DAPPCOIN

Plug-in Platform for DAPP Funding, Development and Release

WHITE PAPER

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EXECUTIVE SUMMARY

- Blockchain is a transformational technology that needs decentralized apps (DApps) to fuel widespread use

- Today, entrepreneurs need an end-to-end solution to get their commercial DApp ideas funded, developed and released: DAPPCOIN

- This plug-and-play solution will be fueled by its utility token the dappcoin

- The DAPPCOIN ICO establishes token value and circulation for the dappcoin fostering egalitarian and decentralized DApp funding and development.

BLOCKCHAIN DAPPS: An Introduction

- What is Blockchain technology?

  - NUTSHELL: The blockchain allows party A (located anywhere) to send a digital item (a contract, money, tickets, a deed, a vote, etc.) to party B (located anywhere) securely (ENSURING DATA PRIVACY AND NO HACKING OF ITEM OR PERSONAL INFO)

- What are decentralized apps (DApps)?

  - NUTSHELL: The confirmation for each transaction on the blockchain occurs on a decentralized computer (located anywhere: no one central cloud provider or middleman ISP) by "miners" solving the mathematical formula needed to confirm the transaction and post it to the blockchain's ledger. (Anyone with the computing and processing power can become a miner). And, the apps (software) define what is being transferred (email, hotel reservation, insurance contract, etc.): hence, decentralized apps

- Why are DApps needed to create popular demand for blockchain-based solutions?

  - NUTSHELL: The commercialization of every major tech advance over the past 30 years has been fueled by the development and release of apps for the platform that made it easy for everyone to use it. Microsoft's software applications fueled use of the PC. Netscape's browser app launched the World Wide Web (www) making it possible for Amazon, Facebook, Google and Netflix to create websites that anyone with a (web or mobile) browser could access. Apple's iOS (and, later Google's Android) developer's platform made it possible for entrepreneurs to create apps that exploded the utility for today's smartphones. And, so, DApps will be developed that deliver utility (including security, privacy, lower transaction costs, etc.) that fuel the use of blockchain-based solutions.

A blockchain-based future:

New development and innovation happening on blockchain technology will kick off secure new decentralized services and business models across industries and geographies rather than more new centralized organizations, architectures and database structures with continued vulnerability to hacking and theft.

A SOLUTION For DAPP DEVELOPERS

SITUATION

*The "ICO Bubble" of 2017 and the entry and co-opting of the ICO space by established players (e.g., Overstock.com and the Kodak Corp.) has made it virtually impossible for entrepreneurs to get their DApp ideas funded and developed; and,

*Today's leading public blockchain that supports smart contracts – The Ethereum Network – is a poor choice to support commercial DApp development and product release

--During high demand confirmation times can > an hour

--Network has hard-coded limit on computations per block delivering max 7-15 transactions per second (compare to VISA's 45,000 per second)

--Exploding and unstable Ether coin value results in rising and uncertain transaction ("gas") fees on the network (Ether coin price increased from $8.24 to $747.52 in 2017: an increase of 8972%)

PROBLEM PAIN POINTS

DApp developer-entrepreneurs must overcome all of the following to attain a successful outcome:

- Amass technical, marketing and strategic resources to craft and promote the DApp idea
- Solicit community feedback on the proposed idea and its execution (begin: crowdsourcing)
- Reach backers – in an increasingly saturated space - to achieve funding goals (begin: crowdfunding)
- Recruit talented team members (including miners – if applicable)
- Execute communications (from idea and ICO through testing and beta release)
- Develop and release DApp on secure, scalable and inexpensive blockchain network (capable of supporting enterprise-level loads e.g., a million transactions per sec)
- Achieve long-term token demand; and, visibility on public crypto-trading platforms.

DAPPCOIN SOLUTION

End-to-end, plug-and-play, solution for DApp developers from ideation to crowdfunding to launch on a contract-based, secure, scalable and easy-to-access blockchain with its own accepted utility token (cryptocurrency) the dappcoin

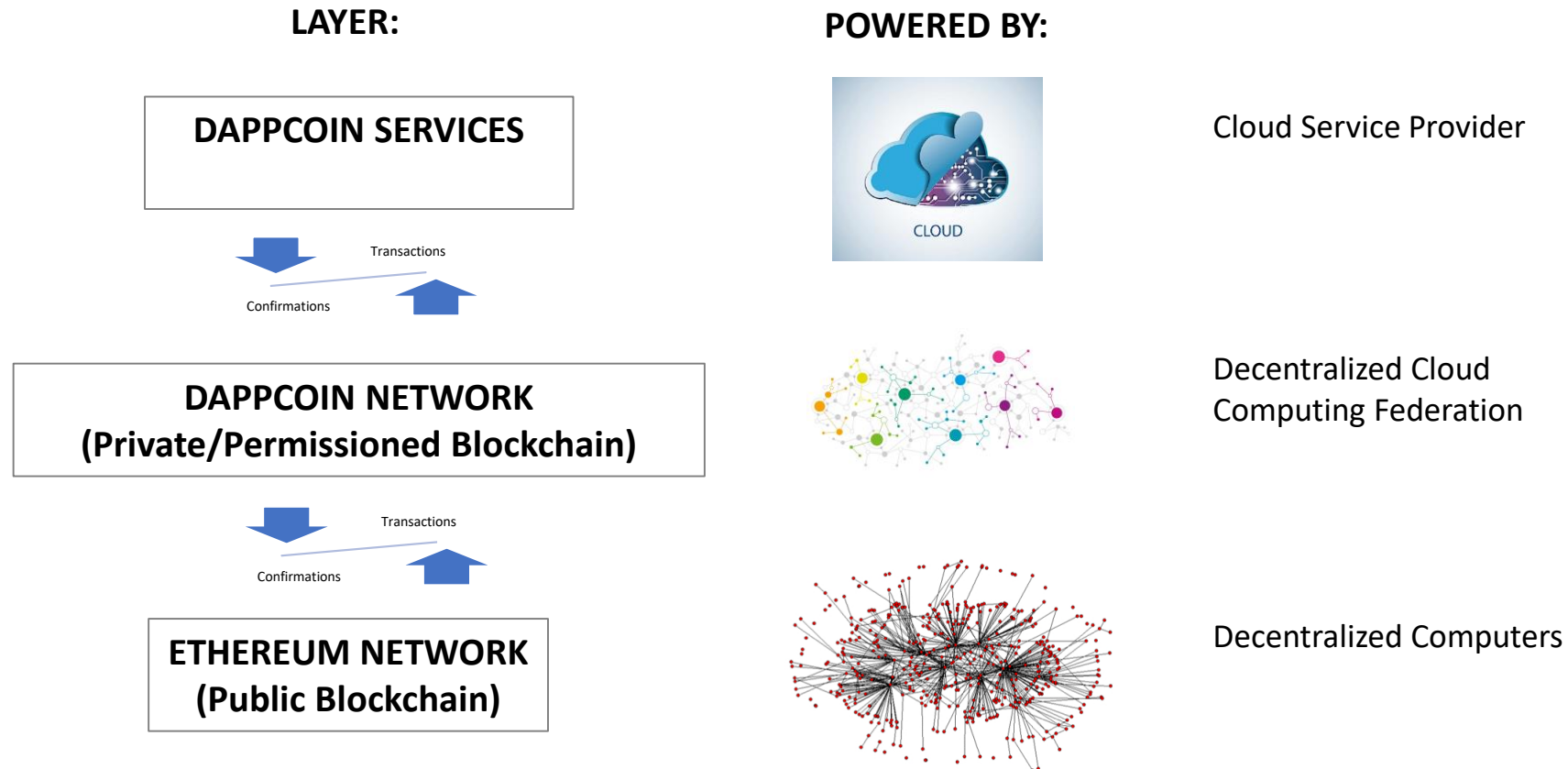| Key Features	Description	Token Utility*
Token/Coin/Cryptocurrency	Ethereum-based ERC20 token. Compatible with any client or wallet that uses the same standard	1,2,3 (see below)
Crowdfunding/Crowdsourcing	-Developer playbook & templates (hosted crowdfunding and developer tools) -Community (talent, backers, miners) -Educational tools/Strategic advisory -Seed funding and virtual incubators -Trading platform for network DApps -Strategic partnerships	1 1, 2 1, 2 1, 2 2, 3
Wallet	Secure with 3-way authentication (need 2 private keys to access): difficult to hack; and, retrieval possible if one key lost. ICO- and consumer-friendly. (Likely to include separate wallets for 1-tokens and 2-personal information)	1, 2, 3
Blockchain and Browser	Private and permissioned blockchain that interfaces with the Ethereum network powered by a decentralized cloud computing platform. Enables "off chain transactions" and potential to bring massive scale to the blockchain.	1

*Dappcoin Token Utility: 1-Transactional - Pays for what DApp developers want and need (talent, office space, equipment, and the computational and transactional functions of the blockchain); 2-Liquidity – publicly traded on exchanges and can sell/trade for local fiat and credit; and, 3-Investment – hold as increase in demand (see 1 and 2) results in increase in value over time; and, use token to invest in other DApps.

DAPPCOIN SYSTEM ARCHITECHTURE

DAPPCOIN DECENTRALIZED SOFTWARE SYSTEM ARCHITECHTURE

LAYER:

POWERED BY:

DAPPCOIN SERVICES

Cloud Service Provider

Transactions

Confirmations

**DAPPCOIN NETWORK
(Private/Permissioned Blockchain)**

Decentralized Cloud
Computing Federation

Transactions

Confirmations

**ETHEREUM NETWORK
(Public Blockchain)**

Decentralized Computers

7

Token sales = community acquisition.

The more buyers and holders of a token, the greater the potential for usage of the token and thus demand. Token sales represent a new model of crowdsourcing and crowdfunding where the line between customers and buyers are blurred. The early and first buyers of the token are the most likely future users and adopters of the core protocols and services that are provided; and, are the biggest beneficiaries of subsequent increases in token value.

Note: DAPPCOIN's goal is to achieve the widest possible distribution for its token (the dappcoin) to promote a vibrant ecosystem for DApp developer-entrepreneurs. (According to a recent article in the New York Times, an estimated ninety-five percent (95%) of Bitcoin wealth is held by four percent (4%) of the owners).
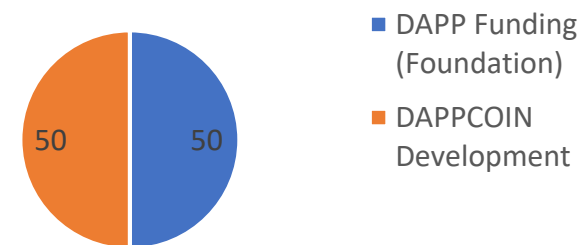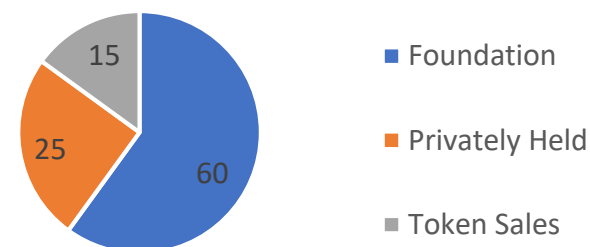
Why the Initial Coin Offering (ICO)?

- Achieve circulation for the dappcoin

- Establish token value so that it may be used as "fuel"

- Create liquidity for DAPPCOIN developers and backers

- Fund the DAPPCOIN Foundation (DApp seed funding organization); and, establish a recurring source of funds

- Fund the development of the DAPPCOIN platform (develop solution and scale operations), including
  - Scalable blockchain network
  - Hosted Crowdfunding/Crowdsourcing platform
  - Browser
  - Wallet
  - Education and Partnerships

- Establish dappcoin as the token for the DApp development ecosystem
  - How ideas get funded
  - How people get paid
  - How developers pay for what they need (office space, professional services, computing capacity)

- Foster democratization of DApp development and funding.

Use of Funds From Sales

PRELIMINARY

- DAPP Funding (Foundation)
- DAPPCOIN Development

50 | 50

Token Distribution

- Foundation
- Privately Held
- Token Sales

15 | 25 | 60

Why Buy Dappcoin in the ICO?

- Get in on the ground floor. The pre-ICO and ICO represent the first time the dappcoin can be acquired

- Capitalize on dappcoin's uniqueness as, today, the proposed DAPPCOIN solution is one-of-a-kind

- Support launch of DApps bent on revolutionizing major industries and changing the world

- Use dappcoin for DApp fundraising, development and release efforts

- Create jobs for the emerging "gig economy" while fostering tech skill development, diversity and rewarding performance

- Enjoy expected rising demand and token value as the dappcoin demonstrates its utility as the fuel for widespread DApp development

- Fund with Ether, a widely available cryptocurrency, using easy to set up wallets (e.g., Coinbase)

- Diversify portfolio of tokens/cryptocurrencies.

DAPPCOIN ICO SCHEDULE

DATE	ACTIVITY	DETAILS
February 26	Pre-ICO Starts	At 12:00 AM EST
March 17	Pre-ICO Ends	At 11:59 PM EST (or until all tokens sold)
May 7*	ICO Starts	At 12:00 AM EST
May 31*	ICO Ends	At 11:59 PM EST (or until all tokens sold)

*Subject to change. Check website for updates

Dappcoin Token Details

- One hundred million (100,000,000) tokens to be minted (fixed supply – no new coins minted in the future)

- Up to 5.0 million coins will be available in the Pre-sale (Pre-ICO). 1 ETH = 125 dappcoin

- An estimated 10.0 million coins will be offered in the ICO. 1 ETH = 100 dappcoin

- The dappcoin will eventually be made available in limited amounts via continuous token sales via the Foundation. This meets the objective of both having a recurring funding source and a widely circulated utility token to power ongoing DApp development.

The DAPPCOIN Network's Token Sale is not an offer of securities or a collective investment scheme. (See DAPPCOIN Token Sale Agreement)

MANAGEMENT*

Cynthia Hickman, Founding Managing Director

B.A., Honors, Harvard University; M.B.A., Harvard Business School; J.D., Harvard Law School. Admitted, New York State Bar Association. Experience: Consultant, McKinsey & Co.; SVP Strategy, KAPLAN and Founding Director/GM, Kaplan Interactive; SVP Marketing Development, Swiss Re America; SVP Strategy and eVentures, McGraw-Hill Education; Executive Director, Morgan Stanley; and, Founder/CEO, Mobixpay. Skills: Start-ups; global/complex project management; technology-driven disruptive growth strategy and new business development; marketing and new venture/partnership development; mobile payments and promotions; and, banking/securities law. Interests: Published author; licensed private pilot; PADI-certified Master Scuba Diver; sailor; motorcyclist; and, mountaineer (seeking 4th of 7 Summits).

*The DAPPCOIN Network will be a virtual organization with responsibilities executed by community members via smart contracts and payment in DPC.