



BEERMONEY

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BEERMONEY

WHITEPAPER V 1.1 BEERMONEY

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Table Of Contents

Pag.

DESCRIPTION OF THE TOKEN	4
TOKEN BEER MONEY	4
WHY BEER MONEY?	5
NEED FOR THE PROJECT	5
THE BACKUP	5
DISTRIBUTION OF TOKENS	6
TOKEN BURN	7
AFFILIATE PROGRAM	7
KNOW YOUR CUSTOMER (KYC)	7
BUSINESS MODEL	7
ABOUT STARTUPS	8
BEER WALLET	9
ROADMAP	9
BEER MONEY CORPORATIONS (BMC) PUBS	10
BMC point of sale	11
BEER MONEY PRODUCTION PLANT	11
LEGAL	12

Description of the token

TOKEN NAME	BEER MONEY
SYMBOL	BEER
PRICE BY TOKEN	0.05 usd
ACCEPTED CURRENCIES	BTC, ETH Y XEM
TOTAL SUPPLY	400.000.000 BEER
DELIVERY OF TOKENS	15 days after the purchase has been made
TYPE OF OFFER	INITIAL COIN OFFERING (ICO)
MINIMUM PURCHASE	1000 BEER
MAXIMUM PURCHASE	1.000.000 BEER
ICO DATES	PRIVATE ROUND = 15 SEP – 15 OCT PRE-ICO = 16 OCT – 15 NOV ICO= 16 NOV - 15 JAN FINAL ROUND=16 JAN - 31 JAN
BONUS	PRIVATE ROUND = 30% PRE-ICO = 20% ICO = 10% FINALD ROUND = 0%
SOFT CAP	50.000.000 BEER
HARD CAP	260.000.000 BEER

TOKEN BEER

The BEER token as a digital asset is a mosaic in the Nem blockchain, its initial marketcap is 400.000.000 tokens divisible by 6; by means of the model of destruction of tokens will have a final marketcap of up to 80.000.000 tokens.



BEERMONEY

WHY BEER MONEY?

The Beer token is the only one that combines two growing markets of the cryptocurrencies, added to this Beer Money will use 45% of its profits for the repurchase of tokens at market price.

The average user is used to paying in commercial establishments with cash or cards, but BEER MONEY will revolutionize the market as it will allow their token holders to cancel in Beer Money Pubs with BEER token and with other cryptocurrencies, which will increase the exchange of the cryptocurrency strengthening its value.

As an added value BEER MONEY will have a great technological development, among other things it will have its own mobile application for IOS and Android in which the user will be able to order the beer and receive it in their doors.

BEER MONEY will make strategic alliances with other commercial establishments with the objective of mass marketing the beer, which will bring benefits to the holders as special discounts and the expansion of the token exchange supporting its value.



BEER MONEY

NEED FOR THE PROJECT

BEER MONEY was born out of the problems faced by cryptocurrencies that have become simple trading instruments, moving away from the possibility of being used in everyday transactions, that is why the BEER MONEY business model comes to break schemes and Position yourself as a company with a solid product with a usable and functional token for many years.

THE BACKUP

The BEER token will be supported in the craft beer production and marketing plant; the initial value of the token will be 0.05 usd to its equivalent in the value of the product that will be of 1 dollar, that is to say 20 tokens = 1 craft beer, the user can at any point of sale or Beer Money Pub exchange 20 BEER tokens per its craft beer even if its market price is lower, if it is higher, it will be at market price.

The tokens will also be available for trading in the exchanges where BEER MONEY is listed.

Distribution of tokens

10%

Team and Development

65%

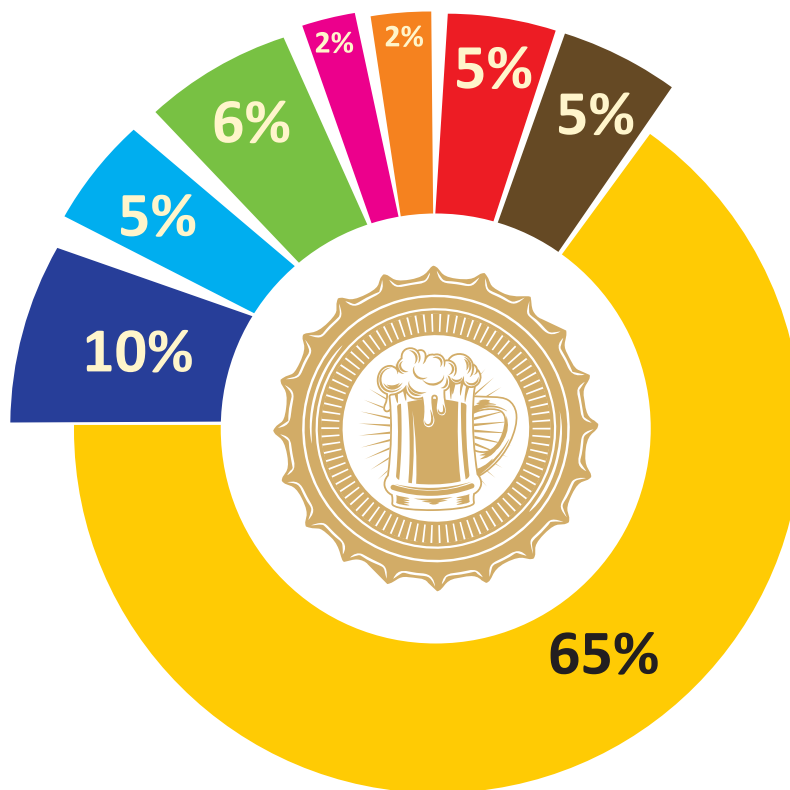
Sale and Presale
of Tokens

5%

Exchanges

2%

Airdrops



5%

Advisors

5%

Marketing

6%

Referred And Bonus

2%

Beer Foundation

TOTAL TOKENS

400.000.000

PRIVATE ROUND	50.000.000	12.5%
PRE-ICO ROUND	80.000.000	20%
ICO ROUND	130.000.000	32.5%
EQUIPMENT	40.000.000	10%
MARKETING	20.000.000	5%
ADVISORS	20.000.000	5%
EXCHANGES	20.000.000	5%
REFERRED AND BONUS	24.000.000	6%
AIRDROPS	4.000.000	2%
BEER FOUNDATION	4.000.000	2%

The BEER tokens of the team will be blocked for one year and will not go into circulation, 10% will be released in six months and the remaining in a year.

The BEER tokens not sold will not go into circulation and will be blocked for six months, they will be used to finance the project without affecting the destruction of tokens.

Distribution of beer money profits

■	RE-PURCHASE TOKENS	45%
■	COMPANY AND PARTNERS	30%
■	BEER FOUNDATION	2%
■	PROJECT FUND	5%
■	I AND DEVELOPMENT	5%
■	SOCIAL WORKS	2%
■	GREEN FUND	2%
■	CONSCIENCE FUND	1%
■	MARKETING	6%



TOKEN BURN

BEER MONEY will market buy tokens for a total of 45% of its profits, in order to be taken out of circulation until it reduces its initial marketcap by 80%, ending in 80,000,000 tokens of 400,000,000 with which it started, This destruction of tokens will be done once a month at the presentation of the closing balance sheet of the company.

The tokens not sold, will not be destroyed, nor will they go into circulation, they will be blocked for a period of six months, they will be used to finance the project and to carry out events in order to take advantage of them without affecting the market.

AFFILIATE PROGRAM

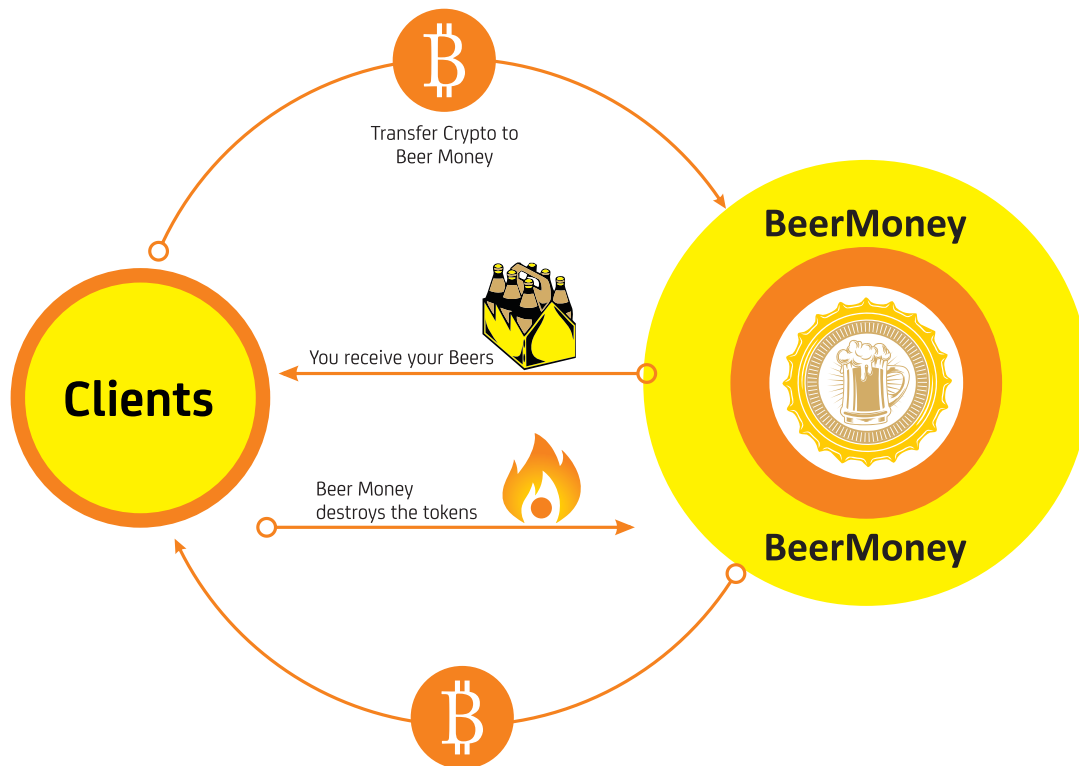
Users will receive 6% when they recommend our project through a referral link and a new user will be paid in BEER tokens after our ICO is finished.

KNOW YOUR CUSTOMER (KYC)

The KYC is a process to know the origin of the funds obtained in the ICO.

In compliance with the regulations adopted in the matter and to address the concerns of other countries in the face of the problems presented in the anonymous sales of tokens, BEER MONEY will implement the identification procedure KYC (Know your Customer) for all registrations, being mandatory that all the participants identify themselves satisfactorily. The KYC procedure is simple, it is done online, in real time for which taxpayers must provide a quality image of the passport or official identification issued by the government of the country of origin, being immediately linked after.

Business Model



ABOUT STARTUPS

BEER MONEY will be developed under the Startup model, being a company that is at an early stage; Unlike a SME, Startup is based on a business that will be scalable faster and easier, making use of digital technologies.

As the name implies, the term only applies when the project is at startup, once it has escalated it will no longer be called Startup. Scalability, which has to do with the potential growth of the company, is the second fundamental aspect of a Startup, to achieve this feature; technology must be integrated to distribute the product exponentially. And that's where the third quality of a Startup comes from: exponential growth.

This type of business must have the ability to acquire users exponentially, with distribution means that allow it to reach a greater number of users and customers, as well as a sale that is not linear. Revenues grow much faster than company expenses and this is usually achieved through technology. Temporality, scalability and exponential growth define broadly this type of entrepreneurship which currently occupies the greatest interest of investors.

ABOUT THE CRAFT BEER

The craft brewing process is carried out manually from the grinding of the malts used up to the bottling for their consumption; this is due to the quantities they handle.

The craft beer differs from the industrial one because of its flavor since it does not contain any artificial additives and when elaborated with more dedication it has a better taste because all its ingredients are fresh and traditional.

When brewed by hand, each master brewer creates a different recipe that makes it special and different from the others, which is why its cost is higher than industrial beer.

The beers are made with four essential ingredients:

- The water, life giver, crystalline and pure.
- The malted barley.
- The aromatic hops and inimitable seasoning that gives it that bitter taste.
- Yeast, the organism responsible for fermentation.

The starch contained in the cereal is not fermentable by the yeast, so it must be transformed (hydrolyzed) into maltose, a type of sugar that can assimilate the yeast.

For this it is necessary to malonate and then macerates or ferments the malted grain in water at the appropriate temperature.

The ingredients or the amounts of raw material used in craft beer are small compared to those used in the creation of industrial beer, in which artificial preservatives are used, craft beers do not carry among their ingredients any artificial type.

It really is a much broader and complex process than it may seem, but it is not impossible, and the result is a great experience of flavors, aromas and textures.

BeerWallet

Beer Wallet will be the easiest and most interactive option to use Beer Money tokens since the user will be able to save them, order beer with Beer Money and pay with the same tool, generating a good experience in its use.



ROADMAP

4to Quater 2018

First bounty launch program

2do Quarter 2019 Pre-Sale and release

- Launch Beer Wallet for Android in May
- Participation in events and token launch at Cripto Latinfest
- IEO launch agreement on Latoken Exchange

4to Quarter 2019 IEO, distribution and exchanges

- Ending the IEO in Latoken
- Distribution of tokens
- Christmas airdrop to holders
- Application to exchanges

2st Quarter 2020 Exchanges - Coinmarketcap COVID19

- Listed on Whitebit Exchange April 1st
- Listed on Latoken Exchange May 7th
- Listed on Coinmarketcap May 11th
- Beer Wallet IOS Development

4to Quarter 2020 Product

- New website dedicated 100% to the product
- Brand concept
- Bounty program launch #2
- Start pilot test of payments in shops
- Listed in 2 exchanges
- Korean market entry

2st Quarter 2021 traceability

- Implementation traceability to the supply chain
- Business Model Development
- Start of development of Beer Wallet phase2

1er Quarter 2019 start Pre-Sale

- Pre-Sell Tokens
- Application to exchanges for the IEO launch
- Start of Beer Wallet Android Development
- Distribution of the Bounty Program

3rd Quarter 2019 IEO release

- IEO launch on the Latoken Exchange
- Media launch campaign
- First meetings for alliances and partners

1st Quarter 2020 token #BEER enters the market

- Airdrop launch and community rewards
- Market entry
- Listed in Vindax Exchange February 10
- Listed on Coincodex, Coingecko and Marketcaps

3rd Quarter 2020 Exchange and Wallet

- Application and listing to 3 more exchanges
- Entry to the Asian Market
- Beer Wallet IOS launch
- Airdrop launch #2 to the community
- Launch Staking program for holders
- Roadmap 2.0

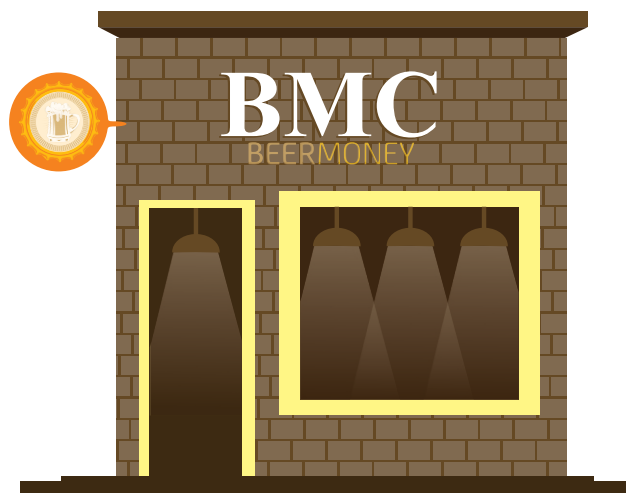
1st Quarter 2021 production

- Start production Craft Beer
- Launch event
- Market opening

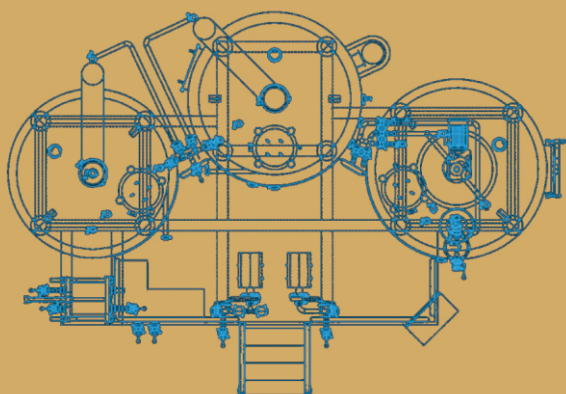
BEER MONEY CORPORATIONS (BMC) PUBS

The Pubs Beer Money model includes spaces with good atmosphere to share with friends nice moments, becoming a place where you can hold conversations about cryptocurrencies and meet with crypto friends. In Beer Money Pubs you can cancel consumption with BEER token or other cryptocurrencies.

The Beer Money Pubs will be constituted under the model of franchises in main cities or where the analysis of the market creates it pertinent.



BMC POINTS OF SALE



BEER MONEY PRODUCTION PLANT

The beer money plant covers a scalability model that makes it adaptable to the levels required by the market, it will be built in stages and its production level will be expanded. Blockchain technology will be used, applicable to the models that allow it and using other cutting-edge technologies that are adaptable to the model proposed by Beer Money.

REFERENCES

www.coinmarketcap.com

www.entrepreneur.com/article/304376

LEGAL

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