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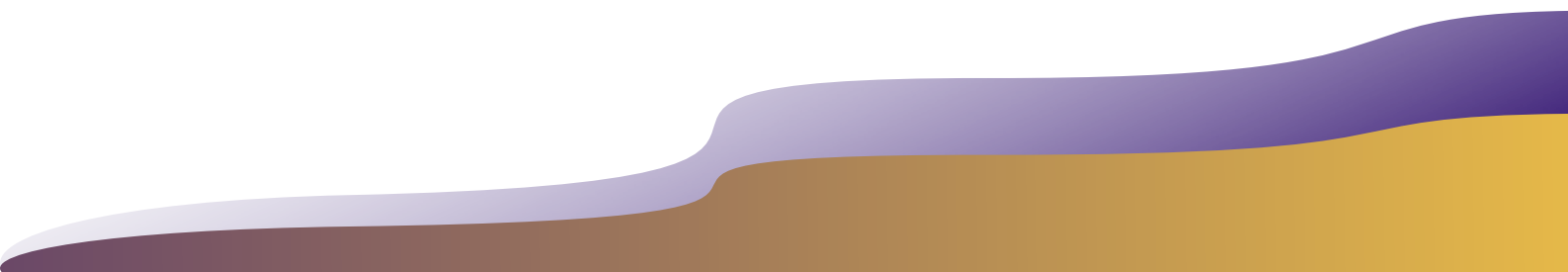


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Executive Summary

Akoin is a cryptocurrency powered by a blockchain based eco-system of tools and services designed for entrepreneurs in the rising economies of Africa and beyond.

Akoin's mission is to unlock the potential of the world's largest growing workforce by creating learning, earning, spending, and saving opportunities across Africa and other lean economies.

The Akoin Ecosystem of Decentralized Applications (DApps) and Applications (Apps) provides the building blocks for entrepreneurship and economic opportunity. Users are able to transition in and out of the ecosystem by converting fiat currency or prepaid cell phone minutes (**a major store of value in Africa**) into cryptocurrency.

The Akoin Utility Token is the exclusive currency of the Akoin ecosystem. Our proprietary **Atomic Swap** technology enables immediate trade between major cryptocurrencies, our partners' alternative currencies, and fiat currencies; both on the platform and in the local market.

The Akoin Multi-Currency Wallet enables people to trade with each other interchangeably without the major hurdles or fees of traditional money exchanges.

The Akoin Partner Program curates and onboards global brands and best-in-class applications that seek access to the world's largest rising economy. The program achieves this by providing a platform for marketing into Africa and beyond, and by putting each company's brand and offerings into the hands of previously inaccessible demographics.

The Akoin Foundation further promotes the Akoin mission through its digital and on-the-ground programs for activating and empowering entrepreneurs in Africa through educational programs, investment and business incubation initiatives, college activation efforts and our growing ambassador program and community network. The foundation also invests in DApps that join the ecosystem, leveraging them as token distribution vehicles to ensure Akoin maintains its utility for the end-user. The foundation is responsible for amplifying Akoin's distribution across the African continent and our shared vision for economic inclusion in rising economies and empowering entrepreneurs in Africa and beyond.

Founded by Akon

Akon is founded by Grammy-nominated, multi-platinum selling artist, producer, entrepreneur, and philanthropist **Akon**. Akon has solidified himself as an integral figure in humanitarian efforts focused on bringing reliability and opportunities to Africa. He successfully founded and grew Akon Lighting Africa, a foundation that has provided scalable solar power solutions throughout 18 countries to date, bringing power to millions of households. Akon's impressive network and genuine desire to bring positive change to Africa will prove significant to the success of Akoin.

HUMANITARIAN

UN Arts and Culture awarded the first ever African Renaissance Diaspora (ARDN) in recognition of his achievements as a global entertainer, entrepreneur and social activist in support of the UN Sustainable Development Goals

INNOVATOR

Awarded "Innovator of the Year" by the Black Enterprise in relation to Akoin



GLOBAL ARTIST

Over 35 million albums sold, 5 Grammy nominations, & 45 Billboard Hot 100 Songs
Solid Social Media Following

- TW: 6.4M
- FB: 46M
- IG: 3.9M

LEADER

Of American Senegalese descent, Akon is recognized as one of the most powerful voices across Africa and the Diaspora. The Forbes Celebrity 100 and 40 Most Powerful Celebrities in Africa lists.

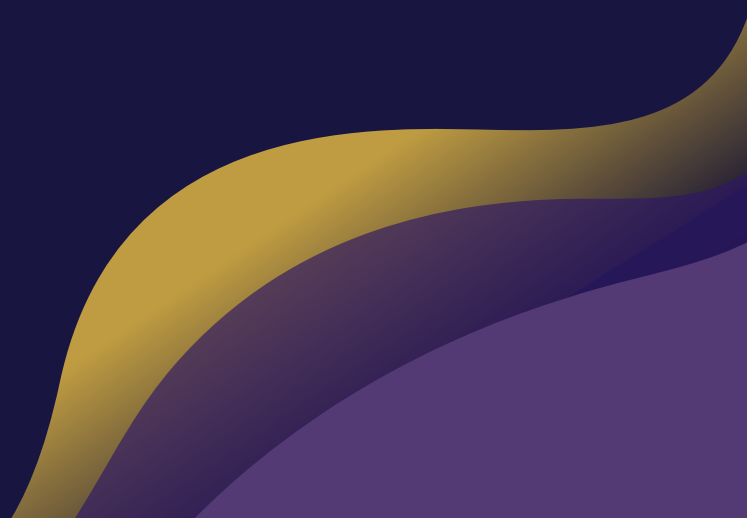
CHANGE MAKER

Akon Lighting Africa

- 100M people in 18 countries
- Creating safety, health and well-being for over 100M of the 600M who lack electricity.



1.0 Background





1.0 Background

Developing economies struggle with a lack of service infrastructure to grow their country's businesses. Whether through a lack of education, resources, or financing, the vast majority of entrepreneurs in these economies struggle to reach their potential.

Today, over half of Africa's population is under 25. Despite the improvements to technology, the store of value that prepaid minutes have become, and the global accessibility provided by the internet, many Africans still face barriers to entry in becoming a part of the growing digital economy.



1.1 Entrepreneurship in Africa

Entrepreneurs in Africa are held back by spiraling inflation, unsupportive government regulation, widespread corruption, and lack of access to business tools and training. This instability, inflation, and lack of services (see 'banking the unbanked') are at the heart of the African entrepreneur's dilemma.

With approximately 200 million people between the ages of 15 and 24, Africa has the youngest population in the world, and it continues to grow rapidly. By 2045, the African workforce will be the world's largest.

While there is no shortage of talent in African countries, minimal financial infrastructure limits people's ability to take advantage of the opportunities provided by technological advancements. Entire new thriving economies, such as the gig economy, cannot be utilized. Rather, instability, inflation, challenges in trade, and the slow movement of money continue to hamper growth across the continent.

Meanwhile, the digital economy is rapidly growing throughout the rest of the world. McKinsey found that there are approximately **68 million freelancers and self-employed individuals in the U.S.**, with that number estimated to continue growing over the coming years. While this figure continues to grow, Africa's workforce will fall further behind as long as it suffers from a lack of access to high-quality education, resources, and revenue-generating opportunities.

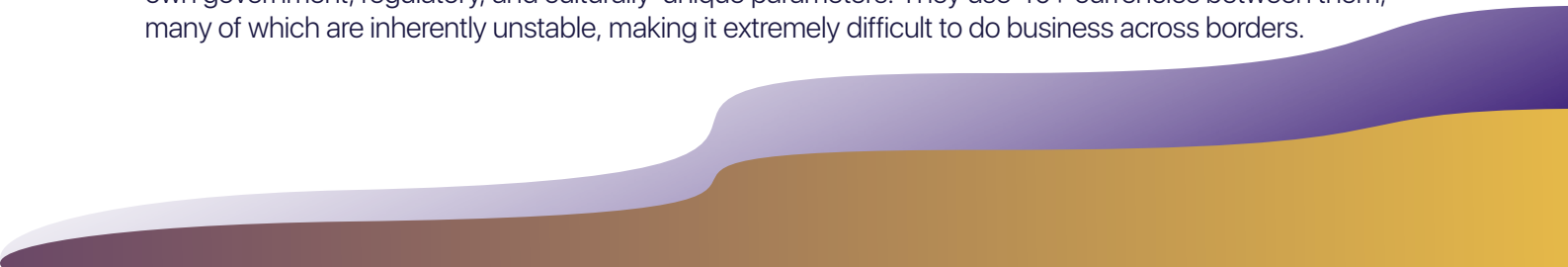
Aspiring entrepreneurs in Africa lack the financial access needed to get started in the digital economy. Without access to financial services, it can be difficult to perform even the most basic tasks that are vital to the success of their potential businesses, such as accepting payments online. These restrictions limit entrepreneurs to locally-focused businesses and ventures in order to generate a living wage, rather than creating new opportunities to expand their wealth and the African economy as a whole.



1.2 Brands in Africa

Brands, regardless of size, face awareness and deployment challenges that prevent their entrance and acceptance into the African communities they wish to serve. These challenges prove detrimental to those seeking to conduct effective and efficient business in the African market. While growth in Africa has been historically linked (and limited) to the growing demand for oil, gas, and minerals — which have been the cornerstones of the continent's economy — other economic segments are beginning to provide new business and growth opportunities within the continent. These segments are only able to exist so long as they can surmount the challenges associated with entering the African marketplace.

Although Africa has never been more attractive for businesses, the makeup of the continent makes it challenging for these prospective newcomers to operate. Africa is divided into 54 countries, each with its own government, regulatory, and culturally-unique parameters. They use 40+ currencies between them, many of which are inherently unstable, making it extremely difficult to do business across borders.



These structural challenges prevent new businesses from employing strategies that they have successfully applied in other parts of the world. There is an opportunity for immense growth for consumer-facing companies in Africa. Increased urbanization levels, the emergence of a middle class with higher purchasing power, and an increase in the consumption of goods and services provide a promising consumer base in a once untouchable market. However, in order to take advantage of this opportunity, there must be a way to bridge the gap across borders and give businesses as well as African consumers a more cohesive, universal platform wherein they can work and interact together.

1.3 The Mobile Economy

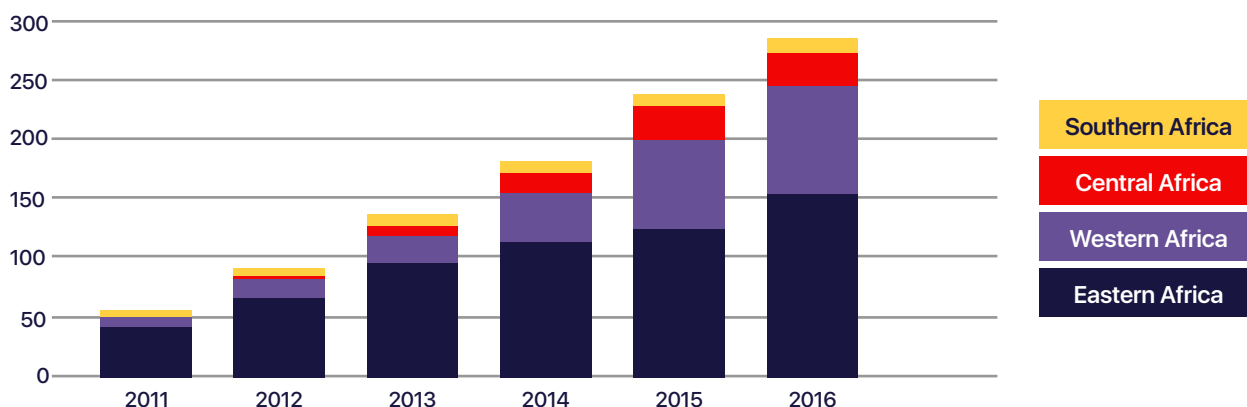
Globally, the smartphone market is projected to increase from 3.9 billion in 2017 to **6 billion devices by 2022**. We are fast approaching a time of global ubiquity where there is one device for each person on the planet. Spending per-device is also poised to increase to **\$25.65 in 2022, up from \$20.94 in 2017**.

While developed economies have access to several methods of quickly transferring value between parties, this isn't the case in developing economies. As a result, mobile phones have become the standard medium for sending funds and safely storing value in these developing countries. This has resulted in explosive growth in the number of mobile phone users, with an estimated **623 million mobile users to be added to the African economy by 2025**.

In addition, mobile broadband connections are set to increase to 60% coverage by 2020, contributing an estimated **8.6% of Africa's total GDP**. The growth of the mobile economy represents the growing base of potential Akoin users, soon able to enter the ecosystem with nothing but a cell phone.

Registered mobile money accounts in Sub-Saharan Africa

MILLION

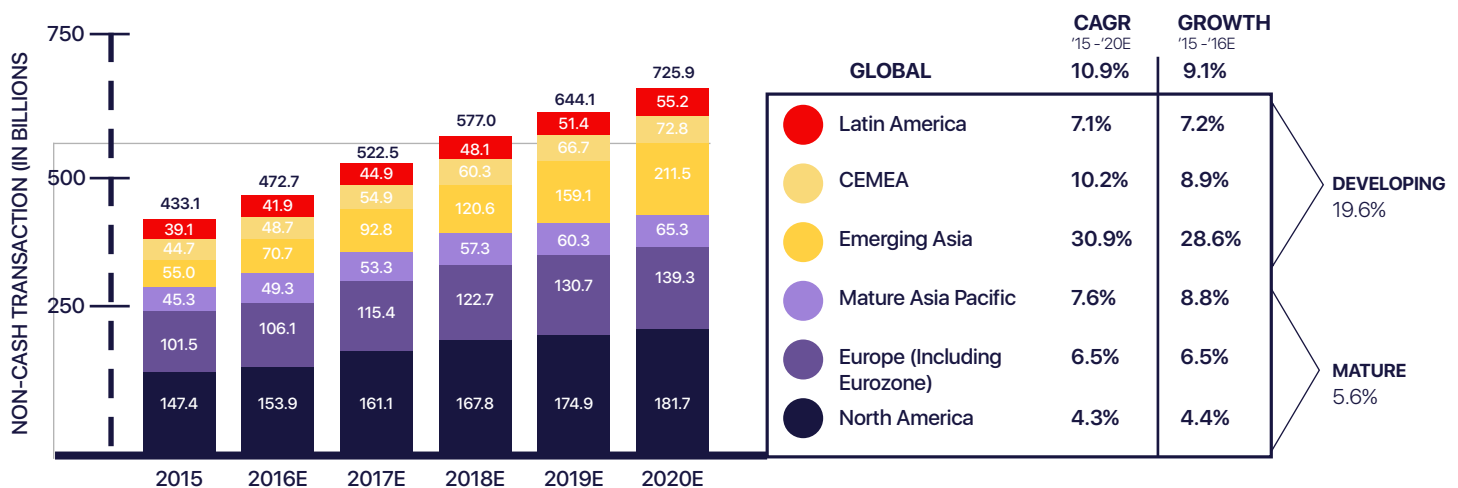


1.4 The Non-Cash Payments Market

With the adoption of mobile phone technology, the past decade has seen a growing demand for cashless and digital payments across the globe. Innovative digital payment solutions such as NFC (near field communications), contactless debit/credit cards, and mobile payments fueled global non-cash transaction volumes, reaching over **\$539 billion in 2017** with 23.5% of growth coming through lean economies.

A direct example of non-cash payments growth within lean economies can be found in Asia with the emergence of WeChat Pay, Alipay, and other applications. The rise of these mobile payments apps has showcased the immense impact non-cash solutions can have on society, setting the stage for the rest of the world to follow suit, with Africa in specific poised to take advantage.

Number of worldwide non-cash transactions (billion), by region 2015-2020



1.5 The App Economy

Non-cash payment technology has allowed for the exponential growth of software application marketplaces, where global spending is estimated to reach **\$156.5 billion by 2022**. Smartphones and apps have rapidly moved from a phase of carefree experimentation to being absolutely essential for consumers and businesses alike.

By 2022, users are projected to download 258 billion apps, a 45% increase from 2017. This growth surge is largely happening in the EMEA region (Europe, Middle East, and Africa), with its huge population of "digital natives" (youths who have never known a world without a mobile phone as the primary tool for social interconnectivity). The EMEA region will see non-cash spending increase to \$21 billion by 2022 — up from approximately **\$13 billion in 2018**.

Within the non-cash payments sector, mobile payments are growing rapidly and are becoming a vital part of the eCommerce landscape. Boston Consulting found that mobile payments in this sector are expected to increase to 48.5% of total online transactions by 2020, of which a growing portion will be made up of cryptocurrencies.

1.6 Emergence and Adoption of Cryptocurrency

The utility and practical application of blockchain technology is set to disrupt the centralized internet service model as we know it. Cryptocurrencies have been around since 2008 when the as-yet-unidentified Satoshi Nakamoto released the **Bitcoin whitepaper**. Appropriately named a peer-to-peer electronic cash system, Bitcoin was created to offer users a faster, cheaper, and decentralized means of transferring value. Bound only by the requirement for an internet connection, Bitcoin's decentralized infrastructure offered users an unprecedented approach to financial freedom.

Almost a decade later and the market has grown to over \$200 billion with an excess of 2,000 available cryptocurrencies. Applications have expanded from peer-to-peer social media networks to decentralized video content streaming, and every other type of app you would typically expect to find on the Apple Store.

The capital injected into the space in 2017, 2018 and YTD 2019 has attracted some of the best entrepreneurs in the world to join the cryptocurrency revolution. By 2030, it is projected that blockchain will create value-adds to businesses exceeding **\$3.1 trillion**.

As an interesting and relevant fact, South Africa houses the **5th highest number** of cryptocurrency users globally, providing the example of another leapfrogging moment where the pressures of local currency instability and lack of trust in government made digital currency a better "**store of value**" than a paper currency (including prepaid minutes).

1.7 Realization of the DApp Economy

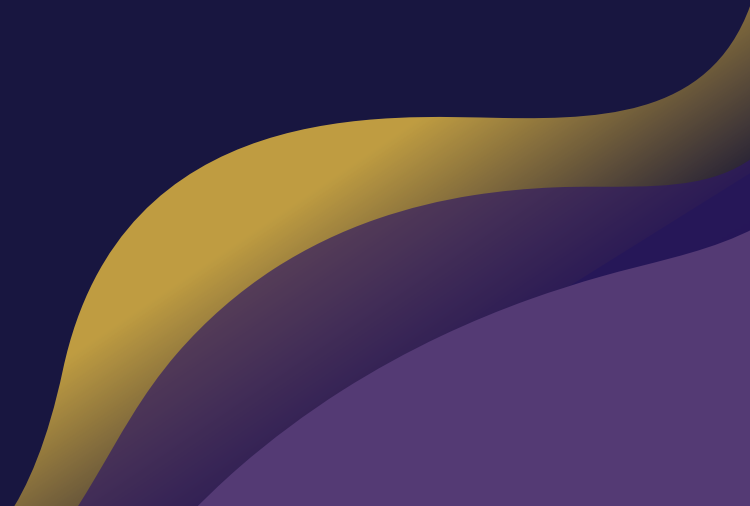
With the advent of blockchain came a new architecture for distributing data across a network, where control over the resources is itself distributed rather than centralized. These systems are aptly called decentralized applications or DApps, carrying many of the benefits of traditional mobile applications, but with the added benefit of the non-centralization of resources.

Within a decentralized application, the network itself — rather than any individual or central data centers — becomes the operating system for the application. A decentralized application enables enterprises and their customers to interact on a peer-to-peer basis, where the network value is driven by the network itself instead of the applications alone. The nature of decentralization allows DApps to remove intermediaries from standard business processes, improving process efficiency and security. As such, DApps bring a range of benefits to entrepreneurs including reduced transaction times and low transaction fees.

The DApp economy is quickly surpassing that of the early days of **Apple's App Store revenue**, and while mobile applications have a significant head start on their DApp rivals, it's been suggested that revenue already generated by DApps thus far could place them on a similar trajectory. DApp market analysis forums are already tracking the statistics and trends of the major players, showing steady growth over the **past few years** with no slowing in sight.



2.0 Market Overview



SUB-SAHARAN AFRICA IS THE WORLDS LEADING ADOPTER OF MOBILE MONEY SERVICES

Strong and Growing Mobile Subscriber Base

- ▶ As of 2017, Sub-Saharan Africa had a mobile penetration of 44%, accounting for 444 Million unique mobile subscribers and expecting to reach 634 Million by 2025.
- ▶ In 2018 metrics, accounts for 10% of the world's mobile subscriber base.

Currently Underbanked

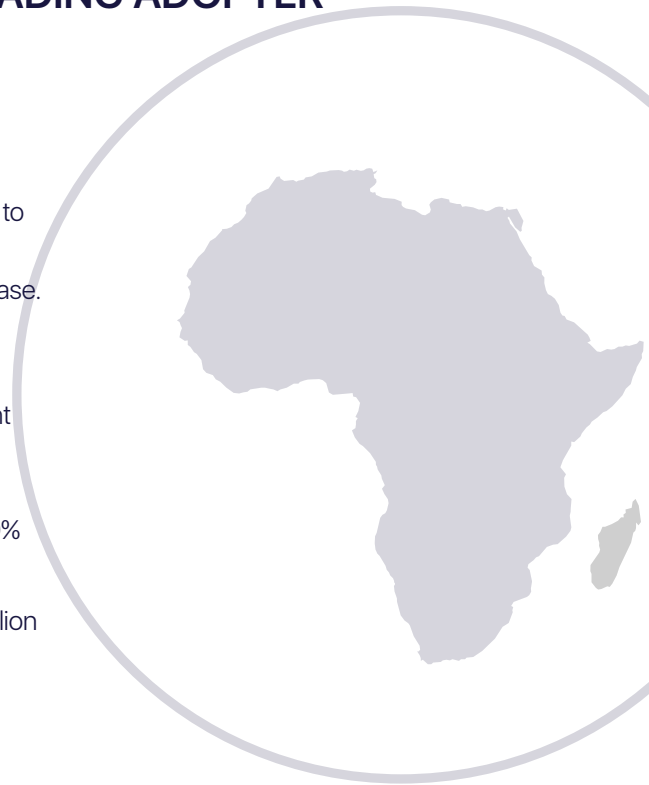
- ▶ In 2014 only 34% of adults in Sub-Saharan Africa had a bank account

Adapt to New Currency Formats

- ▶ In 2017 high demand for crypto in Africa leads to crypto prices up 40% above global averages.
- ▶ In 2018 Stellar Lumens/Flutewave/M-Pesa used by more than 20 Million customers in sub-Saharan Africa.
- ▶ By 2025 Luno predicted to reach 1 billion users.

Believe in and Benefit from Cause Marketing

- ▶ The Cause Marketing industry grew to \$2.06B in 2017.



2.1 The Mobile Market

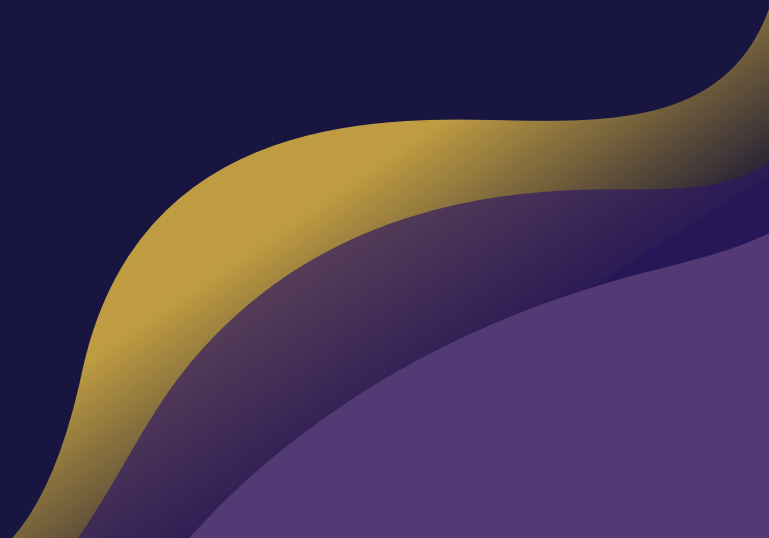
There will be over 400 million smartphones added to the African economy by 2020, where the mobile phone is treated as a method with which to conduct business. Individuals in the region are extremely phone-savvy and are able to conduct all areas of business directly from their mobile phones. A population that skipped the desktop era has mobilized all aspects of their business ventures, allowing for this unique and growing market to be created.

Within the mobile market, prepaid minutes are the standard for transferring value digitally in Africa. While an uncommon concept in many countries, individuals in Africa use prepaid cell phone minutes as currency. In Kenya for example, 79% of the population use their devices to transfer funds; **representing 88% of the country's smartphone users in total**. A prepaid minute supplier called MPESA has reported processing over 1200 transactions per second, which accounted for **almost half of Kenya's GDP** in 2017. Prepaid minutes are seen as a more trusted option for storing funds than national currencies from the continent, with most African currencies losing 20-40% of their value against the dollar **since early 2015**.

Individuals in the region can find prepaid minute vendors spread across towns and cities, creating a network of agents that can be leveraged to distribute Akoin to the end-user.



3.0 The Akoin Platform





3.1 Platform Overview

Akoin is a multi-currency digital wallet attached to an online marketplace that simplifies local and global exchanges of value. The marketplace will be a hub for DApps, apps, and financial services for entrepreneurs and other users to access and utilize. The platform includes proprietary Atomic Swap technology that allows users to seamlessly transition in and out of the network with fiat, cryptocurrency, or prepaid minutes. Users are able to learn, earn, spend, and save Akoin across a plethora of entrepreneur-focused applications. The Akoin ecosystem provides the tools, resources, and ease-of-use necessary for running a successful business or gig-based career.

The Akoin marketplace itself will represent a unique access point to the DApp & App-based service market for rising entrepreneurs in Africa. With over 444 million mobile phone users on the African continent, the Akoin marketplace and the benefits of blockchain technology will be accessible by millions of people.

The marketplace allows entrepreneurs and small business owners access to numerous applications that accelerate their business goals. Individuals or businesses using the Akoin marketplace for access to business-critical services will benefit from the variety of DApps, giving them a better chance of launching and sustaining their businesses. Among their many contributions, Akoin Ambassadors will help by acting as part of the local test population for the Akoin MVP and Beta releases. These early users will benefit from a system of rewards and recognition based on their interaction with the Akoin ecosystem.

The Akoin token is central to the ecosystem and is discussed in detail in the Token Economics section.



3.2 The Akoin Solution

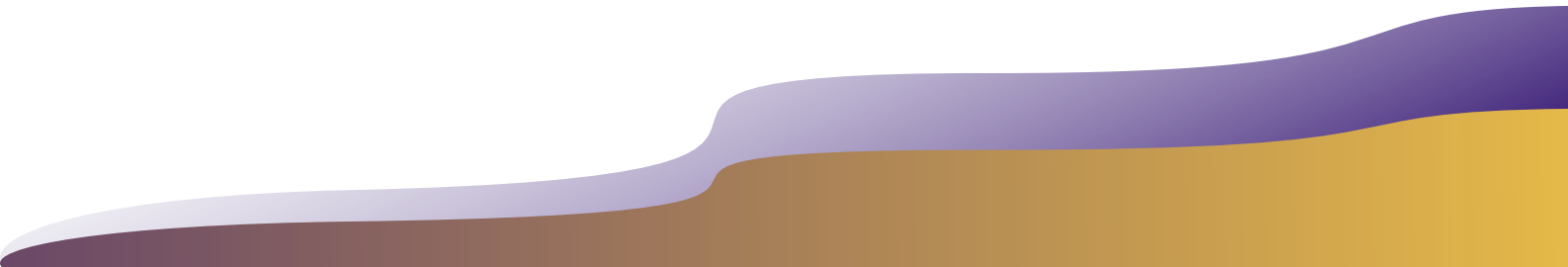
Akoin seeks to minimize the barriers to entry for entrepreneurs and small businesses in Africa, while simultaneously providing a gateway for global brands currently struggling to access this demographic.

The Akoin platform and token will leapfrog traditional banking and service platforms currently found in Africa. It will help entrepreneurs overcome the challenges of inflation, restrictive government regulation, and lack of access to leading business tools and services, all from their internet-enabled mobile device.

With a built-in multi-currency digital wallet and decentralized exchange, the Akoin marketplace enables participants to learn, earn, spend, and save cryptocurrency with ease, all done directly from their smartphone.

The Akoin token will provide a more trusted currency alternative to the current 40+ currencies currently utilized across 54 countries in Africa. This will enable entrepreneurs to build and grow their business with a seamless transition in and out of the network via fiat, cryptocurrency, or prepaid minutes.

The Akoin ecosystem offers an exclusive suite of sustainability and growth-building crypto-based apps that offer immediate and ongoing revenue-generating opportunities for aspiring entrepreneurs in developing countries. Furthermore, through the Akoin multi-currency wallet, entrepreneurs are able to trade with each other interchangeably without the major hurdles or fees of traditional money exchanges.



**AKOIN FUELS RISING ECONOMIES
BY REMOVING BARRIERS AND
DELIVERING A TRUSTED STORE OF
VALUE TO ENTREPRENEURS
ACROSS AFRICA'S 54 COUNTRIES**



MARKETPLACE

Earn, learn, save, and spend globally through an array of DApps.



ATOMIC SWAP

Swift conversion between Akoin DApp partner cryptocurrencies, prepaid minutes, and fiat currencies.



AKOIN TOKEN

Trusted currency to transact within the marketplace from prepaid minutes to fiat currencies.

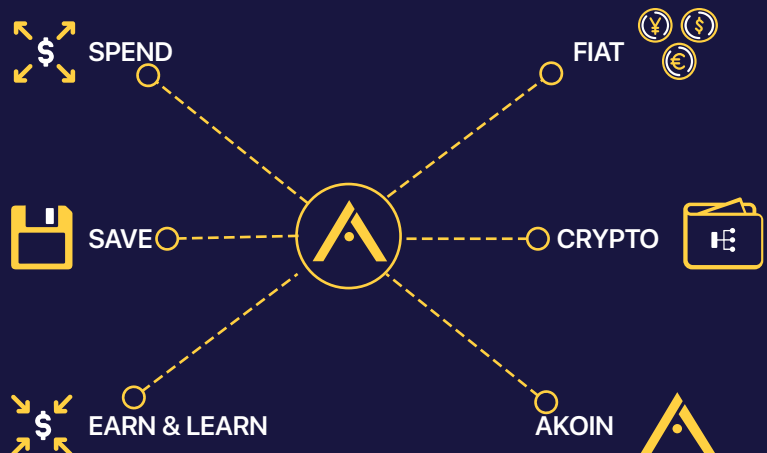


MARKETING CAMPAIGNS

Brand activation and adoption for brands and foundations via the Akoin ecosystem.

The Akoin Ecosystem will be the infrastructure that allows African entrepreneurs to take part in the gig economies, and will provide the tools they need to compete in the realm of international business for the first time. With Akoin, African entrepreneurs will have access to financial, health, education, technology, professional, governance and land services, using the Akoin Token as a central medium of exchange.

**WITH A GROWING SUITE OF
PARTNER DAPPS AND THE ABILITY
TO TRANSACT ACROSS
CURRENCIES, THE AKOIN
PLATFORM IS ABLE TO LEAPFROG
BUSINESS BARRIERS TO CONNECT
CULTURES WITH OPPORTUNITY.**



While offering unparalleled access and expansion for global brands and applications seeking an entry-point to the market; including brand activation campaigns, DApp/ App integration, launch and expansion planning, and foundation partnerships. Each DApp/App partner is vetted and integrated by the Akoin team into the marketplace to ensure the highest level of quality partnered service offerings are available within the Akoin marketplace.

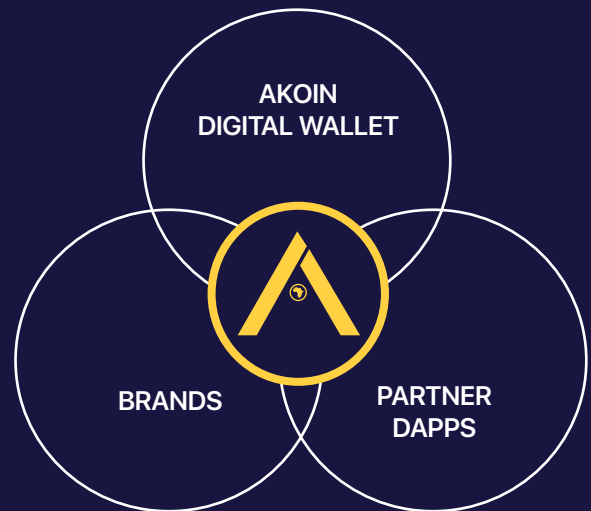
DAPP PARTNER BENEFITS

Ability to Launch Everywhere in Africa

- ▶ Proven track record in 18+ countries
- ▶ Established relationships and experience with public-private sector, NGOs, & media.
- ▶ Crypto-stability and blockchain-based transparency

Brand Spotlight & Activation

- ▶ Highlight and activate brands throughout Africa and other rising economies
- ▶ Gain visibility on the Akoin Platform – reaching new users, increasing utilization, and transparent volume.
- ▶ Participate in high-profile marketing events and campaigns to activate partner recognition.



3.3 Platform Features

The Akoin multi-currency digital wallet offers an access point for people in Africa to take part in the digital economy. The wallet will allow entrepreneurs and users access to DApps and Apps within the Akoin marketplace, spanning from financial services to infrastructure, professional services, health, education and beyond; the building blocks of entrepreneurship.

3.3.1 The Akoin Multi-Currency Wallet

The Akoin digital wallet is a universal cryptocurrency wallet used to securely store a host of digital assets. The wallet enables even the least technically-minded user to store, send, and receive major crypto-assets in the market, all through a single point of contact. The wallet can work inside a DApp or traditional platform application, enabling businesses to transition their user base to blockchain-enabled platforms with minor shifts in the user experience.

The Akoin Multi-Currency wallet is also the home of our Atomic Swap functionality. The wallet operates similarly to a decentralized exchange (DEX), in which the user always maintains ownership of the wallet holding their tokens, meaning a third-party intermediary never handles their tokens during the Atomic Swap process.

3.3.2 The Akoin DApp/App Marketplace

The Akoin marketplace aims to be the market leader for DApp-based services in lean economies such as Africa. Working alongside industry-leading technical, business, and marketing partners, the Akoin marketplace will support a suite of cutting edge decentralized applications to the benefit of entrepreneurs in Africa and around the globe.

CURRENCY BASE

Digital Currency, Mobile Phone, Money Transfers, Cash In/Out, Raffles, Etc.

INFRASTRUCTURE

Solar Power, WiFi, Land, Technology, Etc.

PROFESSIONAL SERVICES

Freelance, Share Economy, Crypto Based Jobs, Etc.

FINANCIAL SERVICES

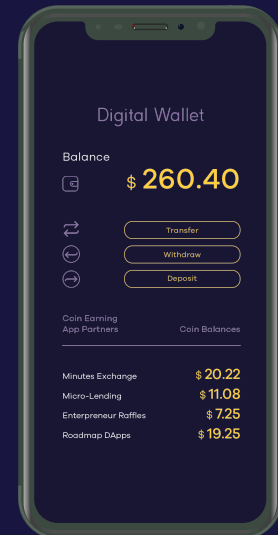
Establish Credit, Micro-lending, P2P Lending, Etc.

CONTENT/MARKETING

Video, Music, Advertising, Etc.

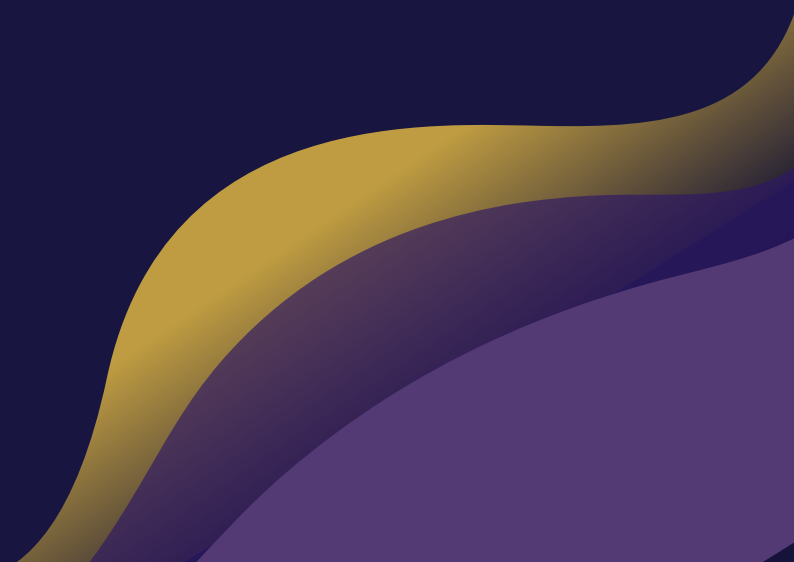
HEALTH, EDUCATION, GOVERNANCE

Health, Education Services, Governance Etc.





4.0 Technology Overview





4.0 Technology Overview

The Akoin Ecosystem represents a symbiotic network of decentralized applications and services that connect an infrastructure of products and services. The Akoin Token is based upon the Stellar Consensus Protocol (SCP). Akoin chose to partner with Stellar due to the power of the Stellar Anchor Network, the superior speed of transactions on the network (3-5 seconds to confirm a transaction), increased liquidity via the Stellar DEX, and our shared vision for economic inclusion. More information regarding our decision to use Stellar can be found [here](#).

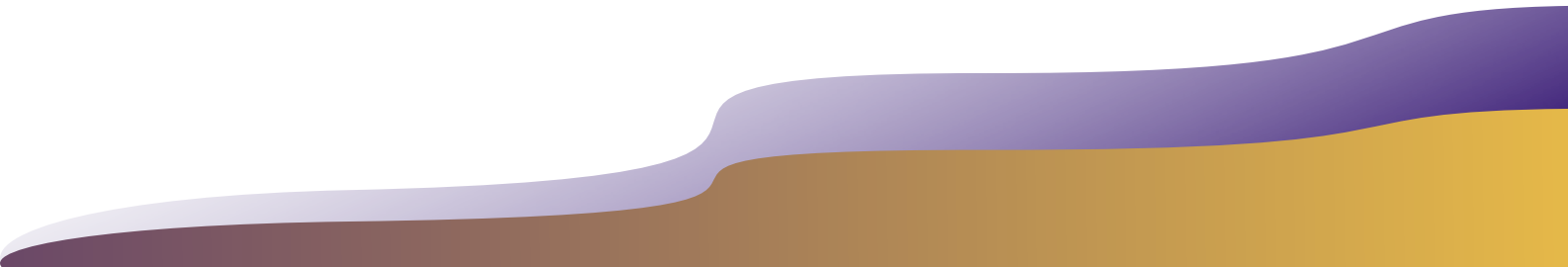


4.1 Distributed Applications Hub

The purpose of the Akoin Ecosystem and token is to create a seamless and scalable platform that affords token holders access to a host of different DApps. These DApps, both on and off the blockchain, represent services ranging from communications to healthcare to secure storage of value for entrepreneurs in developing countries. The Akoin platform represents a viable entry point into the digital economy for regions of the world that might otherwise be excluded.

The first DApp Partner that has been integrated into the Akoin Ecosystem is a blockchain technology called BitMinutes. BitMinutes is an ERC20 based token that couples with international mobile communications networks. The BitMinutes Token (BMT) can be used to "top-up" prepaid phone plans around the globe. This interoperability between BMT and prepaid phone minutes has created the ideal use case for Akoin's target markets in Africa. This region of the world already uses minutes as a form of digital currency and value exchange, and so the application of BMT is not only practical but intuitive.

A proprietary conversion mechanism called an Atomic Swap has been developed in partnership with BitMinutes for the Akoin Ecosystem. The Atomic Swap represents a breakthrough in currency interoperability as it allows tokens based on different consensus protocols to be instantly exchanged. For example, the Stellar-based Akoin and the ERC20-based BMT can be converted in an instant via an Atomic Swap. A real-world example that showcases the benefits of this swap is the example of an airtime top-up. A user holding Akoin tokens could Atomic Swap a portion of their tokens to BitMinutes and then opt to have those BitMinutes sent to a mobile phone as prepaid phone minutes. Unlike the traditional multi-hop conversion of currencies via exchanges, this Atomic Swap happens instantly and in line with the action at hand. Within seconds, an Akoin holder can top-up a mobile device, converting their Akoin to BitMinutes to airtime. The same simplicity in conversion will be available for all of the DApp partners that onboard into the Akoin ecosystem.



4.2 Cash in / Cash out

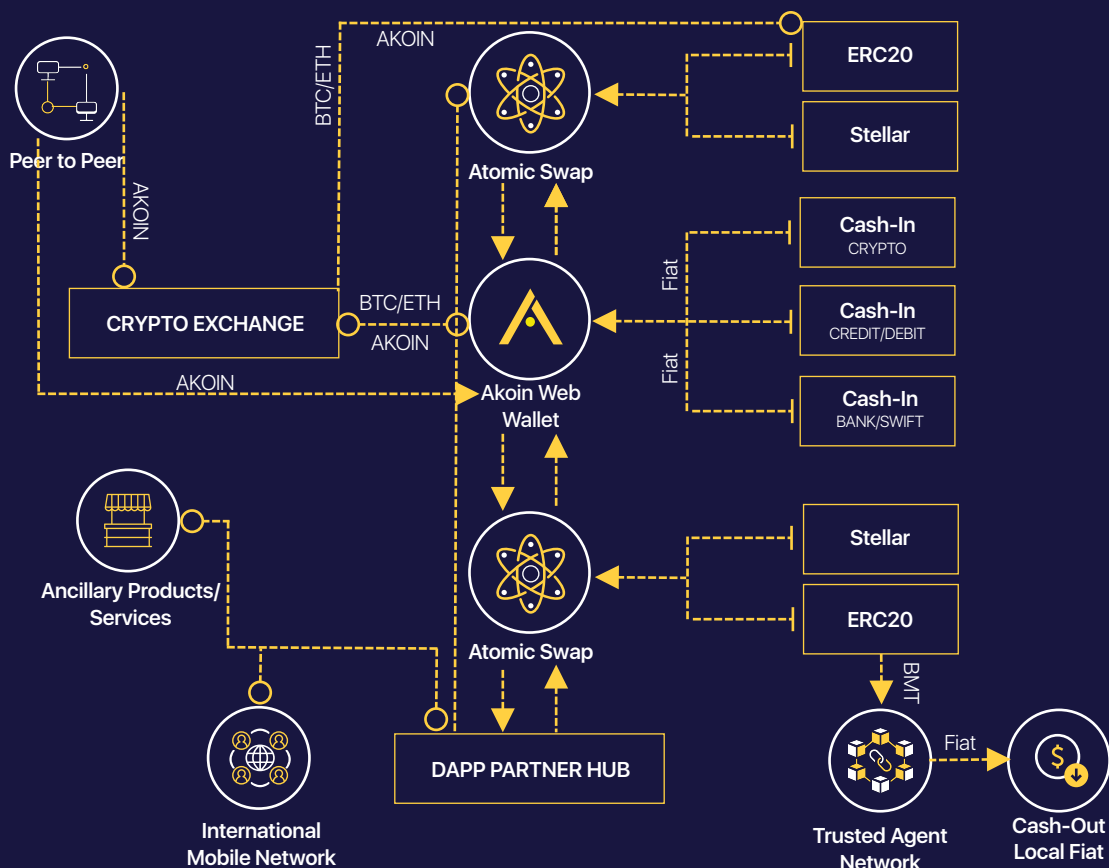
At the heart of the Akoin Ecosystem is a web (and Q2 2020 mobile) wallet. This secure online wallet serves as an entry and exit point for value exchange. The wallet supports deposits of major cryptocurrencies such as Stellar, Bitcoin, and Ethereum towards the purchase of Akoin. Several other altcoins, such as BitMinutes, can also be used to purchase Akoin via this wallet. In addition to this, the wallet also supports purchasing Akoin with credit and debit cards, available in regions that support these payments processing systems.

Transferring value out of the web wallet can occur via many different methods. Akoin Tokens can be transferred to various exchanges that support the Stellar protocol. Among the most unique and innovative cash-out options available to Akoin holders is the "TAN" solution provided through BitMinutes. "TAN" stands for Trusted Agent Network and is best described as human ATMs. BitMinutes has cultivated a network of individuals who have undergone standard Know Your Customer & Anti-Money Laundering procedures (KYC/AML), and that have registered as endpoints for value exchange. If an Akoin holder would like to convert their tokens into real-world fiat, then they have the option to transfer their Akoin to a TAN and receive local currency from the agent.

Peer-to-peer value exchange and lending is supported via the Akoin ecosystem. Riding the Stellar rails, it is easy for Akoin holders to transfer between each other. It is also possible to exchange mobile numbers and/or email addresses on the Akoin platform, providing opportunities for collaboration and interaction.

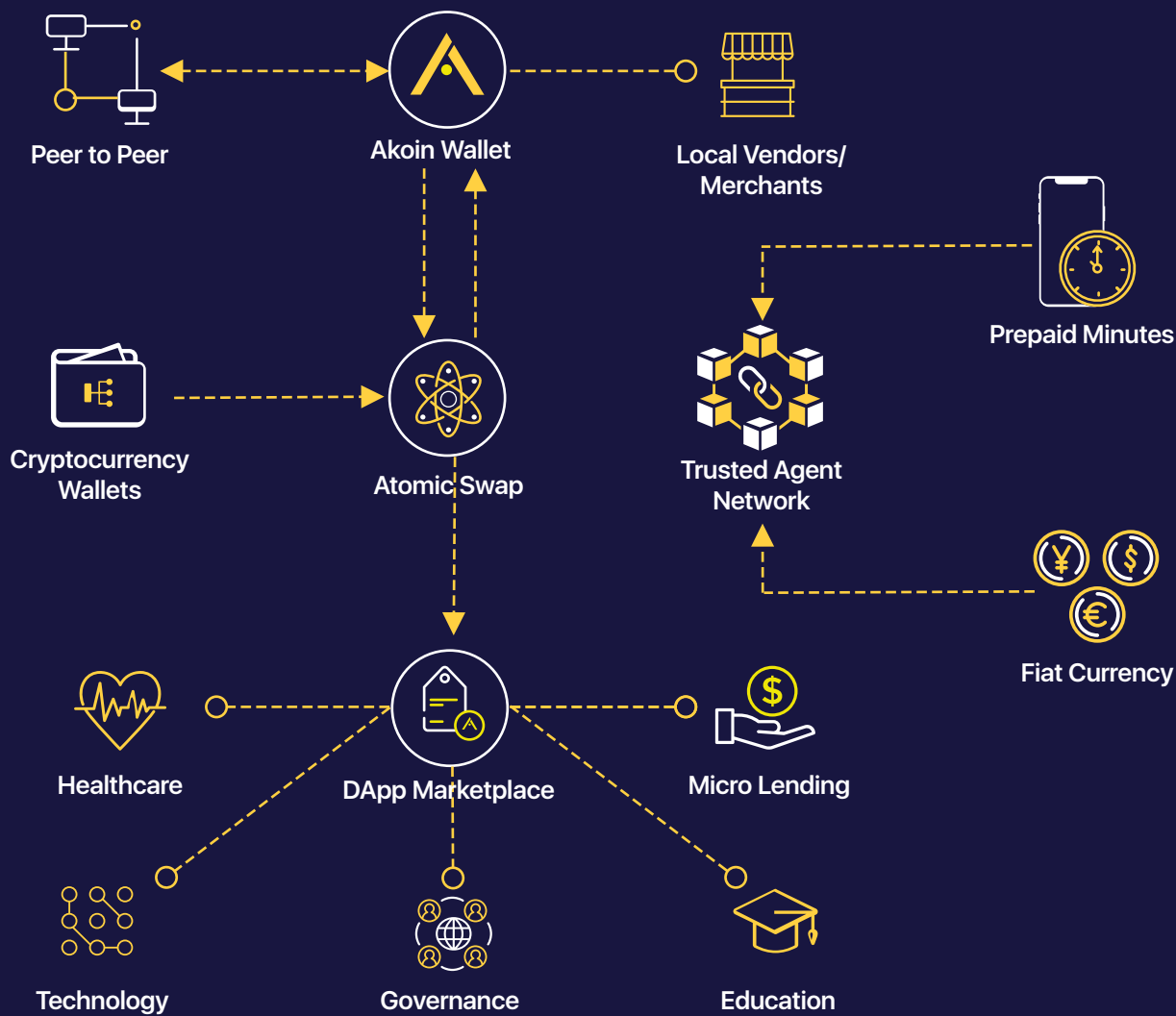
Through hosting integrated DApps in the Akoin Ecosystem, the platform will offer extensive benefits, such as providing access to lending, payments, and prepaid minutes capabilities across global third-party retail agents, mobile wallets, and banking systems. Through DApps, third parties can convert Akoin into "Instant Digital Credit" to pay bills, purchase goods and services online, and to directly deposit funds to banks or mobile accounts.

Akoin Ecosystem



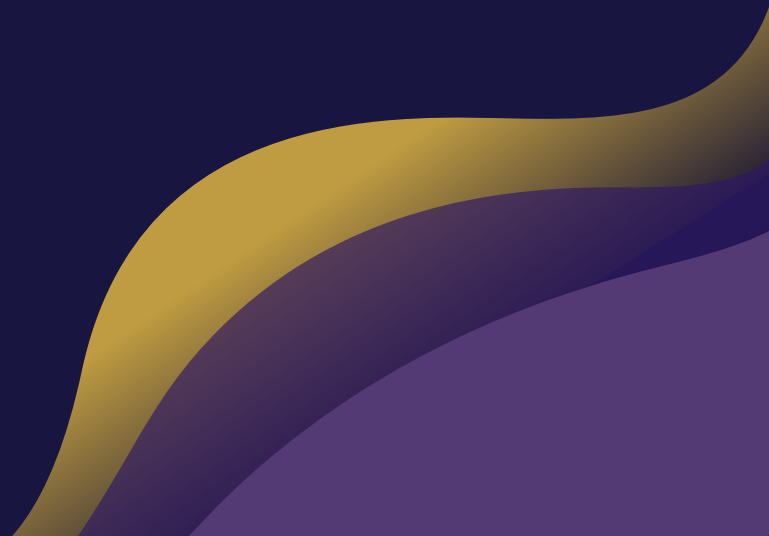
Through hosting integrated DApps in the Akoin Ecosystem, the platform will offer extensive benefits, such as providing access to lending, payments, and prepaid minutes capabilities across global third-party retail agents, mobile wallets, and banking systems. Through DApps, third parties can convert Akoin into “Instant Digital Credit” to pay bills, purchase goods and services online, and to directly deposit funds to banks or mobile accounts.

Akoin Transaction Flow





5.0 Akoin Use Cases



5.0 Akoin Use Cases

The Akoin marketplace will include the onboarding and integration of best in class DApp (and App) partners offering much-needed services and tools to entrepreneurs using the platform, thus providing the “Building Blocks of Entrepreneurship”:

Entrepreneur Building Blocks

Providing DApps (crypto apps) as building blocks for youth entrepreneurship in developing countries

ECONOMIC STABILITY

CATEGORIES

CASH IN /
CASH OUT

REMITTANCES

NETWORK
SHARING

ASSET
SELLING

BRANDS /
ADVERTISING

NEW
BLOCKCHAIN
JOBS

MINUTES
TRADING

MICRO-
LENDING

MESHED
WIFI

ASSET
SHARING

VIDEO
SHARING

CITIZEN /
GOVERNANCE

DIGITAL
CURRENCY

ESTABLISH
CREDIT

PORTABLE
SOLAR

SERVICE /
FREELANCE

MUSIC
SHARING

EDUCATION /
HEALTH

5.1 Prepaid Minute Transfer & Airtime Top-Ups

The Akoin platform leverages the existing network of prepaid minute vendors as a tool to provide financial services to the unbanked. Our DApp partnership with BitMinutes allows for peer-to-peer value transfer to more than 1.2 billion bank and mobile accounts across more than 70 contracted countries, while prepaid airtime top-ups are available to more than 4 billion mobile accounts in approximately 120 countries. Our goal is to achieve mass adoption of Akoin, so having access to 4 billion people the day we launch is a critical success factor.

Through the Akoin ecosystem, BitMinutes tokenizes prepaid cell phone time, allowing it to be sold for fiat or cryptocurrency. It's similar to a blockchain-based banking and settlement system for prepaid minutes, where you can also convert those minutes to cash or crypto. Individuals who don't have bank accounts can approach prepaid minutes' vendors in their villages or towns and convert cash into BitMinutes or Akoin. Through the Akoin platform, BitMinutes can be sent quickly and freely to other phones, used for airtime top-ups as well as conversions into Akoin tokens or fiat currency. With prepaid minutes being a huge store of value in Africa, this is a major utility feature of the Akoin base platform.

The “prepaid minutes vendors” are part of BitMinutes' Trusted Agent Network (TAN). BitMinutes have an extensive program in place to train TAN agents so that the operation can be adopted across the continent. So far, they have already trained more than 100 TAN agents in Nigeria alone. They plan to replicate this rapid growth across all countries in Africa to ensure a seamless integration once Akoin is launched.

5.2 Micro Lending

Current prepaid minute vendors, as well as consumers, can apply to join the Trusted Agent Network (TAN) to become what we like to affectionately call our Human ATM network. This network is incentivized to offer the above 'cash-out' service, while also serving as Micro-Lending agents to people in their local community. The TAN representatives can increase their Micro-Lending limits by ensuring prompt repayment of loans to entrepreneurs and small businesses. The growing pool of TAN agents are also able to conduct KYC and AML processes on their smartphones in real-time to ensure top-notch business and vetting practices are completed.

5.3 UNL

UNL is a universal addressing and naming platform that gives anyone, anywhere, a unique and universal address. This platform is essentially building an Internet of Places by bringing the 4 billion unaddressed individuals into the new digital economy, creating far-reaching social-economic impact.

UNL is integrating into the center of the Akoin platform and marketplace to focus on creating widespread economic impact by unlocking new geographies for location-based services. It incentivizes users to submit geographical data with Akoin and helps them build out the digital infrastructure needed to bring Africa into the future. Additionally, as new geographic information is created and addresses are generated, the DApps/ Apps in the marketplace gain access to more and more potential customers. For example, if an eCommerce company launches in the marketplace, it will be able to deliver products to a constantly increasing customer base as UNL expands the nation's digital infrastructure. By utilizing UNL, Akoin will open its reach to consumers who were previously unable to participate in the digital economy, creating unparalleled opportunities for this demographic.

5.4 Micro-Raffles / Lotteries

Akoin will be launching an innovative micro-raffle lottery with a leading lottery/raffle partner throughout Africa in early 2020. In 2018 the global lottery market was valued at \$1.7 billion, and it is projected to grow an additional **4.6% from 2019 to 2028**. Aligned with this demand, Akoin will offer a custom micro-many raffle solution where large numbers of users can win micro amounts of Akoin Tokens and/or prizes that fuel and empower their entrepreneurial goals. In addition, this will be an earning opportunity for users where they can create their own web stores to sell micro-raffle/lottery tickets, much like the TAN model described above. The unique micro-many model will empower a multitude of people while creating new earning opportunities, all geared towards helping entrepreneurs kickstart and/or support their growing businesses.

5.5 Crowdfunding

Akoin is in the process of onboarding a best of breed DApp partner to provide crowdfunding tools and services that aim to support and spur investments. We aim to use a model that is prevalent in developed countries, and one that can become a leading source of financial support for businesses in developing markets. This strategy is one of the many tools and services employed by developed countries to help bolster new businesses. By bringing this service into the African market through our DApp / App ecosystem, we are able to make funds available for entrepreneurs that were once inaccessible. Akoin will also work in tangent with the Akoin Foundation to spur support from the United States and other developed countries in order to bring awareness and other financing into Africa.



5.6 Healthcare

Akoin is committed to revolutionizing healthcare in African and other developing countries globally. We will achieve this by deploying a leading DApp partner for personalized healthcare, which will digitize medical records and chain of custody for drug testing on the blockchain. The end result is an easy-to-use, no-cost solution to end-users that can dramatically reduce inefficiencies and wastage of resources, delivering much-improved health outcomes. Blockchain's capacity for delivering security and privacy is a natural fit for the entire healthcare supply chain. By transforming programs such as patient incentivization and patient treatment, Akoin can be the driving force in the global healthcare movement to utilize new tech to address health concerns across the world.



5.7 Land Rights

Land ownership, titling, and records management is a prevailing issue in developing countries. Akoin has partnered with a leader in land governance that uses blockchain and other technologies to provide user-friendly, low-cost land administration systems. Our goal is to promote economic development and the full financial inclusion of all parties by helping individuals in developing countries establish formal ownership of their property.



5.8 Utility & Solar Power

Akoin's enterprise partnerships will allow users to buy solar energy easily and affordably through a new blockchain-based grid overlay. Users will also be able to use Akoin to make payments (at discounted rates), pay employees, and create new employment opportunities within this sector. Through these partnerships, Akoin will begin its quest to create blockchain-enabled clean energy and to present more affordable access to users in Africa.



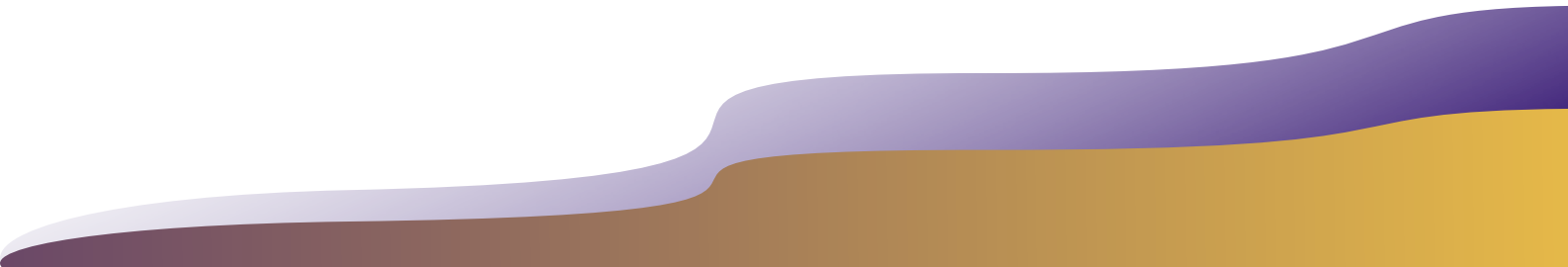
5.9 DApp Builder Tool

Akoin will provide a toolbox for any entrepreneur to create their own DApp for the Akoin Ecosystem. This will be offered within our own DApp Builder Tool where users can easily drag and drop all necessary components to create a viable and usable DApp for their business needs.



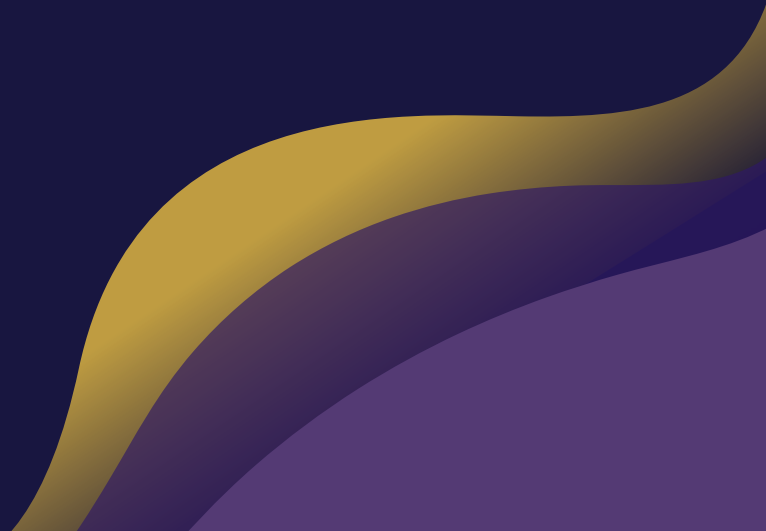
5.10 Akon City

Akoin will be the central currency of Akon City, a sustainable and eco-tourism smart city in Senegal, Africa. Akon City blends leading smart city planning designs with a blank canvas for integrating blockchain into our daily human and business exchanges, all with the goal of inventing a radical new way of existence. As part of the blockchain design of this smart city, Akoin, Inc. has a letter of intent with Akon and Akon City committing to the usage of Akoin as the central currency.





6.0 Akoin Business Model



6.1 DApp/App Partner Fees

Akoin offers a range of platform and marketing services for our DApp/App partners ranging from Basic, Premium and Enterprise partnership levels. Each level provides a different range of marketing, platform access, support, and related services offered.

Depending on the partnership level selected, partners pay a monthly service fee and hold a varying amount of Akoin tokens. For instance, Akoin's Enterprise strategic partners purchase and hold \$100,000 USD worth of Akoin tokens for at least 1 year, whereas Premium partners purchase and hold a smaller amount of Akoin tokens.

6.2 Marketing Campaigns

Global brands and DApp/App partners can engage in ongoing or one-time marketing campaigns across the Akoin Ecosystem for expanded growth and awareness.

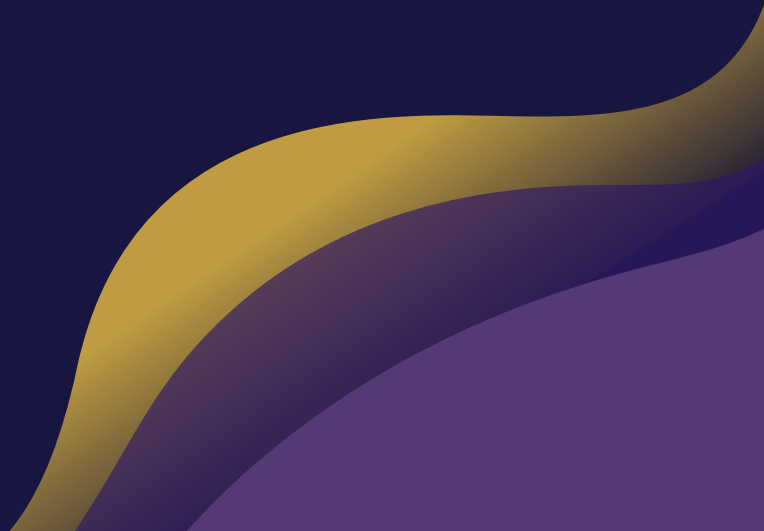
6.3 Exchange Fees

Transactions processed on the Akoin ecosystem through the private exchange incur a small processing fee (2.5%) which provides increasing and continuous revenue as volumes scale.





7.0 The Akoin Foundation



7.0 The Akoin Foundation

The Akoin Foundation was formed in parallel with the Akoin ecosystem as a philanthropic instrument to empower entrepreneurs to learn, grow, and thrive in business through innovative programming, much-needed physical infrastructure, and critical funding. The Foundation seeks to ensure a world where quality education, decent work, and innovative businesses are accessible to all people with a desire to build vibrant, sustainable communities that share in mutual success.

Recent research by McKinsey & Company projects that the African economy alone will be in a position to create 54 million new jobs by 2022 — but will still face a shortage of upwards of 50 million jobs as members of this fast-growing region enter the workforce. The Akoin Foundation has set an immediate objective to focus on addressing this issue. This objective supports African entrepreneurs in their efforts to create the products, services, and employment opportunities for the next generation to not only become a part of this fast-growing economy, but to thrive in it. The foundation has set a goal to educate, inspire and activate 2,000,000 new CEOs in Africa by 2030.

Since its formation in March 2019, the Akoin Foundation has demonstrated its commitment to empowering entrepreneurs through real-world infrastructure and programming. Its leadership developed an ambassador program that recruited and vetted a trusted group of volunteer Akoin Ambassadors. The ambassador program consists of over 200 young entrepreneurs, primarily of African descent, residing in Africa and across the Diaspora. Its goal is to help build the Akoin movement, raise funds for Foundation programming, and effectively be the voice and face of the Akoin vision across social media and the web. Our Akoin Ambassadors represent the first group of young CEOs that we are committed to empowering.

The Foundation has already begun deploying much needed online education programs to our Akoin Ambassadors (social media training, marketing, meetings, networking, among other opportunities) and has recently integrated a new Community Platform & Rewards Engine that is used to build, incentivize, and activate further learning and earning opportunities while helping to spread the Akoin message throughout Africa. Upcoming programs will include the ability for Akoin Ambassadors to act as trusted exchange agents across the continent, facilitating the exchange of fiat and prepaid minutes for Akoin, or serving as local resellers of Akoin merchandise through the Akoin merchandising program. Programming also includes digital and physical education programs to arm the next generation of African entrepreneurs with the skillsets they need to succeed and flourish in the global digital economy — an economy they'll be included in for the first time.

To grow our scale and reach, the Akoin Foundation is actively identifying and building out a network of partnerships that enable us to scale. The Foundation seeks synergistic partnerships that will enable it to create programming together faster and better with world-class service delivery partners and foundations that share visions that harmonize with the Foundation's mission in the areas of education, infrastructure, incubation, and investment. Our partnership with the SDG Impact Fund is one such example. Through this relationship, we are able to support progress towards the achievement of the UN Sustainable Development Goals.

The Akoin Foundation will also actively identify and incubate high-quality, early-stage and growth-stage businesses that want to join the Akoin ecosystem, providing associated Akoin investment and incubation support where needed. Through these efforts, the Foundation serves as a vital testbed, helping to model and increase the practical application of Akoin by creating active use cases, methods, and applications in which end-users engage with the Akoin Ecosystem, ultimately increasing trust and adoption.

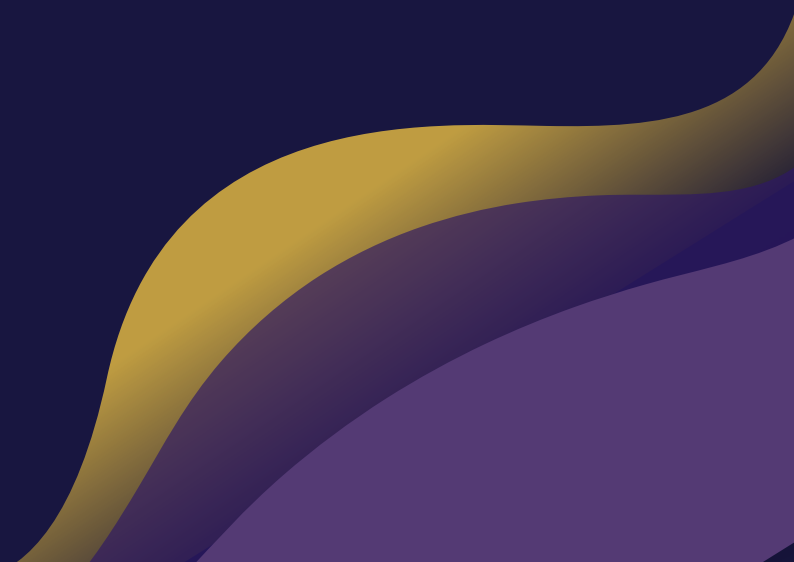


Akoin Foundation





8.0 Token Utility



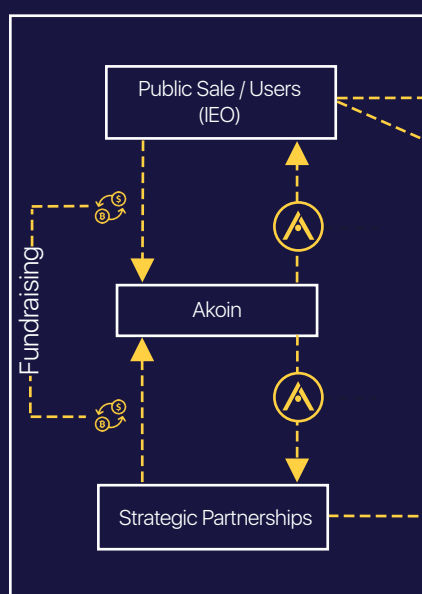
8.0 Token Utility

The Akoin token will be the central mechanism for the exchange of value between users within the Akoin marketplace. Through the integration of the Akoin multi-currency digital wallet, Akoin tokens can be seamlessly spent within DApps on the platform.

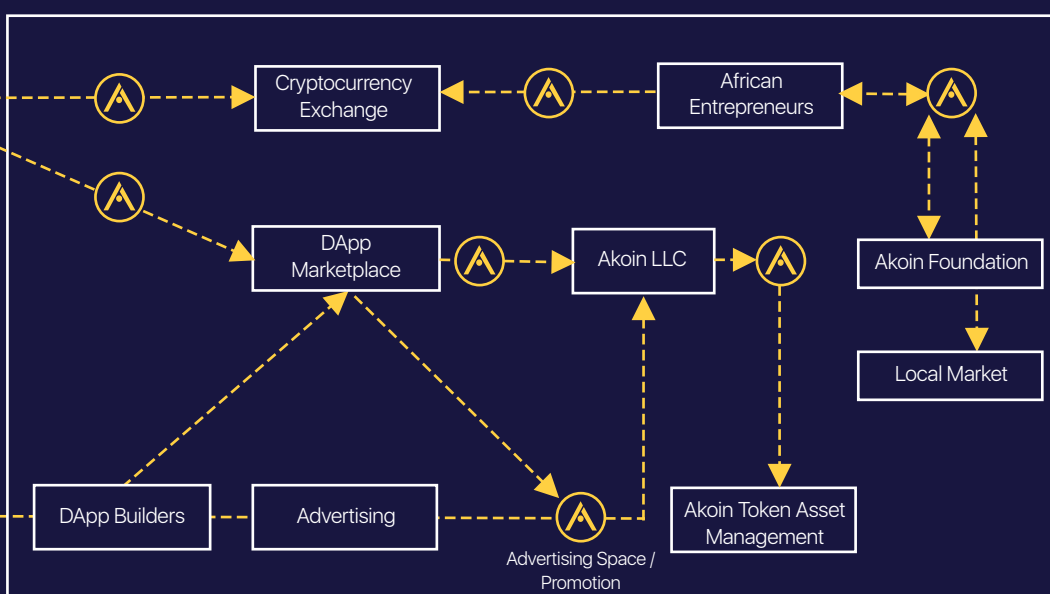
The main applications of the Akoin tokens are outlined in the table below:

FEATURE	DESCRIPTION
Listing Fee	Fees for listing and supporting applications (including holding a certain amount of Akoin)
User Transactions	Transaction fees to be paid in Akoin
Advertising Space	Fees for placing advertisements in the marketplace
Exchange	Payments for applications, goods and services

Akoin Token Sale



The Akoin Economy

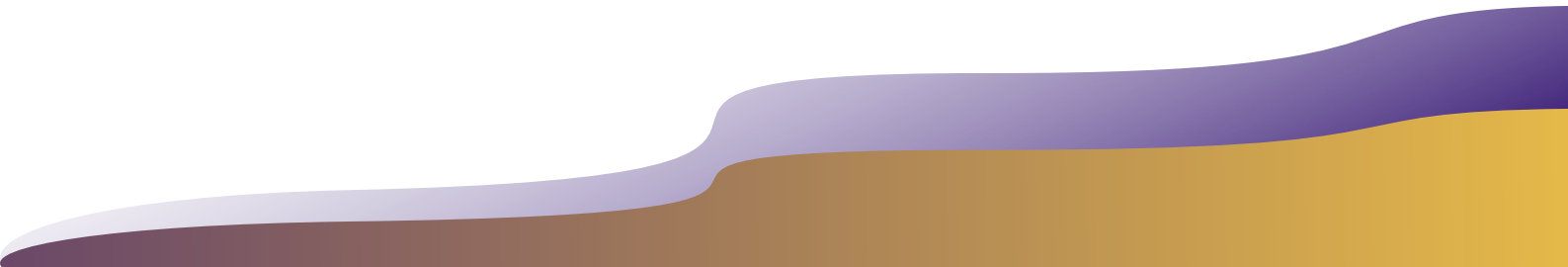




8.1 The Akoin Token

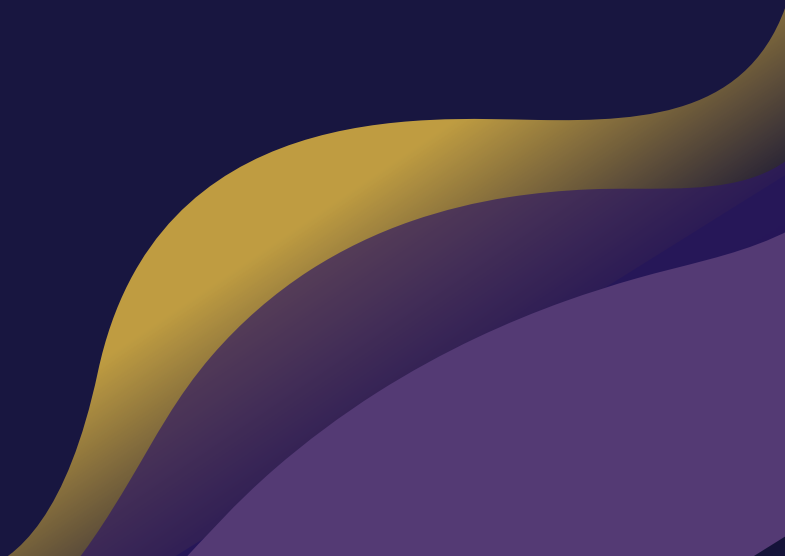
The Akoin Foundation will secure partnerships with companies willing to adopt Akoin and integrate it into their digital infrastructure, allowing our end-users to reap benefits far beyond quick and easy transactions. Partnerships will be established with utility companies, educational partners, and incubators fostering technological innovation with the aim of increasing the methods in which end-users can engage with the Akoin Ecosystem, ultimately increasing adoption.

AKOIN TOKENS ARE...	AKOIN TOKENS ARE NOT...
▶▶ Utilizing the Stellar Network. ▶▶ The method of exchange used across the AKOIN marketplace. ▶▶ The representative value within the AKOIN marketplace and in the local market ▶▶ Available to hold in your AKOIN Wallet or your compatible Stellar wallet. ▶▶ Going to be available to buy and sell on major Cryptocurrency Exchanges	▶▶ Offered as a security or do not exhibit any security-like characteristics. ▶▶ AKOIN tokens do not pay any dividend, commissions, shares or provide equity based on their acquisition. ▶▶ Contributors must be aware that there should be no expectation of profit or increase in value associated with the purchase of AKOIN tokens.





9.0 Public Token Sale





9.0 Public Token Sale

The Initial Exchange Offering (IEO) will distribute 45,000,000 of the 450,000,000 or 10% of the total amount of Akoin tokens. Akoin is not intended for speculative investors; the total amount of tokens available for sale during our IEO has been set at 10% of the total supply to ensure that we're able to distribute the majority of the tokens to those who will benefit most from it, namely Akoin users on the ground in Africa. Citizens of the United States and Canada will not be able to participate in the Initial Exchange Offering.

Hard Cap	\$6,750,000
IEO Public Sale Price	\$0.15
Total Supply	450,000,000
Token Type	XLM



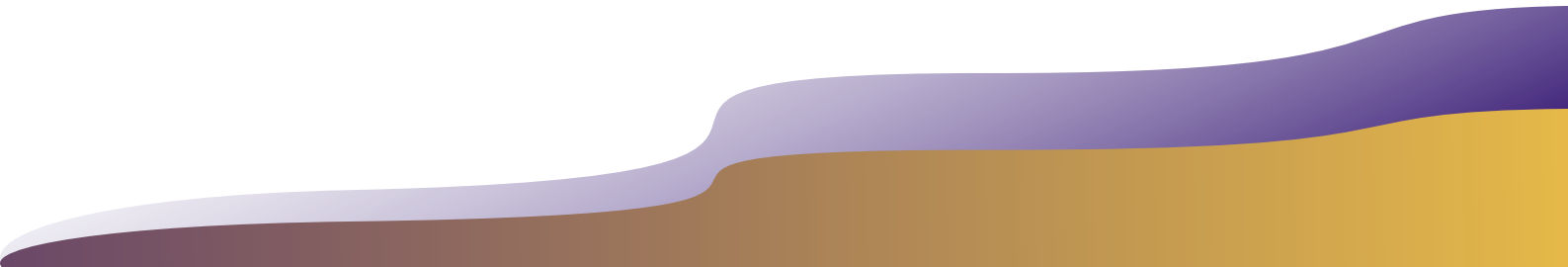
9.1 The Akoin Initial Exchange Offering (IEO)

Akoin is offering potential users of the Akoin DApp marketplace the opportunity to own the Akoin token through an initial exchange offering (IEO).

The IEO will be conducted by a top tier cryptocurrency exchange and is targeted for the 2nd quarter of 2020, based on an agreement in place with the exchange partner to be announced.

Akoin tokens are valid indefinitely and are the sole property of the respective holders once issued by the Akoin project at the completion of the IEO.

Akoin tokens will be distributed in direct proportion to the amount contributed by the participants during the IEO. Full details of the token price and bonus rounds are available in the IEO Token Sale Structure section of this paper.





9.2 Token Management & Custody

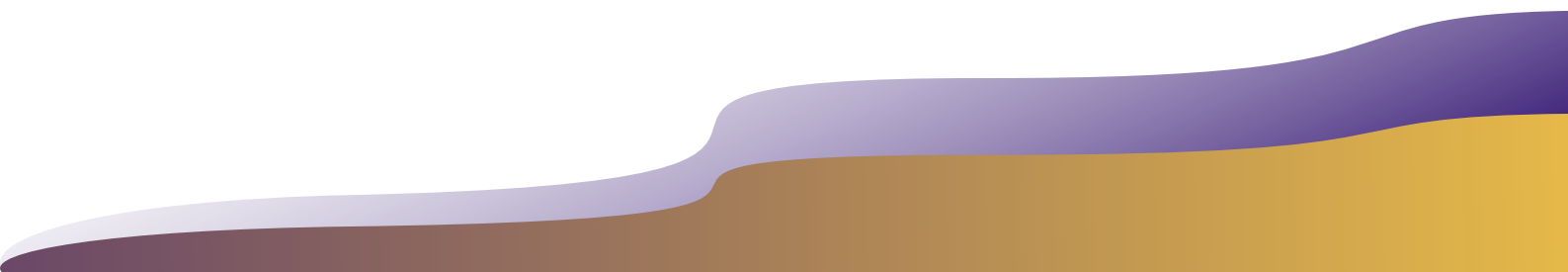
Please note that all organization and implementation of the processes connected to a successful IEO have been prepared in accordance with industry best practices, with token custody supported by **Delchain Limited**.

Delchain is a licensed Financial Corporate Service Provider under the Securities Commission of the Bahamas. They apply strict KYC, AML, CFT procedures and comply with Group Compliance and Risk guidelines.

Akoin's tokens will be stored on Delchain's insured custody solution. Delchain employs peer-reviewed open-source software clients, military-grade encryption, and 3rd party tested and audited hardware security modules with physical backups of private keys stored in high-security vaults across three continents. Akoin has employed the services of an escrow account to aid in creating a healthy token emission velocity. Details of the escrow and how the tokens within it will be used can be found below. It serves as an additional level of security, providing confidence for the contributors that the distribution of tokens will be accordance with Akoin's smart contract conditions.

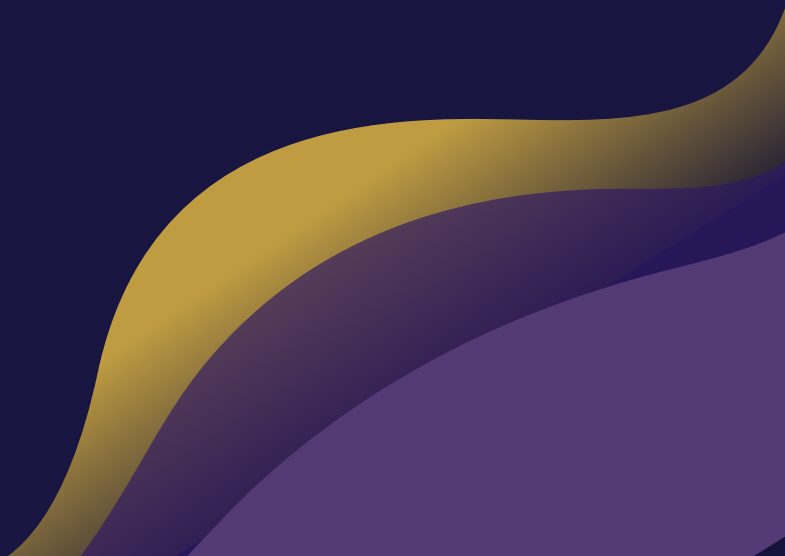
Akoin will utilize Delchain's token management liquidity services to aid in providing balance for the token's value, velocity, and volatility. Additionally, each Akoin DApp partner is required to hold a certain amount of Akoin to maintain their listing in the marketplace, creating a source of stability for token holders.

Blockchain technology and the wide array of consensus protocols available are known for the immense value they bring in regards to security. To ensure the security of the DApp marketplace and all Akoin token holders, Akoin will work with the top security and audit experts in the industry to provide regular security audits and testing of the platform





10.0 Token Allocation & Use of Funds



10.0 Token Allocation & Use of Funds

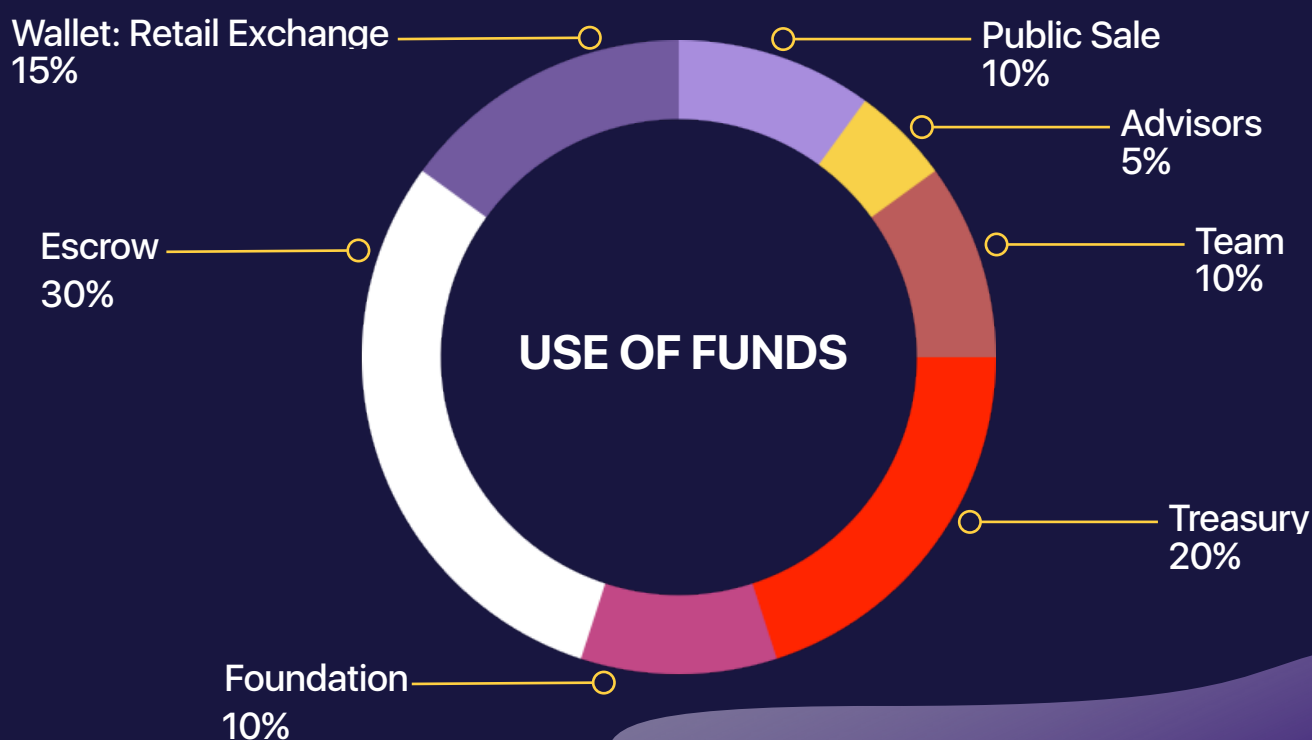
Akoin has chosen to only issue 10% of tokens in this public sale.

To accomplish this, the remaining token supply will be used to drive adoption amongst merchants/vendors and to bring value to the platform. The total supply of Akoin will be released over the course of 4 years, with 39.41% released after 12 months, 70.12% released after 24 months, 87.25% after 36 months, and 100% at 48 months. This is subject to change with Escrow tokens being placed back into Escrow if they are not needed in the month they are released.

Each token allocation is subject to vesting and lock-up periods except for Public Sale tokens which are available immediately.

The following are details on the total supply allocation of Akoin:

IEO Public Sale	10%
Advisors	5%
Team	10%
Treasury	20%
Wallet: Retail Exchange	15%
Escrow	30%
Foundation	10%



10.1.1 IEO Contributors

Akoin tokens will be distributed in direct proportion to the amount contributed by the participants in the IEO. Public sale tokens are the only tokens not subject to a vesting schedule or lockup period.

Akoin is allocating 10% of the total token supply to the public sale in this Initial Exchange Offering. End-users will own and use the majority of tokens, and keeping the public sale allocation at this level helps ensure that this is the case. Our goal is to create an ecosystem where the value of the network is derived from the volume and value of the goods and services offered through the ecosystem, rather than speculative behavior. Public sale contributors and our partners provide the initial liquidity of the network, which is pivotal for the appropriate and smooth operation of the ecosystem; however, token purchasers are only one segment of potential end-users given that current regulation and previous cases have shown that selling tokens directly to users is a more effective route.

The total token supply and public sale price were determined in order to suit the 444 million mobile phone users in Africa. Pricing the token at \$0.15 creates an easy comparison of value to prepaid minutes for the end-user.

10.1.2 Escrow Fund

The Escrow will be used to create liquidity for Akoin, and to manage the velocity at which the circulating supply increases.

Tokens allocated to the Escrow are locked in a bank-controlled escrow, with 2.08% of tokens allocated to be released per month over the course of 48 months.

When released from escrow, the tokens will be used to manage the rate at which the circulating supply increases and to create the liquidity necessary for the health of the Akoin ecosystem.

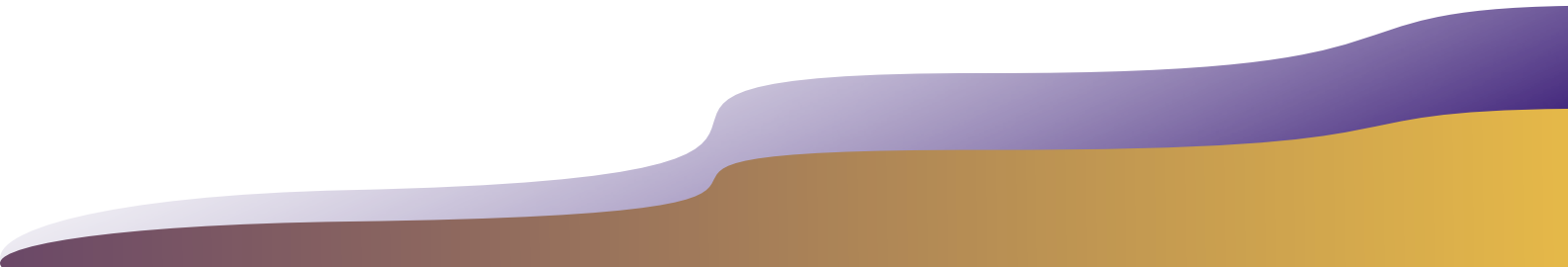
Tokens held in escrow that are released and not used by the company are put back into the escrow queue in the first month available with no tokens arranged to be released.

10.1.3 Wallet Retail Exchange

Akoin will be offering tokens directly to users through the Akoin Wallet where they can convert their prepaid minutes or fiat currency into Akoin tokens.

These tokens are solely distributed and made available to the end user for direct purchases within the Retail Wallet. Tokens will be allocated at a rate of 2.08% per month over the course of 48 months, following the same schedule as the Escrow Fund.

Tokens sold directly from the retail wallet are purchased by and intended for users outside of the United States, particularly with a focus on Africa and other rising economies.



10.1.4 IEO Treasury

The Treasury is set up to subsidize the operational business costs of the business, platform development, marketing, personnel, administration, legal, and exchange listing. Treasury tokens begin to release from their lock-up after the 3rd month of operations, and vest over the next 19 months at a rate of 4.55% per month.

10.1.5 Akoin Foundation

The Akoin Foundation focuses on increasing adoption and creating opportunities for entrepreneurs on the ground in Africa, within the Akoin Ecosystem. Tokens allocated to the foundation are to be distributed to the intended end-user (African entrepreneurs) through foundation programs or to programs, partners and initiatives that have the same goal of empowering entrepreneurs in the rising economies. Akoin Foundation tokens will gradually vest in order to minimize the velocity at which circulating supply increases. 5% of the Foundation tokens will be released in month 4, with the remainder vesting over the next 41 months.

10.1.6 Team Allocation

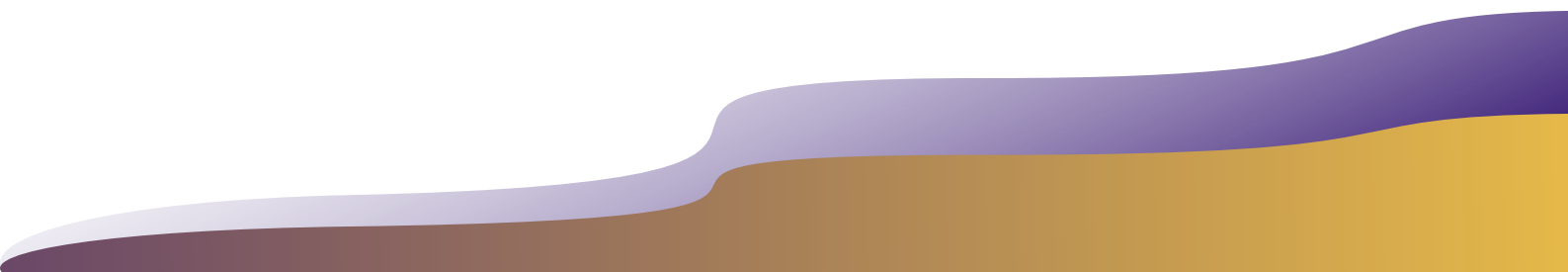
Tokens allocated to the team are used to compensate the current and future Akoin employees for work completed both before the IEO and into the future. Team tokens are locked for a 3-month period, after which 10% is unlocked. Following the initial unlock, the remainder of tokens are vested over the next 15 months.

Tokens allocated to the three co-founders (Lynn Liss, Jon Karas, & Akon) are subject to a stricter lockup period. Co-founder tokens vest 10% at 7 months after launch, the remaining 90% of their tokens vest over the next 23 months.

10.1.7 Advisor Fund

The Advisors Fund will be distributed to advisors that are critical for the project's success. The fund's tokens will be subject to the vesting periods below.

5% of Advisor tokens are released after 3 months. The remaining tokens vest over the following 36 months.



10.2 Roadmap



10.3 Akoin Board of Influencers

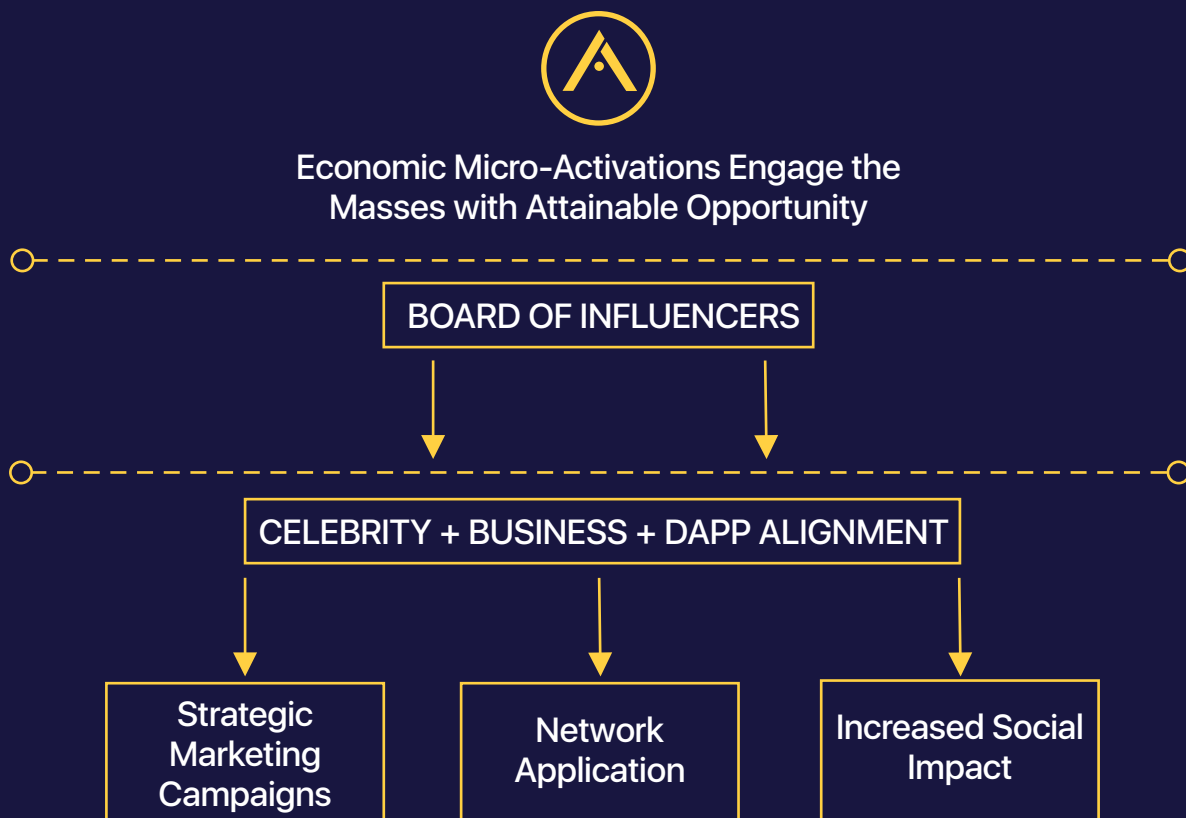
Akon has personally focused substantially on social impact initiatives (like Akon Lighting Africa) education, mentorship, and professional training programs globally. Akon and the Company's founders crafted a way for celebrities to align and work with Akoin's DApp partners to accelerate the sampling and ultimate adoption of those DApps, while providing celebrities with more tools to create new and innovative solutions for causes they care about.

Akoin has created a Board of Influencers who are excited about utilizing the power of Blockchain driven tools and solutions to enhance their individual efforts. The Board of Influencer program gives celebrities the opportunity to help shape our DApp partners products while providing them with a way to create more visibility.

There are three components of influence: reach, connect and action. We've learned that the reach afforded Akoin for each of our partners is far stronger due to the celebrity of Akon himself. Akoin's Board of Influencers multiplies that power substantially in a grassroots and credible manner.

The Board of Influencers includes leaders from film, television, music, sports, gaming, and business that can reach, connect, and motivate their followers in ways typical advertising can't: with more credibility, far less cost, and much greater impact.

Through a proprietary vetting process, we connect these Influencers with key Akoin DApp partners to help amplify their individual social and philanthropic goals, from healthcare and science to global poverty and education and beyond. We will continue to add influencers that we believe are committed and can team with our partners in building our goals of economic inclusion and global social impact. Together we can reach audiences in Africa and beyond in an efficient and exciting manner.





11.0 Akoin Team

Akoin is led by a team of exceptional entrepreneurs, advised and supported by champions of the tech for good sector.

Akon - Chairman, Co-Founder

A Grammy-nominated, multi-platinum selling artist, producer, entrepreneur, and philanthropist.

Akon is recognized as one of the most powerful voices across Africa and the Diaspora, named to the Forbes Celebrity 100 & 40 Most Powerful Celebrities in Africa list. Through Akon Lighting Africa, he has already brought solar power to 18 countries in Africa, creating safety, health and well-being for millions of the 600M+ Africans who lack electricity today.

Jon Karas - President, Co-Founder

Finance, Entertainment and Technology industry entrepreneur, seasoned capital formation leader, film producer, and talent representative.

With over 25 years in the entertainment and finance industries, Jon is a major force at the intersection of celebrity and social good. He is a founding Advisory Board member of Slate Entertainment Group, creator of disruptive crypto-driven streaming and ticketing platforms. As a veteran of the William Morris Agency, he founded Infinity Management International in 1990, which represents top record producers, film and television writers, directors, and producers. He began his career practicing transactional and securities law at two major law firms on Park Avenue in New York.

Lynn Liss - Chief Operating Officer, Co-Founder

Entrepreneur, operating executive, technologist, strategic partnerships, social impact strategist.

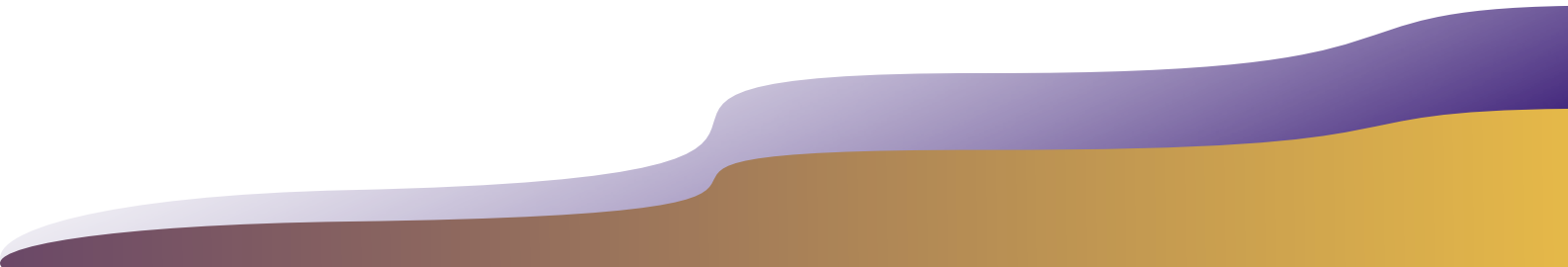
Lynn has experience as a Management Consultant with BearingPoint and CGI-AMS (Top 5), where she provided executive advisement and deployed innovative technology with Fortune 500s, including negotiating a \$20M+ deal signed by the COO of Microsoft. An MBA in Strategy/Finance from the University of Chicago, Lynn has deep networks and experience across the startup, venture capital, entertainment, technology, and social good sectors.

Laura Plato - Executive Director, Akoin Foundation

Entrepreneur, operating executive, and social impact leader. Laura is an impact-driven strategic leader with 15+ years of outstanding performance in start-up and growth-stage technology companies. She is a skilled coach, communicator, and coalition builder, and is comfortable navigating complex environments thanks in part to her decade-long tenure at Intuit. Through the creation of the Akoin Ambassador program, a group of over 200 young volunteer entrepreneurs primarily in Africa, she helped create a forum to bring the talents and skills of young entrepreneurs immediately to bear to make the Akoin vision a reality.

Tom Meredith, Interim CTO

Tom Meredith joined forces with Akoin to lead the technology platform and cryptocurrency development, including the deep integration with BitMinutes solution, a leader in tokenizing pre-paid mobile minutes and minutes based micro-lending. Tom is a serial entrepreneur who has been crafting solutions in online security, peer-to-peer (P2P) lending and other ventures for over a decade. He founded P2P Cash in the mid-2010s to focus on the fintech space, which led to the creation of Smart Token Chain, a breakthrough combination of blockchain advances, cryptocurrency innovation, and cybersecurity mandates. He founded BitMinutes to apply these new tools to the social mission of profitably removing the structural constraints on the expansion of financial service delivery globally.





11.0 Akoin Team

Dan Sloan, EVP Strategy & Technology

In the Information Technology industry since 1995, Dan has built multiple businesses over his 23-year career. BlockchainSaw, LLC is Daniel's most recent venture, and he is focused on helping companies understand the value that Blockchain can bring. Daniel and his team work closely with companies to put together a strategy that will enable them to integrate Blockchain or build new custom applications to realize its value. Daniel has assembled a world-class team and forged great partnerships.

Reza Jafery, Blockchain & Token Utility Lead

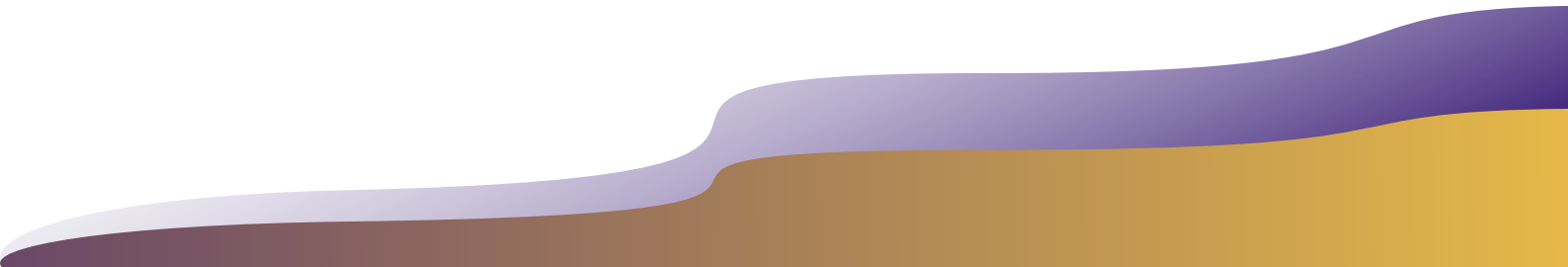
Partner at Blockchain Marketing Associates (BMA Inc) and a blockchain consultant recognized by PWC: Reza focuses on analyzing, building, and marketing blockchain projects. In the past, as a partner at BlockchainWarehouse (BCW), he analyzed blockchain companies to identify projects for the company to invest time and resources into, until BCW was acquired by aXpire in late 2018. His extensive experience and network in the blockchain industry lead him to co-found Bespoke Design Labs (BDL) in early 2019 to help companies effectively tell their story in the digital age, and advise blockchain companies in tokenomics, token utility, distribution, feasibility, and blockchain implementation.

Mike Tankel, EVP Marketing

An industry-leading marketing and strategic executive having served the brand, agency and entertainment worlds for over 25 years, unearthing creative insights, delivering emotional messaging and maximizing story for impact from households to board rooms, startups to Fortune 100, domestic to international. Mike's range of experience has seen him as a Fortune 10 brand marketer, growing advertising agencies and combining strategic marketing with Hollywood magic to contribute to some of the biggest entertainment franchises in history. His un-siloed approach to thinking helps generate quantifiable results, earned media and long term relationships. He has worked across automotive, telecom, hospitality, technology, entertainment and more, bringing an east coast work ethic with a west coast attitude that readily builds teams, trust, and results.

Brad Seelig, EVP Business Development

Seasoned Investment Banking executive with over 20 years of senior management experience on Wall st. Prior to joining Akoin, Brad lived in Abidjan, Côte d'Ivoire for three years managing a boutique investment advisory where he focused on sourcing, originating and financing deals in the defense, housing, transportation, infrastructure, and agriculture sectors, across West Africa. Before moving to Africa, Brad managed the America's FX Prime Brokerage desk at Deutsche Bank (based in NYC), where he advised many of the world's most sophisticated hedge funds and asset managers and facilitated access to the highly complex foreign exchange and OTC derivatives markets, worldwide. Prior to joining Deutsche Bank, Brad spent 14 years with JPMorgan (Investment Bank) holding senior roles in Listed & OTC derivatives, risk management and Mergers & Acquisitions (M&A). Brad was born and raised in Menlo Park, CA and holds an MA in International Affairs.





11.1 Board of Advisors

Galia Benartzi, CEO & Co-founder, Bancor

Co-founder of Bancor, the world's first open-source protocol ensuring on-chain liquidity between any blockchain-based asset. More than \$2 billion in token conversions have been processed via Bancor, as the protocol impacts organizations and people across the globe, from blockchain teams to real-world communities in Africa, Asia and beyond. Galia was recognized by Forbes and Glamour Magazine as a leading woman in crypto; she has been featured on BloombergTV and CNBC, and has spoken at the United Nations, TEDx and the Oslo Freedom Forum on topics ranging from global monetary design to blockchain-based sustainable development. Galia previously co-founded Mytopia, the first social gaming company for smartphones (acquired by 888), and Particle Code, a cross-platform development technology for mobile applications (acquired by Appcelerator), and was a Venture Partner at San Francisco-based Founders Fund.

Ann Rosenberg, SVP & Global Head of SAP Next-Gen

Ann Rosenberg leads a purpose-driven innovation university and community aligned with SAP's commitment to the 17 UN Global Goals for sustainable development and supporting SAP's 388,000+ customers across 25 industries in 180+ countries. The community leverages 3,500+ educational institutions in 113 countries, 100+ SAP Next-Gen labs/hubs at universities and at partner and SAP locations, 50+ SAP Next-Gen Chapters, as well as startups, accelerators, tech community partners, venture firms, futurists, and purpose-driven institutions. The community also leverages SAP's 100+ innovation and development centers and SAP's network of 17,000+ partner companies

Jay Rosenzweig, Founding Partner, Rosenzweig & Company

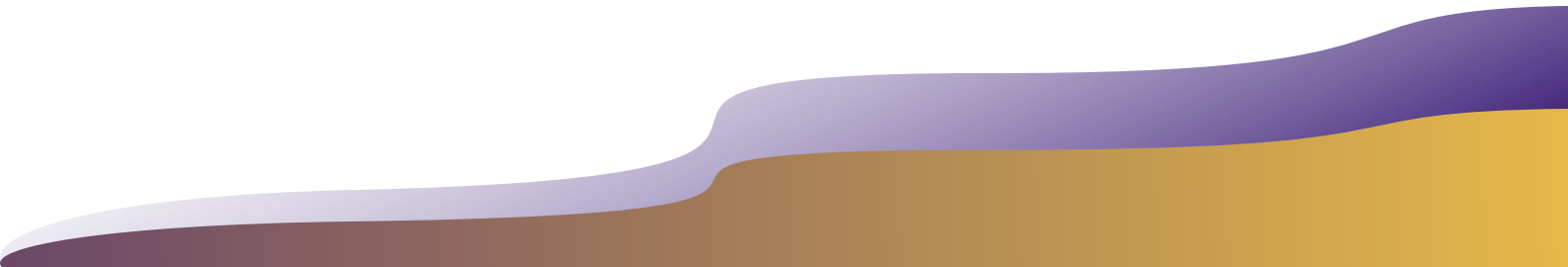
Expert in designing, building and attracting world-class teams. He consults to public and private companies including large global corporations; emerging growth to mid-sized businesses; professional services firms; and private equity and venture capital firms. Prior to joining the search industry, Jay was in the field of law. Jay earned three degrees at McGill University: Philosophy, Civil Law, and Common Law. In addition, he completed the Harvard Law School Negotiation Program, taught by expert negotiator Roger Fisher, author of Getting To Yes.

Robert Smith, Serial Entrepreneur, Division 1 Athlete

Created a proprietary algorithmic formula known as the "Influencer Model" centered on the macroeconomic effects influencers have in TET (Technology, Entertainment, and Trends). As the Founder & Managing Partner of IECV Ventures, he was the lead investor and fund manager playing an integral role in building a portfolio of over 80 portfolio companies with notable exits including InDMusic acquired by LiveNation, FameBit acquired by Google, Pluto TV acquired by Viacom, Vessel acquired by Verizon, HelloGiggles acquired by Time Inc., StarMaker acquired by Everyone Happy and Overdog acquired by Odd Networks.

Venus Brown, Owner & CEO, Buddah Brown International

Venus Brown is an Executive Producer, Founder & CEO of — a global entertainment company based in New York and London focused on three specific business sectors: music, fashion, and video gaming. Brown's well-respected out-of-the-box vision has helped garner massive success for mega-recording artists including Justin Timberlake, will.i.am, The Black Eyed Peas, John Legend and Bruno Mars to name a few. He's also led a multi-million dollar international blue-chip brand/artist collaborations and secured funding for innovative and philanthropic initiatives all over the world. Venus is a speaker and mentor for the world's largest incubator of young entrepreneurs in collaboration with over 1,000 global universities and the United Nations.



Olivier Saidi, Senior Managing Director, and Partner, M.M. Dillon & Company

Prior to joining M.M. Dillon & Co. in 2009, which was also previously known as CRT Investment Banking, Olivier served as a Managing Director at CRT Capital Group. Prior to joining CRT Capital Group, Olivier was the founder and CEO of 5 Gems Strategic Advisory. In 2001, he co-founded and served as Co-founder and CTO of Aureon Biosciences, a service laboratory in the space of predictive and personalized cancer-focused clinical diagnostics and prognostics. While at Aureon, Olivier was awarded 20 U.S. & International patents in the fields of AI, Machine Learning and Machine Vision. Prior to Aureon, Olivier served for seven years as Director of Strategy and Architecture and CIO at JCDecaux, an international multi-billion dollar French conglomerate. In addition to his role at M.M. Dillon & Co, Olivier served as Vice-Chair for Clinical and Healthcare Effectiveness at Mount Sinai Hospital and SVP at the Gerald Group, a global multi-billion-dollar physical commodities (metals & mining) merchant and trading firm.

Xander van der Heijden

Xander is the founder and CEO of UNL, a smart addressing platform for navigation and location-based services. A serial entrepreneur and venture builder, Xander has 20+ years of experience in building tech startups. He started his first company back in 1996, building one of world's first patented cloud architectures. Xander is a pioneer in distributed & network computing, releasing the first open source encryption library and implementing distributed security frameworks.

Razor Suleman

Razor is a successful serial entrepreneur, investor and champion of the Canadian technology ecosystem. CEO & Cofounder of Elevate; the world's fastest growing technology festival with over 20,000 guests. Elevate's mission is to unite the world's innovators to solve society's biggest challenges. The festival was created in partnership with Toronto Mayor John Tory along with 150 community and corporate partners. Razor is also the CEO of Design Exchange, a cultural institution that provides access to hands-on design-based learning for Canada's next generation youth. Razor is an active board member and investor in several high growth companies including Espresso Capital, Q4, Cofounder of ScaleUp Ventures and Alignvest where he was part of a team that raised \$250M on the TSX.

11.2 Strategic Partners

SAP next-gen»

The **SAP Next-Gen** program is a purpose-driven innovation university and community for the SAP ecosystem enabling companies, partners and universities to connect and innovate with purpose linked to the 17 UN Sustainable Development Goals (SDG). Reimagine the future of industries and experience management with exponential technologies. Seed in disruptive innovation with startups. Build skills for digital futures. Showcase thought leadership.



The **SDG Impact Fund** is one of the most innovative, forward-thinking, and knowledgeable leaders on charitable giving in the nation. We strive to make giving convenient, flexible, and efficient for donors, helping them maximize their philanthropy through charitable giving accounts, also known as donor-advised funds. The SDG Impact Fund develops sustainable financial resources to fulfill its mission, and to ensure the continuity of charitable organizations supported by our donors and their families.



12.0 Risk Disclosure

The following list does not represent an exhaustive list. There may be additional risks that apply to you as an investor or holder of the Akoin token that are not outlined below. The cryptocurrency market is extremely volatile and is susceptible to price shocks based on a number of events and non-events. On reading the outlined risks below you should consider whether you are willing to accept such risks before making an investment into Akoin tokens.

12.0.1 No assurance of returns or benefits

There can be no certainty or expectation that the market price of Akoin will appreciate. No information within this Whitepaper or any other promotional material should be interpreted as such. The Akoin token is a utility token for exchanging value within the Akoin marketplace.

12.0.2 Market Risk

Cryptocurrencies are an unregulated asset class in a number of jurisdictions in which Akoin tokens are available for investing. The value of cryptocurrencies can go down as well as up. Investing in cryptocurrencies can be extremely volatile since the market is currently in the nascent stage of the technology life cycle. Past performance should not be used as an indicator of future performance, and investors may not recover the full amount of their investment.

12.0.3 Regulatory Risk

Akoin has taken steps in order to comply with all existing regulations. The regulation of digital tokens and token offerings is however subject to change. Changes to the regulatory environment of your respective jurisdiction are subject to significant uncertainty.

12.0.4 Technology and Coding Risk

Blockchain and smart contract technology is still in an early development stage and its application can be considered still in an experimental nature. As such it is possible that the Token Generation Event (TGE) through the smart contract system could contain weaknesses, vulnerabilities or bugs.

