

ETF Token Draft Plan of Action

To move forward with a successful ICO a plan of action must exist. We must answer the: Who is going to do what and when? This immediately leads to the most important question: What compensation will we offer the individuals who make up this proposed "team". ETF Token is not a business. We do not appeal to VC trying to get rich quick. ETF Can offer only one thing: fractions of the fair and small percentage the fund charge to maintain itself. However to get that first small percentage to compensate the team we need to have the ICO. Problem: No one will invest in an ICO that is only this far in the planning process. The solution is to get an early team to develop the infrastructure and to agree to the percentage of token sales for their services. Alternatively, and less desirably we can find a way to have a pre-ICO or some sort of fund generating activity to compensate persons for their services who will not accept ether as payment. In reality both may be necessary, with a goal of getting as many participants as possible to take the % of the ICO and or first year sales as possible. Faith in the project will likely have to be the primary motivator to get truly qualified individuals to join this team. Upon successful incentivizing and building this team we must incentivize potential ICO token purchasers. The ICO can be differentiated from future token purchases by charging 0.6% during the ICO and 0.7% afterwards. Question: Who then do we need on this team to make this happen. WE must also determine how many will only take the cash as opposed to the percentage. The way I see it we will need acquire a team capable of accomplishing the following major tasks the following ICO generate budget (in ether)

Post ICO Fee 0.7%

post ICO fee establishes a fund for the non-profit organization for unforeseen expenses.

ICO Goal: \$50,000,000

Fee breakdown by expenses estimates (hoping to pay this in anticipated ico/ year one revenue not actual USD amounts:

Planning Services/Token Release/ Post Sale \$50,000

Community & Media Engagement Services: \$75,000

ICO Website Facilitation/ Creation \$75,000

Legal/audit: \$100,000

Total need: 300,000

$0.6\% \times 50,000,000 = 300,000$

(A Team Moving Forward)

Offer: Anyone who takes their position during the development stage in future fees gets to hold that position for the first year (if they do a good job they will likely be re-elected)

Now that we have an idea how we are going to compensate the team, we have to reach out to the team and gauge their interest. Need: a quality team, to compose this fund you will need particularly fair and particularly effective people to make up the initial team as it will be small and not have access to the funds until the ICO. Solution: establish a list of team "units" and a list of the responsibilities which they are to accomplish. Delegate those units a percentage of the 0.6% ICO Fee to create a percentage of budget available for each unit to spend. As with the token this budget will increase by an equal percentage for every coin that is sold. We have to take this "budget" and find member of the team who can fulfill all responsibilities related to each "unit" within the appropriated budget and funding parameters set forth.

To do that a detailed list of jobs and job descriptions with compensation must be created.

Jobs:

The team must be able to accomplish the following 17 tasks:

- 1. Market Analysis**
- 2. Whitepaper Creation**
- 3. Whitepaper Audit**
- 4. ICO Strategic Planning Document**
- 5. Community Creative Assets**
- 6. ICO Promotional Site Portal**
- 7. Community Building & Community Plan (Social Properties and Possible Community Manager**
- 8. Static, Banner, Ad & Content Designs & Execution (Content Creation)**
- 9. Media Selections**
- 10. Initiate Advertising Campaigns**
- 11. ICO Portal Execution**
- 12. Establish Backing Asset Fund**
- 13. ICO**
- 14. Post Sale Engagement Plan**
- 15. Fund Tokenization**
- 16. Manual Token Distribution**
- 17. Year 1 Plan Initiated**

Necessary Team to complete all tasks:

Individual Job Descriptions:

President. The president should conduct initial research market analysis and white paper drafting to ensure the ICO is viable. They will help lay the strategic planning document for the team. And reach out to potential team members and community members to establish the initial operation. Delegate Tasks to the appropriate teams and see the ICO process through, with emphasis on post ICO planning and engagement, and continued leadership of the community.

Vice President: Flex position (Possible investor level role if fiat funds must be generated) or transition to managing/ directing industry partnerships and filling unforeseen needs

Community Chair: Known C –leveled or otherwise qualified community leader with special emphasis on blockchain experience. Will assist with White paper creation and strategic planning document. Will facilitate early community building, emphasis on social media and blockchain gatherings/ meetups. Oversee media division, purchase buys and sells, maintain good relationship with press. Active in post ICO engagement, and nurturing the community post-ICO. Find an establish language consultants and international media connections for multi-national outreach.

Technology Chair. C- leveled or otherwise qualified blockchain/ fintech leader. Assist with whitepaper creation and strategic planning document. Lead web and technology teams to oversee construction of platform, web presence, actual blockchain infrastructure, assist with development of distributed ledger system, and smart contract creation. Looking for hands on leader with skills to manage the largest most important teams in the process. Develop infrastructure scalability plan.

Financial Chair. C –leveled financial or crypto background, heavy emphasis on investment strategies. Lead in development of fund and strategy to ensure favorable gains for customers. Negotiate buy and sell fees with exchanges. Develop post-ICO fund active management strategy and delegate tasks/ compensation to financial team. Outreach to major banking institutions. Delegate accounting and cryptocurrency tax related matters.

Management Unit: likely to include an employee and a budget to facilitate day to day management of the organization.

Media Unit: includes an employee and the actual funding for the community chair to spend for media engagement.

Technology Units: likely will be comprise of one or more teams interested in fulfilling the responsibilities as delegated by the technology chair. Includes the core blockchain creation. Security and back end ICO infrastructure. Will facilitate token distribution and creation of the distributed ledger technology.

Financial Unit: Financial unit will be composed of team to actively manage the fund, fund must be managed 24/7 and team will likely have multiple members with proven cryptocurrency trading track records and sufficient history.

Web unit: create initial website, content and logo creation. Develop web portal and user friendly interface. Create add content and media. Assist community team with social media development. Maintain and implement security protocols.

Legal Units (2 Units) Facilitate regulatory and legal audit process. Legal experience or Auditing/ Accounting, experience in fintech, blockchain, or cryptocurrencies will be a pre requisite.

Operation Fund will be established post-ICO to cover unforeseen expenses, may eventually grow to include team members but not initially.

1st year team/ unit fee (funding) breakdown:

President(0.05%)

Vice President (0.05%)

Community Chair (0.05%)

Technology Chair (0.05%)

Financial Chair (0.05%)

Management Unit (0.05%)

Media Unit (0.05%)

Technology Unit (0.05%)

Financial Unit (0.05%)

Web Unit (0.05%)

Legal Unit (0.05%)

Legal Unit (0.05%)

Operation Fund (0.1)*(Post ICO only)

Total: (0.7%)

A breakdown of potential compensation/ funding for each position/unit in US Dollars is available on the following page. Although this does not guarantee these goals are met. We feel they prove reasonable compensation can be offered (although it will likely have to be paid during or post ICO, and in ether). The goals have been set for 250,000 per unit (Proceeds per unit based on 500,000,000 USD in trades in the first year) It is not unreasonable to assume that we will exceed this goal. Remember USDT has \$3,000,000,000 a day in volume, who is to say we cannot accomplish that, at the very least in the first full year. That would provide \$1,500,000 USD to each unit in that year. (If we process 2 Billion in transactions a day in the future as a successful token, and that truly is not that much, that would be 1 Million USD a day per unit) Remember to remain a unit after the ICO you must take your proceeds in the percentages (paid in ether) not in USD. Also remember this community has voting rights, to remain a unit or part of any unit, you must deliver for the community.

