Amon Card

"The first intelligent Card on the Planet
integrating Artificial Intelligence into the payment system"

Table of Contents

Executive Summary

- Amon is a **multi-cryptocurrency wallet** integrating an **Artificial Intelligent (AI) system** connected with a **Debit Card**

- Users in Crypto industry are facing two major problems:
  - ✓ **Convert cryptocurrencies in real time** to use them in daily life
  - ✓ **Market volatility** is staggering, is a barrier to enter the market and is impeding the use of cryptocurrencies in daily life

- Amon proposes the solutions:
  - ✓ The **Amon Wallet** that allows real time conversion, starting with ETH, BTC and LTC
  - ✓ **Amon AI System**, a tool to help users to have more control of portfolios volatility. The tool is able to calculate the returns of cryptocurrencies within the user's portfolio and suggest the most convenient cryptocurrency to convert in real time

- Amon intelligent system calculates **current** and **expected returns** by combining financial models. The first release of the Intelligent system will be able to calculate current cryptocurrencies return. In the following releases the tool will be able to integrate current and expected returns through the **Capital Asset Pricing Model (CAPM).** The tool will allow users to take better decisions and steer volatility.

- The **Amon Wallet** and **Card** are already working and will be launched in the market after having successfully passed a **pilot test**.

- The **AMN tokens** will give users different benefits such as discounted fees, better customer service and possibility to receive passive interest from MasterNodes.

- In **payment process,** Amon will be using **external exchanges** to convert cryptocurrencies to Fiat. We drew different possible models and chosen the one we believe is more stable and efficient.

- We have been partnering with different companies for **card issuance, Know Your Customer (KYC) process, Wallet security and support in trading algorithm**.

- In our **5-year Business Plan** we based our forecasts on market research studies such as the University of Cambridge (May 2017) and planned the potential market share that we could take in the market.

- In the realistic scenario Amon will be able to reach during the **1st year 60.000** users and hit **590.000** users during the **5th year**. We compared our forecasts also with other competitors such as Monaco and TokenCard and we have chosen a more conservative approach.

- Amon is planning to gain **5% market share** of the potential market. We forecasted Revenues to grow from **€6 Mio. to €60 Mio** over 5 years.

1. Amon Card

1.1 Amon value in the Ecosystem and to the End Users

The Amon Card project aims to **bring cryptocurrencies to people's daily life through the support of our Artificial Intelligent system.**
Our goal is to help people use cryptocurrencies in their daily life just like they do with Fiat currencies.
This will benefit the whole cryptocurrency ecosystem. In fact, by incentivizing the user of cryptocurrencies in their daily life, the industry will gain more acceptance between regulators that remain sceptical.
In order to reach this goal, Amon card will introduce to the market functionalities that will spur the user's adoption by improving two fundamental aspects of the cryptocurrency conversion process:

1) **Real time conversion from Cryptocurrencies to Fiat**

Currently the majority of the crypto cards on the market allow conversion only from Bitcoin to Fiat currencies. With this process, cryptocurrency holders who wants to pay using cryptocurrencies, has to go through a 3 step process. These steps imply that users have to bear different transactions costs and long processes to get their money out of their wallets.

With Amon Card we want to create a smoother process allowing users to make real time transactions which implies only one transaction and one fee. We simplify for users the ability to spend cryptocurrencies in their daily lives, because we make it easier for anyone to use and to convert cryptocurrencies.

Image 1. Real Time transactions bringing cryptocurrencies into people's daily life
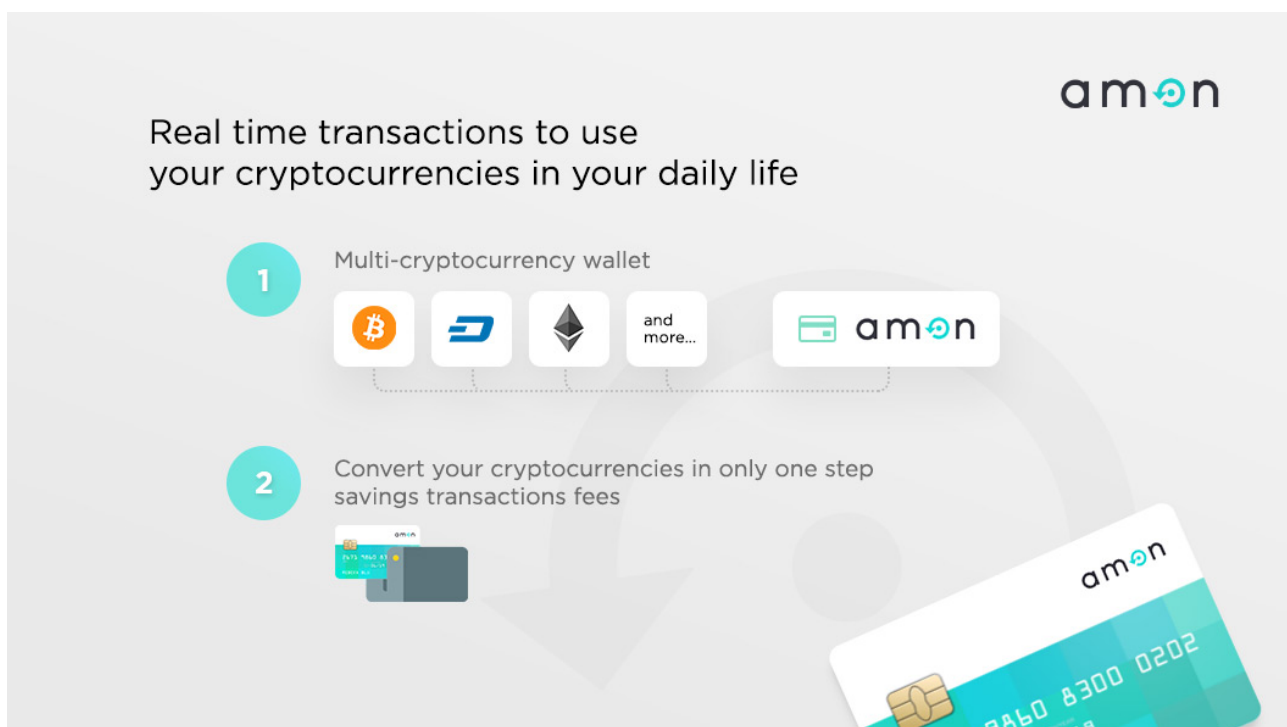
2) Provide users with our Artificial Intelligence system, to enable them to be able to control their portfolio volatility

One of the most challenging points for cryptocurrencies owners, is the volatility of the market. It might happen that in a matter of few days or even hours a cryptocurrency can drop or increase its value of 20% or more. This is a real barrier for both current and potential users that want to enter the crypto industry.

The aim of Amon card is to **create a tool that allows users to have more control over these fluctuations.** With an intelligent algorithm, Amon Card calculates automatically the best performing cryptocurrency in the wallet. Thanks to the intelligence system, the user can decide which cryptocurrency to use in performing a payment, not having to check every time the market fluctuations: Amon card will suggest the best conversion.

The intelligent system is also a great tool to improve **profits margins** as it suggests the fluctuations of the cryptocurrencies of the user's wallet and allows them to optimize profits.

Image 2. Intelligent system in Amon Wallet is a unique added value for Amon users and for the crypto industry

Take Away:
"The Amon Card project aims at bringing cryptocurrencies into the daily life of people. We are not only creating a card, we are also helping users to control their portfolios´ volatility with an intelligent tool. We believe that by assisting users to spend their cryptocurrencies easily and by supporting them in controlling their portfolio fluctuations we can incentivize them to use cryptocurrencies in their daily life. As a consequence, the crypto industry will gain more acceptance."
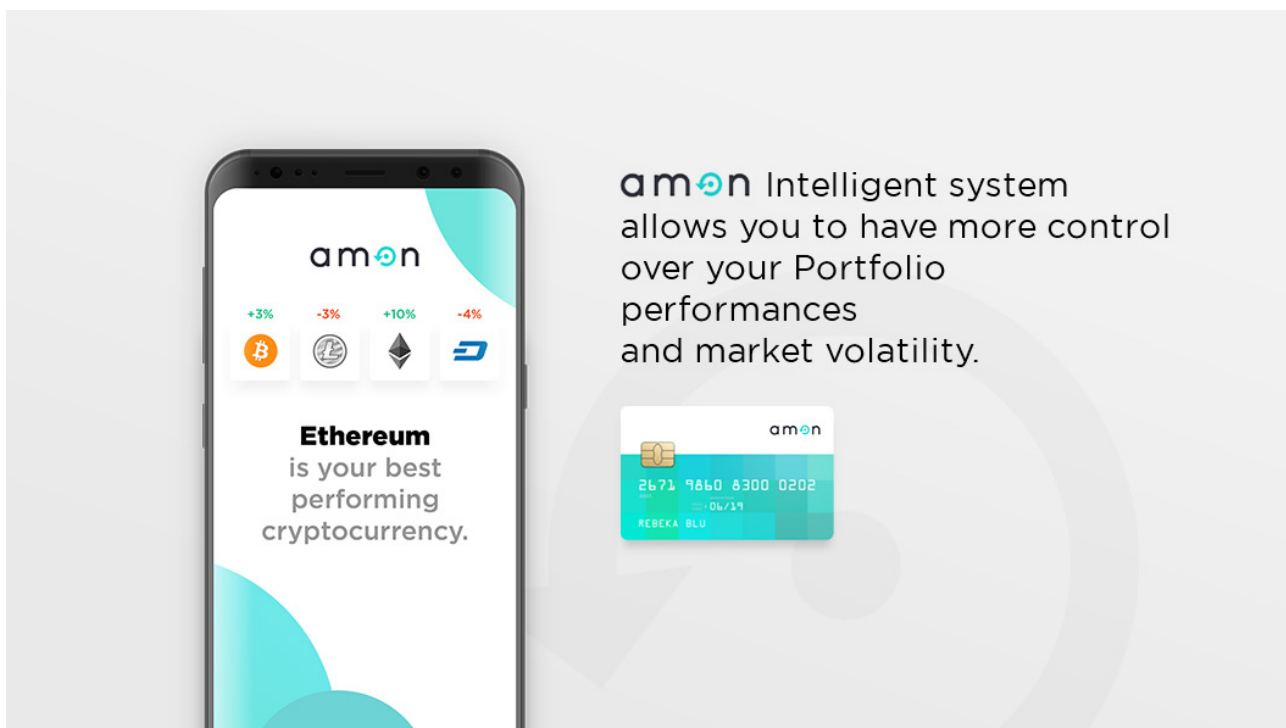
1.2 Target User

The target market is represented by any user wanting to spend cryptocurrencies or Fiat currencies with less costs. Our main focus will be cryptocurrencies users that can use our intelligent system. In particular, we are very much interested in attracting crypto users that have more than one cryptocurrency in their wallet so that they can full take advantage of the Amon features.

We have seen that from 2015 to 2017 users investing in cryptocurrencies other than Bitcoin increased from being 15% to 28% of the total market share of the crypto industry.

New cryptocurrencies will keep growing their market share within the crypto industry and we will leverage this growth to penetrate the market with the Amon Intelligent system.

1.3 What is Amon Card and How can be used

Amon Card is a revolutionary debit card that allows **real time** conversion from cryptocurrencies to Fiat currencies. The card holder does **NOT** need to convert the cryptocurrencies to Fiat before actually spending it. Cryptocurrencies are converted in real time to Fiat currency at the moment of the payment. It works with BTC, ETH, LTC, ERC-20 and more will be implemented with new releases.

Amon Card, is also the first **intelligent Card** on the planet. The cryptocurrency market is so volatile that is hard to know what is the right cryptocurrency to use when making real time payment. For this reason, we created an intelligent system that helps the card user to choose what is the best performing cryptocurrency in his wallet at the moment of the payment.

The Amon wallet is also flexible as it gives the users the possibility to decide among **three** types of usage options:

1) **Preferred cryptocurrency: always convert from the same cryptocurrency**

The card holder can choose to convert always the same cryptocurrency to Fiat.

Image 3. User can choose to convert always from a specific cryptocurrency
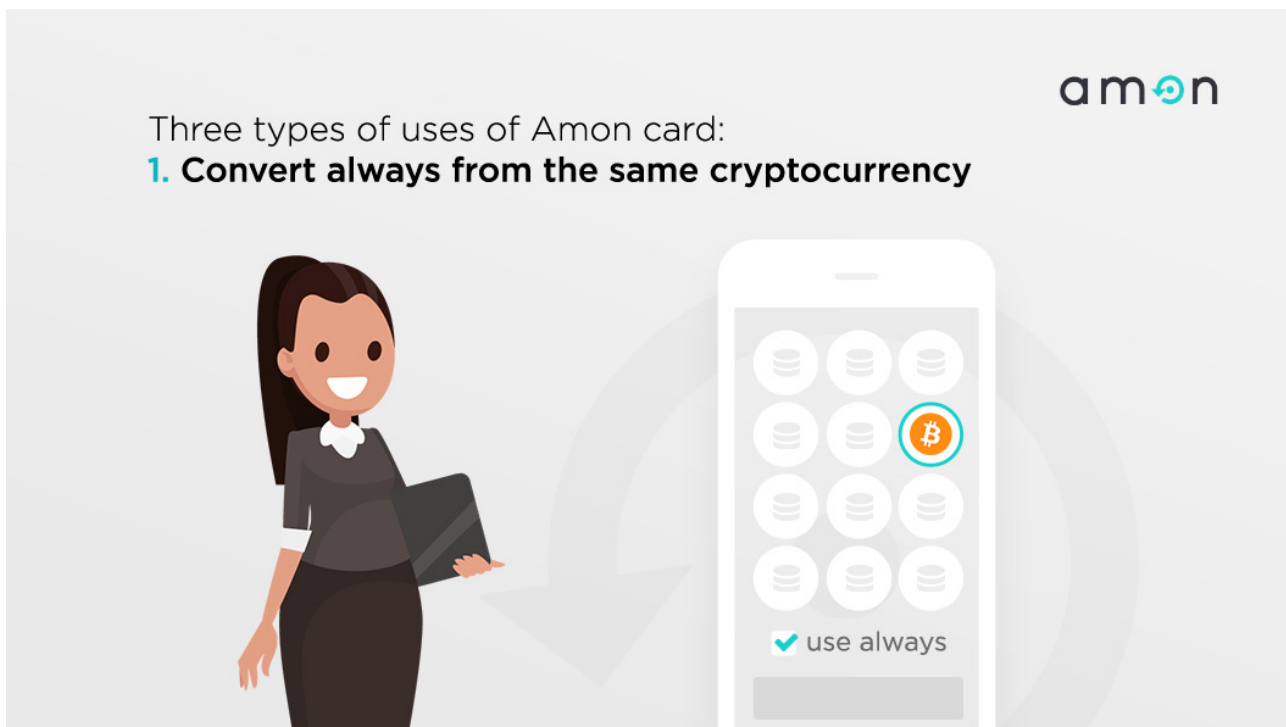
User Scenario 1 – Janet from Australia:

Janet is a 30 years old analyst for a multinational company based in Melbourne. She is passionate about blockchain and invests small amounts of her salary into cryptocurrencies. After Bitcoin raised its value up, she decided to invest also in other cryptocurrencies still keeping most of her portfolio on Bitcoin.

Janet does not have interest in speculation and does not check the crypto market every day, she mainly gets informed on a daily basis about the Bitcoin value.

For this reason, Janet decides to select the option to pay with Amon card always with Bitcoin in this way she can control her spending in a more efficient way.

2) On-the-spot selection: choose at the time of the payment

This option allows the card holder to select the cryptocurrency to convert at the time of the payment.

Image 4. User can select the cryptocurrency to convert at the time of the payment
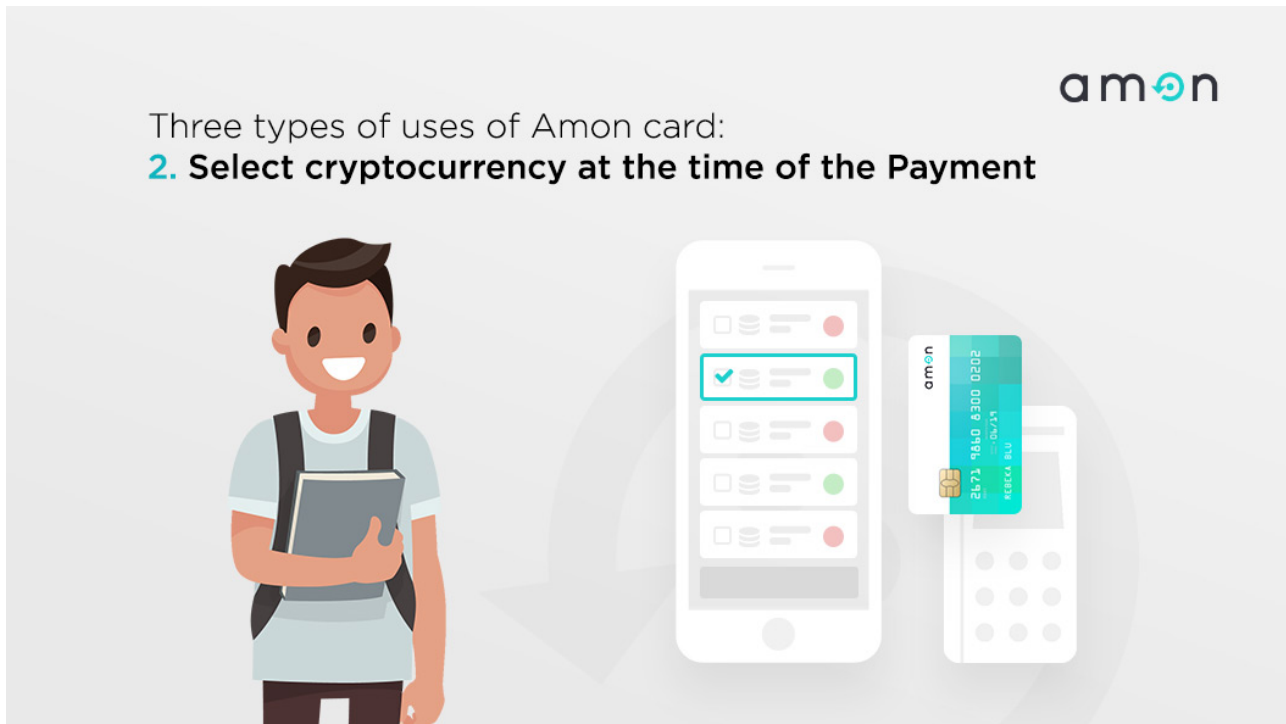
User Scenario 2 – Vladimir from Russia:

Vladimir is a 24 year old student at the Moscow State University. After making some researches about cryptocurrencies and blockchain he decided to put some savings into digital coins.

He heard about Bitcoin from some friends, but he is not an expert of the market. After reading the Amon white paper he understands the benefit of the Amon Wallet and Card and decides to purchase Bitcoin, Ethereum and Amon tokens. He is keen on learning more about the crypto world and therefore checks every day the value of the coins and the trends.

Vladimir decides to select the option to select the coin to convert **at the time of the real payment** as he feels this will be the best option to have the highest margin and also to keep him motivated to learn about digital asset trends.

3) **The intelligent card: automatically selects the best performing currency at the moment**

This option allows the card holder to convert the cryptocurrencies with our intelligent system that automatically calculates what is the best performing cryptocurrency in the wallet in that moment.

Image 5. User can select the cryptocurrency to convert at the time of the payment
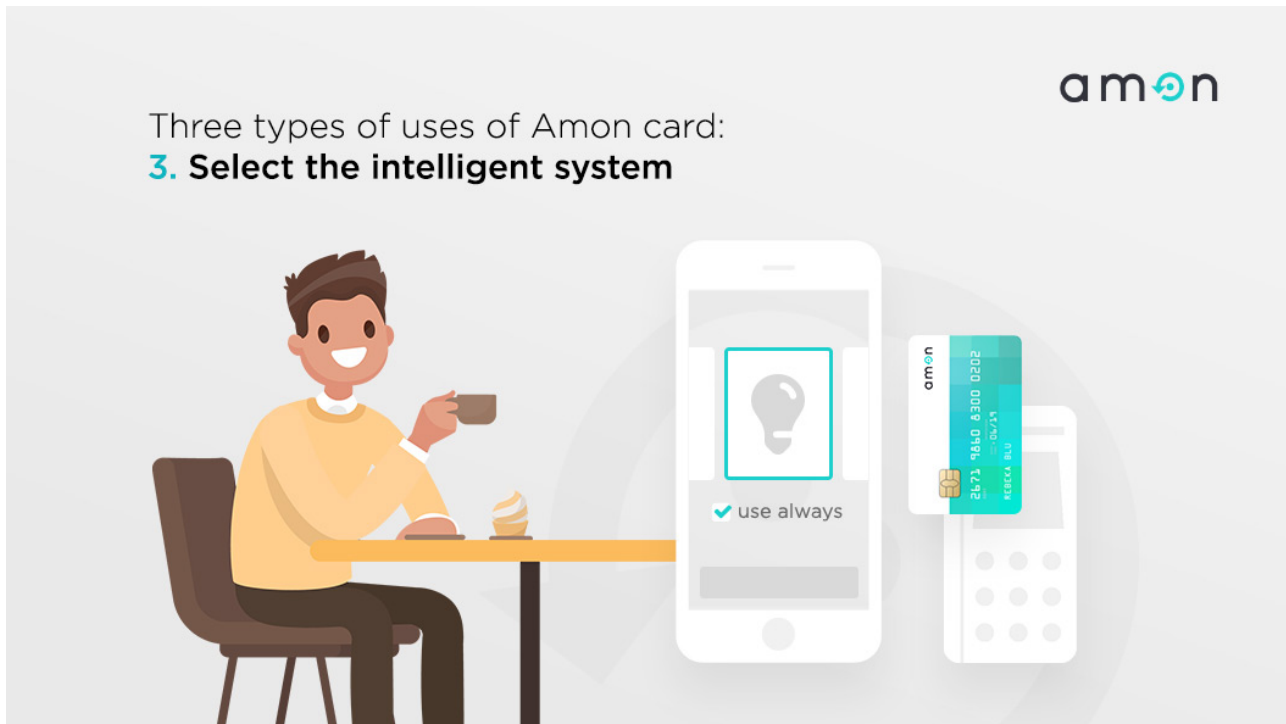
The Amon intelligent Card system works in 3 simple steps, explained in the following example.

User Scenario 3 – John from the United Kingdom:

1) John wants to buy a coffee in a Cafe and wants to pay with the Amon Card intelligent system

2) Amon Card analyses John's wallet and what is the best performing cryptocurrencies by calculating the following formula for each cryptocurrency:

$$\frac{\text{Cryptocurrency Current value}}{\text{Cryptocurrency Purchasing value}} - 1 = X\%$$

With this calculation Amon card is able to understand what is the coin with highest profit margin in the wallet and suggest to the card holder the best coin to convert.

3) After calculating the best performing cryptocurrency, John can accept the suggestion of the Amon card intelligent system.

Take Away:
"Amon Card has it all, allows users to choose between three types of conversions: convert always from the same cryptocurrency, convert at the time of the payment and convert with the Amon intelligent system"

AMON

1.3 Amon Card Project Overview

With Amon we will bring added value to users and to the crypto ecosystem. Below you will find an overview of the main added values that we are bringing to the market.

Overview	
Mission	Support with our Artificial intelligent system for the **use of cryptocurrencies in one's everyday life**. Make conversions from Cryptocurrencies to Fiat easier and provide users with a tool to control their portfolio volatility
Added value for Amon Users	1) **Real time conversion** allows users to reduce transaction costs 2) **Amon Intelligent System** helps users have control of their portfolio volatility and improves the profit margin
Target Users	Any cryptocurrency holder can use Amon card but our target audience is mainly **users with more than one cryptocurrency in their portfolio** so that they can benefit from our intelligent system
Blockchain support	The first release is targeted for November 2017. We will integrate **Bitcoin, ETH and DASH** (every two months we will release two new cryptocurrencies)
Stop/loss functionality	Possibility to control market fluctuations with **stop/loss functionality**. It will be implemented during the first year after the ICO launch
Three possible card usages	(1) Convert from same cryptocurrency (2) Choosing cryptocurrency to convert in real time (3) Convert by using the intelligent system
Wallet APP	Available by November 2017
Debit Card Reach	Available worldwide (US included)

2. Amon Artificial Intelligent System (AAIS)

Amon Artificial intelligent system has been developed to help users to control their portfolio fluctuations. We plan to implement different features to make the system always more and more efficient.

As first feature, the AAIS is able to calculate in real time the best performing cryptocurrency among the ones held in the wallet. Furthermore, we will implement an algorithm for short term fluctuations along with other trading features.

2.1 Artificial Intelligent System real time Formula

The artificial intelligent system integrated with the Amon card will convert automatically the best performing cryptocurrency supporting the user's choice at the time of the exchange.

2.1.2 Real time exchange formula Example

Catherine has in her wallet, three cryptocurrencies:

- 20 Bitcoin (BTC), purchased as follow:
  - 5 BTC at price of €2.000
  - 10 BTC at price of €4.000
  - 5 BTC at price of €4.500
- 5 Litecoin (LTC), purchased at the price of €45
- 20 Ether (ETH), purchased at the price of €280

Catherine wants to purchase a sandwich in a shop and has chosen to rely on the Amon Artificial Intelligent system. The **current prices** of the cryptocurrencies are the following:

- BTC = €2.100
- LTC = €60
- ETH = €350

Amon intelligent system will do the following calculation to evaluate the best performing cryptocurrency in the wallet:

- For BTC, the system will calculate the **weighted average** between the 3 values at the time of purchasing. The weighted average of 5 BTC (purchased at €2000), 10 BTC (purchased at €5000) and 5 BTC (purchased at €4.500), is **€3.625**
  The current price of BTC is €2.100, therefore to calculate the % of profit the system will compute: (**€2.100 / €3.625**) – 1 = **- 42%**
- For LTC, the system will compute (**€45/ €60**) – 1 = **+ 33%**
- For ETH, the system will compute (**€350/ €280**) – 1 = **+ 25%**

The intelligent system has calculated the best performing cryptocurrency based on the purchasing and selling price of the cryptocurrency. The system will show Catherine the performance of her wallet:

- BTC current return is **– 42%**
- LTC current return is **+ 33%**
- ETH current return is **+ 25%**

The Amon system will suggest Catherine to pay in **LTC** since it has higher return.

Image 6. Amon Artificial Intelligent System Formula

$$\frac{\text{Cryptocurrency Current value}}{\text{Cryptocurrency Purchasing value}} - 1 = X\%$$

2.2 Algorithm of the Artificial Intelligent system

The current feature of the Artificial intelligent system is only the initial feature of a more complex Artificial Intelligent system that is under development.

We believe that Artificial intelligent and trading systems can merge in an algorithm that can help users in short term decisions.

The goal is to support users not only in detecting what is the best return of a cryptocurrency based on the current market price but use financial models such as Capital Market Price Model (CAPM) to predict expected returns.

2.1.3 Evolution of Amon Artificial Intelligent System: Capital Market Price Model Example

Considering the previous **example**, the current returns of the cryptocurrencies are:

- BTC current return is **– 42%**
- LTC current return is **+ 33%**
- ETH current return is **+ 25%**

What if the current return of LTC is more convenient but the expected return keeping LTC could be even higher? What if the current return of ETH is much better than the expected return and therefore is more convenient to exchange ETH now?

To fully understand the evolution that the Amon Intelligent system could take, we need to detail what is the Capital Market Price Model (CAPM) and how could support Amon user's decisions.

Risk of investment can be categorized in two types of risks:
- *Systematic*, these are risks that are unpredictable such as war, inflation, recession, etc.
- *Unsystematic risk*, there are risks connected with expected returns of stocks and are not correlated with general market moves.

While unsystematic risks can be diversified and therefore "limited", systematic risks are unpredictable and cannot be eliminated.

The **Capital Market Price Model (CAPM)** was developed to measure systematic risks and expected returns for assets. It helps investors to calculate risks and what types of return they should expect from their investment through this formula:

➔ **Return Expected (R_a) = Time Value (or Risk Free Rate, R_f) + Risk (β_a) ($R_m - R_f$)**

➔ **Return Expected (R_a) = Risk Free Rate (R_f) + Beta (β_a) * Expected Market Return (R_m) - Risk Free Rate (R_f)**

$$ R_a = R_f + \beta_a (R_m - R_f) $$

Return Expected (R_a) = Is the expected return that an investor is likely to receive for the time value of holding an asset and the risk incurred in having this asset

Risk Free Rate (R_f) = is the return expected by the investor to place capital over a certain period of time. Is generally measured by the return of a government bond.

Beta (β_a) = The second part of the formula is the additional risk that the investor is willing to take. The Beta measures the Volatility of the asset.

Expected Market Return (R_m) – Risk Free Rate (R_f) = The expected market return is the yield expected by the asset and is subtracted to the Risk Free rate.

Coming back to our example, if the CAPM of our cryptocurrencies would be:

- BTC Capital Asset Pricing Model = **+ 3%**
- LTC Capital Asset Pricing Model = **+ 34%**
- ETH Capital Asset Pricing Model = **+ 14%**

The whole scenario of our example would face this situation:

<table>
<tr><td>

Current Returns
(Real Time Returns of cryptocurrencies)

- BTC current return is **– 42%**
- LTC current return is **+ 33%**
- ETH current return is **+ 25%**

</td><td>

Expected Returns
(Capital Asset Pricing Model)

- BTC Capital Asset Pricing Model = **+ 3%**
- LTC Capital Asset Pricing Model = **+ 34%**
- ETH Capital Asset Pricing Model = **+ 14%**

</td></tr>
</table>

Current returns suggest us that LTC is the cryptocurrency to convert because is giving higher returns. However, Capital Asset Pricing Model suggests us that LTC is likely to give us higher returns in the future and that the cryptocurrency that is performing better than what could do in the future is ETH.

Indeed, considering these circumstances our decision might be to keep LTC and convert ETH that is performing at +25% but that would probably give a return of +14% in the future.

This example is showing us how can evolve the Amon Artificial Intelligent system and how can support the user's decisions when spending their cryptocurrencies.

We will use 10% of our funding to set up a team of Traders and mathematicians that will work on the Amon Artificial intelligent system.

2.3 Artificial Intelligent System Milestones

During the first year after the ICO launch we will dedicate to achieve 3 important milestones:

Artificial Intelligent Milestones		
Q1 2018	Develop and optimize the real time conversion Artificial intelligent system	Implementation and optimization of the Artificial intelligent system based on purchasing and selling price
Q2 2018	Develop an algorithm for expected cryptocurrencies returns	Implement a trading algorithm supporting the real time conversions
Q3 2018	Integrate trading systems to improve users´ portfolio control	Integrate stop/loss functionality and further trading features

Take Away:
"Amon Intelligent System can merge financial models considering current and expected returns of cryptocurrencies. It is a tool that will be constantly improved to help users to take decisions and control the market volatility and optimize their portfolios profit margins"

3. AMN Token benefits

The launch of AMN token will make possible the improvements of the Amon wallet and the Amon Intelligent system. It is in our interest to motivate our investors in retaining the AMN tokens or use it receiving benefits. Therefore, we have developed a benefit and extra-services plan for AMN tokens holders.

3.1 Benefits in Card Fees

One of the benefit that AMN token holders will receive is discounts on card fees. Our cards will have different fees and limits.
More details are shared in the section 4. Cards.

Fee	Amon	Monaco	TenX	Wirex & Xapo	SpectroCoin
Physical Card Issuing Fee	Free (if user holds 50 AMN tokens for 3 months or if you make 5 transactions per month)	Free	€15.00	$20.00 / 18€/ 13£	€9/€8/£6
Virtual Card Issuing Fee	Free	Free	€1.50	€3.00	€0.50/€0.50/£0.50
Physical Card Annual Fee	Free (if user holds 50 AMN tokens for 3 months or if you make 5 transactions per month)	Free	Free (€10 with <€1000 spent per year)	€12.00	€1/€1/£1
Virtual Card Annual Fee	Free	Free	Free (€10 with <€1000 spent per year)	N/A	€1/€1/£1

3.2 Benefits in Customer Service

Customer Service is an important added value that Amon wants to provide to Amon card users. The Crypto industry has such an escalation in the number of users that many platforms have not been able to deal with the growth and started to treat users with negligence and no culpability or assured protection, affecting the growth of the industry as a whole.

In Amon we plan to have a customer service team for Amon card users and a dedicated customer service team only for AMN token holders.

AMN tokens hold by user	Time	Chat	Notes
No AMN tokens hold	Office hours 9:00 – 21:00	Regular chat service	We will provide regular and efficient customer service in the indicated hours
From 50 to 1000 AMN tokens	24/7 line	Regular chat service	We will provide regular and efficient customer service at any time of the day
> 1000 AMN tokens hold	24/7 line with priority line	Dedicated team with priority line	We will have a dedicated team at any time of the day

3.3 MasterNode benefits

We are planning to implement within the Amon wallet, cryptocurrencies that operate masternode systems that will generate returns for Amon and for our users.

Masternodes generate capital returns that Amon will share with users. For example DASH operates a master node for every 1000 DASH locked and generate an annual ROI of about 8%. This ROI is going to decrease over the time depending on the number of master nodes generated.

Amon will share the ROI on cryptocurrencies that operates masternode with Amon users having AMN token and the cryptocurrency that generates the masternode.

For more info about Masternode you can visit the DASH website.

3.4 CashBack

We will reward users having Gold and Platinum card with benefit of 0.5% cashback AMN tokens for every transaction.

Take Away:
"We are planning to have a list of benefits and extra-services for our AMN tokens holders in order to motivate them buy and retain our coin"

4. Cards

We have been working over the past months to have our product and card ready before the launch of the ICO. Amon cards are already in use for few clients and after the Token event we will release them to our contributors.
To date, we have 3 types of cards:

4.1 Amon Silver

The **Amon Silver** card is our basic card equipped with all functionalities that does not require holding AMN tokens. We charge no fees if a minimum of AMN tokens are hold from the client.

Minimum Amon tokens: No required
Card Fee: Free if holding Amum 50 AMN token for 3 months or minimum of 5 transactions per month
Delivery: Free
Monthly Fee: Free if holding minimum 50 AMN token for 3 months or minimum of 5 transactions per month
Customer Service: Regular and efficient customer service in office hours

4.2 Amon Gold

The **Amon Gold** card is our middle level card with all functionalities and extra benefits for holding a minimum amount of tokens. We charge no fees because to have Amon Gold is required to have a minimum number of AMN tokens.

Minimum Amon tokens: 100 AMN Tokens
Card Fee: Free
Delivery: Free
Monthly Fee: Free
Customer Service: 24/7 Customer service
CashBack: 0.5% AMN token cash back

4.3 Amon Platinum

The **Amon Gold** card is our Top level card with all functionalities and premium benefits for holding a minimum amount of tokens. We charge no fees and we also give passive interest to hold cryptocurrencies that allow MasterNode.
The number of Amon Platinum card is limited.

Minimum Amon tokens: 1000 AMN Tokens
Card Fee: Free
Delivery: Free
Monthly Fee: Free
Customer Service: 24/7 line with priority line

CashBack: 0.5% AMN token cash back
MasterNode Benefits: Only for customers holding the Amon Platinum Card we offer passive interest from holding DASH and other cryptocurrencies having masternodes that we will integrate in the AMON Wallet.

5. Competitors Overview

Differently from many other firms we have been working our wallet and card system before launching the ICO.
We believe that before asking for funding to investors we need to be able to create and test our product. Our users will receive our cards and services straight after the ICO without waiting for months of setting up teams and product.

Competitors Overview						
	Amon	**TenX**	**Monaco**	**TokenCard**	**Xapo**	**Wirex**
Multi-Crypto Wallet	✔	✔	✔	✖	✖	✖
Real Time conversion	✔	✔	✔	✖	Only with Bitcoin	Only with Bitcoin
Artificial Intelligent system	✔	✖	✖	✖	✖	✖
Dedicated Customer service	✔	✖	✖	✖	✖	✖
Interest rate through MasterNode	Based on cryptocurrency	✖	✖	✖	✖	✖
Wallet and Card ready before the ICO	✔	✔	✖	✖	N/A	N/A
Worldwide reach	✔	✔	✔	Not Applicable	Only EU	Only EU
ICO Funding	-	$80 Mio.	$26 Mio.	$13 Mio.	N/A	N/A

Take Away:
"Unlike other competitors, we are planning to have a MVP product ready before the ICO. This will allow us to ship the Amon cards and provide our service straight after the ICO"

6. Road Map & Timeline

Road Map and TimeLine		
Date	**Milestone**	**Description**
November 2017	Company Set Up	
	Card Company Agreement	Agreement with Debit/Credit card issuer based in Gibraltar
	First round of Investment	Raised €100K from private investor
December 2017	AMON APP Wallet Alpha Version	Launch of Wallet APP with Blockchain asset BTC
	White Paper	White paper ready
	Implementation of ETH in the Wallet	Integration of ETH
Q1 2018	Implementation of LTC, ERC20 and Fiat currencies	Implementation of other cryptocurrencies and fiat currencies based on customer needs
	AI System Alpha version	Implementation of the AI system at the first stage
	Pre-ICO Campaigns & Set up Operations team	Launching teasing campaigns for ICO and setting up the operational team
	ICO Launch	Launching ICO with AMN Token
Q2 2018	Web APP Desktop Wallet	Launch of the Desktop Wallet
	Release 2nd Milestone AI System	Release of algorithm at the second stage (Capital Market Price Model integration)
	External Auditors	Appointing external auditors to certify the operations and make sure Amon the compliance requirements to apply for e-money licences
Q3 2018	Release 3rd Milestone AI System	We will set the team to improve our intelligent system and make it more efficient by adding functionalities such as Stop/Loss that can help Amon users to have better control of their Portfolio´s fluctuations
	E-money licencing Application Credit / Debit card partnerships	Our objective is to apply for e-money licence in order to become a certified Card issuer through the Affiliate programme Meanwhile we will dedicate a team to create connections with new credit/debit card partners to make sure that we can have the most competitive fees and that our card can be issued in more countries

7. Technology Roadmap

The Amon application includes the following functionalities, most of them will be released with the MVP and others over the first year of the Amon wallet along with the functionalities listed in the Technology milestone prospect:

Wallet

- Crypto-currency wallets supporting most used coins (BTC, LTC ETH, …)
- Send and receive direct payments
- Fiat wallets (EUR, USD, GBP)
- Exchange between wallets
- Transactions history

Debit card

- Pay in any VISA/MASTERCARD POS
- Exchange Crypto <-> Fiat in real time
- Find best performing crypto currency at time of payment
- Set spending limits for payments and withdrawals
- Block lost or stolen card
- Reduced fees for token holders
- Export bank statements / Transaction History

Loading wallet functionality

- Sending and receiving cryptocurrencies
- Sending and receiving Fiat currencies

Withdrawal and Spending options

- Transactions in Cryptocurrencies
- Transaction in Fiat currencies
- System allowing spending one crypto
- System allowing spending by choosing at the moment of the payment
  - Notification system when payment is made
- System allowing spending with Amon AI system
- Notification system when any transaction is made

Withdrawal and Spending Limits

- Limits for spending (different for each card)
- Limits for withdrawals (different for each card)

Security and Control

- In-App Know your customer (KYC)
- Possibility to Freeze card
- Wallet Security (partnering with Top software security company based in Australia)

Dashboard

- Division of crypto and fiat wallets
- Wallets overview, equivalent in Fiat and Crypto
- Transactions history for each wallet
- Cashback history (accumulated from transactions)
- Charts for expenditures and incomes

Token Wallet
- Token history and transactions
- Timeline holding tokens (to receive Amon have benefits)

Analytics
- Statistics of spending
- Show the benefits of having used Amon

Customer Service
- Online chat
- FAQ
- Customer line support for token Holders

Amon Wallet APP is available in Alpha version on November 2017.
Following milestones are listed below:

Technology Milestones			
Date	**Milestone**	**Functionality**	**Cryptocurrencies**
November 2017	App Wallet available in MVP version	• Send-Receive crypto payments • Transactions history	BTC integration
December 2017	Card integration to Wallet	• Currency exchange • In-app KYC • Order card	Ether integration
Q1 2018	Artificial intelligent system first milestone Desktop Application	Real time conversion Intelligent System All functionalities of the Wallet	Litecoin integration + Based on users demand (likely to be DASH) ERC20

Q2 2018	Artificial intelligent system second milestone	Algorithm for short term forecast	
	Purchasing cryptocurrencies	Possibility to purchase cryptocurrencies	Based on users need
Q3 2018	Artificial intelligent system third milestone	Trading features Cold storage	
Q4 2018	Decentralization	Wallet and App Decentralization	

7. 1 Payment system process

Amon card gives the possibility to the users to make real time payments without needing to convert the cryptocurrency in their wallet before making the real transaction.

Every time a user spends cryptocurrencies with a merchant or withdraws at an ATM, Amon will provide Fiat currencies in exchange of cryptocurrencies. By doing this Amon will need a consistent amount of daily liquidity that we have calculated in our business plan to cover all the transactions.

In order to avoid running out of liquidity Amon will need to exchange the cryptocurrencies received from the users to Fiat by using the support of an external exchange.
With the charts below we illustrate 3 possible options that Amon could follow with respectively drawbacks and benefits.

Image 8. Payment process: Drawbacks and Benefits of Three Options
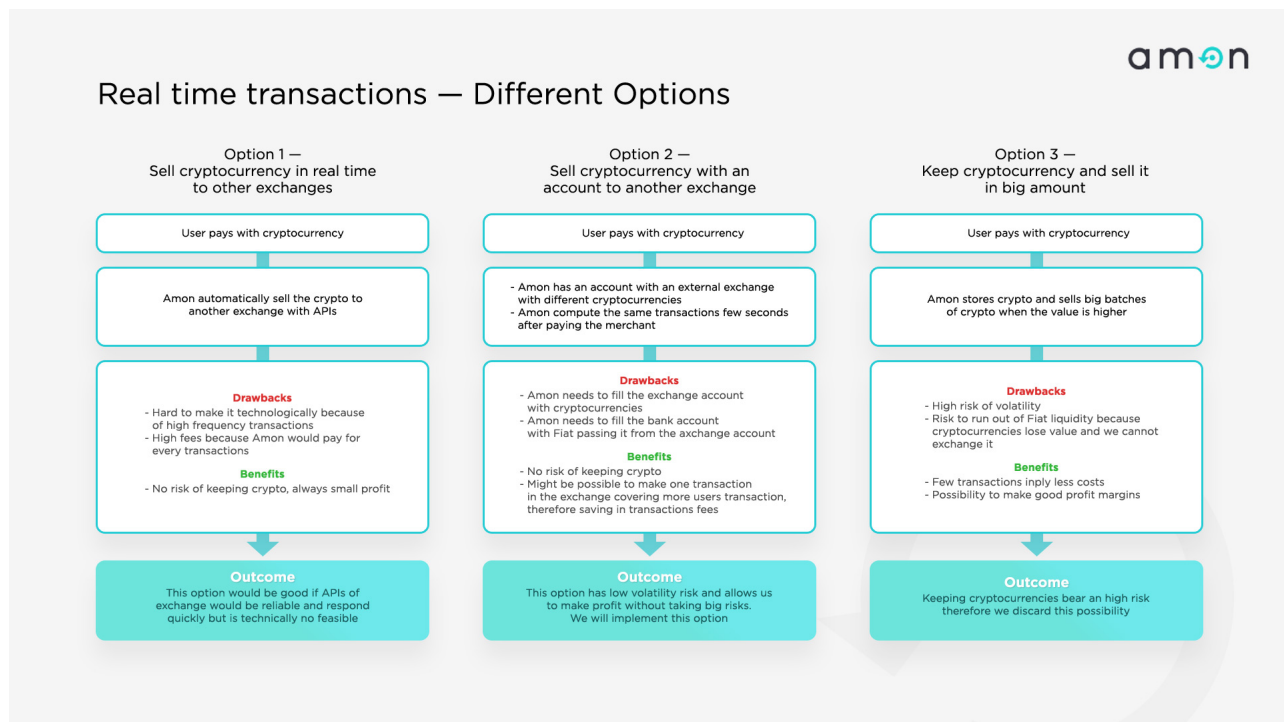
The **option one** is the ideal because would allow Amon to convert in real time cryptocurrencies to Fiat with an external exchange. However, this might be technically risky because APIs that connect Amon wallets with the external exchange might not respond quickly and user payments might fail.

By using the **option two** Amon will still be able to keep the risk low and convert cryptocurrencies right after releasing the payment it to the merchant. Therefore, this is the most likely solution that Amon can use.

The **third option** is the riskiest because would expose Amon to the risk of volatility of the cryptocurrencies. Therefore, we are not taking it in consideration.

With the following paragraph we explain in detail the option two payment process that Amon is implementing.

**Payment process for real time transaction (Bitcoin example)**

We will go through an example of a user spending in a merchant with Bitcoin wallet.

The payment process can be divided in three parts:

1. The user funds the Amon wallet
2. User pays to the merchant
3. Amon moves Fiat and cryptocurrencies into different accounts in the background

Image 9. Payment process for Real Time transactions (Bitcoin example)
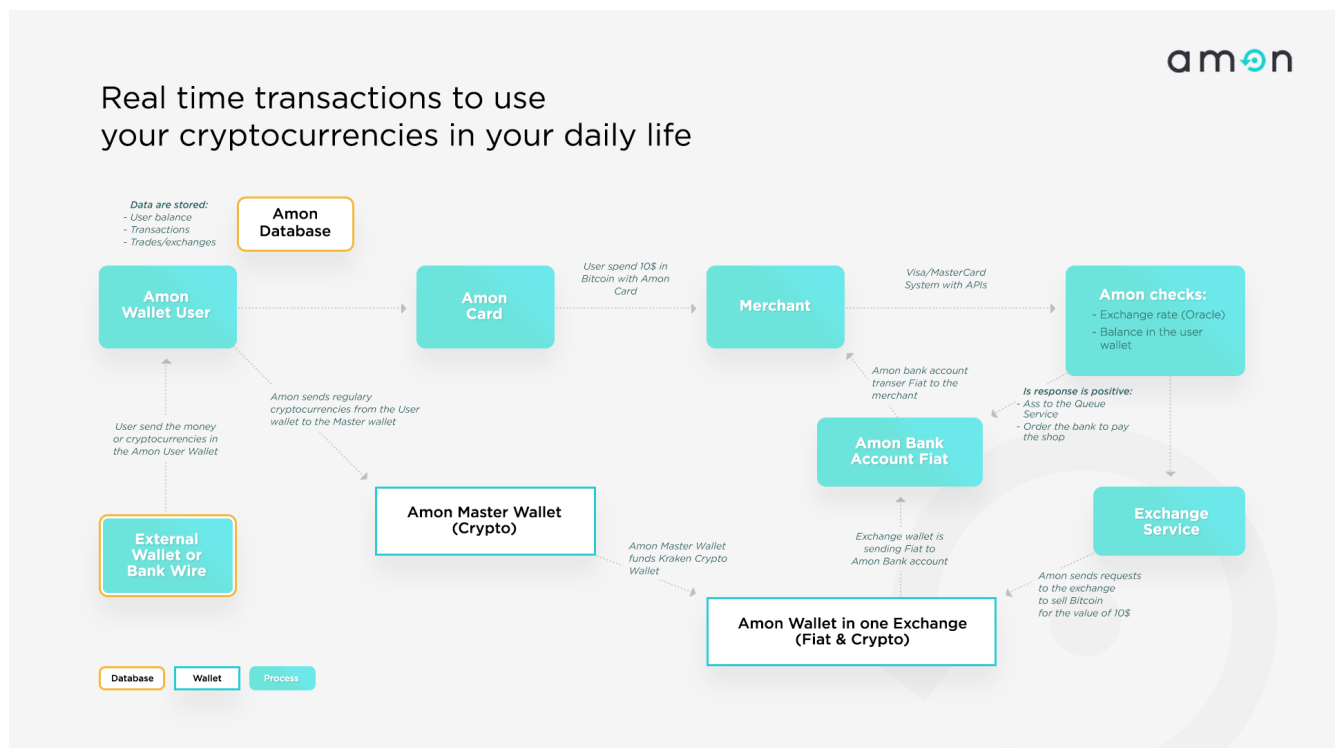
1. The user funds the Amon wallet

- ✓ User funds the Amon wallet in two ways by sending Bitcoins from another wallet or by purchasing Bitcoins via bank transfer
- ✓ Money goes to the Bitcoin wallet
- ✓ Amon increases the balance of the user in the Amon Database

Store processes and transactions:

- ✓ Amon database stores all the transactions in the database
- ✓ Amon passes the Bitcoin from the User Wallet to the Amon Master Wallet

2. User pays to the merchant

- ✓ User wants to use Amon card to pay at the merchant
- ✓ User swipes the card at the merchant to pay €10
- ✓ VISA makes call to Amon API

Amon process the payment and checks:
- ✓ Oracle for best performing crypto and exchange rate
- ✓ Balance of the user

If the response is positive, Amon sends response to the Visa system to execute the payment and
- ✓ Decrease user wallet balance
- ✓ Fiat currencies are passed from the Amon Fiat Bank account to the merchant
- ✓ User's bitcoins are passed to the Amon Master Wallet
- ✓ Add the trade request to the Amon database

3. Amon move Fiat and cryptocurrencies into different accounts to make the process efficient

- ✓ In order to be exposed to the volatility of the Bitcoin, Amon has already a Bitcoin wallet on an external exchange platform. This wallet is already funded with Bitcoins.

- ✓ After performing the payment to the Merchant, Amon sends a requests to the external exchange platform account to sell Bitcoins and receive €10

- ✓ Amon will be able to send the requests to the external account

Fund the Fiat Bank account:

- ✓ In order to process all the payments, Amon Fiat Bank account needs to be always funded with Fiat currencies. Therefore, Amon passes the Fiat currencies that has from the external exchange to the Fiat Bank account.

Fund the external exchange account with Bitcoins:

- ✓ In order to process all the payment simultaneously to the payments of the user, Amon needs to always have the Bitcoin account on the external exchange funded
- ✓ Therefore, Amon passes the Bitcoins from the Amon Master Wallet to the external exchange account

By having a multi-crypto account on an external exchange platform Amon will be able to convert cryptocurrencies in simultaneous time avoiding the risk to keep crypto currencies standing in the Amon account subject to the fluctuations.

Take Away:

"Unlikely that other competitors we are planning to have a Beta product ready before the ICO. This would give us more credibility and give us the possibility to have our product before escalate it during the ICO"

7.2 Wireframes Examples
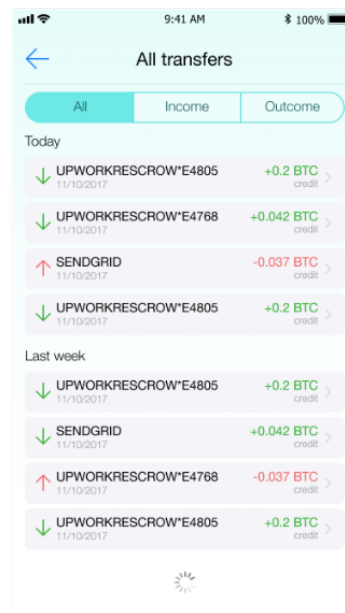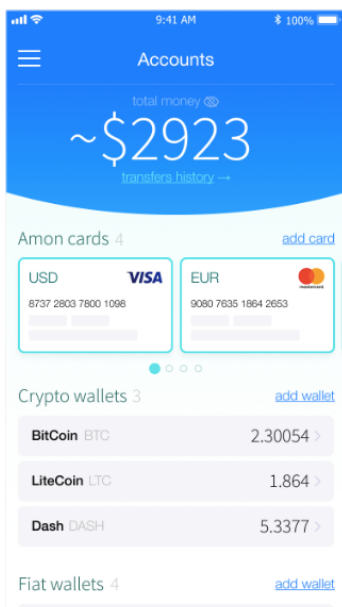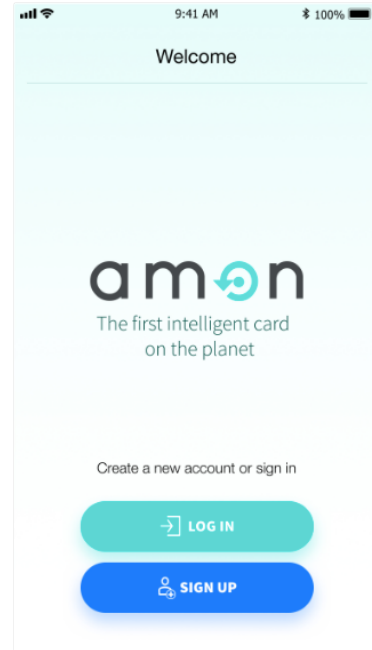
8. Business Plan

Amon business plan gives an overview of the market share that Amon card can be able to gain within the crypto card industry and what is the expected volumes that Amon will be able to reach within the next 5 years.

Our estimations and assumptions are supported by Market researches Analysis made by the University of Cambridge, Pulse Netwo and by other competitor's analysis such as TokenCard, Monaco and TenX that have already launched ICOs totalizing funding respectively of 13, 26 and 80 USD Millions.

Revenues are estimated starting from the Market share that Amon is likely to gain within the market and from the number of transactions of Amon users. Details are explained in the section 8.1 Revenue and transactions.

Unlike many other companies that launched ICOs, Amon created the product before the launch of the Amon Tokens. We believe that having a product ready will give us not only more credibility towards our investors but also will give us an idea of the operational and technical challenges to realize the Amon Card.

The business plan takes into consideration an initial investment before the ICO of 6 months where the Amon operations team is planning to develop the Wallet and integrate the debit card in order to have an initial pilot test.
This initial investment takes in consideration: Pre-ICO expenses, salaries of human resources, legal costs, supporting ICO company and marketing costs in order to reach the ICO goals.

8.1 Revenue and Transaction

8.1.1 Market Share

Revenues are estimated based on the market share that Amon card wants to gain in the debit card market of the crypto industry. In order to estimate our revenue we reviewed market analysis and estimated three layers of market share:

Total Market → Addressable Market → Target Amon Market Share

Total Market

The market has been analysed by estimating the number of active users in the crypto industry. The Market Analysis of the University of Cambridge estimates the number of active cryptocurrency users between 2.9 and 6.3 Million. We have considered their realistic scenario of **4.3 Million** as a **Total number of active users** in the crypto industry.

Addressable Market

From the total market, we are taking in consideration only the users that have more than one cryptocurrency in their portfolio.

Even if the Amon card aims to reach all the users that want to use crypto in their daily life, the company main target will be represented by users that have more cryptocurrencies because they can benefit of our Artificial Intelligence system.

Considering that **28%** of the crypto users have cryptocurrencies other than Bitcoin, we consider our **"Addressable Market" as 1.2 Mio** potential Amon card users (28% of 4.3 Mio).

Image 6. Cryptocurrencies Market Share
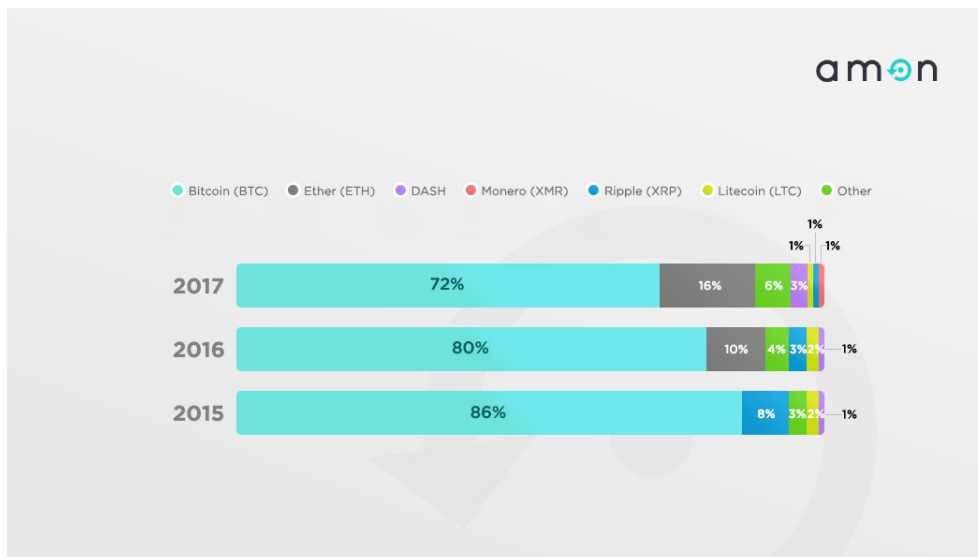
Note: According to the Market Analysis made by the University of Cambridge, the active crypto users are investing in 2017 for 72% in Bitcoin and 28% in other cryptocurrencies.

Target Amon Market Share

From the addressable market we estimated 3 possible scenarios: negative, realistic and positive aiming to reach respectively 3%, 5% and 7% of the Addressable market during the first year.

According to our estimations of our realistic scenario, by reaching 5% of the addressable market we will be able to acquire **60.000 Amon customers** during the first year.

Concerning the user growth, the amount of customers will grow every year for two main reasons:
- Amon market penetration
- Continuous growth of crypto industry: according to the realistic estimation of the University of Cambridge there are every year 77% more users entering in crypto industry.

An overview of the Amon **Market Share** penetration:

	Users	Notes
Total Market – Active users in Crypto industry	4.3 Mio	Estimated by the University of Cambridge in their realistic scenario
Addressable Market – Active users having more cryptocurrencies in their wallet	1.2 Mio	Considering as main Amon target users with more cryptocurrencies in their portfolio, we are taking in consideration 28% of the Total Market
Target Market Share – First year number of Amon Users	60K	According to our realistic estimation we will be able to penetrate 5% of the Addressable market during the first year

Note:
Debit Issuer Study – Pulse Netwo:
https://www.pulsenetwork.com/pulse/documents/index/serveDoc.html?doc=Debit_Issuer_Study_2016_Electronic
Cambridge University Market Analysis in Cryptocurrency Market:
https://www.jbs.cam.ac.uk/fileadmin/user_upload/research/centres/alternative- finance/downloads/2017-global-cryptocurrency-benchmarking-study.pdf

8.1.2 Revenue and Transactions

According to the study of Pulse Netwo, users spend on average 6.000€ per year. We are estimating **300 transactions** per user per year (25 transactions per month) which lead to an average transaction value of 20€.

Revenues forecast is hard to estimate due the different types of fees and transactions that our Card provider is charging us. Depending on the Amon users' growth we will be able to negotiate better fees in the future with the aim to make our users cost close to zero for every transaction.

Revenues and licensing fees estimated from the Total transaction volume, amounting respectively for for 1.7% and 1%.

Realistic Scenario

In the realistic scenario we are considering a penetration of **5%** of the Addressable market. Considering that our competitor Monaco collected an amount of 18.000 card requests during the first 3 months after the ICO, we believe that our estimation of achieving 60.000 users during the first year is realistic.

Target Market (realistic)	Year 1	Year 2	Year 3	Year 4	Year 5
Card Holders	60,200	106,554	188,601	333,823	590,867

	Year 1	Year 2	Year 3	Year 4	Year 5
Transactions per year	18,060,000	31,966,200	56,580,174	100,146,908	177,260,027
User Transactions per year	300	300	300	300	300
User Transactions per month	25	25	25	25	25
User transaction per Day	49,479	87,579	155,014	274,375	485,644

	Year 1	Year 2	Year 3	Year 4	Year 5
Average user spent per transaction	€ 20	€ 20	€ 20	€ 20	€ 20
Average user spend per Year	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000

	Year 1	Year 2	Year 3	Year 4	Year 5
Liquidity Volume per day	€ 989,589	€ 1,751,573	€ 3,100,284	€ 5,487,502	€ 9,712,878
Total Transaction Volume per Year	€ 361,200,000	€ 639,324,000	€ 1,131,603,480	€ 2,002,938,160	€ 3,545,200,542

	Year 1	Year 2	Year 3	Year 4	Year 5
Transactions in AMN	10%	10%	10%	10%	10%
Transactions in AMN	1,806,000	3,196,620	5,658,017	10,014,691	17,726,003

	Year 1	Year 2	Year 3	Year 4	Year 5
Licencing Fees Accrued	€ 3,250,800	€ 5,434,254	€ 9,052,828	€ 16,023,505	€ 28,361,604
Revenue	**€ 6,140,400**	**€ 10,868,508**	**€ 19,237,259**	**€ 34,049,949**	**€ 60,268,409**

Positive Scenario

In the positive scenario we are considering a penetration of **7%** of the Addressable market.

Depending on how our ICO will perform we might be able to reach a higher penetration in the market in shorter time and therefore reach in the first year about 84.000 Amon card users.
If we consider that our competitors have forecasted in their positive scenario to reach the double of the users that we are forecasting, we can affirm to be very conservative also in our positive forecast.

Target Market (positive)	Year 1	Year 2	Year 3	Year 4	Year 5
Card Holders	84,280	149,176	264,041	467,352	827,213

	Year 1	Year 2	Year 3	Year 4	Year 5
Transactions per year	25,284,000	44,752,680	79,212,244	140,205,671	248,164,038
User Transactions per year	300	300	300	300	300
User Transactions per month	25	25	25	25	25
User transaction per Day	69,271	122,610	217,020	384,125	679,901

	Year 1	Year 2	Year 3	Year 4	Year 5
Average user spent per transaction	€ 20	€ 20	€ 20	€ 20	€ 20
Average user spend per Year	€ 6,000	€ 6,000	€ 6,000	€ 6,000	€ 6,000

	Year 1	Year 2	Year 3	Year 4	Year 5
Liquidity Volume per day	€ 1,385,425	€ 2,452,202	€ 4,340,397	€ 7,682,503	€ 13,598,029
Total Transaction Volume per Year	€ 505,680,000	€ 895,053,600	€ 1,584,244,872	€ 2,804,113,423	€ 4,963,280,759

	Year 1	Year 2	Year 3	Year 4	Year 5
Transactions in AMN	10%	10%	10%	10%	10%
Transactions in AMN	2,528,400	4,475,268	7,921,224	14,020,567	24,816,404

	Year 1	Year 2	Year 3	Year 4	Year 5
Licencing Fees Accrued	€ 4,551,120	€ 7,607,956	€ 12,673,959	€ 22,432,907	€ 39,706,246
Revenue	**€ 8,596,560**	**€ 15,215,911**	**€ 26,932,163**	**€ 47,669,928**	**€ 84,375,773**

8.2 Funds Distribution

In project costs we are aggregating all the costs related to the Marketing, Human Resources, IT & Security System, Intelligent System and Finance department and Legal costs & Facilities.

8.2.1 Marketing – 34%

Marketing will be the main expense for Amon due to the fact that costs of advertising in crypto is raising day after day. Therefore, will take 34% of our funding. We are planning to make outreach, influencers marketing, content creation, social Ads and work on SEO strategy.

We will keep track of the conversions that each marketing investment will bring in order to make our campaigns more efficient.

We are also planning to make contents such as videos and infographics that will help us to explain our mission in the crypto ecosystem to the Amon customers.

8.2.2 Human Resources – 27%

We believe that creating a great team is the key for the success. Therefore, we will allocate to Human resources 27% of the funding. In particular, we would like to create an efficient customer service team since we have noticed that most of the platforms in the market lack of good customer service.

We are planning to create 8 teams that will grow accordingly to Amon growth. We will give great importance to the IT, Customer Service and Intelligent System team. We would like to stand out for a brilliant customer service that we have no seen in many crypto platforms and we will dedicate top talents in the Intelligent system team to make it always more efficient.

	Teams	Tasks	No of People				
			Year 1	Year 2	Year 3	Year 4	Year 5
1	Founders	Running the Business and having leading positions	4	4	4	4	4
2	Customer service / Operations	Clients support	3	5	7	9	9
3	Communication	Blog, Press, Materials, Logistics, etc.	1	3	4	4	5
4	Digital Marketing	SEO, SEM, Social Ads, etc.	1	2	3	3	4
5	Administration / HR / Legal	Payroll, Legal matters, etc.	2	3	4	5	6
6	IT	Developers	4	6	9	11	11
7	Intelligent System Team	Mathematicians and Traders	2	3	3	3	3
8	Sales / Cooperation	Partnerships	1	2	3	3	3
9	Finance Team	Banking Licence, Company Assets	3	4	5	5	5
	Total		21	32	42	47	50

8.2.3 IT & Security – 13%

IT & Security will also be on our top list taking 13% each of our funding. We are partnering with Top security company that will test our applications to make them secure.

8.2.4 Intelligent System and Finance – 15%

We believe that our intelligent system will help users to control their portfolio volatility and improve their transactions efficiency. Therefore, we are planning to hire top mathematicians and traders to improve always more our intelligent system.

As we mentioned in the chapter dedicated to the AAIS, we will release different functionalities to support users in their transaction.

8.2.5 Legal and Facilities – 11%

We based our company in one of the country more advanced in crypto regulation and we partnered with a top legal company that will support us in the acquisition of the e-money licencing to became and accredited issuer.

8.2.6 Funding allocation Overview

Image 7. Amon Cost Allocation
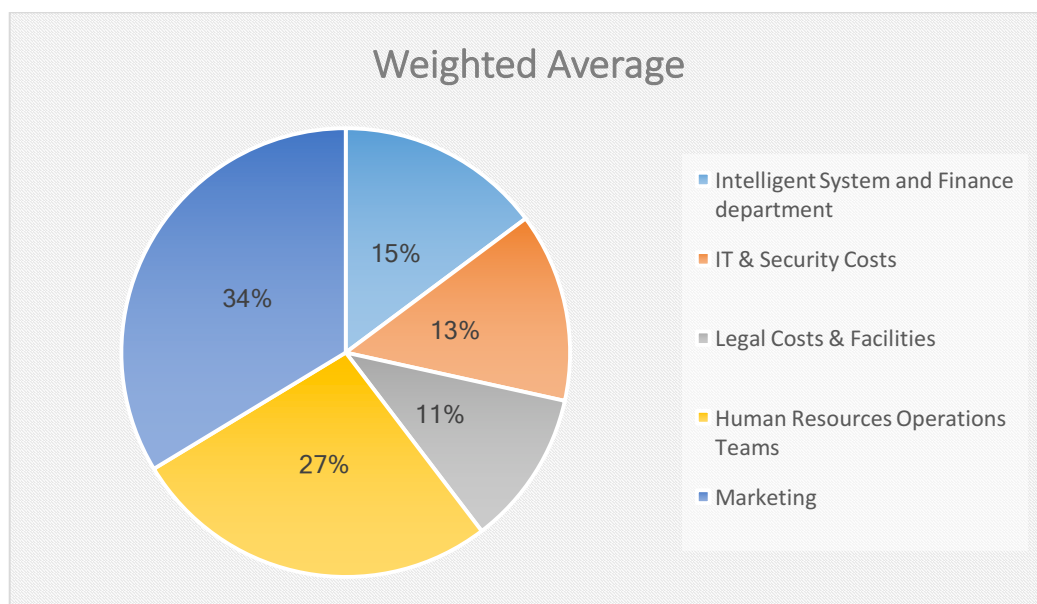
9. Pre-ICO Funding

We are not only promising to create Amon but we are already created it. We have already raised **€100K** funding and we are seeking another funding of **€500K** to launch a successful ICO.

The second round of funding will be used to:
- Set up company and legal expenses. We have identified Gibraltar and Switzerland as places to set up our company due to the fact that both are countries pro-crypto where different crypto companies are already existing. In 2018 Gibraltar will be one of the first countries that will launch the DLT regulation for cryptocurrencies and is a country where is relatively

"easy" to talk to regulators. Switzerland and the canton of Zug is the "Crypro" land and offer connections, expertise and possibilities.
- Integrate our current **team** with other skilled human resources, in particular we are seeking to add to the teak a Risk Manager and Smart contract expert by January 2018.
- Close our partnership with InterCash, **card issuer** based in Gibraltar.
- Close partnership with **ICO company** to support us. We are in touch with a company based in Gibraltar but we are very likely to get in touch with Top ICO companies in Switzerland.
- **Marketing** costs will be the biggest expense that will include outreach of influencers, Ads on socials and reaching blogs of crypto world.

Concerning the Amon ICO, we analysed 50 successful ICO companies and looked into their website traffic (backlinks, referral links, social ads, etc.).
As **outcome** we found out KPIs such as: Conversion rate of visitor to contributor, average investment per contributor, top blogs/website to attract traffic, etc.

9.1 Pre-ICO funding allocation Overview

	November	December	January	February	March	April
Company set up & token sales	EUR 31,000	EUR 1,000	EUR 1,000	EUR 1,000	EUR 1,000	EUR 1,000
Salaries	EUR 13,800	EUR 13,800	EUR 26,400	EUR 26,400	EUR 26,400	EUR 26,400
Debit Card company set up	EUR 51,000	EUR 1,000	EUR 1,000	EUR 1,000	EUR 1,000	EUR 1,000
Marketing ICO		EUR 50,000	EUR 50,000	EUR 100,000	EUR 100,000	
Buffer for ICO marketing		EUR 10,000	EUR 10,000	EUR 10,000	EUR 10,000	EUR 10,000

Total	EUR 95,800	EUR 75,800	EUR 88,400	EUR 138,400	EUR 138,400	EUR 38,400
Cumulated Total		EUR 171,600	EUR 260,000	EUR 398,400	EUR 536,800	EUR 575,200

9.2 Human Resources Pre-ICO

Human Resources costs included taxes based on Gibraltar regime. We are planning to have the complete team on full time employees by January 2018.

		November	December	January	February	March	April
1	**Developer 1**	EUR 4,000	EUR 4,000	EUR 4,000	EUR 4,000	EUR 4,000	EUR 4,000
2	**Developer 2**	EUR 3,500	EUR 3,500	EUR 3,500	EUR 3,500	EUR 3,500	EUR 3,500
3	**Founder - CTO**	EUR 2,500	EUR 2,500	EUR 2,500	EUR 2,500	EUR 2,500	EUR 2,500
4	**UI XU Designer**	EUR 1,500	EUR 1,500	EUR 1,500	EUR 1,500	EUR 1,500	EUR 1,500
5	**Founder - CMO**	Private fund	Private fund	EUR 2,500	EUR 2,500	EUR 2,500	EUR 2,500
6	**Founder - CEO**	Private fund	Private fund	EUR 2,500	EUR 2,500	EUR 2,500	EUR 2,500
7	**Risk Manager**			EUR 2,500	EUR 2,500	EUR 2,500	EUR 2,500
8	**Smart Contract expert**			EUR 2,000	EUR 2,000	EUR 2,000	EUR 2,000
9	**Intern 1 - Communication**			EUR 500	EUR 500	EUR 500	EUR 500
10	**Intern 2 - Customer service**			EUR 500	EUR 500	EUR 500	EUR 500

	November	December	January	February	March	April
Net Monthly	EUR 11,500	EUR 11,500	EUR 22,000	EUR 22,000	EUR 22,000	EUR 22,000
Gross Monthly	EUR 13,800	EUR 13,800	EUR 26,400	EUR 26,400	EUR 26,400	EUR 26,400
Cumulative Gross			EUR 27,600	EUR 54,000	EUR 80,400	EUR 106,800	EUR 133,200

10. Token Distribution

Token distribution will commence on XX 2018.

- Accepted BTC and ETH
- Pre-ICO and ICO will last 45 days
- The creation will be soft-capped at 50.000 ETH.
- AMN tokens will be created in real time based on contributions
- If soft cap will be reached before the 45 days, additional contributions will be accepted for 7 days more

No of ETH committed	AMN per ETH	Value AMN Token (based on current EHT value)
0 - 10.000	150	0.58 €
10.001 - 20.000	140	0.54 €
20.001 - 30.000	130	0.50 €
30.001 - 40.000	120	0.46 €
40.001 - 50.000	110	0.42 €
Possible 7 days period	100	0.38 €

10.1 Additional AMN distribution

Additional AMN tokens will be created for Founders, Team, Advisors and Capital Reserve.

- Founders, Team and Advisors:

    o 25% of the AMN token created will be allocated to Amon Founders
    o 10% of the AMN Token created will be distribute to the Team that contributed to the project and for new hiring
    o 5% will be distributed to the Advisors

- Reserve
    o 30% of the AMN tokens created will not be issued and will be placed as reserve. In the future these tokens might be put on sale depending on circumstances.

10.2 Example of AMN token issued

Considering as example that during the Token creation event we have received contributions amounting for 10.000.000 AMN tokens. After the Token event, the following AMN tokens are created:

Token Creation Example	AMN issued	Shares %
ICO investors	10,000,000	30%
Founders	8,333,333	25%
Team	3,333,333	10%
Advisors	1,666,667	5%
Reserve	10,000,000	30%
Total	33,333,333	100%

In this example a total of 33,333,333 AMN tokens will be created. Tokens will be distributed at the end of the event.

11. Team

Founders

Daniele Izzo - **Chief Executive Officer** (CEO)
+ 5 years of Experience in Management Consulting and Insurance Industry for leading international companies. Experience in Product Management of Digital Platforms. CEO and Co-Founder of AvvocatoFlash.it, a legal marketplace.

Valerio Sudrio: **Chief Marketing Officer** (CMO)
+6 of experience in Management Consulting, Internet and Digital Advertising for leading international companies with strong focus in Digital Marketing and Strategic Business Development. CMO and Co-Founder of AvvocatoFlash.it.

**Cristian Izzo**: **Chief Technology Officer** (CTO)
+10 years of experience leading technology departments of digital start-ups. Full Stack developer, (Javascript, Nodejs Angular, etc.), expert in blockchain and cryptocurrencies. Developed and launched applications for Stellar, such as Icolator (https://icolator.io), to create tokens on Stellar Network. CTO and Co-Founder of Avvocatoflash.it.

Team Members

Pacien Boisson: Full Stack Blockchain Developer
+5 years of experience in Web application, expert in blockchain.
Won two Build Challenges on Stellar Network by developing Willet
(https://api.willet.io/doc/) a decentralized multi-crypto
currency web wallet and Stellar Portal (https://portal.willet.io).
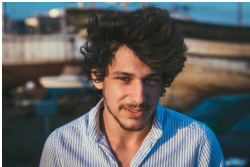
Jule Goulle: **Software Architect & Full Stack Blockchain Developer**
+5 years of experience in developing software architectures and
security systems for international companies in internet and
blockchain industry.
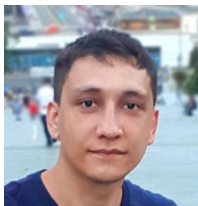
Kyosta Cadoob: **UI UX Designer**
+10 years of experience in UI/UX and Mobile Application design
(Android/iOS) and Web-design for international companies with
strong focus on Usability and Human-Centered Design.

Advisors & Investors

Samantha Jewel – **Advisor & Investor**
+20 years of experience in Food Industry, Environmental and Ethical
projects. Director of Business Development at Climatefood™
(https://www.youtube.com/watch?v=VQwprMfxVQY&feature=youtu.be) and supporter of disruptive projects.