

ETF Token Strategic Planning Document v.1.0.2

To move forward with a successful token release 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 decentralized team?

ETF Can offer only one thing to the initial team: fractions of the fair and small percentage the fund charge to maintain itself. Anyone who joins on as an initial team member gets to hold that position for the first year (if they do a good job they will likely be re-elected for additional years of service)

The goal is to build a quality starting team to finalize the white paper and start establishing the blockchain behind the scenes and also release the pre-sale website. The goal is to complete team building within the next two weeks (02/19/2018 –03/05/2018). As each potential team member is officially on-boarded. They can make the corresponding contributions to the white paper. After the whitepaper is finished we will begin setting up the pre-sale site. The pre-sale will maintain the buying fund in the wallet holder's Ethereum wallet and only charge 50% of the fee current community fee (0.375%)

Pre-sale goal: 20,000 Ether to establish the backing fund.

At 0.375% that's 75 Ether to split up and utilize to finance each unit to complete their respective roles in order to establish the backing fund and get the token released.

Pre-sale fund distribution	Pre-sale Min	Pre-sale Goal	Pre-sale Max
Total Trades in Ethereum	10,000.00	20,000.00	50,000
Chief Executive Officer (0.025%)	2.50	5.00	12.50
Chief Operations Officer (0.025%)	2.50	5.00	12.50
Chief Technology Officer (0.025%)	2.50	5.00	12.50
Chief Financial Officer (0.025%)	2.50	5.00	12.50
Legal Unit (0.025%)	2.50	5.00	12.50
Legal Unit 2 (0.025%)	2.50	5.00	12.50
Accounting / Auditing Unit (0.025%)	2.50	5.00	12.50
Community Chair (0.0125%)	1.25	2.50	6.25
Community Unit (0.0125%)	1.25	2.50	6.25
Management Unit (0.0125%)	1.25	2.50	6.25
Operations Unit (0.0125%)	1.25	2.50	6.25
Media/Advertising Unit (0.0125%)	1.25	2.50	6.25
Network Security Unit (0.0125%)	1.25	2.50	6.25
Blockchain Development Unit (0.0125%)	1.25	2.50	6.25
Technology Unit (0.0125%)	1.25	2.50	6.25
Web Unit (0.0125%)	1.25	2.50	6.25
Transaction Processing Unit (0.0125%)	1.25	2.50	6.25
Financial Unit (0.0125%)	1.25	2.50	6.25
Trading Unit (0.0125%)	1.25	2.50	6.25
Operation Fund (0.05%)	5.00	10.00	25.00
Total:	0.375%	0.375%	0.375%

DEFINING THE PRE-SALE TEAM UNITS AND THEIR ROLES

Chief Executive Officer (0.025%)

Compose whitepaper. 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 pre-process through. Also emphasis on token release, planning, and engagement, and continued leadership of the community. Actively build community on social media. Establish team member contracts and compensation. Reach out to potential backing fund tokens establish relationships with other teams. Solicit high quality advisors. Manages management unit budget.

Chief Operations Officer (0.025%)

Known C –leveled or otherwise qualified community leader with special emphasis on blockchain experience. Assist with white paper and strategic planning document creation. Team vetting. Market Research. Contract language. Translate fund goals into list of deliverables by team. Point of contact for in house-legal. Manage Operation's unit budget.

Chief Technology Officer (0.025%)

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. Security and back end ICO infrastructure. Will facilitate token distribution and creation of the distributed ledger technology.

Chief Financial Officer (0.025%)

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.

Legal Unit (0.025%)

Set up initial contracts for team, Revise white paper language and disclaimers to ensure legality. Engage with legal clerk/ other legal unit on legal issues that arise. Manage uncommitted portions of legal fund.

Legal Unit 2 (0.025%)

Fund for additional legal council for specialized situations and for other legal related costs, staff clerks, etc.

Accounting / Auditing Unit (0.025%)

Responsible for traditional accounting and auditing methods to verify open blockchain protocols are functioning properly. Responsible for making public reports on total status of fund and associated token value.

Community Chair (0.0125%)

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. Attends blockchain events and publicly represents the community as a whole. Manages Community Unit budget and media/advertising unit budget. Builds brand and community.

Community Unit (0.0125%)

Budget for community chair to hire freelance and contract services for brand/token promotion. Translation services of community media and publications.

Management Unit (0.0125%)

Management budget for in house expenses related to managing the fund and organization.

Operations Unit (0.0125%)

Budget for in team coordination and organization related expenses.

Media/Advertising Unit (0.0125%)

Budget for advertising costs.

Network Security Unit (0.0125%)

Budget for bounties or other means of securing website, user accounts, and the blockchain itself.

Blockchain Development Unit (0.0125%)

Develop actual blockchain smart contracts to verify and audit each ETF Token purchase and ensure funds are deposited into the backing tokens.

Technology Unit (0.0125%)

Fund, team or individual established to assist the CTO and other Technology related teams in the completion of their tasks.

Web Unit (0.0125%)

Develop website for pre-sale, accounts, Ethereum wallets and eventually ETF wallets. Content and UI/logo/image creation. Develop web portal and user friendly interface. Create add content and media. Assist community team with social media

DEFINING THE PRE-SALE TEAM UNITS AND THEIR ROLES

development. Maintain and implement security protocols with network security unit. Set up user accounts and password protection and other necessary secure log-in protocols. Integrate dual wallet and financial report capabilities as developed by other technical and the financial teams respectively. Eventually implement IOS and Android mobile applications and wallets as well.

Transaction Processing Unit (0.0125%)

Unit to fund each physical block's transaction processing, potentially in the form of a fee paid to Aragon or other potential token foundation platforms, or to pay for our own token creation capabilities.

Financial Unit (0.0125%)

Fund or team to carry out CFO objectives and responsibilities.

Trading Unit (0.0125%)

Fund to compensate active fund managers.

Operation Fund (0.05%)

Fund for unforeseen expenses and charitable giving.

To justify the continued efforts of the initial team we will include a one year vote with the first batch of tokens, awarding the founding team with the responsibilities associated with the first year management of the fund. At this point the pre-sale rate of 0.375% per transaction will cease and the regular community management fee of 0.7% per transaction will kick in, This helps incentive the team to commit to the continued success of the fund and to be appropriately rewarded based on achieving that success. A breakdown of potential first year tokens awarded by unit following the presale is attached below:

	First Month		1st Quarter Goal		2nd Quarter Goal		Yr 1 goal:	Billion USD \$ value	2nd Yr Goal:	Longer Term	Top 20 and beyond
Total Trades in Ethereum	10,000.00	20,000.00	50,000.00	75,000.00	100,000.00	250,000.00	500,000.00	1,000,000.00	2,000,000.00	10,000,000.00	100,000,000.00
Chief Executive Officer (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00	50,000.00
Chief Operations Officer (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00	50,000.00
Chief Technology Officer (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00	50,000.00
Chief Financial Officer (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00	50,000.00
Legal Unit (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00	50,000.00
Legal Unit 2 (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00	50,000.00
Accounting / Auditing Unit (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00	50,000.00
Community Chair (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Community Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Management Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Operations Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Media/Advertising Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Network Security Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Blockchain Development Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Technology Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Web Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Transaction Processing Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Financial Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Trading Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00	25,000.00
Operation Fund (0.01%)	10.00	20.00	50.00	75.00	100.00	250.00	500.00	1,000.00	2,000.00	10,000.00	100,000.00

A decentralized, community controlled, and actively managed fund has real potential to challenge Tether and other top 50 tokens. An achievable first year goal of 500,000 Ethereum valuation is set. Rewarding the average team unit with 125-250 Ether. However, by succeeding at delivering this blockchain project in excess of expectations, these contributing units could potentially succeed at achieving their two year goal in the first year. (Which would still be less than the current value of Tether) This fund has the potential to make 500 or more Ethereum per unit, while still providing 99% or more of all token purchaser's invested Ethereum into the backing fund. Under those achievable circumstances, within the next year or two, the compensation for quality team members achieving their responsibilities in this decentralized blockchain project is not only socially fulfilling but also financially rewarding. These type of team members, sourced globally based on quality, instead of via "back home friendships" will add value by leading to a more successful and better developed fund and token. Their most important role will delivering value to the community of token holders that they are elected to represent. We must focus on the community first, but it is still ok to think about the fact that one day, perhaps in the not too distant future, 1,000,000 Ether worth of buys and sells could be happening daily through this platform. That's 250-500 Ether per unit/per day for anyone doing the math.

Jobs:

The above team must be able to accomplish the following 17 task to succeed:

1. Market Analysis
2. Whitepaper Creation
3. Whitepaper Audit
4. Presale Strategic Planning Document
5. Community Creative Assets
6. Pre-sale Promotional Site Portal
7. Community Building & Community Plan
8. Static, Banner, Ad & Content Designs & Execution
9. Media Selections
10. Initiate Advertising Campaigns
11. Pre-sale Portal Execution
12. Pre-sale
13. Post-sale engagement Plan
14. Establish Backing Fund
15. Fund Tokenization
16. Manual Token Distribution
17. Year 1 Plan Initiated

Potential Job Descriptions and Breakdown of Task Contributions by Unit:

Chief Executive Officer (0.05%)	1,2,4,7,13,17
Chief Operations Officer (0.05%)	1,3,4,13,17
Chief Technology Officer (0.05%)	2,5,6,8,11,12,15,16
Chief Financial Officer (0.05%)	1,3,13,14
Legal Unit (0.05%)	1,2,4
Legal Unit 2 (0.05%)	3
Accounting / Auditing Unit (0.05%)	3,14
Community Chair (0.025%)	1,2,4,5,7,9,10
Community Unit (0.025%)	Community Chair managed Fund
Management Unit (0.025%)	CEO managed Fund
Operations Unit (0.025%)	COO managed Fund
Media/Advertising Unit (0.025%)	Community Chair managed Advertising Fund
Network Security Unit (0.025%)	Bounty Fund
Blockchain Development Unit (0.025%)	11,12,14,15,16
Technology Unit (0.025%)	CTO managed Fund
Web Unit (0.025%)	5,6,8,10,11,12,16
Transaction Processing Unit (0.025%)	15,16
Financial Unit (0.025%)	CFO managed Fund
Trading Unit (0.025%)	14
Operation Fund (0.01%)	Miscellaneous fund

Our timeline is as follows:

Finish Team building: 03/05/18

Finish White Paper: 03/19/18

Finish Developing Pre-sale infrastructure: 04/23/18

Finish Test deploy/Security Check: 04/30/18

Deploy Pre-sale: 05/01/18

Finalize Pre-sale: 06/31/18

Finalize Fund & Token Creation: 07/31/18

ETF Token Full functionality 1.0 released: 08/01/18