliers.

During Phase 3, suggesting and implementing a proposal will closely follow UniSwap’s¹² governance process, with tweaked parameters and an additional **Tender** step.

The WESET project will begin as a centralized entity and gradually develop into a fully decentralized platform governed by its DAO members via a dedicated governance token derived from the WECHAIN token. Creating a community and a functioning governance framework is a massive undertaking. Lest the whole is less than the sum of its parts, it needs to be created carefully with checks and balances.

Scope

The DAO will be responsible for the project’s development roadmap and monetary policies. The technical improvements to the protocol will be reimbursed via the Treasury. The DAO is entitled to issue grants and spend the funds of The Treasury as was decided via an unbiased governance vote for any community-building initiatives, competitions, technical improvements, etc. The fee rates, loan-issue policies, and new utility functionality of tokens will be proposed and voted by the DAO.

Out of scope:

- 1. Fiscal policy affecting WESET revenue structure.**
- 2. Staking rewards programs. Although, the DAO can advise new policy via signalling.**
- 3. Voting process, including how voting power is derived, threshold for quorum and what constitutes a “passed” proposal.**

¹² <https://gov.uniswap.org/t/community-governance-process/7732>

Roles and responsibilities

The DAO comprises general community members and Council members - each of them fulfilling a unique role to drive the protocol forward and provide safeguards in the governance system.

Council Members - Council members will be 3 project members, 2 community members, and 2 independent experts, tasked with auditing proposals and their code changes to ensure they do not pose a security risk to the platform. Council members have the prerogative to pause or cancel proposals they find detrimental to the project's functionality and users. In order to cancel a voted decision, at least 5 Council Members will have to sign a multisig contract to take action. In the majority of cases, the expectation is that proposals will not be malicious and will not contain critical vulnerabilities. Within the extended power of the Council are also two key prerogatives:

1. They can add options to submitted Change Proposals and back them - this is part of the approval process of pending Change Proposal drafts to ensure compliance with the requirements and a first-pass check for any irregularities. Hopefully, the additional check will stop malicious proposals from propagating forward and getting cancelled at a later stage and also provide more options to voters.
2. They can raise their own proposals on Change Proposal level directly. All other standard rules of the governance process apply.

The Council Members will implement all voted proposals after they successfully pass the audit.

Governance Process

The processes of proposal creation and voting will be facilitated by tools in addition to the special roles already described earlier in this document. Every proposal will be conceptualized and discussed initially in the community Discord and forum. Off-chain voting of proposals will happen in a customized ready solution - Snapshot.

Phase 1: Signaling Proposal

1. A user starts a thread in the Discord community of WESET. If they are eligible, they draft a signaling proposal on Snapshot with an adequate title containing [Signal] at the start or end of the title. The proposal should adhere to a comprehensive draft standard, which illustrates the proposal, its benefits, technical feasibility (if applicable), and potential downsides. The poll post should also contain a link to the forum discussion and any other applicable resources. Signaling proposals require a minimum of 0.01% of delegated Voting Power to be created. If the author of the thread does not meet the requirements to create

signaling polls, another community member with enough Voting Power can do it for them or delegate their tokens to the author.

2. The user is responsible for promoting the proposal and facilitating productive discussion. Concerns are addressed and improvement suggestions are gathered. A signaling post should be created and linked in the forum discussion by their author.
3. The community votes on the signaling proposal and if an option other than “No/Make no change” has a plurality (highest number of votes), it can move on to the next stage. Voting lasts for up to 3 days. The proposal will need to gather quorum in order to be considered valid. A quorum for a signaling proposal is 1% of voting power available on Snapshot. If that threshold is not reached, the proposal is considered rejected regardless of votes cast among options. This type of voting is suitable for Yes/No votes¹³ as well as multiple options¹⁴.

Phase 2: Change Proposal

1. After a successful signaling proposal, the creator of the proposal takes the most popular feedback left on it to enhance the final version of the proposal.
2. A change proposal is posted for community vote with a [#TAG] of the type of proposal - [#GRANT], [#UX], [#TOKENOMICS]. The categories can change as the community evolves - more categories can be created and others removed. The proposal should explain the value it will bring, in brief, the technical feasibility, all resources needed for the implementation (e.g. developers, days, budget), any potential downsides, and links to the forum discussion and signaling post. Any change proposals, which do not contain all mandatory elements will be flagged by the space admins and removed within 24hrs, if not corrected.
3. Change proposals are then queued in Pending status to receive review and approval from the Council. The Council can add an additional option of their own to the proposal based on previous forum discussions or their own expertise. The Council must take action within 5 days and either amend and approve the proposal and pass it to the next stage, or cancel it for a rule violation.
4. The change proposal needs to pass a quorum requirement of 5% of delegated Voting Power cast in total, so it can be considered valid. A proposal is considered “passed” if it garners the support of 50%+1 of the cast Voting Power for trivial changes and 67% of cast Voting Power for major changes. A major change is any item that critically impacts the project’s monetary policy and security measures, e.g. new reward structure for stakers, an increase of fees, integrating a partner.
5. Voting lasts for 5 days. Proposals that are improperly indicated will be removed by the space admins. If a proposal passes, depending on the change it presents, it will be actioned by the senior community members or the respective group hired

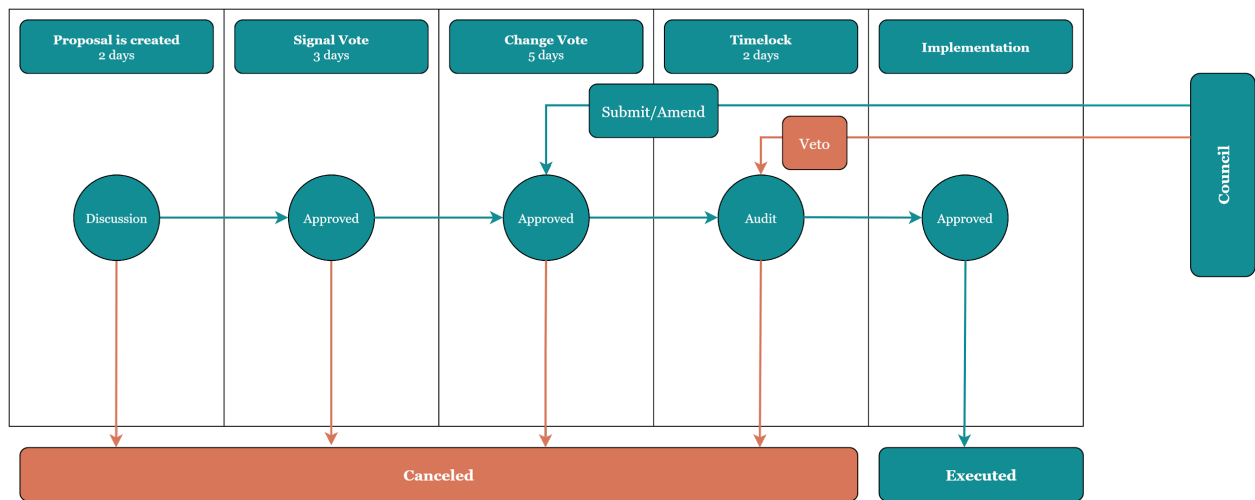
¹³<https://signal.curve.fi/#/proposal/0x15fae2fb5f07ef6b94db2496a5a26ba8cd331a0460365b15a648eac2726c1d11>

¹⁴<https://snapshot.org/#/sushigov.eth/proposal/0xed9b41b36631a1694db83deebb126d2cb8151aa09ad93d4bd5dd9a0d46892f47>

to do the change, in case of development or other changes which cannot be executed fully by the community.

Phase 3: Execution

1. Council members pick up the winning option and ratify the vote by recording it on-chain in the governance contract. It enters a timelock of 2 days, allowing Council Members time to review it.
2. After the security review is passed, Council Members implement the decision voted on by the DAO.



Economy Benchmarks

Economy-wise, the closest sibling to the WECOIN token is the Binance coin (BNB), as both tokens are used as a fee discount token with an aggressive buyback and burn program. It is essential to point out some crucial differences in this regard.

- Binance has burned approximately 20 mil BNB¹⁵ or about 11.1% of its total supply¹⁶ over nearly three years. WECOIN does not intend to burn any tokens, but instead strengthens the token liquidity on exchanges via its Buyback & LP program & LP incentives.
- The fee reduction benefits on Binance reduce over time, while the WECOIN will always have a fixed reduction.
- Binance does direct token burns, while WECOIN performs Buyback&LP which has the added benefit of both strengthening the liquidity and taking the tokens out of circulation.

¹⁵<https://www.binance.com/en/blog/421499824684900521/11th-BNB-Burn-%7C-First-Quarter-Highlights-and-Notes-from-CZ>

¹⁶ <https://coinmarketcap.com/currencies/binance-coin/>

Sale Financials & token generation event

Basics

└ Ticker:	WECO
└ Sale Denomination currency:	USD
└ Jurisdiction:	???
└ Eligibility:	Subject to KYC and AML
└ Sale stages:	3
└ Sale start date:	???
└ Sale end date:	???
└ Accepted currencies:	BTC, ETH, BNB

Token Generation Event Summary

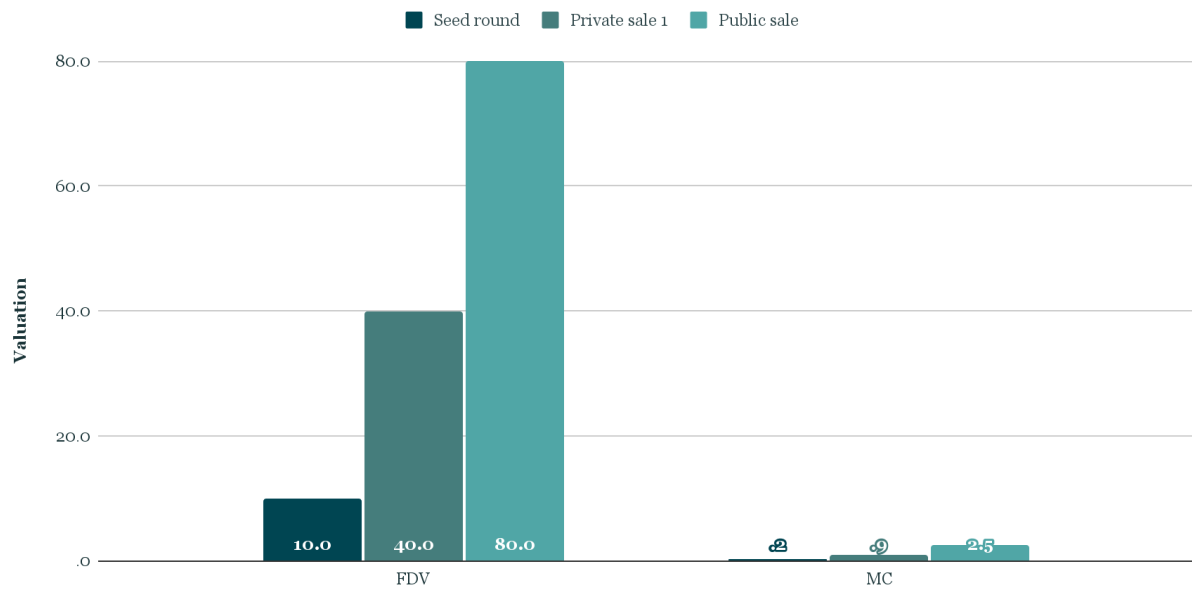
└ Softcap:	8.0 MM USD
└ Hard Cap:	15.0 MM USD
└ Initial Total Tokens:	10,000.0 MM WECO
└ Sale Tokens:	2,744.0 MM WECO*
└ Sale allocation:	27.44%
└ Remaining tokens post-sale:	Deposited to reserves
└ Important notice:	Under SEC rules, this token may constitute a security contract and will not be offered to US unaccredited investors.

We are NOT saying that the token is a security. We are saying that we cannot provide a legal opinion on the token, and until you obtain one, it is better that the token is considered a security. Once you obtain a legal opinion, feel free to remove the above.

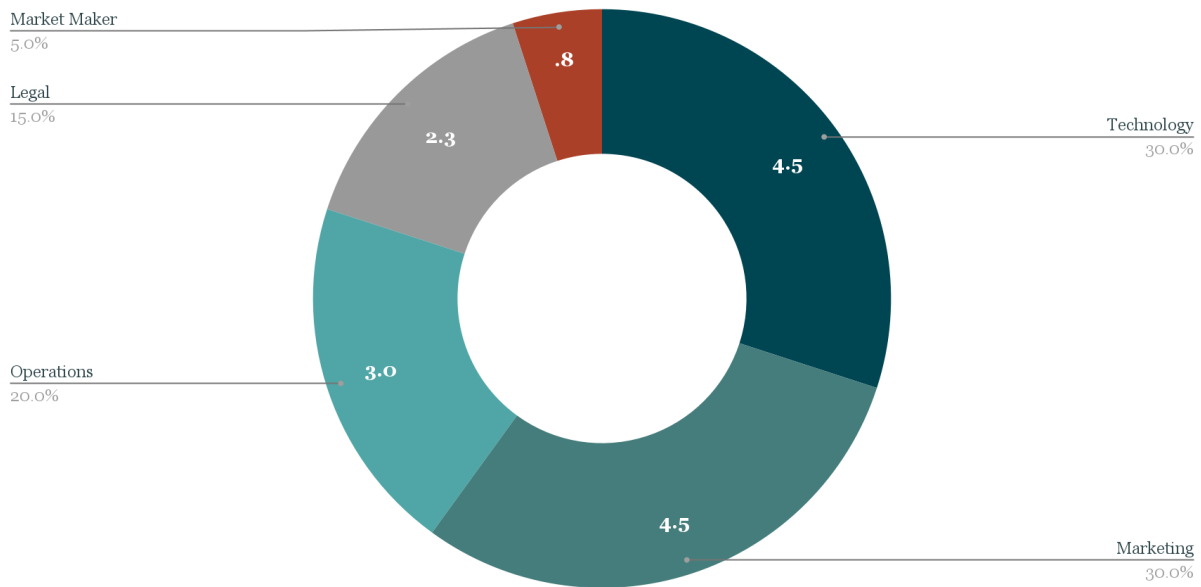
Token sale setup					
Stage	Price (USD)	Tokens (MM)	Bonus	Raise (MM USD)	FDV (USD)
└ Seed round	0.001	850 MM	0.0%	0.9 MM	10 MM
└ Private sale	0.004	250 MM	0.0%	1 MM	40 MM
└ Public sale	0.008	1644 MM	0.0%	13.2 MM	80 MM
Totals		2744 MM		15 MM	

Vesting schedule, per token allocation						
Stage	Allocation	Tokens (MM)	Listing release	Cliff	Vesting	Monthly release
└ Seed round	8.5%	850	5.0%	6	24	3.96%
└ Private sale	2.5%	250	5.0%	6	21	4.52%
└ Public sale	16.4%	1,644	5.0%	6	18	5.28%
└ Founders	15.0%	1,500	0.0%	6	36	2.78%
└ Team	5.0%	500	0.0%	12	24	4.17%
└ Advisors	5.0%	500	0.0%	12	12	8.33%
└ Marketing	10.0%	1,000	10.0%		36	2.50%
└ Reserve	11.3%	1,131	0.0%		60	1.67%
└ Liquidity	0.8%	75	100.0%			
└ Reward pool	26.0%	2,600	0.0%			Non-linear release
Totals	100.50%	10,050	3.12%			

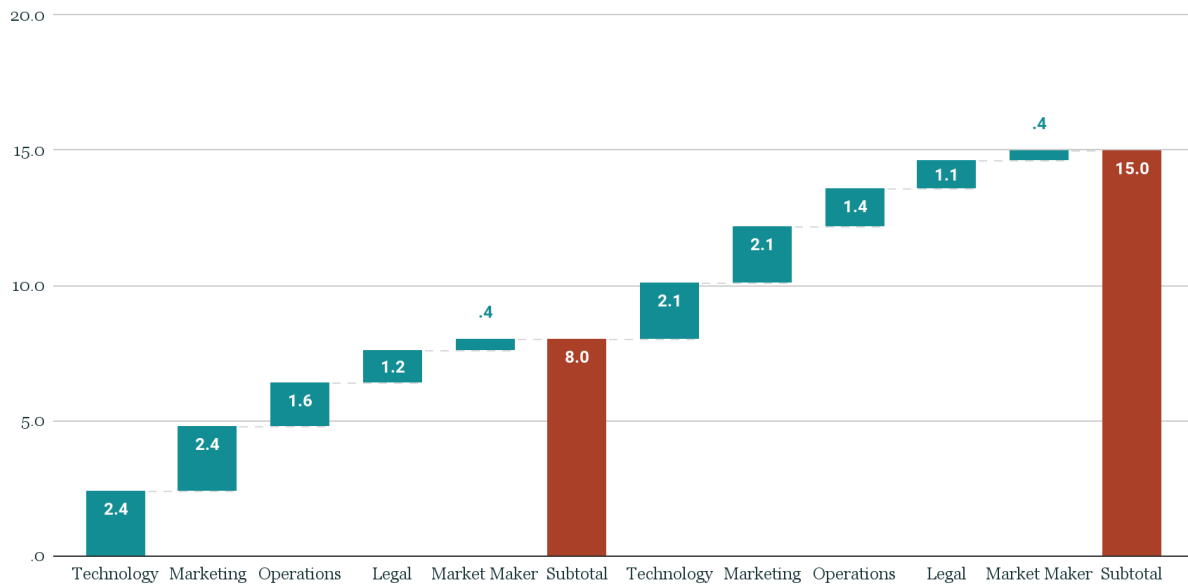
The vesting schedules above (especially for the early sale rounds) are indicative and are likely to change over the course of your negotiations with investors. We have given a relatively high vestings, so that you can have a good starting point for the negotiations.



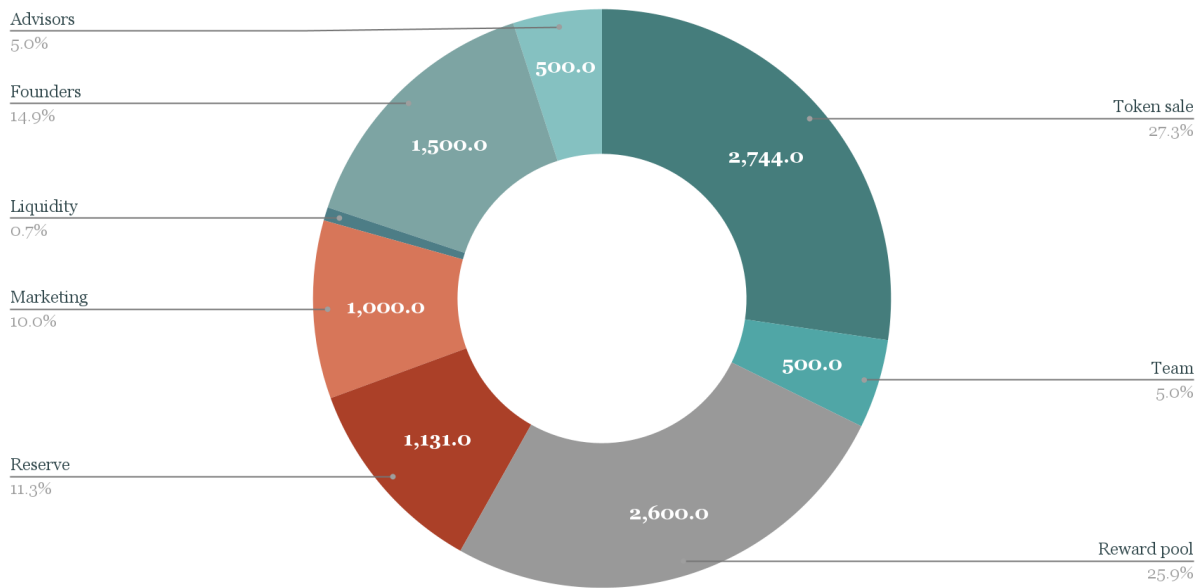
Project's fully diluted valuation and circulating market cap, based on the token sale stages.



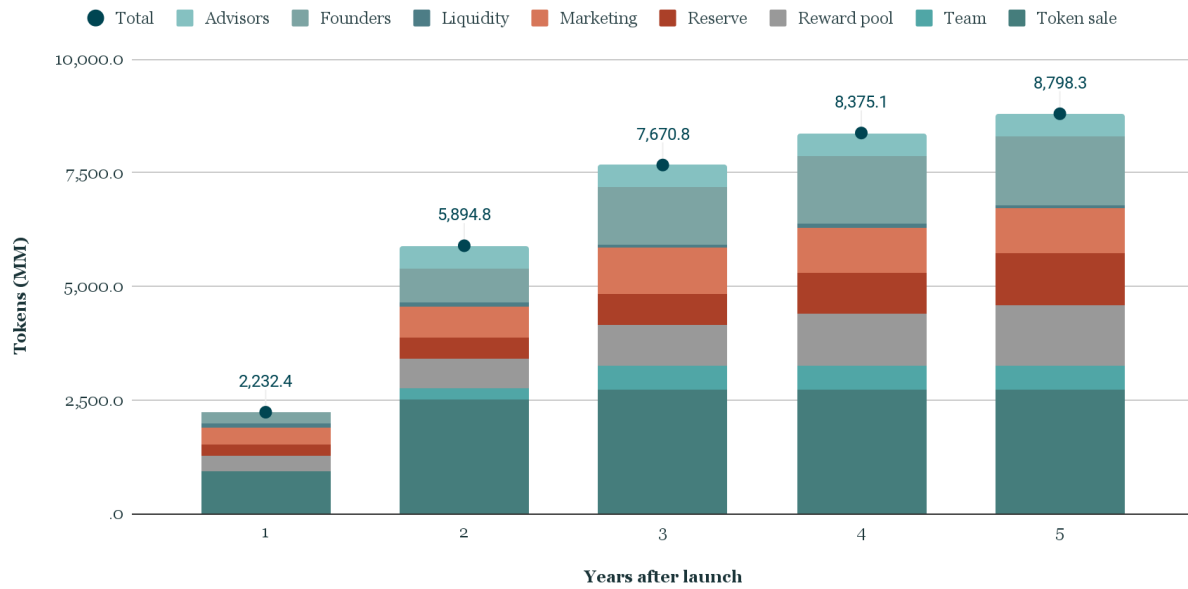
Allocation of funds raised during the token sale (in MM USD). Assumes reached Hardcap.



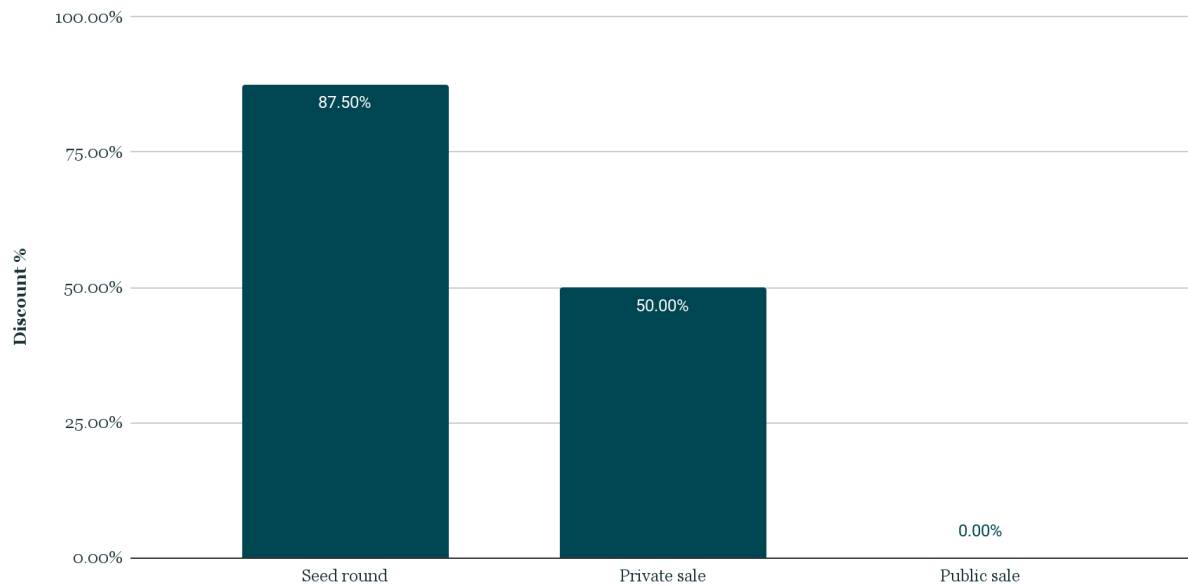
Breakdown of the funds' utilisation between the Softcap and the Hardcap.



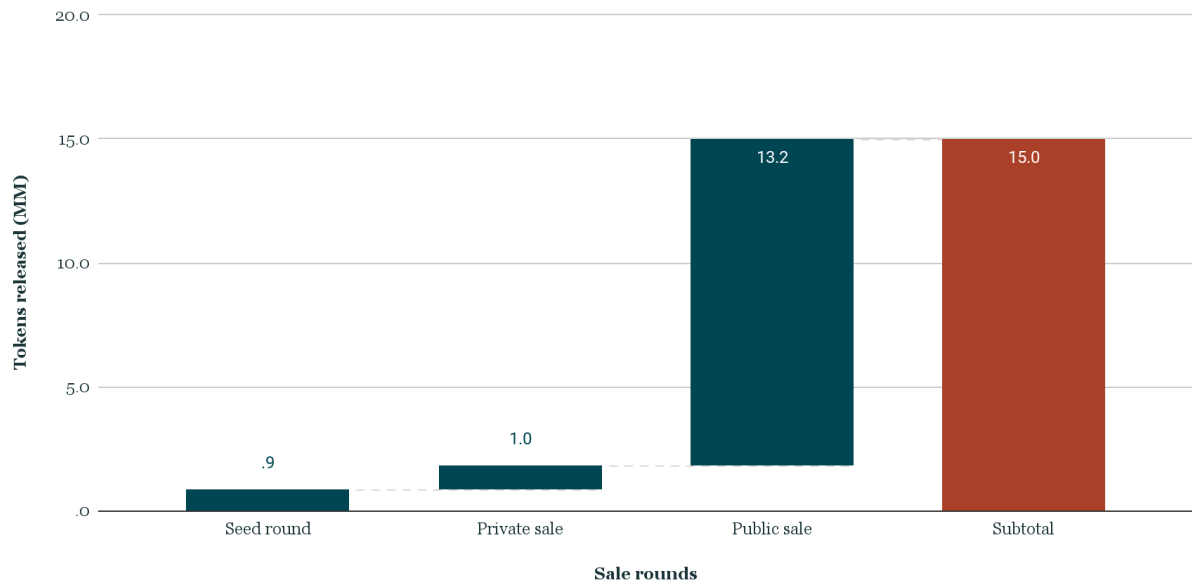
Total tokens allocation. Assumes reached Hardcap.



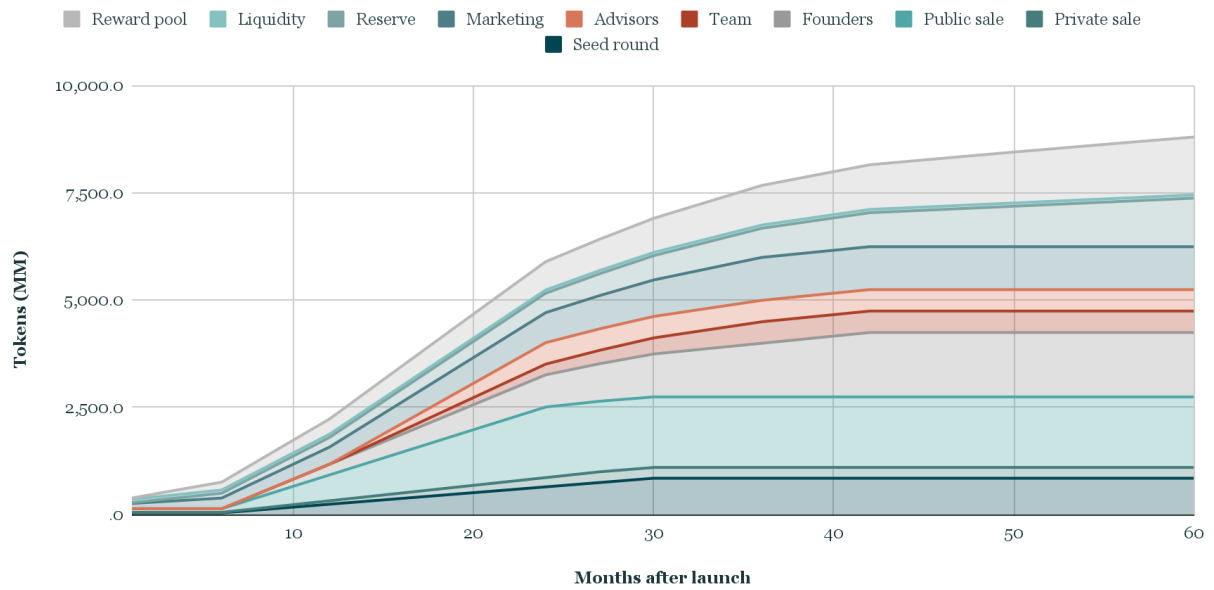
Breakdown of the token release schedule, by year and by allocation. The numbers on top are the total tokens released.



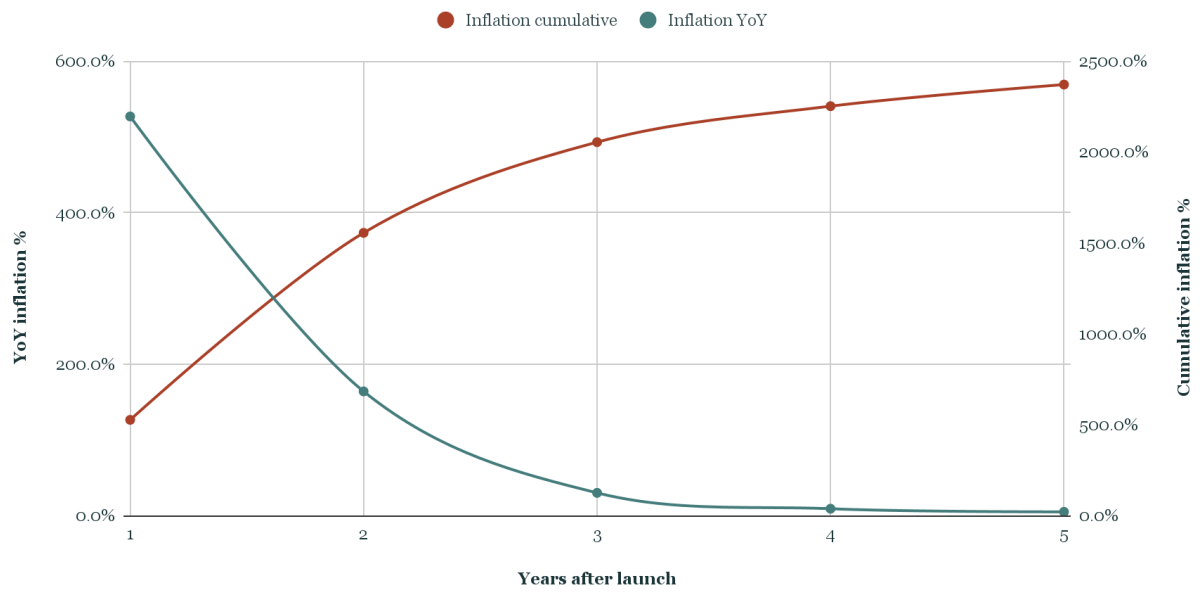
Discount on token price, based on entry stage. Figures represent discount versus the maximum token sale price, accounting for all possible bonuses.



Cumulative target raise from the token sale per round



Monthly token vesting schedule (detailed, non-aggregated)



Token inflation YoY and cumulative

Token valuation

The sections that follow should be presented to ACCREDITED INVESTORS ONLY.

This section will outline the valuation methodology used to determine our token's current and future price and apply it to a series of assumptions in order to produce an estimate of the fair token price (should those assumptions hold).

The quantity theory of money

The most widely used valuation methodology for utility tokens is the quantity theory of money¹⁷ and, more precisely, the equation of exchange¹⁸. Several models^{19 20} based on those principles have been developed and widely accepted by the cryptocurrency community. In a nutshell, the equation of exchange is:

$$M \times V = P \times T$$

Where:

- I. M is the amount of money in circulation within a specific system
- II. V is the velocity of money, or in other words: how often does money change hands within a predefined period (most commonly - annually)
- III. P is the price at which transactions are happening within the system
- IV. T is the number of transactions for a predefined period (same period, as the velocity)
- V. $P \times T$ in this regard is essentially the total economic output of the system for the selected period, sometimes referred to as GDP of the system.

The above formula is not directly applicable to cryptocurrencies (and a commonly encountered error). In a token/cryptocurrency economy, the two sides of the above

¹⁷ Friedman M. (2008) Quantity Theory of Money. In: Palgrave Macmillan (eds) The New Palgrave Dictionary of Economics. Palgrave Macmillan, London

https://link.springer.com/referenceworkentry/10.1057%2F978-1-349-95121-5_1640-2

¹⁸ Bordo M.D. (1989) Equation of Exchange. In: Eatwell J., Milgate M., Newman P. (eds) Money. The New Palgrave. Palgrave Macmillan, London

https://link.springer.com/chapter/10.1007/978-1-349-19804-7_17

¹⁹ Chris Burniske (2017) Cryptoasset Valuations

<https://medium.com/@cburniske/cryptoasset-valuations-ac83479ffca7>

²⁰ Brett Winton (2017) How to Value a Crypto-Asset—A Model

<https://medium.com/@wintonARK/how-to-value-a-crypto-asset-a-model-e0548e9b6e4e>

equation are denominated in different units. When talking about the system's GDP, the expected Revenue is generally used; on the other hand, the equation's left-hand side is still denominated in the native token. We can solve this by introducing an additional parameter representing the exchange rate between the token and USD (or any other FIAT currency based on the denomination of the system's GDP). The equation then becomes:

$$M_T \times E_{T/USD} \times V = P_{USD} \times T$$

This enables us to solve for $E_{T/USD}$ and get the expected token exchange rate (or token value), provided we can come up with adequate estimations for the other variables. We can now solve for the token value as:

$$E_{T/USD} = \frac{P_{USD} \times T}{M_T \times V}$$

Another component in our system is FIAT-based token locking. Since, as explained previously, this is correlated with the token price, we can estimate the USD value of staked tokens (recall that they are % of comission fees and rental fees). However, this begs the question - how do we estimate the locked TOKEN equivalent?

Let's first take a look at a simple example - how staking would affect the token price. Here, we refer back to the expanded equation of exchange from above, as follows:

$$M_T \times E_{T/USD} \times V = P_{USD} \times T$$

Here, we can represent the staked amount as a temporary reduction in the token supply, M_1 . Then we can subtract this amount from the total supply M , as follows:

$$(M_T - M_1) \times E_{T/USD} \times V = P_{USD} \times T$$

Following the same transformations we did previously; we can simplify this equation to:

$$E_{T/USD} = \frac{P_{USD} \times T}{(M_T - M_1) \times V}$$

So how do we define M_1 . A simple approach would be to take the FIAT amount (S_{USD}) and divide it by the token price $E_{T/USD}$ as follows:

$$M_1 = \frac{S_{USD}}{E_{T/USD}}$$

This approach however has a significant issue : the process of purchasing tokens in order to stake them, increases the price itself! While this is likely negligible for small amounts of tokens, it can have significant impact, for larger amounts. As such we need to discount the amount of tokens purchased.

Following the equation of exchange, which we defined at the very start, a reduction in the token supply of 50%, would translate into doubling of the token price. A further reduction of another 50%, would again double the price, or if we look at this cumulatively, a 75% reduction would mean quadrupling the price. It quickly becomes apparent that we can express this process by a constant product function as follows:

$$(1 - R) \times P_I = 1$$

Where:

- R is the % reduction in token supply
- P_I is the % increase in token price

From the above we can define, the increase in the cumulative price (I_{CP}) as the area under the curve of the function of the reduction in net circulation supply based on the purchase amount as:

$$I_{CP} = \int \frac{1}{1 - R} dx$$

Solving the above integral gives us:

$$I_{CP} = |\ln(1 - R)| + C$$

Plugging this back to our original formula we get:

$$(M_T - \frac{S_{USD}}{E_{T/USD} \times I_{CP}}) \times E_{T/USD} \times V = P_{USD} \times T$$

And finally we can simplify the formula to:

$$E_{T/USD} = \frac{P_{USD} \times T + \frac{S_{USD} \times V}{I_{CP}}}{M_T \times V}$$

Not surprisingly, we can think of **locking** in similar terms. The main difference is that we cannot calculate locking cumulatively (based on USD equivalence), but we need to calculate it on an annual basis. This is because the token price would be different for each year at the time of locking. In other terms, if B_{USD}^1 is the USD equivalent of tokens locked in year 1, B_{USD}^N is the USD equivalent of tokens locked in year N, and $E_{T/USD}^N$ is the price of the token in year N, we can estimate the price after locking as:

$$(M_T - \sum_{i=1}^N \frac{S_{USD}^i}{E_{T/USD}^i \times I_{CP}}) \times E_{T/USD}^N \times V = P_{USD}^N \times T^N$$

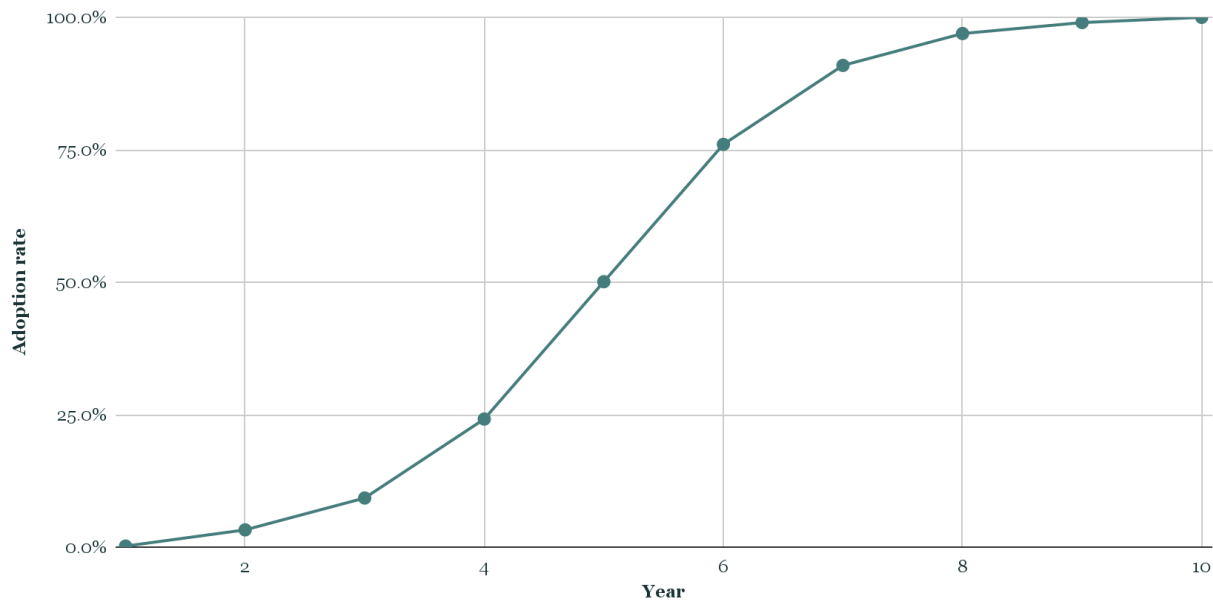
The calculations above will be used to determine the token circulation and price.

Cashflow facilitated through the token

WESET aims to grow from having about 30 properties in year 1 to over 300 properties in year 5, which will give them an estimated value of more than 60 Mn USD. This goal will be achieved under the following assumptions:

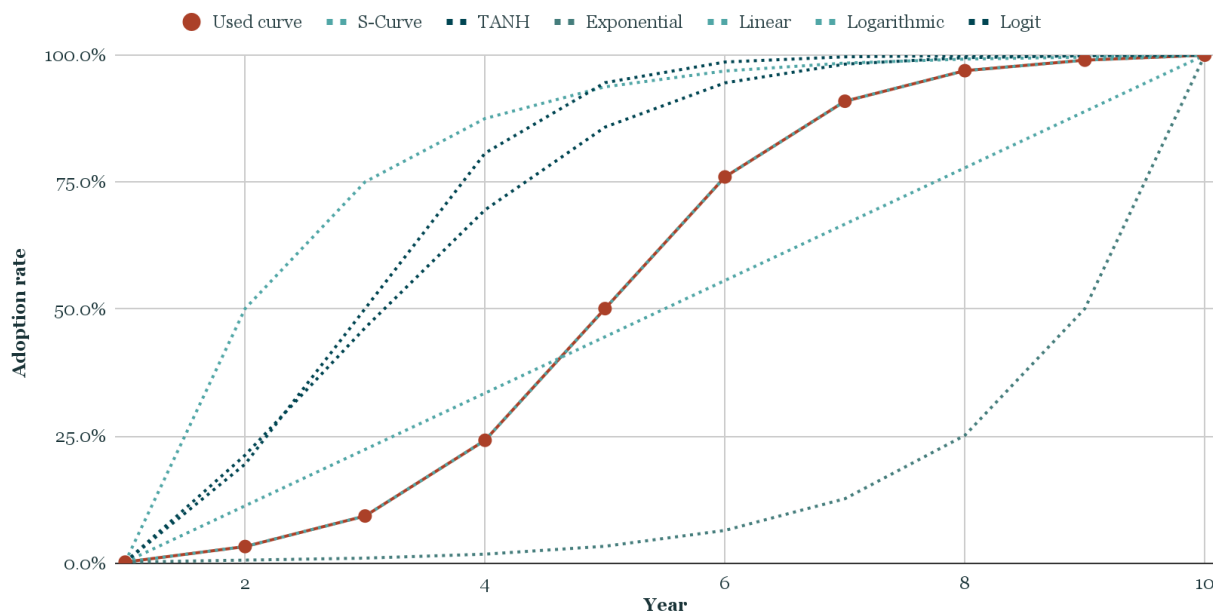
- 10% commission from the seller for using the WESET platform
- Revenue from 7 weeks out of 52 that remain with WESET after selling the property
- 10-20% margin between seller's price and the listing price on the WESET platform
- Rental income, assuming a 70% occupancy throughout the year
- 50% of all payments will be done in the native token and 100% of the platform fees will be paid in WECO.

The path to reaching this target is assumed to follow a standard S-shaped curve as shown on the chart below:



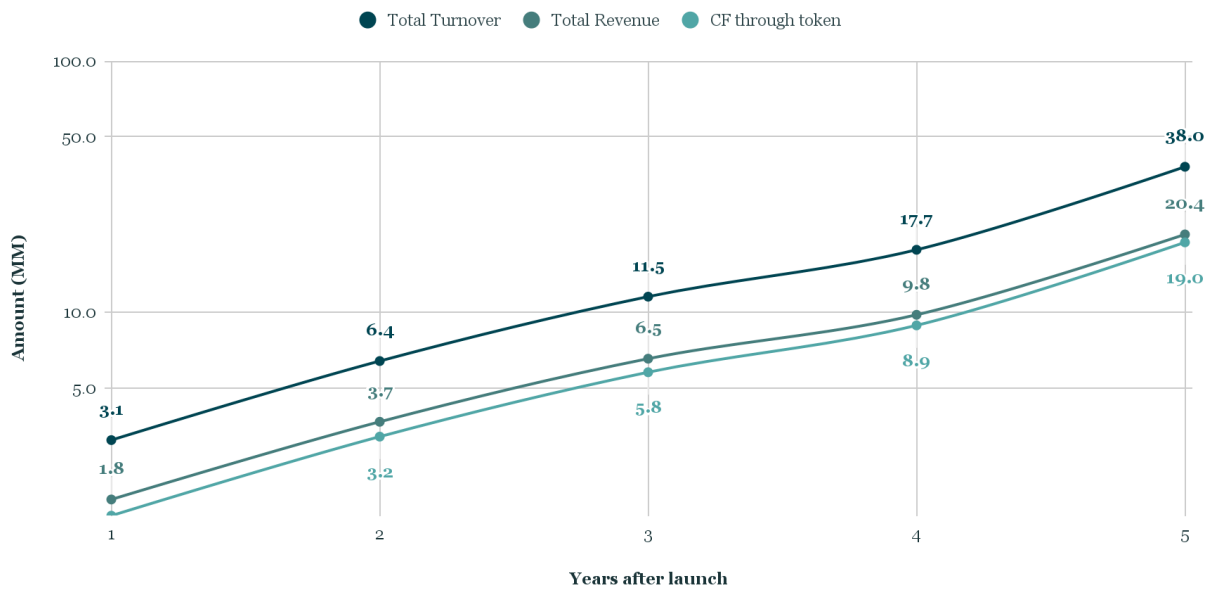
Assumed adoption curve

Before picking this growth pattern, we have considered several other growth alternatives. However, the current was deemed as the most realistic.

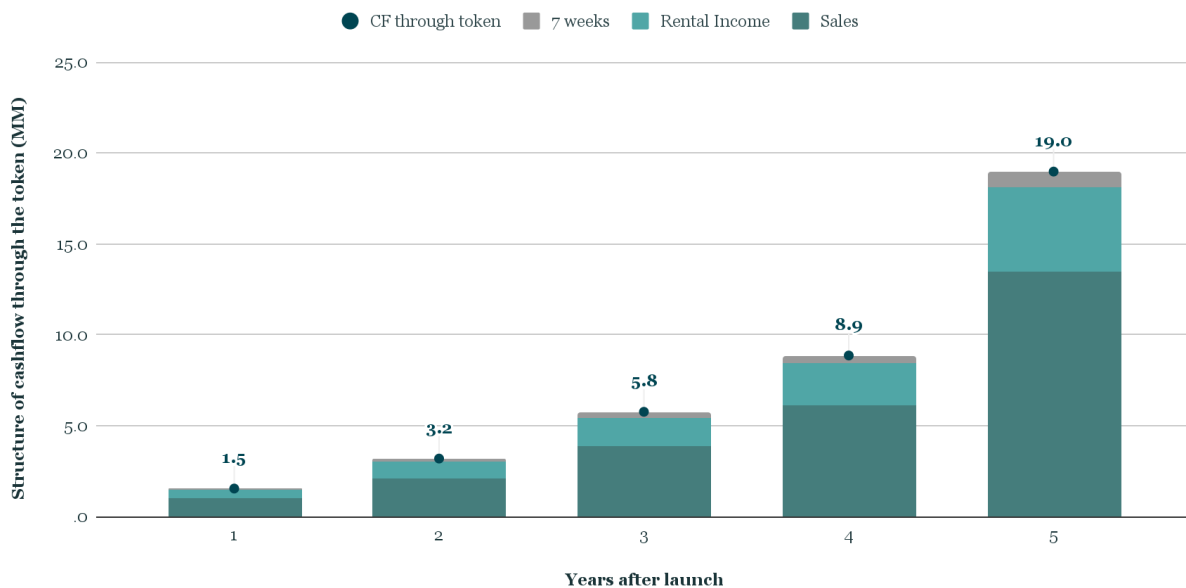


Tested adoption curves

Combining the assumptions listed here and the growth curves, we arrive at the following estimates for the company's performance.



Projected company performance & growth based on financial assumptions provided as-is by the company. The chart shows the company turnover/revenue and their part, facilitated through the token (cash flow through the token).



Structure of the cashflow facilitated through the token (in MM).

For the figures above, we have assumed that **50% of rental payments and 100% of fees** on the platform would be carried out in the token.

Circulation

There are several factors that we assume are going to impact the total number of tokens in circulation.

Lost tokens. Inevitably some tiny % of tokens are going to be lost each year (lost private keys). We have done a conservative estimation of 0.5% of the circulating tokens (vested tokens which are not permanently taken out of circulation) being lost per year. This is a conservative estimate, as studies have found that approximately 4 MM Bitcoins have been lost (about 25% of the available bitcoin supply as of 2017) over ten years²¹. Other estimates show this to be closer to 11% for provably lost coins²².

Token staking. Staking of WECOIN token for the purpose of direct staking APY is based on market practises. The current APY of 20% constitutes an attractive earn in the crypto market and will effectively incentivize users to stake. Direct staking is further incentivized by discounts offered on platform fees. Taking into account the size of rewards and APY, we arrive at the yearly number of staked WECOIN tokens. This includes LP WECO tokens staked by users.

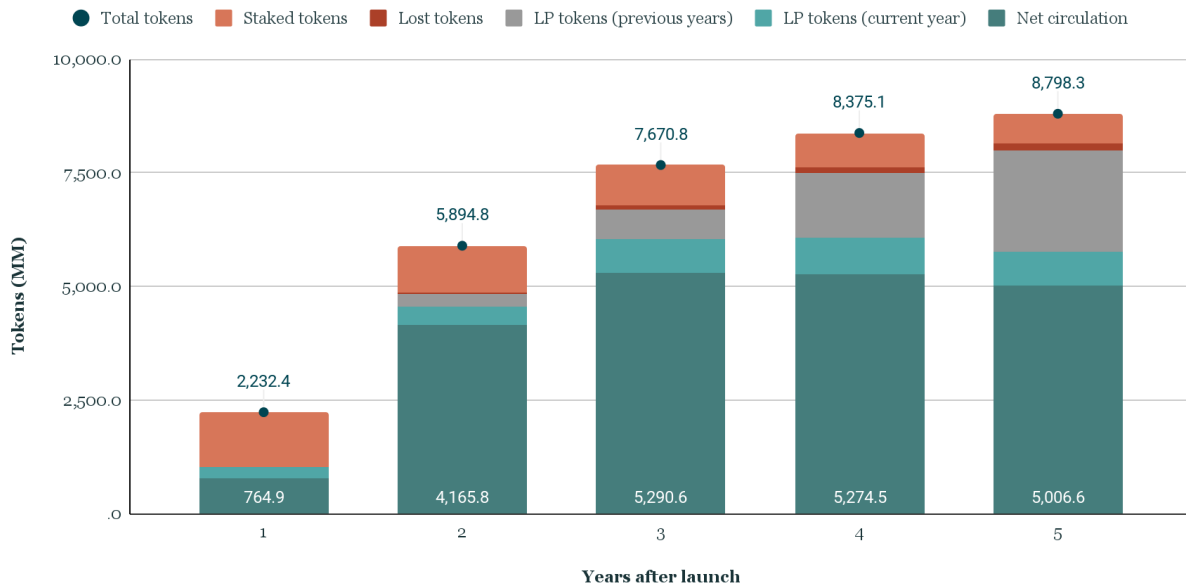
LP tokens. On the graph below, “LP tokens” denotes the amount of tokens devoted to liquidity by the WESET platform itself. This is a reflection of the expected effects of the [Buyback & LP](#) program explained earlier in this document.

Token vesting. As described previously in this document.

Gradual release of tokens from the reward pool. As described previously in this document.

²¹ JEFF JOHN ROBERTS and NICOLAS RAPP (2017) Exclusive: Nearly 4 Million Bitcoins Lost Forever, New Study Says
<http://fortune.com/2017/11/25/lost-bitcoins/>

²² Coinmetrics: <https://coinmetrics.substack.com/p/coin-metrics-state-of-the-network-d2e>



Expected actual token circulation (numbers at the bottom) compared to the total released tokens to date (numbers at the top)

Velocity

The token velocity is possibly the most challenging and most sensitive assumption to make out of all. To get a fair estimate of the expected velocity, we have used BNB and Ethereum's²³ on-chain velocity, as well as the velocity of USD M1 and M2 money supply²⁴ as benchmarks.

We are using only the **on-chain** velocity as any actual transfer of value within the blockchain is eventually recorded on the chain. Transaction volumes from exchanges, on the other hand, are largely speculative and can be manipulated. It is interesting to point out that based on a more detailed study, 12 months,²⁵ the actual velocity might be even lower than observed.

M1 is the money supply of currency in circulation (notes and coins, traveler's checks (non-bank issuers)), demand deposits, and checkable deposits)

M2 component includes M1 in addition to saving deposits, certificates of deposit (less than \$100,000), and money market deposits for individuals.

²³ Data for Ether's on-chain velocity

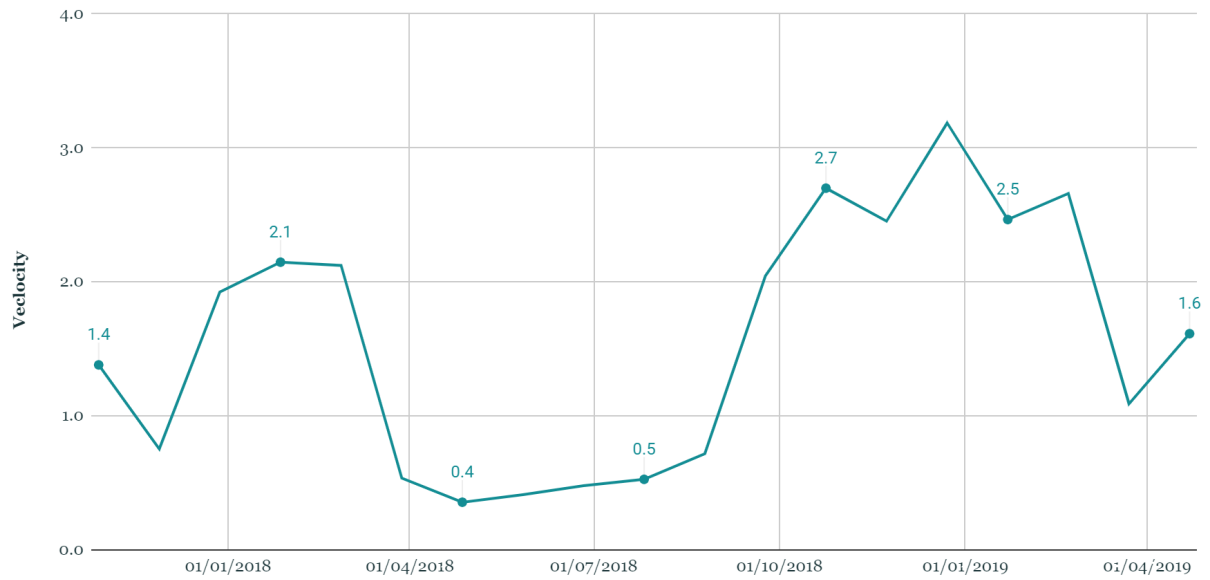
<https://coinmetrics.io/data/>

²⁴ Data for M1 and M2 USD velocity

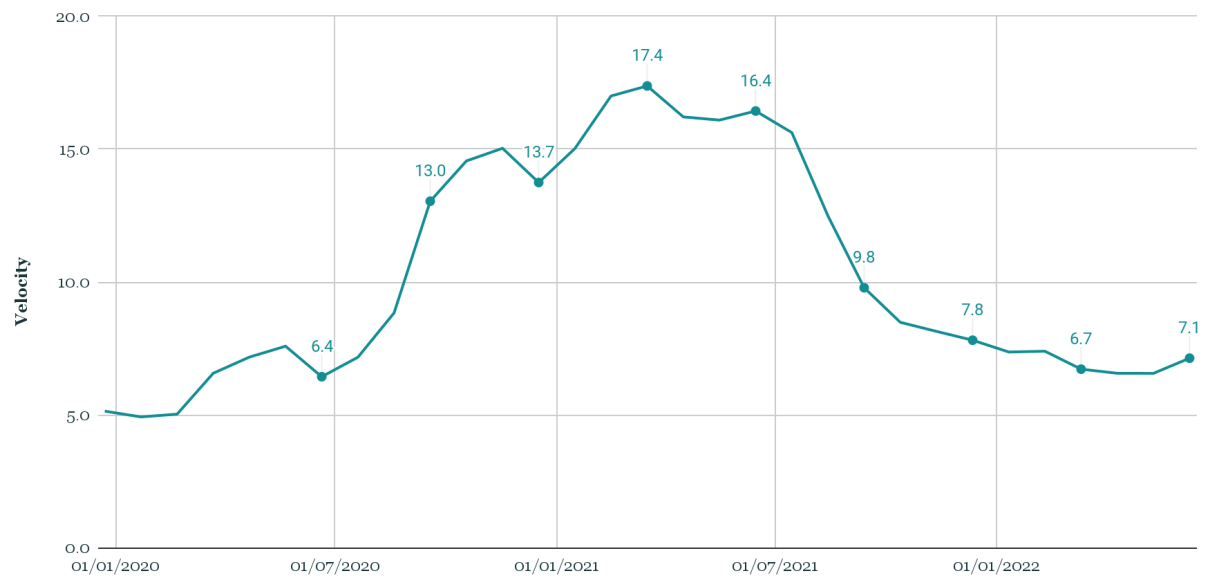
<https://fred.stlouisfed.org/series/M1V>

²⁵ Harry Kalodner, Steven Goldfeder, Alishah Chator, Malte Möser, Arvind Narayanan (2017) BlockSci: Design and applications of a blockchain analysis platform

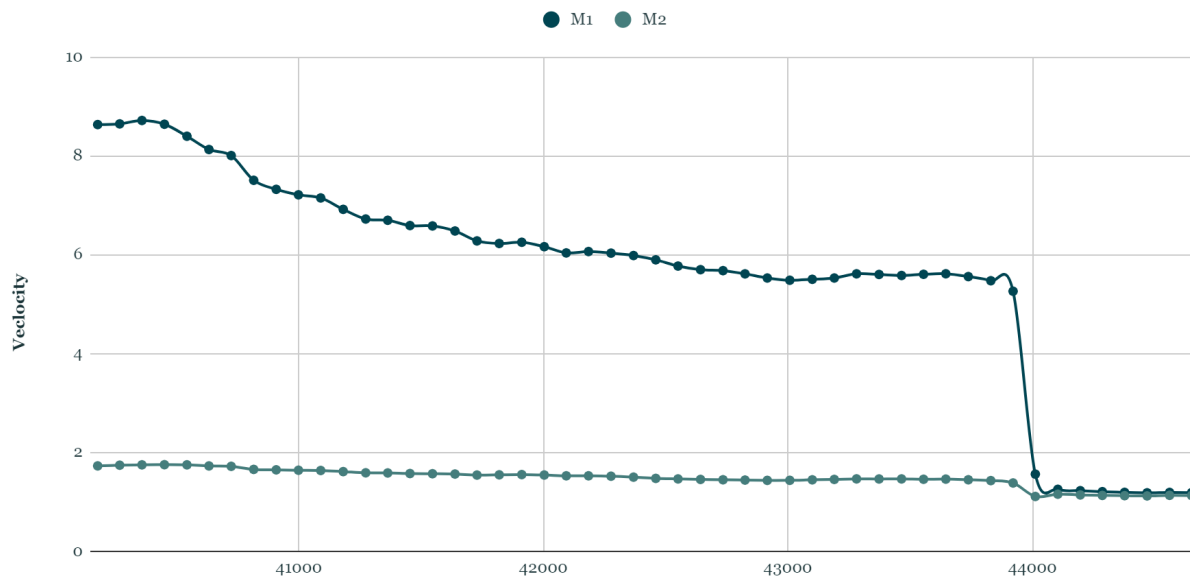
<https://arxiv.org/pdf/1709.02489.pdf>



BNB velocity of on-chain transactions. The calculation is based on an annualized 90 average transaction volume.

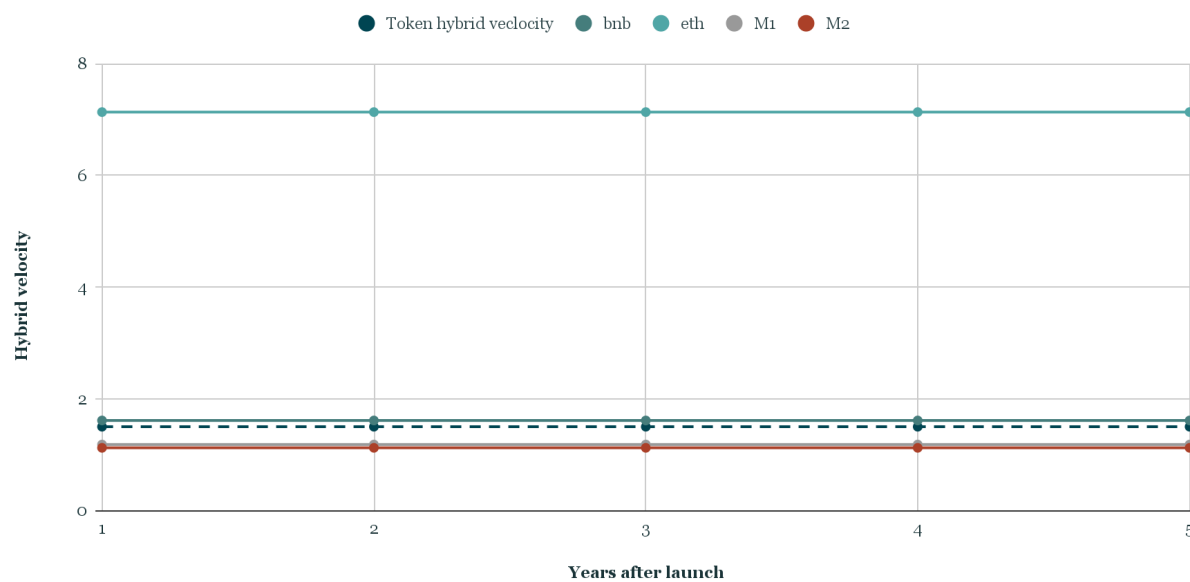


Ether's velocity of on-chain transactions. The calculation is based on an annualized 90 average transaction volume.



The velocity of US Dollar M1 and M2 money supply.

Based on the assumptions above, we have made a very conservative assumption for a velocity of WECOIN, which the staking and burning would further reduce. The thus estimated hybrid velocity can be seen below:

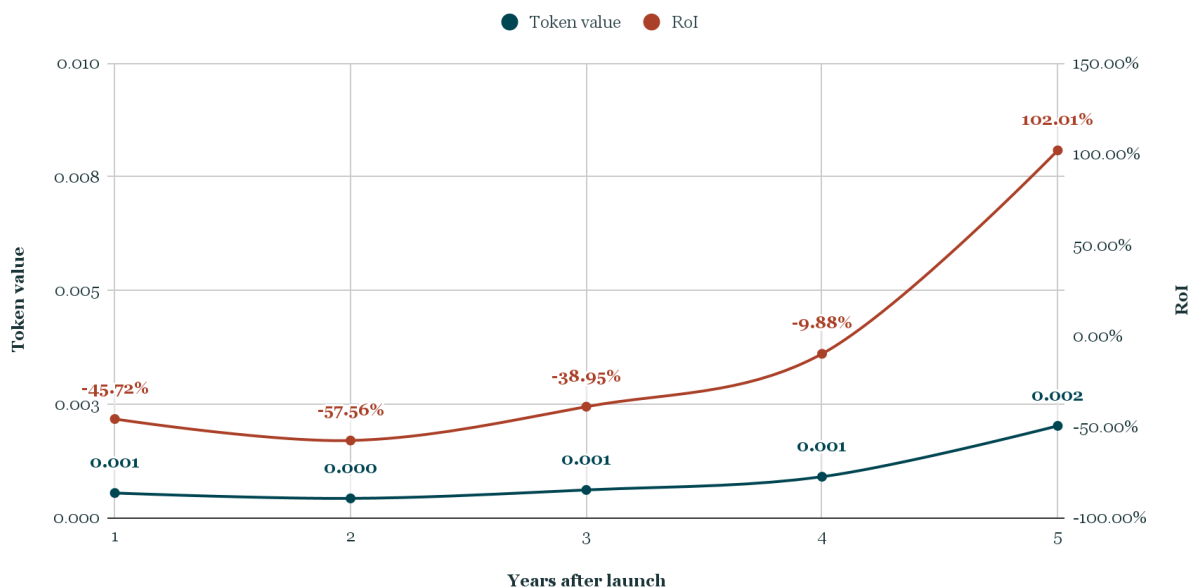


Token (hybrid) velocity compared to benchmarks

Token value

This section should be presented only on demand and only to accredited investors.

Having all the components outlined above, we can now solve for the fair token value using the equation of exchange. We can also estimate the expected return on investment (RoI) using the lowest token sale price (taking into account all offered bonuses).



Projected fair token price and estimated return on investment (vs the lowest token sale price), based on company performance assumptions.

The figure above instantly begs two questions:

- Why is the price in years 1 through 5 lower than the token sale price?
- Why would anyone purchase during the token sale if the price afterward is lower?

This is a common fallacy, driven by the confusion of fair price and actual price. The reasonable price (scope of this document) aims to estimate the WECOIN token price solely based on its utility. The WECOIN token's actual price is likely to include more speculative action (as with most financial assets). It will factor in the expectation from investors for price appreciation.

As Ray Dalio (American billionaire investor, founder of investment firm Bridgewater Associates, one of the world's largest hedge funds) recently said²⁶:

“As you know, market pricing reflects expectations of the future; as such, it paints quite detailed pictures of what the consensus expectation of the future is. Then, the markets move as a function of how events transpire relative to those expectations. As a result, navigating markets well requires one to be more accurate about what will happen than the consensus view built into the price. That’s the game.”

In other words, given that WECOIN token’s fundamental utility value is expected to appreciate **above the token sale price, we do not expect that at any given point in time, the token will be traded below this price** unless the financial projections change.

²⁶ Ray Dalio (2019) Paradigm Shifts - <https://economicprinciples.org/downloads/Paradigm-Shifts.pdf>

Uncertainty models

Secondary pricing via NVT

A multiple measures some aspect of a company's financial well-being, determined by dividing one metric by another metric. Metrics are quantitative tools that measure a company's performance²⁷. For example, a multiple can be used to show how much investors are willing to pay per dollar of earnings, as computed by the price-to-earnings (P/E) ratio²⁸.

Multiples from the standard financial world aren't generally applicable to cryptocurrencies, since the latter tend to be more complex in their financial structure than coin. One metric which has surfaced and managed to become a staple is the NVT Ratio. Network Value to Transactions Ratio (NVT Ratio) is defined as the ratio of market capitalization divided by transacted volume in the specified window.

$$NVT = \frac{MarketCap}{DailyTransactionVolume}$$

If the value is too high, it means the **network is overvalued** compared to the low ability to transact coins in terms of volume, implying the possible removal of the price bubble coming. This interpretation is based on the effect of mean reversion²⁹.

For the purposes of this analysis, we have taken several of the most popular cryptocurrencies and split them into two categories:

- **Productive assets** - cashflow generating tokens or ones with strong deflationary mechanics.
- **Non-productive assets** - utility/governance/payment tokens without the features listed above.

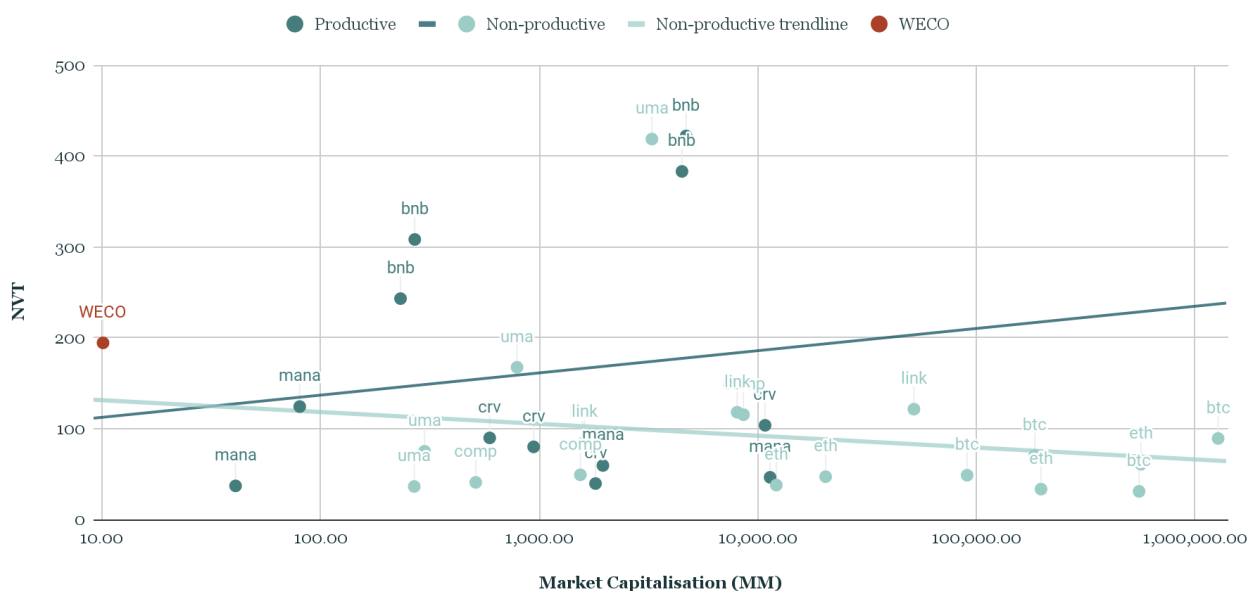
Then for each of them we have extracted four data points over the last two and a half years as follows:

- **Low** - NVT at their lowest market cap during the observed period.
- **High** - NVT at their highest market cap during the observed period.
- **Start** - NVT at the start of the period.
- **End** - NVT at the end of the period.

²⁷ Investopedia, multiples - <https://www.investopedia.com/terms/m/multiple.asp>

²⁸ Investopedia, EPS - <https://www.investopedia.com/terms/e/eps.asp>

²⁹ Wikipedia, mean reversion - [https://en.wikipedia.org/wiki/Mean_reversion_\(finance\)](https://en.wikipedia.org/wiki/Mean_reversion_(finance))



NVT Benchmarks

As it is evident, the NVT of the token falls within the expected mean trendline of all examined comparable projects.

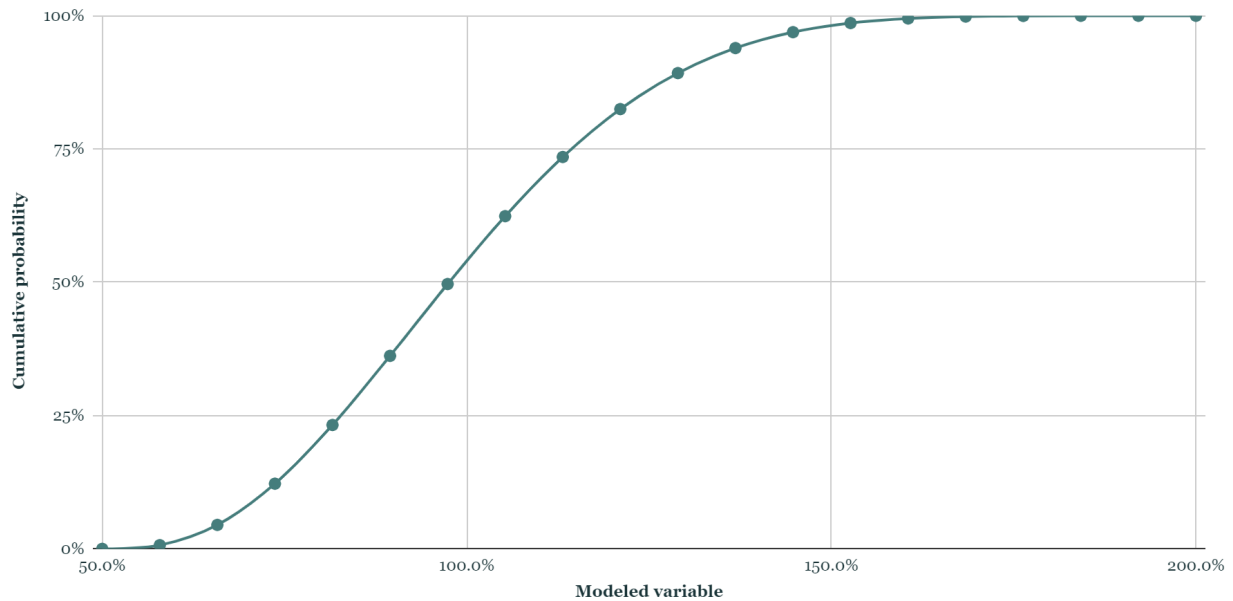
Revenue variance

When doing any price estimation, the best or the “most likely” model is not enough to get a reliable benchmark of what can be expected. This section will explore how changes in some of our assumptions might affect the final token price.

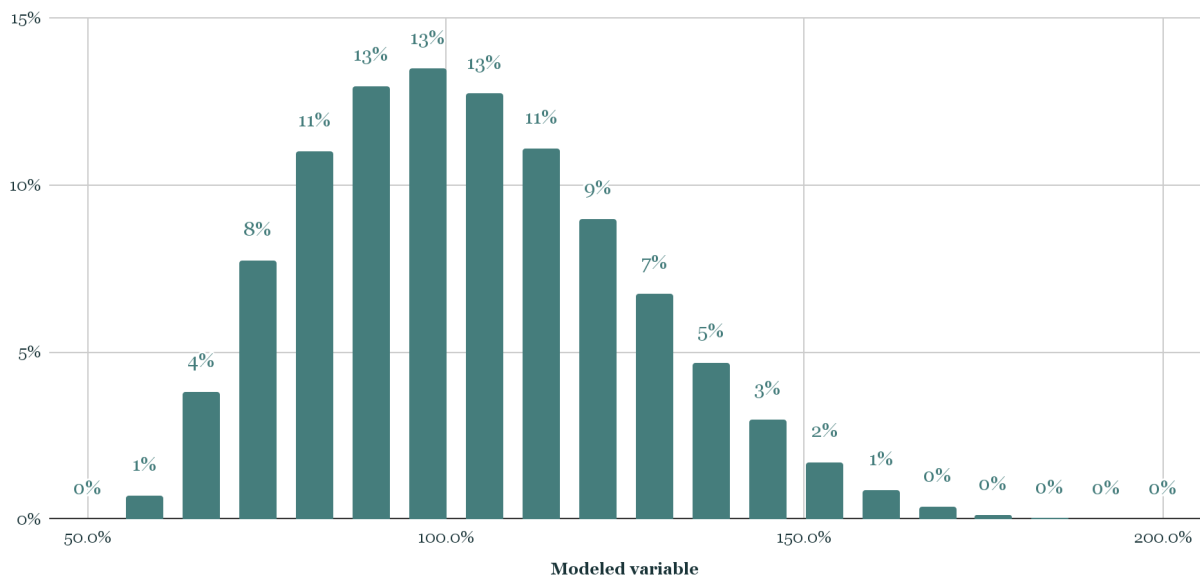
Revenue estimations are just that - estimations. We need to account that those numbers are likely to vary a lot when the real business commences. Using a beta distribution (a fairly standard approach for modelling of uncertainty)³⁰ we will model the expected range of achieved revenue and, by extension the expected range for the token price.

We will operate under the assumption that the company will achieve 200% of its projected revenue in a best-case scenario. In contrast, it will achieve only 50% in the worst-case scenario while still keeping the most likely scenario at 100% revenue target achieved.

³⁰ JB McDonald, YJ Xu (1995) A generalisation of the beta distribution with applications
<http://www.vcharite.univ-mrs.fr/pp/lubrano/atelier/McDonald1995.pdf>

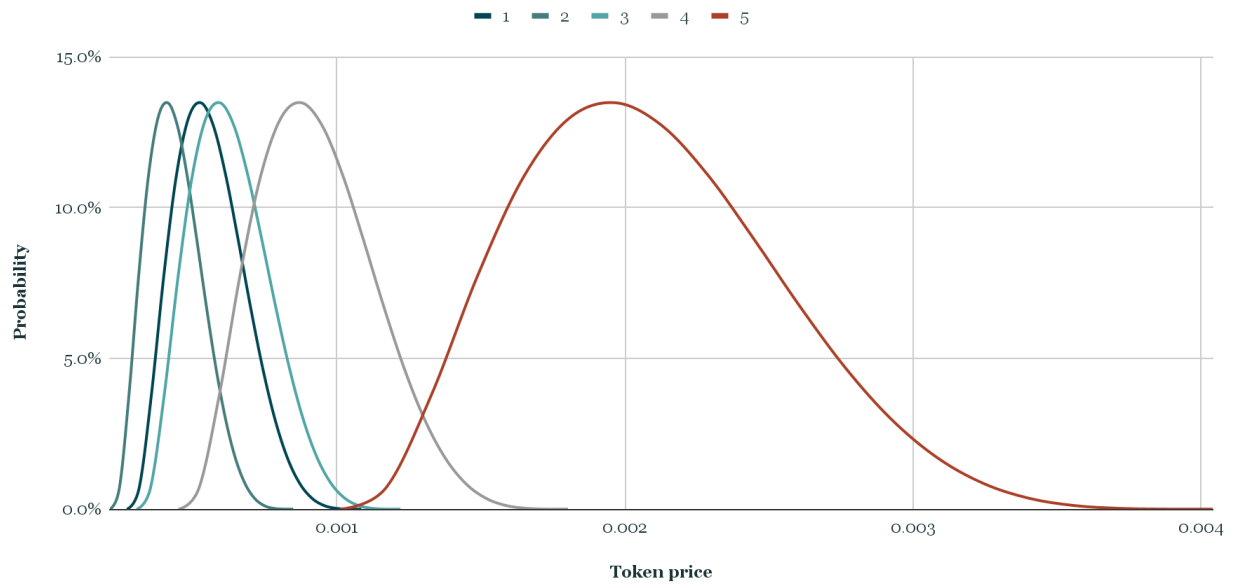


Cumulative probability function, modelling the expected range of variation for the company's revenue.



Discrete probability function, modelling the expected range of variation for the company's revenue.

Using the above discrete probability, we can estimate the range in which we expect the token price to fall each year.



Token price range by year, based on the projected token price (revenue-based) and the revenue sensitivity estimations

Limitations

“The only function of economic forecasting is to make astrology look respectable.”

– **John Kenneth Galbraith (economist, bestselling author)**

It is important to note that the blockchain and cryptocurrency area is still very new. There is little to no historical data, past performance results, and academic research on the topic of cryptocurrencies, let alone on the tokenization, economics, and long-term valuation of those asset classes. Stocks(equity) have been around since the early 1600s, and it is only in the past 100 years that we have begun to have more comprehensive and widely accepted valuation models. However, they are still subject to bias and interpretation and suffer from their inputs' quality. On the other hand, Cryptocurrencies have been around since 2008, with a broader recognition around 2016 and an explosion in the number of tokens in 2017. As such, it is way too early to evaluate or comment on the performance, monetary policy, and models behind any of them. As a result, we prefer to rely on sound economic principles backed by data and reasonable assumptions.

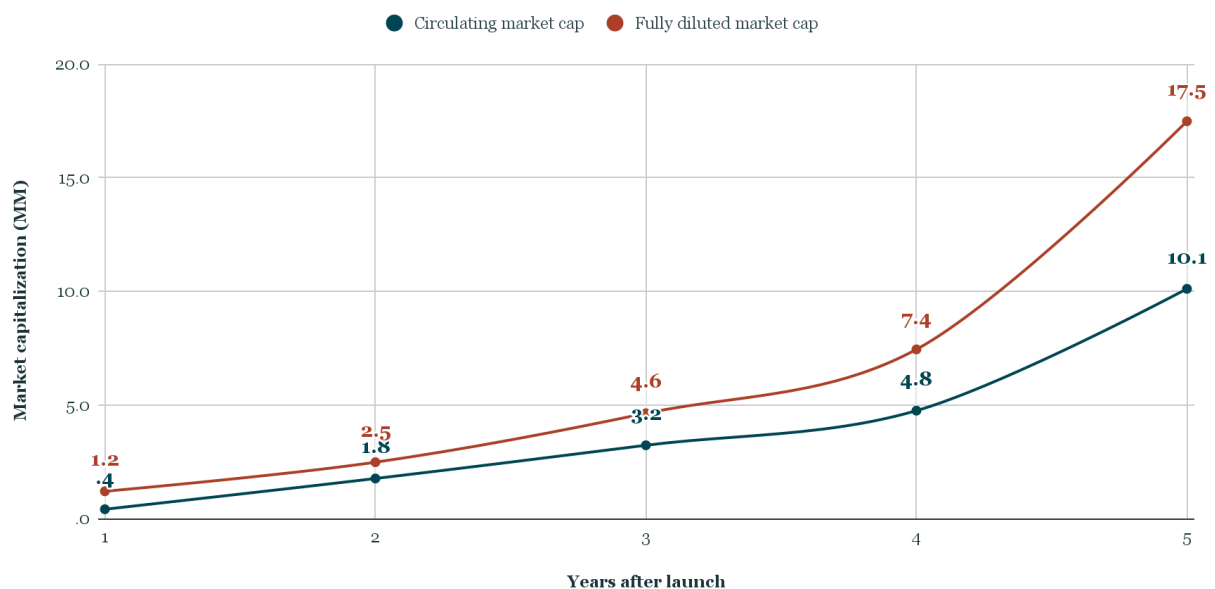
Furthermore, any financial projections should generally be treated as a target rather than a prediction. Their purpose is to ensure that the project has sensible and achievable goals, and upon reaching those goals, the rest of the numbers would add up and make sense. On the other hand, they cannot predict the future nor account for all possible variables and scenarios with any reasonable degree of certainty.

Conclusion

Throughout this document, we have outlined all setup, assumptions, and calculations behind the WESET token sale. The paper presented here is developed based on an evaluation method generally accepted by the cryptocurrency community (quantity theory of money) and relies on a generally accepted school of economic thought (monetarist school of economics).

Hopefully, by now, it should be evident that the WECOIN token sale is well structured, relies on solid economic principles, and can produce more than good results even in the face of uncertainty.

Our expectation is that the token has the potential to reach over 10 MM USD Market capitalization within five years.



Estimated token market capitalization based on the projected token price and total tokens outstanding

About the authors

The FinDaS tokenomics team We are a team of crypto professionals with over 150+ crypto projects behind our backs and overwhelmingly positive feedback from our clients. Our team has a wide array of token economy specialists in various aspects - DeFi, CeFi, NFTs, DAOs. We help design projects in a financially feasible and fiscally responsible way.

Hristo Piyankov - Lead Economist Hristo has over ten years of experience in analytics, data science, machine learning, big data, and AI with a finance background. He was an Analytics Director for one of the largest consumer finance companies in the world's largest consumer market (China). During this time, he led several complex international projects to fruition. He is an expert in data modeling of all kinds (financial, forecasts, estimations, budgeting, machine learning, statistical).

Now he is working with various Blockchain startups, helping them figure out their token economies and data problems. He is passionate about making sure that data works for the business and not the other way around. Hristo is an expert in Blockchain, Solidity, Python, and algorithmic trading, not to mention Excel/Google Sheets.

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uncertainties and do not guarantee that these results will be achieved and may lead the actual results to differ materially from those indicated in these statements. Any forward-looking statement speaks only as of the date of which such statement is made, the authors undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events. No statement in this document is intended as a profit forecast.

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Given that the “regulations” for cryptocurrency in most countries at best are highly ambiguous or completely non-existent, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of cryptocurrency and tokens according to their nationality and place of residence. The regulatory status of cryptocurrencies and digital assets is currently unsettled in many jurisdictions, varies among jurisdictions, and can be subject to significant uncertainty. It is possible that in the future, certain laws, regulations, policies, or rules relating to cryptocurrencies, digital assets, blockchain technology, or blockchain applications may be implemented which may directly or indirectly affect or restrict cryptocurrency token holders' right to acquire, own, hold, sell, convert, trade, or use cryptocurrencies.

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