SFCCOIN

www.sfccoin.co

...Revolutionizing the world of payment

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1. EXECUTIVE SUMMARY

- Introduction

"Even if the craze for Bitcoin and Ethereum abates, the power of the blockchain technology remains very real, and businesses are trying to harness it. They can't afford to ignore it."

Fortune – August 22, 2017

SFCcoin is a decentralized peer-to-peer cryptocurrency based on the blockchain. Our goal is to create a thriving network where users can easily make micro-payments for various financial services using our Tokens as alternatives to fiat currency. This paper highlights the value we create as well as our approach.

1.2 The Industry

Ever since the turn of the decade when the first cryptocurrency debuted, there's been growing belief that cryptocurrencies and the blockchain will significantly change the way we transact business. With the popularity of Bitcoin and other assets in the broader cryptocurrency market, the crypto industry is evolving to become a significant part of our everyday life. The cryptocurrency market has also been reported to be significantly more complex and mature than is previously believed; and when you consider that there are huge similarities with the evolution of other tech ecosystems, it's possible to get some insights into how the industry will evolve in the future.

The Bitcoin, being the first and most subscribed cryptocurrency as at today, may epitomize everything that the industry has become known for, but it is by no means the only viable cryptocurrency available to investors today. Since 2013, there has been over 1500 cryptocurrencies emerging, with about 600 of them actively traded

today. And since then, the market has been experiencing an upward slope, valuated at an impressive $54 billion. It becomes even more impressive when you compare that figure with the total amount of money available in the world; believed to be approximately $60 trillion.

With the market guided by a well-known power law, the market share distribution and the number of active cryptocurrencies have remained largely the same. This provides some level of stability and growing public belief that the industry will remain viable for many years to come. But with Bitcoin believed to be associated with certain technical limitations, there's been a new wave of new generation cryptocurrencies such as Ethereum, taking more and more of the market share.

For most of these new cryptocurrencies, there's a strong mission to have a single currency that is recognized and accepted by all. And while the use of these assets for speculating capital gains may inspire diversification, adopting them as a means of payment should result in a winner-takes-all market.

 But when the experience with similar ecosystems are considered, a winner-takes-all market is almost impossible; unless when influenced by an external entity, which is also almost impossible. Just like a single computer system will never be able to overpower the competition; and just like any human language, culture or religion will never make others become obsolete; the popular narrative is that the cryptocurrency market will continue to remain diverse for the foreseeable future.

1.3 The Problem

With decentralization being at the heart of the blockchain technology, popular peer-to-peer currencies such as the Bitcoin have continued to pave the way for everyone to enjoy a seamless cash system. But with more adoption and growth, and considering some technical limitations as discussed before, the Bitcoin is basically becoming not viable for low-value purchases and other customized payment needs. While it's possible to make merchants payments with Bitcoin, for services rendered or products

delivered, there are no provisions made on the platform for closed systems that may require customized payments and recurring purchases for specific products and services; such as games, betting, banking, etc.

Even more, the transaction fees for micropayments on Bitcoin are becoming a growing problem, as the viability of such transactions is now almost non-existent. Promising to change the way payments are made, and considered the cheaper alternative to credit cards, Bitcoin is now backtracking on the foundational premise that transactions will be made free, following its unprecedented popularity. In fact, the increasing transaction fees is now becoming a cause of worry, as the number of uncompleted transactions on the platform is now piling up. As of may 2017, the number of uncompleted transactions recorded on the Bitcoin blockchain stands depressing over 200,000.

With these developments, traders are beginning to conclude that it's only a matter of time before rival cryptocurrencies begin to grow more in popularity and start gaining more adoption and market share. As more transactions become more expensive and difficult to complete, and no flexibility is afforded for payment customizations, it only leaves room for newer currencies to take on the mantle in solving the current problems plaguing the market.

1.4 The Opportunity

Since the power law implies that all cryptocurrencies remain essentially the same as far as the market is concerned, there is a real need for newer currencies to take on the challenges experienced with the use of the more popular crypto assets like the Bitcoin. There were times in the past when Bitcoin payments were cheaper and transactions were faster due to lower demand for block space in the network. But now, users will have to essentially make bids on the rights to have their transactions included in the next block. In this jostle, larger valued transactions usually tend to outbid lower valued transactions, making micropayments a frustrating attempt.

With over 300,000 transactions confirmed per day on the Bitcoin platform, and over 98 million Mempool size — the aggregate number of transactions waiting to be

confirmed at each time, it is becoming increasingly necessary to create the next train of cryptocurrency that is well-tailored and positioned to meet the demands of the market. With newer hardware and software technologies, this can be made possible.

SFCcoin wants to change the game in this space by creating the next wave of decentralized currency that will help users make more convenient payments in a faster way. We are offering customized payment options for different solutions like banking, ATM cards, gambling, games, etc.

We are launching SFCcoin because we understand the current problems in the cryptocurrency market both from the merchant side and the customer side. We've also seen the trends and the underlying opportunities to add value to the market that has witnessed tremendous growth over the last 8 years. We believe that if these opportunities are harnessed, there will be possibilities to create freedom of payment that will spark the growth of many emerging markets around the world.

1.5 Mission Statement

SFCcoin may not be the first cryptocurrency to offer peer-to-peer financial payment services, but we know the true meaning and worth of the crypto community! While other platforms provide peer-to-peer payment systems for everyday use, we go ahead and offer more by allowing users to pay for, and enjoy several customized services that are not available with other platforms. And as the newest block in town, we offer the additional incentive to make better capital gains. Here are the reasons why you should choose SFCcoin:

- **It's simple –** The SFCcoin platform is built with clarity in mind, with a simple user interface. This makes navigation easy and ensures that every transaction process is made as simple as possible.

- **It's secure –** The SFCcoin client will feature 2-factor authentication to protect user accounts and transactions processed on the platform.

- **It's fast –** Our no-glitch payment system will ensure that merchants and customers can quickly transact together and payments are processed faster.

- **It's decentralized –** Without loopholes to manipulate transactions, SFCcoin will ensure that all payment activities are done within a trusted network community where reasonable limitations are in place.

1.6   SFCCOIN Debit Card

A SFCC coin debit card allows users to spend their crypto-coins anywhere that VISA or Mastercard are accepted as a method of payment. You can use thedebitcard to shop online, swipe at a store, and even to withdraw cash at ATMs worldwide. A SFC coin debit card can be used in any country, as long as there is a "VISA/Mastercard accept" sign displayed, and has no hidden fees.

SFCC coin debit card are also becoming more and more popular with people who do not want the hassle of trading their crypto-coins for cash, or moving monney into their bank account before being able to spend that money. By using a SFCC coin debit card, you spend your bitcoins directly, without having to exchange them first.

1.7   Smart Exchange

In the future, SFCCOIN plans to build a decentralized cryptocurrency exchange. As the consensus algorithm of blockchain technology advances, decentralized highfrequency trading and real-time order book matching will become feasible.
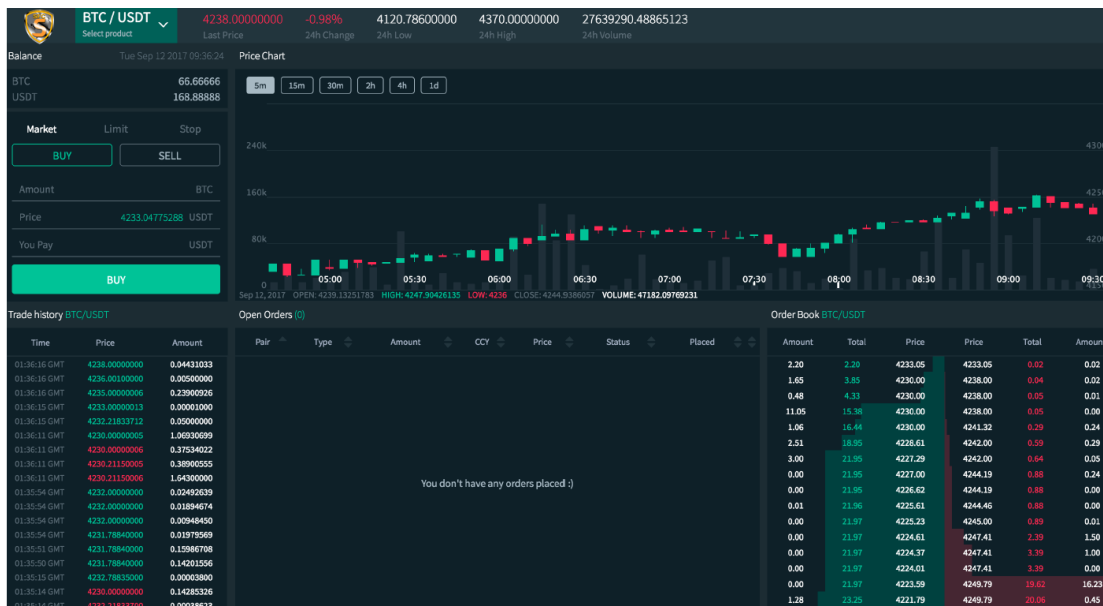
2. THE SFCcoin BUSINESS MODEL

SFCcoin is revolutionizing the world of payment by creating avenues for customized digital payment and effective management and control of funds. Our Tokens will be used for activities like purchasing and playing games, betting and financial staking, banking and peer-to-peer transfer of funds. Users can get SFCcoin through the following ways:

1. Participating in our Crowdsale
2. Purchasing SFCcoin from Exchanges
3. Winning bet stakes and games
4. Mining SFCcoin tokens
5. Peer-to-peer Token transfers

The SFCcoin is an ERC20 Token created by a smart contract through the Ethereum Blockchain and shall represent the medium of transaction on our platform. Currently, SFCcoin is only available for purchase through our Pre-sale Token Issuance. After the pre-sale, we shall hold a final Crowdsale Coin Sale to help with the marketing and development phase of the SFCcoin platform. Soon after the close of our

crowdsale, users will have the option to trade with and exchange SFCcoins in their networks as well as in major exchanges.

Users willing to join the platform will have to purchase SFCcoins from one of the available options above, as the SFCcoins will be required for most of the activities on the platform. Participants can buy SFCcoins by exchanging their Bitcoin, Litecoin or Ethereum tokens using our exchange rates in any period of time.

2.1 The SFCcoin mining process

Mining SFCcoins can be done by spending computing power in order to help process transactions, secure the system, and keep everybody in the network synchronized together. It can be likened to operating a data center but with the network being completely decentralized with no miner having complete control over the network.

The SFCcoin mining process is designed to reward participants for their efforts in keeping the platform secure. Anyone can participate in the SFCcoin mining process as long as they possess the required hardware and software. The mining software typically searches for transaction communications through the shared system and performs proper undertakings to process and affirm every transaction. SFCcoin miners will perform required administration tasks, making sure that transactions are processed faster and confirmed on the block.
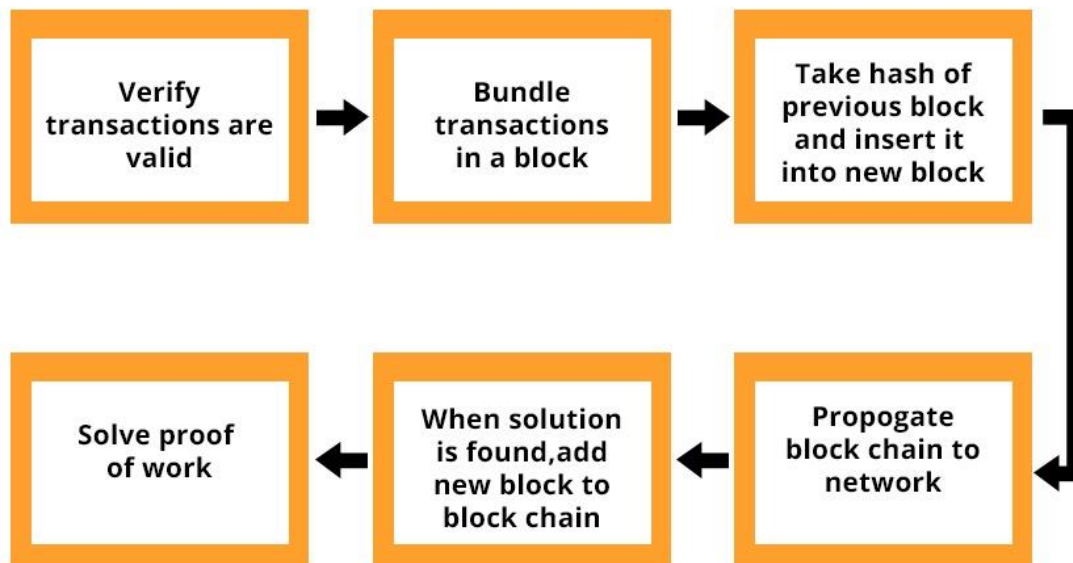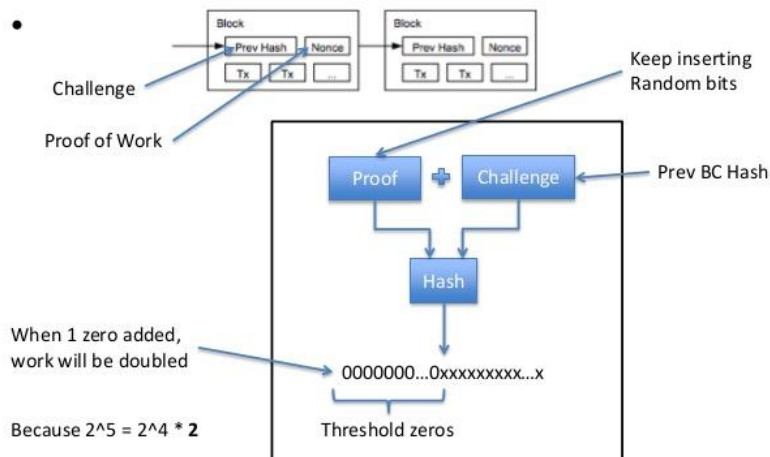
2.2 Use of Proof-of-work & Proof-of-stake

We employ **Proof-of-Work (**POW**),** a protocol that has the main goal of deterring cyber-attacks such as a distributed denial-of-service attack (DDoS) which has the purpose of exhausting the resources of a computer system by sending multiple fake requests. POW is accomplished by CPU, GPU and ASIC miners solving mathematical equations in each block of the blockchain in the hope that their miner shall solve the problem first to obtain the cryptocurrency reward.

Unlike the **Proof-of-Work**, where the algorithm rewards miners who solve mathematical problems with the goal of validating transactions and creating new blocks, with the **Proof-of-Stake (**POS**)**, the creator of a new block is chosen in a deterministic way, depending on its wealth, also defined as stake. There is no block reward. However, the coins you do keep in your wallet will reward you all the same as you will gain daily interest on those coins.

The blockchain employed by SFCcoin is a unique blockchain that uses a proof of work (POW) algorithm creation cycle followed by transition into full proof of stake (POS) algorithm. We will be implementing proof of stake into users' SFCcoin mobile wallets as well as their desktop wallets a bit down the blockchain. The exact block is yet to be determined as our ultimate decision on mobile CPU mining will have a great impact on the timeline of POS implementation.

Proof of Work

Challenge

Proof of Work

Keep inserting
Random bits

Block
Prev Hash | Nonce
Tx | Tx | ...

Block
Prev Hash | Nonce
Tx | Tx | ...

Proof ➕ Challenge ← Prev BC Hash

Hash

When 1 zero added,
work will be doubled

0000000...0xxxxxxxxx...x

Threshold zeros

Because 2^5 = 2^4 * 2

2.3 MangoCoinz Protocol Implementation

We understand the millennial lifestyle, and we know that mobile has become the new face of engagement. That is why we aim to implement the MangoCoinz protocol, a digital currency that lets you mine tokens on your smartphone.

Now, using the Miner on our platform, you no longer have the need for mega servers to mine SFCcoins. You can keep on mining to profits anywhere and everywhere you go, even while jogging. With this technology, you can utilize your phone's free time to your advantage, making more money while your phone stays idle.

Simply leave SFCcoin to run in the background of your mobile device, and the built-in wallet will stake on the Blockchain on your behalf, helping you earn SFCcoins on the go.

2.4 SFCcoin Legalities

Although cryptocurrencies have not been made unlawful by enactment in any country, a few countries (for example, Argentina) seriously limit or boycott any other

forms of money. Others like Thailand also place constraints on financial activities like cryptocurrency trades. Regulators from different countries are finding a way to furnish people and organizations with rules on the most proficient method to coordinate this new innovation with a formal, directed budgetary framework. For instance, the Financial Crimes Enforcement Network (FinCEN), an agency in the United States Treasury Department, issued directions on how it portrays certain exercises involving the use of virtual money.

The SFCcoin model itself can't be changed without the participation of about every one of its users, who have the choice to pick what software or service they use. Therefore, the bid to place internal regulatory rules to guide cryptocurrency networks like ours will be practically impossible. However, the possibility to place external regulations in different jurisdiction is a possibility, the same way other financial instruments are being regulated. Just like fiat currency, SFCcoin can be used for many purposes, some legal, others not. So, in fact, SFCcoin is not much different from other instruments that are being regulated in different countries around the world.

But when very crippling measures are put in place in some jurisdiction, SFCcoin may not be legally available for users in those locations, which may result in loss of business for local merchants in emerging markets. Therefore, the reasonable decision will be for regulators to develop efficient regulations and rules that will not limit the exposure of local communities to new opportunities.

2.5 SFCcoin Usability

There are several activities you can take part in to earn monetary rewards on the SFCcoin platform and there are ways to manage funds earned. Some of them include:

- **Games:** Users on the SFCcoin platform can enjoy many fun games on the platform. Some may come with rewards for winners, while some may not. But users on our platform are guaranteed exclusive exposure to new exciting games; even some that are not yet available in the open market.

- **Gambling:** Users on the SFCcoin platform will be able to stake tokens with our partner Bookmarkers and earn rewards they can easily exchange for real cash. There will be options for lotteries, game pools, sports betting, and other fun rewarding activities.
- **Banking:** Just like other peer-to-peer cryptocurrency platforms, we help users make secure payments and micro-banking activities. For the unbanked in emerging markets, this is a big opportunity to get involved and make seamless, secure transactions in a fast way.
- **Use of ATM Cards:** Users on the SFCcoin platform will be able to request for customized SFCcoin ATM cards to be used for exchanging of funds and capital gains. Now, you don't have to go through needless roadblocks and bureaucracy to get your hard-earned funds.

2.6 Service Transparency

Once a member initiates a transaction or finds a game or staking opportunity, and register their interest, the required value of SFCcoins for that transaction will be deducted from the member's wallet and processed for that activity. The transaction details will then be added to the distributed ledger so that every member of the community can view it without the need for a third party.

The distributed nature of the blockchain keeps the SFCcoin platform transparent and ensures that every transaction is verifiable by anyone at anytime. This means that the reward process for every incentivized activity cannot be manipulated, as every transaction will be publicized and the rules guiding each transaction will be easily enforced without external influence.
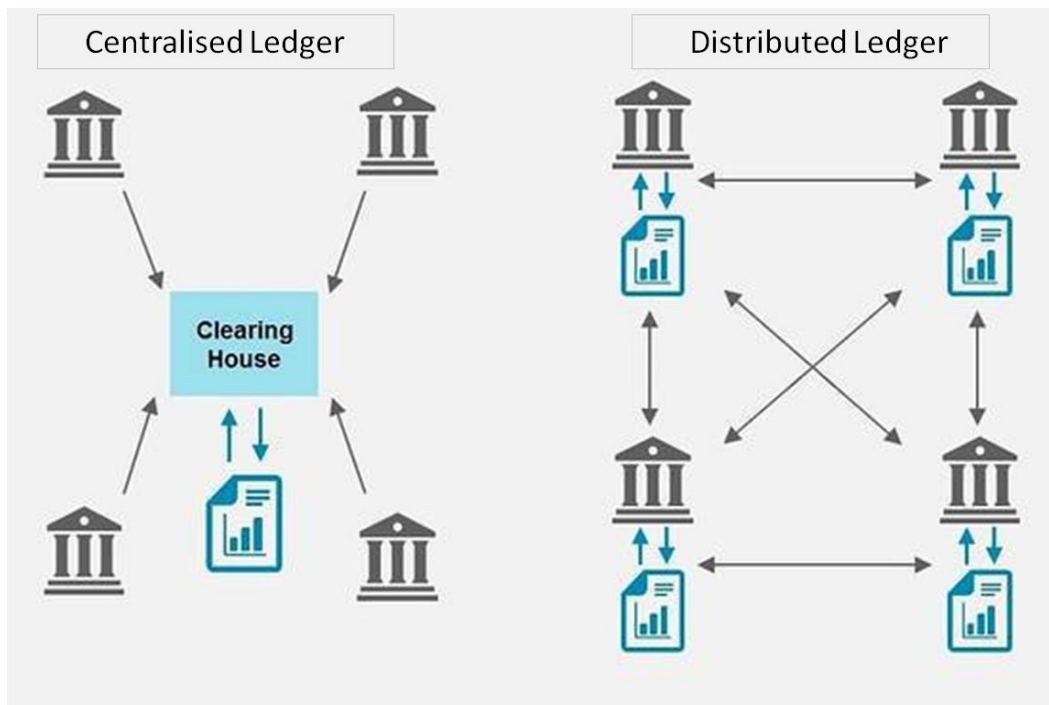
3. THE SFCcoin PLATFORM

3.1 Technology

The SFCcoin framework uses the latest blockchain technology in combination with secure and robust client-side frontend infrastructure that includes an option to enable two factor authentications in order to gain access to the application core features and services. This ensures that our platform stays safe, consistent and evolving with the demands of the market.

The Ethereum Blockchain is the backbone of the SFCcoin application, allowing independent transactions without requiring trust or third parties through its smartcontracts. This way, commission costs are completely avoided and the community rules are enforced without bias. Our secure, high-performance NoSQL data fabric storage used also ensures that sensitive transaction information are processed, stored and exchanged securely.

3.2 Core Architecture

The PIXELme platform is composed of these main components:

1. **Ethereum:** The Ethereum blockchain supports the SFCcoin framework. The smartcontracts are implemented for Ethereum in the Solidity programming language. Ethereum, as well as other currencies like the Bitcoin and Litecoin, may be needed for the exchange of the SFCcoin to gain access to the platform and to liquidate earnings.

2. **Interplanetary File System (IPFS):** The IPFS is a global versioned peer-to-peer file system. It's a modular protocol that creates its own file system to hold an entirely new kind of web based on cryptography hash addressing and blockchain technology. The IPFS allows distributed storage of files. Because it is too costly to store all the data in the Ethereum blockchain, the main part of the data is stored in IPFS.

3. **Database:** Because we want a great user experience, we plan to make social activities and file exchange to be extremely fast. But with the blockchain technology, querying data may be too slow and expensive. Therefore, it is important to save the data in a database that is query-able.

3.3 Target Audience

The SFCcoin platform is ideally for anyone who wishes to make alternative payments in a fast and secure way, while having fun and making financial profits. Simply put, it's for people who want to make capital gains through mining of coins, gaming, gambling and holding tokens until they appreciate in value. Our target audience includes:

- **Gamers:** People who are basically game fanatics and want to connect with other gamers and have access to more fun games on the platform.

- **Investors:** People who are looking for reasonable opportunities to make capital gains. For example, staking of funds through our partner Bookmarkers, with the aim to earn rewards.

- **Everyday people:** SFCcoin could also be used for peer-to-peer transactions and micropayments for everyday utility needs.

4. INITIAL COIN OFFERING (ICO)

With the introduction of Bitcoin in 2009, we now have the tools and infrastructure to transact primitive digital tokens of value over the open public Internet without trusted intermediaries. However, in order to create new tokens, we would need to deploy and scale a new blockchain network (likely forked from Bitcoin), or issue tokens on top of an existing blockchain network such as Bitcoin (through metadata encoded into raw transactions).

The first option would be an uphill struggle due to challenges of scaling and achieving network effects for a new blockchain, and the second option would be challenging due to the complexities of trying to encode sufficient information related to our new tokens into raw Bitcoin transactions. Neither model would have been ideal. But, with the introduction of Ethereum in 2015 came the concept of decentralized smart contracts.

The Ethereum blockchain do not only provide us with the infrastructure for transacting primitive digital tokens, but also provides the capability to easily create

and autonomously manage other secondary digital tokens of value over the open public Internet without trusted intermediaries. Using this concept of smart contracts, which are effectively applications running atop a decentralized network, Our Tokens (SFCcoins) would be created and allocated to our users, who are able to transact with, and exchange it. This process of creating SFCcoins and distributing them to users in exchange for other network's primitive digital tokens such as Bitcoin, Litecoin and Ethereum is called an ICO. Once the SFCcoin ICO is launched, interested participants can purchase our Tokens on our platform and other partner exchanges available online.

5. CREATION OF TOKENS

It is important to keep in mind that secondary tokens like the SFCcoin are not like primitive tokens (cryptocurrencies such as Bitcoin and ether) that are intrinsic to the "structural integrity" of a blockchain network.

The SFCcoin is created on top of a blockchain network, and is merely a representation of some "property rights" that may (or may not) be external to the blockchain in use e.g. access to products/services. We are simply leveraging the network effects of the underlying blockchain and its cryptocurrency to create and issue (through an ICO process) SFCcoins, which are considered as secondary tokens to be used for all transactions and financial activities on our platform. Therefore, it is important to note that we are merely using the open public blockchain as an independent data layer.

Apart from creating Tokens for our ICO issuance, we also incentivize interested parties to secure and manage transactions on the SFCcoin platform. By working for the greater good, participants can create (through mining) tokens as a reward for their work.

6. THE SFCC (SFCcoin)

We are looking to have SFCC Tokens known as SFCcoins, which our users will use for activities such as peer-to-peer payments, gaming, staking and currency exchange on the SFCcoin platform. The exchange process will be effectively managed using the terms in the smartcontracts.

The SFCC will be issued during the presale and the crowdsale, and will be the basic means of transacting on the platform. All Tokens accumulated in a user's SFCcoin account can be withdrawn at anytime. There is no waiting period or "discharging like in other similar platforms.

Here are some of the features to expect with the SFCC (SFCcoin)

- Secure and Transparent Exchange

- Special bonuses available for early adopters

- Exchange Bitcoin, Litecoin and Ethereum for SFCcoin

- To be available on several exchanges during the crowdsale

- Guaranteed technical support all through the way

- Use for placing bets with partner bookmarkers

- Spend SFCcoin on exclusive games and get rewarded

- Participate in the mining of free SFCcoins

- No waiting period. Access all funds immediately

- Withdraw your SFCcoins in cash through the Customized SFCcoin ATM cards

6.1 SFCcoin Distribution

Here are the rules guiding the distribution of SFCcoin Tokens:

- Volume of SFCcoin available to participants in the Crowdsale:

- Volume of SFCcoin allocated as development fund:

- Volume of SFCcoin allocated to the Bounty/presale Exchanges:

- All collected funds will be received and stored in wallets with multi-signatures

6.2 SFCcoin Issuance

The SFCcoin will be issued during our pre-sale, which begins in Q1 of 2018. The Crowdsale will take off on a later date that will be confirmed. Here are the details:

- **Issuance of SFCcoin: 28.000.000 SFCC**

- **Exchange rate:** $ 0.6

- **Minimum transaction amount:** 100 SFCC

- **Maximum transaction amount:** 300 SFCC

- **Bonuses:** 5%

- **Total Sale goal:** 3.000.000 SFCC

6.3 Crowdsale Distribution

The funds raised during our ICO will go towards funding future development of the SFCcoin platform and helping us meet our roadmap goals. Depending on the success of the crowdsale and other funding tiers, we see the funds able to sustain the Network development and growth for the next 5 years.

6.4 SFCcoin Bonus Model

The base price of 1 SFCC to ETH, BTC and LTC will be communicated to participants in each funding tier. The price for each tier is calculated using a bonus

model as listed in part 4.2, and is distributed based on a first-come-first-served basis. Simply put, the earlier you invest, the higher the bonus you will get.

Here are the available funding tiers:

- Bounty Campaign
- Presale
- Crowdsale

7. THE ROADMAP

This roadmap details our plans for the first phase of development and their respective timelines. We will be updating this roadmap going forward.

- **Q1, 2017: Building the Sfccoin system**

- **September 2017: Sfccoin complete construction.**

- **December 2017: Open sale of ICO,SFCC Block Explorer, Desktop Wallet (Windowns, Linux, Mac), Marketing Campaign**

- **Q1, 2018: Smart exchange: BTC-SFCC, ETH-SFCC, USDT-SFCC and others...**

- **Q2, 2018: Launched wallet application on mobile.**

- **Q4, 2018: API connection for Payment Gateway.**

- **2019: Launch Beta platform with key partners.**

8. THE COMPANY

The SFCcoin project was founded by GlobalMandate Limited, a legal and licensed legal company incorporated in London, United Kingdom. We have assembled a team

of special individuals who understand the dynamics of the cryptocurrency market and the Blockchain technology.

As a company that strives to stay in the forefront of the Bitcoin industry, we are active in the Bitcoin mining market. Our continuous use of advanced infrastructure and automated payment processing has enabled us to find ways to offer more to our clients. We are reliable and trustworthy, and our investment past records can show how far we have come as a company

We are working hard and round the clock to ensure that we provide the ideal cryptocurrency solution that will revolutionize the world of payment and micro transactions. Our team members boast of a combined 2 decades of experience in various roles ranging from legal, sales, investment, customer service and commercial software development. Meet our team members:

9. CONTACT US

For more information about our business model, ICO, reward structure or other information discussed in this paper, please contact the Sfccoin team at:

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