



# Whitepaper

BitCoen

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# 1. Introduction

The world Jewish community is one of the oldest associations of the people. For centuries it has been carefully keeping its religion and culture.

Following the traditions, preserving the connections around the world and the compulsory mutual assistance are the main values of the Jewish people around the world. However, a financial assistance between countries and continents is sometimes too expensive, and the modern technologies, helping to reduce these costs are still very poorly used in the community. And this is despite the fact that Jews often develop the most progressive technological solutions, and it was Jewish people, who once created the banking system itself. Today we are developing the first blockchain-project for the Jewish community around the world, fully in line with the cultural norms and traditions of our people.

The results of passing the SEC Howey Test:

**POINTS: 0 (low risk level) here is the link to test results...)**

[View results](#)

## BitCoen

### The power of traditions and technologies

BitCoen (abbreviated BEN) is the first Jewish ecosystem, a blockchain-project, a business platform and a services system, complementing it, developed for interaction between representatives of Jewish communities around the world.

Link to official website <http://bitcoen.io>

## **2. Short description of BitCoen blockchain project**

The goal of BitCoen project is to strengthen the Jewish community and strengthen the connection between its members.

The objectives of the BitCoen project are:

1. Emission of BitCoen token on a stand-alone BlockChain independent of others.
2. Development of the first loyalty program with points having a value equal to BitCoen token. The name of this -token comes from the Hebrew word "Coen" (cohen), which denotes the highest caste of the Jews
3. Development of BitCoen ecosystem - BitCoen-wallet, the API payment system. The main task of the BitCoen ecosystem is to develop the economy of the Jewish community, to provide employment opportunities and to help the community to enter the crypto-economy, where the future comes.
4. Development of a payment system with popular crypto-currencies and BitCoen in offline stores and Internet networks.
5. Providing maximum transparency of charitable transfers due to the blockchain technology, the convenience of transferring funds to tzedakah and others are needs of the community.
6. Association of Jewish businesses, goods and services on a single communication platform to increase convenience for consumers, as well as the growth of effectiveness of Jewish businesses due to their advertising and attracting attention by using a single advertising platform.

### **The needs of the Jewish community**

1. Stimulate the clients of different companies for the permanent use of products and services of particular companies
2. A simple and fast tool for transferring funds. Transfers of funds to different countries require a lot of time to collect documents, and that complicates business processes and the solution of personal issues;
3. An understandable mechanism for transferring funds to charity. This platform will allow us to make charitable contributions transparent. The project as a whole makes it possible for ordinary users to use modern crypto-technologies.
4. A single platform for purchase and sale of goods and services for Jewish companies, which helps to unite the audience and further increase the success of businesses.

# Why do we propose to use the blockchain and crypto-currencies

The blockchain is a system in which all the actions of its participants are recorded. Blockchain makes all the operations as transparent as possible; no information can be withdrawn or restricted in the blockchain.

Bitcoen - token (short name BEN) - is a decentralized virtual payment tool, used for payments within the ecosystem. token is not pegged to any one state, so it can be easily used around the world. There is information on how many tokens/ points (in case of BitCoen) were emitted by the company in the blockchain. The number of points remains unchanged: they cannot be reduced or emitted more, thereby reducing their purchasing power. Since the number of points, а также история движения токенов, issued by BitCoen is recorded in the blockchain, BENs cannot be adulterated.

## Main components of BitCoen blockchain project

1. BitCoen token is a tool, allowing purchasing, making mutual payments, paying for services and donating to charity. The offline and online payment system, which allows using BitCoen in everyday life.
2. BitCoen loyalty program ("BitCoen Loyalty") for the Jewish community around the world. By using this system for payments in stores, a user receives BitCoens which can be spent wherever BitCoen is accepted for payment. A validity period of charged BENs is not limited, they do not disappear.
3. BitCoen wallet ("BitCoen Wallet") is a convenient system for daily use, both for private persons and business, and has the form of online and offline payment system.
4. A single platform/marketplace for Jewish businesses ("Bitcoen Platform"), which allows accessing all products and services in one-stop-shop mode.
5. The advertising platform for popularizing Jewish businesses BitCoen ADV allows business-partners of the system to get new consumers of their services by attracting them to the products within the Market Place, as well as to own Internet resources of these partners.

## **BitCoen - how to earn and where to spend**

BitCoen can be obtained by exchanging it for fiat currency or crypto-currency, earned by receiving payments BENs, by doing something useful for the ecosystem, or got, purchasing at partners of the loyalty program. (Link to Blockchain loyalty program)

### **You can spend BitCoen:**

- at the partners of the project - these are the companies, that decided to accept payments in BitCoens and participate in the loyalty program;
- to join the general BitCoen loyalty program (for business)
- for payment of services or gratuitous help to each other;
- for charity.
- for additional services in the Bitcoen Platform
- as a commission for using the BitCoen Pay service

### **Six reasons, why you should become a partner of BitCoen project**

1. This is the first blockchain project, the use of which is supported by the Jewish communities in Russia. The project was supported by the members of the communities in Germany, France, Spain, Italy, and Russia. Now the negotiations with communities of other countries are in progress, it means that while you are traveling, you can use the token with BitCoen and receive bonuses for using it.
2. BitCoen ecosystem, on the one hand, is a set of handy tools for the life of the Jewish community, and on the other hand, it stimulates its development and prosperity, creates new jobs and opportunities for implementation of new ideas, staying within the limits of cultural traditions and values.
3. Using BitCoen platform, Jews can support their businesses, purchasing and performing mutual settlements (both in B2C and in B2B segments) while getting points from the loyalty program – BitCoen tokens.
4. The Jewish community gets a tool, facilitating the collection of tzedakah, a tool for receiving charitable donations, as well as for fundraising for specific purposes, for the needs of community members from anywhere in the world. Blockchain allows the accurate tracking of the arrival and distribution of



charity donated.

5. The representatives of Jewish communities receive a single point of entry for sale and purchase services for other representatives of the Jewish community, effectively strengthening the connection.
6. The mutual help becomes even easier with BitCoen. BitCoen services allow any member of the community from any place of the world to make a transfer to another member of the community also regardless of his/her location. At that, the transaction is almost immediate, with minimal fees and without the need for additional levels of confirmation and control.

## **... And 6 more reasons to become a member of the BitCoen project**

1. Connecting your business to the BitCoen platform (to do this, you have to purchase BitCoens tokens), you get an opportunity to accept payments and participate in BENs loyalty program, stimulating your customers to come back to you again and again.
2. BitCoen holders participate in the privileges program, which includes not only additional discounts and bonuses but also provides an opportunity to receive education in the field of crypto-economy and the expansion of useful business contacts.
3. BitCoen ecosystem is a friendly community that is easy for getting opportunities for business development and advice from leading experts.
4. BitCoen company has advisers consisting of reputable representatives of communities around the world, helping to develop the system. Maximally transparent structure of BitCoen and processes inside is a guarantee of the reliability of BitCoen ecosystem.
5. 10% of tokens are automatically transmitted as tzedakah to communities, which have supported BitCoen at the Token Sale stage; right after the community joins BitCoen company.
6. Joining the BitCoen project, you master the future technologies today and step ahead of your competitors.

### **3. BitCoen blockchain project in details**

BitCoen company emits 100,000,000 BitCoen tokens.

The organization sells BitCoen tokens to representatives of the community around the world. The emission of BitCoens tokens is not limited to the Jewish community, but it is supposed, that up to 90% of tokens will be gathered within the community. The distribution is possible only by the registered participants in the project.

### **4. Justification of BitCoen blockchain project**

The Jewish community and its needs, the blockchain technology, the crowdfunding platform for creating new businesses and the developed loyalty program, which, among other things, strengthens the interconnections within the community are the main components of the project.

Practical example: David worked in the construction industry and for almost ten years he saved up money to open his bar. Finally, the bar was opened. The owner was tired of his long way to this dream but very happy. However, in a few months, David has to close the bar, since there were no clients who would give a minimum necessary profit, as for the interest loan it was forbidden by faith, and his personal funds were over.

So this businessman needed a tool that would help him to get funds, not breaking the rules of the religion, create an original client base and loyalty program to keep customers since a bar is a highly competitive business.

# 5. Main products of BitCoen blockchain project

## 5.1 BitCoen wallet

BitCoen wallet is a wallet, supporting BitCoen tokens. The wallet is available on various platforms – Apple, Android, Windows, iOS for smartphones and tablets. This means that by registering a wallet, for example, on a PC, the client is able to use it and on other devices by taking private keys.

The interface of the wallet is intuitive, one can check the balance, receive and send funds, and the design of the wallet provides the opportunity to use it comfortably even for the most inexperienced user.

The program that allows defining points in a specified radius accepted by BitCoen wallet is built in the mobile wallet. So the user does not have to look in advance for shops and institutions, where he/she can spend BENs, the program shows such points automatically in real time and constantly updating, discovering new points

**The interface of the wallet supports Hebrew by default.**

The 15 years of experience of our team in the development of payment systems allowed making BitCoen wallet functional, easy to use, and fast as much as possible: quick transactions, a high accuracy of displaying of all processes on the device screen.

The security of the wallet is a top priority task of its developers. BitCoen wallet stores private keys on the device, therefore, only the user can control the funds.

One of the most significant options for users of technological payment platforms is an efficient and high-quality support service. Support service of BitCoen wallet and its mobile version works in all popular messengers 24/7.

## 5.2 BitCoen loyalty program

BitCoen loyalty program allows receiving BENs, making purchases at program partners and spending them also at program partners

The Bitcoen team developed integration with the largest online stores, and

just after launch the users of the loyalty program can get BENs, making online purchases in more than 700 store and buying goods offline, for example, kosher salt in “King David” company.

The loyalty program stimulates the activity of customers of various businesses, which have joined to the BitCoen Loyalty program.

You can pay for goods and services from partners of the loyalty program both with BENs and with fiat money. In any case, the program participant gets bonus BENs.

Unlike all current loyalty programs, user’s BENs cannot be canceled either by the developers of the program or by its partners. The blockchain technology does not provide such an opportunity. You can store the accumulated BitCoen tokens for an indefinitely long term and spend them when such a need arises.

BitCoen loyalty program does not limit the amount of accumulated points. The increase in the number of BENs allows any user to join the privilege program (link to privilege app).

### **5.3 Online payment system BitCoen Pay**

Multilingual payment system form supports the most widely spoken languages of the world, including Hebrew; it is suitable for use on any device and due to its friendly interface, is understandable even to those payers, which previously did not use any crypto-currency.

Online payment system:

Allows receiving BitCoen tokens as payment in online stores and offline stores

Allows having a minimum fee for transactions.

All the features of the system are available immediately after registration: the required formalities are minimized.

### **5.4 Offline BitCoen pay payment terminal**

Offline BitCoen pay payment terminal is an application for a smartphone or a tablet, allowing the businesses to receive payments in BitCoen tokens.

The BitCoen team has already launched two successful payment projects on the

offline payments market, Life, Pay and PayQR.

Life.Pay is a payment and cash solution for business, it is suitable for retail, HoReCa and online stores.

PayQR is a cloud payment system for mobile phones and tablets, based on QR-encoding, NFC and Bluetooth Smart technology.

BitCoen for offline payment terminal will be based on the experience of already running technologies and integrates all the strong sides.

The development of the offline BitCoen payment terminal suggests the legal rationale and strict adherence to the law.

## **5.5 Marketplace of Jewish businesses (Bitcoen Platform)**

A single Marketplace of products and services, BitCoen platform, provided by the Jewish business. In fact, this is a single entry point for both user and businessman, which unites them on a single platform, where users can buy goods or order services at once at many suppliers, and the businesses sell their products to representatives of the Jewish communities around the world. Each user of the marketplace, as well as the business which joined the platform, is a member of BitCoen Loyalty program, and also can receive payments via Bitcoen Pay and pay for services inside the system in BitCoen tokens.

How it works. Nathan decided to launch his brand of kosher salt. He found supplier and ordered the first batch. He got it and put on the shelf of a friendly store, but for some reason people do not buy it. Then Nathan decided to connect to Bitcoen system.

The first thing he did is that he began to give BitCoen as a promotion for the purchase, which allowed him to increase the turnover and to repeat purchases.

After that, he connected the BitCoen Pay payment service and people who were interested and loved to pay with crypto-currencies started to come to his store.

The third step was as follows: Nathan placed his goods in as single market place of BitSoen Platform, where his kosher salt became available not only to his neighbors, who lived near the store, but also for any user of the platform anywhere in the world thereby increasing his own turnover and sales by several orders.

## **5.6. Advertising platform for popularizing Jewish**

## **businesses BitCoen ADV**

The advertising platform BitCoen ADV allows business-partners of the system to get new consumers of their services by attracting them to the products within the Bitcoen Platform, as well as to own Internet resources of these partners.

The specificity of the platform is that there is an additional targeting of the audience on the representatives of the Jewish community.

At that, we gather the partners of BitCeon into a single ad network with the help of which they will be able to earn, selling traffic to other partners, either to exchange clients thereby increasing their business, but without advertising expenses.

## **6. Essence of BitCoen tokens**

BitCoen plans to release only 100,000,000 tokens.

Emission of tokens occurs once, at the launch of the network, and is distributed among the participants according to the distribution scheme indicated in this White Paper. Additional emission is not expected.

BitCoen tokens are essentially an independent product, an internal payment tool within our platform.

At this BitCoen tokens within BitCoen Loyalty programs are the points of loyalty, but can also be used as a payment tool within the BitCoen ecosystem, including those for working with the BitCoen platform.

BitCoen tokens do not have a functional share and do not imply receipt of a passive profit or other income. Tokens do not give voting right; tokens do not give rights to income of the company. Tokens do not give the right to own shares in the company, and stakes of the company.

There are two types of BitCoen tokens: basic and those with restrictions. The BitCoen recipients and company's partners owe most of the BENs.

The project team, advisors, Board members and recipients of bounties with a view to project stabilization owe the tokens with restrictions on sales and/or exchange.

For the project team, the limitation period is 2 years from the moment of the allocation of BEN. For the board members - 2 years from the distribution of BEN.

For advisers - 6 months from the date of distribution of BEN.

For recipients of bounties - 3 months from the date of distribution of BEN.

### **6.1 BitCoen for user**

For a typical user, BitCoen token can be used as a payment tool for payments for goods and services in kosher stores and establishments that joined BitCoen blockchain-project.

You can pay tzedakah with BENs, as well as give them to the needs of the

synagogue, the evening Kollel for Chevra Kadisha, for Keren Chaya Mushka mutual aid fund, for the help of veterans, charity events, tickets for Jewish holidays, Shabbat and so on.

BitCoen tokens can be given to other persons within the personal settlements or in the form of help. The geography of the transfer is not limited.

BitCoen is not restricted to the purchase of BENs. Large BitCoen holders become clients of the privilege program.

## 6.2 BitCoen for business user

The Bitcoen ecosystem provides the business user with an online storefront for his/her products and services, which is a single market place for Jewish businesses. Each user of the marketplace, as well as business, which joined the platform is the member of the BitCoen Loyalty program, and also has the opportunity to receive payments via Bitcoen Pay and pay for internal paid services with BitCoen tokens.

## 6.3 Blockchain as the project basis

BitCoen is based on the source code of the izzz.io platform and uses a consensus that is based on Limited Confidence Proof of Activity (LCPoA) and a trusted node system (Thrustrud Nodes) to speed up the network. It is also planned to create a BitCoen compatibility layer with the ERC20 standard, for easy integration with exchanges.

The choice of the izzz.io blockchain-platform is justified by the characteristics of this system, which exceeds the analogs for a number of characteristics:

Characteristics	Waves	Bitcoin based	Ethereum	Universa	BitShares	izzz.io
Creating tokens based on code	-	-	+	+	+	+
Cross-blockchains (blockchain network with intersections)	-	-	-	-	-	+
The ability to use without full synchronization with the network	+ thin client	In some implementations or a thin client	+ thin client	+	-	+

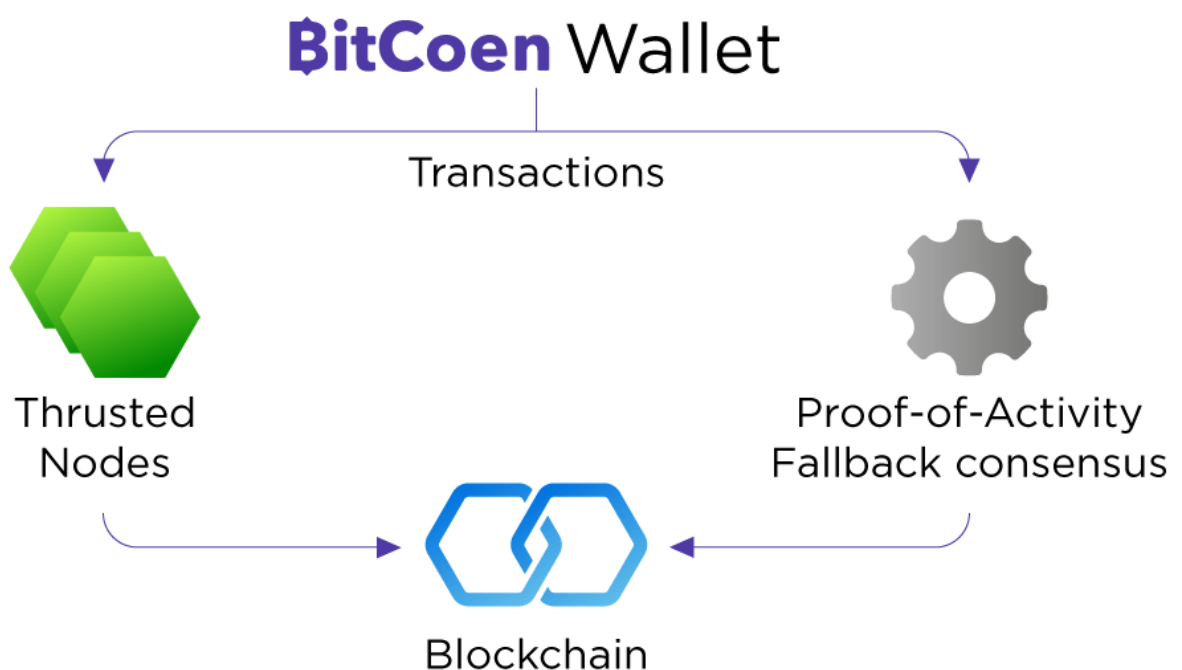


Characteristics	Waves	Bitcoin based	Ethereum	Universa	BitShares	izzz.io
Chains with length limitation	-	-	-	-	-	+
Bus messaging	-	-	-	n/a	-	+
Interaction with the browser without plug-ins and external services	-	-	-	-	-	+
Block Validation Algorithm	PoS	PoW и другие	-PoW		Delegated PoS	LCPoA
Programming language	Scala, Java	C++	C++, Go	Java	C++	Node.js

### Bitcoen blockchain features:

- LCPoA blockchain algorithm that reliably protects the network from spam and false transactions, while it does not require large expenditures of computing resources;
- lack of mining in the system;
- transactions within the platform network - are free;
- high network speed (up to 25,000 transactions per second)

Scheme of the Bitcoen transactional system:



Trusted Nodes are nodes that work with the keys that released at the launch of the blockchain network, and used to speed up transactions by the absence of distributed consensus.

Proof-of-Activity Fallback Consensus - a standby system of consensus in the network. Completely decentralized, and allows the network to continue to work if Trusted Nodes are not available within 24 hours.

For distributed consensus, the time-dependent LCPoA is used.

## **7. Token Sale of BitCoen project**

Token sale is launched to attract partners, ready to use the BitCoen ecosystem for business and private interests.

November 28, 2017 – the official start of the Token sale, which will last until December 26, 2017.

### **7.1 Распределение токенов Bitcoen**

Эмиссия BitCoen составляет 100 000 000 BEN.

На Token Sale доступно до 20 000 000 BEN по цене 1 доллар США.

Минимальная целевая сумма сбора в период Pre token Sale и Token Sale с учетом сборов, начальный инвестиций основателей и частных инвестиций: 750 000 долларов США

Максимальная целевая сумма сбора в период Token Sale : 20 000 000 долларов США

После завершения Token Sale начнется деятельность по внедрению программы лояльности; выводу токена BitCoen на биржи, запуску платформы BitCoen, подключению торговых точек, а также популяризации блокчейн-проекта BitCoen среди представителей общины.

Токены, не распределенные в ходе Token Sale будут переведены в резервный фонд на дальнейшее функционирование системы сразу после подведения итогов Token Sale.



Распределение токенов Bitcoen

## 7.2 POST Token Sale

The BitCoen team reserves the right to issue BENs to the market from its reserves. The cost of BENs issued after the completion of the Token sale is determined by the market. The release of BitCoen from the company's reserves after the completion of the Token sale and their placement on the stock exchange may be due to the need to fund new projects necessary for the development of the BitCoen ecosystem.

According to preliminary calculations, the total capitalization of the BitCoen project, taking into account all the services that will be created within the ecosystem, should be \$1.5 billion. According to independent experts, in the future, the capitalization of BitCoen can grow 10 times.

## 7.3 Timeline of BitCoen blockchain project

November 28, 2017 – the official start of the Token sale, which will last until December 26, 2017. The emission of BitCoen is 95% (95,000,000 BENs out of 100,000,000 maximum possible BENs).

Up to 20 million BENs at the price of \$1 per one BEN are available on the Token sale. After the completion of Token sale, we will begin the activities to implement the loyalty program; the release of BitCoen token on the exchange, to launch the BitCoen platform, the connection of stores, and the popularization of the BitCoen blockchain-project among the representatives of the community.

Following the results of Token sale:

- 10% of BENs will be given for tzedakah;
- 3% of BENs will be given for the Bounty campaign 10% of BENs will be given for advisers of BitCoen 15% of BENs will be given for the project team 62% of BEN will be given for the open market;

**\$0.75 million** — emission of blockchain and BitCoen-token, listing on stock exchanges (min collection volume).

**\$3 million** — development of the necessary tools for users: the BitCoen wallet and its mobile app.

**\$7 million** — launch of loyalty program, development of opportunities for offline payments, online payment system using QR code technology;

**\$15 million** — Single Marketplace for Jewish businesses, goods and services > \$15 million + (maximum fee) - Advertising platform for the popularization of Jewish businesses BitCoen ADV

## 7.4 Value of BitCoen

At the Token sale, the value of BitCoen is \$1.

During the bonus periods for \$1, user can receive additional BENs

## **Bonus periods and bonus system:**

### **November 28, 6 pm (gmt+3) – November 29, 5:59 pm (gmt+3).**

1-5000 BEN \$1 = 1.35 BEN (BONUS 35%)

5001-50.000 BEN \$1 = 1.40 BEN (BONUS 40%)

50.001-100,000 BEN \$1 = 1.45 BEN (BONUS 45%)

100.001+ BEN \$1=1.5 BEN (BONUS 50%)

### **November 29, 5:59 pm (gmt+3) – December 6, 5:59 pm (gmt+3)**

1-5000 BEN \$1 = 1.2 BEN (BONUS 20%)

5001-50000 BEN \$1 = 1.25 BEN (BONUS 25%)

50001-100000 BEN \$1 = 1.30 BEN (BONUS 30%)

100001+ BEN \$1 = 1.35 BEN (BONUS 35%)

### **December 6, 6 pm (gmt+3) – December 13, 5:59 pm (gmt+3)**

1-5000 BEN \$1 = 1.1 BEN (BONUS 10%)

5001-50000 BEN \$1 = 1.15 BEN (BONUS 15%)

50001-100000 BEN \$1 = 1.2 BEN (BONUS 20%)

100001+ BEN \$1 = 1.25 BEN (BONUS 25%)

### **December 13, 5:59 pm (gmt+3) – December 20, 5:59 pm (gmt+3)**

1-5000 BEN \$1 = 1.05 BEN (BONUS 5%)

5001-50000 BEN \$1 = 1.1 BEN (BONUS 10%)

50001-100000 BEN \$1 = 1.15 BEN (BONUS 15%)

100001+ BEN \$1 = 1.20 BEN (BONUS 20%)

### **December 20, 5:59 pm (gmt+3) – December 26, 5:59 pm (gmt+3)**

1-50000 BEN \$1 = 1 BEN

50001-100000 BEN \$1 = 1.05 BEN (BONUS 5%)

100001+ BEN \$1 = 1.1 BEN (BONUS 10%)

After the completion of Token sale BitCoen makes a listing on the global crypto-

exchanges, and the value of BitCoen is regulated by a free open market. Which allows buying them, accessing all products and services of the platform and selling them to the ecosystem participants interested in obtaining this access. For the BitCoen project placement on the exchange is one of the marketing tools that allow to expand the audience of the project.

## **7.5 Payment methods**

Payments for BitCoen can be made using crypto-currencies BTC and ETH and other cryptocurrencies.

### **Взнос основными криптовалютами**

#### **Step 0.**

Download the BitCoen wallet app and create your own wallet.

#### **Step 1.**

Go to the website <http://bitcoen.io>, enter your wallet number and log in.

#### **Step 2.**

Select the number of BitCoen and Crypto currency for the payment. After this, the system generates the wallet address for the buyer (BTC, ETH), to which the buyer should make a payment from his/her personal wallet (BTC, ETH). You cannot directly send funds from exchangers, because the system is not able to identify you correctly. BENs are charged to the account of the buyer.

### **Fiat money-payment with bank transfer**

You can get the account details for payment in your personal account, as well as all the necessary data for identification.

## **7.6 Распределение средств, полученных в результате Token Sale.**

The products created within BitCoen bring revenue to BitCoen company. Funds are used to pay for labor and further development of the ecosystem.

The project team does not have the right to spend funds, received during the Token Sale before actually transferring the tokens to the recipients.



- Маркетинг и развитие экосистемы
- Разработка инфраструктуры и продуктов экосистемы
- Расходы на персонал
- Операционные расходы
- Юридическая поддержка

## 8. Marketing activity

The priority marketing task of the BitCoen team is to ensure the popularity and fame for the blockchain project and BitCoen-token. The experience of the BitCoen command allows us this to do.

For more than 15 years, the BitCoen team has been developing mobile applications, the mobile payment systems and their implementing to the market.

Art Bureau studio Creators.ru (top 20 studios in Russia) the clients are Akado, Gazprom, FLY Segway

Life-pay.ru service is the leader of the Russian hardware and software market of acquiring. With 23,5 thousand customer companies for the first three years, it is at the peak (2.5 billion turnover).

PayQR company allows paying for goods and services without cash, using QR code. In 2016, PayQR received 300 million rubles of investments from the president and co-owner of the «Incom» development company, Sergei Kozlovsky. The total amount of financing exceeds \$6 mln

For 15 years of work, our team has created more than 30 businesses with a total amount of investments in 2 billion rubles.

The BitCoen team was the first to use the technologies of classic PR to support its blockchain project. The articles in the leading media and television. The stories tell the business community and ordinary users about the benefits participation in the BitCoen project.

According to the National Agency for Financial Research (NAFI). About 28% of the respondents have some information about crypto-currency, 16% of respondents “have heard something”, and 12% know much about it. And only not more 1% of Russians used crypto-currency.

The task of the BitCoen PR campaign in Russia is to tell about the project not only to 1% of crypto-currency uses but also to that part of the audience, which is only interested in products based on blockchain technology.

PR-campaign of BitCoen in the world implies the increasing of BitCoen brand recognition and increasing confidence in it and the use of the BitCoen-token throughout the offline-world.



Even before the start of Token Sale, BitCoen project managed to attract its ambassadors, the people, who are ready to broadcast the values of the project.

**Alexander Moiseyevich Boroda** – the President of the Federation of Jewish Communities of Russia, the founder of the Jewish Museum and the Center of Tolerance. Member of the Public Chamber of the Russian Federation.

**Moti Crystal** – the Professor of Skolkovo business school, the founder and the president of Nest Consulting company. Crystal is a professional negotiator. From 1994 to 2001 he worked for the Israel Prime Minister and participated in the settlement of relations with Palestine. Crystal developed a Negosystem negotiation system model.

**The launch of the BitCoen project requires the use of contextual and targeted advertising.**

BitCoen is the first blockchain-project on the market, the advertising of which is targeted not only to the business community, but also to ordinary users who are only interested in crypto-economics. Bounty campaign will support the project in different communities and on different sites (from profile sites for crypto-exchange players to popular video blog channels) [Link to Bounty campaign](#).

Within the framework of marketing activity, training video programs on the use and possibilities of BitCoen will be implemented, both for individuals and for businesses. One of the important marketing activities is the appearance of the BitCoen token on exchanges, which is a separate large-scale channel for obtaining new token-holders, which in turn will be users of the system, thereby increasing its overall attractiveness.

Token sale period has active, but advertising potential of low capacity due to limited time. Listing on the exchange allows you to constantly maintain the interest of existing users and attract the attention of new users. Thus, even without using classical advertising tools, a persistent and long-lasting advertising effect is generated.

# 9. People in the project

## 9.1 Project team

### **President, David Dyshko**

Work coordination with the community.

The main activity is the attraction of investments into private projects. For the last few years, he was engaged in development projects.

<https://www.linkedin.com/in/david-dyshko-b49307149/>

### **CEO of the project, Vyacheslav Semenchuk**

Serial entrepreneur. Founder of start-ups. Specialist No. 1 on launching and optimization of businesses and creation of “brand-people” in Russia and in the CIS countries. The author of his own methodology for testing the business idea – «Project validation»

<http://linkedin.com/in/viacheslav>

### **CBDO Alexander Viktorov**

Project development, communications

Director of Development in Zion1.ru, Entrepreneur. <https://www.linkedin.com/in/aleksander-viktorov-07897714a/>

### **Karolina Matusso**

Head of Marketing&Communications

Marketing specialist in B2B and B2C. More than 3 years of managing marketing projects in companies from Fortune 500 list.

<https://www.linkedin.com/in/karolina-matusso-73a9945b/>

### **Dmitry Gorozhankin**

Commercial Director

Commercial Director of the European Medical Center. More than 10 years of experience in sales management.

<https://www.linkedin.com/in/dmitriy-gorozhankin-94657222/>

### **Andrey Kareev**

GR

The owner of the “Intertorg” company

### **Julia Zhuravleva**

Legal support,

The consultant of the legal company «Lemchik, Krupsky and Partners. Structural and tax consulting.» Julia is a specialist in structuring and tax planning of the international business.

<https://www.linkedin.com/in/yulia-zhuravleva-34b50695/>

### **Alexander Ovcharenko**

Creating an affiliate network <https://www.linkedin.com/in/lexander-chacharenko-99573785/>

### **Mila Kretova**

Editor-consultant

<https://www.linkedin.com/in/mila-kretova-5a39b114/>

### **Rostislav Chizh**

Product Director

Digital Producer, with the experience of restarting various cross-sectoral products (online and offline).

### **Mikhail Terentyev**

Email marketing expert

### **Alexey Savchenko**

The founder of the Hawk Style Design web-studio. Since 2010, he has been engaged in the development of sites, as well as complex packaging of businesses.

More than 260 sites have been developed over 7 years, including such clients as Lego, Amway, 3M and others. He has created more than 400 groups in social networks Vkontakte and Facebook, as well as more than 15 presentations for companies.

### **Alexey Martynenko**

Project manager with 15 years of experience:

Web, Mobile, ERP, CRM. The founder of the studio Aplica - the development of mobile applications. Alexey graduated LaunchGurus and Akselerator.ru startup academies.

<http://en.linkedin.com/in/aleksmart>

### **Igor Terekhov**

Product manager focused on the development of mobile applications. There are dozens of projects for the largest brands and startups and his own awarded projects in his portfolio: Red Dot, Creativity Awards, as well as publications in The Next Web, Adweek, A.V.Club, Forbes.

## 9.2 Project auditors

Petroff audit company (info on the company)

## 9.3 Technical audit

BitCoen company passed technical security expertise in accordance with international standards and industry requirements.

Ivan Piskunov. IT security independent expert and practitioner, CCNA, CEH certificate holder, member of the Russian Information Systems Security Professional Association (Moscow), RISC professional community and Skolkovo Cybersecurity Foundations, author and teacher of IT security courses, co-founder and CTO of consulting agency Asirus.

## 9.4 Project advisers

**“Lemchik, Krupsky and Partners. Structural and tax consulting”** legal law practice. Among the clients of this company are such organizations as PIXONIC, TOMMY HILFIGER, Sportmaster, TV3 TV channel and many others.

Alexander Lemchik is a managing partner of “Lemchik, Krupsky and Partners. Structural and tax consulting” legal law practice. He is one of the best tax consultants in Russia according to the rating of Kommersant, has over 15 years of experience in business structuring.

<https://www.linkedin.com/in/leader-leather-83583337/>

**Moty Crystal (Moty Cristal).** The Professor of Practice in Negotiation.

Moscow Skolkovo Management School. Founder and President of NEST Consulting. In 1994-2001 he worked in the Israeli administration, took part in the negotiations between Israel and Jordan. Since 2001, NEST Consulting has been consulting and training top-managers, CEOs of large companies and government members from Europe and Asia, as well as from the US and Russia.

Teaches at the SKOLKOVO Business School, Tel Aviv University and Lauder school of government diplomacy and strategy at the Interdisciplinary Center in Herzliya. He was a research fellow at the International Institute for Countering Terrorism in Herzliya and a visiting fellow of the leading international negotiation programs, including the International Institute for Applied Systems Analysis International Program

(Austria, 2001-2008), the Harvard University Program (2007) and at the Institute of Defense and Strategic Sciences (Singapore, 2004).

<https://www.linkedin.com/in/moty-cristal-6460822/>

### **Ilya Flux**

CEO & Founder of the Fibrum company engaged in the development of software and hardware solutions in the mobile virtual reality market.

Previously he held management positions in such technology companies as Fibrain Project (Owner) Fidmark (General Manager) Levers of Your Freedom (IT Director) Evolution (IT Director) IMMO Games (General Manager) <https://www.linkedin.com/in/flaksilia/>

### **Naila Zamashkina**

Development Director of the First Interbank Accelerator Fintech Lab RAEC, Member of the Working Group on Optimizing Tariffs for Internet Acquiring, the Expert of the Commission for E-commerce Leading expert of the EB IDI (Expert Board of the Internet Development Institute), E-commerce ecosystem <https://www.linkedin.com/in/nailyazamashkina/>

### **Ilya Aizen**

CEO, Co-Founder of “Flocktory” Cohen

### **Dmitry Marinichev**

Internet-Ombudsman, the member of the Expert Council of the Association of Strategic Initiatives, the member of the Business Russia Council. Founder of Russian mining coin (rmc one), the President of Radius group.

### **Thomas Casas and Klett**

Rector advisor in Academic Affairs, Moscow Skolkovo School of Management

Thomas Casas specializes in three areas: finance, international management and political science. Since 2006, Thomas Casas has worked as a teacher at the University of St. Gallen and as a partner with the Institute for Leadership and Personnel Management at the University. The main directions of his teaching activity are entrepreneurship and corporate governance. Dr Casas developed the «Principles of doing business in Asia» course, in which special attention is paid to Japan, India and China. In addition to the activities at the University of St. Gallen, Thomas Casas regularly works with MBA students, EMBA, as well as with leaders of such world-famous educational institutions as the Rothman School of Management at the University of Toronto, McDonough School of Business at Georgetown University and INSEAD. Since 2009, he has been a regular teacher of various programs at the School of Management at Fudan University.

### **Sergey Chernyavsky**

The Vice Chairman of the Central Government Committee of Bavaria CSU on Migration and Integration, the First Secretary of the Regional Committee

for Migration and Integration, Augsburg Member of the Board of the region committees on external security and health policy

### **Andrey Nedobylskii**

Co-founder and CTO of the blockchain platform izzz.io

More than 10 years in full stack program development and highly-loaded solutions in the field of IoT, ERP- and CRM-systems for international companies and team-leading in technical development for large companies (e.g. Kvib.rf, Artskills.ru, nettech.company, RuKupon.rf, UnMoment, Auctionmachine.rf,, fitness-port.ru, justbenefit.ru and others).

Development consultant of blockchain platforms: baikalika.io, sbsplatform.io. Co-author of patents: Device for conjunctival microscopy, Program for the diagnosis of eye pathology, Program for the analysis of the microcirculatory channel of the conjunctiva of the lateral corner of the eyeball.

### **Angelika Sheshunova**

Co-founder and COO of the blockchain platform izzz.io

Co-founder at several blockchain projects and the business akselerator

Akselerator.ru. Консультант по внедрению блокчейн-технологий и развитию бизнеса в baikalika.io и sbsplatform.io. 15 лет операционного управления компаниями различных отраслей (crocus-exspo.ru, ostrovok.ru, Life-pay.ru, flatora.ru, flat.me, topexpert.pro, artskills.ru, justbenefit.ru, enki.com). Соавтор патента: децентрализованное хранение данных на базе блокчейн-технологий

## **10. Legal notice**

The User acknowledges, understands and agrees that BitCoen tokens are not capital issues and are not registered with any government agency as security, and should not be treated as such.

BitCoen tokens ownership does not imply a right to participate in the management of BitCoen projects. BitCoen tokens ownership does not provide a stake in BitCoen and any projects operating within the Fund. The transfer of funds in favor of the project is charitable and aimed at creating an ecosystem of projects. This document is not a public offer and is purely informative.

<http://Bitcoen.io>

# 11. Risk factors

The investment, acquisition, donation or other transfer of funds into electronic instruments, such as the development of Internet projects, crypto-currencies, including the BitCoen token, is associated with risks, including but not limited to the following.

## **Regulatory uncertainty**

Blockchain technologies are controlled by various regulatory bodies around the world. Any crypto-currency, tokens and tokens BitCoen token can also be regulated by them, which makes it possible to restrict the use or possession of digital crypto-tools, or the purchase of crypto-tools in future.

BitCoen tokens is not an investment and does not involve passive income. BENs do not have any rights, scopes, goals, attributes, functionality or features. All persons and parties involved in the purchase of BitCoen tokens do it at their own risk. All persons, receiving loyalty points understand that their use is possible only within the framework of the created ecosystem. Since the crypto-currency market, the market of crypto-tools, tokens or bonuses, exchanges and platforms on which secondary tokens can be traded are not regulated by applicable law, the volatility of the crypto-currency, tools, bonuses or tokens in general and BitCoen, in particular, can be very significant.

Transactions with crypto-currencies, transactions with bonuses, tokens and other electronic instruments are not insured by any external public or private bodies. All the risks associated with the loss of crypto-currency, tokens, points, including BitCoen tokens, are borne by the acquirer of the crypto-currency.

BEN is not refundable. The company does not repurchase BitCoen tokens from BitCoen holders. Holders of BitCoentokens will not receive financial means or other compensation in the form of compensation. The company makes no promises regarding the future performance or value of BitCoen tokens and does not affect future indicators.

## **Risks related to Internet technologies**

Since BitCoen activities are tightly linked to the global Internet, any of its failures are a risk of incorrect operation of BitCoen applications and platforms.

BitCoen is released on the basis of the blockchain-platform - izzz.io. Any fault or malfunctioning of the izzz.io code may cause the BitCoen network to function in an unexpected manner.

**Risk of loss of private keys**

BitCoen tokens can be stored by the buyer in his/her digital wallet, and a digital key or a combination of digital keys is required for getting access to it. Losing these required keys will result in the loss of access to the buyer's wallet and all funds stored in this wallet. The risk of losing the key remains exclusively on its owner, BitCoen does not bear any responsibility for the loss of digital keys.



## 12. Terms and definitions

Crypto-currency is a decentralized virtual currency. It is not pegged to any state. It is cryptographically protected and decentralized, the information about transactions in it are entered and stored in Blockchain. BitCoen token for the purposes of this project is understood as points, distributed within the project participants, as a reward for financial or administrative contributions to the development of the system and project. It is intended only for the provision and use of registered project participants.

Blockchain is a continuous sequential chain of blocks containing information; A system that fixes all the agreements between its participants.

Smart contract is a computer algorithm developed to conclude and maintain agreements within the framework of a blockchain.

Token Sales is a primary token offerings to users.

BitCoen (BEN) - in this case, it is one (point) of the BitCoen token.

BitCoen Holder is the owner (holder) of BENs.

Bounty is a part of marketing costs; this is the cost of supporting the project in social networks, attracting the ambassadors, etc.

## 13. Registration of users

To ensure additional security for users of the BitCoen ecosystem, each project participant has to be registered

Last name First name

Age

Country of residence

Mobile phone number

