

Whitepaper 1.0



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Introducing SelfiCoin

It's hard to remember a time before the selfie. Thanks to front-facing cameras and the rise of social media, selfies populate our camera rolls, Instagram feeds, dating profiles, and vocabularies. There are phone cases designed to give you photoshoot-worthy lighting, a book of Kim Kardashian's selfies you can pay cash money for, and the word "selfie" is even recognized in the Oxford dictionary (it earned the coveted "word of the year" title in 2013). The selfie "boom" may be behind us (remember when selfie sticks first hit stores?), but it was never destined to be just a passing trend — these quickie self portraits have turned into a permanent fixture of our culture([1](#)).

Using the cryptographic breakthrough of the blockchain ledger and anonymous cryptocurrencies, Selfi Coin has been developed as THE currency for Selfi's.

On its face, selling stuff online seems easy: You post an item, someone buys it, and you watch your bank account grow.

But if you want to be more than an occasional seller and have ambitions to start an online business, there's much more to it than that ([2](#)).

Why is Selfi Coin So Necessary?

There are two main avenues for selling your stuff online: marketplaces like Etsy, Shopify, eBay or Amazon and a website you create. A combo of the two is also a possibility.

Marketplaces are usually easier and faster for starting your business, but they also charge transaction fees that can eat into your profits.

If you build your own website, you'll have more control over the look and feel of your business, but there are costs for web hosting services and monetizing your site to consider. PayPal, for example, charges a flat rate of 2.9% plus 30 cents per transaction.

To find out, you'll need to decide how much inventory you plan to sell each month and corresponding prices. That will give you the total revenue per month, assuming you sell everything. Next, take the marketplace transaction or other

payment processing fees and figure out how that affects your revenue. Going back to the PayPal example, you'd pay \$1.03 for every \$25 sale, leaving you with \$23.97 per item. If you sell 100 items per month, you'd get \$2,397 a month.

With Selfi coin, you'd pay \$0.02 for every \$25 sale leaving you with \$24.8 per item. If you sell 100 items per month, you'd get \$2480 a month (*).

* We cannot guarantee this happening whatsoever, in fact if it does, then let's consider it the second coming.

Value Proposition

A new list published by [HopperHQ](#) has provided an eye-watering look at how much some of the world's biggest stars make from pushing sponsored content. Topping the chart in first place was Selena Gomez, who is said to make around \$550,000 every time she sends out an endorsed post to her some 123,000,000 followers. That placed her in front of Kim Kardashian, who ranked in second place with an estimated \$500,000.

Tying in third and fourth places with \$400,000 per post was Cristiano Ronaldo, recently crowned the [world's highest-earning sportsman](#) by *Forbes*, and Kendall Jenner, the latest member of [team adidas](#).

Selfi Coin is expected to place among the highest volume cryptocurrencies*, as it places cutting edge Ethereum-based blockchain technology alongside one of the world's biggest markets and will surpass forth place (\$400,000 per post) by 2019 (*).

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Frequently Asked Questions:

Q: This all sounds ridiculous, is it a scam?

A: Online Business and earning from Selfie's is not a scam! Selfi Coin will fulfil all of the functions on this whitepaper (which is not very many functions). It is a fully traceable asset on cryptocurrency exchanges.*



Q: Is this whole thing a joke?

A: The Selfi Coin itself is totally real though, up there on Etherscan and Coin Market Cap and ERC20 compatible wallets and all that stuff.

Q: Isn't it highly unlikely that Selfi Coin can gain a \$5bn market cap and become a top-10 digital currency?

A: Yes, but wasn't it highly unlikely, maybe it will happen, maybe it will not happen.

Team*

	Alicia - Founder and CEO
	Magi - Business Development



Terelyn - ICO and Public Relations



Haley - CTO - Software Development

*Reminder that this is not actually the team, Won't actually happen
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Conclusion

Selfi Coin is guaranteed to overtake Ether as the 2nd most valuable cryptocurrency by 2020 and Bitcoin as the most valuable by 2030.* Seriously, ask yourself how it's viable that SELF COIN could not be the most valuable cryptocurrency- it's basically a token. Finally, the world's greatest demographic of selfi users, have their own cryptocurrency.

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