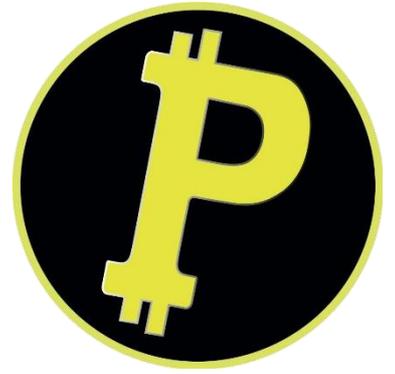


# PornCoin White Paper



update 10-10-2017

*PornCoin is the first blockchain-based currency for the porn industry, which offers advantages over conventional Fiat currencies. Full anonymity when paying on "adult platforms" and the only way to use facial recognition technology for porn videos.*

PornCoin represents THE new payment system for the porn industry. With these coins transactions will remain anonymous and worldwide payments are possible within seconds. No account statements with treacherous subject lines; no credit card statements received by post or email; only an online PornCoin Wallet, in which only the users themselves can see their transactions.

The users register at [www.Porn-Coin.com](http://www.Porn-Coin.com) and receive a personalized eWallet.

This "online wallet" is immediately ready for anonymous payments for products / services on erotic platforms or to receive payments from them. The release of our own Debit credit card makes it easier to pay with PornCoins in everyday life. It also makes withdrawals of "real money" from ATMs worldwide possible.

In case of Mastercard, this would account for some 36 million ATMs and 38 million for Visa.

The advantage is that you can exchange your PornCoins directly in a worldwide network for goods or cash, without having to use an exchange (exchange for crypto-currencies).

The first platform that accepts PornCoins as payment is [www.Scan-Porn.com](http://www.Scan-Porn.com). It uses a novel facial recognition technology to select pornographic content by means of features and to provide users with results catering to their preferences. ScanPorn is also developed by the founders of the PornCoin platform and will launch at the same time.

### **This makes ScanPorn & PornCoin so special:**

ScanPorn will be a video sharing platform for users who watch free porn videos, but can also refer to a different service (unprecedented in this way). This service is offered free of charge in order to produce enough traffic for the website.

Content producers are rewarded with PornCoins. A portion the accumulated revenue will be distributed to all PornCoin owners.

One owns, so to speak, shares in a company, which will establish itself as pioneer in a billion-dollar market.

## **This means:**

### *For end consumers:*

On the platform, free porn content can be viewed, which is monetized with advertisements outside of the video frame. The main product will be the "Scan a Face & Find in Porn" technology. The possibility of a premium subscription removes advertising banners and offers a flat rate fee for the use of the face recognition technology. To use this service several times and without any restrictions, you have to have access to PornCoins as this service can only be paid for through PornCoins. This unique feature is intended as constant PornCoin demand generator.

### *How the "Scan a Face & Find in Porn" technology works:*

A user uploads a photo of a person (which he would like to search for in porn videos) on the platform & which is immediately matched through a special facial recognition algorithm with the results of already uploaded & scanned porn content on the platform.

The user is then presented with videos featuring the same person or at least the best-matching actor with the scanned photo. Three of these proposals are free, while other videos are censored. Further videos can be unlocked with single purchases or membership fees.

Each video is sorted into different categories beforehand to ensure that this process does not take too much time for an exponentially increasing number of videos.

The correct selection is therefore always smaller and the results more precise.

The process from uploading the photo to the appropriate search result takes only a few seconds and the user receives the best results almost "instantly".

Subsequently, more specific search possibilities will also be feasible. For example, you can use items such as dildos, bananas, high-heels, whips, masks and much more; simply scan & find. Every detail, even as small as a fetish for braces or injected lips can be recognized with our technology and searched for in the database.

Currently one can only search for porn videos, if the content producer or employees of the platforms added "tags" to the videos. With this obsolete search feature, however, an infinite number of search results is generated.

With the technology of ScanPorn, the search for porn videos will be brought to a completely different level. This will possibly also extend to other areas (such as the search for vacation resorts based on pictures found online etc.).

*For content producers / providers:*

Content producers are rewarded with PornCoins for their videos. The amount depends on the quality, length and current ad-commission rates.

### Function:

Content producers upload their videos, which will immediately be analyzed through the automated algorithms.

The features of each video are filtered and sorted into a grid. The automated analysis is also evaluated by our trained team, to provide even more accurate data & a higher hit probability.

### **What makes the possession & keeping of the PornCoins so interesting:**

15% of the total income from Porn-Coin.com & Scan-Porn.com will be distributed on a revenue share basis to all PornCoin owners. (Condition: The PornCoins must be kept in the PornCoin eWallet.)

Calculation example\*: The revenue amounts to \$ 1,000,000. 15% of the total revenue will be distributed to PornCoins kept in the wallets. That is \$ 150,000.

If at the time 500,000,000 PornCoins are kept in the wallets of the users, 0.0003 \$ will be distributed for every PornCoin kept.

If a user has purchased about 750,000 PornCoins at the ICO PRE Sale Phase for \$ 5,000, he will now receive an additional \$225 as revenue share for his PornCoins. This would be an "interest rate" of 4.5%. Price increases of Porncoin were not considered for this example.

\* This is only a calculation example and does not guarantee revenue at this level

The remuneration by means of the revenue share model is credited to the PornCoin Wallet of the users in the form of PornCoins.

In order to pay the users enough PornCoins, we will buy the needed coins directly on Exchanges. This process supports the price of the coin on the exchanges for the benefit of all holders. An Escrow rule applies here in order to prevent the coins from returning to the market immediately. This means that the revenue share in the form of PornCoins is "locked in" for 4 weeks. This has the advantage that not all PornCoins will flow into the free market after distribution.

### Transparency:

All payments and profits will be recorded on the Ethereum Blockchain. This is publicly visible but anonymous.

The identity of each user is protected & not publicly linked to an existing wallet.

### **Revenue sources of Scan-Porn.com:**

#### - Advertising / Traffic

On the platforms various advertising slots are offered and sold.

#### - Commissions through affiliate links

ScanPorn will receive an affiliate commission if a user is redirected to another platform via advertising banners, and purchases products or services.

#### - 3D Scan PPSV (Pay Per Scanned Video)

As described above, for the unlocking of further results / videos.

- Fees for providing premium videos

It is also possible to buy and download high quality videos directly. ScanPorn charges a fee for providing & publishing of content on the platform.

- Fees for selling premium videos

ScanPorn receives a placement commission for the sale of these premium videos.

- Premium Membership

Every user has the option to purchase a membership with which he receives the following benefits:

- + Advertisement-free use of the site
- + Discounts for paid premium videos
- + Flatrate access to 3D Scan PPSV

The membership for ScanPorn creates predictable recurring revenues

- Platform-owned online shop for erotic products

ScanPorn will develop its own online shop, and consequently also produce its own erotic products.

**Income sources of Porn-Coin.com:**

- Issuing a debit card & debit card fees

An activation fee for the debit/credit card is charged. A yearly fee is also planned.

- Fees for transactions with the debit/credit card

Terminal fees are incurred every time payments are made through the debit/credit card

paid to Visa / Mastercard. Part of it is then transferred back to the platform.

#### - Purchase and sale of PornCoins

If a user wants to sell his PornCoins directly via the Wallet, the platform will buy the coins and deduct a sales fee. This fee is also charged when a user wants to purchase Porncoins directly.

#### - License fee for creation of an "entrepreneurs eWallet" for partner businesses

Businesses that accept PornCoins will receive a separate eWallet & can request a complete listing of all transactions relevant to them. We will take care of all accounting requirements for the company and charge a license fee.

### **How to buy PornCoins:**

If you want to buy PornCoins directly, we will directly purchase the requested amount on an exchange and charge a transaction fee, which is added to the revenue share for all coin holders. This in turn increases the trade volume for PornCoins on the crypto-exchanges.

You can purchase coins directly on Porn-Coin.com via Paypal, SEPA transfer, Instant transfer, Credit Card, Bitcoin, Ethereum, and many more options.

Porn-Coin.com has its own separate multi-e-wallet:

- EUR & USD Wallet
- BTC / ETH Wallet
- PornCoin Wallet
- Debit card wallet

In the future, an app will be developed with which you can transfer money from one wallet to another in seconds and load your credit card to withdraw money directly from ATMs.

## **You can withdraw "real money" with PornCoins like this:**

If a content producer wants to convert his earned PornCoins to Fiat money, he can do this directly in his wallet. The platform buys PornCoins directly through an automated process - it will only take seconds.

(subject to a conversion fee, which in turn is added to the revenue share.)

Due to the continuous trade, this results in several advantages:

1. Customers can earn coins by simply holding PornCoins.
2. The value of the individual PornCoin should increase steadily because of the resulting scarcity.
3. The platform purchases PornCoins at any time on the Exchanges to: 1) directly return them into the market through coin sales; 2) to pay the revenue share out to PornCoin holders and 3) to pay content producers. (automatic demand generator.)
4. Constant purchases and sales generate income through fees, which in turn are distributed to all PornCoin owners.

## **PornCoins Technology:**

PornCoin is based on the Ethereum Blockchain and is therefore an ERC20 token. It is a default interface for tokens on the Ethereum Blockchain.

While the tokens based Bitcoin are more like money (on which something is written), you should think of an ERC20 token as an accountant on the blockchain.

An ERC20 SmartContract will keep records of all owners of the token. It defines how many tokens there are in total and includes a list of the number of tokens sent to each address.

If you now transfer an ERC20 token to a different address, you do not authorize transaction to that address, but instead order the token contract to change the ownership ratio. The contract clears the number of tokens on your own address and adds them to the recipient's address.

Thus, one does not interact directly with the recipient, but only with the contract.

That difference matters. It transforms the token into the natural content of the data structure of the blockchain. This is because all nodes in the Ethereum network check whether a Miner has executed a Contract correctly. You validate whether the token contract has the correct credit balance and whether it has handled transactions correctly.

All activity of the ERC20 token is naturally & unavoidably checked and processed by the network, unlike Bitcoin-based tokens. The client does not need to consult any external

databases to reconcile data, check values, or reverse transactions. The client only needs to check the amount of owned tokens, which is publicly listed in a Smart Contract.

To make PornCoins available to as many users as possible they will be distributed to all interested parties in an ICO Token Sale.

### **ICO Token Sale:**

In total PornCoin is limited to 1,000,000,000 PornCoins. Participants can purchase PornCoins by sending Ether to the ERC20 SmartContract.

1 Ether is worth 11,250 Porncoins.

Thus, the current value of a Porncoin is about \$ 0.026 \*

*\* As of 10.10.2017: 1 Ether = 300.00 \$*

### **The ICO Token Sale is divided into 3 phases:**

PRE Cap Phase: **222 Ether**

SOFT Cap Phase: **35,555 Ether**

HARD Cap Phase: **8,000 Ether**

#### **1.) PRE Cap Phase:**

*1 Ether = 45,000 PornCoins*

10,000,000 PornCoins (1%) will be distributed in a PRE sale to fund the ICO Token Sale marketing activities.

The presale starts on the **15<sup>th</sup> October 2017 (12: 00CM CET)**

and ends on the **21<sup>st</sup> October 2017 (12: 00CM CET)** or when the PRE Cap is reached.

## **2.) SOFT Cap Phase**

*1 Ether = 22,500 PornCoins*

800,000,000 Porncoins (80%) are distributed in this phase. It starts after the PRE Cap on the **21th October 2017 (12: 00CM CET)** and ends as soon as the SOFT Cap (35.555,55 Ether) is reached.

## **3.) HARD Cap Phase**

*1 Ether = 11,250 PornCoins*

when the SOFT CAP phase ends, a maximum of 90,000,000 PornCoins (9%) will be distributed in the HARD Cap Phase... The HARD Cap will be invested in Ethereum. Thus, PornCoin will be the first crypto-currency, covered through Ethereum during an ICO Token Sale.

20,000,000 PornCoins (2%) will be kept by the founders.

The remaining 80,000,000 PornCoins (8%) will remain free to cover initial distributions to content producers and direct sales to users.

As soon as PornCoin is listed at the Exchanges, you can also trade with them.

20% of the total revenue generated by the Crowdsale will be allocated to the founders for the invested time & costs of development / planning. This also covers protection against abuse by third parties after the business idea has been publicized.

**The remaining 80% are distributed strategically as follows:**

*Product development (35%):*

Recruitment of the best talent in the world to advance PornCoin's technology and develop the final Porn-coin & Scan-porn platform as quickly as possible.

Costs for product development like the eWallet, the app, daily operations, marketing and legal fees.

*Marketing & Consulting (30%):*

Marketing and consulting is used to promote and market the platform.

*Operation (25%):*

Payments for servers, employees and other operational costs.

*Content Production and Procurement (10%):*

A part of the token sales is used to work with porn producers and to support them to generate high-quality content for the platform.

After the successful Crowdsale an immediate listing on Coinmarketcap.com and Bittrex as exchange is planned. Further exchanges will follow depending on the possibilities at that time.

All ICO financing is carried out on a decentralized basis, managed by a legal entity and audited by lawyers.

# Roadmap:

- **2017 Q1 ~ Q2** Market research and evaluation of technical and operational feasibility of the 3D scanning platform in conjunction with its own crypto-currency
- **2017 Q3** Crowdsale Preparation (Contract Development, Website Design)
- **2017 Q3 PRE-Sale phase;** increased marketing activity for the ICO Tokensale
- **2017 Q4** ICO Token Sale & PornCoin distribution
- **2017 Q4** Recruiting the best talent in the world for the wallet and platform development.
- **2018 Q1** Beta test phase
- **2018 Q1 ~ Q2 official launch**
- **2018 Q2** Cooperation with "adult" video producers & performers from social networks: e.g. Reddit, Facebook, Instagram, MDH, etc
- **2018 Q2** Partnerships with sex shops & sex toy manufacturers; first integration of VR videos; BETA Test Phase of the PornCoin Wallet APP
- **2018 Q2 ~ Q3** Release of a platform-owned online shop, Release of the PornCoin Wallet App
- **2018 Q3** Development and production of own sex toys; Networking of sex toys with VR reality videos
- **2018 Q4** Production of videos, including the VR Augment Reality Niche: Webcams with networked sex toys;
- **2019 Market leader in the modern porn industry 3.0**

## **Cooperation with other platforms:**

After launch, other well-known platforms will also be informed about our idea. We will strive to make PornCoin a standard currency for worldwide payments in the porn industry by pursuing viable partnerships. Our vision is that even brothels and similar establishments will accept our PornCoins.

## **Conclusion:**

PornCoin & ScanPorn is the cumulated ambition of the founders to create one of the best adult entertainment platforms in the world & while ensuring privacy for the users.

We sincerely invite you to join this journey in converting from the traditional adult entertainment industry into a digital one. The future looks great for PornCoin and we sincerely believe that we will make a contribution to the world of adult entertainment.

Do not forget to join us on all social media channels too !



**P**ornCoin  
Anonymous Cryptocurrency Payments