



CazCoin WHITEPAPER

A revolutionary digital currency is driven by
real-world use-cases

JULY 2018





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1 The Company

CazCoin is owned by CazProjects, a Limited company, registered in England and Wales.

The CazCoin vision is to bring cryptocurrency to real-world use and adoption

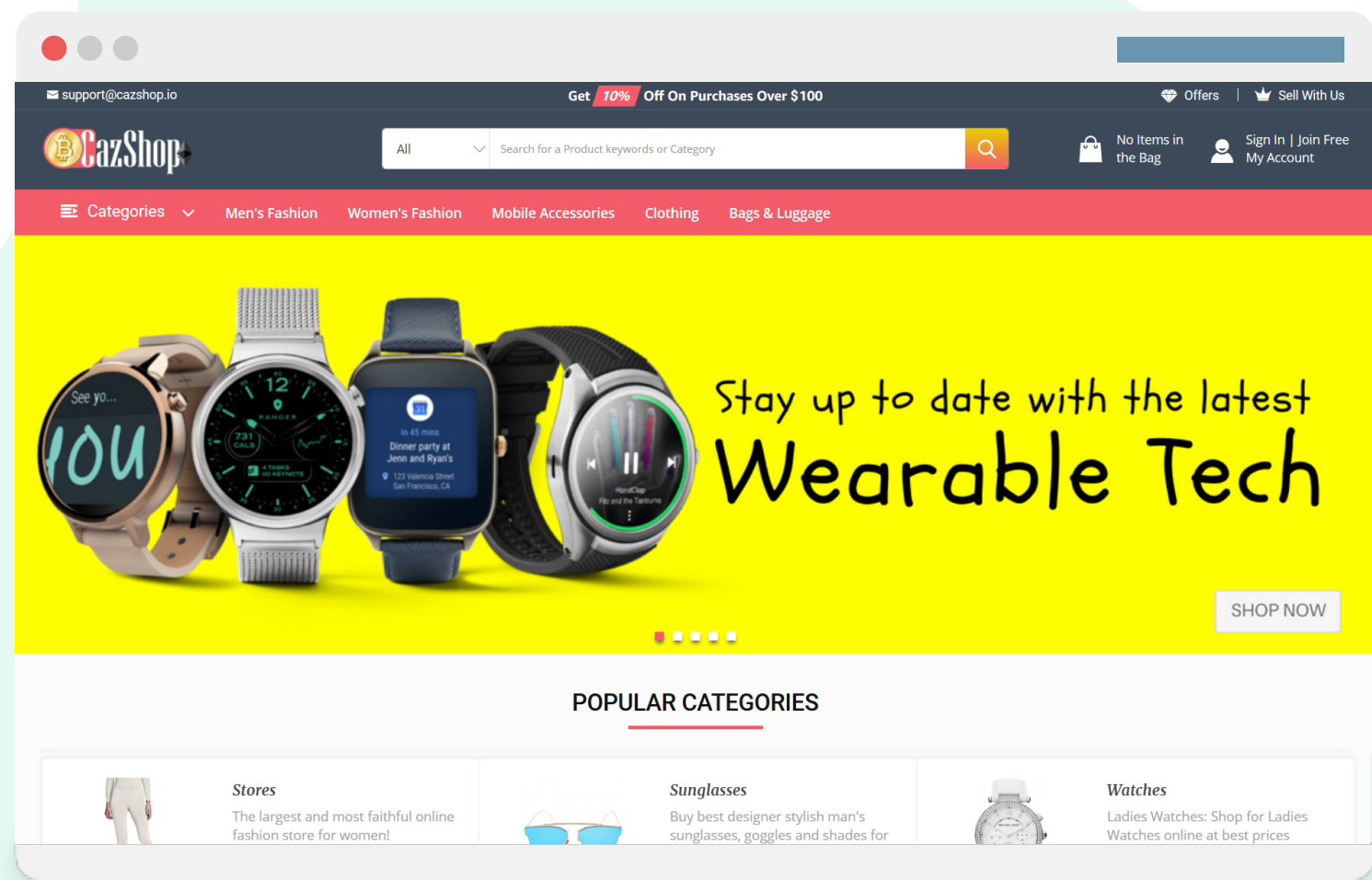
CazCoin is a blockchain-driven platform that identifies and addresses real-world use cases for cryptocurrency while providing an opportunity for

It provides a user-friendly and scalable payments system that will allow everybody to use cryptocurrencies, including its own utility coin, the CAZ, to pay for goods and services. It can be utilized by a variety of stake holders, including

- ➔ Current and potential buyers and traders of cryptocurrencies
- ➔ Manufacturers and vendors of goods and services
- ➔ Providers of utilities like electricity, water, and transport

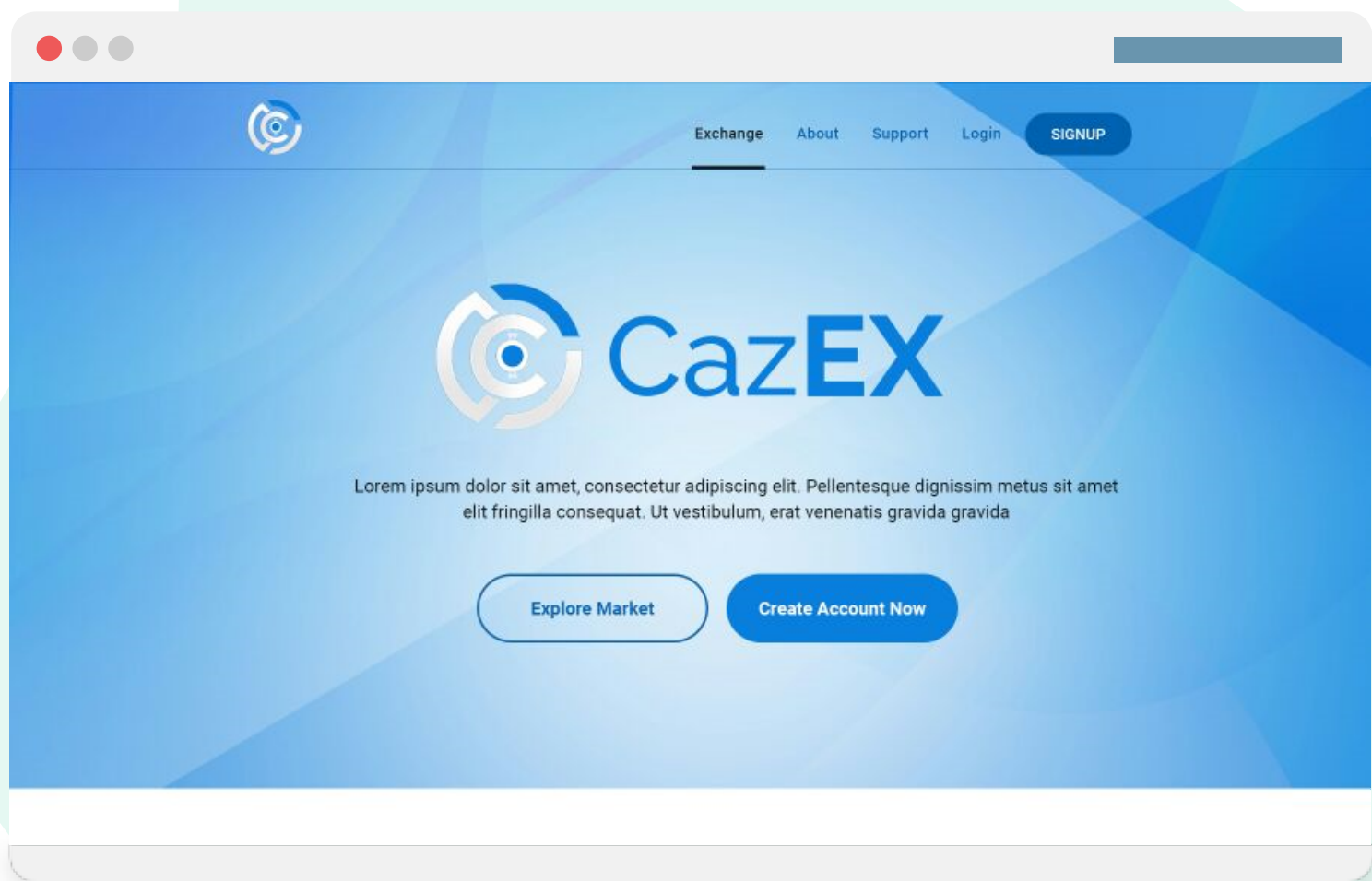


It has set up platform that is robust enough to support its first project in the e-commerce space but is immediately looking for other use cases to link to its central platform. This will leverage the network effect of the communities it builds and drives the use of the CAZ currency.



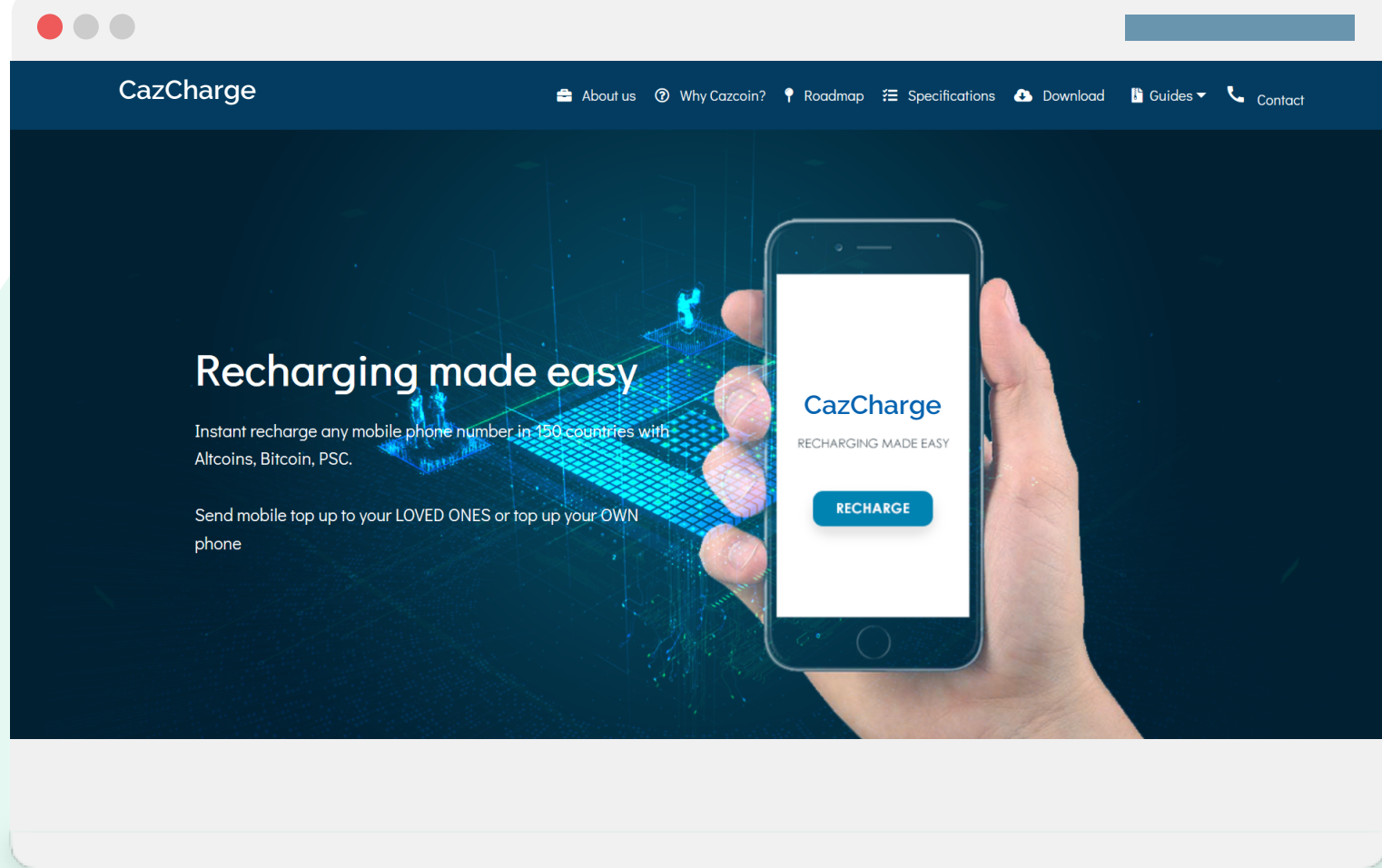
CazShop

A business-to-business (B2B) and business-to-consumer (B2C) cross-border e-commerce platform. This is already a fully-working product, which had its online release in June 2018



CazCharge

A mobile platform to recharge mobile phones and pay utility bills. At MVP stage



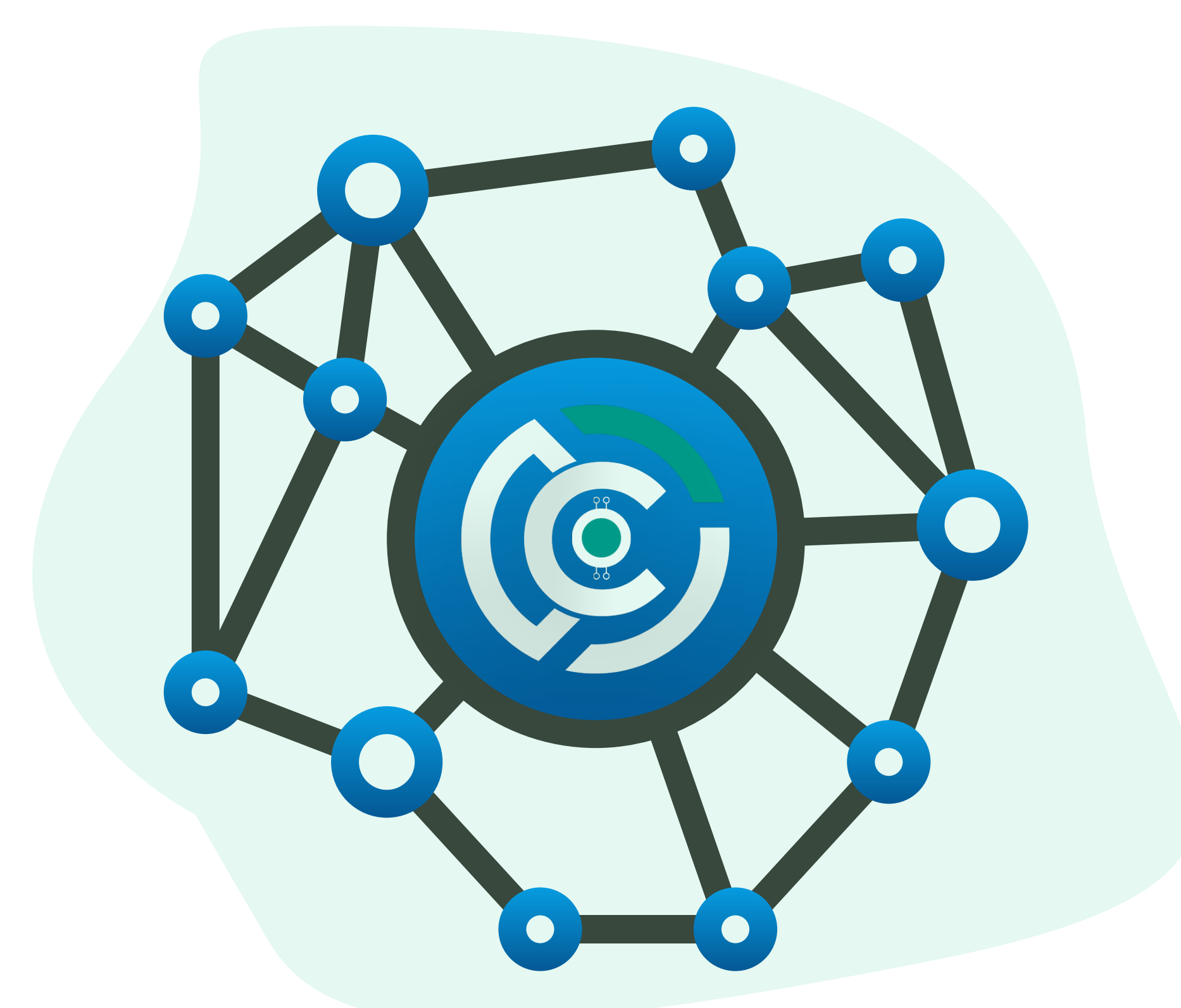
CazEx

A centralized cryptocurrency exchange for small to medium cap coins to facilitate the use of multiple currencies, including CAZ. Also at MVP stage



The CazCoin platform is built for facilitating cross-border payments and will operate in many countries, including emerging markets in Asia and Africa. It will also work actively to partner with projects working in a similar space.

The CazCoin blockchain is based on the Bitcoin model, together with a second-layer network of masternodes to facilitate instant transactions (InstantSend) and private transactions (PrivateSend). Owners of masternodes will benefit from block rewards and fees for transactions that they undertake on behalf of the network. Additionally, they will have a share in profits from 3 robust platforms and more in the future. This will provide opportunities for lifelong incomes.



Cryptocurrency usage has never been this easy



2 The Team

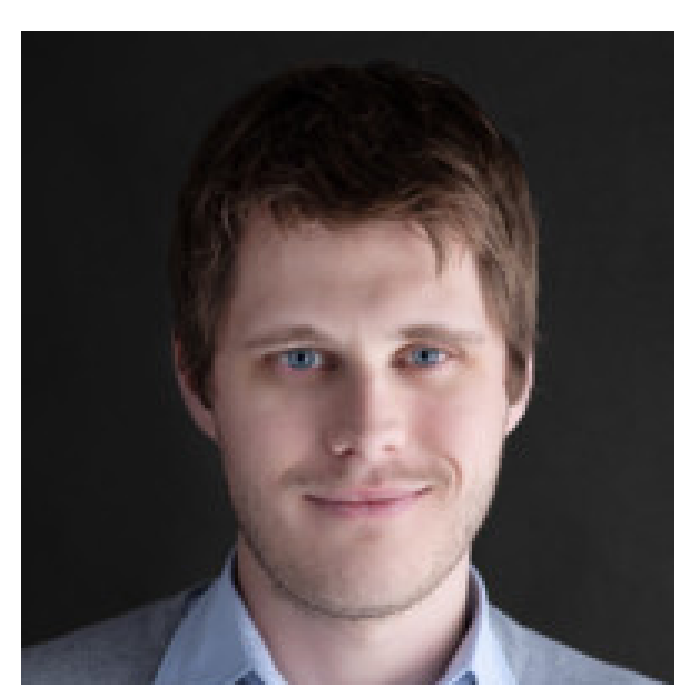
We have brought together people from all around the world to provide diverse skills and international perspectives to our team. They will play an important role in getting global exposure and building the community for the CazCoin project.



Sampath (Sam) Varma

Founder and CEO

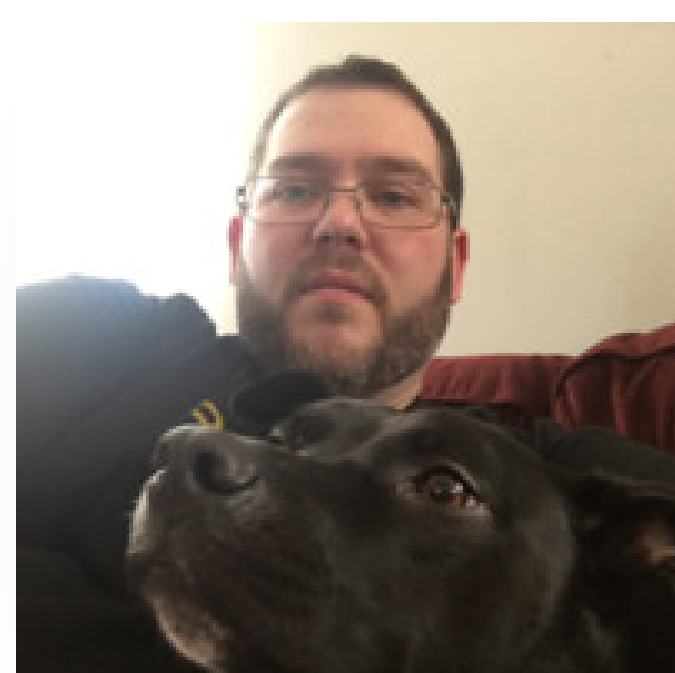
Sam has a business degree from Singapore Institute of Technology and an MBA from the MIT School of Business in India. He has a business mind looking for business ideas. He has been a Founder of three businesses and is determined to make a success of CazProjects.



Matthew Barker

COO of CazCoin and Project Manager of CazEx

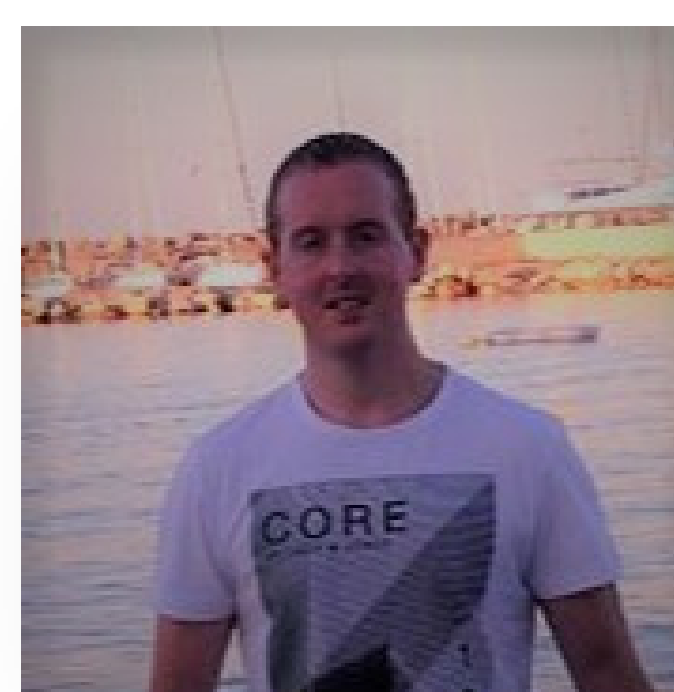
Matthew is an Australian, with a background in the public sector. He has solid, hands-on experience in large-scale projects and procurement.



Robert Faust

CTO

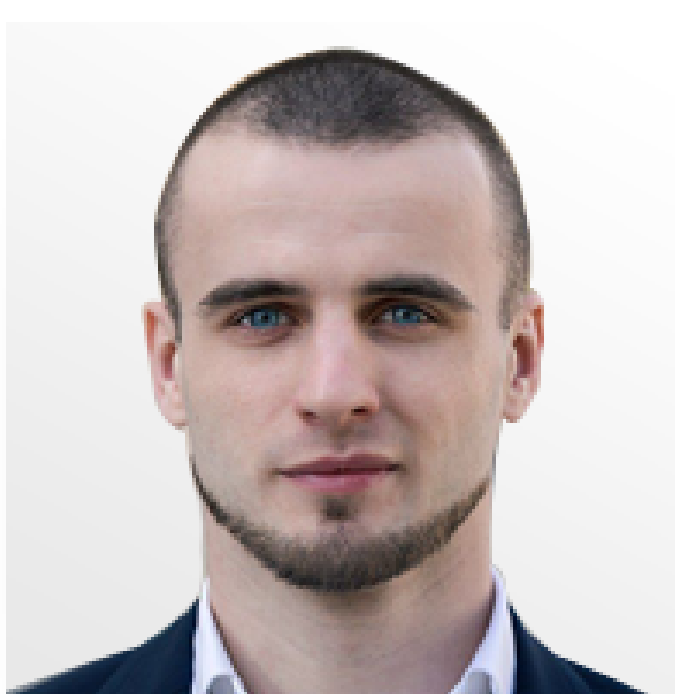
Robert is from the USA. He has a background in the trucking and logistics industries and will bring expertise to the shipping side of the business. He is responsible for new innovations at CazCoin and will also manage the company profile on technical social platforms.



Gavin Dullaghan

Project Manager for CazShop

Gavin is Irish. He has built his own companies from seed and brings his experience as a successful business owner and e-commerce expert. He believes that the future of e-commerce is on the blockchain and with cryptocurrency.



Vladimir Malakchi

Marketing Head

Vladimir is from Cyprus. He is an expert in blockchain, ICOs, marketing and investing. He has worked in social media marketing for the past 8 years. After completing 6 successful projects via Kickstarter and Indigogo he knows how to ensure the success of startups.



Tudorache Alexandru

Business Development Manager

Tudorache is Romanian. He is a seasoned Business Consultant with a strong sales background. He is experienced in niche sectors such as affiliate marketing, digital marketing, high-risk payment processing, and website management. His true calling is selling services.



Michael Creadon

Senior Advisor

Michael has more than 25 years' experience in journalism and the traditional financial markets. He now focuses on research and analysis about cryptocurrencies, aiming to give investors honest, reliable, unbiased information about global cryptocurrency markets. He is an advisor to numerous start-ups around the world.





2 The Team



Chapter 247 Developers

Chapter 247 Infotech provides development services to clients around the world. It has been awarded Top Rated status by Upwork for consistent delivery of quality work for a complete year. They are experts in web development, digital marketing, mobile applications and e-commerce stores.



RPlanx Developers

RPlanX provides end-to-end technology business solutions. The team specializes in blockchain, artificial intelligence, Chatbot, internet of things (IoT), app development (Android and iOS) and web development.



3 What problems are solved by CazCoin?

3.2 Providing real-world places to spend cryptocurrencies

The biggest problem solved by CazCoin is that owners of cryptocurrencies don't have real-world places to spend it.

CazCoin and its supporting projects, CazShop, CazCharge and CazEx provide a platform and a utility coin, the CAZ, which can be used to pay for day-to-day purchases, starting with clothing, electronic items and utilities such as electricity and recharges for mobile phones.



Customers are not limited to the CAZ, as the platforms will accept other cryptocurrencies and there will be the facility to convert to and from fiat currencies. The CazEx exchange will facilitate the ability of owners of smaller or newer cryptocurrencies to use them for real purchases.

3.2 Providing the means for long-term income from investment in cryptocurrencies

Many people invest in cryptocurrencies for speculative purposes and in the hope that the value will increase. This is often unsuccessful. Sometimes this is because there is no real project underpinning the coin. Sometimes it is because the coins have no utility value. The market is extremely volatile, and there is little certainty of long-term survival of the coin.

Unlike many cryptocurrency projects, the CazCoin platform is backed by strong projects. It is powered by the CAZ coin, a utility coin that is designed and embedded in the blockchain infrastructure. It can be used as a means of payment not only within its own ecosystem but also in day-to-day life. So, buyers of CAZ coins can trade them on various exchanges if they choose, but the primary purpose is to use them for shopping. Owners of other currencies can trade them for CAZ for the same purpose.



In addition, the masternode technology underpinning the CazCoin blockchain allows owners of masternodes to earn CAZ through the services they provide to the network. This can be regarded as a form of interest on the masternode. In addition, masternode owners will earn a percentage of the profits on the 3 current projects and on any future projects. This will provide ongoing income to them.

More detail on the masternode model is provided in Section 7.5.



3.3 Providing access for small players to crypto exchanges

One of the most difficult hurdles for start-ups in the blockchain and crypto space is to get market exposure and adoption of their tokens or coins. Registration on crypto exchanges is critical for this, but the cost and delay in doing so can be crippling.

The CazEx exchange is a niche offering to meet the needs of start-ups and coins with small to medium-sized market capitalization.

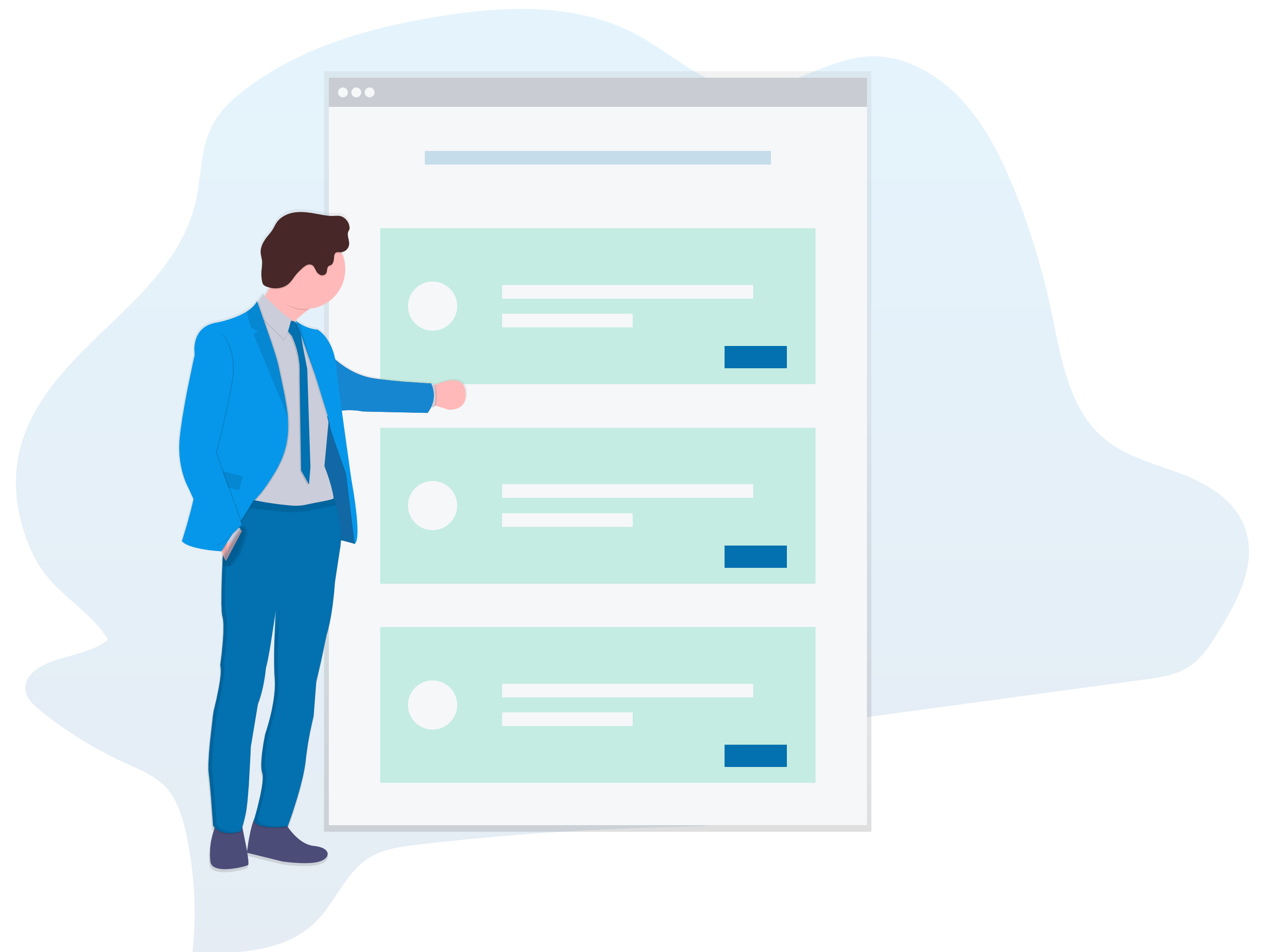


3.4 Providing solutions for typical E-commerce problems

E-commerce has changed the face of business. Prior to its evolution, successful trading hinged on the strategic location of the business. Now it's a global marketplace where even a small retailer from a town or village can have a global presence.

However, online trading does not come without its problems. Some of these are:

- ➔ Market domination by large players
- ➔ Fees structures
- ➔ Ownership of customer relationships
- ➔ Rigid platform architecture
- ➔ The time and cost of cross-border transactions
- ➔ Data security and ownership
- ➔ Transactional risk



CazCoin has unique solutions for these problems through its CazShop and CazCharge platforms. These are provided in more detail in Section 7.4.



4 The market opportunity

4.1 The e-commerce market

According to Statista, global e-commerce revenues are projected to grow to \$4.88 trillion by 2021, more than doubling the 2017 figure of \$2.3 trillion. In 2017, global retail sales grew by 24.8% compared to 2016, and e-commerce accounted for over 10% of these sales.

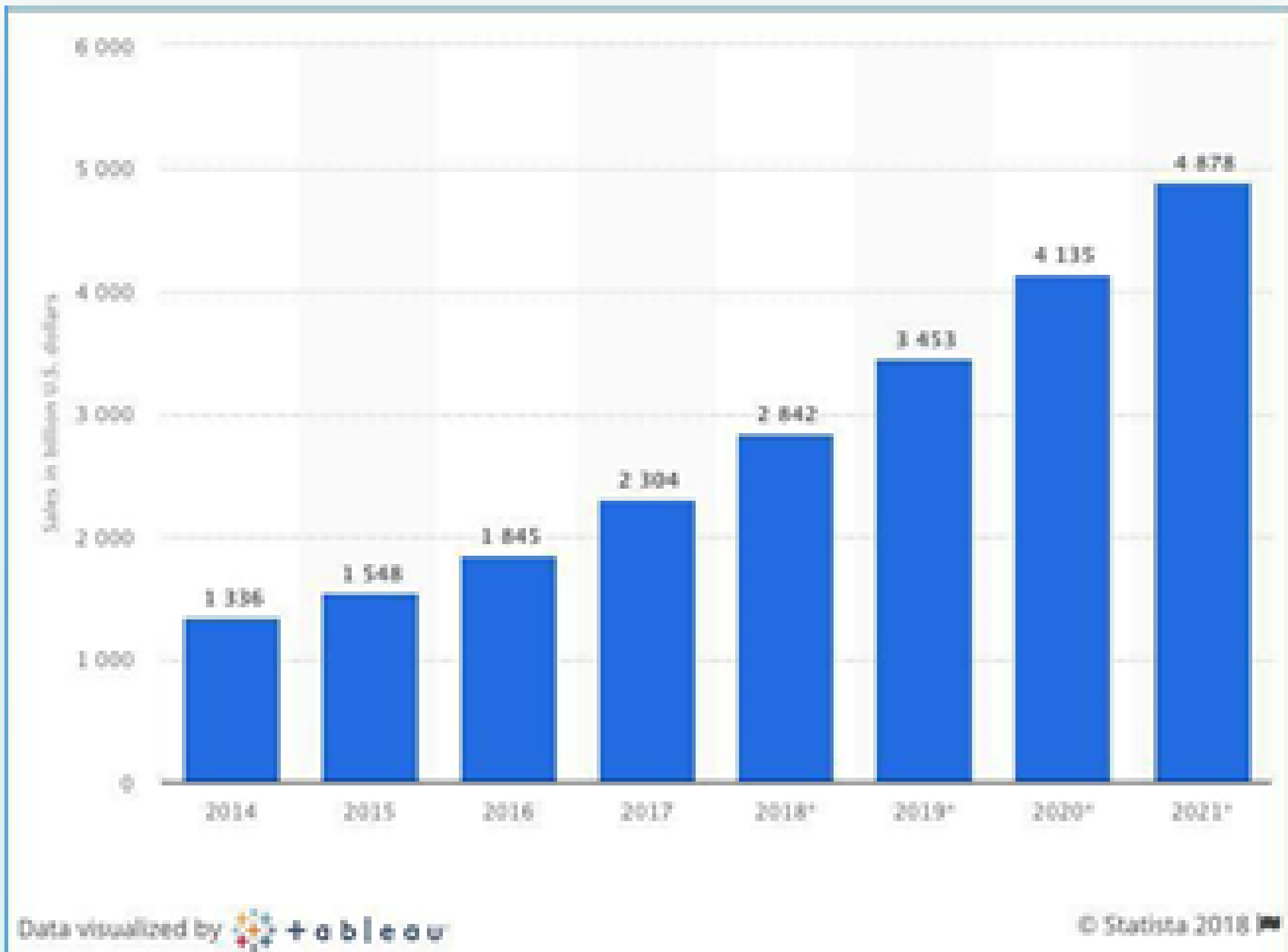
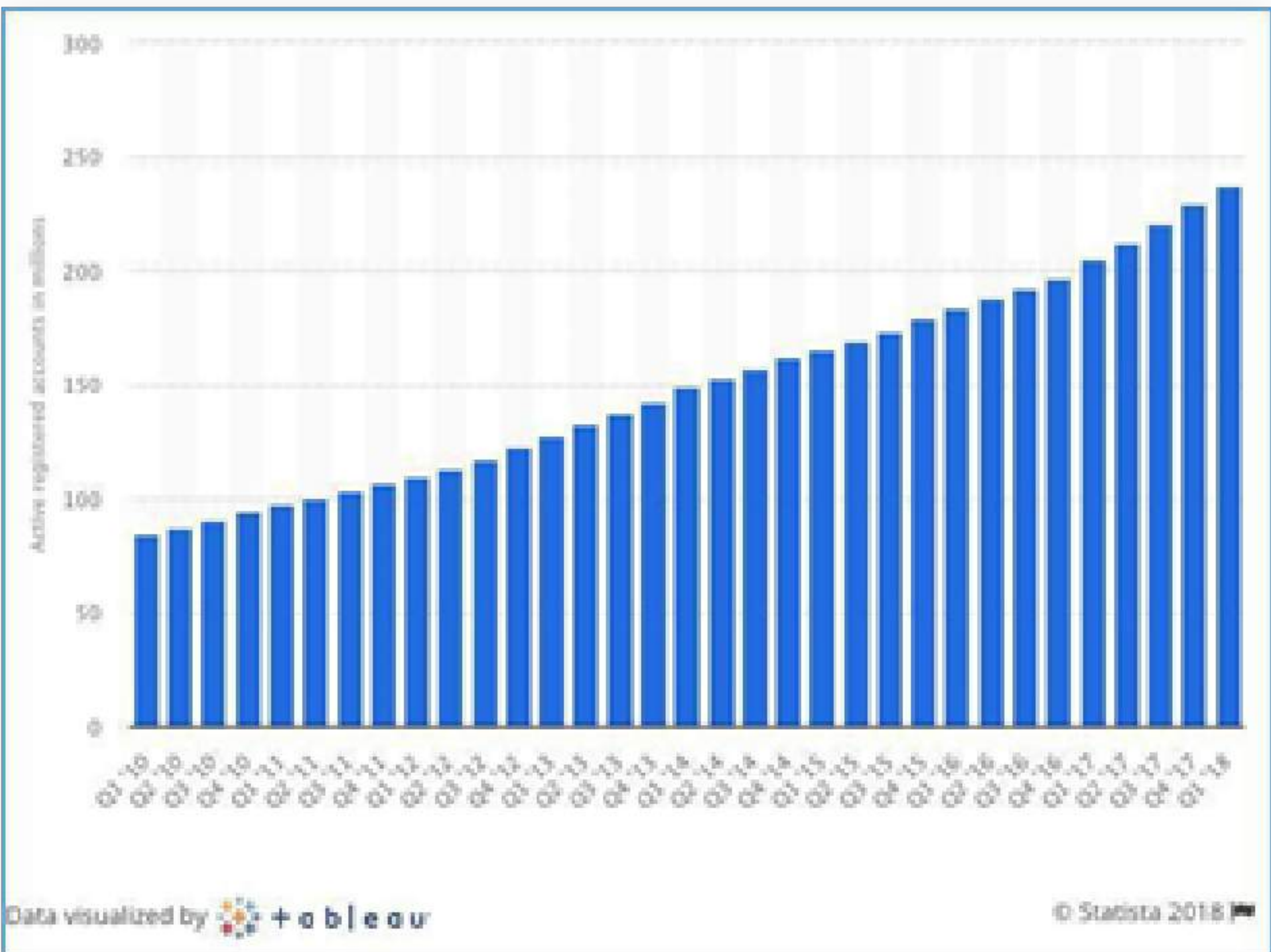


Figure 1: Global retail e-commerce sales 2014 - 2021

The same report forecasts a growth in the number of digital buyers from 1.66 billion in 2017 to 2.14 billion in 2021. This can perhaps be represented by the growth of PayPal accounts. The following graph shows a steady growth, quarter on quarter, from 2010 to 2018. People are clearly becoming more comfortable with online and mobile payments. PayPal now has 237 million active accounts.





4 The market opportunity

4.2 The cryptocurrency market

The market for cryptocurrencies is characterized by both growth and volatility.

According to investing.com’s March 2018 statistics, there were 1658 cryptocurrencies, with a total market capitalization of \$369 billion. The top 20 currencies accounted for 89% of this value, so the rest – 1638 – were worth a combined ~\$40 billion. Clearly, not all cryptocurrencies are worth paying attention to, and many will not survive.

Both the growth and the volatility of this market are shown by noting that only 4 months later, in July 2018, the same website, Investing. com was showing a total of 1907 currencies, but the market cap had fallen by a hundred billion dollars to \$269 billion. The pattern remained the same, however, with the top 20 currencies (1% of the total) accounting for 88% of the value, and the rest – 1887 – being worth a combined \$33 billion. The bottom 20% of the total (>350 currencies) had zero market value.

This view is supported by results from CoinTracking. They list a total of 5745 coins, but only 1458 have a market cap above zero. A total of 1953 are listed as “dead/scam”.

This somewhat dismal picture should be balanced by noting that the total market cap for cryptocurrencies in July 2017 was just \$95 billion. The current \$269 billion represents a year-on-year growth of 183%.

However, to avoid risk it is important to carefully inspect projects before deciding to contribute to them. The coins and tokens with the least utility value are the riskiest.

According to Coinidol, the best chance of success may be in “projects exteriorizing the real needs of cryptocurrency wallet owners, like convenient payment solutions, blockchain platforms, and infrastructure, as well as investment and trading tools”.

If this definition is true, then CazCoin has a really good chance of success, as it meets every one of these success criteria.

The CAZ is a utility coin, which can be used as a means of payment for day-to-day purchases

The CazShop and CazCharge projects provide convenient payment solutions for owners of CAZ and other currencies

CazCoin provides a blockchain platform and the infrastructure for vendors of goods and services, including utilities

CazEx provides an investment and trading platform for holders of cryptocurrencies, including the CAZ



5 The customer

5.1 The cryptocurrency market

There are a few categories of customers for CazCoin:

- Owners of cryptocurrencies who wish either to invest and trade or to use the currencies for day-to-day purchases.
- Providers of goods and services who are looking for an e-commerce platform that will accept both fiat and cryptocurrencies as a means of payment
- Start-ups looking for exchanges that will register their coins



5.2 Owners of cryptocurrencies

It's fairly difficult to know just how many people actually own cryptocurrencies. Using unique accounts is not very helpful as many are inactive or hold very small amounts. Also, many individuals have multiple accounts.

Some indication of numbers comes from a March 2018 survey undertaken by CryptoNinjas, polling 30,000 people in the 8 largest cryptocurrency markets: the US, UK, Germany, Brazil, Japan, South Korea, China, and India.

This study showed that, on average,

- 2 out of 3 people were aware of cryptocurrencies
- 7% of the sample owned cryptocurrencies. (The people polled were internet users, so this percentage may be lower for the general population.
- Japan showed the highest percentage at 11%, followed by the UK and USA at 9%.
- China was lowest at 3% - but if this number were to be extrapolated to the general population, that would represent a large number of people.
- Only about 4% of those who didn't already own crypto said they were likely to buy any in the next 6 months.

Similar findings came from an online survey of Americans, also in March 2018, which showed market penetration of around 10%. This survey also found that as many as 40% of people were just not interested, and about 35% were concerned about the risk.

Other findings from these surveys showed that

- The level of awareness is growing quickly, although ownership is still in a phase of early adoption.
- Those with higher levels of education are more likely to be owners.
- More men than women are holding coins in Western countries; the distribution is more even in the East.
- There is a generational skewing towards millennials.
- While Bitcoin and Ethereum remain the most popular, other cryptocurrencies are starting to gain traction.



The average profile for those trading on crypto exchanges also shows that at least 50% have some sort of graduate or college education and the 24 – 44 age group is the most active user group.



5 The customer

The millennial market is important. This is the first "digitally native" generation, and their aggregate annual income is expected to surpass \$4 trillion by 2030. While the focus has been given to their demographic size and buying power in the USA, more recent studies are showing that 86% of millennials live in Asia and the developing world. Chinese and Indian incomes will surpass that of American millennials. Pakistanis will overtake millennials in Europe. The highest growth in income for millennials will be in Bangladesh, Indonesia, Philippines, and Thailand.

Giving attention to millennials in these countries will be important for all marketing efforts.

Probably the most important market indicator for the potential growth in the number of crypto-owners is the commentary coming from institutions such as the IMF (International Monetary Fund).

Some recent comments about crypto assets as "commodity money" deserve repeating:

Economists continue to debate the origins of money, and why monetary systems seem to have alternated between commodity and credit money throughout history. If crypto assets indeed lead to a more prominent role for commodity money in the digital age, the demand for central bank money is likely to decline.

We cannot rule out the possibility that some crypto assets will eventually be more widely adopted and fulfill more of the functions of money in some regions or private e-commerce networks.

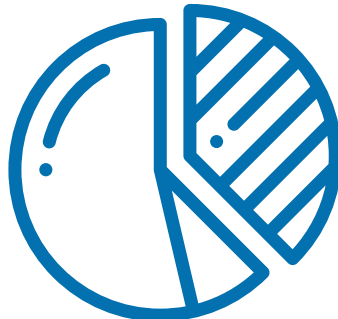
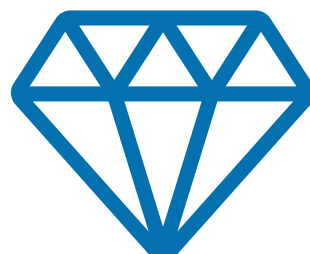
For the skeptics, the comment from Christine Lagarde, MD of the IMF, may be added:

Not so long ago, some experts argued that personal computers would never be adopted and that tablets would only be used as expensive coffee trays, so I think it may not be wise to dismiss virtual currencies.

Managing Director of the IMF, Christine Lagarde in September of 2017

Monetary Policy in the Digital Age
IMF Report, June 2018

The CazCoin project is well set up to meet the needs of customers:

 Part of CazCoin's stated objective is to grow the number of crypto users and providing genuine use-cases such as CazShop, CazCharge and CazEx should achieve this.	 The CAZ is a utility coin. It might be categorized as "commodity money" to be used for day-to-day purchases. As such, it will be ready for the anticipated move away from "credit money" and should encourage usage of cryptocurrencies.
 The target market for CazCoin is the East and developing countries – which is also where there is the greatest number of millennials.	 In addition, CazShop will undertake a significant marketing exercise to persuade manufacturers and sellers of goods and services that appeal to the target market, to accept crypto-currencies as a medium for payment.



5 The customer

5.2 Start-ups looking for exchanges

Towards the end of 2017, at the height of the cryptocurrency surge, exchanges were shutting out new users because they could not keep up with demand.

As the number of cryptocurrencies has exploded, so too has the number of exchanges. One estimate is that there are at least 500 exchanges. Despite this, most trading is done through the top exchanges such as Binance, OKEx, bitFlyer, CoinEx, and Huobi. Coinmarketcap lists 202 exchanges. On the day of writing, the bottom 20 on this list traded just a few hundred dollars a day and less.

There are a number of ways to rate exchanges. In general, though, users look for user-friendliness, fair fees/exchange rates, low downtime, security and access to a wide range of currencies. If an exchange can offer these, it has the potential to make a significant income. According to Bloomberg, top exchanges like Binance are probably earning over \$3 million, or nearly \$1 billion per annum. Fees vary, but on average exchanges charge 0.3% on all trades.

Getting listed on an exchange is critical for a new coin or token. Without it, market impact and adoption are almost impossible. The pairings available – and access also to fiat conversions – give access to the liquidity required by any new cryptocurrency

However, the cost of listing, especially on the larger exchanges, can be prohibitive for start-ups. There are suggestions that these costs can run to millions of dollars. Smaller projects can get lost in the maze of projects on view.

CazCoin has approached the issue of crypto exchanges from 2 sides:

1

In the first place, it is setting up CazEx as a business that is likely to generate significant income.

2

In the second place, it is positioning the CazEx exchange as a niche offering to meet the needs of other start-ups and coins with small to medium-sized market capitalization.

In summary:

It is clear that there is a place in the markets for the CazCoin platform, and its CazShop, CazCharge, and CazEx projects, and that they will be well-positioned and competitive.



6 The CazCoin business model

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

6.1 Supply chain models of business

Any student of strategy will be familiar with the so-called “Porter model”. This model identifies “5 Forces” that impact on the success of companies:

- Threat of substitute products and services
- Threat of new entrants
- Rivalry among the current competitors
- Negotiation power of buyers
- Negotiation power of suppliers



The model is based on a view of business where companies control assets, protect them from imitation and competitors and create value by controlling all activities, from input (eg materials from suppliers) to final product output.

Supply-side economies of scale are the driver; the goal is to have high sales to lower the average cost of doing business, thereby being able to lower prices to undercut competitors. There are high barriers to entry, the most important of which is capital requirement.

6.2 Platform models of business

A platform¹ brings together producers and consumers. This is not new – for example, newspapers have always linked subscribers to advertisers. However, technology has significantly reduced the complexity and barriers to entry, particularly the need to own physical infrastructure and assets.

The CazShop e-commerce site is a good example.

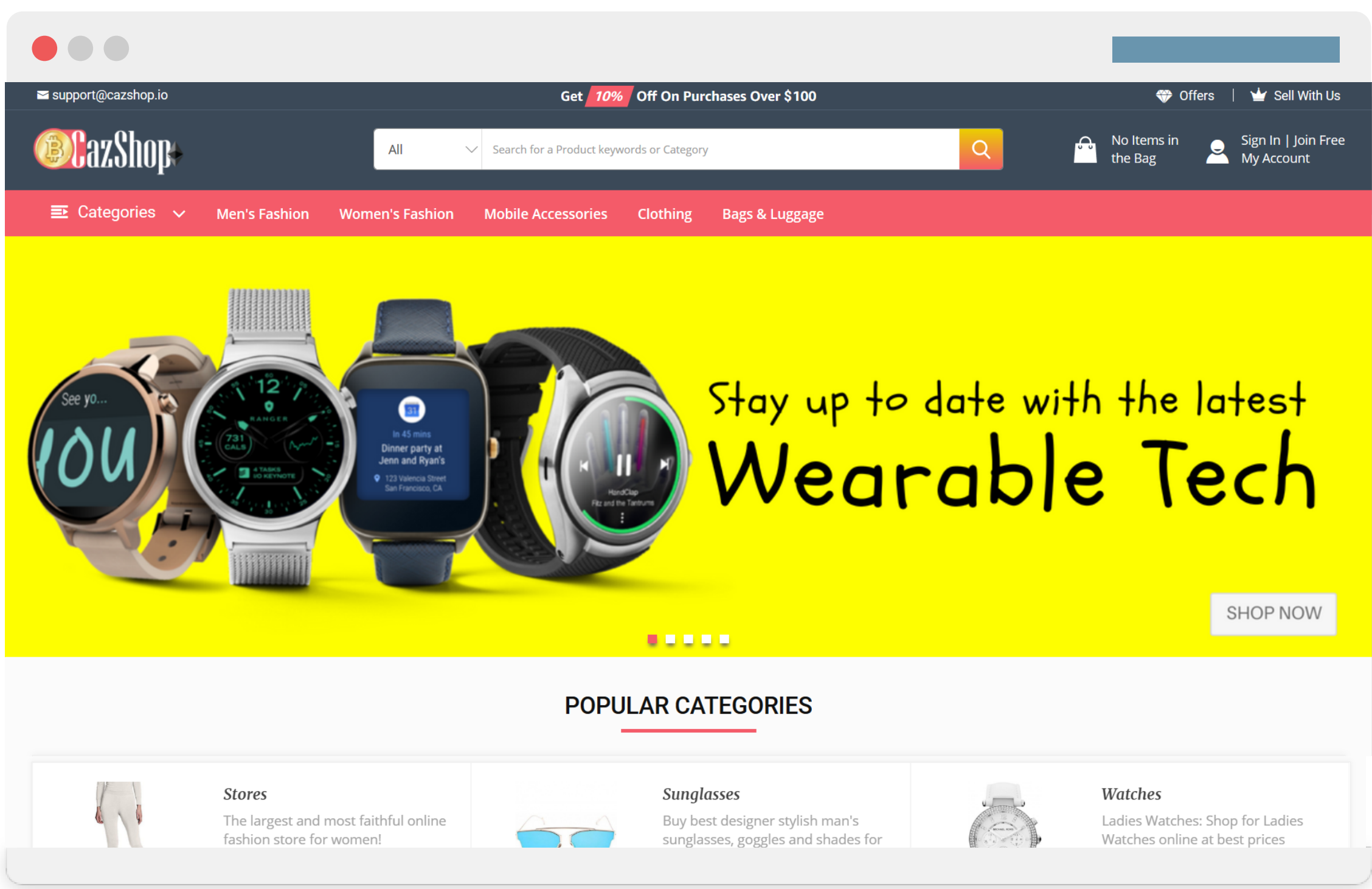


Figure 3: The players on the CazShop platform ecosystem

¹ April 2016 publication of the Harvard Business Review, titled “Pipelines, Platforms and the New Rules of Strategy”. (<https://hbr.org/2016/04/pipelines-platforms-and-the-new-rules-of-strategy>)

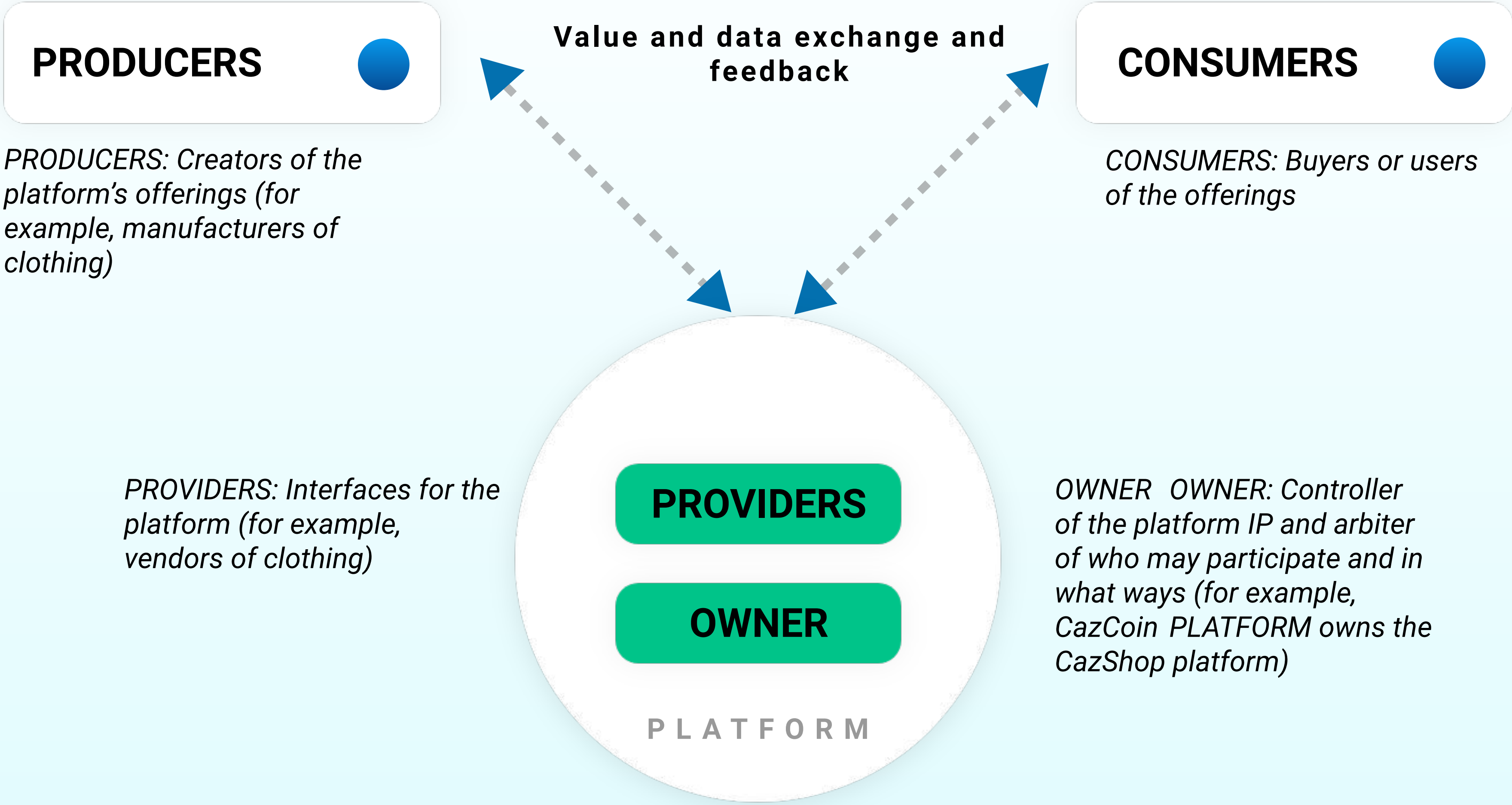


6 The CazCoin business model

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

The players in a Platform

A platform provides the infrastructure and the rules for a marketplace that brings together producers and consumers. The players in the ecosystem fill four main roles but many shifts rapidly from one role to another. Understanding the



Adapted from HBR diagram – April 2016

CazCoin is the owner, vendors of goods and services are the providers, manufacturers or suppliers are the producers, and buyers of goods and services are the consumers/users. The platform can create incomes for both vendors and manufacturers while building a consumer base on the CazCoin platform.

The community and the resources contributed by its members are the assets of this business. The driving force is demand-side economies of scale. Value is measured by the number of participants on the platform and the number of interactions there are. Suppliers and customers are assets that add value to the platform, not threats because of their bargaining power.

Companies are increasingly realizing the benefits of linking to other services and partners, with their own platform being at the center. Some create different services of their own but link them all together via a central platform.

The role of the owner is to attract participants, facilitate interactions between them and provide governance for behavior on the platform.

The “network effect” comes into play. The larger the network and the better the match between supply and demand, the higher the value of each interaction is likely to be. This drives further participation and grows market share. So, for example, we have seen Alibaba grow to take over 75% of Chinese e-commerce transactions.

Flexibility is the key to success. The power of a platform ecosystem comes from the constant innovation of the services it provides and its ability to adapt to current trends and the potential threat of new products and new entrants.

The ultimate power is the consumer base that has been built up, as this can be leveraged if the platform moves into new areas of business.

Google and Apple are good examples of platform models of business. Google moved from web-searching to maps, then mobile operating systems, voice recognition, and now even into driverless cars and home automation, always taking its customer base with it. Apple has set up a central platform and linked iTunes, the AppStore, iCloud and Apple TV to it. They can all be accessed from a single account on any Apple device. Apple is worth \$945 billion today, but it has also provided the opportunity for app developers to earn more than \$70 billion. Apple created a platform that benefitted its own devices and also allowed huge benefit to other participants.

This is a very different way of thinking about business.





6 The CazCoin business model

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

6.3 The CazProjects business model

CazProjects has set itself up to be part of this trend towards platform ecosystems and is applying the new business philosophies that underpin it.

The CazCoin platform ecosystem

- CazProjects has deliberately chosen to develop a platform (CazCoin) rather than a product.
- It is leveraging the move towards cryptocurrencies, seeing the gap in the market where owners of cryptocurrencies don't have real-world places to spend it.
- It has introduced its own coin, the CAZ, to further encourage the use of cryptocurrencies and to grow the community of crypto owners.
- It has introduced the latest technology in the form of blockchain, together with Proof-of-Stake algorithms that are at the cutting edge of research, and masternodes to provide speed of transaction.
- It is actively looking to create partnerships with competitors and service providers in the same space.
- It is looking to link a large number of suppliers and sellers to e-commerce platforms (CazShop and CazCharge) and to facilitate their success.
- It has set up a platform that is robust enough to support its first project in the e-commerce space but is immediately looking for other use cases to link to its central platform. This will leverage the network effect of the communities it builds and drives the use of the CAZ currency.

• **CazShop** An e-commerce platform, already a fully-working product, with its online release in June 2018

• **CazCharge** A mobile platform to recharge mobile phones and pay utility bills at MVP stage

• **CazEx** A centralized cryptocurrency exchange for small to medium cap coins to facilitate the use of multiple currencies, including CAZ. Also at MVP stage





7 The products

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

7.1 CazShop

The first project to go live on the CazCoin platform is the e-commerce platform called CazShop. A working website was launched in June 2018. The CazShop marketplace is a payment processing solution that enables merchants to accept crypto currencies from buyers while receiving their funds in fiat currency.



The vision is to bring together buyers and sellers (B2B and B2C) and to provide them with the opportunity to use cryptocurrencies to buy and sell goods. CazShop will facilitate their meeting and will provide the technical capability to support their interaction and transactions. However, all dealings will be on a peer-to-peer basis.

The vision is to bring together buyers and sellers (B2B and B2C) and to provide them with the opportunity to use cryptocurrencies to buy and sell goods. CazShop will facilitate their meeting and will provide the technical capability to support their interaction and transactions.

However, all dealings will be on a peer-to-peer basis.

- ➔ Shop with your CAZ coin or other cryptocurrencies
- ➔ No-stock bonus. Get extra CAZ if your favorite product is out of stock
- ➔ Special offers on bonus days
- ➔ Loyalty points if you use CAZ to purchase goods & services
- ➔ No geographical limitations
- ➔ Lower costs and discounts
- ➔ Intuitive navigation to locate the products you want
- ➔ Shopping lists based on previous buys and searches
- ➔ Saving on time and travel costs
- ➔ Access to information about products and services
- ➔ Open 24/7

Advantages of CazShop for vendors

- ✓ Buyers pay in crypto, you are paid in fiat if you choose
- ✓ Integrated and Intuitive dashboard to manage your store
- ✓ Simple and efficient catalog upload
- ✓ Brand promotions through deals, promos, offers, and coupons
- ✓ Easy access to buyers with an ever-growing crypto community
- ✓ No fee to sell your products until Dec 2018 and minimal fee after that
- ✓ API to integrate on your own website
- ✓ Recognition of bestsellers

CazCoin aims to bring cryptocurrency closer to real-world use and adoption. Its cross-border e-marketplace will allow users to instantly purchase or exchange goods using its own CAZ coin and other cryptocurrencies.



7 The products

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

7.2 CazCharge

CazCharge is an ultimate destination for prompt online recharge of mobiles, direct-to-home services (DTH), data card and mobile bill payments across the world, with CAZ coin and other crypto currencies as the payment mechanism. The goal is to use the platform for mobile recharges, flight bookings, movie tickets, electricity, water, and transportation bills, all on one

As soon as possible, the facility will be added for CAZ be used on mobile devices, to pay for mobile services and utilities.

7.3 CazEx

CazEx is a state of art digital marketplace to exchange one crypto currency for another. It will be open to traders from around the world. To start with, CazEx will trade BTC, ETH, XRP, Litecoin, and CAZ. Further coins will be added, with focus on those with small to medium market cap.

CazEx will also drive the value of the CAZ, as new brands wanting to list their tokens or coins will be required to purchase CAZ to the value of a package, still to be decided.

Features of CazEx

- ➔ Instant conversion
- ➔ Low Fees
- ➔ High-speed matching engine
- ➔ Full-dimension protection
- ➔ CAZ as the main base currency

To create a mass use, CazEx will have a referral programme similar to that of Binance, where someone referring a friend will receive a portion of the friend's trading fees as a commission. It will also be having a voting system where members of the CazEx community can nominate and vote for new coins to be listed on the exchange.



7.2 Detail of CazShop and CazCharge solutions for e-commerce

In Section 3.4, we highlighted what the problems are that CazCoin solves. In this section, we provide more detail about the exact solutions.

7.4.1 Market domination

E-Commerce is a multi-trillion-dollar market and is extremely competitive.

The global industry is dominated by major players such as Amazon and Alibaba. Alongside them are those providing ancillary services such as warehouse logistics and fulfillment, customer relationship management and payments. UPS and FedEx are extending their logistics businesses to capture the shopping basket for international orders. Everyone is trying to own the payments side – this includes Apple, Samsung, Google, Visa, PayPal and multiple others.

It can be very difficult for new or smaller players to break into the market.



7 The products

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.



CazCoin response to market domination by large players

CazCoin is not trying to compete with the e-commerce giants. It has identified a niche market that has the potential for significant growth and aims to be its leader. It is leveraging the move towards cryptocurrencies, seeing the gap in the market where owners of cryptocurrencies don't have real-world places to spend it.

7.4.2 Fees structures

Fees for vendors can be high, with percentages of total revenue and also per sale. These generally range from 10 to 50% of the total sale price.

The CazShop fees structure

Vendors will pay a monthly fee to register on the site. Transaction costs will be held to a minimum. For the first six months of operation, there will be no charge to vendors for registration on the site. Vendors who agree to use CAZ as a medium of

Some additional features will be provided:

- The facility for review of products and services.
- Blockchain technology allows for authentication of buyer status, to prevent fake reviews.
- The facility to incentivize users who refer friends, write reviews and promote products and services on social media. They will be rewarded if their posts lead to sales. Again, this is possible because of blockchain verification and tracking of transactions.

7.4.3 Ownership of customer relationships

An important issue is that many platforms take ownership of the customer base, and the vendor of products and services has little opportunity to develop customer relationships and loyalty.

A key feature of today's consumer is the need for interactivity with a brand. The way to reach modern consumers, and particularly millennials, is through engagement. Increasingly, this is through "user-generated-content". This is the newest form of word-of-mouth marketing and it happens by way of chat rooms, blogs, videos and product reviews.

Traditional e-commerce platforms do not incentivize customers to leave reviews or reward them for sales that happen as a result. If they do, this is open to abuse, resulting in multiple fake reviews.

CazCoin solution for customer relationships

Fundamental to blockchain technology is its peer-to-peer architecture. While CazCoin may provide the platform and CazShop or CazCharge will facilitate the meeting between seller and buyer, the actual dealings and relationships are directly between the parties (B2B, B2C and even C2C).

7.4.4 Rigid platform architecture

Increasingly, vendors on e-commerce sites are having to rely on third-party providers – from marketing to commerce-enablement and logistics. This is very complex. Ideally, the platform architecture should be flexible enough to include these third parties as part of an overall ecology. At the same time, there must be strong discipline on technology choices and service contracts.

The CazCoin response to the need for flexibility of system architecture

The basic philosophy of CazCoin is to create an end-to-end ecosystem to support sellers and buyers in the cryptocurrency e-commerce environment.

Deliberate advances are being made right from the start to integrate third-party providers into the site. A good example is a partnership with ScoopTV to add a streaming service that will accept the CAZ as payment for services.

CazCoin is blockchain-driven. This means that the relationships and transactions with multiple parties are both transparent and clearly recorded in a way that is impossible on traditional sites.

CAZ will later be used on mobile devices, especially to pay for mobile services and utilities





7 The products

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

7.4.5 The time and cost of cross-border transactions

Cross-border or international payments are problematic. This is mainly because the traditional systems were developed before the age of the internet and have not been sufficiently updated to keep up with it. They are slow, expensive and hard to track. A typical payment moving from payer to recipient may cross multiple proprietary ledgers, banks and clearing systems. All of them add cost, time and complexity.

There is a growing opinion that the only way to fully solve this problem is through a global payments network, built on blockchain technology. However, a drawback with some of the first crypto currencies has been slow transaction times and scaling difficulties.

- ➔ Fraud is prevalent. Merchants often cannot verify a buyer's credentials, including credit card details. Buyers may be at the mercy of scam sites and counterfeit products.
- ➔ Manufacturers and sellers spend an inordinate amount of money on photos, products videos, and product descriptions. Yet ownership of these digital assets often resides with the platform, and it is difficult to track who actually owns what.

CazCoin solution to time and cost of cross-border transactions

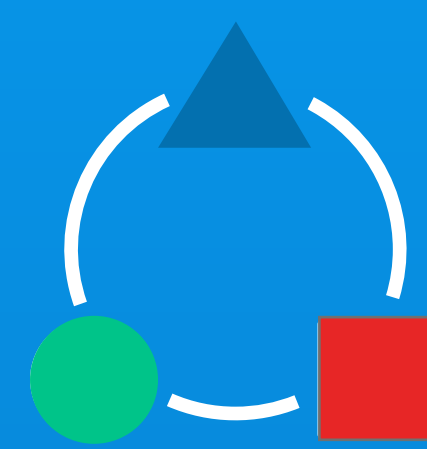
The CazCoin platform has a masternode blockchain model. This removes all intermediaries, significantly reduces the time required for transactions to be approved and makes it suitable for the e-commerce environment.

Included in the technology is InstantSend, which allows for transactions to be approved within seconds. At the same time, privacy is assured through PrivateSend technology.

7.4.6 Data security and ownership

There are several problems for e-commerce sites here:

- ➔ User information can be stolen or abused, sometimes through breaches in the e-merchant's data protection mechanisms. With the introduction of GDPR (General Data Protection Regulations) for the EU and UK, this becomes even more problematic. These regulations to protect personal information applies to anyone across the world who is in any way interacting with people in the EU and UK, via suppliers, sellers and buyers. Because CazProjects is registered in the UK, the GDPR regulations will apply to every interaction on its platforms.



The CazCoin solution to data security and ownership risks

Using CAZ and other cryptocurrencies are anonymous – it is like using cash. So vast amounts of personal information are not required at all and are therefore are not available for abuse.

Blockchain will to a large extent protect private information that is there, especially as personal information is encrypted for all transactions.

The CazCoin blockchain has advanced encryption and a 2-tier network for complete security. Privacy of payments can be guaranteed through PrivateSend technology.

Blockchain allows for the tokenization of digital assets. This means that ownership of photos, videos, etc of products can be recorded on the blockchain and the owner can sell, rent or otherwise trade them. For example, if someone wanted to use the images for comparisons with other products, the owner can negotiate a fee for doing this. This is important in a platform ecosystem which combines and coordinates intellectual and digital property from a variety of stakeholders.



7 The products

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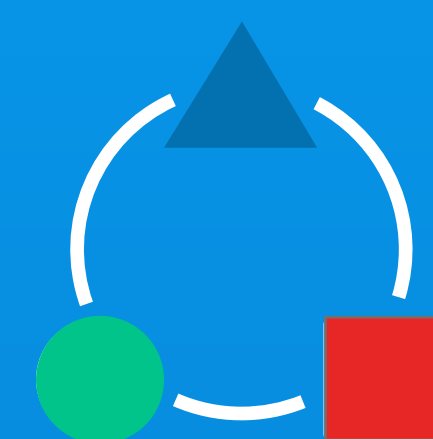
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CazCoin as the owner will design security and privacy protocols and policies in line with international regulations. It will ensure that all partners on the platform are educated about, and assisted in, applying them. This will include anti-money-laundering and Know Your Customer protocols.



7 The products

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

7.4.6 Managing transactional risk

E-commerce merchants may spend as much time and resource dealing with risk management issues as they do serving their customers. When customer complaints deteriorate into chargebacks, they have the potential to do real damage to an e-commerce business.



CazCoin solution to the transactional risk

The CazCoin blockchain will track transactions in chronological order; the record is visible to everyone and it cannot be changed. Transactions include product orders, the dispatch of goods, payments made and received. This removes many of the causes for dispute and provides the “same truth” for all parties when there is a dispute.

CazCoin will also apply an escrow system for payments which guarantees payment to the seller, but only after the buyer has received what was ordered.

There will be an online dispute resolution mechanism, connecting buyers and sellers directly.

The third area for consideration will be logistics. While the plan is for sellers to deliver their own products, CazCoin will provide some guidance and standards.

7.4.7 Summary of CazShop solutions

The list of solutions provided by CazShop points to a genuine use-case for the CazCoin platform. In particular, users can expect the following features:



SPEED

The list of solutions provided by CazShop points to a genuine use-case for the CazCoin platform. In particular, users can expect the following features:



LOW COMMISSIONS

Considerably lower commissions than most banks or credit cards – often even free.



SECURITY

Advanced encryption and a 2-tier network for complete security.



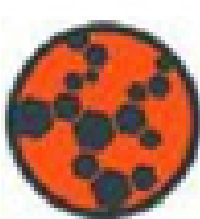
DECENTRALIZATION

Uses peer-to-peer (P2P) technology to operate with no central authority or banks.



PRIVACY

Keep your payments private and untraceable, thanks to PrivateSend.



MasterNodes



PrivateSend



InstantSend



8 Technical specifications of CazCoin

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

8.1 Technical details

CazCoin is built on a bitcoin-based blockchain and is a fork from Dash. It has its own coin, the CAZ, which is a utility coin to be used to buy goods and services on the platform.

The technical specifications are as follows:

	Technical Specs
Coin Name	Cazcoin
Coin Ticker	CAZ
Mintable	POS
Premine	30 000 000 (for Copico swap)
Supply	125 millions
Block Time	90sec
Min Stake Age	1min
Max Stake Age	Unlimited
MN Collateral	50000 coins
MN Reward	(Reward*6)/7
POS Reward	Reward-MN Reward

CazCoin is a rebranding of Copico, which is why it was necessary to pre-mine 30,000 CAZ to allow owners of Copico's XPCO coin to swap them for CAZ.

The maximum number of coins will be 125 million. At the time of writing, approximately 34.5 million were in circulation.

8.2 Consensus, staking and masternodes

CazCoin uses the proof-of-stake consensus protocol with a two-tiered network system of staking and masternodes.

Proof of stake protocol
=
validating the contents of a block, by validators who own a stake in the network.

Masternodes
=
special network nodes that run wallet software on the blockchain and provide certain services to the network.

Staking
=
retaining coins in a wallet and keeping the wallet connected to the blockchain network 24/7.

The CazCoin network is particularly safe and secure, protected by a POSv2 consensus algorithm. In addition, CazCoin has an In-wallet BIP38 encryption which does not exist in most comparative networks.

It must be noted that while the Proof of Stake protocol is in theory superior to Proof of Work, much of it is still being developed. The developers associated with CazCoin will

continue to monitor all developments in the field2 and make the necessary changes to the CazCoin blockchain to benefit all clients.



8 Technical specifications of CazCoin

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

The chance of receiving a reward for staking coins depends on the age and the number of coins held. So, for example, someone holding 2,000 CAZ would have double the chance of being chosen to validate the block than someone with 1,000 CAZ. However, the chance of earning a reward is still random, which is why the time to earn a reward is "expected", and not guaranteed.

People wanting to stake may sometimes decide to add their coins to a pool to increase the chance of securing a block. The CazCoin partner for this is Stake United. Their service keeps wallets updated and coins connected all the time. This means that owners do not have to maintain the 24/7 connection.

Masternodes form the backbone of the network by providing resources and delivering services beyond simply relaying blocks and transactions. In return, the owners will receive a significant portion of the rewards available on the network.

8.3 Benefits of the masternode model

8.3.1 Increased decentralization

Masternodes are part of the governance of the network, with voting rights for management, budget and development decisions. This function increases the decentralization of the network – ie there are many people involved in decision-making, rather than a centralized system. Many currencies use a "Foundation" for this function, but this is often disconnected from users.

The more decentralized a system is, the more secure it becomes. So, the more masternodes there are, the better the security. Currently, there are over 300 masternodes on the CazCoin blockchain.

8.3.2 Privacy and anonymity through PrivateSend

Masternodes ensure that the source of funds remains private. This is done through a series of rounds of "mixing" of coins, known as "PrivateSend".

8.3.3 Instant transactions through InstantSend

Possibly the most important reason for CazCoin to use the masternode model relates to the speed of transaction it makes possible. Most decentralized cryptocurrencies have to wait for enough blocks to pass before there is certainty that the transaction is irreversible and that there is no chance of "double-spend" of the same funds. This delay for a transaction would clearly not work for eCommerce.

To avoid this, masternodes form off-chain voting groups or quorums that can quickly check on whether a submitted transaction is valid. They then "lock" the transaction, don't allow any further spending on the inputs, and inform the network that it will be included in a subsequent block.

In CazCoin, masternodes can lock transactions with the special InstantSend function. This will allow for almost instantaneous or real-time access to digital payments from anywhere in the world.

8.3.4 Driving the value of the CAZ

Any node can become a masternode, but it requires the owner to deposit 50K CAZ and to have sufficient computing and server capacity to host the full transaction history of the currency – ie it must be a full node and must continue to run 24/7.

These coins are not locked, in the sense that the owner can't use them for a predetermined period of time. They remain in the owner's wallet and can be spent or sold at any time. If this happens, however, the masternode status is removed from the node.

Because the coins must remain in the wallets, they are removed from circulation, thus creating scarcity, and often driving up the value. In addition, because the coins actually remain in the network, they also serve to stabilize it.

Masternodes attract investors, which can appreciate the value of the coin.



8 Technical specifications of CazCoin

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

8.4 The CazCoin requirements for masternodes

- 1

50,000 CAZ coins. CAZ can be obtained from the CoinExchange or CryptoBridge exchanges. There will be an additional transaction fee and hosting fees, if applicable.
- 2

The latest version of the CAZ wallet / or a VPS server to manage your own masternode

CazCoin has developed very simple and clear guides on how to stake and how to install VPS or Windows wallet masternodes.

Some people are a bit daunted by the technical requirements of running a masternode and prefer to use a hosted masternode service. CazCoin’s partner for this is NodeShare, which has a global network of VPS servers to support the cryptocurrency community.

8.5 The benefits of staking or owning a masternode on CazCoin

Staking and masternodes provide an alternative to mining. Not everyone has the computing power or technical know-how to mine, but anyone can stake or own a masternode.

If the wallets on the nodes are thought of as bank savings accounts, then income can be regarded as interest on an investment and as a way to create ongoing passive income. Once the technology has been set up, it continues to generate income on a daily basis. Various sites, such as Masternodes.online, monitor these returns and provide an indication of ROI.

At the time of writing, the cost of setting up a CazCoin masternode was approximately \$1,300 and was indicating an ROI of over 117%

now 50 entries		Search: caz			Previous 1 Next			
Coin / detail	Price	Change	Volume	Marketcap	ROI	Nodes	# required	Mn worth
CAZ Coin (CAZ)	\$0.0259	7.01 %	\$15,888	?	117.57%	304	50,000	\$1,295

The block time is 90 seconds. However, the reward structure per block changes depending on what the block count is. This can be checked at Caz Explorer. The rewards for masternodes and staking can be seen below.

Block 100 - 345599 Reward 40 MN Reward 34.28571428 POS Reward 5.71428572	Block 345600 - 1036799 Reward 20 MN Reward 17.14285714 POS Reward 2.85714285
Block 1036800 - 1727999 Reward 10 MN Reward 8.57142857 POS Reward 1.42857142	Block 1728000 - ~ Reward 5 MN Reward 4.285714285714286 POS Reward 0.714285714285714

Figure 5: CAZ block rewards



8 Technical specifications of CazCoin

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

At the time of writing, the block count was nearly 114,000, which means that 40 new CAZ were being created every 90 seconds, with 960 blocks being created per day.

Masternodes are allocated a portion of the reward for each new block even if they did not create it. CazCoin is very focused on increasing the numbers of masternodes. As a result, there is a very generous allocation of nearly 86% of the block reward to masternode owners. This represents approximately 34 of each 40 CAZ, with the balance going to staking.

Assuming 250 masternodes, each one would receive a reward approximately every 4 hours or 6 times per day. Even for the stakers, there are 960 chances per day to receive a reward. Being part of a staking pool can improve the chances.

This is an important part of keeping the balance between masternodes and staking, as those who stake provide the first level of security to the network. Masternode owners retain the choice to acquire further masternodes or to use their additional coins for staking and therefore benefit from both sources of income.

Here is an example of the returns for masternodes, at the date of writing, with the value of the CAZ at \$0,025936:



Figure 6: Return on Masternodes as of 6 July 2018

On this date, the market cap of the CAZ coin was nearly \$700K. Of the 34.5 million coins in circulation, 44% were locked for masternodes and other staking.

At this date, the predicted \$1 024.94 return on the \$1 296.78 investment per masternode represented nearly 80% pa. This represents a very good return on

Over time, the reward becomes less, but it is expected that by that time the value of the CAZ will have increased sufficiently to make the lower numbers still profitable, and the risk will be much less.



8 Technical specifications of CazCoin

Anyone setting up a business today should be taking account of the shift in business philosophy away from supply chain models towards the development of platform ecosystems.

8.5 Additional income for masternode owners

In addition to the block rewards, masternode owners also earn fees when members of the network use their services (such as InstantX and Darksend) on the blockchain.

A significant part of the CazCoin plan for masternodes is the decision to also allocate a portion of the profit from the eCommerce operation to masternode owners.

For example, if the daily profit is \$10,000 and the % share is 0.25%, this would be \$250 per day shared with the masternode owners. Assuming 250 masternodes, this would be equal to \$1 per day or \$365 per year in CAZ equivalent. At the current value of the CAZ, this would be about 14,000 CAZ for the year.

This last form of income is important. There is always a danger that people will invest in a masternode because it seems like an easy way to create revenue. This is risky. It's important to look for a project that has a solid team, a good idea, a genuine blockchain use-case and a working product. If it then has masternodes, this is a bonus.

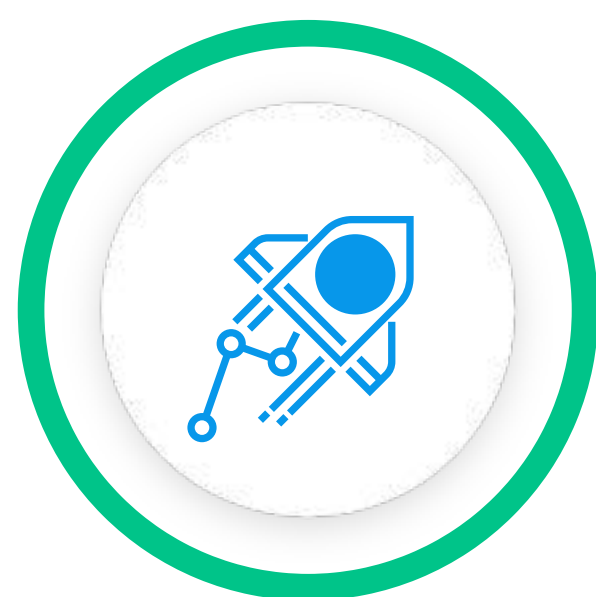
CazCoin meets these requirements and investing in a masternode is, therefore, a good option.



CazCoin
masternodes



50K CAZ
COLLATERAL



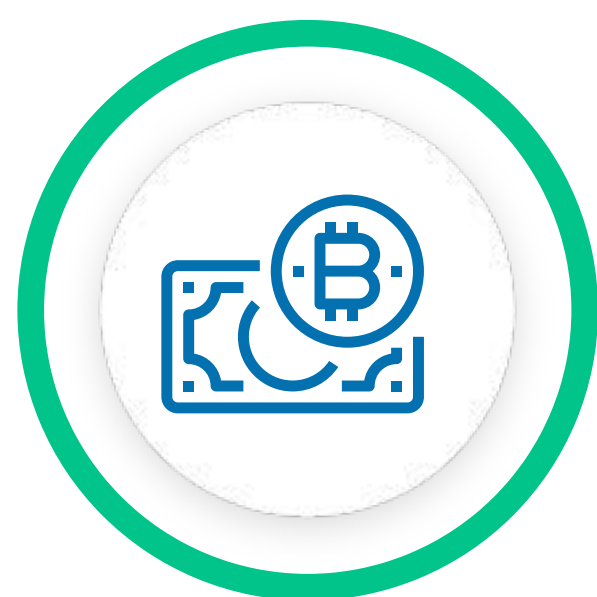
Fast and Secure

- Instant send via InstantX
- Private send via Darksend



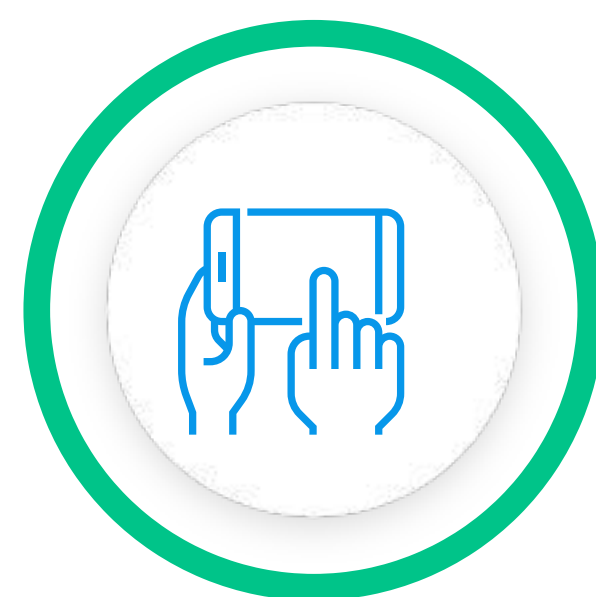
Rewards

- Share of CAZ block reward
- Profit share in CAZ platforms
- High ROI for Masternodes or staking



Cheap

- Low fees for transactions, sometimes even free



Real-world uses

- Use CAZ for payment on CAZ platforms



Community

- Supportive community via various social media
- Masternode setup guides





9 The competition

Several established e-Commerce sites are starting to accept cryptocurrencies as payment.

Some of the better-known ones include

Microsoft: You can use cryptocurrencies to make deposits into your account to buy movies, apps and the like

Shopify: This is an e-commerce platform that allows vendors to organize their own online stores. They have recently introduced the option to accept cryptocurrencies.

Expedia: This is a large online travel booking agency. They will also allow crypt payments for hotel bookings

Overstock.com sells furniture, bedding, jewelry and more. It has been accepting bitcoin since 2014.

PizzaForCoins is linked to major pizza outlets like Pizza Hut, Dominos, and Papa Johns.



The more established and “traditional” sites start to accept cryptocurrencies the more legitimacy will be given to them. This is good news for startups such as CazCoin.

There are only a few startups that are establishing e-commerce sites specifically for cryptocurrencies.

Some of these are

Teky's Ecosystem

The MEK store sells smart-tech toys and gadgets, using a drop-shipping model, with distribution centers in China and the USA. The target market is the tech-savvy and millennial. It works together with the TEKY Technology Academy, which teaches programming, application development, robotics and other high-tech courses to children aged 4 to 17. According to their calculations, “The crypto nation” with a population of over 15m coin owners, and a net worth of over \$151B is still in the early stages of development with high consumer demand.”

Blockscart

Blockscart: Blockscart is a start-up based in Europe, developing an e-commerce platform offering fees-free shopping options with crypto-payments. It will also establish a crypto exchange. Its model is very similar to the CazCoin model.



CazCoin, with its CazShop and CazCharge products, is breaking new ground in a market that is steadily gaining acceptance.



10 Marketing plan

All progress on the CazCoin project to date has been self-funded. In order to proceed, it will be important to attract funding. The intention is to do this by way of VC or Angel funding rather than through an ICO.

The first goal in marketing will, therefore, be to find investors. The mechanisms to do this will include follow-up on listings, trackers, forums, LinkedIn and Telegram channels. The Marketing team already has a list of Angels and funds that work in the crypto space, and individualized proposals will be made to them and meetings set up where possible. Digital media advertising will be used to attract a wider pool of investors, including those wishing to become masternode owners. The CAZ will be listed on several large exchanges to gain exposure.

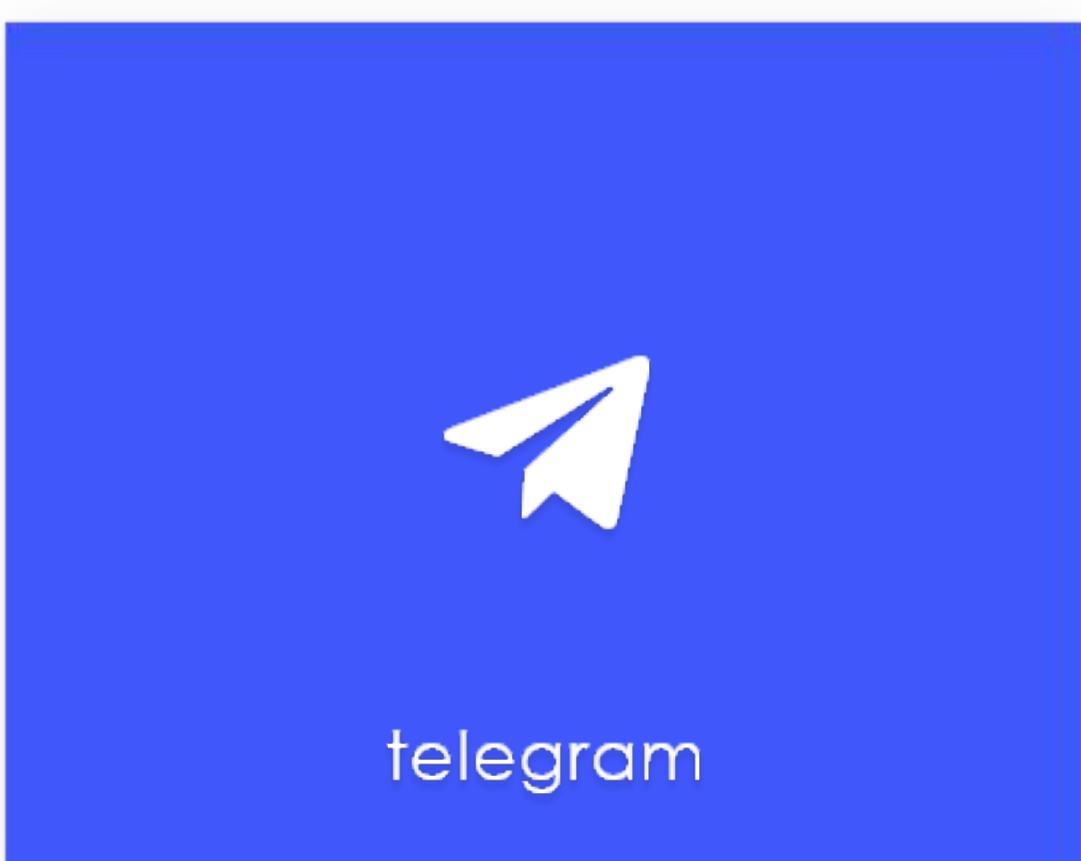
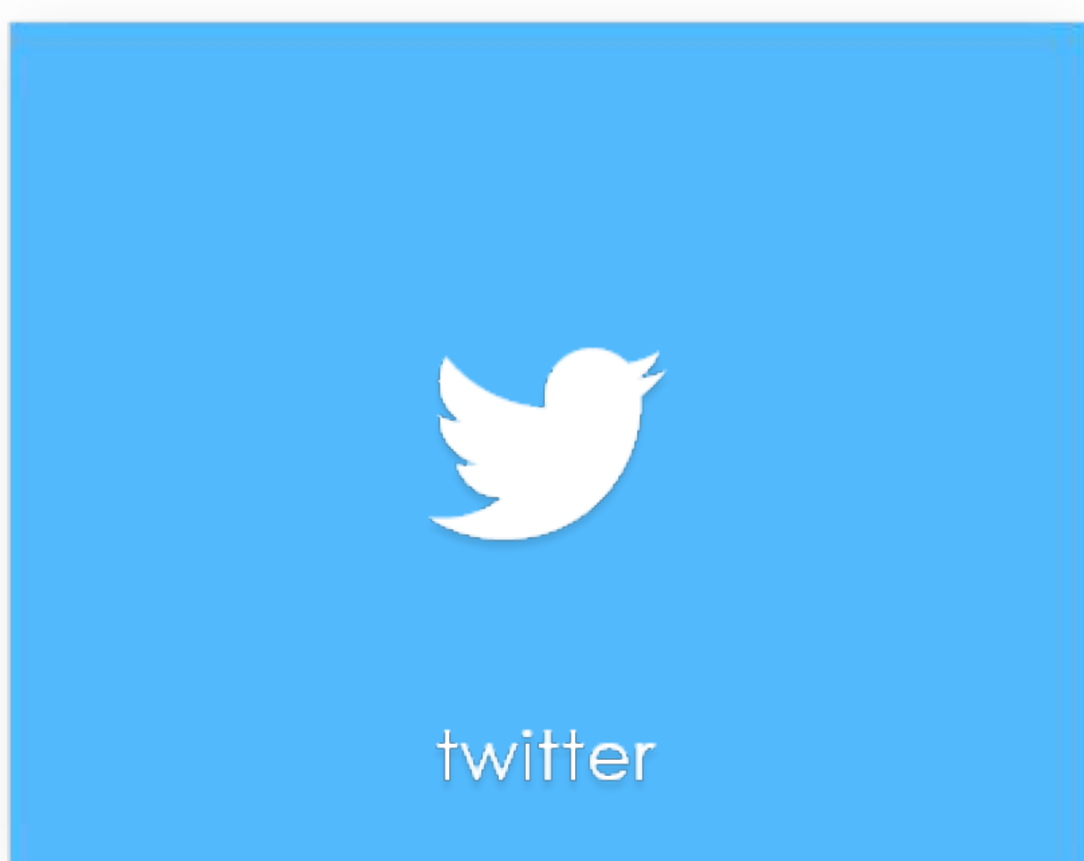
At the same time, concentrated attention is being given to finding appropriate manufacturers, vendors and other partners for the CazShop project. The working website is an important marketing tool for this purpose.

The growth of the consumer base is critical to the success of the projects. The initial goal is 30 000 users on both the CazShop and the CazCharge platforms within the first 3 months. The first approach is to set up partnerships with other organizations that will bring in their own consumer base. For example, there are current negotiations with companies that provide payment solutions, and that could immediately bring in tens of

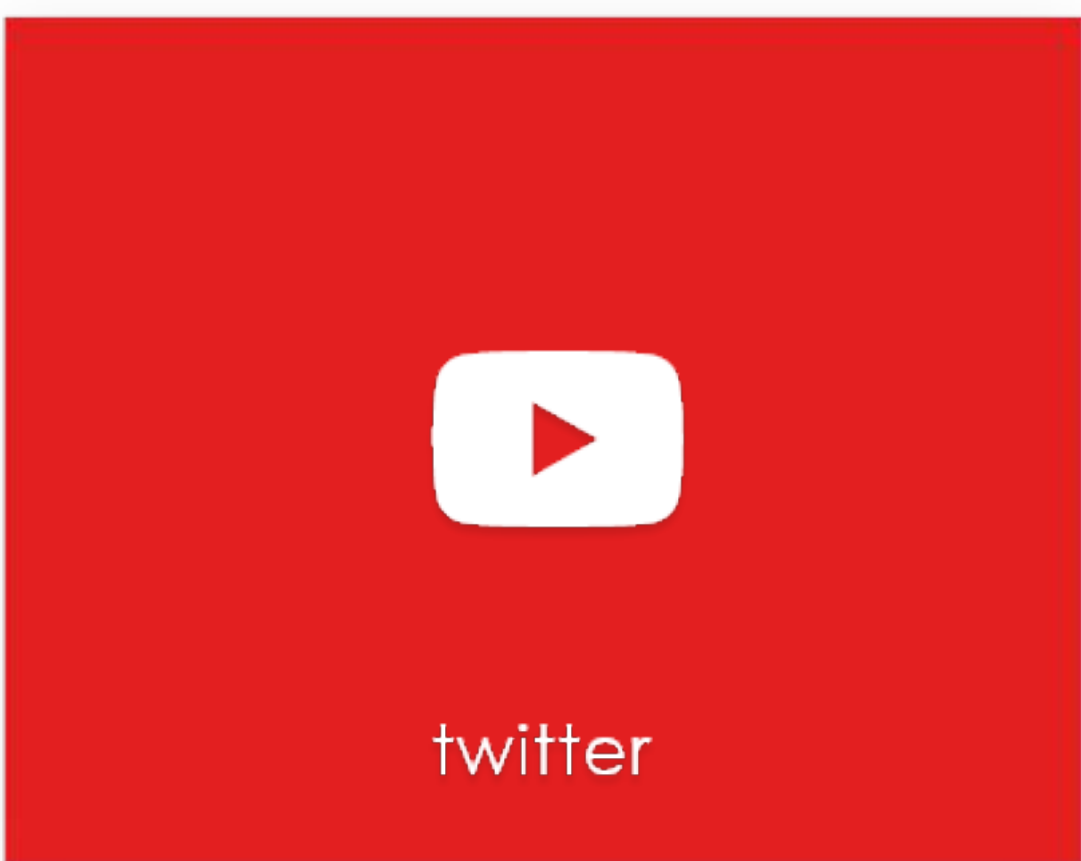


For CazEx, a portfolio is being developed to define the approach to be used to attract new start-ups and coins.

Follow us on



Watch some introductory



videos for CazShop



11 Token economics

How is CazCoin going to make money, and how scalable is it?

CazCoin

The primary value of the CazCoin platform is its potential to grow a large consumer base. The larger this base and the stronger the network effect, the better the potential will be to increase the revenue from the current 3 projects and to establish further platforms and businesses.

Income will also be derived from the value of the CAZ coin itself. The more it is used as a payment option for goods and services, the more its value will increase. The CazCoin team hold 4 million CAZ coins, and they also own masternodes, so will continue to benefit in the form of passive income.

CazShop

The revenue model for CazShop includes:

- ➔ Revenue from advertising
- ➔ Revenue from subscriptions
- ➔ Revenue from advance payment
- ➔ Revenue from commission
- ➔ Revenue from transactions

The goal is to attract 30 thousand users to the site within the first 3 months. As noted earlier, this will be achieved largely through partnerships which bring their own user base.

Vendors will pay a monthly fee to register on the site. Transaction costs will be held to a minimum. For the first six months of operation, there will be no charge to sellers for registration. Vendors who agree to use CAZ as a medium of payment will be granted a further six months with no charge.

The amount charged to vendors will be scaled based on their turnover on the site, so this amount will increase for larger clients, to a maximum of \$250 per month. This can quickly grow the income to the site.

Example:
 $50\text{sellers} @ \$100\text{pm} + 80\text{ sellers} @ \$200\text{pm} + 20\text{ sellers} @ \$250\text{pm} = \$26,000\text{ per month or } \$312,000\text{ pa}$

If buyers or sellers want to use a cryptocurrency other than BTC, ETH or CAZ, this will be considered, but there will be a charge to add it to the site.

Buyers will pay in BTC/ETH/CAZ. Sellers will be paid in fiat if necessary. To start, this step will be handled by a third party, but over time this option can be built into the CazCoin platform, and arbitrage income earned from the transactions.

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Potential income

With 30K consumers, \$5,000 per month
After 6 months, \$20,000 per month
After 12 months, \$100,000 per month or \$1.2m pa

videos for CazShop



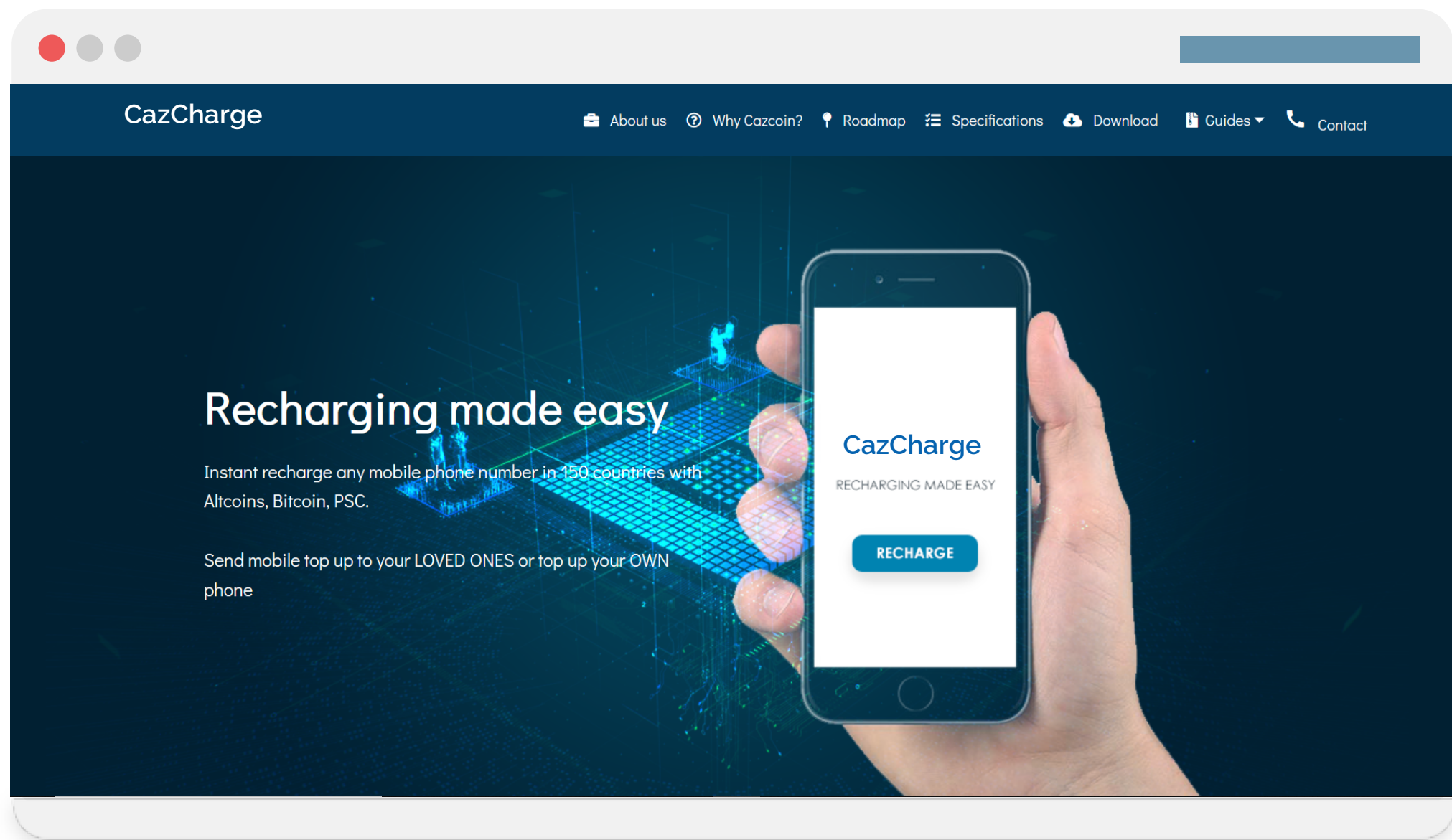
11 Token economics

How is CazCoin going to make money, and how scalable is it?

CazCharge

- ➔ The revenue model for CazCharge includes
 - Revenue from commissions
 - Revenue from other services

Income will be from commissions paid by suppliers. This averages at 3%, so the potential income is \$3 per \$100 spent.



Potential income

With 30,000 buyers on the site @ an average spend of only \$100, this is \$90 000 per month or approximately \$1 million pa.

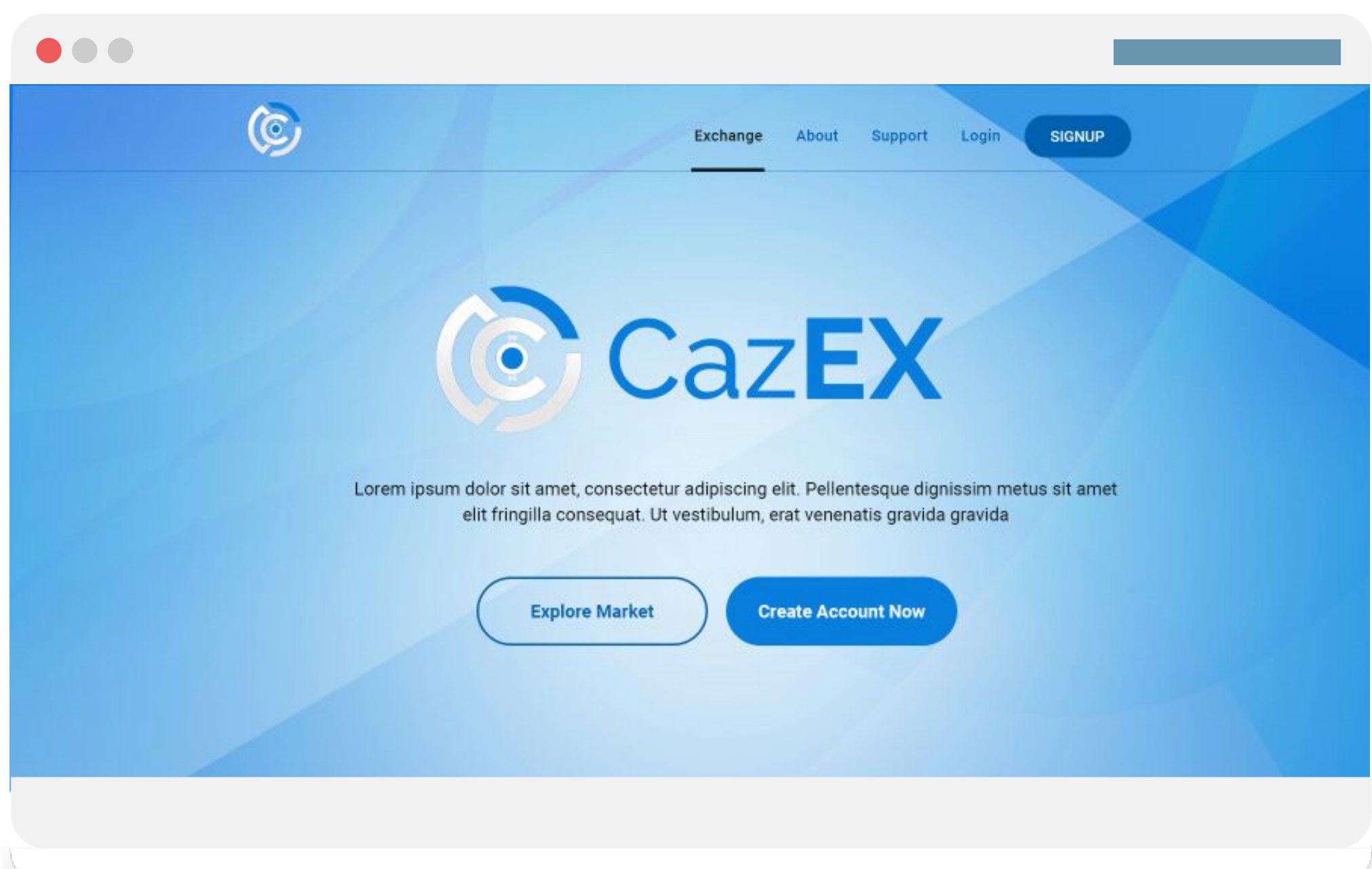
CazEx

The revenue model for CazShop includes:

- ➔ The revenue model for CazEx includes
 - Listing Fees
 - Trade commissions
 - Revenue from other services

The target will be small to medium-sized market cap coins who currently struggle with the payments to register on exchanges. There are currently more than 3,000 small to medium coins in the market, and hundreds being added. The anticipated volume is 500 BTC per day, with an exchange transaction charge of 0.15%.

We have provided a modest projection of the income potential for these projects. All of them are scalable, and we know that much more is possible.



Potential income

Listing fees are still to be decided but will be somewhere between 1 and 3 BTC. At the current BTC price of \$6353, the transaction revenue is approximately \$4,800 per day or \$1,75 million per year.

videos for CazShop





12 Partners

How is CazCoin going to make money, and how scalable is it?

CazCoin

CazProjects is actively looking for partners as it sets up the CazCoin platform ecosystem.

1.Partnerships and listings have already been set up with the following companies:

Exchanges where CAZ can be purchased and traded:



CoinExchange.io



CryptoBridge



Simplest Exchange

Support for masternodes and staking



StakeUnited

to add coins to a staking pool or masternode pool



NODEshare

for masternode hosting facilities

Listings for latest prices, exchanges, news, charts and ROI data



CoinMarketCap



Masternodes.online



Coinlib



Coincodex



Live Coin Watch



CoinGecko

Coin tracking apps



Black folio



getdelta.io



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Coinlib



Coincodex



Live Coin Watch



CoinGecko

Customer support



MYCE

for bots to assist in customer support on the platform They provided a bot for the Copico/CAZ coin swap

Partners on the CazShop platform



Scoop.it

for video streaming.



12 Partners

How is CazCoin going to make money, and how scalable is it?

2.Partnerships are being considered with the following companies:



uTrust

for a payment gateway



Citowise

for payment gateway



Revain

for customer reviews on blockchain



13 Traction

How is CazCoin going to make money, and how scalable is it?

13.1 Progress to date

The Founder and team have demonstrated their commitment to this project. They started with a Copico project in 2017 but had to move away from it when there were technical difficulties with wallets. Significant progress had already been made on the e-commerce website.

They restarted, rebranding as CazCoin, finding new team members, employing new developers for the blockchain and wallet development, and continuing development on the e-commerce website, newly named CazShop. At the same time, they conceptualized and started technical developments on the CazCharge and CazEx projects.

Progress before requesting outside investment has demonstrated this commitment:

- ➔ The blockchain has been developed and the CAZ coin is in circulation
- ➔ Copico coins have been swapped out for CAZ, and unclaimed coins will be burned
- ➔ The CAZ is listed on 2 exchanges and is being traded
- ➔ Partnerships have been set up to support masternodes and stakers
- ➔ Over 300 masternodes have been sold
- ➔ The CazShop website was launched on 8 June 2018 and is actively trading, using BTC and ETH as payment currencies. For now, delivery is available only in India.
- ➔ New vendors are being acquired for the site
- ➔ A partnership has been established with Scoop, a video streaming business, to accept CAZ for pay-to-view features on its ScoopTV platform
- ➔ Other partnerships are being pursued
- ➔ CazCoin has over 700 subscribers on its YouTube channel and its introductory video had over 30 000 views

13.2 Roadmap

June 2018

- Launch CazShop platform

July 2018

- Release updated website and roadmap
- Release updated whitepaper

August 2018

- Burn unclaimed Copico coins
- Integrate CazCoin into CazShop
- Complete SEO optimization
- Release marketplace connector API

September 2018

- Launch CazCharge Platform
- Launch CazShop fiat payment gateway
- Release Raspberry Pi wallet
- Release mobile app and wallet

October 2018

- Launch CazEx platform

November 2018

- Expand product line with new partnerships
- Start CazShop loyalty program
- Launch updated roadmap

December 2018

- Distribute shared platform profits to Masternode holders
- ScoopTV to accept CazCoin for pay-per-view features
- Undertake wallet updates and bug fixes, including in-wallet CazShop marketplace



13 Traction

How is CazCoin going to make money, and how scalable is it?

13.3 Way forward

The team is looking for an outside investor to accomplish the items set out in the roadmap and to fast-track further development.

Most of what has been accomplished to date has been technical development. The focus now has to shift to practical implementation of the platforms.

The most important task is to grow the number of users – buyers, vendors and other providers.

Some of the focus will be as follows:

- ➔ Marketing for all platforms
- ➔ Support for vendors on CazShop, including set-up on the website
- ➔ Support for buyers on CazShop, including a loyalty program
- ➔ Development of partnerships
- ➔ Development of all guides, agreements, policies
- ➔ Translation services
- ➔ Roll out of CazEx and CazCharge

CazCoin has moved very fast to get to where it currently is, and all the indicators are that it will reach its ongoing goals.

