




Whitepaper



"Fortune FAVORS the prepared mind."

Louis Pasteur

Coins4Favors – Global Favors are just one click away

Coin sale Whitepaper V180204

Copyright ©2018 C4F Limited, 20th floor, Central Tower, 28 Queen's Road Central, Central Hongkong

Note: This document is a working draft of the Coins4Favors Whitepaper. There might be continuous changes in this document until the crowdsale start date. The final version will be released on 1st of June 2018 when the crowdsale starts. This document is Version 3c, 01.03.2018.

Table of contents

A.	The vision of Coins4Favors	5
B.	Executive summary	8
C.	About the company.....	12
D.	The unique market opportunity	15
I.	The eruption of on-demand services.....	15
II.	The “netizen” of today	16
III.	Blockchain technology and the “Internet of Value”	17
IV.	The missing link between on-demand services – mini-jobs – blockchain technology	18
V.	Coins4Favors - combining on-demand services with blockchain technology	18
VII.	Introducing Coins4Favors advantages in a simple example	20
D.	The Coins4Favors Community – the center of our future success.....	24
I.	The user dynamics in social networks and on-demand services	24
II.	Our most important asset: The Coins4Favors User	24
III.	The juror-system: involving the community to settle disputes quickly and effectively	24
IV.	The rating system	25
V.	Premium users.....	25
E.	The FavorCoin – bring blockchain to the people	26
I.	The worldwide token for mini-job services: The FavorCoin	26
II.	Why does Coins4Favors need a blockchain-driven gratification system?	26
III.	What can users do with FavorCoins?	26
IV.	How will inexperienced users acquire FavorCoins?	27
F.	Coins4Favors as a partner	28
G.	Our roadmap to launch and upscaling Coins4Favors and FavorCoins	29
I.	Key elements of our business strategy	29
II.	Our ambition in numbers of users.....	29
III.	Our ambition for cooperations.....	29
IV.	Our detailed roadmap	30
H.	The FavorCoins Sale details	32

I.	Technical details.....	34
J.	Financials	38
I.	Foreword	38
II.	The future revenue situation of Coins4Favors	38
II.	Key cost factors	38
K.	Driving forces for appreciation or depreciation of the FavorCoins	40
L.	Risk Disclosure	41

A. The vision of Coins4Favors

„The surprise in the eyes of my wife would be lovely to see when she would open the envelope with the tickets to Mauritius on her birthday. However, just in the evening before, an idea came to my mind: Wouldn't it be great if the tickets came along with a picture of a heart, drawn in the Mauritian sand, with her and my first names in it – on the same beach we would be in a couple of months?“

The world is at the herald of a new era. Online on-demand services made their way into our daily lives. We are developing from “citizens to netizens,” with the mobile internet penetrating our lifestyle in any way thinkable. Our busy, often fast-paced lifestyles and the easy accessibility of apps and online marketplaces lead us to a need of „instant gratifications“ through the online shopping for goods and services.

Today's world is connected 24/7, where information and goods are available instantly on a need basis, and our lives revolve around digital connectivity. Many services have been digitized, such as Uber, Airbnb, Food delivery and so on. However, not all services we need are available online in a comfortable manner as we would like them to be. Small services of no greater economic value, yet highly important or urgent on a personal level, are neither easily nor safely to obtain. If we forget our bag in a train, what app could help? If we need someone to reserve a parking lot which we need at a certain time, will Facebook or Uber help? Did you ever find an online service that offers the possibility to hire someone to stand in line for you?

„I searched for online platforms, but obviously people of Mauritius use different ones than me. I tried to call our hotel and ask for the favor, but they could not understand me or, rather, wouldn't want to do it as I could not offer a safe way of payment in advance. Moreover, I did not just want to give away my credit card information to any random person, or wire five dollars for a fee of ten, taking up five business days. Also, the average person has no way to charge a credit card.“

Coins4Favors is the global marketplace and platform app for users to search and offer small mini-job services („favors“). It is driven by blockchain technology with an instant and secure payment method through its unique internal compensation system: The FavorCoins, tokens based on ERC20-technology. We bring blockchain technology to everyone, allowing its use on a small scale with little financial risk as a method to pay for and offer mini-job services or earn a cryptocurrency by doing small favors to others. Through Coins4Favors, Blockchain technology and the idea of the „Internet of Value“ make their way into our daily life. For the first time, the platform opens up a global mini-job market, currently untapped mostly due to lack of an easy and safe compensation system usable by the average person for non-commercial transactions. The lack of a proper compensation system with near real time transfer of funds, independence of currency and exchange rates and with low overhead costs has kept apps to locate and negotiate favors in remote locations from being developed and deployed successfully previously. In addition traditional business models

applied by the big internet firms like Amazon, Alibaba for the online sale of goods, as well as Uber and Airbnb for specialized services, do not cover this market. The lack of standardization keep them from establishing a business model that allows to generate sufficient profit to support a long term business plan.

	amazon	阿里巴巴 Alibaba.com	UBER	airbnb	COINS 4 FAVORS
Goods and Merchandise	✓	✓			
Standardized Services			✓	✓	
Non.-Standardized Services					✓



Coins4Favors will be the mini-job on-demand service platform that will boost both the global service market and blockchain technology. Low-risk entry (FavorCoins), real opportunities (favors to be asked) create a real value for the users: The “Internet of value” will come to the people.

Within the next pages, we will explain the key features of the Coins4Favors marketplace and app. Let us just summarize them:

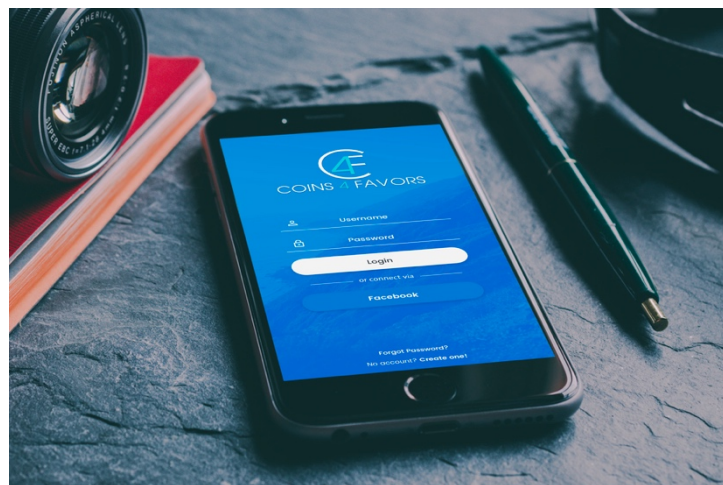
1. User-defined mini-job marketplace – for local and global favors. Anything is possible.
2. GPS-tracking and other matching algorithms: Find the favor-provider you need in any place of the world: Coins4Favors will be anywhere.
3. Instant, secure payment through an in-built wallet and Coins4Favors ERC20 based token: The FavorCoin. No credit card info. No wiring money. The Internet of Value in the hands of the people - Favors you need or offer, anytime.

Of course, there is more than that. We will also show you our unique in-app Escrow wallet and our community-driven juror system to settle disputes, internal communication system, rating functions to assess the quality of service providers and requesters and other elements. Besides these additional clear

differentiators that make our platform unique, the above three factors and the gap in service offerings alone are key to making this a successful platform which you can support to become a reality.

Other than many ICOs, our Coins4Favors is more than just a concept. The alpha version of the Coins4Favors app already exists, working fully as you read this whitepaper.

„I installed the Coins4Favors app on my smartphone and bought some FavorCoins. Then I posted the service I needed and an offer of coins. The GPS-based localization connected my service request to a young Mauritian student on the platform, and he accepted the mini-job for two FavorCoins instead of the one I had originally offered, promising to do it within the specified deadline of noon next day. Only an hour later he sent me two pictures via the app: one a perfect heart in the sand with my wife’s and my name in it, and the second one of the Mauritian beach with the outline of the heart in the sand under a blue sky. For a small amount, I got the perfect pictures to go along with my tickets. And let me tell you: My wife still shows everybody the pictures when telling the story.“



B. Executive summary

What is Coins4Favors?

Coins4Favors is the global marketplace and platform app for users to search and offer small mini-job services („favors“). It is driven by combining a location based smartphone app with blockchain technology to allow an instant and secure payment method through its unique ERC20 based token: The FavorCoins.

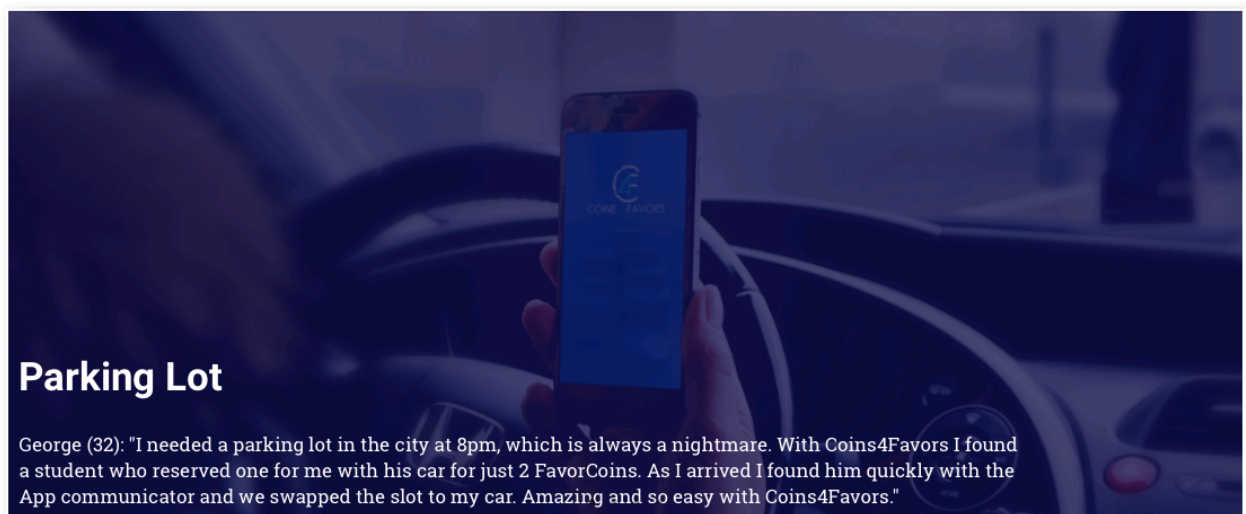
What is the targeted market?

The targeted market is the on-demand service market. With 2.5 billion smartphone users worldwide, the huge market is facing a new era in that users demand “instant gratification” and are permanently online. Global players like Uber and Airbnb have laid the ground for a new disruption of the global service market but fail to reach the non standardized mini-service market.

What is the problem we solve in this market?

No global-oriented platform of today offers a marketplace for mini-jobs especially in remote locations, though the need for such small favors is obvious. They can be simple „Take a picture for me in a remote location“, or „Look for my lost bag“ to more complex tasks such as „I will be in street X in 15 minutes – keep a parking spot available for me“. There are unlimited possibilities for favors defined by the users, as they occur unplanned in daily life.

Finally, no global-oriented service platform, regardless of the service offered, has yet focused on blockchain technology and its obvious advantages: instant safe payment between users and decentralization, leading to independence of the platform of credit card companies and other payment service providers and their processes. This will allow to turn everyone into a potential service seeker or provider by allowing to identify and find potential transaction partners and overcome the barrier of compensation especially if the favor is in a remote location.



How can Coins4Favors solve this problem?

Because only Coins4Favors combines an on-demand service with blockchain technology through three key elements:

Key Element No. 1: Coins4 Favors offers a global on-demand service platform, focusing on mini-job services („favors“) arising from daily needs or wishes. Everyone can provide them, making **everyone** and **everything** the **targeted user and market** for us.

Key Element No. 2: While Coins4Favors has a marketplace approach, it will avoid all risks of becoming a confusing and time-eating maze of „search and find.“ Coins4Favors focuses on easy accessibility – especially via a GPS option allowing you to track either the nearest contractor for the favor at the location where you need it if you are in need of or the nearest favors you can provide as a contractor. It does not matter where in the world you are – Coins4Favors users will be **anywhere**.

Key Element No. 3: With our blockchain-driven compensation system and our own token, the FavorCoin, Coins4Favors will offer an instant and safe payment method with no-cost for global payments – allowing the disruption of the global service market even for mini-jobs. Mini-jobs instantly provided and paid for – **anytime**.

In order to be successful in the global mini-service market five issues need to be overcome:

1. how to find a person to provide a small favor or do a mini-job for me somewhere remote ?
2. how can I know if I can trust that person ?
3. how can I pay small amounts in real time for the service ?
4. how can that person trust me that I will pay ?
5. How can conflicts between partners be resolved in a fair manner ?

Our Coins4Favors system will address these via the following 5 elements included in our system design:



Our GPS enabled C4F App helps to connect a service need at a certain location with users within a specified range of that location. You can easily see who is in the area and willing to provide a service or if you are a provider you can see favor requests in your area and negotiate a transaction.



The integrated rating system of our Coins4Favors system allows both parties to quickly assess the quality and trustworthiness of partners based on their previous transactions and associated ratings. All transactions and ratings are kept on the blockchain for a maximum of transparency.



With our ERC20 compliant FavorCoins you can pay service providers anywhere in the world instantly, regardless of local currency and exchange rates and without expensive wiring fees, credit cards, etc. The blockchain powered system allows transferring FavorCoins almost in real-time.



When placing a favor request or accepting a favor offer, the amount of the FavorCoins needed is automatically moved into an escrow wallet from where they cannot be moved back to the buyers' wallet by him. Upon completion, the buyer releases the FavorCoins to the provider.

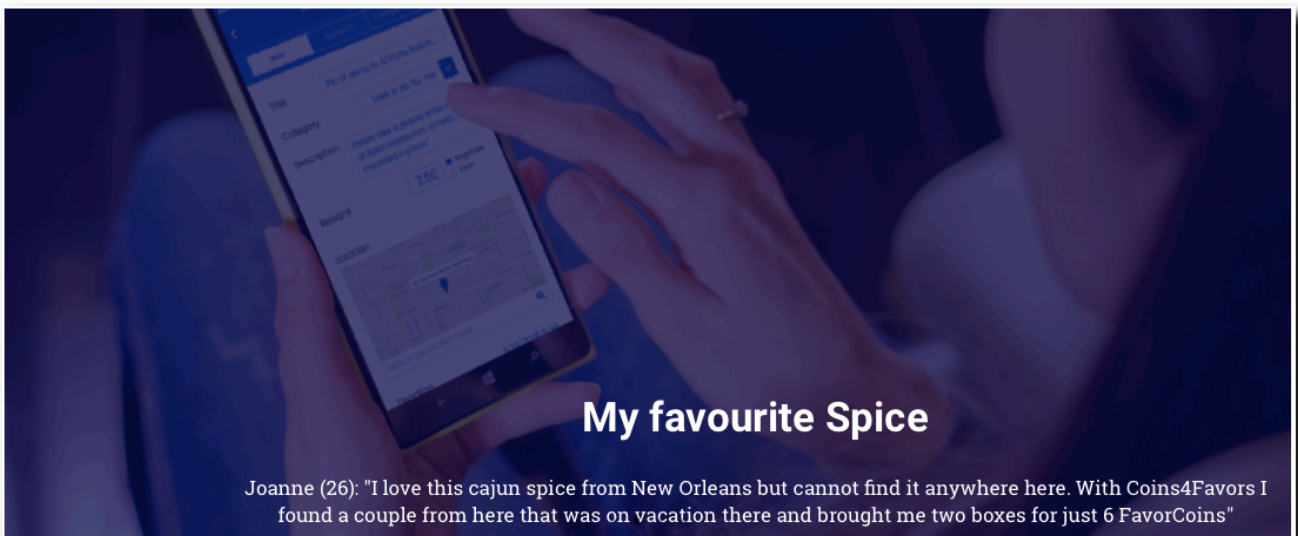


In case of a dispute over a provided favor or mini-job, other independent users of Coins4Favors will act as jurors for a small fee to assess the situation, hear both sides and vote on the outcome. The majority vote releases the FavorCoins from the Escrow wallet back to the buyer or the service provider.

What are the most important technical elements of Coins4Favors?

Two technical elements of our marketplace stand out:

- I. Technical independence and broad usability: Coins4Favors is based on a dedicated internet platform which can be accessed through any smartphone, tablet or computer connected to the internet 24/7. The negotiation of favors, the communication between provider and requestor, the delivery of photos and information and other features are all handled by the system server, decoupling it from the blockchain. The platform is web based, and the app will be available for Android and iOS-based phones and tablets giving almost everyone access to it free of charge.
- II. Coins4Favors own blockchain based token and payment system including an escrow function allow everyone to participate and overcome one of the key obstacles for mini-jobs payment: a reliable, cheap and instant payment system for small amounts, especially if the favor is done in a remote location, not allowing to pay cash, etc.. The escrow function will help to resolve disputes between two contract partners by using an arbitration process based on voters from the community who can see the communication, details of the request and delivered goods and vote in favor of one of the two parties. This entire process is transparent via the smart contracts that administrate the FavorCoins and the blockchain they are running on. It also decouples the payment from any servers which could, e.g. be hacked, and allows a decentral payment system around the world regardless of the currency used in the home country of a participant.



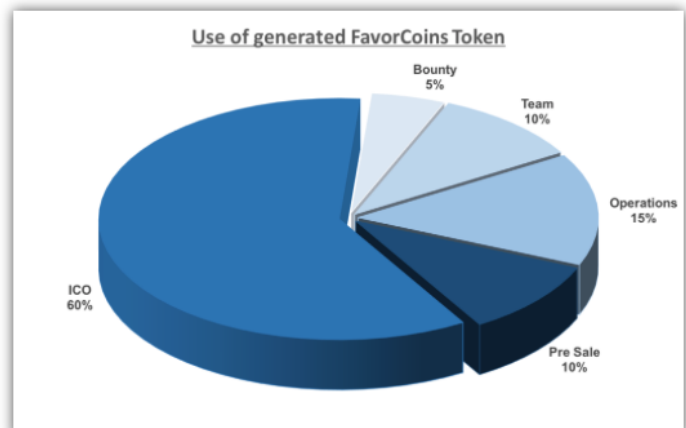
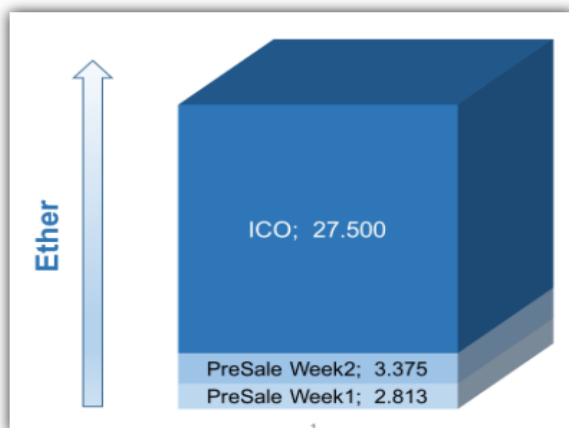
What are FavorCoins?

FavorCoin is the token used on the Coins4Favors platform and powers the global service market for mini-jobs created by our network. The actual payment between favor-customer and favor-contractor is directly handled by the ERC20 compliant blockchain. The Favorcoins are tokens in a smart contract on the Ethereum blockchain which states the escrow rules and ensures safe and reliable payment. Coins4Favors will be based on these smart contracts, effectively making the system a blockchain-based trading platform. Through FavorCoins and our marketplace, we will bring blockchain to the peoples' everyday lives. Someone who could not participate in the benefits of blockchain technology before due to lack of credit cards, bank accounts,

etc. can now earn FavorCoins by doing small favors, then use them for favors he needs himself or save them, or trade them on other trading platforms which accept them.

What are the FavorCoins token sale details?

- 100 Billion (100,000,000,000) total FavorCoins created, of which 70% are sold in the crowdsale.
- Token Type: Utility token to participate in the Coins4favors community, pay for and be paid for „mini-job“ services (favors) globally.
- Ethereum ERC20 tokens.
- ETH accepted for the purchase of FavorCoins.
- No tokens will ever be added to the supply.
- The TokenSale of the FavourCoins will be starting with a presale, beginning on the 1st of March 2018 with a bonus system.
- General public crowdsale will start on June 1st 2018 and end on July 30th, 2018 or when hard cap is reached.
- Hard cap: 33.690 ETH.



C. About the company

C4F („Coins4Favors“) Ltd. is based in Hongkong and was founded in 2018 by CEO Dr. Jens Schmidt after he had searched in vain online for someone willing to fulfill a remote mini-job favor. Based on his MBA and multiyear experience leading business strategy development, setting up business plans and successfully leading multi-million dollar projects in a 50 Billion \$ US company, he immediately saw the unique opportunity to close this existing gap. Using his funds and previous experience from another successful startup (TREXCARE UG), he could within only a few weeks develop the alpha version of the app for Coins4Favors using his established team – thanks to his great experience and widespread knowledge gathered in his professional years as an engineer and business manager. Amazed by the technical feasibility, Dennis Hillemann joined as chief counsel on legal and business-related questions. Together, they are the leading heads of C4F Ltd.

The Coins4Favors Leaders Team

I. Dr. Jens Schmidt, CEO



Dr. Jens Schmidt is the founder and CEO of Coins4Favors and the brilliant mind behind the Coins4Favors system and its combination with blockchain technology.

He gained broad experience as a serial entrepreneur and founder of several IT startups as well as being the Corporate Technology Consultant and Global Technology Director for a 50 Billion USD Company where he works since 2002. As chairman of the Advantaged Technology Leadership Team for one of the largest chemical manufacturing sites in Europe he also drives the development and implementation for the digitalization strategy around

Industry 4.0, IoT, Big Data and blockchain use in chemical manufacturing. During the last two decades he acquired a unique combination of business acumen and technical skills while living and doing work assignments in the US, Europe, Middle East and Asia Pacific. He has multi-year international experience in developing business strategies, business plans and driving large global multi-million dollar projects and boosting business success. His proven track record of breakthrough business improvements is based on strategic thinking, excellent analytical, technical and people leadership skills, his problem-solving capabilities and great business acumen. He acquired these with his PhD and M.Sc. in Engineering from a German University, his executive MBA from Northwood University/Richard DeVos International school of management and experiences in starting up several IT consulting and software companies since 1991. Especially the 2014 startup TREXCARE, a platform and mobile security app for expats and travelers (<http://www.trexcare.org/>) helped jump start the Coins4Favors system with many modules such as the location aware geofencing part of the TREXCARE App used to develop the rapid prototype of the Coins4Favors platform and apps.

(Linked  <https://www.linkedin.com/in/jensschmidt/>)

II. Dennis Hillemann, Chief Counsel



Dennis Hillemann is the chief counsel for legal and business matters for Coins4Favors Ltd. He will make sure that both the business of the company and its marketplace and app will be compliant with national and international legislation. Furthermore, he will predict future regulation, allowing the team to adapt to new developments easily and protect the business and the investments by third parties.

Originating from Germany, he passed both German bar exams with predicate exams, putting him among the top graded lawyers in Germany.

Attorney at law in Germany since 2006 and today senior manager with KPMG Law in Germany, Dennis has counseled both consumers as well as public institutions, NGOs and commercial firms, allowing him to combine and balance entrepreneurial ideas with legal restrictions. With his experience from counseling European cooperation projects, Dennis has also understood the diverse approaches to business and legal matters by different cultures, helping Coins4Favors Ltd. consider important differences between the international markets it aims to approach.

([Linkedin](https://www.linkedin.com/in/dennis-hillemann-a72b7b121/): <https://www.linkedin.com/in/dennis-hillemann-a72b7b121/>)

III. The Team

Coins4Favors is based on a well established strong team of IT and business experts. Using the infrastructure of previous IT startups the current status of the Coins4Favors Alpha version was developed using multiple capable and trusted resources from other projects.



Udo Elfers – Chief Financial Officer

With 40+ years of experience in the German bank and finance system, former head of corporate lending, business back office service center and branch manager of a 1.2 billion Euro total assets credit union the perfect advisor for financial planning, budgeting and financing plans for Coins4Favors.



Joachim Klein – Head of Marketing

With over 25 years of experience in B2B and end customer marketing for a leading travel company the perfect marketing advisor for the Coins4Favors ICO. Well experienced in online and offline marketing channels and campaign management.



Shaheryar Afsar – Graphics, App & Web Designer

Experienced professional graphics designers with business management and computer science degree, designed multiple Web platforms, mobile applications and also the Coins4Favors App screens which make our App a unique and world class experience.



Bernd Reitmann – System Architect and Administrator

30 years' experience in Client/Server system architecture and scalable network administration in a German DAX listed telecommunications company. The Coins4Favors advisor around our network and system architecture and cyber security expert.



Marc-Peter Malerius – Purchasing and Marketing Expert

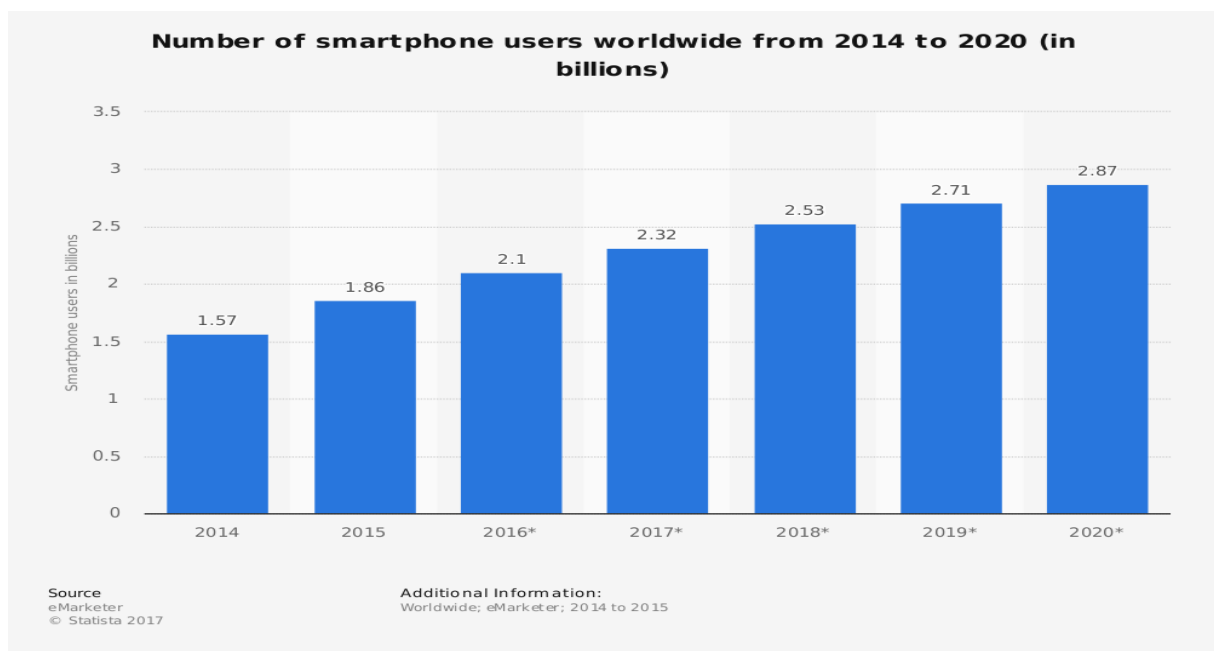
Marketing and Purchasing expert with multi-year experience in a major German Oil & Gas company. Provides expertise on marketing, purchasing and customer relations management for Coins4Favors.

D. The unique market opportunity

I. The eruption of on-demand services

The on-demand online market has erupted within the past years, creating global players such as Uber and Airbnb, regionally strong players such as Craigslist or AskTask, and an indefinite number of start-ups. The market is highly diverse and widely spread. While in social networks Facebook dominates the market as does Amazon in the western world and Alibaba in the Eastern world for goods shopping, there is no player as of today to dominate the service market on a wide base. Key players only dominate special segments of the on-demand service market: Uber as an example is a key global player, disrupting a service market, yet focusing on one market segment (transportation). Airbnb does not offer Uber's level of standardization but has created a unique global marketplace for renting private rooms and apartments. All these companies are running on business models which are based on standardization and providing a one-stop shopping experience for the need they address. Their profit is generated from acting as the middle man between a customer in need of a good or service and those producing the goods or delivering the service.

One of the leading factors promoting the growth of on-demand services is the higher rate of connectivity between consumers and business – but, as business models like Uber proof, also between consumer and consumer. The rate at which consumers can put up a demand for a commodity or service has come a long way over the past decade and continued to grow faster. Investors are stepping up to the plate, bringing out capital to support the next best innovation in the market. The entry barriers for new players are quite low and can be conducive to growth, especially when these companies come packed with solid investments.



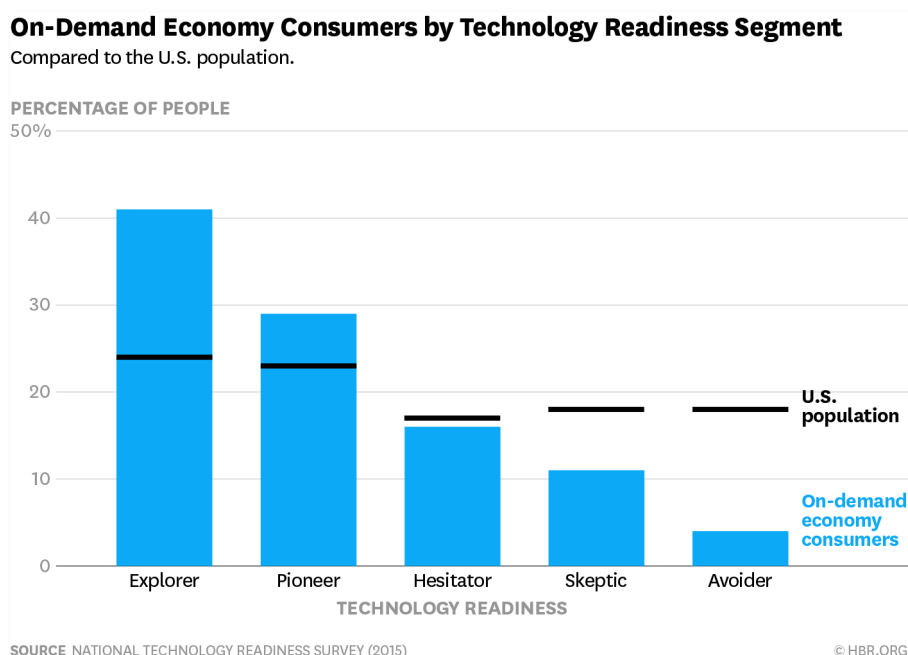
The global on-demand service market is confusing though: Many platforms and marketplaces compete with each other, each one trying to focus on one special service and intending to build up a platform and network of users. The competition is decided mostly by the quality and ease of accessibility of the service provided or the level of specialization, either locally or in the services provided on the marketplace. None of the existing

platforms with considerable market share has focused on mini-jobs which have the character of favors instead of an actual (commercial) service. The reasons are obvious: The smaller the job, the less the profit for the possible contractor and the commission for the marketplace or app provider. Also, traditional payment systems are not well suited to small amounts being transferred across countries, making it difficult for service providers and seekers to settle small payments without relatively large overhead costs, delays and fees. Furthermore, such small „favors“ can hardly be standardized or categorized by the platform, demanding therefor a high level of individualism. The individual character of such mini-jobs is often contrary to the business model, in which success and brand are often enough based on a high level of standardization for easy, user-friendly access and allowing to reduce administrative overhead costs of the company acting as middle man.

II. The “netizen” of today

The success of classical on-demand platforms is based on the widespread availability of the internet and the new user mindset: Citizens of today are “netizens.” Nearly everyone owns a smartphone today, the easy accessibility of the internet and apps have changed our way of thinking and acting. Network thinking, shared economy, Internet of Things or the aforementioned on demand-apps – they are all dependent on a new customer’s mindset, trusting in the services offered by other “netizens” and the new business models. They are rewarded with „instant gratification“ by online shopping for goods and trades.

Lack of an easy instant payment and receiving method is a key barrier to entry in the small service marketplace, especially for services offered in a remote place (“check out that used car which is 3 hours away for me”) . Traditional wiring is too slow and carries large wiring fees; average people can not charge credit cards, services like PayPal demand a verification level that many users are not capable of or unwilling to go through – not to mention users from developing countries unable to use services like PayPal or obtain credit cards.



Furthermore, the user of today is not a passive customer anymore. The classic discrimination between customer and vendor/contractor is vanishing. The person calling for Uber transportation might one day later be the driver himself. In many comparable apps and marketplaces, each user takes both roles, changing instantly and at his leisure: Customer during his busy time or main job, vendor/provider in his spare time or when an opportunity arises. An entrepreneurial mindset awakes in the „netizens“ of today.

However, No widespread platform as of today offers the chance to ask for or provide mini-jobs – meaning jobs everyone is capable of fulfilling who owns a smartphone. On the customer's side, the „instant gratification“ needs for small favors are not met by an on-demand service. On the contractor's side, such mini-jobs can easily create real value: Take students as an example who do not have a car or cannot offer a room to rent – they are excluded from platforms such as Uber or Airbnb. However, they own smartphones and could easily provide mini-jobs.

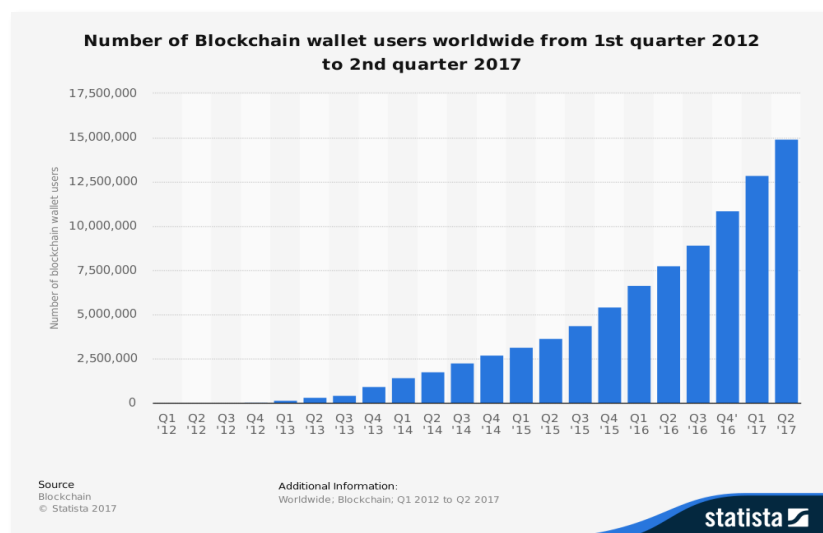


There is a need for a global platform and marketplace for mini-favors around the world which is not met today

III. Blockchain technology and the “Internet of Value”

People are talking about the “Internet of Things.” However, with blockchain, we are at the beginning of an “Internet of Value”: The value of one Bitcoin has at times gone up to 20.000\$, the market cap for Bitcoins alone is way over 200 billion dollars. New statistics predict optimistically that one out of three millennials would own Bitcoin or another cryptocurrency by the end of the year 2018. Disruption of global on-demand services involving blockchain technology is about to happen.

Alas - where is Blockchain technology in our daily life? The concepts of cryptocurrencies and blockchain are still strange to many people. Despite their sympathy for on-demand services, many customers are still far away from introducing blockchain technology and its benefits to their life. As blockchain enthusiasts, the team of Coins4Favors regrets this – and offers the key to change the global attitude towards blockchain technology and lower the barrier to entry to as little as owning a smartphone.



IV. The missing link between on-demand services – mini-jobs – blockchain technology

No global-oriented platform of today offers a marketplace for mini-jobs, though the need for such small favors is obvious. They can be simple „Take a picture for me“ or „Find my bag where I left it“ to more complex tasks such as „I will be in street X in 15 minutes – keep a parking spot available for me“. There are unlimited possibilities for favors defined by the users, as they occur unplanned in daily life.

Finally, no global-oriented service platform, regardless of the service offered, has yet focused on blockchain technology and its obvious advantages: instant safe payment between users and decentralization, leading to independence of the platform of credit card companies and other payment service providers. Also, the blockchain technology allows for a transparent and efficient way to resolve disputes over a service provided via a community vote.



There is a need to bring blockchain technology to the people – and make it a part of their daily life.

V. Coins4Favors - combining on-demand services with blockchain technology

Coins4Favors will change this and combine on-demand services, mini-jobs, and blockchain technology globally. It has a classical on-demand service approach as a marketplace but is unlike all other existing platforms in that it enables real-time truly global interaction and payment for location-based mini-jobs around the world.

1. The three key elements of Coins4Favors

Three key elements of the business model will define the success of Coins4Favors:

Key Element No. 1: Coins4 Favors offers a global on-demand service platform, focusing on mini-job services („favors“) arising from daily needs or wishes. Everyone can provide them, making **everyone** and **everything** the **targeted user and market** for us.

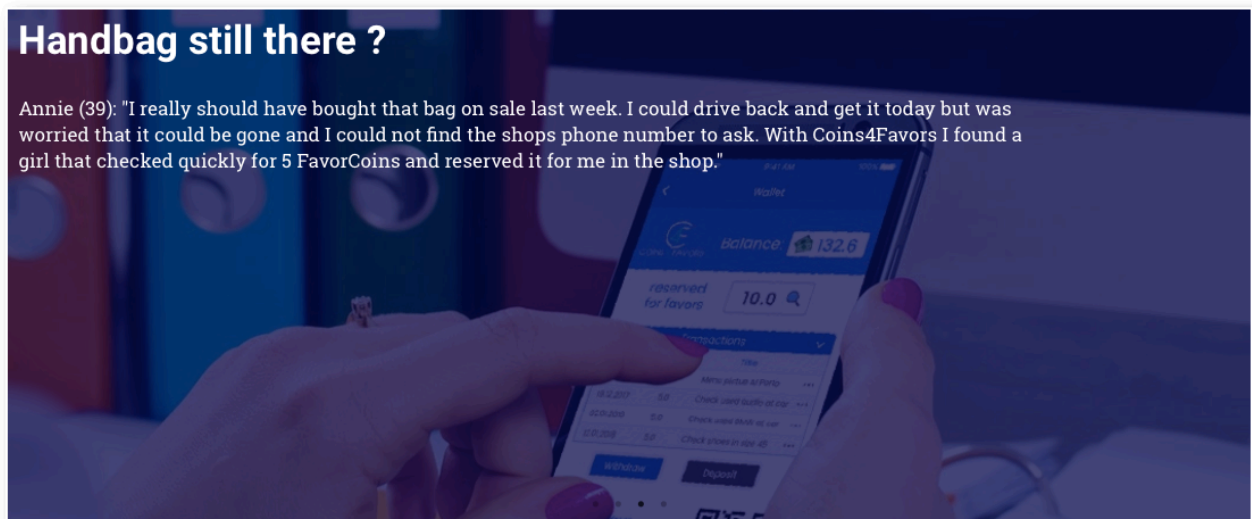
Key Element No. 2: While Coins4Favors has a marketplace approach, it will avoid all risks of becoming a confusing and time-eating maze of „search and find.“ Coins4Favors focuses on easy accessibility – especially via a GPS location option allowing you to track either the nearest contractor for the favor you are in need of, or the nearest favor request you can provide to as a contractor. It does not matter where in the world you are – Coins4Favors users will be **anywhere**.

Key Element No. 3: With our ERC20-blockchain token, the FavorCoins, Coins4Favors will offer an instant and safe payment method with basically no-cost for global payments – allowing the disruption of the global service market even for mini-jobs. Mini-jobs instantly provided and paid for – **anytime**.

2. Our additional unique approaches to on-demand services

Coins4Favors will also offer an escrow wallet where coins are kept once a service agreement has been reached between two parties. Only if both agree that the service has been delivered satisfactory will the coins be released to the provider, otherwise they are handled by the community through a unique juror-system.

While the focus is on our three key elements, there are many creative extensions possible. Nonetheless, the three features above create a unique business model and opportunity for all contributors to our marketplace and token-system. However, most of all: The link with a popular on-demand service will introduce the blockchain technology to everyone, boosting the sympathy and acceptance of the technology and its benefits. Coins4Favors will bring blockchain to everyone – and boost the technology globally moving it into the common peoples daily lives.



VI. The competition – and our unique advantages

None of the competitors in the on-demand service market can offer the combination of Coins4Favors' key elements.

Classic matching platforms („Uber-model“) for services depend on standardization and the pre-definition of the services offered, creating its revenue from a broad network, user-acceptance and the commission for the service. Mini-jobs are of no interest as they neither pay off for the platform and are hard to integrate into standardized definitions of offers provided on the platform. **With the offer of free user-definable mini-jobs, Coins4Favors targets a neglected service market.**

Traditional marketplace platforms („Airbnb-model“) for on-demand services focus on user-freedom within certain premises and limits, sorted by categorized services dealt on the platform. They often develop into a confusing maze of demands and offers. The lack of pre-standardization has an impact on the time necessary for effective searches and the accessibility of the platform. While Coins4Favors is in core following a marketplace-model, its smartphone app offers unique matching tools such as GPS matching between the point of service needed and providers in the vicinity of that location. **The Coins4Favors app will allow users**

freedom in definition and offering of services, yet keep the ease of accessibility and matching effects as standardized service platforms.

However, the central advantage of Coins4Favors: The platform will use blockchain technology, allowing simple, fast and secure payment between users globally. It will bring blockchain technology to everyday life and introduce people to the “Internet of Value” with no financial risks and true values through the global provision of services.

VII. Introducing Coins4Favors advantages in a simple example

Let us illustrate by a simple example the unique solutions Coins4Favors offers its users:

Frank is a police officer living in London, England, and a passionate car enthusiast. He is interested in buying a five-year-old car sold online by a vendor based in Munich, Germany, which he found online on a popular platform for selling cars. He does not fully trust the vendor's description and information but doesn't want to invest the money and time to fly to Munich.

What could Frank do? Obviously, he would need to hire someone local to check on the car, verifying the vendor's description from a neutral point of view and sending Frank pictures and a report on the car. There are certainly professional experts to be found on their websites online or on networks like Facebook or LinkedIn, but their prices are professional prices and therefore obviously too expensive for Frank.

Before Coins4Favors, Frank would have to find a platform or marketplace for the favor. Frank himself cannot just open an app and type in his request. A time-consuming search lies ahead of Frank.

The first handicap of the existing on-demand service market is obvious: Too many platforms, too much standardization, no focusing marketplace for mini-jobs.

The second obstacle is just around the corner: Existing popular peer-to-peer platforms, such as Uber, Airbnb, AskFavor or similar do not have a standardized service in their portfolio as Frank needs. Less popular platforms have only a few users, and their predefined services might be similar to Frank's needs, yet not quite the same.

The second handicap: Frank cannot freely define the service he is asking for and his quality standards.

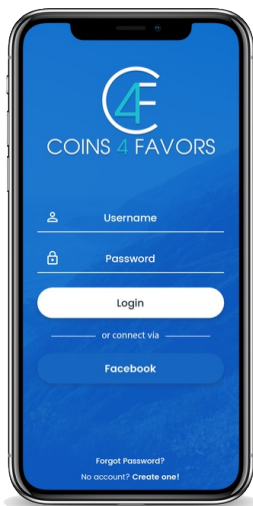
Even if Frank finds someone willing to have a look at the car and take a few neutral pictures with a smartphone, how could Frank instantly pay the person? Wiring the money would take too much time, giving away his credit card data would obviously be too risky and chances of a private person being able to charge a credit card are also slim, and both Frank and a possible provider would be in need of PayPal to use this

service just for the payment. Finally, the person hired would need security that Frank pays for the provided service.

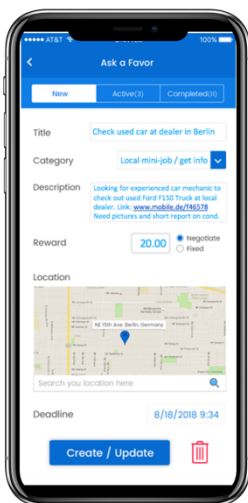
The third handicap: Payment options for hiring someone for “mini-jobs” outside of apps is complex and insecure.

Coins4Favors is Frank’s solution. *We will show you how - step-by-step with pictures of our already existing alpha version of the app.*

Frank opens the Coins4Favors app on his smartphone.



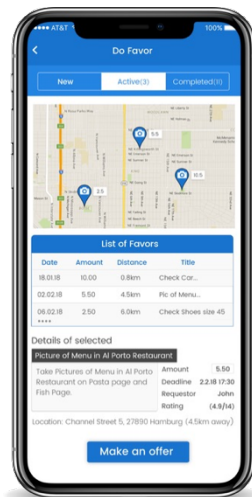
Frank defines the favor needed and adds a link to the vendor's description, also adding the location (here: Berlin).



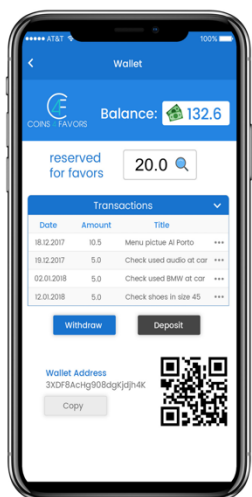
The in-built locator searches for users in Berlin willing to perform favors. The user Dirk, a car mechanic in Berlin receives a notification of the new favor plea.



Dirk checks the service demanded by Frank and defines the amount of FavorCoins asked to provide the service. Via an easy function, Frank and Dirk negotiate via the app a payment of twenty FavorCoins for a neutral impression of the car and six neutral pictures of it by Dirk.



The amount is moved from Franks in-app-wallet to an app-controlled escrow wallet after both Frank and Dirk accept the negotiated terms.



Dirk measures paint thickness to detect any previous accidents with his own device, inspects the engine and takes the pictures of the car at the vendor's store and verifies for Frank that the description is correct, providing all information and the pictures via the app (or alternate E-Mail). Frank acknowledges in his app that the service provided by Dirk was as agreed upon, and the twenty FavorCoins are moved from the escrow wallet to Dirks in-app-wallet.

Frank uses the information provided by Dirk about run down tires and a previous paint job done at the passenger side door to renegotiate the price with the dealer, then flies over and buys the car, after investing only a small amount in additional photos and information, minimizing his risk.

The service provided by Dirk was a mini-job service, not definable and of little value for a commission-driven platform. However, the provided favor had a great personal value for Frank. Dirk only invested little time and his skill as a car mechanic and ability to use a smartphone app. He can save his FavorCoins for later use or even trade them, if they are accepted on other trading platforms.

D. The Coins4Favors Community – the center of our future success

The users are the heart of Coins4Favors. We will offer them unique opportunities:

I. The user dynamics in social networks and on-demand services

Social networks and on-demand service are subject to special economic rules: the mere fact that a user passively or actively participates on the platform increases its value. The Coins4favors platform will also follow this principle: the more users join the platform, the more possible "favor"-customers and "favor"-providers are available. Every user who joins the platform increases the benefits for everyone else – and the amount of FavoirCoins exchanged on the platform.

Facebook and Uber are best examples: If a user-driven platform reaches a certain size, all users switch to it because it has the most users - and the more users, the more attractive this platform becomes, which in turn attracts more users. At the end of such a chain, there is only one globally acting platform left.

II. Our most important asset: The Coins4Favors User

At Coins4Favors we are aware of this principle. Therefore, our platform will focus on the users. The cornerstones of our user strategy are:

- The immediately added value to the users' lives: With the offer of "favors," which are not available on any other platform, Coins4Favors users make their lives simpler and happier.
- The low entry threshold: Coins4Favors is free for download - with initial incentives we give users the opportunity to try Coins4Favors and its app. No risk – just benefits.
- The simplicity: The Coins4Favors app will be available for iOS and Android devices. Worldwide distribution is thus secured. Intuitive control with familiar components of on-demand platforms leads to easy accessibility.
- Involvement in the community, especially with the juror system (see below).

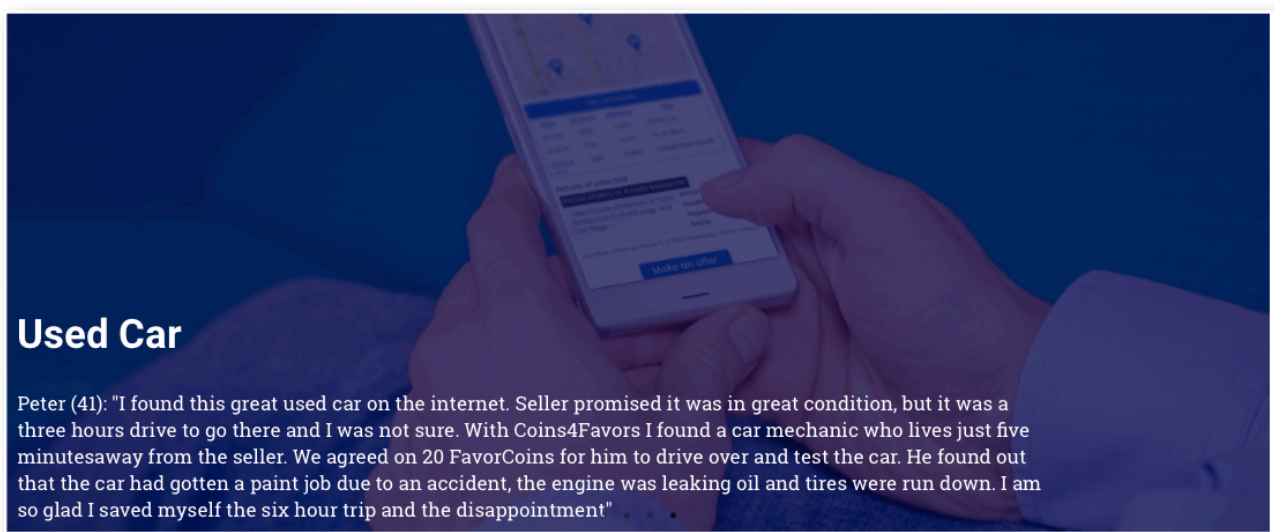
III. The juror-system: involving the community to settle disputes quickly and effectively

The provision of favors may lead to disagreements between the users. Usually, the platform owner settles disputes on standardized terms. Coins4Favors, on the contrary, is a user-driven community: Our unique juror system enables the community to settle disputes: In case of a disagreement, both favor-customer as well as favor-provider have the opportunity to ask for a neutral settlement. The system will call three community-jurors to examine the facts and decide whether the favor was properly fulfilled. They rate this as "yes" or

"no." If the majority of jurors (min 2 of 3) conclude that the provider completed the job as demanded, the amount previously agreed between favor-customer and favor-contractor will be transferred from the in-app escrow wallet to the favor-contractor. Otherwise, the favor-customer receives the amount back from the escrow-wallet. In both cases, jurors are each to receive a percentage of the amount of the dispute by the party winning the case. On the one hand, this system should increase the willingness to work in the jury, but on the other hand, it should also encourage favor-customer and favor-provider to settle a dispute in advance by agreement.

IV. The rating system

The proper provision of favors should lead to a positive rating in addition to the payment for the favor-provider. The system will automatically note that both favor-customer and favor-provider have made a positive transaction. The favor-customer also gets the opportunity to rate the favor-provider and vice versa with a standard star-based rating system and -optional- with a short text. It will allow creating an internal quality assurance system in which both requester and potential provider can see previous ratings of the potential contract partner and gauge the trustworthiness and professionalism before agreeing on a deal.



Used Car

Peter (41): "I found this great used car on the internet. Seller promised it was in great condition, but it was a three hours drive to go there and I was not sure. With Coins4Favors I found a car mechanic who lives just five minutes away from the seller. We agreed on 20 FavorCoins for him to drive over and test the car. He found out that the car had gotten a paint job due to an accident, the engine was leaking oil and tires were run down. I am so glad I saved myself the six hour trip and the disappointment" . . .

V. Premium users

In the long term, Favors4Coins will consider the possibility of premium user accounts. These can either be used to generate additional revenue for the platform, in which the premium status and thus the preferred notification of new possible favor orders is paid through FavorCoins to the platform (which can then resell them). Alternatively, the premium status should also be achievable through a variety of positive actions. However, we will only look into and possibly implement the systems if we find it has enough benefits without damaging the growth and quality of the marketplace.

E. The FavorCoin – bring blockchain to the people

Our own ERC20-token FavorCoin offers many benefits – both for our contributors and for users not participating in the crowdsale.

I. The worldwide token for mini-job services: The FavorCoin

FavorCoin is the ERC-20 based token used on the Coins4Favors platform. It powers the global service market for mini-jobs created by our network. The actual compensation between favor-customer and favor-contractor is directly handled on the Ethereum based blockchain. The service payments run as smart contracts. Coins4Favors will administrate the smart contracts, effectively making the system a blockchain-based trading platform. As the exchange becomes the de-facto standard for the provision of favors online, it will also become the principal method for determining the floating price of „mini-jobs“ services worldwide. Customers and provider will globally interact in a true market-driven way to determine the current price. It leads to transparency, increased competition, and growth of a sustainable entrepreneurial spirit within the population – all around blockchain technology, which will find its way through FavorCoins to our everyday lives.

II. Why does Coins4Favors need a blockchain-driven compensation system?

We already laid down the arguments for using blockchain technology on the Coins4Favors marketplace: It allows safe, secure and fast payment and is the base for the disruption of a global service market for mini-jobs. However, why does Coin4Favors needs its own token system?

We want to provide a token system for Coins4Favors that serves, unlike many others, a clear and easy recognizable function: Paying and be paid for the provision of favors. For the success of the platform and the creation of a worldwide brand, this token must be specifically branded.

An Ether-based token allows, other than Bitcoin in recent years, fast and instant payment that will be a necessary asset for the success of the platform. The smart-contract function that comes as a natural asset of Ethereum is the key to the functionality and business model of our platform, esp. for our unique escrow-wallet functionality and the juror system.

The token must be scaled in its amount for the usage in a global service market for mini-jobs, excluding many of the higher priced and low-volume Ethereum based tokens.

Last but not least, our token, sold in an initial coin offering (ICO), will provide the funds needed for the further development of the platform and especially for the acquisition of a broad user base through intense marketing actions worldwide.

III. What can users do with FavorCoins?

- Once the Crowdsale has gone live, we will work hard on making FavorCoins available on all common trading platforms, enabling trading while we progress with development and marketing. While we cannot promise in succeeding in this ambition, we will put our intense focus on it.

- Once the Coins4Favors app is available for iOS and Android – which is anticipated shortly after the ICO, users who participated in the crowdsale or bought FavorCoins can use them in-app.
- From the in-app wallet, users can transfer their FavorCoins to any other compatible wallet (and thus trading platform) as they like in order to trade them if they are accepted, e.g. on trading platforms.
- The platform is using a server to store and distribute the user information, favors and messages while the Coins4Favors themselves are managed and kept in ERC 20 compliant Wallets and operated in a blockchain.

IV. How will inexperienced users acquire FavorCoins?

One of our main goals is to bring blockchain to the people – meaning to a broad audience. We want to invite users to acknowledge the many benefits of the blockchain technology. It is therefore important that we allow users to acquire FavorCoins simply – and perhaps even trade them.

We will make this possible in simple steps:

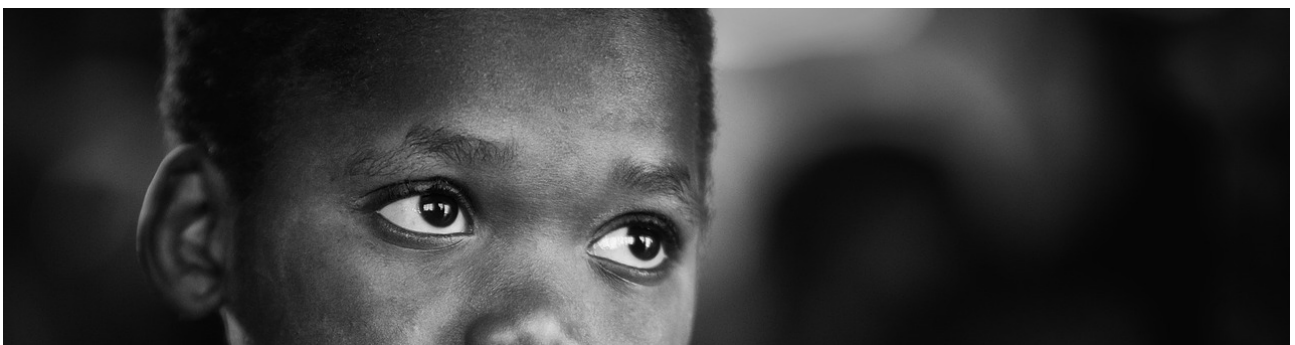
With the Initial Coin Offering (ICO), the FavorCoins will be spread among the initial users, allowing them to use the FavorCoins once the app is launched.

- New users will be attracted to the platform with incentives, based on the 20% reserve of the tokens not part of the initial crowdsale. They can also buy FavorCoins on trading platforms if they list the token.
- Moreover, new users can acquire FavorCoins by providing small favors in the marketplace. They can become part of the global service market for mini-jobs and earn a cryptocurrency without investing money or other cryptocurrencies.

F. Coins4Favors as a partner

Coins4Favors aims to empower people globally to use their skills. All they need is a smartphone – the last years have shown that they are spread even within crisis-shaken or poorer regions of the world. By the beginning of 2018, according to statista.com 2.5 billion people are using smartphones worldwide – they all could and should gain access to the Coins4Favors marketplace platform. With the Coins4Favors app, every user is empowered to services in a global marketplace.

Goal 8 of „The Sustainable Development Goals“ of the United Nations is named „Promote inclusive and sustainable economic growth, employment and decent work for all.“ National Economic growth depends on the income and wealth of the citizens. If potential service providers are excluded from entering markets, sustainable economic growth is not possible. Coins4Favors is a key element to open the global service market to everyone, anywhere and anytime, without the need to possess a bank account or having access to financial instruments. The consequence will be a global disruption in online demand for „mini-job“ services.



Our marketplace also allows global acting institutions, such as NGOs, or national governments interested in developing regions economically to invest directly in people and their skills. Transferring money to an institution in a crisis-shaken region, often with the risk of losing the money to corruption or mismanagement. There is no risk with FavorCoins: The contractor providing a service will receive the token directly – no middleman, no credit card company, no governmental institution involved. Everyone is paid directly for her or his good work – a simple solution to boost a service market in economically struggling countries and third-world countries.

Through Coins4Favors, the blockchain technology will find its way in developing countries, including their people at an early stage into a development that will lead to the “Internet of Value” – thus supporting the aim of blockchain also to minimize social and economic inequality. Companies interested in promoting blockchain technology will find in Coins4Favors a valuable and reliable partner to support their goals on a global scale.

G. Our roadmap to launch and upscaling Coins4Favors and FavorCoins

Our strategy to liberating the global service market for mini-jobs and bringing blockchain to the people starts with you and ensures equally freedom and safety for our users, regardless if they are “favor”-customers or “favor”-providers.

I. Key elements of our business strategy

The key elements in our strategy:

- We invite and unite users in the Coins4Favors community;
- A critical factor is developing a large user base with a global reach. This growth will be auto catalyzing once it reaches a critical mass but will require a significant marketing effort initially. Therefore we will use a large fraction of the ICO proceeds to fund a strong and international marketing campaign.
- The Coins4Favors community represents a global “union” of customers and providers, in which everyone can (but not must) take both roles at his leisure and availability;
- The Coins4Favors team continuously develops the Coins4Favors platform and app, offering the service platform in compliance with national and international rules on a global base;
- We will put a great focus on compliance with national and international legislation, providing security and good public relations for our marketplace, users, and contributors.
- We will continuously promote the idea of our marketplace and the benefits of the FavorCoin token – and we will encourage our users to do the same, as every new user will strengthen the community and raise the value of the FavorCoin.

II. Our ambition in numbers of users

According to Statista.com, the number of mobile phone users will pass 5 billion by 2019; the number of smartphone users among them will be around 2.5 billion. Taking in consideration the great possibilities and easy accessibility Coins4Favors offers in opening a global mini-job service market, we aim to reach at least 100 million users by 2021 – not even 5% of the global smartphone community – and 300 million users by 2025.

III. Our ambition for cooperations

Coins4Favors as a platform will have excellent chances of gaining valuable cooperation partners:

- National governments will support the spread and growth of Coins4Favors, as it makes every citizen a possible entrepreneur in offering her or his skill.
- Companies developing blockchain technology or dealing in cryptocurrency will support the ambition of Coins4Favors to bring blockchain technology to the people. Coins4Favors will create powerful cooperations, promoting its idea to a wide range of people, enforcing the community in numbers and public view and create global awareness of the service.
- There is a huge opportunity to cooperate with Messenger companies such as WhatsApp, Line, WeChat, etc. to integrate the Coins4Favors market place solution into their established products. The messenger implementing our Coins4Favors technology will add a key differentiator vs. the competition and Coins4Favor will significantly enhance the user base at the same time. WhatsApp for example had over 1.5 Billion users in Jan 2018.

IV. Our detailed roadmap

To reach these ambitious goals and create sustainable growth, we will promote the service in the following steps along our roadmap:

Phase 1: The FavorCoins sale and promotion of the service (Feb. 2018 – July 2018)

- Development of beta version of Coins4Favors platform and app (alpha version already finished)
- Create and organize global user network into a collective power by acquiring members and contributors through the FavorCoin Token sale and other incentives, such as sign-up bonus tokens, friends referrals, airdrops, etc..
- Contact Trading platforms for cooperation and perhaps listing of FavorCoins;
- Worldwide marketing campaigns to gain contributors to the FavorCoin Token sale and built the early adopter's user community with a global span.

Phase 2: Development of the marketplace to Gold status and first wave of marketing campaigns (Aug. 2018 to Dec. 2018)

- Use investment from FavorCoin crowdsale for shaping the existing beta version of the Coins4Favors app to a premium user-friendly app and reach Gold status.
- work on listing FavorCoins on major trading platforms.
- The build-up phase for staff and office for operations and global marketing.
- Launch app on iOS and Android (by the summer of 2018).
- Create a juror-system and other community aspects to boost the quality of service provision among customer and contractor.

- The first wave of a worldwide marketing campaign to obtain users for the network (Focus on social networks).
- Win strategic partners for further development of the network and the app, esp. working on cooperation with trading platforms for in-app shopping and trading of FavorCoins.
- Develop worldwide partnerships to promote blockchain technology in everyday lives.

Phase 3: Global marketing campaign for growth of user-base (second marketing wave) (2019-2020)

- Grow Coins4Favors community to boost the idea of global mini-job service market.
- Worldwide marketing campaign (second wave) in social networks, print media, radio, and TV to grow a large base of potential customers and providers for mini-jobs.
- Visit of conferences and other blockchain relevant events to win further partnerships in our ambition to bring blockchain to the people.
- Add premium options for users to help boost their offered services and profiles on a paid base – create long-time revenue for the platform.
- Reach break even in cost and revenue.

Phase 4: Provide an international service market platform for mini-job services (2021-2023)

- Continue adding more users to the network, start partnerships with NGOs to boost service in developing countries – further partnerships with NGOs and governmental organizations.
- Scale global marketing-campaign; focus on countries with smaller market visibility of app/marketplace.
- Develop further offers and options for users and providers, continuously improving the marketplace and the app.
- Investigate joint-operations and services with other on-demand providers.

H. The FavorCoins Sale details

- Estimated token value in ETH offered in this coin sale: 33.690 ETH, (subject to variations through the crowdsale)
- 100 Billion (100,000,000,000) total FavorCoins (C4F) created, of which 70% are sold in the crowdsale.
- Exchange Rate will vary, depending if presale or ICO; in ICO: 0,05 ETH = 100,000 FavorCoins
- Token Type: Utility token to pay for and be paid for „mini-job“ services (favors) globally
- 10% of tokens will be reserved for the team, not to be transferred to the team before 01.01.2020.
- 5% are reserved for bounty program as reward for referrals during the ICO phase
- 15% remains at C4F Ltd. For user incentives and salaries. The company will pledge 1 Billion FavorCoins to globally acting NGOs and UN programs to economically develop the mini-job service market in developing countries.
- Only ETH accepted for the purchase of FavorCoins (C4F)
- No tokens will ever be added to the supply.
- The conversation rate ETH/C4F will change during the crowdsale due to the bonus discounts. The forementioned price is without discounts.
- The Token Sale of the FavorCoins will be distinguished in presales with the first starting on May 15th 2018.
- General public crowdsale will start on June 1st 2018 and end on July 30th, 2018.

Timeline of the FavorCoins sale:



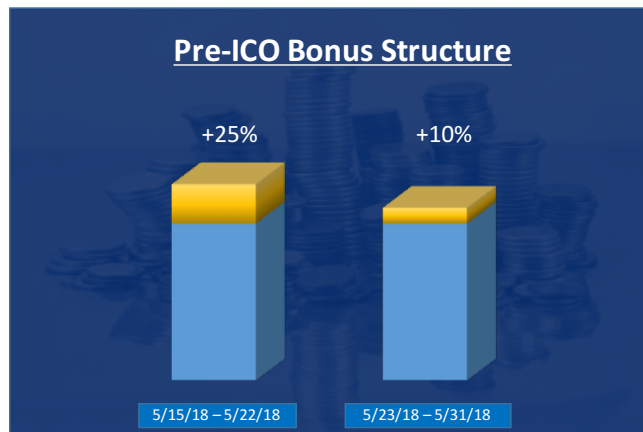
Bonus structure of the Pre-ICO:

May 15th – 22nd

- During the first week of the Pre-ICO a bonus of 25% will be added to any FavorCoin contribution

May 22nd – 31st

- During the second week of the Pre-ICO a bonus of 10% will be added to any FavorCoin contribution.



Bounty Program:

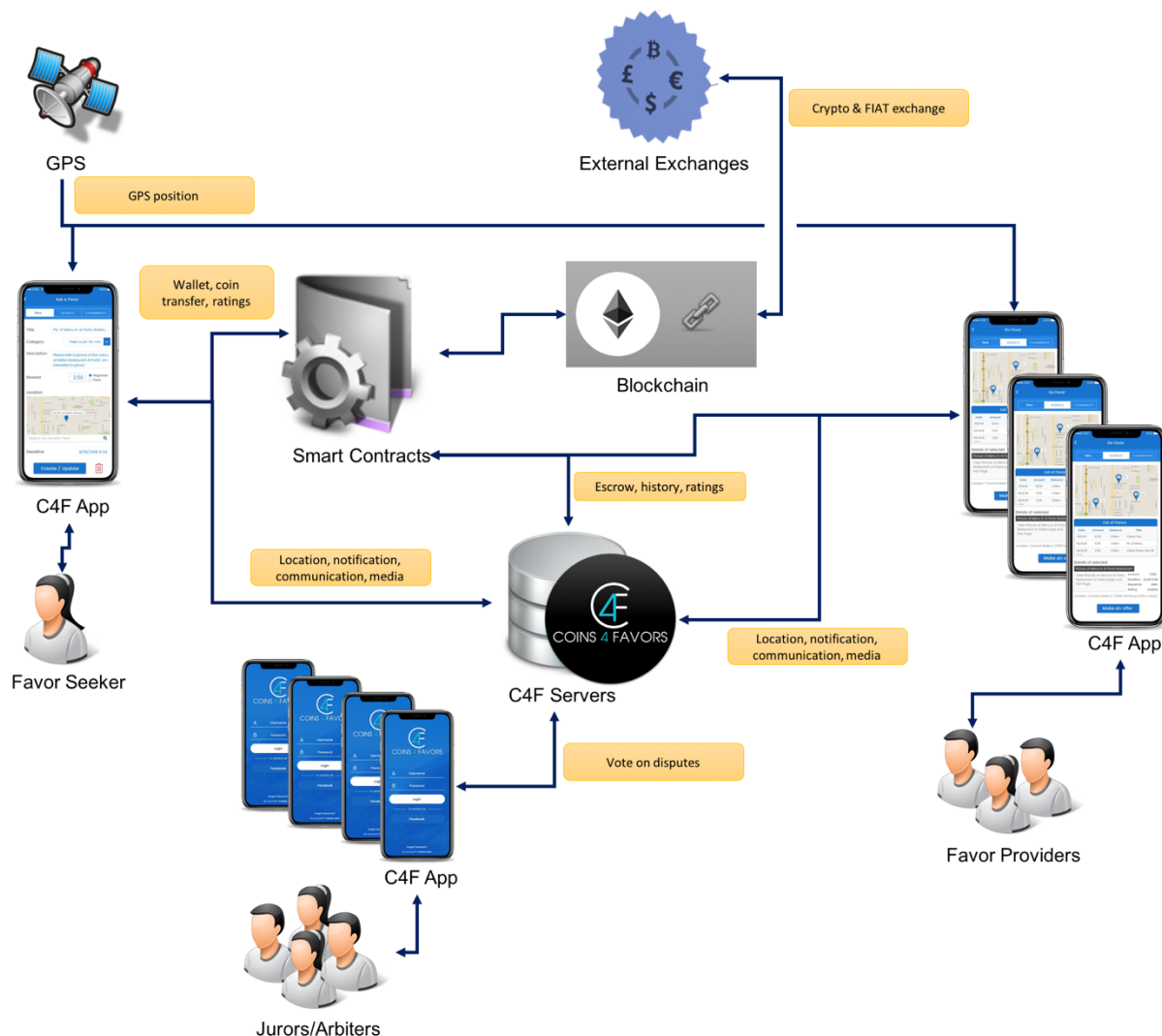
Every user who registers for the Pre-ICO or ICO and complies with the KYC and AML rules will be allowed to setup an account in the Coins4Favors system. Upon verification of his email each registered user will obtain an email with a personal referral code embedded into a hyperlink that allows the Coins4Favor webserver to identify the source of the referral. Should the referred user setup an account with Coins4Favors for the Pre-ICO or ICO and actually purchase FavorCoins for at least 0,05 Eth (the minimum contribution), the originator of the referral will be transferred an additional 5000 Favorcoins for each referred additional user who buys at or above minimum contribution. In order to be able to receive the bounty reward, the user who made the

referral has to contribute at least the minimum contribution limit hi-/herself before being able to claim bounty FavorCoins.

I. Technical details

The Coins4Favor system is based on a state of the art location aware smartphone app, using a central server for user profiles, communication and exchange of documents, pictures, etc. on one side and the ethereum blockchain technology on the other side. The system uses positioning data of the smartphone and the information about favor requests from the central database and informs potential service providers via push notifications of new requests in their area which meet their filter criteria and manages communication during negotiation, etc.

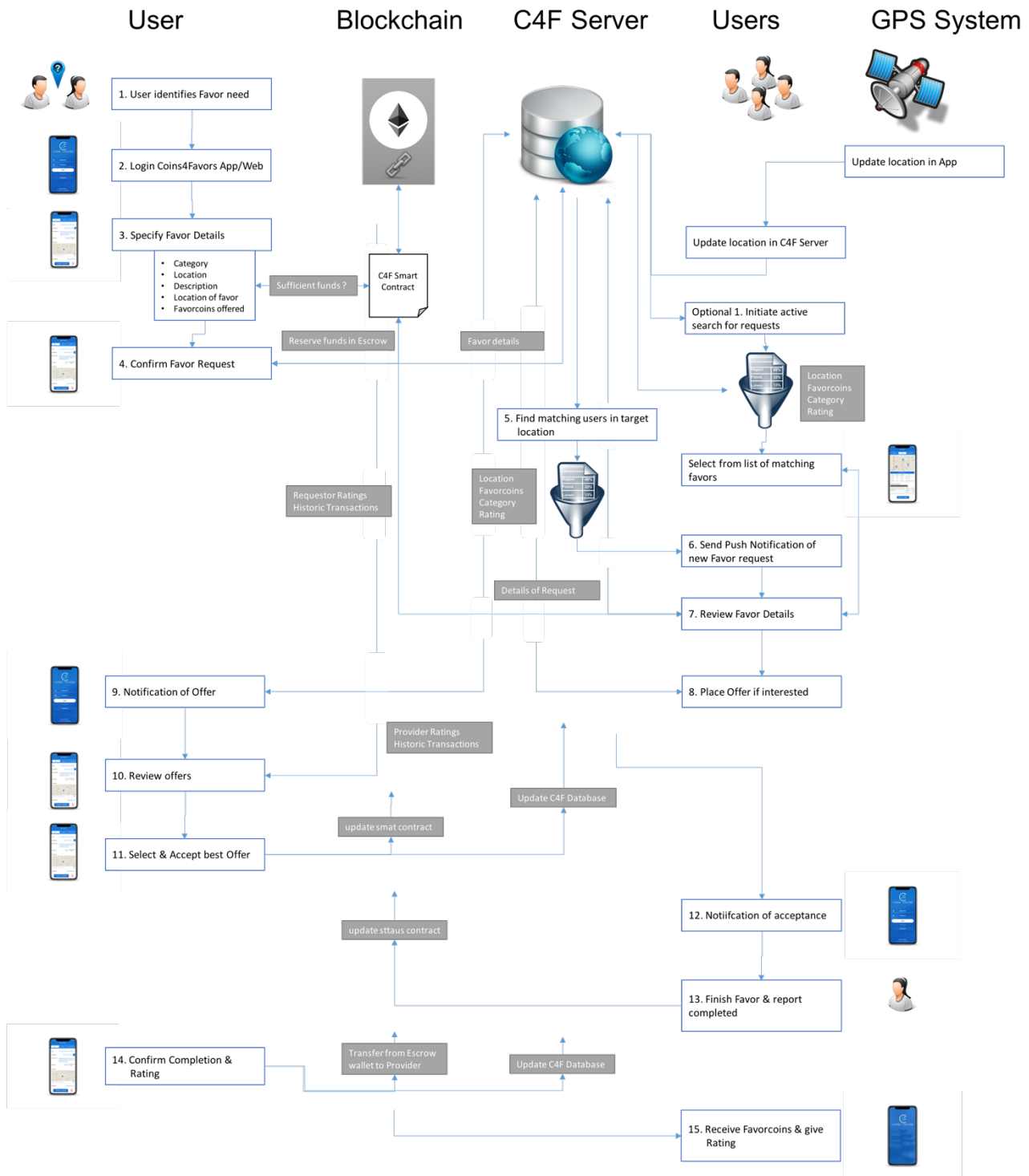
The following graphic shows the overall design of the system:



Upon defining a new favor request the system checks if sufficient funds are available for the request and reserves them in an escrow contract on the blockchain. Requester and potential providers can use the in-app

communication and negotiate details, check ratings of the potential service partner and previous transactions and finally accept a favor contract. Once a favor request is completed, the requester can confirm the successful completion and the funds are transferred to the service provider on the blockchain. Should there be a dispute about the service, the Coins4Favors system supports assignment of independent users as jurors. These jurors obtain details about the request, communication and delivered result. They can then vote and the majority vote releases the reserved amount to the provider or requester depending on the outcome of the vote. A percentage of the reserved coins is diverted to the jurors for their work.

The following flowchart shows a detailed example of requesting and identifying potential service providers and how each module interacts during the flow of a favor contract from initiation to completion:



The app is available as iOS and Android app to cover the majority of all available smartphones. All interaction with the Coins4Favors SQL database servers are handled via a standard internet connection. Push notifications to users are sent using the respective channels for the different smartphone operating systems.

Data stored in the Coins4Favors databases are user profiles, details of a favor transaction including a hash that identifies the favor transaction on the blockchain to retrieve payment and involved parties.

The integrated rating system scores of users will be kept in the database as well as stored in the blockchain for each completed favor contract.

The escrow function is implemented in the smart contract, allowing the requester only to forward the money to the provider, the provider only to return the amount to the requester and the Coins4Favors system to transfer reserved coins in either direction to the provider or requester depending on majority vote of the users assigned as jurors.

The smart contract also includes a possibility to divert a fraction of the transferred FavorCoins back to the Coins4Favors system. This fraction is managed through the smart contract by the owner and publicly accessible and visible. The intend is to not introduce a revenue fee until the system is well implemented and has gained a significant user base.

FavorCoins as ERC20 compatible tokens are maintained in a compatible wallet of the users choice or in the integrated wallet of the coins for favors app.

J. Financials

I. Foreword

In this section, we will give you a short overview of the financial aspects concerning the Coins4Favors marketplace and platform. While we can not predict the outcome of the Token Sale and the scale on which we can act from the start, we can define the key elements that will create future income for the company and the key cost factors on our way to a global acting platform for mini-jobs.

II. The future revenue situation of Coins4Favors

After an investment phase (see the first three steps of the upscaling of Coins4Favors), we aim to create revenue and profits on a regular base. There are various possibilities to create income:

- Once Coins4Favors has reached the status of a global player in the service market, we will inquire the possibility to charge a small service fee for each transaction of FavorCoins. The fee is to be paid in FavorCoins, deducted from the transferred price (it will not be higher than 1% of the amount transferred and will probably be way below this). This fee system will enable us to create a constant income of FavorCoins for the company that can then be thrown back on the market. The ability to do so is already included in the smart contract that supports the escrow wallet and the transfer of coins.
- Furthermore, we will look into premium account models, enabling favor-provider to be listed with top priority in searches. It is our ambition to keep it possible to achieve the premium account though without costs as well. Details will be developed and revealed once Coins4Favors has reached a sufficient global status in the on-demand service market.
- Additional revenue can come from targeted in-app advertising as an additional revenue source. If you ask for a favor to take a pic of a beach in Greece, online travel services could advertise on the platform automatically their best current offers in that region. The keyword may, similar to Google AdSense, trigger ads.

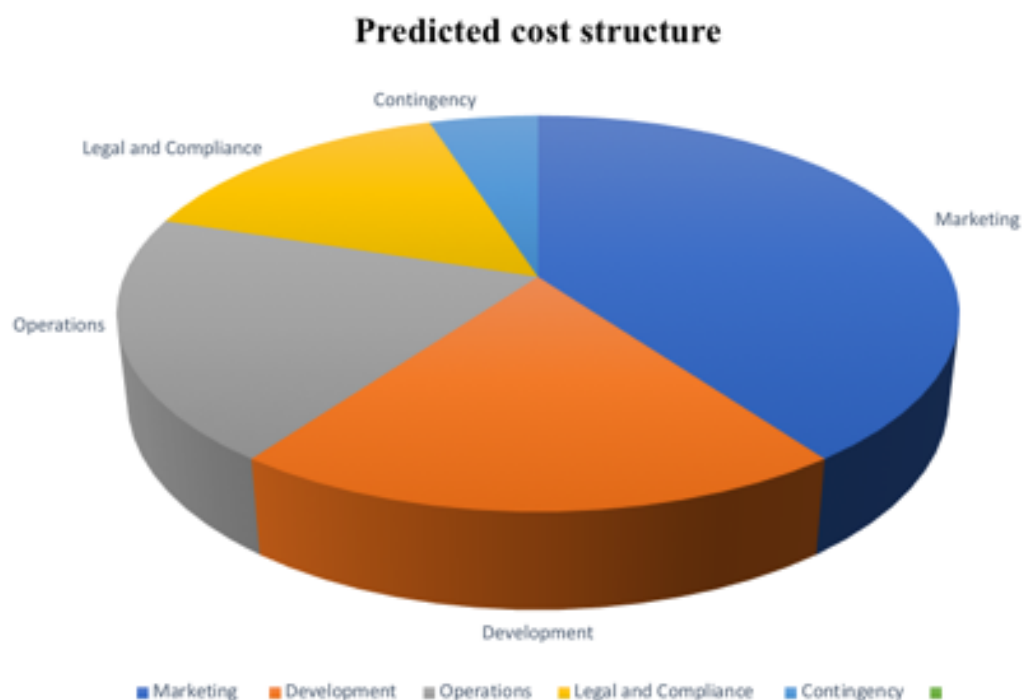
With this strategy of revenue sources that are fully under our control, we can build up a solid income base for the company, which will allow further advertising and expansion. By this strategy, we expect a break-even by 2020, the latest in 2023.

II. Key cost factors

We expect the following key cost factors:

- **Marketing:** The biggest issue item in our budget will be marketing costs. The worldwide success of Coins4Favors will depend on the number of users. Depending on the target market, we will rely on different advertising measures and hire professional advisors. While social media will certainly play a key role in our marketing strategy, we will also resort to classic media such as TV and radio advertising or print ads.

- **Development costs:** Developing and constantly improving also has a major role in our budget planning. We want to offer the best technical solution to our users. Our products should be both easy to access and reliable. Constant upgrades are necessary and our ambition. Based on the upfront investment by our team to ensure technical feasibility, the current alpha stage of the app and the Coins4Favors system already is an excellent starting point and our CEO has demonstrated the ability to bring concepts to market in a efficient and professional manner in several previous projects.
- **Operations:** No company acting on a worldwide scale can act without a reliable staff for administration, finance, and control. However, we seek to keep our staff efficient and not scale it up largely at the beginning – a common error committed by other start-ups, leading easily to budget mismanagement. Also, we need to operate the infrastructure to host the databases and run the servers for the Coins4Favors app network and communication between users.
- **Legal and tax compliance:** As a worldwide acting company, our products will meet two legal challenges: First it must be compliant with national and international legislation, which can vary greatly and will make it necessary to constantly adjust and modify the terms and conditions for our service. Furthermore, we are aware that, like any marketplace, we must take measures to prevent illegal activities and offers in our marketplace. Fortunately, with our chief advisor who is an internationally experienced lawyer, we can already address such issues in the development phase and therefore minimize risks for our users and investors.



K. Driving forces for appreciation or depreciation of the FavorCoins

FavorCoins come from a limited pool, first being offered in the crowd-sale. The market for use of FavorCoins can expand as more and more service offers are added to the Coins4Favors platform. Services and their values are still measured against national currencies, so the value of FavorCoins might rise due to the growing demand in the face of limited supply. For market participants, this represents a unique opportunity to leverage an existing market.

The value of FavorCoins may appreciate or depreciate. If local or global services are relatively cheaper to buy from the Coins4Favors platform rather than from current markets, or previously not available services – for being just small mini-jobs – become for the first time part of the economic exchange.

With Coins4Favors being the token in the mobile „mini-job“ service market, the rate of appreciation might follow the size and amount of the services exchanged on the Coins4Favors platform. According to the World Bank, the value of global services constantly increases, with more and more people entering the global service market as customers and contractors. Online platforms such as Uber, which are specialized in pre-defined service offerings, have been boosting this development constantly, allowing Coins4Favors to enter a prepared market and push it into a new disruption.

Risks: Unknown legal and tax regulatory measures towards blockchain or cryptocurrency and the offerings of services online. The cryptocurrency market is still young and nearly free of all regulation. With the freedom our service platform and technology provides, Coins4Favors can adjust fast to all new regulations. However, there is no guarantee that either the service or the token used will be successful or attract enough users and trade to gain value or will not be prohibited in some countries.

We are building our services on Ethereum, and should Ethereum fail we would have to change the technology platform to another blockchain technology.

We can also not guarantee that the contribution generated from the crowdsale will not be tax regulated, especially when transferred in full or part to FIAT currency, thus deducing the sum available for upscaling our platform.

As we are disrupting an existing market of on-demand services, it can take longer than anticipated to get the marketplace filled with users and therefore possible customers and service providers.

If we fail to overcome the minimum number of users long-term the platform will struggle to fulfill needs of local favors due to lack of local service providers. A proper marketing strategy and the unique value of the platform should make this risk small.

L. Risk Disclosure

Nothing in this whitepaper constitutes investment, legal tax or other advice nor is it to be relied upon in making an investment decision. You are responsible for your finances. Although we try to bring accurate information, under no circumstances can or do the C4F Ltd. and its owners, contributors, CEO, advisors, authors, and partners warrant the completeness or accuracy of the content or its usefulness for any particular purpose. Therefore, the C4F Ltd. and its owners, contributors, CEO, advisors, authors, and partners make no promises or warranties, nor accept responsibility for any liability, injury or damage that you may cause or incur when using the information provided in this document. All information and content provided in this document are to be used on an “as is” basis. We encourage you to research all information provided on this site thoroughly with other advice out on the web and from other sources and weigh it to your particular circumstances to be applied accordingly. None of the information provided in this document is meant to be used in replacement of professional advice, and the users are encouraged to seek such advice before making any decision. It is solely up to the user to determine if advice is safe and suitable for their particular situation. Backtested Returns are not actual returns, and there is no guarantee that past returns will persist and generate future returns. No recommendation is made positive or otherwise regarding individual securities or tokens mentioned herein. No guarantee is made as to the accuracy of the information provided which has been obtained from sources believed to be reliable. The information contained in this document is intended only for the use of the person to whom C4F Ltd. has provided the material. For the time being, C4FLtd. is not an investment advisor, a bank, a broker or a dealer and therefore does not participate in the offer, sale or distribution of securities, nor does it provide any investment advice. This document is using cookies. When you visit this document, our web server automatically records details about your visit (for example, the website from which you visit us, the type of browser software used, the C4F Ltd. document pages that you visit including the date and the duration of your visit). However, such data are never connected to a specific user. Moreover, Coins4Favors does not collect any personal data. All information and materials published, distributed or otherwise made available on this document are provided for informational purposes, for your non-commercial, personal use only. No information or materials published on this document constitutes a solicitation, an offer, or a recommendation to buy or sell any investment instruments, to effect any transactions, or to conclude any legal act of any kind whatsoever. The content of this document should not be considered as financial advice in any circumstance. You are responsible for your personal finances. Although we try to bring accurate information, under no circumstances can or do the Coins4Favors owners, contributors, CEO, advisors, authors and partners warrant the completeness or accuracy of the content found on our site and documents offered on it, or its usefulness for any particular purpose. Therefore, the Coins4Favors.com owners, contributors, CEO, advisors, authors and partners make no promises or warranties, nor accept responsibility for any liability, injury or damage that you may cause or incur when using the information provided on the document. We also can’t and don’t make any promises that our content or service will be delivered to you uninterrupted, timely, secure, or error-free. All information and content provided on Coins4Favors.io are to be used on an “as is” basis. We encourage you to research all information provided on this site thoroughly with other advice out on the web and from other sources and weigh it to your particular circumstances to be applied accordingly. None of the information provided on Coins4Favors.com is meant to be used in replacement of professional advice and the users are encouraged to seek such advice before making any decision. It is solely up to the user to determine if advice is safe and suitable for their particular situation.