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# Short Presentation

New Idea in e-commerce

## Start-Up

The main pointsof business plan

# OneCent<sup>®</sup>

Be luckier

*a different approach to trading & saving*

January 20, 2015 - January 20, 2017

## Core team of the “OneCent” project:

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**“I returned, and saw under the sun, that the race is not to the swift, nor the battle to the strong, neither yet bread to the wise, nor yet riches to men of understanding, nor yet favor to men of skill; but time and chance happeneth to them all.”**

**Ecclesiastes 9:11 (Bible)**

### **Summary: Different approach to trading & saving**

- 1) Addition 1; more detailed info about Lottery Stage Happy Auction
- 2) Addition 2: more detailed info about Auction Stage of Happy Auction
- 3) Addition 3: The "Mirror Effect" for Sellers and Providers of Services
- 4) Addition 4: How Everyone is a Winner with “OneCent”!
- 5) Addition 5: The "Mirror Effect" for Sellers and Providers of Services
- 6) Addition 6: Ways of Collective Electronic Trading on OneCent
- 7) Addition 7: Prices for the e-sot(f)CCAS Trading System.”
- 8) Addition 8: Founder’s MARKETING – STRATEGY
- 9) Addition 9: Funds paid by the client immediately and after the actual sale of goods-The "Mirror Effect"
- 10) Addition 10: General FOUNDER’S calculations for a better understanding e-commerce system “OneCent”.
- 11) Additions 11: General total needs.

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## DIFFERENT APPROACH TO TRADING & SAVING

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OneCent is a different approach to trading & saving because:

### WE WANT:

1. Ultimately, to **sell all kinds of goods/services for 1 cent**. (Initially, we will begin by selling goods and services at a certain part of the market value eventually reaching 1 cent).
2. To attract several million users to the “OneCent” system.
3. To become an everyday financial intermediary for the selling and buying of goods or services for anyone.

### WHAT WE SEE CLEAR IS THAT:

1. The economic decline and crises in many countries have affected both peoples’ ability to pay and consumer demand.
2. A reduction in business output as well as volumes of trade.
3. Low consumer confidence.

### HOW DOES IT WORK?

We propose creating a site ([www.OneCent.com](http://www.OneCent.com)), consisting of three simultaneous trading platforms (parts/pages):

1. One part is a regular internet store offering goods and services. Everything is straight-forward: Sellers offer goods or services and indicate the price. Any physical or legal person can offer their goods or services following approval, as can our own company (something similar to <https://www.craigslist.org>).
2. The second part is a page for selling goods and services via traditional auction (like [www.ebay.com](http://www.ebay.com), [www.amazon.com](http://www.amazon.com), etc.). Any sellers will also be allowed to use this option once they are approved and having agreed to our terms and conditions for holding an auction.
3. The third part is called “Happy Auction” (referred to from now on as HA). **This is our innovative and creative approach to trading and saving money.**

### A More Detailed Description of “OneCent”:

- Any buyer, having looked at the prices on offer on the first part of the site (where products/services are sold on a classic price-product/service basis) can initiate the transfer of a specific product/service to HA. Our “OneCent” company can also initiate a HA.
- This is followed by the opening of registration for HA participants. Everyone wishing to participate has to pay 1 cent or one dollar – these terms are relative and conditional – in other words, any symbolic amount. (If things turn out well we will sell everything for 1 cent.) That is why the site will be called OneCent, the company slogan: to buy or sell any kind of product/service for a conditional or agreed upon cent.
- HA commences only after we achieve a number of registered contributions not less than  $X*3$  (where X is the price at which the seller sells the product; and \*3 represents a threefold increase). The larger this figure becomes (ie, \*4, \*5, \*6..., the better for the auction, and “OneCent”). Ideally, the greater the number of auction participants and the greater the amount of money collected during registration the better things are for everyone: the sellers, buyers and our company.

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## I. The Lottery Stage of the Happy Auction:

- The auction itself begins after completion of registration. During the first stage it operates as a lottery (with the introduction of the first, lottery phase). **If after a specified period – for example, 24 hours - designated for the lottery phase none of the participants has tabled a bid the computer automatically assigns each participant an ordinal number and selects a random winner.** In other words, only the lottery phase of the HA takes place and everything ends with a winner being selected who receives the product/service for 1 cent.
- If the first, lottery, phase finishes with the selection of a winner then our company pays the full price for the product/service while the winner pays 1 cent. We cover the cost of the product/service from the amount collected during the registration of auction participants (ie, we remove  $X$  from  $X*3$ ).
- The chances of winning during the first phase are equally low for everyone. The odds are proportional to the number of participants registering for the auction.
- **All the registration fees of non-winning participants are returned using either the IRM or IIR indexes** (*see Addition 4*). The non-winning money accumulates on the clients' account and the client can then use it to purchase any goods/services on our site (we are in fact returning the money through goods/services by exchanging – selling – lost funds for goods/services). For our services we take from 2-15% from each such operation (essentially our income).
- If a person has not won and wants to return their costs immediately in cash form, then we divide the amount  $X*3-X$  by the number of auction participants and return this amount (IRM) minus additional OneCent fees.

*more detailed info about this stage, please continue reading Addition 1*

## II. The Auction Stage of the Happy Auction (HA):

- **If during the first (Lottery) stage any of the participants makes a bid, then the lottery will not be held and the auction automatically proceeds to the second phase – essentially an auction.** If during the lottery stage of the auction one of the participants makes a bid, they automatically increase their chances of winning.
- We are not interested in seeing HA proceed to the second, auction phase; that is why this unit will bear the major part of costs
- **Also, all funds submitted as bids are not returned to the participants who lost in the auction and are classed as company income.** [Our main source of income – for Viktor's mind].
- The person who makes the largest bid at the second stage wins automatically. Everyone else's unsuccessful bids are automatically counted as company income. No participant will know how much anyone else has bid but will only see real-time information whether their bid is the highest one or whether someone else has made a higher bid.
- The amount from HA left at our disposal (ie,  $X*3-X$ ) will be used to provide credits for the purchase of goods/services on the first and second parts of our site at a rate 2 and 35%. *For more detailed info about this stage, please see Addition 2.*

This is a modified version “OneCent” for those countries where gambling is illegal

### 1. The Lottery HA stage is replaced by a HA “Crazy Voting” stage.

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Basically, at this stage, all HA participants who paid a registration fee are placed on a list either using their real name or a nickname. All the participants ‘see’ one another. There is a separate information line that operates as an electronic news-line or forum.

Each HA participant can enter any text message – for example – asking for others to vote for them by explaining as imaginatively or creatively as possible why they need to buy the item in question. Each participant at this stage has the right to cast one vote in favour of anyone using the texting option (similar to a Facebook “like”.) The participant who collects the greatest number of votes is then declared winner of the HA/Crazy Vote.

If it proves impossible to define a winner then the HA/Crazy Vote moves to the next stage, the Auction Stage.

## 2. Modified “Auction Stage” of the HA.

Essentially, all participants at this stage of the HA see each other and the size of the bid everyone has made. Each participant can both increase their bid or add to someone else’s. In other words each HA participant can use their own money to make a bid for another person.

The winner will be the person making the largest bid or offer.

## Everyone is a Winner with “OneCent”!

- Buyers win because:
  1. They don’t use their money;
  2. they get a chance to buy goods/services almost for free (at a low price); and 3) and they can do this quickly, comfortably, and, among other benefits, without additional outlays on credits.
- Sellers win because:
  1. They will receive 100% of the price of their goods/services;
  2. they will be able to sell every kind of product/services;
  3. they will be able to sell products/services at any price convenient for them;
  4. they will also receive publicity.

Therefore, HA will be attractive for every social group: the wealthy and those less so, the middle class and for any trading business.

Ideally, therefore, all goods/services should be sold at the HA for 1 cent (or 1 kopek, 1 dollar, etc.). Anyone can register on the site, put down a money deposit and participate in the auctions. Or they can use the Automatic Manager. You choose the categories of goods/services that you wish to acquire and instead of you the computer will automatically select the appropriate HA, make the registration payment for you, and inform you of the outcome. *To better understand this, let’s read an example in Addition 3:*

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## ADDITION 1: MORE DETAILED INFO ABOUT LOTTERY STAGE HAPPY AUCTION

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- Each client will have a calendar-based calculator that can be used to calculate and plan the amount of lost monies to be returned or for future purchases of specific products/services using these monies. The longer a client who has lost monies is prepared to wait for their return the greater will be the percentage of the lost monies they will receive, ie the closer the proportion of lost monies will be to 100%. The client will be able to receive their monies either in cash or in exchange for real products/services from the first part of the site. In other words, the IIR refund index will be used.
- The company will calculate its future activity and profits using IIR to approach 100% of the non-winning registration fees - or more.
- Special Auctions will also be held with a 100% return of registration contributions. The essence of the special auctions lies in the fact that all of the lost registration contributions (accumulating on the client's account) can be used in an auction and the client who wins will immediately have 100% returned without any waiting period. However, all other participants that do not win forfeit their monies. (The monies lost in special auctions will be classed as company income.)
- Similar auctions will be held to win interest-free credit. This will be the sole exception when registration contributions will not be returned.

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## ADDITION 2: MORE DETAILED INFO ABOUT AUCTION STAGE OF HAPPY AUCTION

Put simply, the picture of these trades looks as follows: We as the operators help a real person (the auction winner), using other peoples' money, to buy goods/services if this person does not have the resources themselves. (Usually, a person goes to a bank for credit, but in this case we organize the credit for them using resources from other individuals.) However, if the person has not won they can take credit from us from those monies that will remain at our disposal (referred to earlier as (X\*3-X), money left over from the auction.) We should make a profit in both situations.

1. If the client who has not won does not want to leave the money they have lost then they can return them immediately on the basis of (IRM). If the registration contribution was 1 cent then the IRM will be approximately 0.7 cents.
2. If a client who has not won does not want to return the money they have lost using the IRM (ie, 0.7 cents), and wants to receive the full amount, then they can plan the return of these monies in the future with the help of the calendar on the site by using the IIR index. Following a process of calculation, our company will inform the client when they can expect the full 100% refund.
3. If a person participated in the HA and accumulated a large amount of lost funds they can return (exchange) them in the form of products/services minus the percentage that we subtract for having provided our intermediary services.
4. Special HAs will be held for regular clients where the chance of winning will be 1/2, 1/3, 1/4, 1/5, 1/6, and so on.
5. Anyone wishing to do so can organize their own, exclusive HA with specific conditions. For example:
  - 1) Only among their friends;
  - 2) only among family;
  - 3) age peers;
  - 4) with a 90% rate of refunding lost monies;
  - 5) with a registration fee ranging from \$1-1000;
  - 6) with an auction period from one hour to one year, and so on.
6. Perhaps we might be able to locate "OneCent" electronic terminals in large trading premises super- and hyper-markets (such as Walmart in the US) and create "OneCent" applications for mobile devices. Anyone shopping at these places can see - or follow – in real time using a mobile phone application which goods in the store they are in are displayed in the HA. This shopper can then join the HA in progress in that specific store, or initiate their own HA. This relates to both manufactured goods and food products. Any service, for example, transport, medical treatment, etc., could be ordered through OneCent.
7. Buyers and sellers can order their own HA for which they will indicate the following details: a) The size of the registration fee; b) the level of refund using the IRM; c) the date the HA will be held and so forth.

**It is important to that those persons who understand the rules of OneCent could become our partners and create and conduct HAs in different sectors of the economy or among a certain group or demographic. For example, the HA section of our site will include HAs conducted by a specific individual Z. This person Z can add their own rules to the basic HA rules, and improve the system of trades for which they would receive a percentage.**



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## ADDITION 3: THE "MIRROR EFFECT" FOR SELLERS AND PROVIDERS OF SERVICES

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You plan to buy a car in six months' time, or fly on vacation next month, buy furniture quite soon, visit the dentist, buy clothes, cleaning products, etc. You have \$10,000 which won't allow you to purchase all of these goods or services.

However, you can do all of this with "OneCent."

You deposit \$5,000 on our site and order these goods and services through the Automatic Manager. The Automatic Manager searches the appropriate HAs, makes the registration payments and, with your permission, makes bids. Obviously, if you wish, you can personally search for the appropriate auctions and do everything manually.

What are the risks for the sellers and buyers when participating in a HA: There are no risks for potential clients. Everything that the buyer wanted to buy he can do so for a very low price and very quickly. In a worst case scenario (when he doesn't win anything), the client will buy what he wanted as he planned to but will spend an additional 2-15% (IF they wish to return their funds immediately through the IRM)

The seller will sell his product whatever happens, if not on the first or second part of the site (ie, the regular internet store and classic e-auction) then they will be able to do so easily through a HA.)

Our plans include two paths for the future development of "OneCent":

1. Open independent daughter companies separately in each country and finance them.
2. Move to a franchise system using local investors in each country.



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## ADDITION 4: HOW EVERYONE IS A WINNER WITH “ONECENT”!

The Company’s mechanisms for settling payments and general economic understanding:

### Index for Immediate Reimbursements of Non-Winners’ Money (IRM)

- The OneCent system (relating to HAs) automatically prompts buyers to decide within a specified period [day] whether they will take, using the IRM, their registration costs. If the client does not do this within the specified period then the system treats this as an automatic agreement that this money will be returned within, say, 1-3 months via the IIR. [year]

### Index for Installment Reimbursements (IIR)

This is built on the following basis:

1. 1-40% is automatically deducted from every monetary unit spent by the HA buyer.
2. If the buyer removes their money straight away using the IRM then he forfeits 1-40% of the monetary unit he has conditionally spent.

### The Formula for creating the IIR:

- The funds needed to purchase the product of the winning bid are deducted from the conditional, for example, \$1 of each HA participant. The amount from this dollar that remains for the actual reimbursement of other non-successful bidders automatically decreases by a further 1-40%. This money is placed in a Fund for Systematic Reimbursements.
- The amount created by the deduction of 1-40%, is equally divided over 360 days. This formula provides an element of stability for the **IIR**.

### The Monetary Fund for Installment Reimbursements (MFIR) will include:

1. **The Stable Element of Reimbursements/Refunds (SER)** consists of half of the amount from the 1-40% taken from what is left of the conditional \$1 divided by 360 days of equal/proportional reimbursement);
2. **Fluctuating Element of Reimbursements/Refunds (FER)** as a balanced average quantity of the other half of the amount from 1-40%.) The **FER** is calculated according to the formula: the collected sum for reimbursement from HA1 (1-40% divided by 2) plus the amount collected for reimbursement in  $XA^n$  divided by the number of participants HA1, plus the number of participants  $HA^n$  with everything being divided over 360 days.
3. Income that appears after credit is provided for goods/services.
4. An analytical calculation of the company’s growth and appropriate financial analytical projection indicators.

### Supplement to the Formation of the IIR

The **SER** is divided over 360 days.

A buyer selects a specific date for the reimbursement of their unsuccessful bid. We calculate the **IIR**, ie, we indicate the amount that that person can in theory anticipate if they wait until a specific date for the reimbursement.

The **IIR** is a dynamic indicator.

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- 1) For example, if a client has selected a return date within 30 days, the **IIR** will be calculated as the **SER** and **FER** divided by 360 days (thus establishing the amount of money due for every day of waiting) multiplied by 30 days = a specific **IIR** for the actual client, plus we add the company's theoretical and analytical calculations. The **SER** and **FER** for 330 days are automatically added to the Development Fund /Reserve Fund or OneCent's income.
- 2) If the client chooses a date that expires after 360 days (eg, 400 days), the **IIR** is calculated as follows: The **SER** and **FER** are divided by 360 days (by which we get the amount of money that will accumulate for each day of waiting) multiplied by 360. For the remaining 40 days, a purely analytical and theoretical calculation will be used.

Since the **IIR** is a dynamic indicator its numbers can change – increase or decrease - in real-time (every minute). Obviously, OneCent's goal is to make sure that over the long run the figure consistently increases.

Our theoretical **IIR** calculation for the date on which a client is to receive their non-winning refund may differ from the **IIR** on the actual day the client receives the money.

If the client for whatever reason cannot wait until the date they have selected for reimbursement, he can refund them on the basis of the **IIR** index on the day of the refund. In such a case, we impose a penalty ranging from 1-60% of the **SER** and **FER** for the whole previous waiting period.

Clients who fail to claim their money within one year of their stipulated claim period will forfeit their money.

### **Monetary Fund for Immediate Reimbursements of Non-Winners' Money (IRM)**

Will consist of: 1-80% of the conditional \$1 from which were deducted the expenses for paying for the purchase of goods for the winner of the HA. This Fund will operate for 24hrs immediately after the HA results are announced. After that, its resources will be added to the FPP or the Company's Development Fund.

- Following the announcement of the HA results all the participants who failed to win the right to buy goods/services for their conditional \$1 can immediately receive their invested money in the amount equal to \$1 minus the sum needed to pay for the purchase of the goods/services for the HA winner minus 1-40% (for the **IIR** minus 1-15% income for OneCent). If, for example, a person would like to withdraw their non-winning conditional \$1 within 24hrs then they can receive it minus the abovementioned amounts
- The sums (1-40%) reserved for the **IIR** are automatically transferred to the company development Fund (for providing consumer credits, etc., for potential buyers) or are classed as Company income, after the participants have made use of the **IRM**.

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## Addition 5: The "Mirror Effect" for Sellers and Providers of Services

Any seller of goods or provider of services can at the HA stage establish prices that are several times higher than the market price.

This system is called “the Mirror Effect” because at Happy Auctions every buyer/person who orders can purchase products or order services at the lowest possible price of \$1 while the seller, by applying the instrument 1) e-sot(f)ICAS or 2) e-sot(f)CCAS (*see Additon 6 for more info on these instruments*) can sell their products or services at the HA stage for the highest possible price, ie higher than the market one.

Therefore, through OneCent and especially by using the Happy Auction and the 1) e-sot(f)ICAS, or 2) e-sot(f)CCAS instruments sellers and providers of services will be able to establish maximally high prices and reap super-profits.

With permission from OneCent sellers and providers of services can initiate the following process of higher than market prices and OneCent will deduct from this a separate payment both at the beginning and at the conclusion of trading.

Let's examine the example in the following table

**Table №1 How much the seller or provider of services pays OneCent immediately in order to place a notice and sell products/services at levels higher than the market price.**

Seller of Products or Provider of Services		The percentage taken by OneCent for the increase in prices by the seller of products or provider of services	
Market price of product/services X = 100%	The % added on to the market price by the seller/provider and offer their products/services for trading in the e-sot(f)ICAS, or e-sot(f)CCAS format on Happy Auction	The percentage of profit received by OneCent from the additional (ie, above market) price	The formula for calculating OneCent income
X	+1-20%	1%	$((X/100\%)*1-20\%)/100\%*1\%$
X	+21-40%	3%	$((X/100\%)*21-40\%)/100\%*3\%$
X	+41-60%	7%	$((X/100\%)*41-60\%)/100\%*7\%$
X	+61-80%	11%	$((X/100\%)*61-80\%)/100\%*11\%$
X	+81-100%	15%	$((X/100\%)*81-100\%)/100\%*15\%$
X	+101-500%	20%	$((X/100\%)*101-500\%)/100\%*20\%$
X	+501-1000%	35%	$((X/100\%)*501-1000\%)/100\%*35\%$

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Table №2 The amount deducted by OneCent for itself after producers and providers have sold their goods and services at higher than the market price

Seller or Provider of Services		The percentage of the cost taken by OneCent after the sale at an increased price of the products/services	
Market price of products/services $X = 100\%$	The % added onto the market price by the seller/provider and sold their product/service by trading using e-sot(f)ICAS or e-sot(f)CCAS on the Happy Auction	The % received by OneCent from the higher (above market) price after the actual sale	The formula for calculating OneCent income
X	+1-20%	3%	$((X/100\%)*1-20\%)/100\%*3\%$
X	+21-40%	5%	$((X/100\%)*21-40\%)/100\%*5\%$
X	+41-60%	10%	$((X/100\%)*41-60\%)/100\%*10\%$
X	+61-80%	15%	$((X/100\%)*61-80\%)/100\%*15\%$
X	+81-100%	20%	$((X/100\%)*81-100\%)/100\%*20\%$
X	+101-500%	25%	$((X/100\%)*101-500\%)/100\%*25\%$
X	+501-1000%	35%	$((X/100\%)*501-1000\%)/100\%*35\%$

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## ADDITION 6: WAYS OF COLLECTIVE ELECTRONIC TRADING ON ONECENT

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The Electronic System of Trading for Individual Costumer and Seller (English abbreviation: e-sot(f)ICAS)

The Electronic System of Trading for Collective Costumers and Sellers (English abbreviation: e-sot(f)CCAS)

**Collective electronic trades anticipate several sellers and/or buyers.**

The entire OneCent system of electronic trading consists of three components:

1. Standard internet store,
2. Classic auction,
3. Happy Auction

These three components work in one of two format:

1. e-sot(f)ICAS
2. e-sot(f)CCAS

*A More Detailed Description of e-sot(f)ICAS.*

There is always only one auction winner or buyer (either a physical or legal person) as is the case in all standard forms of trade.

*A More Detailed Description of e-sot(f)CCAS*

This system anticipates that in the place of the buyer of products or services or in the place of an auction winner – including Happy Auction – as well as in the place of the sellers there can actually be more than two people (ranging from 2 to 10, 100, 1000, etc).

The e-sot(f)CCAS trading system is applicable to all three parts of the OneCent site.

**Using the e-sot(f)CCAS trading system in the classic OneCent internet store**

In this case the e-sot(f)CCAS trading system anticipates that and product or service can be bought on a percentage basis by several buyers and OneCent acts as a mediator for such trades.

For example, a seller indicates the price of a product or service X and its characteristics but the buyers can be different people that do not know anything about each other. Individual A could buy 30% of product or service X, individual B might buy 58% and person C might buy the remaining 12%. Product or service X is for sale until 100% of it is sold.

However, if any person offers 100% of the cost during this trading process then product/service X is immediately sold to this individual while those who made partial offers will receive a refund. Participants should have sufficient funds in their accounts to cover their part of the purchase of product or service X.

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Indivisible items and divisible items are divided among several owners on the basis of their proportional contribution to the cost of the value of the product. For example, if an 80 kg sack of sugar will be sold to four people who each contributed 25% of its value then each of them will receive 20 kg Of sugar.

The same principle applies to services.

Collective buyers become joint owners or joint partial owners of the product or users/consumers of a service.

In order to implement the e-sot(f)CCAS trading system in the classic OneCent store the seller will have to pay for the services provided by OneCent on the basis of the rates indicated in the appendix “Prices for the e-sot(f)CCAS trading system”.

### **Application of the e-sot(f)CCAS trading system in a classic OneCent System**

Each auction participant consents to trade collectively using the e-sot(f)CCAS system.

Anyone following any classic auction can see the highest bid and add to it their own part thereby further increasing a bid and becoming a prospective part owner of a product or service. For example, at any given time the highest bid by person 1 =X and person 2 added bid C to this bid. The highest bid X+C wins the product/service. X represents 80% of the value of the product/services acquired, while C=20%. Therefore, Person 1 becomes the owner of 80% of an item/service and Person 2 becomes a 20% owner or user.

If the joint position of X+C decreases and the highest bid becomes position A+B+I, then anyone can join this position, including Person 2, who participated in the previous bid which in this specific instance turned out to be lower.

In order to apply the e-sot(f)CCAS trading system in classic OneCent auctions the individual who orders it will have to pay OneCent for such services at the rates indicated in the appendix “Prices of the e- sot(f)CCAS trading system”.

### **Application of the e-sot(f)CCAS Trading System in OneCent Happy Auctions**

At the first stage of the HA, the computer selects on a random basis the number of winners (for example, 5 people) who are indicated beforehand by the individual instigating a HA (whether that be a seller or buyer of a product/service).

After completion of the first stage of the HA and the announcement of the winners, for example 5 people, they automatically become co-owners in equal measure of an item or service.

Upon completion of stage 2 of the HA using the e-sot(f)CCAS trading system, the co-owners of the product or service become, for example, 10 people in proportion to their bid. The total of their bids is added as part of 100%. The share of each bid is then translated into a percentage which represents their share of the ownership of a product or service.

In order to implement the e-sot(f)CCAS trading system in a classic OneCent auction the person who initiates it will have to pay OneCent for such services on the basis of the rates indicated in the appendix “Prices for the e-sot(f)CCAS trading system.”

### **How Will the e-sot(f)ICAS and e-sot(f)CCAS Trading Systems Differ?**

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A white colour will be used for Advertising the classic e-sot(f)ICAS system in parts I, II, and III (the 1st and 2nd stage of HA) of the OneCent site

A Blue colour will be used for e-sot(f)CCAS in parts I, II, and III (the first stage of the HA) of the OneCent site

A Yellow colour will be used for e-sot(f)CCAS in part III (the second stage of the HA) of the OneCent site.

Announcements under the e-sot(f)ICAS and e-sot(f)CCAS systems will be placed by the buyers/sellers and orderers/fulfillers of services. Announcements will be made using the following format: Willing-to-buy, Willing-to-sell and Would-like-to-order-a-service, Willing-to-Provide a-Service.



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## ADDITION 7: “Prices for the e-sot(F)CCAS Trading System.”

OneCent will deduct amounts for organizing e-sotFCS trades. This will apply to both buy/sell product and order/provider service types of announcements.

Price formation will take into account the number of participants on both the buyer/orderer and seller/provider sides.

Buyers/Orderers of Goods or Services		Sellers/Providers of Goods and Services	
Number of Buyers/Orderer Participants in the e-sot(f)CCAS (Future Co-Owners)	Amounts to be Deducted by OneCent for Use of its Services	Number of Seller/Provider participants in the e-sot(f)CCAS (Future Co-Owners)	Amounts to be Deducted by OneCent for its Services
2-10	1\$	2-4	10\$
11-50	5\$	5-10	50\$
51-100	10\$	11-20	100\$
101-500	50\$	21-40	200\$
501-1000	90\$	41-60	400\$

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## Addition 8: Founder's MARKETING - STRATEGY

**Strategy 10: a clear focus on one very concrete marketing action/plan to kick-start OneCent within the first 9 months**

What could be a successful and modern approach initial marketing strategy for OneCent? How about this one?

- OneCent will buy categories of different products with different prices. For example:

- ✓ 10.000 products with a value of \$100
- ✓ 1.000 products with a value of \$1,000
- ✓ 100 products with a value of \$10,000
- ✓ 80 products with a value of \$50,000
- ✓ 1 product with a value of \$100,000
- ✓ 1 product with a value of \$1,000,000

Total value = US\$4,500,000

*! If we have more resources this total value US\$4,500,000 x 2 or 3 ... 10*

- Then, OneCent places all of these products on parts (pages) 1 and 2 of our site at their market price, and for \$1 on part 3 (ie, Happy Auction) .
- After the Happy Auction (HA) for these products begins, “OneCent Start Market” will wait for a minimum critical mass, or threshold, of participants (for example, the number of HA participants in a specific auction for a competitive product will form only 1-40% of the total needed according to our formula). Following this, OneCent will buy 60% of all vacant participant slots that have not been bought by external participants.

This conditional 60% of purchased shares or parts will be used as a manual mechanism for initiating the HA until such time when they develop their own momentum.

- OneCent becomes a passive investor in its own HA.
- In such cases, the winners of the HA will only be someone who is an external HA participant and the One Cent company will waive its right to win in favor of these participants.
- Every participant of a HA will give their prior legal assent that in the event that they win a HA OneCent has the right to make a video clip, write articles, take photos and use this information in the media.
- Full use will be made of the media to spread news about the magical/dream wins of HA participants.

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## Addition 9: FUNDS PAID BY THE CLIENT IMMEDIATELY AND AFTER THE ACTUAL SALE OF GOODS-THE "MIRROR EFFECT"

It is necessary to add another element (we suggest it to be called a “mirror effect”) – It is our net income from those funds which sellers of goods and suppliers of services will spend in our system.

Funds paid by the client immediately when he or she selling goods or services (in excess of the market price)

Interest rate exceeding the market price of the goods or services	Funds paid by the client immediately to OneCent Interest rate exceeding
Real price = 100%, and seller will add +1-20%	$1\% = (1-20\%)/100\% * 1\%$
+21-40%	$3\% = (21-40\%)/100\% * 3\%$
+41-60%	7%
+61-80%	11%
+81-100%	15%
+101-500%	20%
+501-1000%	35%

Funds paid by the client after the actual sale of goods / services at a higher price.

Interest rate exceeding the market price of the goods or services after the actual sale of goods / services at a higher price	Funds paid by the client to OneCent after the actual sale of goods / services at a higher price Interest rate exceeding
+1-20%	$3\% = (1-20\%)/100\% * 3\%$
+21-40%	$5\% = (21-40\%)/100\% * 5\%$
+41-60%	10%
+61-80%	15%
+81-100%	20%
+101-500%	25%
+501-1000%	35%

## ADDITION 10: GENERAL FOUNDRÉ’S CALCULATIONS FOR A BETTER UNDERSTANDING E-COMMERCE SYSTEM “ONECENT”:

Overall calculation of income for 3-years of “OneCent”

A client base of (our plans-goals) duering 3-years:

The worst way	The best way
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1) 10,000 in 1 <sup>st</sup> year, 2) 100,000 in second year, 3) 1000,000 in 3 year.	1) 100,000 in 1 <sup>st</sup> year, 2) 1000,000 in second year, 3) 10,000,000 in 3 year.
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### 1) ) calculation of a first phase of Happy Auction (HA) – Lottery Stage.

Initial data for calculations.

**The worst way:** Within, duering 1 day 5 product/ service will be sold at the first phase of Happy Auction, the real price of this product/ services = \$ 100 (each day for a year).

- At least 3,000 persons (30% of clients of 10,000 members) take part in Lottery Stage of HA) × 5 (product/ service) will pays \$1 (registration fee/bid) = \$15,000,
- 15% of (\$15,000 – (\$15,000 × 35%)) = \$787.5 this value will be automatically credited to profit of our company

**The worse an annual income** = \$787.5 × 365 (days in a year) = **\$ 287,437.5**

**The best way:** Within, duering 1 day 20 products/services will be sold at the second phase of Happy Auction, the real price of this product/ services = \$ 100.

- At least 40,000 persons (40% of clients of 100,000 members take part in Lottery Stage of HA) × 20 (product/ service) will pays \$1 (registration fee/bid) = \$ 800,000.
- 15% of (\$ 800,000 – (\$800,000×35%)) = \$78,000. this value will be automatically credited to profit of our company

**The best an annual income** = \$ 78,000× 365 (days in a year) = **\$ 28,470,000**

### 2) calculation of a second phase of Happy Auction (HA) because of lack of info about costs/commissions/etc

Initial data for calculations.

**The worst way:**

Within 1 day 5 product/ service will be sold at the second phase of Happy Auction, the real price of this product/ services = \$ 100. (Each day for a year). At least 1 person will make the biggest bid and pays 30% of the real price of goods / services, this value will be automatically credited to profit of our company (\$ 30).

- \$ 30 × 5 = \$ 150 per 1 day.

**The worse an annual income** = \$ 150 × 365 days = **\$ 54,750**

**The best way:** Within 1 day 100 product/ service will be sold at the second phase of Happy Auction, the real price of this product/ services = \$ 100.

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At least 3 person will bet (1-th – 50%, 2-th-30%, 3-th-20%) and all of them pays 50%, 30%, 20% (all = 100%) of the real price of goods / services, this value will be automatically credited to profit of our company (\$ 100). (Each day for a year).

- At least in any Second Stage of HA any 3 persons will make 100% overpayment in excess of the price = \$ 100.
- $\$ 100 \times 100$  product/ service = \$ 10,000 per day (this value will be automatically credited to profit of our company).
- $\$ 10,000 \times 365$  days = \$3,650,000 in a year.

**Other clients will bet 1 % of the real price of goods / services (\$ 100)**

- At least 25,000 persons (25% of clients of 100,000 members take part in Second Stage of HA) – 3 person)  $\times 20$  product/ service) = 24,997 clients.
- Of all number of this customers, only 25% make additional bets = 6,250
- $\$ 100 \times 1\% \times 20$  product/ service  $\times 6,249,25$  clients = \$ 125,00 per 1 day.
- $\$ 12,498,500$  per 1 day  $\times 365$  days = \$45,625,000 in a year.

**The best an annual income = \$3,650,000 in a year + \$45,625,000 in a year = \$49,275,000**

**3) calculation of a advertising revenue of Happy Auction (HA)**

One in 10 bidders will pay for your advertising Happy Auction.

Users will pay money for the right to raise a Happy Auction at the top of the list (top lists, highlight color, put it as banner ads, etc.).

**The worst way:** Every 10th participant of the auction will spend an additional 5% their money (of every dollar \$1 - registration fee/bid) to pay for advertising\*.

\* under the rules of the auction any participant can pay for any advertising HA.

- $(10,000 \text{ members (clients)} / 10) \times (\$1 \times 5\%) = \$50$

**The worse an annual income =  $\$50 \times 365$  days = \$ 18,250**

**The best way:** Every 5th participant of the auction will spend an additional 15% their money to pay for advertising.

- $(100,000 \text{ members (clients)} / 5) \times (\$1 \times 15\%) = \$ 3,000$

**The best an annual income =  $\$300 \times 365$  days = \$ 1,095,000**

**4) calculation of a advertising revenue of part I (like craigslist.org) and part II our site (like ebay.com)**

**The worst way:** Every 100th auction participant will spend an additional 1% of their money to pay for advertising (part 1 site OneCent) every day.

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Every 100th auction participant will spend an additional 1% of their money to pay for advertising (part 2 site OneCent) every day.

$$- (10,000 \text{ members} / 100) \times (\$1 \times 1\%) = \$10 \text{ every day.}$$

$$\text{The worse an annual income} = (\$10 \times 365 \text{ days}) \times 2 = \$7,300$$

**The best way:** Every 25th auction participant will spend an additional 5% of their money to pay for advertising (part 1 site OneCent).

Every 25th auction participant will spend an additional 5% of their money to pay for advertising (part 2 site OneCent).

$$- (100,000 \text{ members} / 25) \times (\$1 \times 5\%) = \$200 \text{ every day}$$

$$\text{The best an annual income} = (\$200 \times 365 \text{ days}) \times 2 = \$146,000$$

## 5) Calculation of income from trading systems using a mirror effect.

Figures for calculations:

**The worst case:** 10% of all clients will be traders. They sell their Goods / Services at prices 20% higher than market praises and before that paid money – 1% to our company. After the sale, sellers pay an additional 3 percent of the price above the market. The average value of goods or services is \$ 100.

$$- (((\$100/100\%) \times 20\%) / 100\%) * 1\% + (((\$100/100\%) \times 20\%) / 100\%) * 3\% = \$0,008 \times 1000 \text{ clients} = \$8 \text{ every day}$$

$$\text{The worse an annual income} = \$8 \times 365 \text{ days} = \$2,920$$

**The best case:** 25% of all clients will be traders. They sell their Goods / Services at prices 50% higher than market praises and before that paid money – 7% to our company. After the sale, sellers pay an additional 10 % of the price above the market. The average value of goods or services is \$ 100.

$$- (((\$100/100\%) \times 50\%) / 100\%) * 7\% + (((\$100/100\%) \times 50\%) / 100\%) * 10\% = \$0,085 \times 25,000 \text{ clients} = \$2,125 \text{ every day}$$

$$\text{The best an annual income} = \$2,125 \times 365 \text{ days} = \$775,625$$

**The worse an annual income**

**The best an annual income**

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<b>First year</b>	$\$ 2,920 + 7,300 + \$ 18,250$ $+\$ 54,750 + \$ 287,437.5 =$ $\$370,657.5 + \$13,899 = \underline{\$384,556.5}$	$\$ 775,625 + \$ 146,000 + \$ 1,095,000 +$ $\$49,275,000 + \$ 28,470,000 = \$ 79,761,625$ $+ \$11,964,243.75 = \underline{\$91,725,868.75}$
	additional income for providing funds in credit to customers (read Addition: 1) 25% of all money will be use for credit funds. rate loan = 15% $\$370,657.5 \times 25\% \times 15\% = \$13,899$	additional income for providing funds in credit to customers (read Addition: 1) 60% of all money will be use for credit funds. rate loan = 25% $\$79,761,625 \times 60\% \times 25\% = \$11,964,243.75$
<b>Second year</b>	$\$370,657.5 \times 10 = \$ 3,706,575 +$ $\$166,795.875 = \$ \underline{3,873,370.875}$	$\$ 79,761,625 \times 10 = \$ 797,616,250 +$ $\$139,582,843.75 = \underline{\$937,199,093.75}$
	additional income for providing funds in credit to customers (read Addition: 1) 30% of all money will be use for credit funds. rate loan = 15% $\$ 3,706,575 \times 30\% \times 15\% = \$166,795.875$	additional income for providing funds in credit to customers (read Addition: 1) 70% of all money will be use for credit funds. rate loan = 25% $\$ 797,616,250 \times 70\% \times 25\% =$ $\$139,582,843.75$
<b>Third year</b>	$\$370,657.5 \times 100 = \$37,065,750 +$ $\$2,223,945 = \underline{\$39,289,695}$	$\$ 79,761,625 \times 100 = \$ 7,976,162,500 +$ $\$ 1,395,828,437.5 = \underline{\$ 9,371,990,937.5}$
	additional income for providing funds in credit to customers (read Addition: 1) 40% of all money will be use for credit funds. rate loan = 15% $\$37,065,750 \times 40\% \times 15\% = \$2,223,945$	additional income for providing funds in credit to customers (read Addition: 1) 75% of all money will be use for credit funds. rate loan = 25% $\$ 7,976,162,500 \times 70\% \times 25\% =$ $\$ 1,395,828,437.5$
<b>All together 3 years</b>	$\underline{\$384,556.5 + 3,873,370.875 +}$ $\underline{\$39,289,695 =}$ $\underline{\$ 43,547,622.375}$	$\underline{\$91,725,868.75 + \$937,199,093.75 +}$ $\underline{\$ 9,371,990,937.5 =}$ $\underline{\$ 10,400,915,900}$

**Total income in 3 years of “OneCen” project:**

**The worse case: \$ 43,547,622.375**

**The best case: \$ 10,400,915,900**

## ADDITIONS 11: LOCATIONS



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“OneCent” is a global project and we plan to work all over the world.  
Start this project will be in the following countries:

- 1) USA,
- 2) Germany,
- 3) China,
- 4) Jupan,
- 5) Graite Britan,
- 6) South korea
- 7) France,
- 8) India,
- 9) Canada,
- 10) Australia,
- 11) Italy,
- 12) Spain

## ADDITIONS 12: TOTAL NEEDS (GENERAL)

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General needs to start “OneCent” project

1. For create program and web-site (IT Part): \$2,000,000
  - a. For marketing part of “OneCent” project: \$4,500,000 – \$8,000,000
  - b. Others = \$1,000,000
2. Total 2 parts together needs = \$11,000,000

**Best Regarts, Core Team of “OneCent” project:**

*Viktor Movchan, Roman Sheremeta, Mykola Koldun, Yulia Germash*

***GOD BLESSES US!***