AIDCOIN

AidCoin Whitepaper

v. 04

ABSTRACT

AidCoin is the ERC20 token that aims to become the preferred method to donate transparently through the Ethereum blockchain and to access the ecosystem of services provided by the AIDChain platform. The adoption of cryptocurrencies will impact the way we donate in the future and AidCoin is poised to play a leading role in this new era of fundraising.

AIDChain is a platform that provides an ecosystem of services through an easy-to-use interface, connecting the non-profit community while allowing full transparency and traceability of donations. AIDChain's services include an internal exchange to convert major cryptocurrencies into AidCoin, a built-in wallet to store and donate easily, an explorer to track donations transparently, tools to connect donors with all the actors involved in the non-profit sector and templates of smart contracts to run fundraising campaigns.

Additionally, AIDPay is a payment gateway/embeddable widget that allows charities registered on the AidChain platform to accept donations in different cryptocurrencies directly on their website which are then instantly converted into AidCoin. This is to allow charities to simply manage all donations received within a single wallet while providing transparency and traceability through AidCoin.

The AIDChain platform and AidCoin token are conceived and developed by CharityStars, a well-established, VC-backed charity fundraising company. Since its inception, CharityStars' team of 25 professionals has worked with 500+ charities including Unicef, Save the Children and WWF. CharityStars' core competency is the ability to forge high-level partnerships between charities, celebrities and high-profile corporations. Unlike other projects looking to tokenize the non-profit sector, CharityStars has developed an ecosystem of charities, donors, celebrity donors and gala events which will be key to facilitate the immediate use of the token.

CharityStars will also be the first external fundraising platform to accept payments in AidCoin and will utilize the token internally to incentivize adoption. Over 40,000 bidders within the CharityStars community will be required to purchase and keep AidCoin tokens in order to participate in the most exclusive auctions.

The ICO placement and the KYC and AML process will be assisted by Bitcoin Suisse, a Swiss-based financial provider specialized in crypto-asset who already successfully held more than 20 ICOs, raising more than $500 million.

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THE CHALLENGE

Background

The non-profit sector today is worth an estimated $2 trillion worldwide, yet headlines in recent times have seen the sector stumble between corruption scandals, gross inefficiencies, false expenses and misuse of funds such as the $187 million misappropriation to cancer charities by James T. Reynolds. Recent high-profile scandals include donors of the Helpers Community Inc. raising concerns regarding the misuse of donations and the Trump Foundation admitting to self-dealing. In other cases, donors are mystified at the lack of results, like in the case of the Red Cross' failure to enable recovery in Haiti despite receiving $500 million in donations following the 2010 earthquake.

The continuous decline in trust on the part of potential donors is justifiable: according to Essential Research 35% of US citizens have little or no trust in charitable institutions. Similarly, in the UK, figures are not promising, with trust in charities falling from 6.7 out of 10 in 2014 to 5.7 in 2015, with 33% of those polled explaining that the primary reason for their reduction in donations stemmed from the impact of recent scandals on charities' reputations. Naturally, the consequences of donations decreasing is alarming; in the US, 52% of charities are not adequately funded and cannot match the distressing increase in demand for their services.
Unsurprisingly, donor's trust in charities has been declining[1] steadily. In a 2015 poll, more than a third of those interviewed did not trust charities and nonprofits[2].
Donors are demanding more accountability and charities, with forerunners such as Kiva and GiveDirectly, are looking at how to be more transparent and accountable.

Transparency

There are several methodologies organizations use to provide transparency to their donors.

- Self-reporting: On websites and in annual reports, agencies report on their progress and where donations are flowing. In many crowdfunded projects, the crowdfunding recipient is also executing the project, and they report from the field.

- Recipient reporting: Recipients of the aid report their own progress. This is most prominent on websites where organizations allow donors to give to a specific person, cause or project.

- Third-party reporting: Organizations such as GuideStar, Charity Navigator and the Wise Giving Alliance provide oversight for charities, giving them a ranking for their performance. However, the resources of these reports are limited to public reporting from the charities.

[1] https://www.gov.uk/government/news/public-trust-in-charities-has-fallen-reports-charity-commission
[2] https://www.philanthropy.com/article/1-in-3-Americans-Lacks-Faith/233613

In most cases, donors do not have a single place to see how their money is being used and need to trust the information they are provided with. The information is fragmented and is often difficult to compare with information from other organizations.

THE SOLUTION

Given recent scandals, it is understandable that society has grown skeptical towards the non-profit sector. However, there is a solution that has the potential to transform the industry. Blockchain-powered smart contracts and the adoption of cryptocurrencies is providing transparency, enabling efficiency and cutting costs.

- Lower costs: With traditional donations, money goes through various middlemen, such as government agencies and financial institutions, and fees (approximately 3%) are charged by credit or debit card as well as by clearing houses. Blockchain donations are executed directly, reaching the charity instantaneously and at a fraction of the cost.
- Efficiency: Thanks to the distributed ledger technology, blockchain donors can track how their cryptocurrency is being used by charities. No record on the blockchain, in fact, can be erased, thereby providing traceable accountability showing the exact flow of any coin in the ecosystem. Nonprofits too can use the blockchain to manage resources, reduce overheads, streamline their supply chain, and waste fewer resources.
- Transparency: If certain KPIs or other predetermined conditions aren't fulfilled, smart contracts allow donors to receive their donations back or to redirect them towards more deserving or pressing causes. In 2010, the Red Cross raised $500 million USD to build 130,000 homes in Haiti, however only six homes were built, this would have been a prime use case for the transparent technology.
- Tax Deduction: Although formal guidance still isn't available, the IRS treats virtual currencies as noncash assets and, therefore, eligible to be treated as long-term capital gain property. Moreover, while for traditional donations over $5,000 USD, a qualified appraisal is required, blockchain donations are exempt as they are transparently and publicly traded.

In order to provide increased transparency and traceability of donations, charities could greatly benefit from blockchain technology. Although the benefits of transparency and the potential of cryptocurrency is clear, nonprofits are poorly positioned to embark on new blockchain-led technology initiatives, since they are focused on their core business: helping the recipients of charity donations. However, when they are introduced to new technology which doesn't require them to invest in IT development, charities see the tremendous benefits it provides.

The benefits of applying the distributed ledger technology to the non-profit sector are numerous as highlighted above. Donors will have more trust in the sector and, consequently, will be more willing to donate.

To stimulate transparency and traceability in the non-profit sector, we have devised AidCoin, an ERC20 token that aims to become the preferred method to donate transparently through the Ethereum blockchain and to access the AIDChain platform. The adoption of cryptocurrencies will impact the way we donate in the future and AidCoin is poised to play a leading role in this new era of fundraising.

Shared public ledger: Tracking every penny

Distributed Ledger Technology (DLT), or blockchain technology provides a shared ledger which is immutable and allows for full transparency. Records on the blockchain cannot be erased, so when used for cryptocurrency, blockchain technology provides traceable accountability showing the exact flow of any coin in the ecosystem. This tamper resistant system has clear use in the non-profit area: when someone donates a token, they can see exactly how it was used throughout its lifecycle.

The following are the types of transparency that can be designed for charitable organizations:

- Tracking the actual use of funds, from the time money is donated up until its conversion into local fiat currencies.
- Verification of the identity of the recipients and reporting on the blockchain of their funds use.
- Tracking of administrative costs of nonprofits.
- Ensuring money earmarked for specific projects actually gets to those specific projects.
- Comparison of the effectiveness of a euro spent in one charity versus a different charity.
- Tracking of the investment policies of charities with the money they hold.
- Reduction in transaction costs of money transfer through cryptocurrency rather than financial intermediaries. This becomes especially relevant when dealing with organization that operate in developing countries, where transfer fees for remittances can be as high as 20%[3]

The room for improvement and the unchartered territories of blockchain opportunities are vast. Even those skeptical of the hype and speculation behind many cryptocurrency investments, Barbas and Zuckerman concedes that cryptocurrencies

[3] https://www.economist.com/blogs/dailychart/2010/12/remittances

can push forward the conversation about financial inclusion in many promising ways.

The issues plaguing charities worldwide are innumerable and cannot be countered by relying on traditional methods. Nor can we afford to maintain the status quo or harbor doubts about the impact new technologies can actually bring.

Wars, climate change, natural disasters, immigration, and the erosion of the welfare state render the services provided by non-profits ever more in demand by billions worldwide. The solution is, for once, simple and close at hand – the widespread adoption of blockchain technology by charities and donors alike, which will in time re-sow the seeds of trust, to the benefit of worthwhile charitable endeavors and the most vulnerable in our society.

WHO WE ARE

The AidCoin project is conceived and developed by CharityStars, a well-established, VC-backed charity fundraising company. Since its inception, CharityStars' team of 25 professionals has worked with 500+ charities including Unicef, Save the Children and WWF. CharityStars' core competency is the ability to forge high-level partnerships between charities, celebrities and high-profile corporations.

Unlike other projects looking to tokenize the nonprofit sector, CharityStars has developed an ecosystem of charities, donors, celebrity donors and gala events which will be key to facilitate the immediate use of the tokens – indeed, such ecosystem is already up and running. CharityStars, therefore, has the capabilities and resources to fulfil the blockchain promise to the nonprofit world.

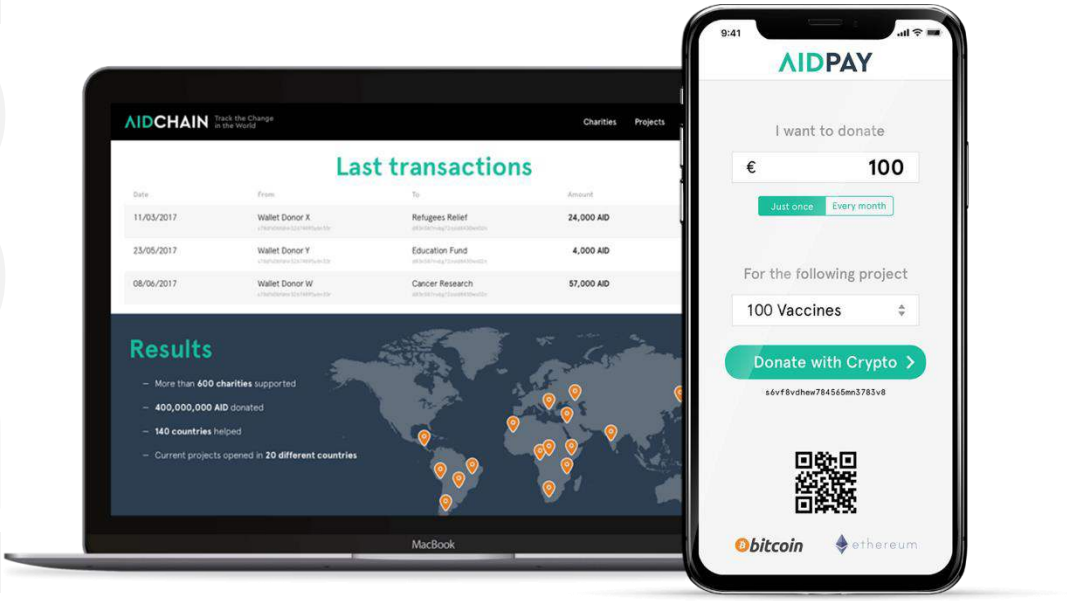
CharityStars will also be the first external fundraising platform to accept payments in AidCoin and will utilize the token internally to incentivize adoption. Over 40,000 bidders within the CharityStars community will be required to purchase and keep AidCoin tokens in order to participate in the most exclusive auctions. ICO supporters will be able to immediately use the AidCoin token on CharityStars to participate in the five hundred monthly high-profile auctions featuring celebrities, artists and luxury brands.

THE AIDCHAIN PLATFORM

AIDChain is a platform based on the Ethereum blockchain and powered by the AidCoin tokens.

The platform provides an ecosystem of services through an easy-to-use interface, connecting the non-profit community while allowing full transparency and traceability of donations. Donors, charities, causes, projects and many more will benefit from the services provided by the AIDChain platform.

To simplify the donation process and increase AidCoin adoption, AIDChain will integrate several services in one single platform including an internal exchange to convert major cryptocurrencies into AidCoin, a built-in wallet to store and donate easily, an explorer to track donations transparently and templates of smart contracts to run fundraising campaigns.



Register and verify identity

To create an account on the AIDChain platform, charities and causes must register and get verified in order to receive donations. Matching a unique public address to a specific charity or cause allows to track the donations and check how funds are used.

Charities and causes once registered and verified, will be able to share several information with donors (for example general info, official address, donations received, use of funds and updates on projects) through a public profile. AIDChain will also provide a private dashboard to manage all information and actions, view donations received and transactions made on chain, upload off-chain receipts, manage personal info and connect with other users.

Donors can register anonymously or with different levels of their personal data choosing the preferred privacy settings. They can access their private dashboard to manage personal data, view info related to charitable donations and request receipts for tax deduction purposes.

Convert and donate to your charity of choice

AIDChain will allow donors to convert major cryptocurrencies into AidCoin at the current exchange rate, while the built-in wallet will allow every registered user to easily manage and store AidCoin tokens without using external services.

Donors will be able to convert major cryptocurrencies such as Bitcoin, Ether, Litecoin, Dash and ERC20 tokens into AidCoin with the aim to add an increasing number of cryptocurrencies and also fiat currencies in the future.

The team is also developing AIDPay, a payment gateway/embeddable widget that allows charities registered on the AIDChain platform to accept donations in different cryptocurrencies directly on their website and mobile application which are then instantly converted into AidCoin. This is to allow charities to simply manage all donations received within a single wallet and providing transparency and traceability through AidCoin.

Since AIDChain ensures that a public address and other data (depending on the jurisdiction) corresponds to a registered charity, the platform is able to provide a compliant tax deductible receipt both for donations made directly through AIDChain and through AIDPay.

Track donations

The AIDChain platform connects directly to the Ethereum blockchain to track AidCoin transactions, ensuring full transparency on the use of the donated funds and providing relevant information such as donation amount, timestamp, donor and recipient address and name (if public). The team will be developing an advanced tracking system called Donation Tracking System (DTS). For example, thanks to the "send and notify" option embedded in the platform wallet, donors will be able to receive notifications for every step of the donation flow.

The combination of AidCoin and AIDChain ensures a solid and simple solution to the transparency problem in the non-profit sector. However, traceability of the entire donation flow will depend on the mainstream adoption of blockchain technology and cryptocurrencies.

In the meanwhile, AidChain will be able to track donations even after AidCoin is converted into fiat currencies thanks to the integration with the charity's bank

APIs[4]. AidCoin will collaborate with companies such as TrueLayer in order to connect to the bank data, verify accounts, and access transactions in real-time, providing a clear picture of how charities are spending the funds received in AidCoin.

Through the AIDChain platform charities will also be able to manually input off-chain data on the Ethereum blockchain. For example, if a charity states that the money received is going to be used for medical supplies, said charity will be prompted to upload the receipts for the supplies and shipping within the timeframe stipulated, and everything will be recorded on-chain.

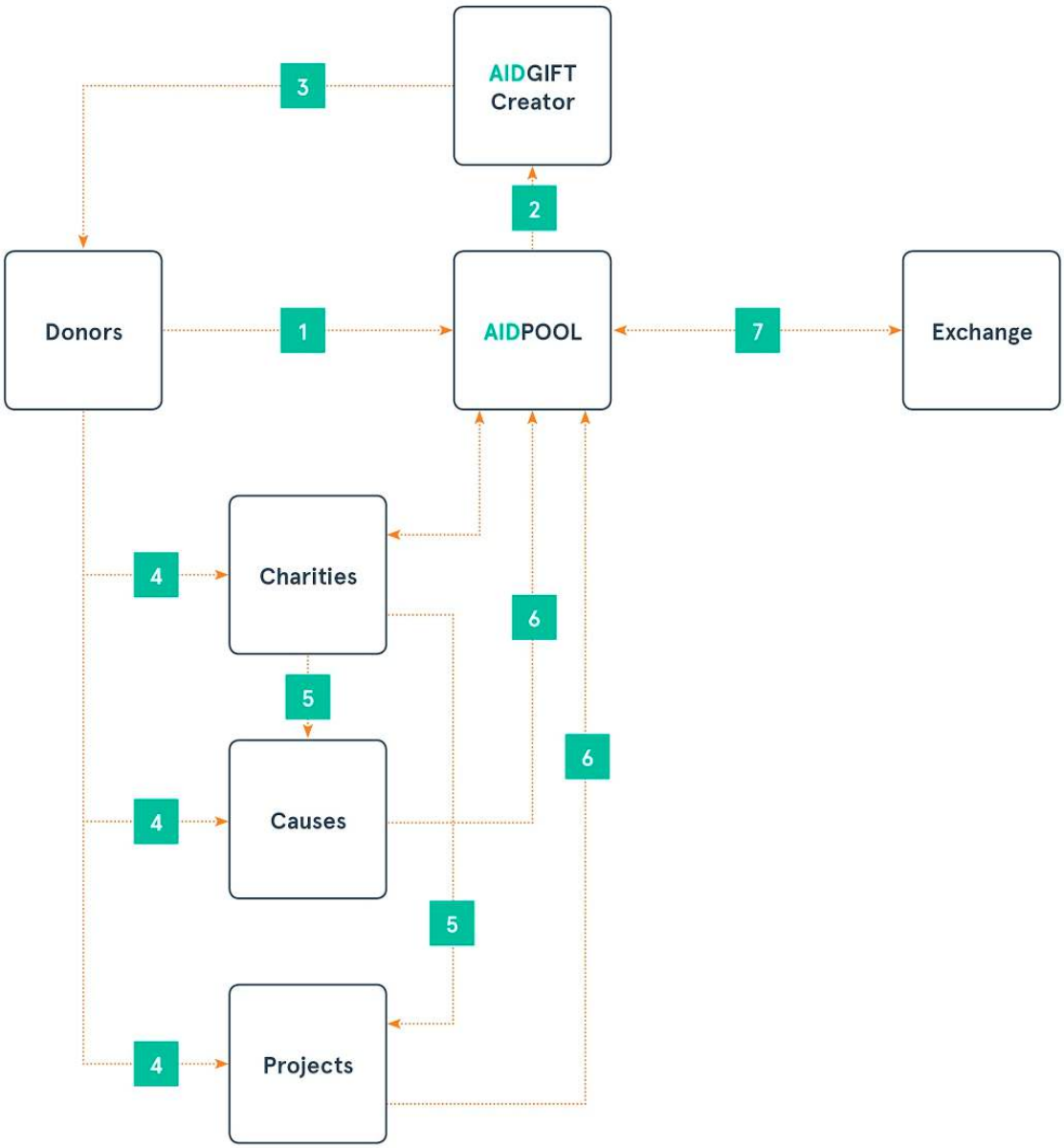
Thanks to the AIDChain platform and AIDPay, the information automatically or manually recorded on the blockchain will be immutable, tamper-proof and publicly accessible through an open explorer, increasing the level of transparency and allowing public auditing besides AIDChain platform users.

Use AIDGift (non-fungible token ERC721) to track precisely

In the near future, we foresee the implementation of an ERC721-based system in order to increase the accuracy of our Donation Tracking System (DTS). Indeed, using this new Ethereum token standard, which guarantee the existence of non-fungible tokens (NFTs) on the Ethereum Blockchain, we will introduce a NFT-based structure into the AIDChain Platform. This new structure will be powered by AIDGift an ERC721 non-fungible token directly backed and connected to AidCoin, that will provide a stronger tracking tool to AIDChain donors and charities.

Timing and phases of implementation will be evaluated as the AIDChain platform evolves.

[4] Pursuant to PSD2 law, European banks will be required to adopt publicly available APIs starting from January 2018 until the end of the year. The Payment Services Directive (PSD, 2007/64/EC) is an EU Directive, administered by the European Commission to regulate payment services and payment service providers throughout the European Union.



1 The Donor sends X AidCoin to the AidPool

2 The AidPool calls the "mintable" function in the AidGift_Creator contract in order to mint an AidGift equal to X AidCoin (the equivalence and the convertibility of AidGift will be always guaranteed by AidPool)

3 The AidGift_Creator contract sends AidGift to the Donor

4 The Donor may send AidGift directly to charities, causes, projects. Through AidGifts he/she will be able to univocally track his donations, completely On-Chain, in trustworthy way

5 Charities may send, in turn, AidGift to causes, projects or even to AidPool in order to get back AidCoin, allowing donors to track donation flows

6 Causes and projects might convert their AidGifts through AidPool (or even Exchange, indeed according to the guaranteed value of these ERC721 tokens Exchanges may provide to their user possibilities to buy and sell them) in order to get back AidCoin, other cryptocurrencies or FIAT money

7 AidPool uses its reserve (AidCoin & Eth) in order to enforce a monetary policy aiming to stabilise the AidCoin value and guarantee the conversion rate of the cross AidGift / AidCoin

Discover and connect with the ecosystem

Traceability and transparency are just one part of the team's vision. Creating a vibrant and engaged community is equally important for the future success of the non-profit sector.

AIDChain will help donors to connect with all the actors involved in the non-profit sector, providing them with tools to facilitate new types of collaborations.

Donors will be able to search, discover and review charities, causes and projects on a single platform, while charities will be able to publish regular updates, create and send direct marketing campaigns, request feedbacks and share volunteering opportunities.

Easily deploy smart contracts

Smart contracts being computer protocols designed to facilitate, verify, or enforce the negotiation or performance of a specific set of rules are ideal to facilitate charities' fundraising. The Ethereum blockchain specifically allows the registration and execution of smart contracts in a secure and decentralized way.

Implementing smart contracts in the non-profit sector adds a layer of security and effectiveness to donations, allowing the transfer of funds only to expected recipients and if specific conditions are met.

AIDChain will provide charities with templates of smart contracts that can be easily customisable with the click of a button depending on each campaign's requirements.

For example, a fundraising campaign may be deemed successful only if at least 50% of the funds needed are raised. If this condition is not met, the smart contract will return the donations to the donors. Similarly, a smart contract can keep the donation in an escrow account until independent validators confirm that the charity has delivered the promised project.

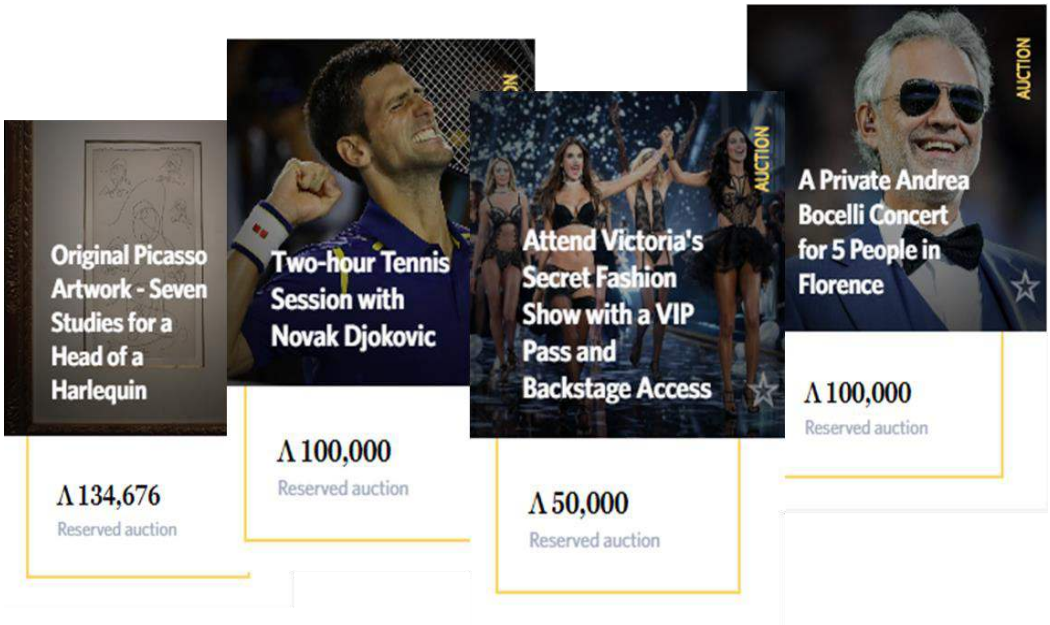
We believe that smart contracts will play a central role in revolutionizing the no-profit sector. Donors will be more incentivized to donate to the non-profit and fundraising organizations that are part of the AIDChain ecosystem, since in addition to public transparency they will also have the certainty that funds are used only upon fulfilment of set conditions and contingencies.

GROWTH STRATEGY

Unlike other projects looking to tokenize the non-profit sector, CharityStars has already developed an ecosystem of charities, donors, celebrities and events that will be key to increase the adoption of the AIDChain platform. Through established relationships, CharityStars will be instrumental in signing up the first charities to AIDChain.

Also, CharityStars will be the first external fundraising platform to accept AidCoin. Some benefits to incentivize the community to use AidCoin tokens are:

- Discounted price: auctions paid in AidCoin will benefit from a 5% discount on the hammer final price. As the platform's average ticket is $500, this results in a big incentive to donors to use the tokens as a medium of exchange.
- Membership club auctions: to participate to these special auctions, users will need to stake AidCoin on their wallet. The amount of tokens required will change based on the auction's nature and price. This will enable certain users to bid on some of the most amazing once-in-a-lifetime experiences we have ever hosted on our platform.



As the adoption of the platform grows and the tracking system gets further developed, AIDChain will aim at attracting corporate users to the platform by leveraging well established CSR programs for which the ability to provide transparency and accountability is key. As of today, 64% of CEOs have declared that CSR is a core part of their business and no longer a standalone program. While CSR has been proven to create value for both businesses and society, the amount raised by companies and the destination of the funds is not transparent.

By adopting AIDChain and AidCoin, businesses will be able to create corporate gifts, rewards for employees, and CSR campaigns which will be fully trackable. Through AIDChain, companies will have accurate reporting of the charities and causes that are closest to the hearts of their employees, allowing them to improve their employee relations as well as affect outcomes in the areas that their Corporate Social Responsibility (CSR) programs want to impact.

The AidCoin team (through CharityStars) has worked with many corporations, including Hugo Boss, Citroen, Yamaha Racing, Armani, IWC and Peugeot, proving itself as a preferred destination for CSR activities. For example, CharityStars partnered with the 13th largest European Bank, Unicredit, to create a private **whitelabel solution** for a private art auction exclusive for their employees. More than 850 artworks were successfully sold.

Following these initial phases, the AIDChain team will target the onboarding of other fundraising platforms including crowdfunding platforms, sponsorships for athletic events and community fundraising platforms. All of these fundraising platforms stand to benefit from integrating with the AIDChain platform and using the AidCoin tokens because they can provide accountability of the funds collected as well as utilize the marketing tools that are built into the platform. Furthermore, as charities in the ecosystem begin to prefer this way of funding, fundraising platforms will be compelled to adopt it as a standard.

TOKEN SALE

The token generation event will create and distribute a maximum of 100 million AidCoin.

Symbol	AID
Maximum Supply	100,000,000 AID
Type	ERC20
Price	1 ETH = 2,000 AID
ICO Period	16/01/2018 – 01/02/2018
Accepted Currencies	ETH, BTC, USD, EUR, CHF, GBP, DKK, SGD
Minimum Cap	4,000 ETH
Hard Cap (including pre-sale)	14,333 ETH

AIDCOIN

Token distribution

40% ICO

10% AidPool

3% Bounty Program

10% Team*

10% Advisors & early backers*

27% AidCoin Company*

*Tokens are locked by the smart contract for 6 or 12 months

The initial generation of AidCoin is programmed by a smart contract running on Ethereum and will be distributed as follow:

- 40% of tokens (40,000,000 AID) will be allocated to token sale contributors and will be transferable at the end of the ICO;
- 10% of tokens (10,000,000 AID) will be allocated to the team and will be locked by the smart contract for 12 months;
- 10% of tokens (10,000,000 AID) will be allocated to early backers and advisors that have contributed to the project's success. 20% of tokens will be transferable when ICO ends, while the remaining 80% will be locked by the smart contract for 6 months;
- 10% of tokens (10,000,000 AID) will be allocated to the AIDPool to incentivize AidCoin and AidChain adoption, further develop the ecosystem and constitute the reserve funds to be used in future monetary policies;
- 27% of tokens (27,000,000 AID) will be allocated to AidCoin parent company and will be held as a provision for future expenses, partnerships, business development, marketing and strategic acquisitions. Depending on future developments, a portion of these tokens could be allocated towards the reserve funds managed by the AIDPool. Tokens will be locked by the smart contract for 12 months;

- 3% of tokens (3,000,000 AID) will be used to eventually create a bounty program. Unused token will be reallocated to the AidPool.

No further issue of AidCoin tokens will be made.

Use of funds

The funds received in ICO will be allocated as follow (proportion can change based on business needs):

- 40% product development: development of the AIDChain platform according to product roadmap, hire new blockchain developers.
- 30% business development and strategic partnerships:
    - Onboard new charities, foundations and fundraising organisations on the AIDChain platform; initial focus in the UK, Italy and US market where CharityStars is already established. Hire new division and expand effort internationally.
    - Educate charities and other actors on the use of the platform and ongoing support.
    - Secure partnership with other players in the blockchain ecosystem to increase the token usability.
    - Collaborate with companies to develop corporate gifts and CSR programs based on AidCoin.
    - Collaborate with the existing network of celebrities to use AidCoin and AIDChain for their fundraising campaigns.
    - Contract specialist law firms in regards to regulatory and licensing frameworks for the ICO operations as well as other matters related to the tax deduction compliancy of donations
- 20% communication and marketing:
    - Invest in PR and marketing campaigns to increase project's awareness and token's adoption among donors.
    - Build strong local communities and provide support to charitable activities.
    - Hire new division and expand effort internationally.
- 10% reserve funds: provide liquidity for future monetary policies and platform functionalities.

AIDCOIN ECONOMIC MODEL

In order to deliver a viable business model for the long term, we establish AidCoin to be a pay-per-use rail for getting onto the AIDChain platform or for using services

available. According to our long-term view, we foresee two different economic models for AIDChain which, while ensuring price fluctuations, will aim at stabilising the price over the long term to avoid triple digit price swings in short timeframes.

Sustainability Model

Below we describe the model to ensure the AidCoin long term sustainability. It is based on the fees we expect to earn from different services that will be available through the AIDChain platform, including:

1. "Exchange" fees: % of each amount sent through AIDPay;
2. "Send and notify" fees: fixed amount for notifications;
3. "Smart contract template": % of total donations raised through the contract or fixed fee.

Future cash flows, obtained through these services fees, will guarantee the self-sustainability of the AIDChain platform.

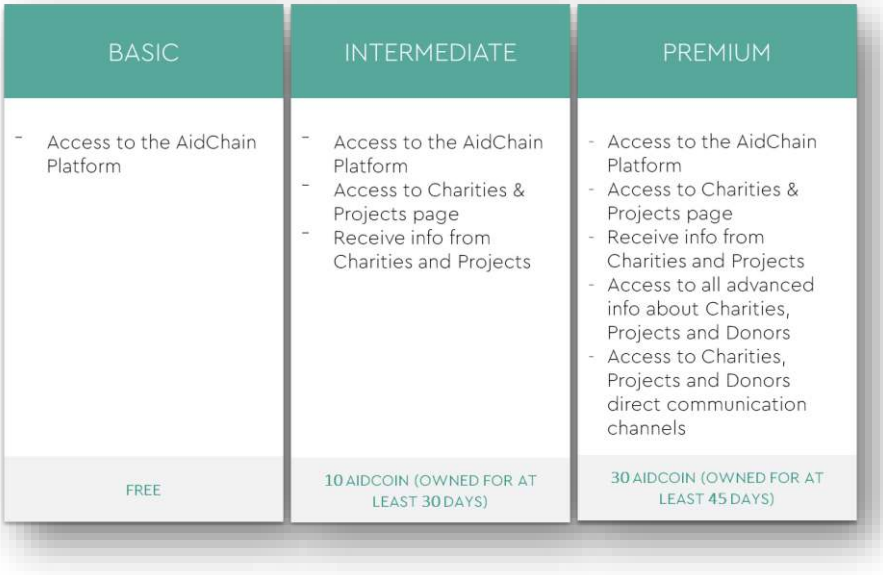
Staking Model

The other economic model is a staking-model based on the amount of AidCoin which AIDChain users have to own for a certain timespan in order to access specific tiers of services offered by the platform. Tiers will differ for charities and donors and will be composed of different services provided through our platform.

Charities

BASIC	INTERMEDIATE	PREMIUM
- Access to the AidChain Platform - Monthly donation cap from 0 to 5000 AidCoin	- Access to the AidChain Platform - No monthly donation cap	- Access to the AidChain Platform - NO Monthly donation cap; - Access to advanced info about Charities, Projects and Donors - Access to Projects and Donors direct communication channels - Donors Mailing list
FREE	500 AIDCOIN (OWNED FOR AT LEAST 30 DAYS)	1500 AIDCOIN (OWNED FOR AT LEAST 45 DAYS)

Donors



BASIC	INTERMEDIATE	PREMIUM
- Access to the AidChain Platform	- Access to the AidChain Platform - Access to Charities & Projects page - Receive info from Charities and Projects	- Access to the AidChain Platform - Access to Charities & Projects page - Receive info from Charities and Projects - Access to all advanced info about Charities, Projects and Donors - Access to Charities, Projects and Donors direct communication channels
FREE	10 AIDCOIN (OWNED FOR AT LEAST 30 DAYS)	30 AIDCOIN (OWNED FOR AT LEAST 45 DAYS)

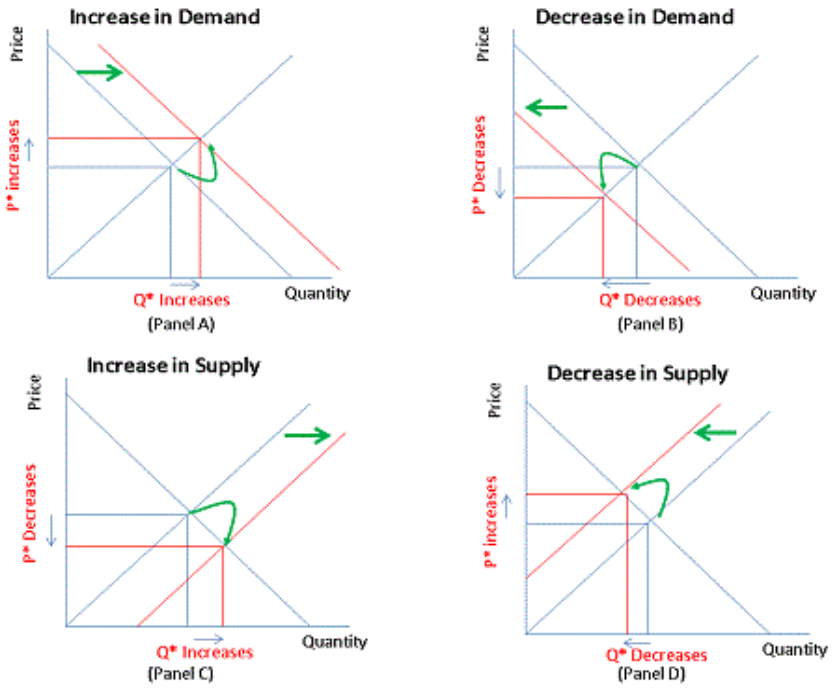
Specifically, by requiring our users to own fixed amounts of AidCoin, we aim at minimizing the action of the supply curve as well as increasing and stabilizing the long-term value of AidCoin.

Monetary Policy

In order to ensure that charities are incentivized to only change AidCoin to FIAT or other cryptos when needed, we will provide a system or a combination of systems which aim to reduce the volatility of AidCoin.

The AidCoin value will be hedged against volatility thanks to our reserves system managed by AidPool through a specific algorithm which allows the AidPool to directly operate on the supply and demand curves of AidCoin. For example, we could offer an official exchange rate whereby anyone can buy AidCoin at the official rate but only registered charities can sell at that rate. This might be done through services built within the AidChain platform.

The stabilisation algorithm, monitoring core variables directly connected to the AidCoin open market price action, calculates the price difference between supply and demand and operates in order to counteract this dynamic.



Below we provide the list of the stabilisation function (algorithm) variables:

- Buying volume on get_AidCoin;
- Buying/selling volume and price on exchange;
- Buying and selling volume charities;
- Volatility of AidCoin on a given timeframe;
- Use of AidCoin in relation to the market;
- Adoption rate;
- EUR/BTC/USD liquidity of AidCoin to support price change;
  BTC/AID price action;
- Percentage of AidCoin being staked.

As the project develops and more market data is available, the team will be better positioned to evaluate and decide exactly which monetary policies to apply in order to ensure the objectives highlighted above.

PRODUCT DEVELOMENT ROADMAP

DATE	DEVELOPMENTS
NOV 17	Launching the token pre-sale.
JAN 18	Launching the token crowdsale (ICO) and getting listed on a top exchange.
Q1 2018	Delivering the first beta of the AIDChain platform including the built-in web wallet.
Q2 2018	Delivering AIDPay for charities to integrate the donation button into their websites.
Q3 2018	Releasing the AIDChain second beta with the "Send & Notify" feature for a stronger Donation Tracking System (DTS).
Q4 2018	Completing the final AIDChain product with several new features such as templates of smart contracts template and communication tools for users.
Q1 2019	Delivering AIDGift ERC721 non-fungible token increasing features available in our Donation Tracking System.
Q2 2019	Developing a new set of APIs for additional services of the AIDChain platform. Delivering first beta of AIDChain mobile app.

AIDCOIN

OUR STORY

Our inception

CharityStars founder Francesco Nazari Fusetti is a serial entrepreneur who has proven his tenacity through the numerous ventures he has built from the ground up. At just 20 years old, Francesco launched his first venture, ScuolaZoo. Originally a blog for Italian students to share humorous contents, ScuolaZoo has grown into a $12M social network and tour operator for students in Italy, with 3M followers on Instagram and Facebook, employing 70 people in its Milan headquarters.

Francesco's next light-bulb moment came unexpectedly when he learned that someone had decided to donate $3M for a lunch with Warren Buffet. Seeing a way to monetize this further for the greater good, he enlisted two cofounders Manuela Ravalli and Domenico Gravagno and invested his savings to fund a beta project around celebrities and the charities they loved, launching the first batch of auctions in June 2013. By the end of that year, CharityStars had 20 charities on board, reached $75K total gross sales and caught the eye of the press which resulted in features in more than 1,000 articles in the Italian and international press.

CharityStars specialized by auctioning unique experiences (VIP backstage tickets, dinners with celebrities and top CEOs, etc.) and rare collectibles (jerseys worn by athletes, signed music memorabilia, luxury limited edition watches, artworks, etc). This affordable fundraising tool is a win-win-win for: - (1) charities, which gain with an effective channel to increase donations and achieve public awareness, (2) brands and celebrities, who can improve their visibility while doing good, and (3) bidders looking for original items and unique experiences.

By 2016, CharityStars was holding high-exposure auctions drawing high-ticket prices, including power-lunches with the founder of Candy Crush (sold for $29,000) and former Italian President Silvio Berlusconi ($80,000), artwork by Andy Warhol ($32,000), and a Barcelona soccer shirt signed by Lionel Messi ($13,000). 2016 marked the introduction of a series of innovations including a website redesign, the launch of prize draw technology, the iOS and Android app restyling, and the adaptation of the company's business model to embrace private users such as artists and private collectors who auction their works and memorabilia.

In 2016, CharityStars secured a **$2.4M Series A** round from notable investors including 360 Capital Partners and renowned entrepreneur and *Shark Tank* regular, Fabio Cannavale.

www.AidCoin.co

Today, thanks to the numerous varied formats offered by the platform, including auctions, sweepstakes, "Buy Now" and gala silent auction technology, CharityStars boasts over:

- 500+ charity partners.
- 40,000 registered bidders.
- $10M in auctions to date.

Operating in a growing global giving market worth $15B in the US alone, the company has offices in Milan, London and Los Angeles, operating in three different markets.

The following are examples of past auctions:

ChartyStars covers its own costs by collecting a 20% success fee on the amount raised through the online bid, while the rest goes towards the cause. CharityStars' fee goes towards platform development, online marketing, managing payment flows, sourcing and delivery of items, and event organization. At the center of the company's success is its ability to provide its clients with a global audience and multiple fundraising channels all in one place. This has translated into an impressive client list comprised of big names such as WWF (joined the platform in 2013), Make-A-Wish (2014) and Save the Children (2013). Approximately 80% of these clients have signed exclusivity agreements, essentially electing CharityStars as their preferred fundraising platform and setting high entry barriers for other service providers.

10
million dollars raised
since 2013, with an incredible growth rate

500$
average amount spent
with our users, average ticket increasing as well

20%
average fee
to cover our expenses and investment in marketing

500+
charities worldwide
with most of them signed off with an exclusivity agreement

THE CORE TEAM

With so many ICOs on the market today, many of them in the area of charity and giving, one thing is clear: tokens are going to be an integral part of how we give to charity in the future. One thing isn't clear: who will be the leader in the world of nonprofit charity tokens?

The main reason that AidCoin has a tremendous advantage over every other coin offering in this area is that we have an established, proven team that has been in this field for many years.

Francesco Nazari Fusetti, CEO & Founder
Serial entrepreneur and angel investor

Previously founder of ScuolaZoo, largest Italian student community with €12M turnover and 70 employees, completely bootstrapped

BA in Management at Bocconi University, Milan

Manuela Ravalli, Business Development Manager
Leading top-level charities and celebrities acquisition across Italy, UK and US

PR manager with a portfolio of countless celebrities and high net worth individuals

Bachelor in law at Cattolica University, Milan

Vittorio Minacori, CTO
Full stack developer, blockchain developer

Ten years of experience in IT and Digital industry (Solidity, SQL and NoSQL Databases, PHP, Java, C++, C#, HTML5, CSS3, LESS, Sass, Twig, JavaScript, AngularJS, Polymer, jQuery, AWS, RESTful Web Services and APIs, etc)

Degree in Computer Engineering from University of Catania

Alexandra Ducocq, COO and US Managing Director
Leads US operations

9 years of experience in charity fundraising

Previously the COO of Prizeo and West Coast Manager at CharityBuzz

Studied Management at UCLA

Shanna Zullo, US Business Development Manager
Manages US charity acquisition
5 years of experience in digital fundraising
Previously served as a campaign manager at local competitor Charitybuzz
Graduated from The University of Arts, Philadelphia

Robert Robinson, UK Managing Director
Oversees UK business development

6 years of experience in business development at the fundraising event organization Global Party. Prior to that, served as a Sales Manager at Free Holdings

BA in Recording Arts, University of Westminster

LEGAL INFO

General Information:

In order to fund the development of the AidCoin ecosystem, 100,000,000 ERC20 tokens (onwards called AidCoin tokens, or AidCoin) will be created on the Ethereum blockchain and they will be sold to the public. AidCoin is a token that will allow the User to access the service provided by the AIDChain platform.

The AidCoin token does not have the legal qualification of a security since it does not give any rights to dividends or interests. The sale of AidCoin tokens is final and non-refundable. AidCoin tokens are not shares and do not give any right to participate in the general meeting of CharityStars. AidCoin tokens cannot have a performance or a particular value outside the AIDChain Platform. AidCoin tokens shall therefore not be used or purchased for speculative or investment purposes. The purchaser of AidCoin tokens is aware that the Federal Act on Stock Exchanges and Securities Trading law and the Financial Market Infrastructure Act, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable.

Anyone purchasing AidCoin tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of AidCoin.

Knowledge required:

The purchaser of AidCoin tokens undertakes that she/he understands and has significant experience of cryptocurrencies, blockchain systems and services, and that she/he fully understands the risks associated with the crowdsale as well as the mechanism related to the use of cryptocurrencies (incl. storage).

CharityStars shall not be responsible for any loss of AidCoin tokens or situations making it impossible to access AidCoin tokens, which may result from any actions or omissions of the user or any person undertaking to acquire AidCoin tokens as well as in case of hacker attacks.

Risks:

Acquiring AidCoin tokens and storing them involves various risks, in particular the risk that CharityStars may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring AidCoin tokens any user should carefully consider the risks, costs and benefits of acquiring AidCoin tokens in the context of the crowdsale and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with the activity (incl. the risks related to the non-development of the AidCoin platform) or any other risks as

indicated in the Terms & Conditions of the crowdsale should not acquire AidCoin tokens.

Important disclaimer:

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. The white paper does not include nor contain any information or indication that might be considered as a recommendation or that might be used to base any investment decision. This document does not constitute an offer or an invitation to sell shares, securities or rights belonging to CharityStars or any related or associated company. The AidCoin tokens are just a utility token which can be used only on the AIDChain platform and is not intended to be used as an investment.

The offering of AidCoin tokens on a trading platform is done in order to allow the use of the AIDChain platform and not for speculative purposes. The offering of AidCoin tokens on a trading platform is not changing the legal qualification of the token, which remains a simple means for the use of the AIDChain platform and is not a security.

CharityStars is not to be considered as advisor in any legal, tax or financial matters. Any information in the white paper is given for general information purpose only, and CharityStars does not provide any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of AidCoin according to their nationality and place of residence.

CharityStars today is not a financial intermediary according to Swiss Law and is not required to obtain any authorization for Anti Money Laundering purpose. This qualification may change in the case of AidCoin offering services which are to be considered as qualifying as financial intermediation activity. In this case, the use of AidCoin services may require the positive conclusion of a AML/KYC identification process.

Acquiring AidCoin tokens shall not grant any right or influence over AidCoin's organization. AidCoin confer no direct or indirect right to CharityStars' capital or income, nor do they confer any governance right within CharityStars. An AidCoin is not proof of ownership or a right of control. It does not grant the controlling individual any asset or share in CharityStars, or in the CharityStars network. An AidCoin does not grant any right to participate in control over CharityStars' management or decision-making set-up, or over the CharityStars network and governance to the Purchasers.

Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact CharityStars' business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire AidCoin tokens must be aware that the CharityStars business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire AidCoin tokens acknowledge and understand that neither CharityStars nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

CharityStars will do its utmost to launch its operations and develop the AID-Chain platform. Anyone undertaking to acquire AidCoin tokens acknowledges and understands that CharityStars does not provide any guarantee that it will manage to achieve it. On concluding the Commercial Operation, these tokens will be issued by a technical process referred to as a «Blockchain». This is an open source IT protocol over which the Company has no rights or liability in terms of its development and operation. The token distribution mechanism will be controlled by a Smart Contract; this involves a computer program that can be executed on the Ethereum network or on a blockchain network that is compatible with Smart Contract programming language. They acknowledge and understand, therefore, that CharityStars (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use AidCoin tokens, except in case of intentional misconduct or gross negligence.

AidCoin is based on the Ethereum protocol. Therefore, any malfunction, unplanned function or unexpected operation of the Ethereum protocol may cause the CharityStars network or AidCoin to malfunction or operate in a way that is not expected. Ether, the native Ethereum Protocol account unit, may itself lose value in a similar way to AidCoin, and also in other ways.

Representation and warranties

By participating in the crowdsale, the purchaser agrees to the above and in particular, they represent and warrant that they:

- have read carefully the terms and conditions attached to the white paper; agree to their full contents and accept to be legally bound by them;
- are authorized and have full power to purchase AidCoin tokens according to the laws that apply in their jurisdiction of domicile;
- are not a U.S. citizen, resident or entity (a "U.S. Person"), nor are they purchasing AidCoin or signing on behalf of a U.S. Person;
- live in a jurisdiction which allows CharityStars to sell AidCoin tokens through a crowdsale without requiring any local authorization and are in compliance

with the local, state and national laws and regulations when purchasing, selling and/or using AidCoin tokens;

- are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with and functional understanding of the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
- purchase AidCoin tokens because they wish to have access to the AID-Chain platform;
- are not purchasing AidCoin tokens for the purpose of speculative investment or usage.

Governing law – Arbitration:

The Client acknowledges and accepts that the AidCoin ICO operation is taking place within a Swiss legal environment that is still under development. The Parties agree to seek an amicable settlement prior to bringing any legal action. Any dispute or controversy arising from or under the crowdsale shall be resolved by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chamber of Commerce in force on the date when the Notice of Arbitration is submitted in accordance with these Rules. The arbitration panel shall consist of one arbitrator only. The seat of the arbitration shall be Lugano, Switzerland. The arbitral proceedings shall be conducted in English.