

# AidCoin Whitepaper

v. 03

## QUICK SUMMARY

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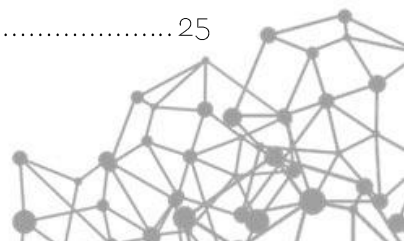
- AidCoin is an ERC20 token that aims to become the preferred method to donate transparently through blockchain technology and to access the network of our services. The online donation market is \$15bn in the US alone. The rapid adoption of cryptocurrencies will definitely impact the way to donate in the future and AidCoin is set to play a leading role in this new era of fundraising.
- AIDPay is an exchange payment gateway that allows charities to easily integrate and accept donation in crypto. AIDPay converts fiat and the most important cryptocurrencies into AidCoin, providing a **tax deduction receipt** to donors. People can support a great cause and easily save money from their taxes. AIDPay's fees are paid in token.
- AIDChain is our own blockchain explorer that tracks AidCoin donation flows. It will be accessible to anyone - even to those with limited tech skills. AIDChain will be able also to **track fiat money flows** thanks to the integration with the banks' API, providing a full transparent picture on how charities are using the funds. AIDChain's fees are paid in token.
- CharityStars is a **well-established, VC-backed charity fundraising** company. Since its inception, our team of 25 professionals has worked with **500+ charities** including Unicef, Save the Children and WWF. Our core competency is the ability to forge high-level partnerships between charities, celebrities and high-profile corporations. Unlike other projects looking to tokenize the non-profit sector, CharityStars has developed an ecosystem of charities, donors, celebrity donors and gala events to jumpstart the immediate use of the tokens - indeed, such ecosystem is already up and running. CharityStars, therefore, has the capabilities and resources to fulfil the blockchain promise to the nonprofit world.
- CharityStars shall utilize the token internally to incentivize adoption and retention rates by the **40,000 bidders** within the CharityStars community, who will be required to purchase and keep AidCoin tokens in order to participate in the most exclusive auctions. ICO supporters can immediately use the AidCoin token on the CharityStars platform to participated in the five hundred monthly high-profile auctions featuring celebrities, artists and luxury brands. CharityStars' fees will be paid in token.

- As outlined below, in token economy section, AidCoin has laid down the basis for a real token economy where all participants, both donors and charities, are incentivized to buy and keep a portion of the tokens. To additionally sustain a healthy long-term value to the coin, we are introducing a **burning fee** mechanism to reduce the total supply of tokens. Since commissions are paid with tokens, a variable portion of the them will be burnt over time. As the volume of the AidCoin ecosystem increases, the total supply of tokens decreases pursuant to the burning fee effect, thereby increasing the value of AidCoin.
- The entire process of our token sale has been audited by accredited advisory firms to be fully compliant with current industry best practices and market regulations. The ICO placement and the KYC and AML process will be assisted by **BitcoinSuisse**, a Swiss-based financial provider specialized in crypto-asset who already successfully held more than 20 ICOs, raising more than \$500 million.



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# OUR STORY

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## Our Inception

CharityStars founder Francesco Nazari Fusetti is a **serial entrepreneur** who has proven his tenacity through the numerous ventures he has built from the ground up. At just 20 years old, Francesco launched his first venture, ScuolaZoo. Originally a blog for Italian students to share humorous contents, ScuolaZoo has grown into a \$12M social network and tour operator for students in Italy, with 3M followers on Instagram and Facebook, employing 70 people in its Milan headquarters.

Francesco's next light-bulb moment came unexpectedly when he learned that someone had decided to donate \$3M for a lunch with Warren Buffet. Seeing a way to monetize this further for the greater good, he enlisted two cofounders Manuela Ravalli and Domenico Gravagno and invested his savings to fund a beta project around celebrities and the charities they loved, launching the first batch of auctions in June 2013. By the end of that year, CharityStars had 20 charities on board, reached \$75K total gross sales and caught the eye of the press which resulted in features in more than 1,000 articles in the Italian and international press.

CharityStars specialized by auctioning unique experiences (VIP backstage tickets, dinners with celebrities and top CEOs, etc.) and rare collectibles (jerseys worn by athletes, signed music memorabilia, luxury limited edition watches, artworks, etc). This affordable fundraising tool is a win-win-win for - (1) charities, which gain with an effective channel to increase donations and achieve public awareness, (2) brands and celebrities, who can improve their visibility while doing good, and (3) bidders looking for original items and unique experiences.

By 2016, CharityStars was holding high-exposure auctions drawing high-ticket prices, including power-lunches with the founder of Candy Crush (sold for \$29,000) and former Italian President Silvio Berlusconi (\$80,000), artwork by Andy Warhol (\$32,000), and a Barcelona soccer shirt signed by Lionel Messi (\$13,000). 2016 marked the introduction of a series of innovations including a website redesign, the launch of prize draw technology, the iOS and Android app restyling, and the adaptation of the company's business model to embrace private users such as artists and private collectors who auction their works and memorabilia.

In 2016, CharityStars secured a **\$2.4M Series A** round from notable investors including 360 Capital Partners and renowned entrepreneur and *Shark Tank* regular, Fabio Cannavale.





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Posted Aug 8, 2016 by [Steve O'Hear \(@sohear\)](#)



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### Crunchbase

#### CharityStars

FOUNDED  
2013

OVERVIEW  
...

LOCATION  
Los Angeles, CA

CATEGORIES

Today, thanks to the numerous varied formats offered by the platform, including auctions, sweepstakes, "Buy Now" and gala silent auction technology, CharityStars boasts over:

- 500+ charity partners.
- 40,000 registered bidders.
- \$10M in auctions to date.

Operating in a growing global giving market worth \$15B in the US alone, the company has offices in Milan, London and Los Angeles, operating in three different markets.

The following are examples of past auctions:



**\$33,133**

FRONT ROW AT THE  
MILAN FASHION SHOW



**\$ 9,608**

SIGNED IRON MAIDEN  
FENDER STRATOCASTER

**\$36,000**

A MEETING WITH  
CRISTIANO RONALDO



**\$34,296**

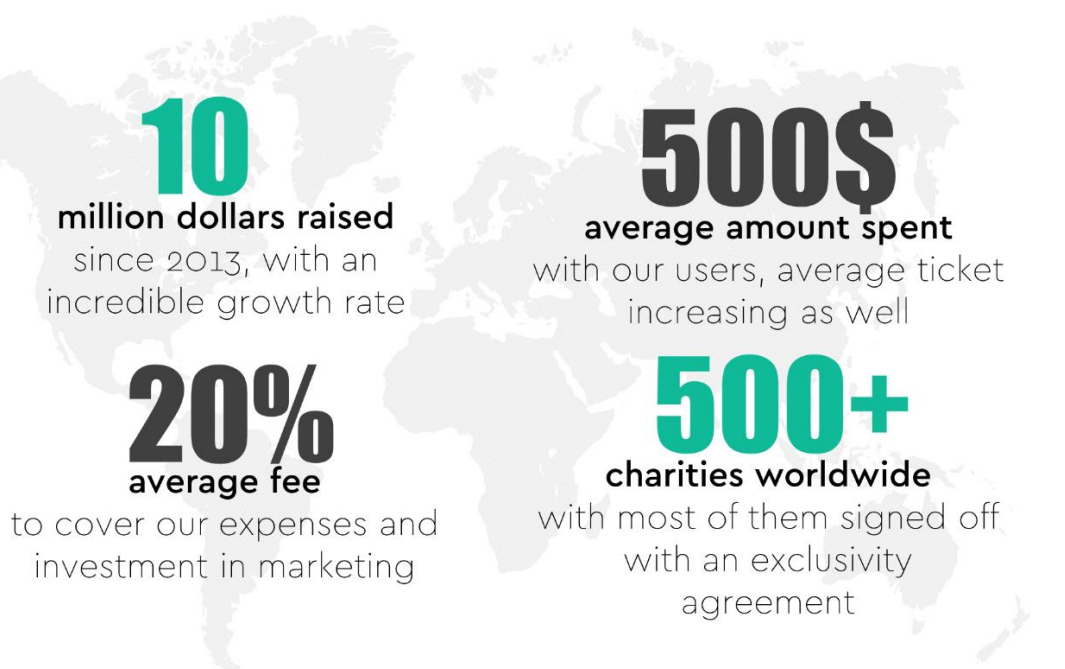
IWC SCHAFFHAUSEN BIG  
PILOT'S WATCH

**\$47,061**

MEET VALENTINO ROSSI  
AND TAKE HOME HIS  
SIGNED YAMAHA YZF-R1



CharityStars covers its own costs by collecting a 20% success fee on the amount raised through the online bid, while the rest goes towards the cause. CharityStars' fee goes towards platform development, online marketing, managing payment flows, sourcing and delivery of items, and event organization. At the center of the company's success is its ability to provide its clients with a global audience and multiple fundraising channels all in one place. This has translated into an impressive client list comprised of big names such as WWF (joined the platform in 2013), Make-A-Wish (2014) and Save the Children (2013). Approximately 80% of these clients have signed exclusivity agreements, essentially electing CharityStars as their preferred fundraising platform and setting high entry barriers for other service providers.



## THE CHALLENGE

### Background

For many years, the nonprofit sector has been plagued with scandals related to misappropriation or disappearance of funds, most notably the \$187 million misappropriation to cancer charities by James T. Reynolds. In other cases, donors are mystified at the lack of results—for example in the case of the Red Cross' failure to enable recovery in Haiti despite receiving \$500 million in donations following the 2010 earthquake.





While charitable contributions continue to rise<sup>1</sup>, as donors are demanding more accountability to know how their money is being spent, trust in charities has been declining<sup>2</sup>. In a 2015 poll, more than a third of those interviewed did not trust charities and nonprofits<sup>3</sup>. With forerunners such as Kiva and GiveDirectly, charities are looking to how to be more transparent about where the donor's money is going.

## Transparency

When it comes to transparency, there are several methodologies organizations use to provide transparency to their donors.

- Self-reporting: on websites and in annual reports, agencies report on their progress and where the money is going. In many crowdfunded projects, the crowdfunding recipient is also executing the project, and they report from the field.
- Recipient reporting: recipients of the aid report their own progress. This is most prominent on websites where organizations allow donors to give to a specific person, cause or project.
- Third-party reporting: organizations such as GuideStar, Charity Navigator and the Wise Giving Alliance provide oversight for charities, giving them a ranking for their performance. However, the resources of these reports are limited to public reporting from the charities.

In most cases, donors do not have a centralized way to see how their money is being used. They are left with fragmented information that is difficult to compare to information from other organizations where they donated funds.

## Market

Charitable contributions are growing year-by-year, with \$370B in the US alone. Online donations, however, account only for 5% of total transactions, and the use of cryptocurrencies is almost non-existent. Yet, by 2025 10% of GDP is expected to be generated on blockchains while cryptocurrencies already reached a total market capitalization of almost 200 billion (as of November 2017).

Although the benefits of transparency and the potential of cryptocurrency is clear, nonprofits are poorly positioned to embark on new technology initiatives related to blockchain and crypto world, since they are busy with their main business: help-

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<sup>1</sup> <https://givingusa.org/giving-usa-2017-total-charitable-donations-rise-to-new-high-of-390-05-billion/>

<sup>2</sup> <https://www.gov.uk/government/news/public-trust-in-charities-has-fallen-reports-charity-commission>

<sup>3</sup> <https://www.philanthropy.com/article/1-in-3-Americans-Lacks-Faith/233613>







ing the recipients of charity. However, when they are introduced to new technology avoiding costs and risks of development, charities stand to benefit tremendously.

## Our Vision

Leveraging its success in generating millions of dollars in charity auctions, CharityStars is raising funds to reach the next level of its ambitious vision: bringing blockchain and crypto donations to the nonprofit sector.

The benefits of applying the distributed ledger technology to the nonprofit sector are numerous: increased transparency, traceability, better connection between donor and recipient and reduced overhead. Donors will have more trust in the sector and, consequently, will be more willing to donate. Moreover, thanks to the creation of a distinct nonprofit token, we will be able to incentivize donations through different monetary policies, aligning investors' and donors' motivations.

## Shared public ledger: Tracking every penny

Distributed Ledger Technology (DLT), or blockchain technology provides a shared ledger which is immutable and allows for full transparency. Records on the blockchain cannot be erased, so when used for cryptocurrency, blockchain technology provides traceable accountability showing the exact flow of any coin in the ecosystem. This tamper-flow system has clear use in the nonprofit area: when someone donates a token, they can see exactly how it was used throughout its lifecycle.

The following are the types of transparency that can be designed for transparency of charitable organizations:

- Tracking the actual use of funds, from the time money is donated up until its conversion into local fiat currencies.
- Verification of the identity of the recipients and reporting on the blockchain of their funds use.
- Tracking of administrative costs of nonprofits.
- Ensuring money earmarked for specific projects actually gets to those specific projects.
- Comparison of the effectiveness of a euro spent in one charity versus a different charity.
- Tracking of the investment policies of charities with the monies they hold.
- Reduction in transaction costs of money transfer through cryptocurrency rather than financial intermediaries. This becomes especially relevant when

dealing with organization that operate in developing countries, where transfer fees for remittances can be as high as 20%<sup>4</sup>

## Will the nonprofit sector be the next disrupted by the Blockchain?

Blockchain is the appropriate architecture for charities aiming to ensure transparency and accountability.

Blockchain is already being tried by organizations such as Start Network, a network of charities worldwide including Oxfam, Save the Children, and Christian Aid. Start Network determined that blockchain "could catalyze a new way of working, one that is transparent, fast and which drives accountability to taxpayers and those affected by crises."

## AIDCHAIN

CharityStars will develop AIDChain, a personalized blockchain explorer platform with a simple and clear user interface, accessible both through website and mobile applications. The aim is to provide a tool accessible to anyone, especially to people that are not familiar with the blockchain or lack tech skills: our aim is to make the explorer accessible to all donors.

In order to transparently track AidCoin donations and benefit from specific economic incentives, charities must register and be verified on the AIDChain platform. Meanwhile the registration of the platform is free, organizations will need to spend tokens in order to give full access to their donors and provide them a cutting-edge technology. The platform will provide the following benefits:

- **Transparent on chain transactions:** thanks to the Ethereum blockchain, the combination of AidCoin and AIDChain will provide transparency in the nonprofit sector, allowing individuals to track their donations along the chain. AidChain will show all the data related to a donation and linked to the blockchain by providing a receipt of each donation, which can then be held as conclusive proof. Each receipt contains: donation amount, timestamp, donor address and name (if public), recipient address and name.
- **Transparent off chain transactions:** AIDChain tracks donations even after a token is converted to fiat. The Payment Services Directive (PSD, 2007/64/EC) is an EU Directive, administered by the European Commis-

<sup>4</sup> <https://www.economist.com/blogs/dailychart/2010/12/remittances>



sion to regulate payment services and payment service providers throughout the European Union. Pursuant to PSD2 law, European banks will be required to adopt publicly available APIs starting from January 2018 until the end of the year. AidCoin is collaborating with TrueLayer, a UK licensed company that build financial apps that connect to bank data, verify accounts, and access transactions in real-time. Thanks to this collaboration AidChain will be able to seamlessly communicate with the charity bank APIs and provide a clear picture on how the charity is spending the funds received.

If a charity does not have this kind of service from its bank (not EU charity) we will provide a software to easily give access to our blockchain and manually input off chain data. For example, if the organization states in the ledger that the money is going to be used for medical supplies, the organization will be prompted to upload the receipts for the supplies and shipping within the timeframe stipulated, and everything will be recorded on AID-Chain. Through techniques like timestamping on blockchain or the uploading of almost any type of document on the Ethereum-based blockchain ecosystem, it is now possible to certify the identity of the document owner, as well as its date and time. Moreover, with the technology offered by platforms such as Bloki (<https://www.bloki-chain.com/>), you can also verify the integrity and compliance of a file uploaded on Ethereum's blockchain at any time. Even through the use of APIs, such as those offered by Bloki, it is possible to receive irrefutable proof to confirm the successful receipt of a donation initiated through our platform.

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Even after a token has been converted to fiat currency, the ledger continues to receive reports from the organization, acting as a cryptographic and secure bridge between the physical and the digital world.

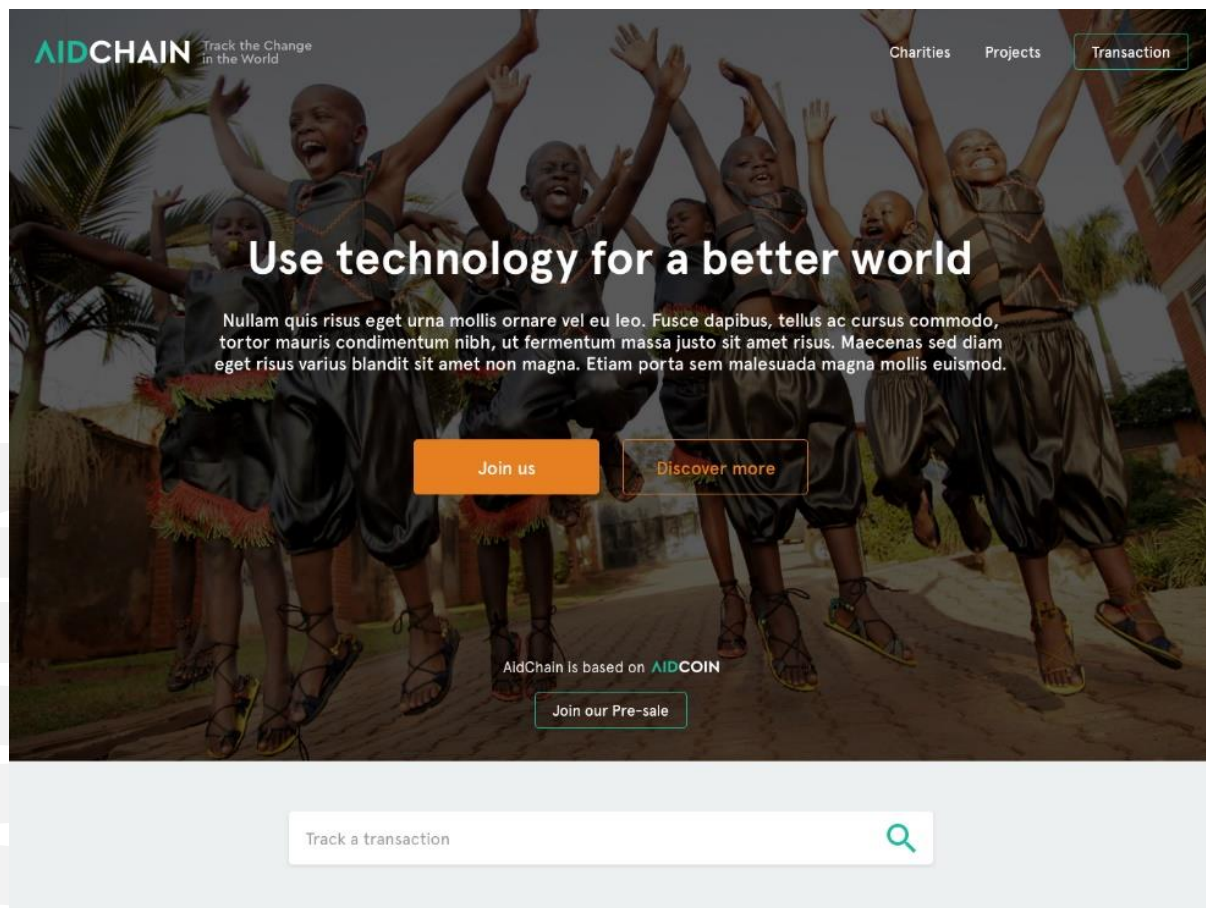
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- Account and identity management: charities, **once registered and verified**, will be able to create an organization account providing several information to donors (general info, official address, donations received). This kind of KYC identity process will be crucial for the Tax Deduction Receipt service that we aim to provide for those who are donating with AidCoin. AIDChain will be able to ensure that the address corresponds to an official registered charity.



- Communications management: through Aichain platform, nonprofits will be able to send personalized report and automatic communications emails to donors without the cost of creating and maintaining their own platform.
- Donations payment: a built-in wallet (AIDWallet) will enable every registered user to directly manage their AidCoin and donate them without leaving the platform.
- Developing our own AIDWallet will require some time; in the meanwhile, we are partnering with Eidoo, a leading crypto wallet that simplifies the interaction between the blockchain and their users, in order to offer to our charities an iOS and Android app to store, receive, convert and spend AidCoin tokens in an easy way since day one.





## Last transactions

Date	From	To	Amount	Details
11/03/2017	Wallet Donor X <small>s78dfr0btdnc32674895y6n33r</small>	Refugees Relief <small>d83n587mvtg72nld8430wt02n</small>	24,000 AID	<a href="#">Expand</a>
23/05/2017	Wallet Donor Y <small>s78dfr0btdnc32674895y6n33r</small>	Education Fund <small>d83n587mvtg72nld8430wt02n</small>	4,000 AID	<a href="#">Expand</a>
08/06/2017	Wallet Donor W <small>s78dfr0btdnc32674895y6n33r</small>	Cancer Research <small>d83n587mvtg72nld8430wt02n</small>	57,000 AID	<a href="#">Expand</a>
15/11/2017	Wallet Donor Z <small>s78dfr0btdnc32674895y6n33r</small>	Refugees Relief <small>d83n587mvtg72nld8430wt02n</small>	79,000 AID	<a href="#">Expand</a>

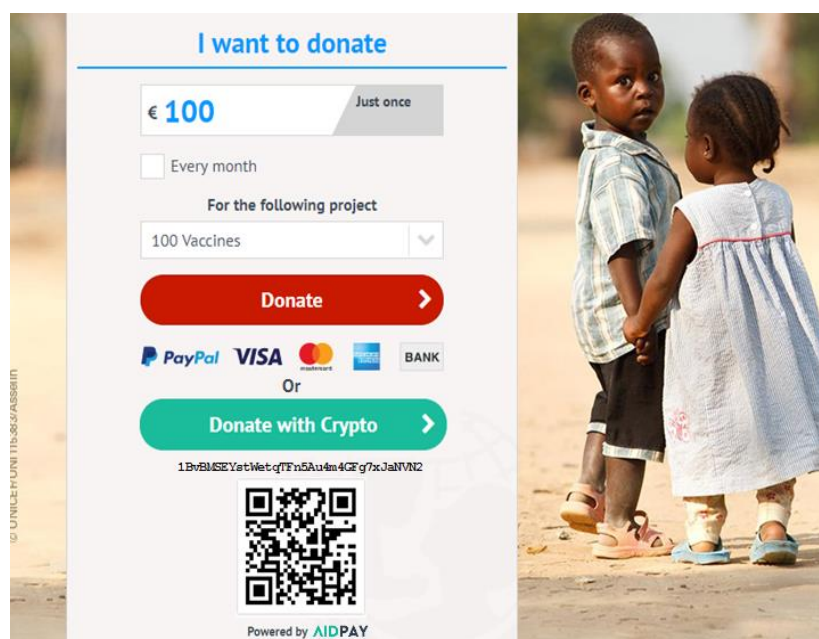
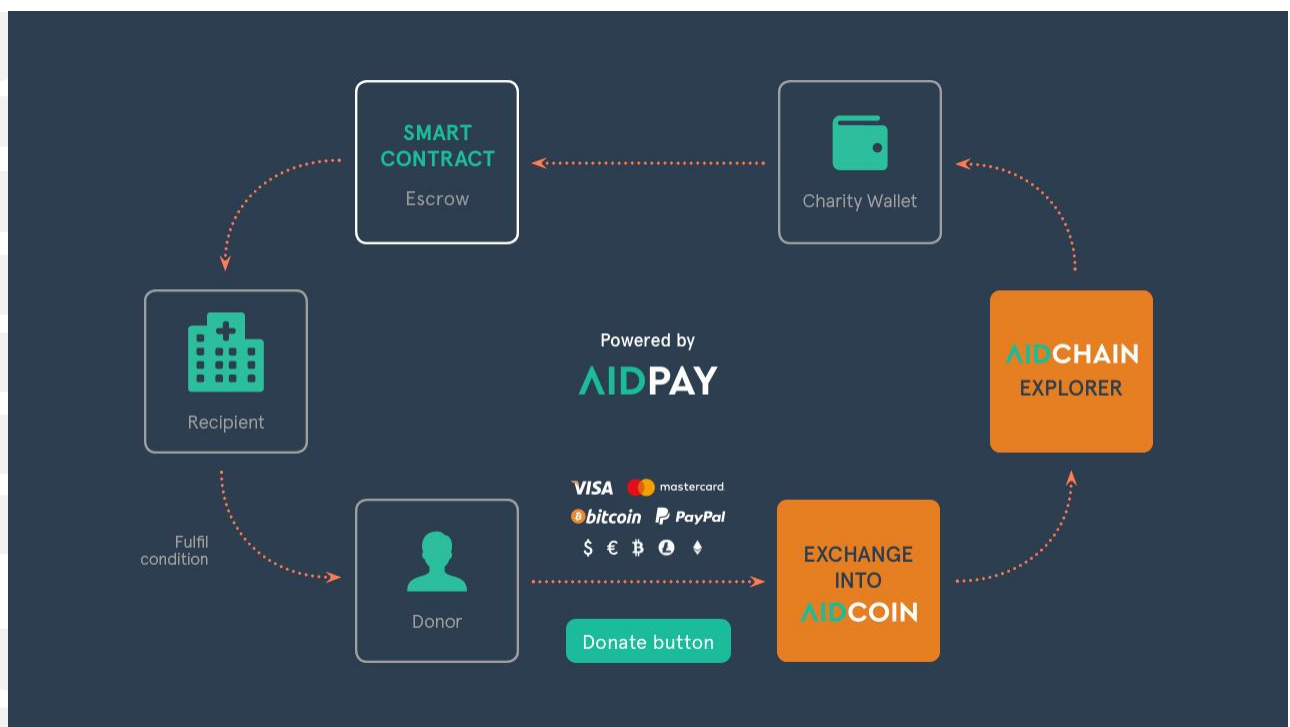
## AIDPAY

AIDPay wants to become the payment gateway processor for all the donations made with crypto. Our technology allows to convert BTC, ETH and the most important altcoins into AidCoin at the current exchange rate.



Incorporating the AIDPay button into their websites, charities can start accepting crypto currencies for their fundraising campaigns avoiding the hassle for the charities to utilize different wallets.

One of the main drivers for donors to donate through AIDPay is the ability to get immediate tax deduction receipts on the behalf of the charity. Charities are still not knowledgeable about the topic so it will take several time for them to be able to provide assistance to donors on this delicate legal matter. AIDPay instead is able to provide a compliant tax deductible receipt acting as a trusted middleman at-testing the ownership of the wallet (through the AIDChain ledger)





## AIDPOOL

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Ten percent of all tokens created will be allocated to the AIDPool. Tokens will be initially used to onboard new charity and fundraiser organizations, thereby increasing platform adoption among the nonprofit sector.

In a second step, they will be used to incentivize charities to track funds usage even when tokens are converted to fiat; an amount of token will be rewarded every time a proof of use (for example receipts and invoices) is registered on the blockchain.

Moreover, every AidCoin token holders will be **able to vote** on future decisions regarding how to use AIDPool's tokens.

## SMART CONTRACTS

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The aim of smart contracts is to provide more security than traditional ones and reduce the transaction costs. Various types of clauses can be created as partially or fully self-executing, self-enforcing, or both.

Implementing smart contracts in the nonprofit sector adds a layer of security for donors, allowing the transfer of funds only if specific conditions are met.

For example, a fundraising campaign may be deemed successful only if at least 50% of the funds needed are raised: if the condition is not met, the smart contract will return the donations to the donor. Similarly, a smart contract can keep the donation in an escrow account until independent validators confirm that the charity has delivered the promised project.

We believe that smart contracts are playing a central role in increasing the adoption of crypto donations. Nonprofit organizations and other fundraising platforms (eg. crowdfunding) will be more incentivized to accept AidCoin as the preferred method to donate if, in addition to the public transparency provided by AIDChain, the donors will be sure that their donations are used only upon fulfilment of set conditions and contingencies.

AidCoin is enthusiast to collaborate with open source smart contract apps like Giveth.io and Alice.si.

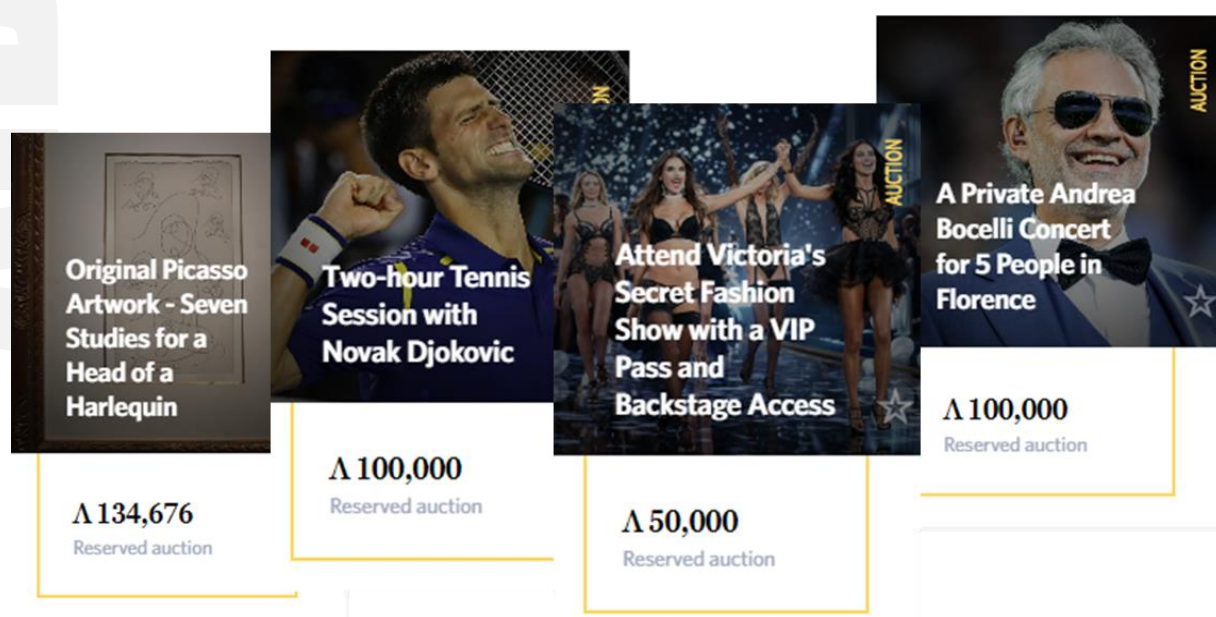




# CHARITYSTARS: AIDCOIN FIRST USE CASE

Unlike other projects looking to tokenize the nonprofit sector, CharityStars has developed an ecosystem of charities, donors, celebrity donors and events that will be leveraged to immediately use the token. CharityStars will be the **first fundraiser website** to accept AidCoin on its own platform. Some benefit to incentivize the community to buy and hold AidCoin tokens are:

- Discount price: auctions paid in AidCoin will benefit from a 5% discount on the hammer final price. As the platform's average ticket is \$500, this results in a big incentive to donors to use the tokens as a medium of exchange.
- Membership club auctions: to participate to these special auctions, users will need to have AidCoin deposited in their wallet. The amount of tokens required will change based on the auction's nature and price. This will enable certain users to bid on some of the most amazing once-in-a-lifetime experiences we have ever hosted on our platform.



# TOKEN ECONOMY

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The crypto-economy is a new financial sector relating to the movements of money within the blockchain sector: although it emerges contextually with the development of blockchain technology in 2008, it is only in 2015, with the launch of Ethereum that the first significant developments are set in motion.

Ethereum has given birth to smart contracts and, particularly relevant for the purposes of this paper, "private" tokens on the blockchain: the ERC-20.

Although limited in its use until recently, the token economy is witnessing the flourishing of thousands of businesses which have been facilitated in their access to capital.

The players active in the crypto-economics market, vary significantly but may be broadly categorized as follows: 1) investors, 2) startups, 3) stakeholders.

A startup pondering whether to issue a token must, firstly, consider the rationale of issuing such token and whether it will fit within the dynamics operating within the niche of the crypto-economy in question. Only then, should a token emission be decided.

There are four evaluation criteria:

1. Quantity and quality of the subjects involved
2. Incentives to buy for different subjects
3. Incentives to keep the token
4. Innovation in a given industry (explained above)



## AIDCOIN CASE

One of the main advantage of AidCoin is that it meets the token economy principles, as we are able to offer incentives both to buy and to hold the tokens.

### INCENTIVE TO BUY

PRIVATE DONORS	COMPANIES	CHARITIES
To donate more transparently thanks to blockchain and our AIDChain explorer	To donate more transparently providing better data for their Corporate Social Responsibility report.	To access the services of the AID ecosystem (AIDChain, AID-Pay, AIDWallet, CharityStars etc)
To get instant crypto tax deduction and save money from taxes		
To purchase on CharityStars auction marketplace with 5% discount		
As a store of value		

### INCENTIVE TO HOLD

PRIVATE DONORS	COMPANIES	CHARITIES
Store of value	Store of value	To keep access of the AID ecosystem services
To participate and join the CharityStars auction VIP membership club		To pay AID ecosystem services and all the other players that will join the ecosystem, (layers, marketing, advertising, consulting, volunteers etc)



## THE CORE TEAM

With so many ICOs on the market today, many of them in the area of charity and giving, one thing is clear: tokens are going to be an integral part of how we give to charity in the future. One thing isn't clear: who will be the leader in the world of nonprofit charity tokens?

The main reason that AidCoin has a tremendous advantage over every other coin offering in this area is that we have an established, proven team that has been in this field for many years.



### **Francesco Nazari Fusetti, CEO & Founder**

Serial entrepreneur and angel investor

Previously founder of ScuolaZoo, largest Italian student community with €12M turnover and 70 employees, completely bootstrapped

BA in Management at Bocconi University, Milan

### **Manuela Ravalli, Business Development Manager**

Leading top-level charities and celebrities acquisition across Italy, UK and US

PR manager with a portfolio of countless celebrities and high net worth individuals

Bachelor in law at Cattolica University, Milan



### **Vittorio Minacori, CTO**

Full stack developer, blockchain developer

Ten years of experience in IT and Digital industry (Solidity, SQL and NoSQL Databases, PHP, Java, C++, C#, HTML5, CSS3, LESS, Sass, Twig, JavaScript, AngularJS, Polymer, jQuery, AWS, RESTful Web Services and APIs, etc)

Degree in Computer Engineering from University of Catania



### **Alexandra Ducocq, COO and US Managing Director**

Leads US operations

9 years of experience in charity fundraising

Previously the COO of Prizeo and West Coast Manager at CharityBuzz

Studied Management at UCLA



### **Shanna Zullo, US Business Development Manager**

Manages US charity acquisition

5 years of experience in digital fundraising

Previously served as a campaign manager at local competitor Charitybuzz

Graduated from The University of Arts, Philadelphia



### **Robert Robinson, UK Managing Director**

Oversees UK business development

6 years of experience in business development at the fundraising event organization Global Party. Prior to that, served as a Sales Manager at Free Holdings

BA in Recording Arts, University of Westminster



# TOKEN SALE

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The token generation event will create and distribute a maximum of 100 million AidCoin.

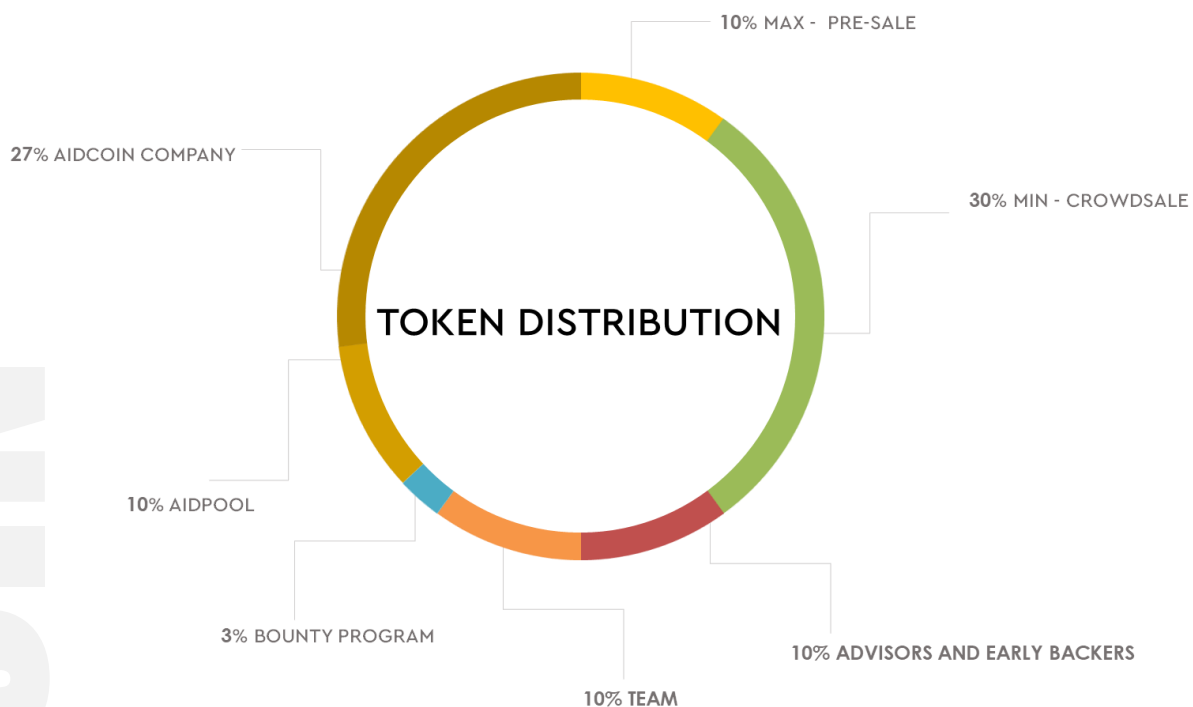
Symbol	AID
Maximum Supply	100,000,000 AID
Type	ERC20
Price	1000 AID = 1 ETH
Pre-sale Period	20/11/2017 – 30/11/2017
Crowdsale Period	15/12/2017 – 30/12/2017
Accepted Currencies	ETH, BTC, USD, EUR, CHF
Minimum Cap	4,000 ETH
Maximum Cap	40,000 ETH

To reward our early adopters and community supporters we will held a token pre-sale with a 20% bonus, starting on November 20, 2017. The maximum amount raised on pre-sale will be 8,333 ETH for 10,000,000 AID. Unsold tokens will be allocated to crowdsale.

Crowdsale allocation will start on December 15, 2017 and will be managed by our partner Bitcoin Suisse AG, a Swiss-based financial provider specialized in crypto-asset who already successfully held more than 20 ICOs, raising more than \$500 million. The amount raised on crowdsale will be 30,000 ETH for 30,000,000 AID plus ETH raised for tokens possibly unsold during pre-sale.



## Token distribution



The initial generation of AidCoin is programmed by a smart contract running on Ethereum and will be distributed as follow:

- Up to 10% of tokens (10,000,000 AID) will be allocated to pre-sale contributors and will be transferable when crowdsale ends;
- A minimum of 30% of tokens (30,000,000 AID) will be allocated to crowdsale contributors and will be transferable when crowdsale ends;
- 10% of tokens (10,000,000 AID) will be allocated to the team and will be vested for 12 months;
- 10% of tokens (10,000,000 AID) will be allocated to early backers and advisors that have contributed to the project's success. 20% of tokens will be transferable from January 15, 2018, while the remaining 80% will be vested for 6 months;
- 10% of tokens (10,000,000 AID) will be allocated to the AidPool to incentivize AidCoin adoption and bootstrap the ecosystem;
- 27% of tokens (27,000,000 AID) will be allocated to AidCoin parent company and will be held as a provision for future expenses, partnerships, business development, marketing and strategic acquisitions. Tokens will be vested for 12 months;





- 3% of tokens (3,000,000 AID) will be used to eventually create a bounty program. Unused token will be reallocated to the AidPool.

No further issue of AidCoin tokens will be made.

## End of sale

The buyer accepts and acknowledges that these tokens do not entitle their owners:

- to participate in any decision or vote within the Company;
- to benefit from the Company's results;
- to derive any economic or other gain from the Company. The Client therefore acknowledges that they are fully aware both that the tokens are in no way associated with ownership rights, voting rights or dividend rights, and that they do not constitute shares in CharityStars or in any other comparable asset.

## Use of funds

Use of the funds from the crowdsale will be reparted for the following activities:

- To develop AIDChain, AIDPay and AIDWallet platforms, expanding our actual core blockchain developers team up to 8 members
- To secure partnership with other ERC20 players in the ecosystem to add value to the token usability
- To educate and drive blockchain adoption among charities, primary in the UK, Italy and US market where CharityStars is already established. Thus a new division of sales people will be hired and formed to increase the network of adopters
- To cooperate with social responsible companies in order to transform Aid-Coin the preferred method of giving transparently.
- To invest in PR and marketing campaigns to dramatically increase the token's awareness and diffusion.
- To eventually acquire or sign partnership with other smaller fundraising platforms in strategic countries to speed up the token global diffusion



## DEVELOPMENT STEPS

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The AidCoin token is designed to become the preferred token for the nonprofit industry. Our marketing strategy is based on four pillars:

- Initial implementation through the CharityStars platform, using our current (and growing) user base.
- Leveraging our core competency of creating strong partnerships with charities, celebrities, foundations, and corporate giving programs to bring other fundraising platforms on board over time.
- Creating the absolute best interface for interaction between charity organizations and projects and the donors to those projects, saving charities time and money on marketing, and increasing the transparency and accountability throughout the pipeline from fundraising to donations and distribution of funds.

As the technology proves itself in the area of transparency and nonprofit work, other digital fundraising platforms will begin to adopt the technology. We foresee it as a responsible way to give, and one which will lower transaction costs.

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**Beyond the initial ecosystem, CharityStars will be partnering with corporate giving programs, additional celebrities, and other fundraising platforms to establish the AidCoin token as the de facto coin for nonprofit and charity giving.**

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### **Phase 1: Initial introduction and expansion through CharityStars**

At first, we will incentivize our charities to accept AidCoin tokens, offering a fee discount on our standard 20% success fee. Donors, as well, will be incentivized to convert fiat to tokens in order to get a 5% discount on auction hammer prices. Beyond year 1, we will gradually decrease this discount incentive mechanism because we expect the tokens to have proven themselves. Being tokens fully traceable, charities will be rewarded by their donors by providing a superior transparency experience with our set of tools.



## Phase 2: Corporate giving and fantastic marketing experience

### Corporate Giving

Corporate giving and CSR programs offer tremendous potential. Managers feel a responsibility to make sure that corporate giving programs are providing value, so the ability to provide transparency and accountability is important to them. Throughout its history, CharityStars has been a leader in forming partnerships with companies, so we are expanding that expertise to corporate giving programs.

As of today, 64% of CEOs have declared that CSR is a core part of their business and no longer a standalone program. While CSR has been proven to create value for both businesses and society, the amount raised by companies and the destination of the funds is not transparent. By adopting AidCoin, businesses can create corporate gifts, rewards for employees, and CSR campaigns which will be fully trackable.

Companies will have an easier time adopting technology and, in particular, understanding how a distributed ledger technology can give them insight into how the money is held, transferred and spent within the organizations to whom they donate. Furthermore, tokens and cryptocurrency can give these organizations a unique way to incentivize their employees. Programs such as matching donations programs and holiday giving programs can use tokens in a variety of ways to encourage participation of employees. Through the marketing platform, companies will have accurate reporting of the charities and causes that are closest to the hearts of their employees, allowing them to improve their employee relations as well as affect outcomes in the areas that their Corporate Social Responsibility (CSR) programs want to impact.

CharityStars has worked with many corporations, including Hugo Boss, Citroen, Yamaha Racing, Armani, IWC and Peugeot, proving itself as a preferred destination for CSR activities. For example, CharityStars partnered with the 13th largest European Bank, Unicredit, to create a private whitelabel solution for a private art auction exclusive for their employees. More than 850 artworks were successfully sold.

## Phase 3: Onboarding of other fundraising platforms

Other fundraising platforms include crowdfunding platforms, sponsorships for athletic events, community fundraising platforms, etc. All of these fundraising platforms stand to benefit from using the AidCoin tokens because they can provide accountability of the monies collected as well as utilize the marketing tools that are built into the platform. Furthermore, as charities in the ecosystem begin to prefer this way of funding, fundraising platforms will be compelled to adopt it as a standard.



Within the platform, we will provide identity for KYC that can help individuals track all of their donations across different platforms. Today, you may give to your favorite charity in a variety of ways. You might round up your Amazon purchases with AmazonSmile, give a percentage of your eBay sales, contribute to a friend's charity run and also bid at a charity auction. You've given to this same favorite charity in 4 ways, but today you have no way of tracking that. If you were using AidCoin tokens, you would be able to see on your dashboard exactly what you'd given, how you'd given it and where it went. You get the satisfaction of seeing your numbers grow as you give to this charity, and you're able to read reports from recipients of your charity.

#### Phase 4: Becoming the de facto giving token

At this point, the ecosystem will grow naturally, with fundraisers, donors, charities, and corporate giving organizations naturally choosing to use AidCoin. Philanthropists might choose to purchase AidCoin tokens for their foundations to ensure that the funds can be used only for their intended purpose. Charities might choose to pay portion of their employees salaries in tokens or they might use to reward their volunteers. Social responsible companies such lawyers firms, event organizers, pr firm, real estate agency etc might start to accept tokens for a portion of the payments. Over time, this form of giving will be preferred worldwide for the advantages of transparency, smart contracts, reduced transaction fees, and user-friendly updates and connectivity between donors and recipients.

## ROADMAP AND MILESTONES

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DATE	MILESTONE
NOV 17	Launching the token pre-sale
DEC 17	Launching the token corwdsale (ICO) and getting listed on a primary exchange
Q1 2018	Delivering AIDPay, starting to convert from fiat and the most popular crypto currencies. Creating embed widgets for charities to integrate the donation button into their donation pages. First beta of AIDWallet released.



Q2 2018	Completing the first beta of our AIDChain explorer and the integration with bank APIs.
Q3 2018	Releasing the AIDWallet second beta, allowing the cashout feature crypto to fiat.
Q4 2018	Majority of transactions on CharityStars are conducted through Aid-Coin. Partnership with other players will be achieved.  Completing the final AIDChain product with several new features such as donor KYC, email tracking system etc.
Q1 2019	Developing a new set of APIs for additional services of the AID network.

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## LEGAL INFO

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### **General Information:**

In order to fund the development of the AidCoin ecosystem, 100,000,000 ERC20 tokens (onwards called AidCoin tokens, or AidCoin) will be created on the Ethereum blockchain and they will be sold to the public. The AidCoin token is a coin which will allow the User to access the service provided by the AIDTrack platform.

The AidCoin token does not have the legal qualification of a security since it does not give any rights to dividends or interests. The sale of AidCoin tokens is final and non-refundable. AidCoin tokens are not shares and do not give any right to participate in the general meeting of CharityStars. AidCoin tokens cannot have a performance or a particular value outside the AidCoin Platform. AidCoin tokens shall therefore not be used or purchased for speculative or investment purposes. The purchaser of AidCoin tokens is aware that the Federal Act on Stock Exchanges and Securities Trading law and the Financial Market Infrastructure Act, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable.

Anyone purchasing AidCoin tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of AidCoin.

### **Knowledge required:**

The purchaser of AidCoin tokens undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage).

AidCoin shall not be responsible for any loss of AidCoin tokens or situations making it impossible to access AidCoin tokens, which may result from any actions or omissions of the user or any person undertaking to acquire AidCoin tokens as well as in case of hacker attacks.

### **Risks:**

Acquiring AidCoin tokens and storing them involves various risks, in particular the risk that CharityStars may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring AidCoin tokens any user should carefully consider the risks, costs and benefits of acquiring AidCoin tokens in the context of the crowdsale and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with the activity (incl. the risks related to the non-development of the AidCoin platform) or any other risks as



indicated in the Terms & Conditions of the crowdsale should not acquire AidCoin tokens.

**Important disclaimer:**

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. The white paper does not include nor contain any information or indication that might be considered as a recommendation or that might be used to base any investment decision. This document does not constitute an offer or an invitation to sell shares, securities or rights belonging to CharityStars or any related or associated company. The AidCoin tokens are just a utility token which can be used only on the AidCoin platform and is not intended to be used as an investment.

The offering of AidCoin tokens on a trading platform is done in order to allow the use of the AidCoin platform and not for speculative purposes. The offering of AidCoin tokens on a trading platform is not changing the legal qualification of the token, which remains a simple means for the use of the AidCoin platform and is not a security.

CharityStars is not to be considered as advisor in any legal, tax or financial matters. Any information in the white paper is given for general information purpose only, and AidCoin does not provide any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of AidCoin according to their nationality and place of residence.

CharityStars today is not a financial intermediary according to Swiss Law and is not required to obtain any authorization for Anti Money Laundering purpose. This qualification may change in the case of AidCoin offering services which are to be considered as qualifying as financial intermediation activity. In this case, the use of AidCoin services may require the positive conclusion of a AML/KYC identification process.

Acquiring AidCoin tokens shall not grant any right or influence over AidCoin's organization. AidCoin confer no direct or indirect right to CharityStars' capital or income, nor do they confer any governance right within CharityStars. An AidCoin is not proof of ownership or a right of control. It does not grant the controlling individual any asset or share in CharityStars, or in the CharityStars network. An AidCoin does not grant any right to participate in control over CharityStars' management or decision-making set-up, or over the CharityStars network and governance to the Purchasers.





Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact CharityStars' business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire AidCoin tokens must be aware that the CharityStars business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire AidCoin tokens acknowledge and understand that neither CharityStars nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

CharityStars will do its utmost to launch its operations and develop the AidCoin platform. Anyone undertaking to acquire AidCoin tokens acknowledges and understands that CharityStars does not provide any guarantee that it will manage to achieve it. On concluding the Commercial Operation, these tokens will be issued by a technical process referred to as a «Blockchain». This is an open source IT protocol over which the Company has no rights or liability in terms of its development and operation. The token distribution mechanism will be controlled by a Smart Contract; this involves a computer program that can be executed on the Ethereum network or on a blockchain network that is compatible with Smart Contract programming language. They acknowledge and understand, therefore, that CharityStars (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use AidCoin tokens, except in case of intentional misconduct or gross negligence.

AidCoin is based on the Ethereum protocol. Therefore, any malfunction, unplanned function or unexpected operation of the Ethereum protocol may cause the CharityStars network or AidCoin to malfunction or operate in a way that is not expected. Ether, the native Ethereum Protocol account unit, may itself lose value in a similar way to AidCoin, and also in other ways.

### **Representation and warranties**

By participating in the crowdsale, the purchaser agrees to the above and in particular, they represent and warrant that they:

- have read carefully the terms and conditions attached to the white paper; agree to their full contents and accept to be legally bound by them;
- are authorized and have full power to purchase AidCoin tokens according to the laws that apply in their jurisdiction of domicile;
- are not a U.S. citizen, resident or entity (a "U.S. Person"), nor are they purchasing AidCoin or signing on behalf of a U.S. Person;
- are not a Chinese resident, nor are they purchasing AidCoin or signing on behalf of a Chinese resident;



- live in a jurisdiction which allows CharityStars to sell AidCoin tokens through a crowdsale without requiring any local authorization and are in compliance with the local, state and national laws and regulations when purchasing, selling and/or using AidCoin tokens;
- are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with and functional understanding of the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
- purchase AidCoin tokens because they wish to have access to the AidCoin platform;
- are not purchasing AidCoin tokens for the purpose of speculative investment or usage.

#### **Governing law – Arbitration:**

The Client acknowledges and accepts that the CharityStars ICO operation is taking place within a Swiss legal environment that is still under development. The Parties agree to seek an amicable settlement prior to bringing any legal action. Any dispute or controversy arising from or under the crowdsale shall be resolved by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chamber of Commerce in force on the date when the Notice of Arbitration is submitted in accordance with these Rules. The arbitration panel shall consist of one arbitrator only. The seat of the arbitration shall be Lugano, Switzerland. The arbitral proceedings shall be conducted in English.

