



PROJECT CHARTER

PROJECT BITMARK

The BITMARK PROJECT TEAM

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PROJECT CHARTER

PROJECT BITMARK

EXECUTIVE SUMMARY

Combining a stable currency platform with an engaging people-first viral distribution programme, Project Bitmark aims to empower people in all aspects of their life, and hopes to become the cornerstone of digital commerce.

The Bitmark Cryptographic Currency Platform comprises:

Currency, a novel high volume low latency reputation backed deflationary cryptographic currency. Each currency unit is a divisible transferable token designed to be earned and passed as reputation from person to person, capturing the associated value, distributing the supply, and reflecting value over time.

Software, which is backwards and forwards compatible with the existing/future infrastructure built around Bitcoin, adheres to the strictest Quality Assurance standards, and offers an improved and easy to integrate programmable interface (API) providing simple secure access to data and functionality.

Transaction Ledger, a peer-to-peer distributed transaction ledger, offering all the benefits of Bitcoin's Blockchain, whilst optimized to process transactions quickly and consistently.



Network, secured with a proven algorithm, which limits adverse effects of technological leaps in mining hardware, configured to promote security through decentralization of mining, and balanced to distribute new currency supply fairly between miners.

Maturation, feature improvements are standardized and implemented following identification and maturation of useful innovative solutions to user requirements from the growing alternative currency sector.

Application, everyday usage and wide acceptance entail an integrate everything approach. Daily development is focused on applying Bitmark to all aspects of life, and integrating every technical and physical system possible.

The Distributed Bitmark Foundation engage and welcome industry specialists in all sectors to collaborate in order to transparently plan, openly develop, and rapidly execute all aspects of Project Bitmark. Uniting and underpinning all efforts is focus on ease of use, the shared mantra 'earned value', and the common understanding that those involved are developing Bitmark for use by friends, family, businesses, and of course themselves, in every avenue of life.

– Pfennig, 2014



PROJECT PURPOSE/JUSTIFICATION

Business Need/Case

Having established Bitmark, as a reasonably stable currency platform and true alternative currency to fiat, The Bitmark Project Team moves forward with the development and implementation of an innovative ‘Marking’ initiative that strives to create a scalable and massively viral reputation backed monetary system. This marking system shall increase the fluidity of money via off chain micro-transactions between individuals, based on the value of their everyday activities and interactions. The cost associated with the successful launch and implementation of this project is marginal, and shall be recuperated through the predictable increase in Bitmarks volume of use and earned value.

Business Objectives

The business objectives for this project align with and support the vision and strategic plan; facilitate Bitmark’s capacity to expand its position as a global currency through the successful execution of the following:

- Effectively design and develop Bitmark as a daily use currency that runs parallel to Bitcoin, as a true alternative currency to fiat.
- Plan, design, develop, and execute Bitmark.co as a transparent information hub, for users to gather necessary details, data, downloads, and statistics pertinent to the project.
- Successfully tests and launch the Investor Public Mining (IPM) Pool, sustain the proposed 35% of Bitmark Network hash rate, and the IPM Pool secure, fast, efficient and reliable.



- Plan, design, develop, and execute GetMarked.org as the logical evolution of a reputation based system such as likes or transferable karma with the added measurement of value in Marks.
- Complete a successful test launch of a Bitmark marketing or promotional campaign within the next 180 days.
- Increase Bitmark volume, earned value, and acceptance by 100% in the first year.

PROJECT DESCRIPTION

Project Bitmark's goal shall be to develop Bitmark for use as a daily currency that runs parallel to Bitcoin as a prominent and true alternative to fiat currencies. Bitmark seeks to earn value through hard work, technical maturity, utility, and by focusing on users and adoption. This shall be achieved through accurate and honest advancement of Bitmark's purpose, benefits, and technology.

Project Objectives and Success Criteria

The objectives, which mutually support the milestones and deliverables for this project, have been identified. To successfully achieve the goals identified by the Bitmark Project, the following objectives must be met within the designated time and budget allocations:

- Complete list of resources required to accomplish the project, which meets budget allocation within the next 10 days
- Complete IPM Pool Testing & Launch functional IPM Pool within the next 30 days
- Complete launch of GetMarked.org within the next 45 days
- Conduct market research to determine customer demographics within the next 60 days (optional)



- Determine where the Marking campaign will be focus: Blogs, Service adopters, Beer, Anonymous Articles, Geomarking, and Privacy Services.
- Run a test of getmarked.org Marking features, analyze the data gathered and adapt the project as required
- Launch marketing campaign within the next 180 days and continuously monitor where and when to adjust tactics (Future / Optional)

Requirements

This project must meet the following list of requirements in order to achieve success.

- The language and content used by the project must be approved by the project sponsor
- Project Bitmark and all side projects must provide truthful clear and consistent messaging

Additional requirements may be added as necessary, with project sponsor approval, as the project moves forward.

Constraints

The following constraints pertain to Project Bitmark:

- All content displayed on web site, forums, etc must be in line with the strategic vision of Project Bitmark & the Bitmark Foundation
- All future promotional resources shall be purchased in accordance with the allocated budget and timeline (when available)
- The following personnel shall be provided as resources for this project:



- Developer – Mark Pfennig
- Promotion & APP Developer – Pablo Angelo
- Community Manager – Este Nuno
- Graphic Designer – allow & mymenace
- IT Specialist / Testers - schnötzel, pandher, macbackfat, Este Nuno
- Project Manager – Victor “WitchDoctor-S ix”

Assumptions

The following are a list of assumptions. Upon agreement and signature of this document, all parties acknowledge that these assumptions are true and correct:

- This project has the full support of the project sponsor, and all stakeholders
- The purpose of this project shall be communicated throughout the Bitmark Community prior to deployment.
- The project manager or project sponsor will provide additional resources if necessary

Preliminary Scope Statement

The Bitmark Project Team shall manage all resources including personnel, hardware, and software. All project work will be independent of the teams normal income earning occupations. All required testing shall be conducted at a scale not to exceed 10% of the allocated budget. The project sponsor shall manage all project funding. This project will conclude when the final report is submitted and the of all deliverables have been successfully completed, all analytical documentation is complete, and distributed to the appropriate personnel, and a list of future marketing & promotional considerations is



complete and submitted to the project sponsor and future board members of the Bitmark Foundation.

RISKS

The following risks for Project Bitmark have been identified. The project sponsor or project manager will determine and employ the necessary risk mitigation/avoidance strategies as appropriate to minimize the likelihood of these risks:

- Negative impacts from not effectively measuring Project success
- Potential negative publicity subsequent to test launch and full launch of Project Bitmark and GetMarked.org
- External threat of the DDOS attacks
- Bitmark being added to an exchange without the consent of the Bitmark Project Team

PROJECT DELIVERABLES

The following deliverables must be met upon the successful completion of the Project Bitmark.

The project sponsor must approve any changes to these deliverables.

- Fully developed IPM Pool
- Fully develop the Bitmark.com site to reach Bitmark's target audience
- Fully develop the GetMarked.org site to reach Bitmark's target audience
- Documentation of market research conducted on target audience and analytical data used to measure the projects impact and success (Future)
- Recommendation list for future marketing & promotional considerations (Future)



SUMMARY MILESTONE SCHEDULE

The project Summary Milestone Schedule is presented below. As requirements are more clearly defined this schedule may be modified. Any changes will be communicated to the Bitmark community through project status meetings, via <http://webchat.freenode.net/?channels=bitmark> or other site to be determined, by the project manager or project sponsor.

Summary Milestone Schedule	
Project Milestone	Target Date (mm/dd/yyyy)
• Project Start	07/13/2014
• Complete List of Required Resources	08/08/2014
• Complete IPM Pool Testing & Launch functional IPM Pool	09/01/2014
• Complete launch of GetMarked.org	09/15/2014
• Complete launch of Bitmark.com	11/01/2015
• Analysis need for promotional considerations	01/15/2015
• Project Complete	07/13/2015



AUTHORIZATION

Approved by the Project Sponsor:

Date: _____

Mark Pfennig

Bitmark Creator & Lead Developer



References

Pfennig, M. (2014, August 07). Project Bitmark: Project Charter – Executive Summary

PROJECT CHARTER TEMPLATE

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