WHITE PAPER

COMMUNITY CHARITY TOKEN

TAKE A SPIN
INTO THE WORLD
OF CCTKN

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1. ABSTRACT

Digital advertising is broken. The marketplace for online advertising, once dominated by advertisers, publishers and users, has become overrun by "middleman" ad
exchanges, audience segmentation, complicated behavioral and cross-device user
tracking, and opaque cross-party sharing through data management platforms.
Users face unprecedented levels of malvertisements and privacy violations. The {CCTKN} Community Charity Token is a Private Token created to help persons all over the world be apart of a secure and stable platform. This token is growing and the market is increasing. Investors and donors are taking vast interest in this token. Therefore the {CCTKN} Community Charity Token is able to gain value and to fullfil the mission and reach the goal of going to exhange

2. INTRODUCTION

CCTKN believes that the possibilities for blockchain are limitless, yet unrealized in the current market. Centralized systems are by nature not secure and suffer from high costs while decentralized systems based on the current technology available in the market are far too slow to be practical solutions. With this in mind, the team at CCTKN recognized that the solution would be created using a "exclusive" approach. By developing a blockchain/DAG hybrid platform that utilizes the advantages of both types of existing systems, CCTKN aims to deliver a secure and stable solution to businesses everywhere. and to unlock blockchain's boundless potential.

Empowering businesses with innovative blockchain solutions
Existing blockchain technology does not meet the specifications required by large-scale businesses, and, as such, cannot be adopted as a genuine solution. It is these shortfalls that CCTKN aims to resolve.
The CCTKN team has come from all sectors in the business world and understands these issues personally. So, CCTKN decided to provide a practical solution to the above issues faced by both systems.
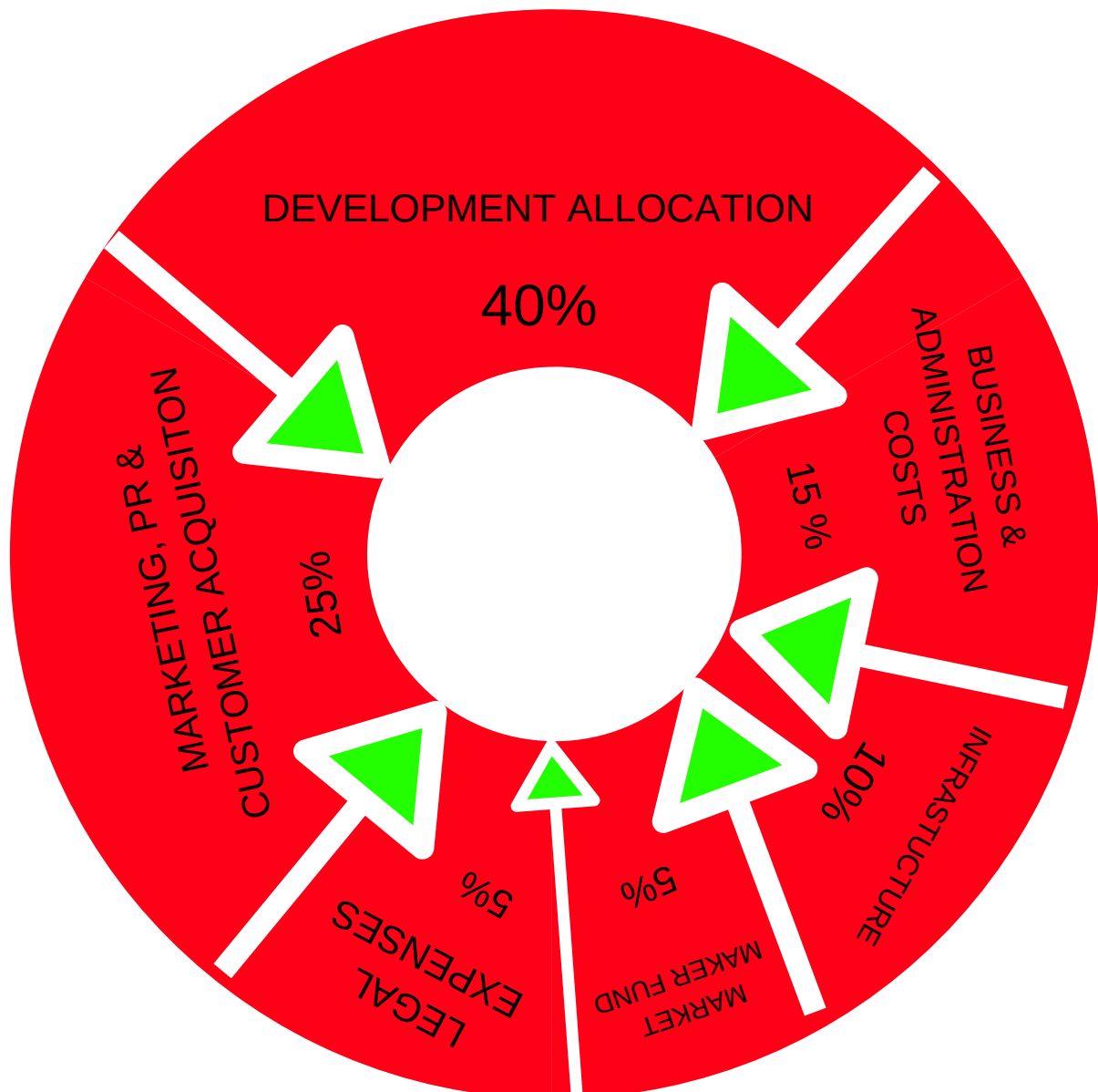Having looked at the needs of the industry and the existing solutions trying to cater to those needs, the next step is quite simple: create a platform that utilizes the security aspect. of blockchain without compromising scalability and the speed needed for high-frequency transactions. The CCTKN Token in the future will be adding a shopping cart to the program. And this Token has endless developments to come.

2.2 CCTKN Provides:

- A stress-free user experience. High speeds and scalability improves the quality and performance of daily operations.
- Cross-platform operations. This enables a wide range of business use cases.
- Immutability. The network is cryptographically secured, thus providing superior integrity.
- Fraud security. Multiple layers within the distributed protocol protect the network against malicious acts, both internally and externally.
- Perfect performance. With ZERO downtime, operations are never interrupted and are ceaseless.
- Operational cost reductions. Businesses can say goodbye to server maintenance and security costs.
- Reliability. High-level data security ensures the trust of your customers.

2.3 ICO FUNDING ALLOCATION

DEVELOPMENT ALLOCATION

40%

BUSINESS & ADMINISTRATION COSTS

15 %

INFRASTUCTURE

10%

MARKET MAKER FUND

5%

LEGAL EXPENSES

5%

MARKETING, PR & CUSTOMER ACQUISITON

25%

## 3.2 Existing Market and Platforms and their Problems

When Incentives are misaligned,
the interests of the charity value chain and its service providers, particularly in payments (VISA,
MasterCard and other card schemes) and marketing (tech giants Facebook, Google and Amazon),
are in conflict and are naturally incentivised to game each other in a manner that renders the charity
value chain as a whole extremely inefficient and an ecosystem that's perpetually. In our high-tech society,
system and data tampering have become an unfortunate daily
occurrence.

Enterprises are forced to pay millions of dollars to protect their assets, data,
and customers; yet no definite preventative solution for this global issue exists. Data and
network management costs businesses a fortune, as reports show that badly managed
data costs the US around $3.1 trillion dollars a year. It doesn't stop there, however.
● Knowledge workers waste 50% of their time searching for data, finding and fixing errors,
and verifying questionable data,

● Data scientists spend 60% of their time simply refining and organizing data.
● An estimated 75% of costs are attributed to errors in data creation and distribution in simple
operations.

With this in mind, it's no wonder businesses are extremely wary of who they choose as
partners. As a result, trust as a commodity has become hard to come by. To top it all off,
brokers, intermediaries, and other middlemen create further delays and costs.
Almost all businesses utilize a centralized system structure, in which a central server
controls and stores all company data and assets. However, Bitcoin's introduction to the
world in 2009 brought to light a new base technology, blockchain, which drew attention
due to its significant strides in security measures, specifically achievable due to its
decentralized network structure. In addition to Bitcoin, companies like Ethereum and NEM
have also created platforms that use consensus algorithms like PoW and PoI. These platforms allow
customers to utilize this technology in a decentralized, yet secure way.

50%

60%

75%
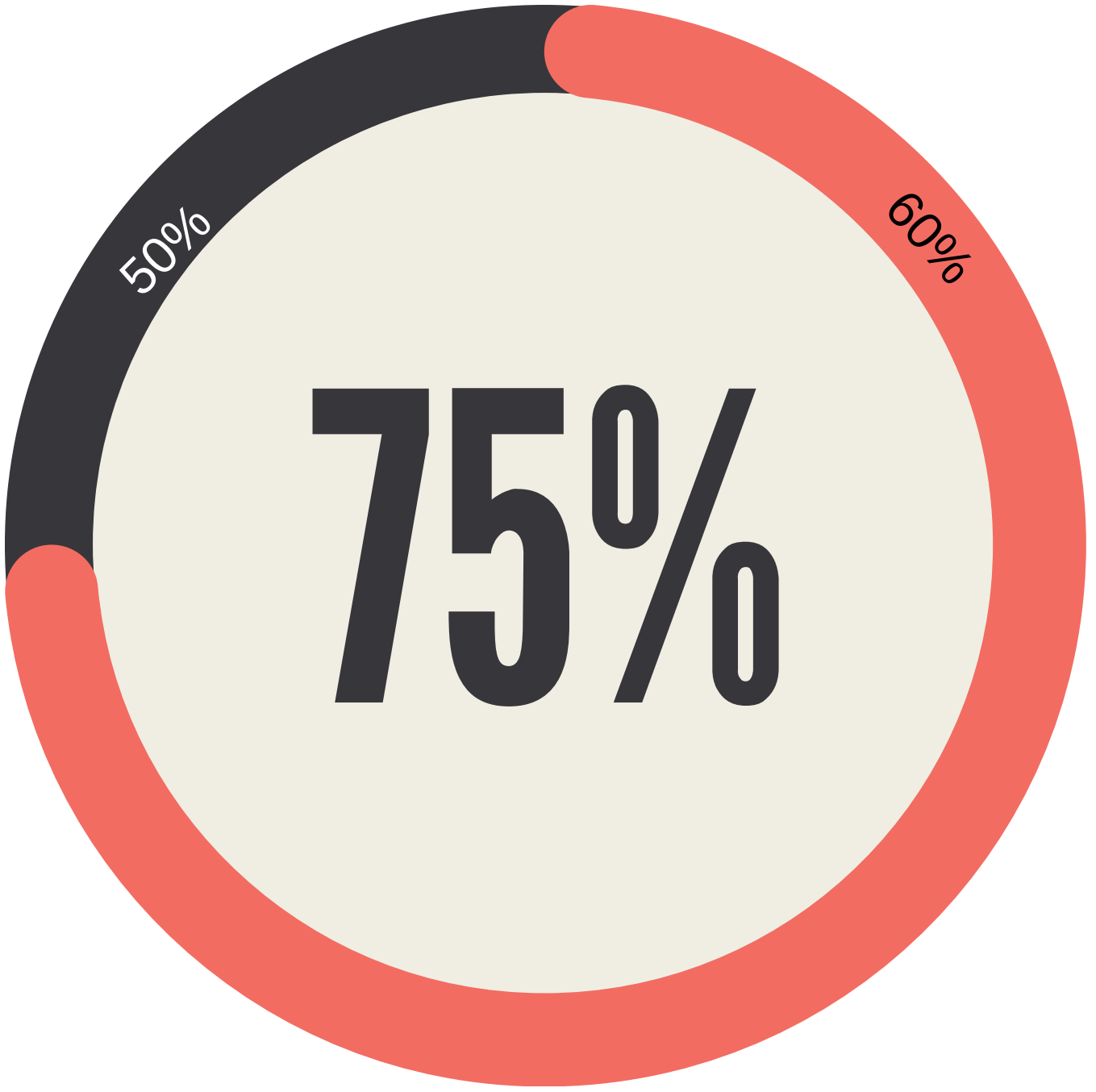
● Slow. Due to their lack of speed and scalability, they are unable to handle high-transaction use cases which many successful businesses require.

● Expensive. High transaction fees suppress the economics of adoption.

● Restrictive. They cannot simultaneously support Public and Private blockchains, meaning their capabilities are limited as are their business solutions.

Many businesses and enterprises are faced with a difficult choice: do they structure their businesses on a centralized, yet unsecured system, or do they sacrifice speed and scalability for the sake of security with current decentralized platforms?

the security provided by blockchain is appealing to governmental organizations and corporations around the world, the current technology's speed and scalability constraints force such businesses to continue using their vulnerable, centralized systems. In addition to scalability problems, time lags and information volume unreliability are also big reasons why enterprises avoid decentralized networks. As these reasons are major issues which need to be addressed before companies will take the step towards blockchain, [CCTKN]COMMUNITY CHARITY TOKEN

seeks to overcome these challenges to make the technology applicable and beneficial for wide scale adoption.
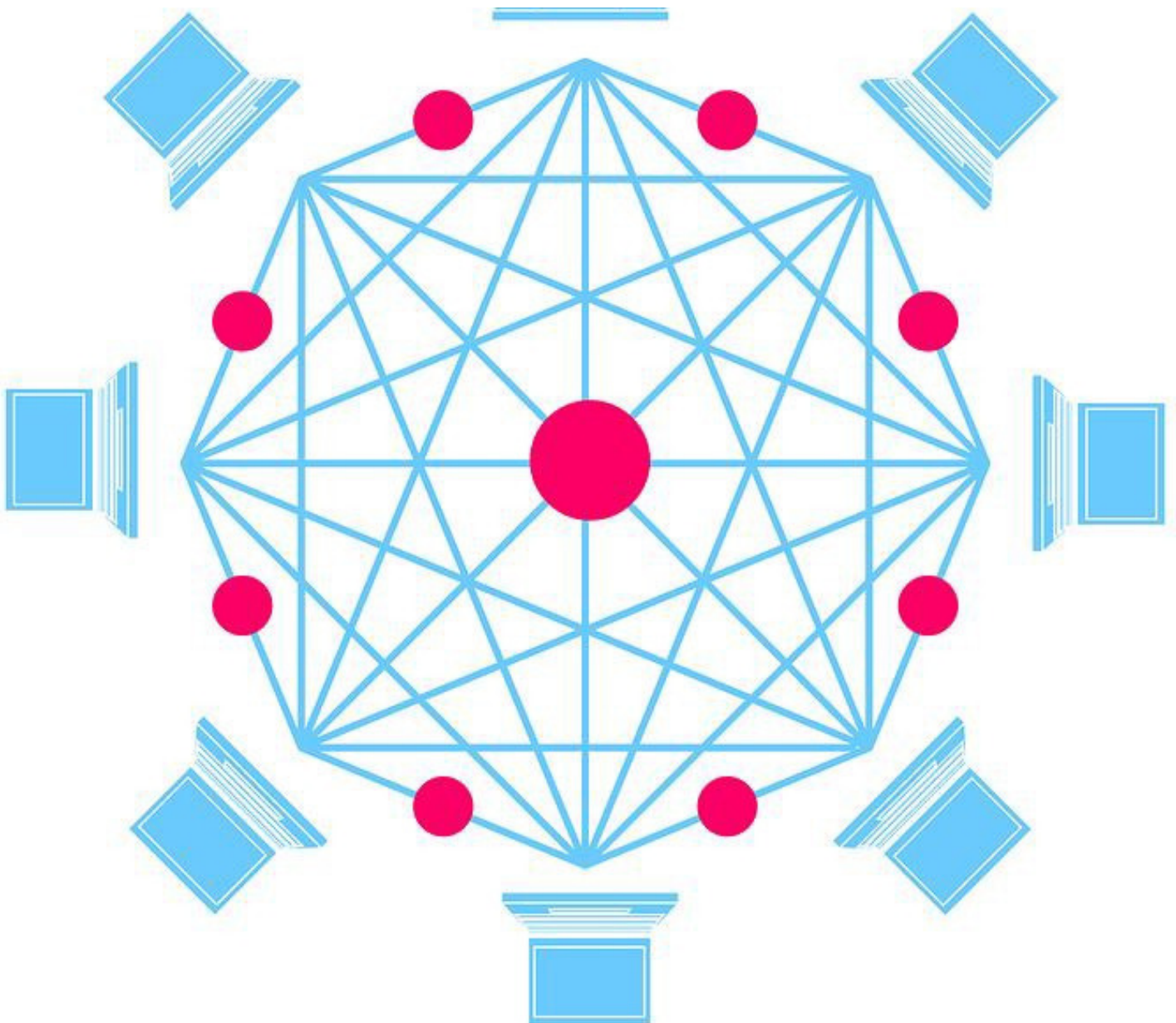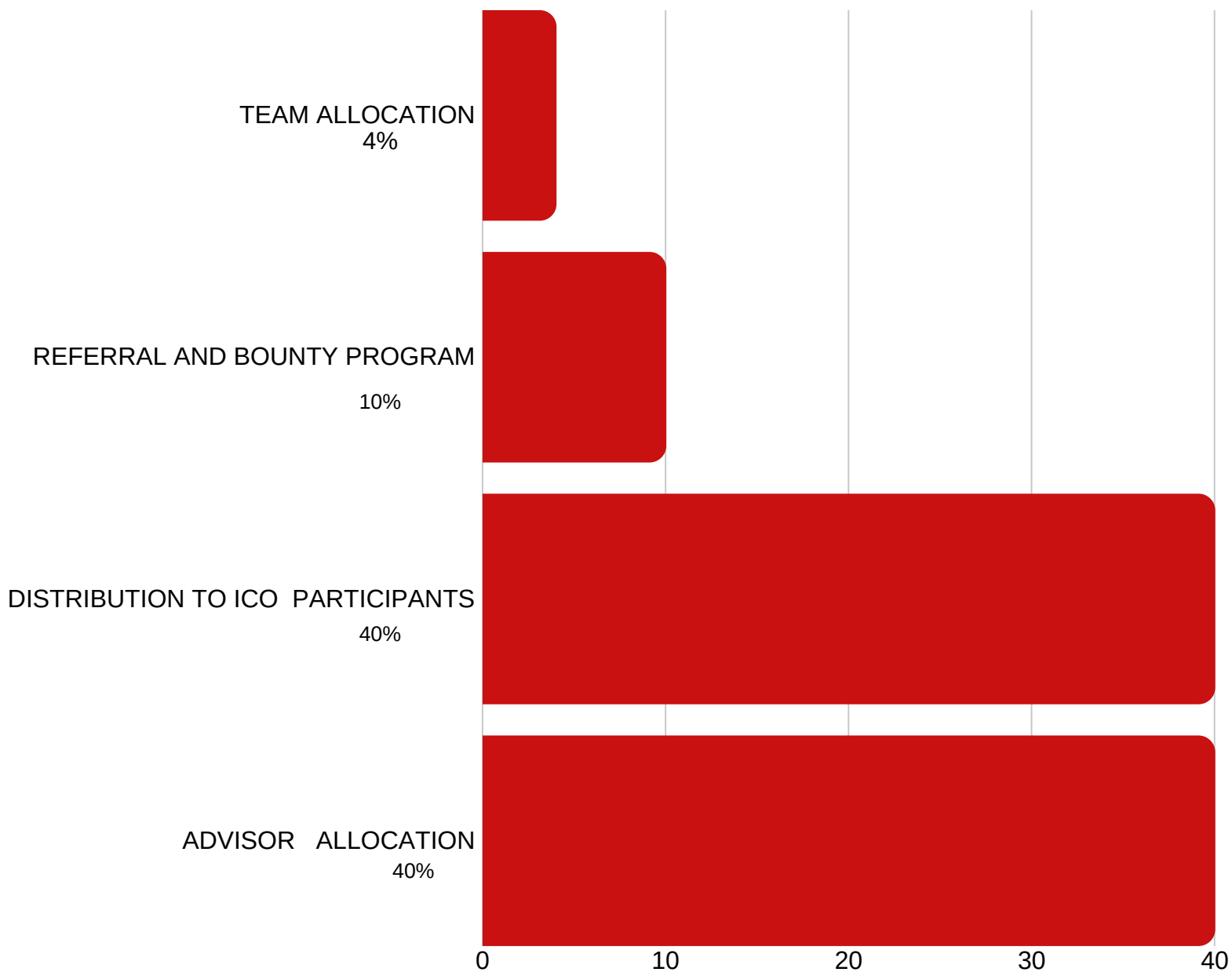
The economics of CCTKN tokens have been designed specifically for the charity value chain. Taking into account the needs, strengths and weaknesses of all its stakeholders and customers, the economics of CCTKN tokens combine decades of hands-on experience, real life implementations of local community currencies, Coin's knowledge and expertise on currency design and local economies and our accumulated learning since 2009.

5.1 DISTRIBUTION OF FUNDS
TOKEN DISTRIBUTED TO ICO PARTICIPANTS

| Category	Percentage
TEAM ALLOCATION	4%
REFERRAL AND BOUNTY PROGRAM	10%
DISTRIBUTION TO ICO PARTICIPANTS	40%
ADVISOR ALLOCATION	40%

6.2 Incentivising network growth

CCTKN token's primary purpose is to incentivise network
growth through appreciation of its value.
All else being equal, the value of CCTKN tokens is designed
to appreciate through the following mechanisms:

• As a direct result of a Local Partner's requirement
to hold tokens, supply of CCTKN tokens in circulation
will continuously reduce as more Local Partners
launch CCTKN in more cities and countries.

• Increasing the size of the acceptance network
using the Network Development Fund. In addition,
this will naturally attract more users to the platform,
increasing the number of transactions processed
on the network.

• Every transaction on the platform results in
participants automatically buying CCTKN tokens
from the market with the revenues they generate
for their services on the network. In addition to the
value of tokens, this improves the liquidity of CCKTN tokens through constantly increasing demand.
Whilst each of these mechanisms operates independently,
collectively they are designed to be synergetic, each
amplifying the effect of the others.

PLANNING

SELLING

SELLING

EXCESS TO VALUE

PRICING

RE-ENGAGEMENT
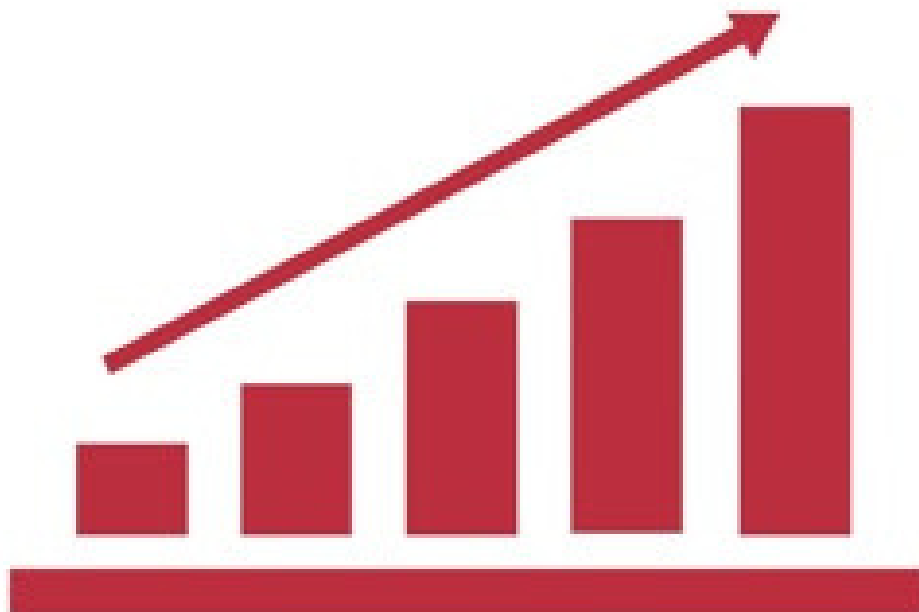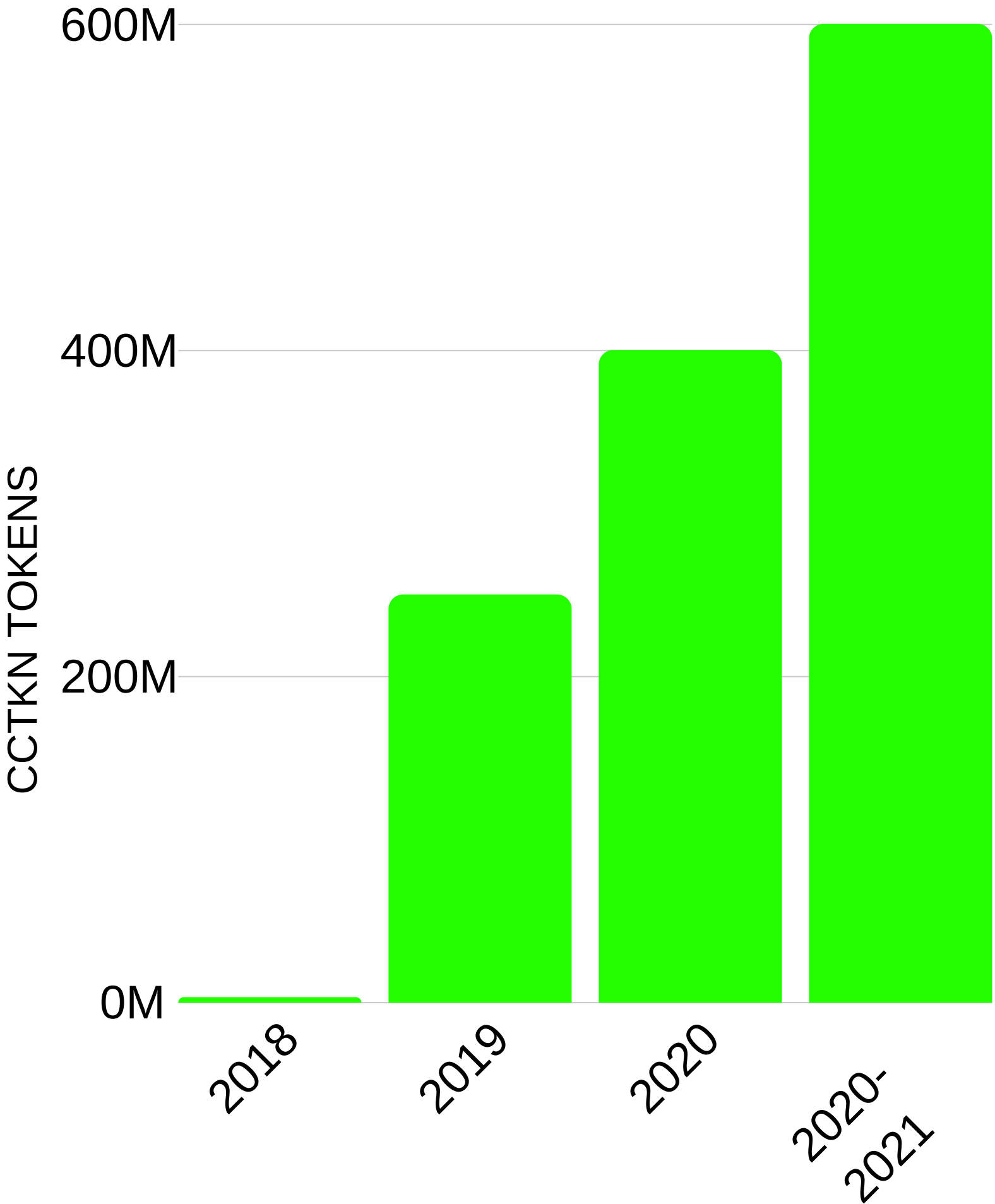
Net sales revenue of CCTKN PRIVATE TOKEN in $ (millions)

7.0 THE DATA WAR

The large scale, blind collection of personal information ignited a data war. The stakeholders of retail are too busy at war with each other and with the tech giants over our data to notice that no one is putting in effort to decipher what the customer actually needs or wants.
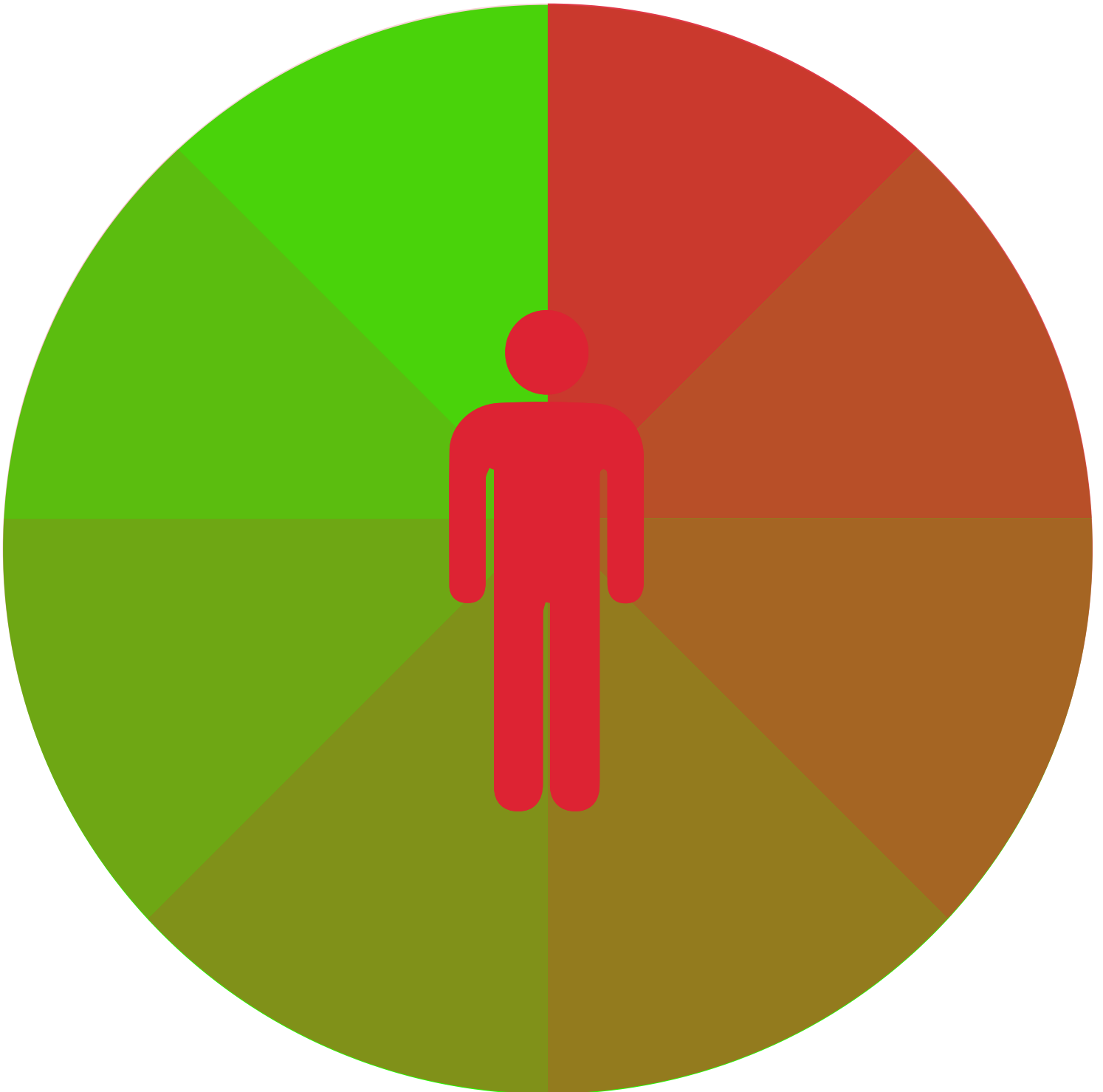
8.0   Deciphering needs and wants

The retail value chain is inefficient because no one truly understands customer needs and wants. Companies with which we come in digital contact own fragments of our data in siloed centralised databases. Each party holds a piece of the puzzle, but no one has a complete picture of individual customer behaviour, which dictates demand and supply. Tech giants together with incumbents in payments monopolise this loophole to reinforce a product-driven economy that exploits the charity value chain. While the technology is available to take the charity value chain to the 21st century, the barriers to innovation are too powerful to overcome.

9.0   CCTKN TOKENS

CCTKN is a utility token to incentivise usage of the CCTKN Platform and a currency to grow its acceptance network. Importantly, it also ensures participants who help scale the CCTKN Platform globally are appropriately incentivised in the short term and compensated in the long term. In the short term, the utility value of CCTKN tokens is intended for ICO Participants, Local Partners, Retailers, Acquirers and Issuers. In the longer term, other participants such as Lenders, Big Data and AI companies etc. may also be required to hold. CCTKN tokens in order to provide revenue generating services to the CCTKN Network.

10.1 Benefits of CCTKN Token

charity value chain stakeholders:

• Achieve the desired behaviour encoded in smart contracts.

• Receive additional insights from transactions, reinforcing a positive feedback loop.

• Pay reward contribution only when all of the conditions of smart contracts are met.

Network participants:

• Unlock the value attached to the smart contract of a given challenge.

• Once a month 1% from each member is donated to charity.

• A participant can generate up to 40% more revenue by holding a portion of its prior revenue in CCTKN tokens. See "Use of CCTKN for Network Participants" under "Token Economics".

11.0   CUSTOMERS

• Earn monetary or intrinsic value from every transaction: for example, a game app may reward its user with a new level; Uber may offer a free ride, while Foursquare simply rewards the user with monetary value.

• Customers choose the apps they wish to use based on the value they get from it.

Token holders:

• The CCTKN token economy is designed so that every transaction on the CCTKN Platform results in network participants automatically purchasing CCTKN tokens at market prices.

• Demand and liquidity for CCTKN
tokens increase with every new transaction and as more transactions are processed on the network its value will also appreciate.

• The value of a CCTKN token is linked to the total throughput of transactions processed on the network

12.1 ROAD MAP
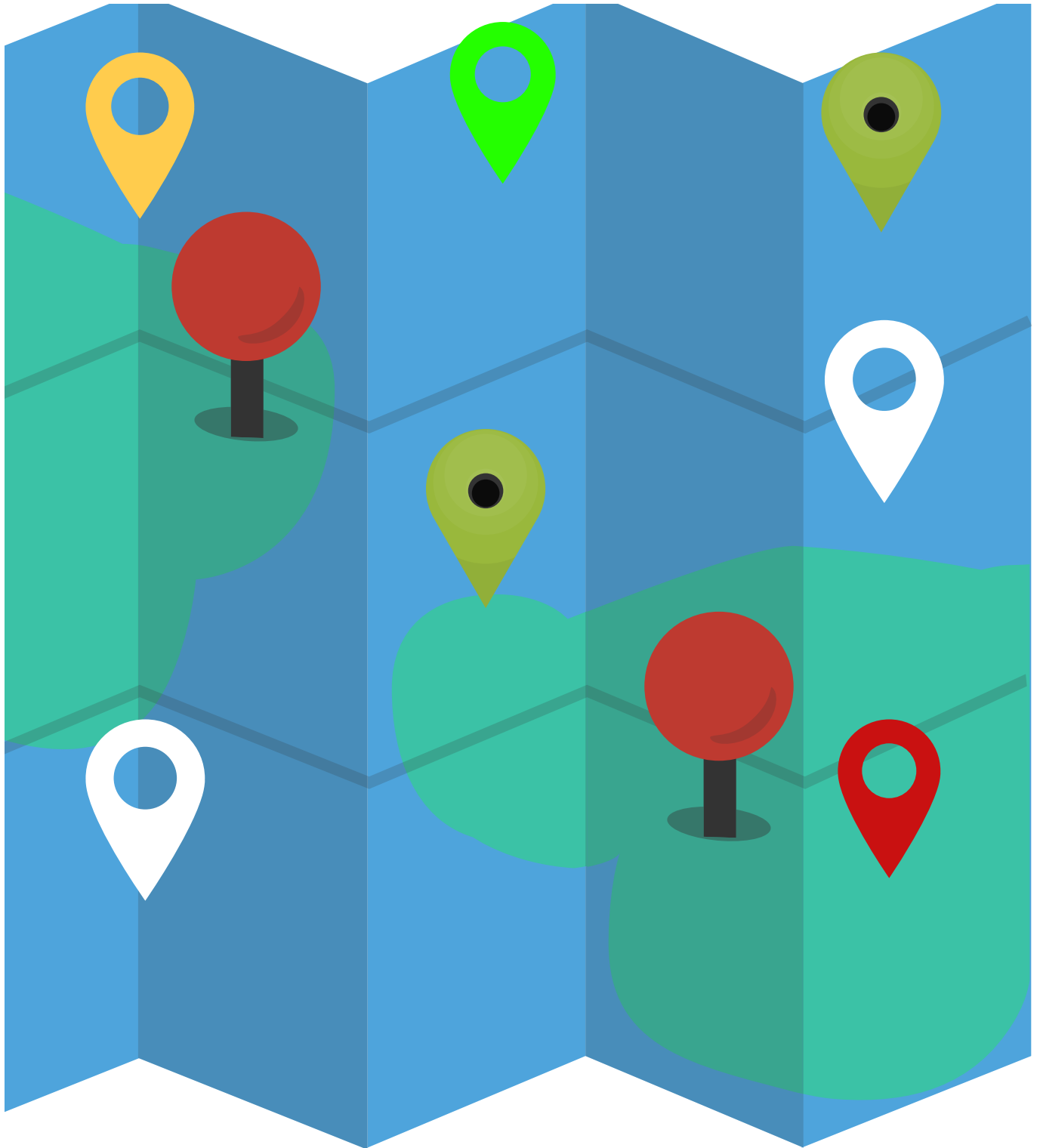
2018

5TH JANUARY 2018
CREATION OF TOKEN

15TH FEBUARY 2018
SALES OF TOKEN

2019

7TH MARCH 2019
LAUNCH
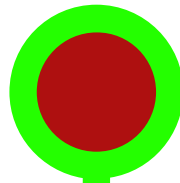
7TH OF MARCH
RELEASE OF WHITE PAPER

15TH APRIL 2019
DONATION TO CHARITY

[ONCE A MONTH CHARITY
1% FROM EACH MEMBER TO DONATE TO
CHARITY.

REGISTERED CHARITY HAVE TO BE
MORE THAN TWO YEARS TO BE
QUALIFIED FOR THE ONE PERCENT
COMMISSION]

2020-2022

MORE PRODUCTS COMING SOON
INCLUDING SHOPPING CART

COMMUNITY CHARITY TOKENS

PRIVATE TOKEN AVAILABLE
FOLLOW US ON TELEGRAM