

# Keep The Change (KTC) ICO White Paper

## Brief Description

*Imagine.*

If everyone in this world puts all their spare change/coins with us, the 10 cents, 5 cents, 1 cent that we stash in our drawer or table in the office or keep in a pouch or a piggy bank.

*Everyone in this world.*

All of us 7.6 billion people, each having at least \$1 of spare change. We take that idle spare change (we coined it the **idle economy**) and activate it, thus bringing in fresh funds into the real economy.

It is easily a \$7 billion business.

*So, where do we start?*

What we are going to do is, in exchange for spare change, we give our customers a token/coin - called Keep The Change (KTC). The concept is simple, we put ATM machines that accepts coins and give back to our customers KTC coins - kind of like a reversed ATM. There will be no need for a teller or a customer service representative at the location as everything is automated.

The machines currently in the market are typically in banks that accepts coin deposits or even TravelersBox in airports which converts spare change into Paypal or Amazon credits - but not cryptocurrencies.

Our initial key markets are Japan and Singapore. Simply because we have a solid network in both countries and both governments are among the few countries that are extremely crypto friendly. Our ambition and goal is to create and install coin accepting machines that will allow customers to exchange their spare change to KTC globally.

*Global.*

The first batch of machines will be located in Japan and Singapore.  
Phase 2 will be the United States, Canada, Australia, Europe and South Korea.  
Followed by other countries that are opening their doors to crypto and cryptotech.

*Airports.*

Why airports? Because it is as international as it gets and it's where most visitors last stop is before leaving the country and therefore, any excess coins they have will be completely useless beyond this point. As they travel to a different country, unlike traditional coins, they will still be able to use KTC at their next destination and spend the spare change they had from the previous country back home or at their next destination.

## General Information

KTC will be :

- An ERC20 based token
- A PEGGED cryptocurrency - not a floating currency
- Not mineable - therefore it will not be pre-mined
- Have a total supply of close to the current population of the world (7.6 billion)
- Have increase in supply also at the rate of population increase (150,000 per day)
- A Micro-payment/loan coin
- Initially an Airport & Mall-centric coin whose main target users will be travellers and millenials
- Proceed to be the micro-cryptocurrency of choice for micro-payments globally
- POS/Masternode coin
- Managed and be accountable through a physical Singapore-based company (unlike most other coins/ICO)
- A super low tx fee coin

## Team

Team Leader	-	William Jey Effendi
CFO	-	Anthony Jeff Effendi
CTO	-	Rendy Ferixsen
VP Operations (Asia Pacific)	-	Henri David Oei
VP Operations (Europe)	-	David Lei
VP Operations (Americas)	-	Steven Ziebell
International Sales and Marketing Director	-	Sei Tamada
Procurement Director	-	Lai Wai Kit
PR	-	TBA
Legal	-	Clarence Guo

### Financial Backers

- Ethereum Tech Singapore Pte Ltd
- Private Investors from Singapore, Indonesia and Japan

## History & Background

### William Jey Effendi

- Founder & CEO of Ethereum Tech Singapore Pte Ltd
- Started dabbling into cryptocurrency in 2013, started mining full time in early 2017
- Educated in Singapore and United States
- Part of a family run business that has been in international business for more than 40 years
- Business partners includes companies based in Spain, Japan, Singapore, Indonesia & USA

### Anthony Jeff Effendi

- Co-Founder & CFO of Ethereum Tech Singapore Pte Ltd
- Educated in Singapore and United States
- CFO of 5 different companies based in Indonesia and Singapore
- Main business is agriculture and food distribution

Rendy Ferixsen

- CTO of KTC Project
- Specialties - mobile application & services, mobile marketing, server virtualization, project management, distributed high availability systems, application architecture & design, requirement analysis & specification, product engineering, business strategic, cloud platforms & virtualization
- Started dabbling into cryptocurrency since 2015
- Singapore based technopreneur who founded TapTalents Pte Ltd and works closely with Singapore based VCs

Henri David Oei

- VP Operations (Asia Pacific)
- Co-Founder and Managing Director of Ethereum Tech Singapore Pte Ltd
- Wide ranging management experience in Agriculture, Service & Computer Gaming industry
- Inducted into the realm of cryptocurrencies in late 2017

David Lei

- VP Operations (Europe)
- Fluent in Spanish, English, Italian, Chinese
- Based in Madrid, currently doing Law

Steven Ziebell

- VP Operations (Americas)
- Experience in the US finance sector
- Based in Minnesota, US

Sei Tamada

- Co-Founder & International Sales Director of Ethereum Tech Singapore Pte Ltd
- International Sales & Marketing Director of KTC Project
- Singapore-based businessman that travels within South East Asia and Japan
- Fluent in English, Japanese and basic conversational Mandarin
- Experience includes running a marine service business in Singapore for the past 18 years

Lai Wai Kit

- Strategic Advisor & Head of Procurement of KTC Project
- Singapore based management consultant focused on technology and strategy in South East Asia
- Serial entrepreneur - ranging from mealworm growing farm business in Batam to technology platform business for post-grad students

Clarence Guo

- Singapore based lawyer specialising in assisting fintech start-ups and companies dealing with blockchain technology / virtual currencies.
- Well-versed with the rapidly developing regulatory environment for blockchain technology, and has assisted with numerous blockchain companies with legal issues for their initial coin offering.
- Endorsed in the banking and finance section of the Legal 500 2017 edition, as having a "fine record in real estate finance".

## Market Review

Current 'competitors' in the market are :

- Coin deposit ATM machines in the banks that takes a fee for coin deposits.
- TravelersBox from which we got the inspiration from, but they do not exchange coins for crypto
- Vending Machines that accepts coin payments for drinks, food and other items

NOTE: this 'competition' exists simply because they are also vying for the idle coins we are targeting. However we believe that in the long run, these are the very businesses that we are most likely to partner with and work with. We believe we will be able to coexist and better yet complement each other.

Having said that, although our final goal is to at least have all 7.6 billion people in the world having \$1 each worth of KTC. Realistically speaking, there is a vast amount of people who are living below the poverty line surviving on less than \$1 per day. Also in order for them to be able to access to KTC they will at least need a computer/smartphone and access to internet.

Therefore, to justify the \$7 billion business we mentioned earlier - it would more likely to start as a 10 million users \$10 per user in KTC. And then scale up step by step to 100 million users, \$5 per user in KTC holdings.

This means that any given point of time, users will only be able to spend \$1-\$10 in KTC at a time before they have to purchase/trade more KTC.

This reality limits and narrows down our target retail and service providers willing to take KTC as a method of payment.

We therefore will only be focusing on products and services that require minimal amount of payment as well as high frequency of payments.

For Singapore market, the most common use of spare change or micro-payment would be public transport, parking as well as micro-purchases of drinks and snacks.

Unlike Hong Kong and Japan, cash card/Octopus/SUICA card payments are not widespread in use. Most vending machines require physical coins to make a purchase. For public transport and parking, cashless payment is already widespread, however top-ups have to be made using cash and usually not small change/coins.

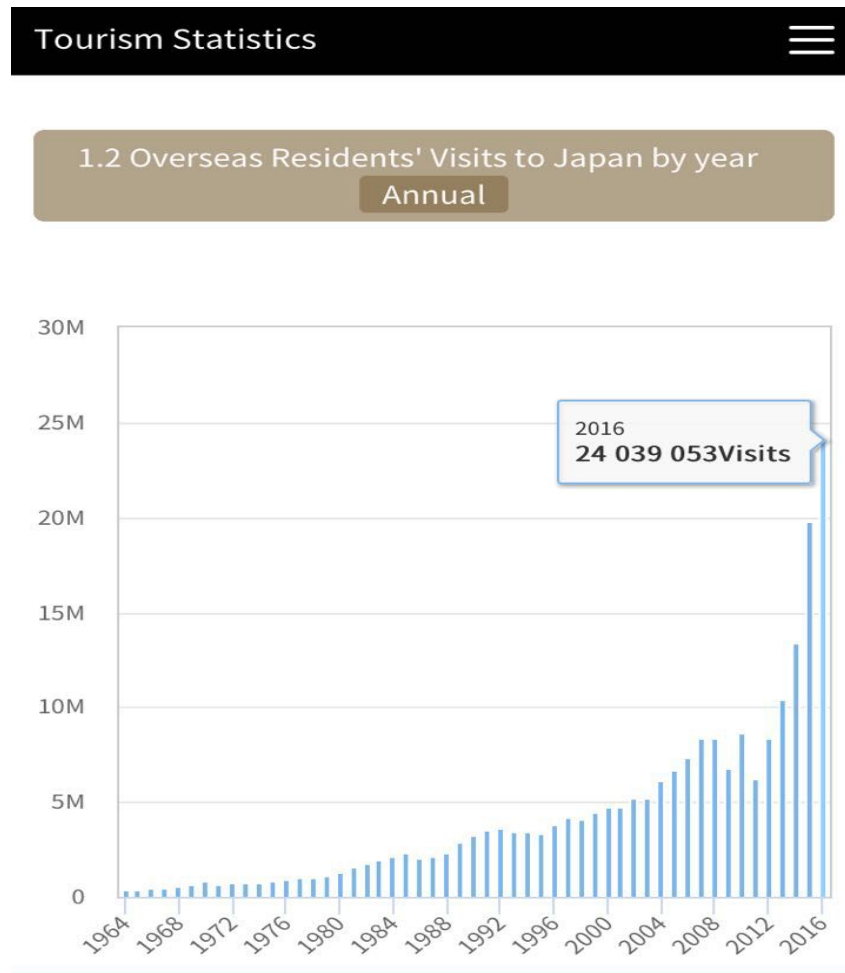
Our mission is to bring these two elements (card top up and small vending machine purchases) to either accept KTC or swappable with KTC for credit.

For Japan market, we feel that it is still a very cash (and coin) intensive economy. Therefore, it is also one of the top reasons we are so bullish and adamant on being the early movers in the Japanese market.

There is a plethora of vending machine players and almost all of them accept payments in coins or SUICA/JR cards. Same goes for their JR and Metro lines. Having said that, most locals have already bought their monthly transport passes and would not be needing our services, except perhaps for drinks/snacks vending machines.

Our initial observations also indicate that rarely do the locals purchase drinks or snacks through vending machines and instead they opt to go to convenience stores to make their purchase.

As a result, we have decided to push more for the tourist market whose numbers have been greatly increasing. The number of tourists coming to Japan is in the range of 20-25 million visitors as indicated by the picture below :



As such, we feel that the retail and service providers KTC users will be able to use KTC to pay for in Japan has to be tourist-centric.

English based, international service and retail providers will be the sector we will be most interested in partnering with.

In the Australia, US and Europe, where there is substantially higher value and more importantly usage of coins for daily use such as parking and toll fees. We see KTC more as a peer-to-peer method of payment.

Tipping is big in the United States, and with the name of KTC being the short form of Keep The Change, we feel that we are in the best position to take on the role of a micro-payment peer to peer payment for micro-services in US.

In Europe, specifically Barcelona, we predict the initial usage of KTC will be for paying street buskers on La Rambla. We intend to spearhead Spain first in Europe because it is the number 2 destination for tourist in Europe, after France. Instead of using coins or small notes to give to the buskers, a simple QR code on the guitar case or introduction board will suffice for KTC holders to make payments to the buskers.

This also will be our entry point into the music industry which is one of our end game.

The default micro-payment method for non-mainstream music will be KTC. The platform being built will be similar to twitch.tv and Youtube/Spotify

Payment will be payable for streaming as well as tipping/subscription to the freelancer musicians.

## Project Justification

- **Objective**
  - To activate the idle economy of unutilized spare change
  - To make it possible for customers to fully utilize blockchain technology to receive and make micro payments
  - To make a pegged cryptocurrency where users are not inhibited from spending or investing due to volatility and liquidity issues
  - To ride on the wave of mobile electronic payment and blockchain technology and make the next most logical and useful mass-market product
  - To partner up with retailers and service providers who would like to expand their customer base to crypto-savvy investors - given the right governmental climate
- **Pro-Cons**
  - PROS
    - Highly mobile and transferrable
    - Not been done before (FIRST MOVER ADVANTAGE)
    - A lot of coins are still unutilized in the world (the idle economy)
    - Will bring fresh funds to the current slow economy
    - Possibilities of usage and scalability is global
    - Tears down borders and restrictions
    - Instant payment instead of trying to go to a money changer (which usually does not accept coins) or trying to spend all the remaining coins slowly or one at a time
    - Able to coexist with the current FIAT and crypto ecosystem
  - CONS
    - Highly regulated field
    - Relatively high maintenance and running costs
    - Location and accessibility dependent
    - Relatively difficult to get users to trust KTC instead of other bigger and older crypto names or even FIAT currencies
    - Not completely invulnerable to volatility and liquidity issues

- Lack of current retailers or service providers who may be willing to adopt payment in KTC
- Non-existent benchmark (previous projects or similar proof of concept) for this project

## Economic Model

- Equipment
  - OTC machines that accepts coins and transmits data to our server to send KTC to users
  - OTC machines that accepts KTC as method of payment at the retail and service stations using QR code and is online 24/7
- KTC Owners
  - KTC will be able to be purchased through the OTC machines
  - KTC will also be available for sale during the ICO & on our website after the ICO
  - KTC can only be converted into other currencies ONLY on our website
  - WE ARE NOT GOING TO LIST KTC ON ANY OF THE CRYPTO EXCHANGES
- Scalability
  - OTC Machines and speed of OTC machine setup is the bottleneck in our business model
  - Ideal circumstances are if the current vending machines (TravelersBox & other coin vending machine) decide to partner up with us and we achieve our target of going global faster
  - Media coverage, ICO and community groups will help to bring KTC exposure to the next level, however adoption rate is highly speculative at this point
  - Current contacts in the cryptocurrency sphere will greatly help KTC adoption trajectory, however key to mass-adoption other than sound technology would be the first mover advantage - an edge we currently still have
  - The END GAME matters (see below)
- Initial & Recurring Costs
  - Machines
    - Initial projections on machine cost ranges from \$2000-\$10000/machine
    - Once the proof of concept machines are out, we estimate spending \$500,000 - \$1,000,000 to create the next gen machines which will be capable of handling more coins faster and have a much bigger holding capacity
  - Operation & Electricity
    - Rental and Electricity should be the only recurring cost
    - Manpower to maintain the machines as well as emptying and depositing the coins to the bank will be required
- Distribution and Delivery of Incomes
  - KTC holders will not be entitled to the proceeds from the KTC project operation
  - KTC holders will hold value in the ability to purchase goods and services as well exchanging KTC to other currencies on our website instead
- Equipment Working life & Maintenance
  - Our projected equipment working life is 5 years and periodical maintenance or parts replacement every 6 months

- KTC team will be continuously working to bring to the market better OTC machines and next gen machines as needed and technologically possible
  - As such, we will have to take a commission from all coin deposits as well as KTC payments made through our platform
- Regulations
  - As our current initial target markets are Singapore and Japan, our team has ensured and will continue to ensure that our business model and payment system complies with the rules and regulations of the countries we operate in
- Minimal Investment
  - Pre-ICO - minimal investment is \$500,000 and by invitation only
  - ICO - minimal investment through the ICO is \$1000
  - Post-ICO - minimal investment through the website is \$10

## Roadmap

Q2 2018	KTC Issued
Q3 2018	Mobile & Desktop Wallet
Q4 2018	1st Gen KTC vending machine in Singapore
Q1 2019	2nd Gen KTC vending machine in Japan
Q2 2019	Partnerships with retail and service providers in airports
Q3 2019	Entry into micro-payment such as tipping (USA) and busking (Barcelona)
Q4 2019	KTC exchange launch for users to exchange KTC to FIAT/other crypto
Q1 2020	KTC partners with a major e-commerce player as a method of payment
2020 & beyond	KTC becomes mainstream for micro-payment and micro-loan (END GAME)

## Conditions of different Investment Rounds

- Private Pre-Sale
  - Injection of funds into Ethereum Tech Singapore Pte Ltd by way of purchasing shares in the Singapore-based company (up to 3% per entity)
  - Limited to only 13 such investors
- Pre-Sale
  - Minimal investment of \$500,000 and above for pre-sale of KTC at 25% off pegged price up to a maximum of 25% of all KTC issued
- MAIN ICO
  - Minimal investment of \$1000 for ICO sale of KTC at 15% off pegged price up to a maximum of the remaining 25% of all KTC issued (25% sold at Pre-Sale so 50% total)

## KTC Contract

The KTC Team, backed by Ethereum Tech Singapore Pte Ltd is bound by contract to honor all KTC in circulation to be worth its value as according to the stipulated pegged exchange rate

Although there will be a time lock of less than 2 years (Q4 2019) before KTC can be converted into FIAT/other crypto on our website, the pegged value of KTC will not be changed



KTC must not be used for any illegal activities including but not limited to - terrorism, money laundering, child pornography, narcotics and any other illegal activities in the countries in which

KTC is used. The KTC team reserves the right to work with as well as divulge personal information of users and/or investors to the relevant authorities should this contract be breached.

## Terms of payment/redemption

In our current roadmap, KTC exchange to FIAT and other cryptocurrencies will be only available at Q4 2019.

To prevent dumping, we will also apply a limit to how much KTC can be exchanged per individual up to a reasonable amount.

At the same time, to prevent centralisation of ownership of KTC, we will also impose buying limit to users who would like to purchase KTC through our website.

It is our utmost goal to ensure that KTC is the global micro-currency it is designed to be and as such, we will take every precaution and steps necessary to ensure this goal is achieved.

At the risk of making a cliché statement, the team envisions KTC as - one currency for all, all for KTC.

## RISK ASSESSMENT

Vandalism & ease of use

Since our model depends on usage of the coin accepting ATM machines, our physical risk is in vandalism and ease of use of the ATM machines.

We will not be able to control this factor but merely be able to create deterrents in the form of cameras or placing the machines in locations that are heavily surrounded by other people so we will reduce the chance of vandalism

Ease of use is just as critical and as such the KTC team will ensure that the UI and instructions for the exchange of coins to KTC to be as straightforward and simple as possible.

Regulation. Regulation. Regulation.

In the event that ICO or cryptocurrencies are even more regulated, the KTC team does not plan to deviate from its principles to adhere and follow with the upstanding law and regulation that governs our business activity and payment system. As such, there is a risk that KTC might become an unfavourable coin to hold or invest in. Investors and users have to understand the risk involved in investing their money into projects like this.

The KTC team advises all users and potential investors to be extremely cautious and well informed about the regulations of ICO and cryptocurrencies in their respective countries/territories.

It is the responsibility of the investors and users to do their due diligence and risk weighing prior to investing in KTC.

## END GAME

Location. Location. Location.

This business model is basically realty. If we are able to secure PRIME LOCATIONS for our ATM machines, our business will flourish. If we cannot achieve this, our business will be hit hard. Unless our KTC exchange website is able to overcome the loss of income from coin ATMs.

Music to my ears.

Although in the earlier version of the business model we are primarily a micro-payment/loan cryptocurrency, the only business that is really worth looking at as well as has the highest ROI point is MUSIC INDUSTRY.

KTC coin will be the go-to coin for payment of Music - streaming, videos, tipping (similar to twitch.tv), subscription, busking, etc. In order to achieve that, our next strategic partnership has to be with a big player in the Music Industry. Seamlessly making and receiving payments in KTC will be of the utmost importance at this point. We will have to make the payment gateway as simple and fast as possible (like AMAZON PRIME and other one-click pay payment gateways)

My Reality. Your Reality. Virtual Reality.

Virtual Reality and/or Augmented Reality will be the next big industry of this coming decade. In order for KTC to survive and thrive, we will also need to see how KTC can be used in this industry. However, this shall be another discussion for another time.

For now, let's make sure that the future global changes in fintech & how money moves in the world will make KTC relevant - and as such we will be keep(ing) the change. Pun very much intended.