kidcoin

Whitepaper

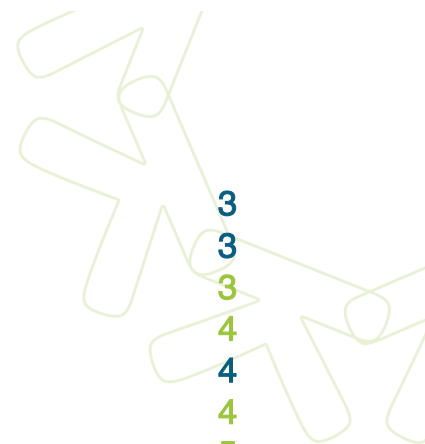*This whitepaper introduces you to the Kidcoin project and provides further details on how to participate in its upcomingToken Sale. Follow us on Medium to stay up to date on project developments. We also encourage you to ask questions and help us to enhance our project and improve global financial literacy by engaging with our Team on Telegram or Twitter,*

DISCLAIMER

THIS DOCUMENT DOES NOT GIVE PERSONAL, PROFESSIONAL, LEGAL OR FINANCIAL ADVICE. YOU ARE STRONGLY ENCOURAGED TO SEEK YOUR OWN PROFESSIONAL, FINANCIAL AND LEGAL COUNSEL.

1. *This whitepaper is presented to set the stage for the current and future developments of the Kidcoin Platform by Kidcoin LLC. This paper is for information purposes only and is not a statement of future intent.*
2. *Nothing in this Whitepaper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offer or a solicitation of an offer to buy any securities in any jurisdiction in which such solicitation or offer is unlawful.*
3. *The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable details to potential Token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of purchasing Kidcoin Tokens.*
4. *This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which are designed to protect investors.*
5. *Kidcoin is a Token that may act as a form of digital currency, for purchasing products and services within the Kidcoin platform. This product has not been registered under the US Securities Act of 1933, the securities laws of any state of the United States, or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential Token holder is a resident.*
6. *Kidcoin is not intended for sale or use in any jurisdiction where sale or use of digital currencies may be prohibited.*
7. *The Tokens have not been approved or disapproved by the US Securities and Exchange Commission (the "SEC") or by the securities regulatory authority of any state or of any other jurisdiction, nor has the SEC or any such securities regulatory authority passed upon the accuracy or adequacy of this offering memorandum. Any representation to the contrary is a criminal offense in the United States.*
8. *Kidcoin confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the whitepaper.*
9. *All statements contained in this whitepaper, made in press releases, or any oral or written statements that may be made by Kidcoin or its directors, executive officers, employees or representatives acting on behalf of Kidcoin (as the case may be), that are not statements of historical fact, constitute "forward-looking statements". All statements regarding Kidcoin's platform, financial position, business strategies, plans and prospects and the future prospects of the industry (financial technology) which Kidcoin is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to Kidcoin's revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this White paper regarding Kidcoin are matters that are not historical facts, but only predictions. Kidcoin undertakes no obligation to update any forward-looking statements contained herein, whether as a result of new information, future events or otherwise, except as required by law.*
10. *The whitepaper may be updated or altered, with the latest version of the document prevailing over previous versions. The latest version of the White Paper in English is available at the website https://kidcoin.com. While we make every effort to ensure that all data submitted in the White Paper is accurate and up to date at the point in time that the relevant version has been disseminated, the proposed document is no alternative to consulting with and obtaining an independent 3rd party opinion.*
11. *This English language version of the whitepaper is the primary official source of information about Kidcoin. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners etc. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White paper, the provisions of this English language original document shall prevail.*
12. *No person has been authorized to give any information or make any representations other than as contained in this White paper. Any representation or information not contained herein must not be relied upon as having been authorized by Kidcoin. While such information is believed to be reliable for the purpose used herein, none of Kidcoin or its directors, executive officers, employees, affiliates or agents assumes any responsibility for the accuracy of such information. The delivery of this White paper does not imply that the information herein is correct as of any time subsequent to the date of this White paper.*

kidcoin

Abstract

Our mobile-first, hyper-social world has irrevocably changed financial habits forever. Today, we have access to countless opportunities to earn, spend, save, invest and give back in the palm of our hands. Yet, with opportunity comes responsibility. Money management is as critical a life skill as there is.

Kidcoin not only recognizes this, but is on the verge of transforming the financial decision-making process - both in the short and long term - to become more informative, effective and secure. Its blockchain-based family finance platform is centered around facilitating meaningful financial interactions between children, family members, friends, educators, companies, sponsors and more within a dynamic, education-centric ecosystem. Daily interactions provide hands-on opportunities for kids to learn how to value and manage money, while offering them incentives to earn rewards for their contributions, achievements, and good deeds. This makes personal finances fun and accessible, regardless of economic circumstances.

Our vision is to aid future generations in becoming more resourceful, generous and responsible, by managing their money proactively, minimizing debt wherever possible, and practicing healthy financial habits such as budgeting, goal-setting and reconciling their accounts periodically. By engaging parents, family members and communities in the process, Kidcoin embraces an interactive, open architecture model, that is conducive to collaboration and in line with the saying *"It takes a village to raise a [financially savvy] child.*

Market Opportunity

Financial Literacy

Many modern societies are mired in debt – with more than $20 trillion in the US alone as of September 2017. The increasing tolerance for large amounts of debt, wildly inflationary costs of higher education and shrinking savings have put untenable strains on families, with both parents and kids alike having to endure these burdens. Kids graduate from college with degrees but often receive little education on real world living or core life skills, such as personal financial management. This is either because they have been sheltered or controlled by parental providers, or they simply have not had access to regular earnings and therefore have not formed a clear understanding of how to create, store and exchange value through currency. In short, many have not yet had to earn money in order to purchase "nice to have" items, let alone pay their day-to-day bills.

Research has found that financial capability involves a broad set of skills and attributes that are developed and honed over time as individuals gain new experiences and encounter new environments. Starting financial education early with age-appropriate and relevant information gives young people more chances to develop the key building blocks of financial capability for adulthood. It also gives them the opportunity to build their financial capability before they begin making financial decisions that could affect their financial well being for years to come. To have a real impact, financial illiteracy needs to be tackled throughout society. To enable people to manage their personal finances—from monthly budgets to retirement planning, in a society where complex products are often readily available—we need to raise the level of financial literacy and also create a cultural shift towards taking responsibility for one's own finances.

Children's Digital Security

The number of digital platforms from which children can access the internet is constantly increasing: with tablets, watches and gaming consoles being the newest popular connected platforms. While technology can be used for improving lifestyles, it also provides increasingly easy access to inappropriate content. With kids growing up in a digital age, parents can find it challenging to keep a watchful eye on their child's internet usage without becoming overly protective and spy-like.

Parental control software, which refers to tools that can help in filtering content that can be viewed on the internet, proves to be extremely beneficial for parents to keep a check on children's activities on the internet in their absence. The global parental control software market is expected to reach approximately 9.5B USD by the end of 2023 at 9.50% CAGR during forecast period 2017-2023. The demand for appropriate solutions is not limited to parents, but also sought out by international organizations, national bodies, educational institutions, internet service providers, broadcasters, and telecommunications operators.

Platform Modules

[NOTE: NONE OF THE MODULES OUTLINED BELOW ARE CURRENTLY FUNCTIONAL. LISTED FUNCTIONALITY AND/OR ANY PART OF THE SYSTEM ARCHITECTURE IS SUBJECT TO CHANGE AS WE ARE IN EARLY STAGES OF DEVELOPMENT.]

Kidcoin's blockchain-based platform will utilize gamification and cutting-edge technology to introduce novel features that engage kids and families and help them to learn about, manage, share and grow their money and tokenized assets in a secure digital setting.

Hybrid Digital Wallet

Kidcoin plans to support both fiat and cryptocurrencies in its hybrid digital wallet. Wallets will essentially act as their own bank accounts, where different forms of money are stored. Wallets will be connected to traditional bank accounts in order to send funds back and forth, as well as provide backup payment sources, similar to how it works on PayPal. Users, which consist of adults and children, who either aren't ready, don't understand or are simply not interested in cryptocurrencies, will still have access to most features of the platform. They may still earn Kidcoin during the course of their customer journey, and in doing so, would have choices as to whether to hold Kidcoins, utilize them to buy items from Kidcoin's vetted marketplace or trade them in for the fiat currency of their respective country.

Traditional debit or "cash" cards, tied to checking and savings accounts, will provide kids access to capital and teach them how to budget and plan for current and future life expenses. Parental monitoring features will offer a full range of oversight potential, from lax to strict controls over children's financial activities.

Every child who signs up or has their authorized guardian sign up for them will automatically get a Kidcoin wallet with our proprietary cryptocurrency in it! How much depends on when they register and "*claim their Kidcoins*". If the child exists, they will automatically own or have rights to Kidcoins.

Here is a quick use case of how a typical family would setup and use the Kidcoin Wallet:

1. Parent registers for Kidcoin, and automatically gets a Family Digital Wallet.
2. Parent adds their children, by name and date of birth, which automatically sets up a Kidcoin Wallet for each child, regardless of whether the parent gives the kids access to it or not.

3. Parent setups periodic allowances for each of their children, based on whatever agreement is established regarding amount, timing and whether allowances are tied to specific chores and "good behavior" or not. One-time giving may also be done at any time via the web or mobile User Interface.

4. Parent, if he/she so choose, sets up logins for each child, along with age-appropriate settings (by default) that they can modify. At the strictest level, kids accounts are set to View Only, where they cannot make any transactions, and can only see the activity going on in their name, which in and of itself, is an important part of gaining financial literacy.

5. As the funds flow in, both parents and kids can set preferences for what percentage of the allowance is given in fiat versus crypto (Kidcoin) versus virtual or IOU accounts (ie. Not requiring actual separate accounts, but managed as a virtual ledger within parent accounts), and also how much of it goes into immediate spending (checking) accounts versus short and long-term savings accounts, all of which are aggregated in simple views for kids to understand and make collective (or as they get older, independent) decisions on.

6. Kids may be incentivized by parents, other family members and/or independent sponsors to save (a delay of gratification lesson), through Kidcoin matching investments.

7. Kids can also create bucket lists that tie-in to savings goals, and easily view progress and odds of achieving them. An example of this is outlined below:
   • **Saving up to go on Spring Break with my friends** - Mar 2020 // estimated budget: $1,500 // needed by: Jan 2020 // approval required: Yes // approval granted: Yes // seed funds: $300 [from dad] // balance: $550 // odds of achieving: 90% looks good! // savings pace required: $20/wk // notes: 4 // goal shared with: 3 people // goal settings: private // inspirational media: 3 - links to pics and video]

Kidcoin will set up different tracks and supports families throughout each child's developmental stages, encouraging a move towards independence and loosening of parental controls as young users demonstrate "money mindfulness" and mastery of financial concepts.

Kidcoin will be fully COPPA compliant (in the United States), which sets the highest known bar of privacy protection for children under the age of 13, as well as GDPR compliant in Europe. Kidcoin takes the privacy and security of all users, but especially young children, very seriously, and will go above and beyond, from every angle - communication, technical security, bully patrolling and enforcement - to protect and defend children's rights. For more information on COPPA, click here.

Kidcoin, a new form of cryptocurrency based on the Ethereum blockchain, seeks to be accepted as a viable form of payment by major retailers and over 50% of worldwide colleges by the year 2020. Kidcoins will be able to be exchanged for other cryptocurrencies and used for non-educational expenses as well. It will be stored in users' Kidcoin digital wallets, alongside traditional banking assets, such as US dollars held in checking and savings accounts. Micro-scholarships and family crowdfunding rewards may also be given in Kidcoin.

Family & Friend Funding

Family and Friends are a critical part of each child's tribe, with tribes banding together in their local communities to form villages. Birthdays, holidays, communions, graduations and other special occasions call for gift-giving that often comes in the form of money - money that parents aren't always sure how to handle and where to deposit. Kidcoin will take away that problem by consolidating and streamlining the giving, saving and tracking process, so that parents don't have to think twice. Each giving occasion will be accompanied by a simple GoFundMe type landing page. Family & Friend funders will be able to click and gift, while kids get to see - over time - who has given them what for different occasions.

Micros Earning Engine

Kidcoin's most unique module is known as Micros - Micro-Scholarships and Micro-Rewards Engine - that will distribute Kidcoin to users (between the ages of 0-21) who apply and succeed in accomplishing whatever contribution or achievement-based challenges are specified by program sponsors. Scholarships are generally more merit or achievement-based, and can take time to strive for and complete before being awarded; whereas Rewards are more immediate effort and task based.

Kids will *either* -

(A) Apply to Micros that are set up by Donors and Sponsors.

(B) Set their own goals and solicit rewards - as motivators - for achievement; then publish (similar to other crowdfunding platforms, such as GoFundMe) for those in their social circles to support them. "Consolation" prizes will also be possible ("an A for effort"), at the option of Donors; or

Donors will be able to fully fund and define their Micro-Rewards or Micro-Scholarship Programs. In taking full control of Micros, donors become Sponsors as well. Sponsors will be able to partially fund or not fund at all; but they will define Micros and determine award criteria. Hence, crowdfunding will be solicited from various small and large supporting donors in this case. Supporting Donors will not be Sponsors, and will not control Micros criteria.

All funding and rewards will take place through Kidcoin. Donors and Sponsors - key cogs in Kidcoin's Village Ecosystem - purchase Kidcoin with respective local currency or specific acceptable cryptocurrencies (ETH and BTC initially), and then make Kidcoin available through various Micros. Kidcoin will provide matching donations to incentivize Donors and Sponsors to create and fund more Micro-Scholarships. Upon launching this module in Beta, Kidcoin will issue a number of Kidcoins, both with and without the support of Donors, as a stimulus to engage users and develop the Micros ecosystem.

Here is an example of how the Micro-Scholarship program works.

A local entrepreneur wants to support teenagers in Jersey City who are at risk of dropping out of High School, to stay in school. So I establish a $10,000 fund that will give 20 $500 Micro Scholarships to 14-18 year old students in Jersey City who can show proof of suspensions and/or poor grades, or are referred to the system by School Administrators and Teachers in the area. This is one way Educators can get involved. The Micro Scholarship would be reserved for the first 20 students who are nominated and then accept nomination by signing up, and then follow through by proving that they stayed in School for the full next year. As the Sponsor, the entrepreneur decides to release part of the Micro Scholarship in advance, either at the start of the commitment or upon a mid-point milestone, like the first semester. If more than 20 students apply, he has the right to either "shut down" the Micro Scholarship for the year, saying "Sold Out", or accepting new applications and increasing my potential donation amount.

Age-Appropriate Marketplaces

As owners of their own 'private' tablets and gadgets, children have become rather independent in browsing online content. Most parents take pride in their child's tech savvy and digital skills, but without the proper controls, children may seek out or stumble upon inappropriate content, products, or services that they should not be engaging with or spending money on.

The Kidcoin ecosystem is being designed to give parents peace of mind by coalescing a safe and secure digital marketplace of vetted, age appropriate merchants and service providers that children and teens will want to or already do engage with. From clothing to tuition, parents will also be able to purchase or pay for family-related items from partner merchants within the Kidcoin ecosystem. All partner merchants and service providers will be vetted and approved prior to being showcased on the site. With so many altcoins being created for new products and services every day, Kidcoin will be a great solution for parents to ensure that if they or their child have Kidcoin then they can gain access to all of the latest and greatest products and services that are deemed suitable for them and be precluded from purchasing or consuming the items that are not. For purchases made in Kidcoin, transactions will be automatically registered with Smart-Contracts in real-time when engaging with vetted merchants who support blockchain transactions.

Furthermore, some merchants or service providers may require gated access for certain age groups which would filter out the irrelevant or inappropriate options unless otherwise specified. Kidcoin will do a majority of the marketing legwork for merchants and will make the product discovery process easier for buyers thanks to community generated product and services reviews. With immutable records, buyers will be able to easily identify the best merchants; merchants will be able to identify and cater to their target audiences; and partners will have access to comprehensive statistics about the best performing products and services across the Kidcoin ecosystem. While item or service quality disputes will be handled directly between the buyer and seller, Kidcoin will continually monitor reviews, transactions and listings to ensure legitimacy and trust within the community. The Kidcoin ecosystem can be a great tool for everyone, but we will need our users to honestly review one another to ensure a transparent and kind community full of quality products.

As noted earlier, Kidcoin plans to be fully GDPR compliant (in Europe) and COPPA compliant (in the United States), which sets the highest known bar of privacy protection for children under the age of 13. Kidcoin's philosophy of "children first" and the Village Ecosystem pervades every one of its offerings, especially this Marketplace where children will be able to purchase products and services, with the approval of their parents wherever necessary. Careful attention will also be given to money transmitter laws in all states and countries, in relation to how old children must be before they are able to legally effectuate transactions.

Education Savings Advice & Fund Management

Since 2001, Kidcoin's predecessor (401kid, Inc.) has been a reliable resource and advisor to families on the challenging process and responsibility of education funding for their children. Before the public knew or understood what 529 Plans were, 401kid was an early adopter and advocate of this new tax-free savings vehicle, and created an objective 529 Plan Wizard that analyzed the strengths and weaknesses of all state plans, as they relate to families in different states and income brackets. 401kid's research and tools were featured by major financial media, such as Barron's and CNN Money, as well as trusted education-financing companies, like Sallie Mae. Kidcoin is in the process of acquiring 401kid and its technological assets; estimated to be completed within Q2 2018.

Version 2.0 of Kidcoin's Education Funding module, to be released within 2018, will add to the prior model of research, information and advisory services, by integrating transactional features as well as

alternative education funding options. While 529 Plans are US specific, and not necessarily optimal for all global families, there are many other educational expenses that families consider and pay for before a 2 or 4-year college investment. A broader set of country, state and strata-specific recommendations and financial instruments will be made available to families throughout each child's schooling journey.

AI-Based Investment Management Technologies

Kidcoin is in discussions with experienced third party providers and is considering the implementation of an adaptive Quantitative Statistical Arbitrage Fund that utilizes proprietary Artificial Intelligence techniques to build models that accurately represent fundamental market dynamics.

There are several Artificial Intelligence techniques that Kidcoin plans to implement, including but not limited to: Machine Learning, Neural Network, Expert System, Fuzzy Logic, and a combination thereof.

Financial Literacy Classroom App

Aside from Kidcoin's innovative **Micros** Program, which creates meaningful incentives for kids to be creative and responsible, Kidcoin is developing an AI-powered, gamified app, tentatively called **Peanuts** that can be initiated, customized and maintained by Teachers in a classroom setting.

This app fosters math skills, communication/negotiation skills, collaboration, confidence and self-sufficiency.

> It is not about the money...it is about creating healthy, suitable and sustainable values in relation to how the world works and discovering each individual's particular role in it.

Kids are motivated by different things depending on the following influences, and their accumulated experiences related to:
1. **Core Modeling** - What they observe in their parents.
2. **Social Acceptance** - What they hear from school, government and media as acceptable motivations.
3. **Peer Pressure** - What their friends are getting, doing and saying.
4. **Inner Calling** - Their own unique desires and interests that are mysterious and hard to explain the source of.

Through this analysis and the underlying AI, Kidcoin determines each child's **Money Pysche or Type (ie. "Hoarder", "Giver", "Seller", "Deal Maker", "Adventurer", "Supplier", etc.).** For example, not everyone gets pleasure out of just having more. Rewards are both intrinsic and material.

The goal is to learn while having fun, being creative and exploring strategies. Aside from decision-making skills and emotional development, math skills will be developed through this classroom app. If kids don't learn how to count properly and do basic math, how will they be expected to build up and manage assets? If they don't learn how to count, they won't be able to account for their resources.

Think about Peanuts like fantasy football for classrooms, as a kind of friendly competition. At the end of each semester or school year, awards are given out and lessons learned, and reported on by each student (video message, report).
1. Most Generous Award - Humanitarian
2. Most Productive Award - Top Earner
3. Most Collaborative Award - Most Deals

kidcoin

Those who win awards may get some Kidcoins as a reward, if deemed appropriate (by school administrators and parents) and legal (by local jurisdictions, school boards, etc.).

Rules of Play:
Each child in a school classroom gets a certain amount of Nuts at the start of the semester or each week that they attend school, which acts as a budget and asset for them to manage throughout the school year. Think about it like the game Life or Monopoly, but that lasts all semester long. If kids choose not to engage or "play", their assets will stagnate and they won't be able to do certain things throughout the year.

Kidcoin Ecosystem and Digital Economy

Kidcoin will improve kid and family-centric financial interactions by creating self-sustaining, community-owned ecosystems. "Self-sustaining" means the wealth in the community grows as a whole, and "community-owned" means participants in the existing community take on most of the key roles within the ecosystem. As more and more users discover the benefits of Kidcoin's secure ecosystem and digital economy, we see the currency evolving into a highly sought after earning and payment method.

Ecosystem Actors

Kids

Kids are getting more and more tech savvy every day. The same cannot be said for their parents! That is not a judgment, but rather reflects the reality of what it means to be a digital native in this mobile-social era. While tech savvy, children traditionally lack access to capital and certainly an effective way to manage it. Kidcoin plans to solve that problem with the digitization of allowance and other ways to earn and utilize both FIAT and Kidcoin's own proprietary cryptocurrency. Managing funds through their hybrid digital wallets will be second nature to a vast majority of kids in just a couple of years.

Parents

Kidcoin will also improve the financial discipline of parents by introducing an integrated, holistic approach to family finances. Parents will be able to create automatic or incentive based allowance distributions, make real-time transfers, track spending, encourage saving and more. These collective actions will provide parents an easy opportunity to reinforce the virtues of responsible money management through hands-on practice.

Parents will set expectations and guidelines for their child, not only in terms of how and when money can be earned, but also in how it's spent. For example, parents will be able to institute spending limits or customize the list of age-appropriate vendors that their children can or cannot interact with in the Kidcoin ecosystem, or at least require their prior knowledge and approval. The streamlined user-experience will also improve relationships between parents and their children, regardless of financial means.

Educators

Teachers, schools and other types of educators - coaches, tutors, etc. - are pivotal to the success of each village. Kids often spend more time with teachers than their own families. Therefore, these groups need to be part of the paradigm shift that Kidcoin envisions - properly recognized for their

impact on society and empowered with resources and adequate tools, like Kidcoin and others offered in connection with the Kidcoin Ecosystem.

Corporate and Nonprofit Entities

Kidcoin will also become the currency that enables corporations, nonprofits, institutional and individual donors to engage with and reward users for improving and consuming their products and services, aligning with their mission-driven objectives, and making the world a safer, more financially savvy place.

Inspired by previous decentralized reward mechanisms, the Kidcoin Earning Engine will use natural economic incentives to bring these corporate and nonprofit entities into the decentralized Kidcoin Ecosystem. The Earning Engine will create natural incentives for corporate and nonprofit entities to adopt Kidcoin and become partners, sponsors, donors and merchants within the ecosystem. As more join, the network effect of the Kidcoin Ecosystem will grow, building the value of the currency, and in turn creating a virtuous cycle and added benefits for all Kidcoin ecosystem actors.

Social Impact

Our fundamental belief, which is backed by scientific research, is that the earlier kids are engaged in productive tasks and activities related to the earning and storing of value, the sooner they will grasp the real world concepts underlying effective personal financial management. Our products will provide this type of education in a holistic manner, hitting on all facets of early life that are essential for character building, while engaging parents and the broader family & friends network in the journey as well, reinforcing and rewarding positive behavior, such as patience (i.e. savings), generosity (i.e. charity/donations), commitment (i.e. work/earning) and discipline (i.e. scheduled giving, such as allowances). This will not only lead to having more financially stable and confident young adults in the coming years, but also less poverty and conflict due to limitation of resources.

Technology

Blockchain technology is a foundational component of the Kidcoin ecosystem; but we will only implement it where it is scalable, secure and generally more advantageous than other technology frameworks. From funds distribution amongst aggregated accounts, P2P (Peer-to-Peer) transactional capabilities, rewards-based achievement opportunities, a secure digital marketplace, financial advice and fund management – we are re-envisioning family finances – largely built upon smart contracts and distributed open-source technologies. Applying these new technologies has enabled our vision to become a reality, one that would not have been possible even a few years ago.

Without advanced technology our platform would not be able to support blockchain, cryptocurrencies, encryption, adaptive financial education and quantitative asset management, most of which leverage Artificial Intelligence. Our front-end technology, with connectivity to almost all smart devices, will enable us to reach a wide range of users around the world for both macro and microeconomics transactions across various borders and boundaries. Meanwhile, the back-end, server-side technology will provide Kidcoin users with a high-degree of reliability, stability, scalability and speed that is unmatched.

Cloud Computing with Redundant Servers

Kidcoin will leverage cutting-edge, cloud-based technologies. The number of processors will scale up automatically to accommodate demands at any given time to make sure that users experience almost instantaneous response.

Kidcoin's infrastructure will also be extremely reliable and fail-safe. Our system architecture will leverage redundant distributed servers across several states and countries around the world. We anticipate that this configuration will provide 99.99% 24/7 uptime that is impervious to earthquakes, floods, or electricity grid outages.

Web and Mobile Access

Our platform will allow access by any device anywhere and everywhere. Users will be able to use a web browser on their desktop or use our application on their smartphones or tablets.

We intend to support all major browsers such as Chrome, Internet Explorer, Safari, Firefox and Edge. We anticipate that our application will work well with all Apple iOS and Android devices including but not limited to iPhones, iPads, Android smartphones, and Android tablets.

User Interface / User Experience

Kidcoin will customize its User Interface to accommodate the different needs of users. We are cognizant that parents and children have different perspectives on what are important and pertinent features for them.

Our parent-centric interface will allow its users to easily and efficiently conduct:

- Overview status of funds in all accounts via dashboard
- Children allowance distribution and automation
- Children transactions monitoring

While our kid-centric interface will make it convenient for its users to:

- See the amount of funds in all types of accounts – Crypto, Fiat Checking, IOU and Savings
- Request funds from parents or relatives
- Send and receive money to their friends/peers

Security

We understand that family finances have life-changing impacts and thus work hard to prevent any mishaps. Anything to do with children requires three times the level of security as for adults, and Kidcoin's tech team takes that sensitivity to heart.

- We will encrypt all sensitive static data in our system
- We also will encrypt all data en route
- Logins as well as certain platform transactions will require MFA, or Multi Factor Authentication (either multi-device or multi-signature)

DLT & Smart Contract Protocols

Kidcoin will be a cryptographic token connected to the Ethereum blockchain that leverages the use distributed ledger technology (DLT) and smart contract protocols. For example, Micro Rewards and Micro Scholarships will be facilitated by smart contract protocols. The sponsor's terms and monetary commitment to recipient(s) will be written into the transaction that is recorded within the blockchain.

The motivations and advantages of DLT and Smart Contract Protocol implementation within the Kidcoin ecosystem are many:

1. Effective and accurate economic transaction mechanics. For example, it is fair real-time calculation mechanics for users to obtain known spot conversion rates.
2. Reliability and confidence in agreed terms of each transaction — Smart contracts provide a safe and secure way to arrange agreements between members, donors, gifters, recipients, and other subjects of the platform.
3. Settlement system — a real-time, cost-effective, transparent, and secure settlement model between donors and recipients.
4. Worldwide coverage — an easy way to make calculations for each individual member or participant's different countries and in different languages.
5. Collaboration with other crypto platforms — wide capabilities for integration and cooperation.

Other internal and external blockchain transactions:
- Portfolio Management involves the application of blockchain technology corresponding to the cryptocurrency positions.
- Commodities trading for currency hedge. Purchases of Gold and/or Silver are done with blockchain technology with Paxos or similar exchanges.
- Kidcoin is actively exploring and likely to implement Hyperledger, in order to give partners and auditors an easy and transparent way to integrate with Kidcoin.

Platform Architecture

In this section we describe the technical architecture and implementation of Kidcoin's core MVP features, including – A) Hybrid Wallet and B) Allowance & Earnings Engine.

We cover the following topics:
- Technology
- 3rd party API integrations
- Software architecture in two different contexts – 1) deployment, e.g. servers, hardware, etc. and 2) logical, e.g. software components
- Infrastructure

Infrastructure

Kidcoin is utilizing cutting edge tools that back most reliable financial software platforms, such as cloud hosting, containerization technology and automated server deployment / provisioning / orchestration.

Deployment
Kidcoin is planning its back-end implementation as a set of Docker images, deployed to the Kubernetes cluster. This approach provides both reliability and built-in security. Additionally, we plan on having

resource-heavy parts of the system (cryptocurrency nodes) hosted outside kubernetes, for the sake of cost-effectiveness, in the early stages of deployment and market penetration.

Ongoing support

The architecture considers support not just for Kidcoin's native back and front-end systems alone, but also all supplemental tools required for a safe and reliable production environment – such as automatic backups and restore options, system monitoring and alerting, distributed logging and log parsing tools.

Hosting

Kidcoin plans to use Amazon Web Services as a cloud hosting provider, which is an established leader in cloud hosting. AWS has many services that Kidcoin needs and is good for both Kubernetes/Docker and simple virtual private servers.

External Services

Both in terms of reliability and cost-effectiveness it is reasonable to use a number of 3rd party (non fintech-related) services; for example, for sending SMS and email messages, tracking online errors by end users, storing scanned docs for KYC, etc. Those services are listed in the "Deployment architecture" section.

Fintech-related integrations are described in the "3rd party integrations" section.
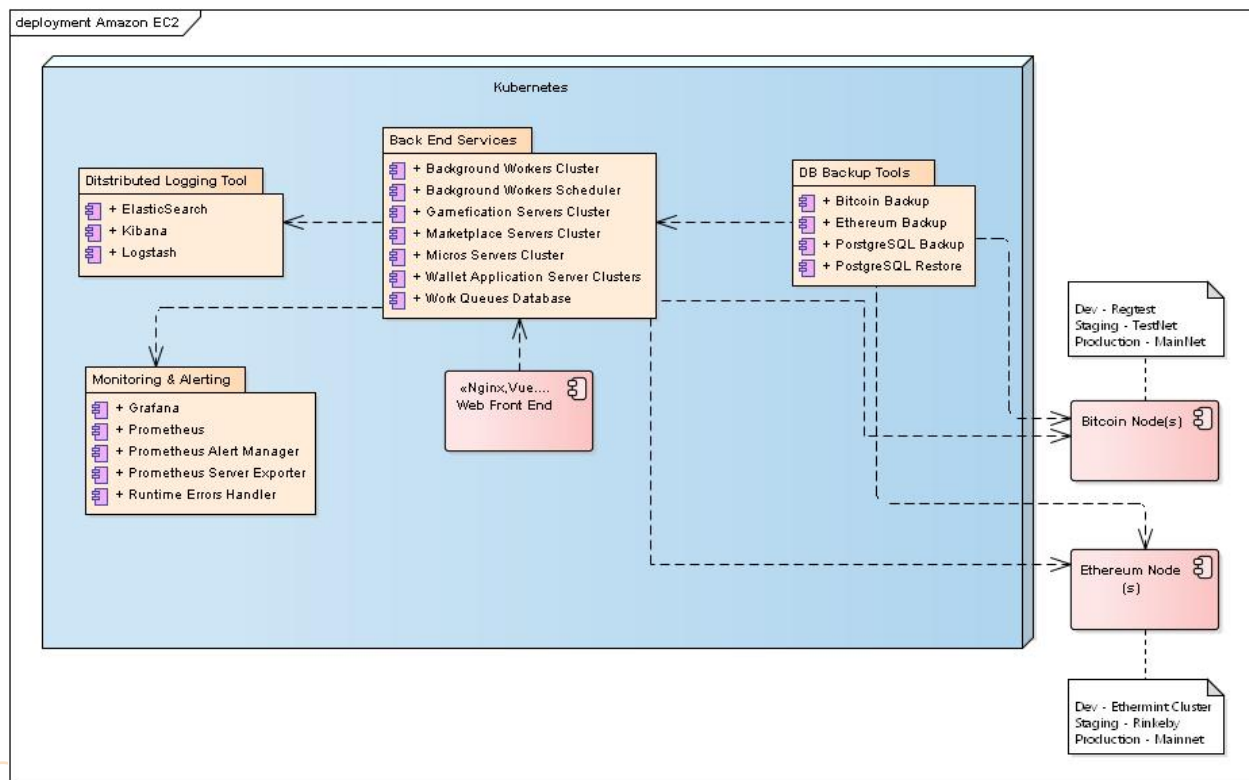
Deployment Architecture
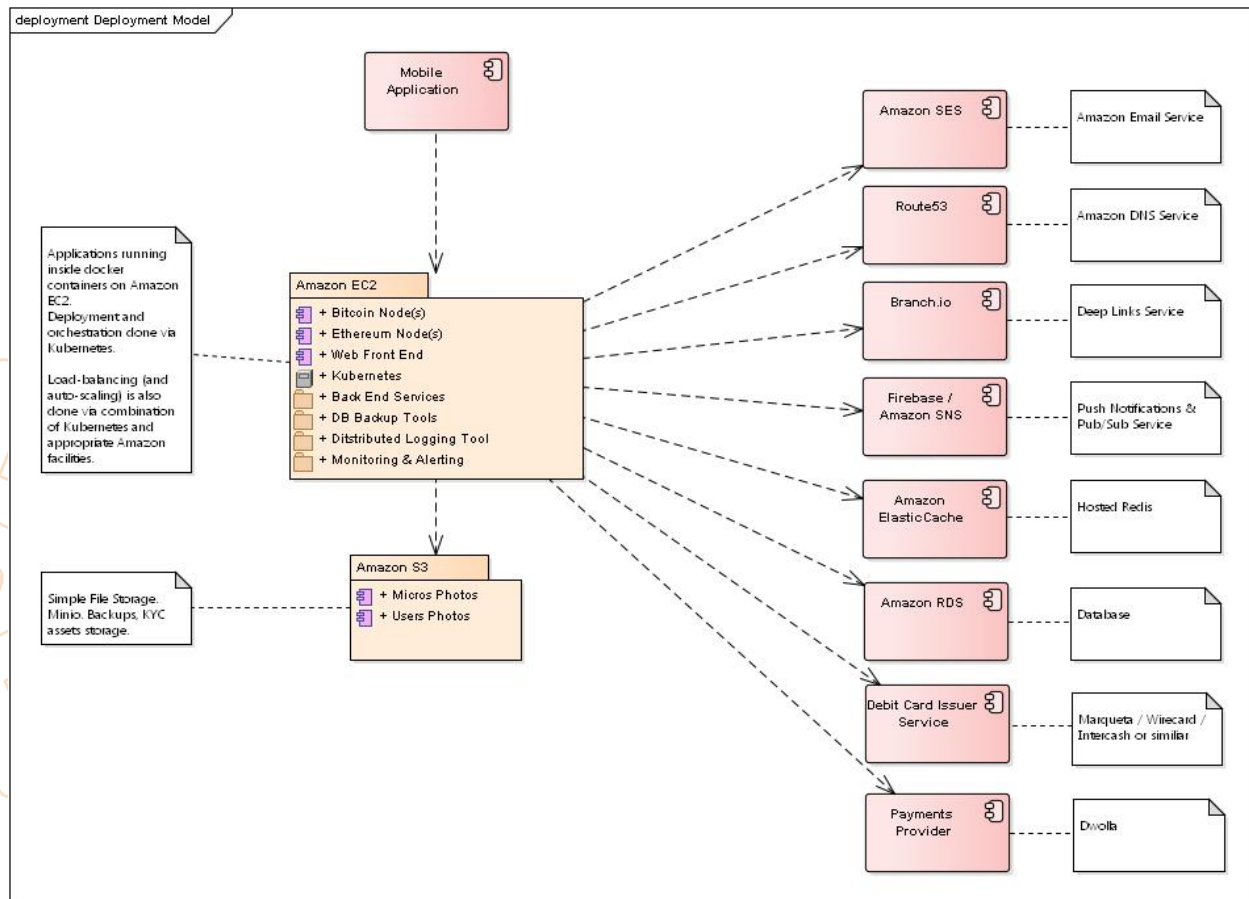
Kidcoin's preliminary Deployment Architecture splits the application into 3 distinct parts:
1) kubernetes-backed back end
2) automatically backed up cryptocurrency nodes (crypto wallet backend)
3) external services including file assets store.

This architecture will surely expand as Kidcoin moves further along in its product roadmap, which is likely to necessitate additional key components and integrations.

Deployment Architecture > Amazon EC2

This deployment architecture shows what services are running in Amazon's EC2 containers. All services except for the Ethereum and Bitcoin nodes are running under the Kubernetes cluster. All parts of the system are wrapped in Docker containers and deployed to EC2 using Kubernetes. Load balancing and auto-scaling is done using both Amazon and Kubernetes capabilities.

To exchange KDC for other cryptocurrencies, we plan to employ the Bitcoin node. Exchange will be done via Shapeshift through Bitcoin.

For the development environment, we use Ethermint, a technology that is fully compatible with Ethereum, while using the pluggable consensus algorithm – PoS (Proof of Stake).

Deployment Architecture > Backend Services
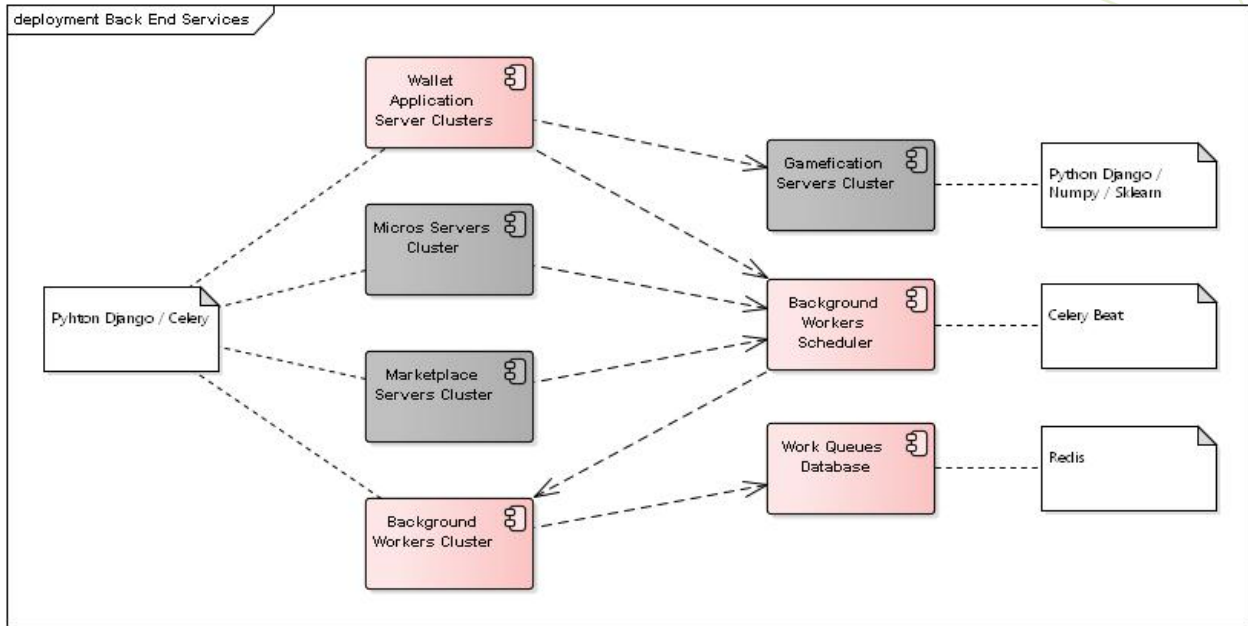
Applications colored in gray will be detailed in future versions of the Whitepaper or via separate functional specifications documents.

The Kidcoin application overall consists of a few main parts at first, with additional modules being added over time. Initially, we have the 1) Wallet application server, 2) Micros application server, and 3) Background jobs and 4) Data stores.

Many of the core features are described in functional (not technical) detail in the section at the beginning of the Whitepaper – Kidcoin Platform Modules.

See more technical details in the "Software Architecture" section.

deployment Ditstributed Logging Tool

«Logger»
Logstash

«use»

«Log Storage»
ElasticSearch

«use»

«Log Viewer»
Kibana

deployment Monitoring and alerting

Metrics Backend

Sends alerts to email /
slack / etc

Prometheus

Prometheus Alert
Manager

Runtime Errors
Handler

Airbrake, Sentry or
similar

Grafana

Prometheus
Server Exporter

Metrics visualizations /
dashboard

Exports server metrics
like CPU/IO/MEM
usage to prometheus
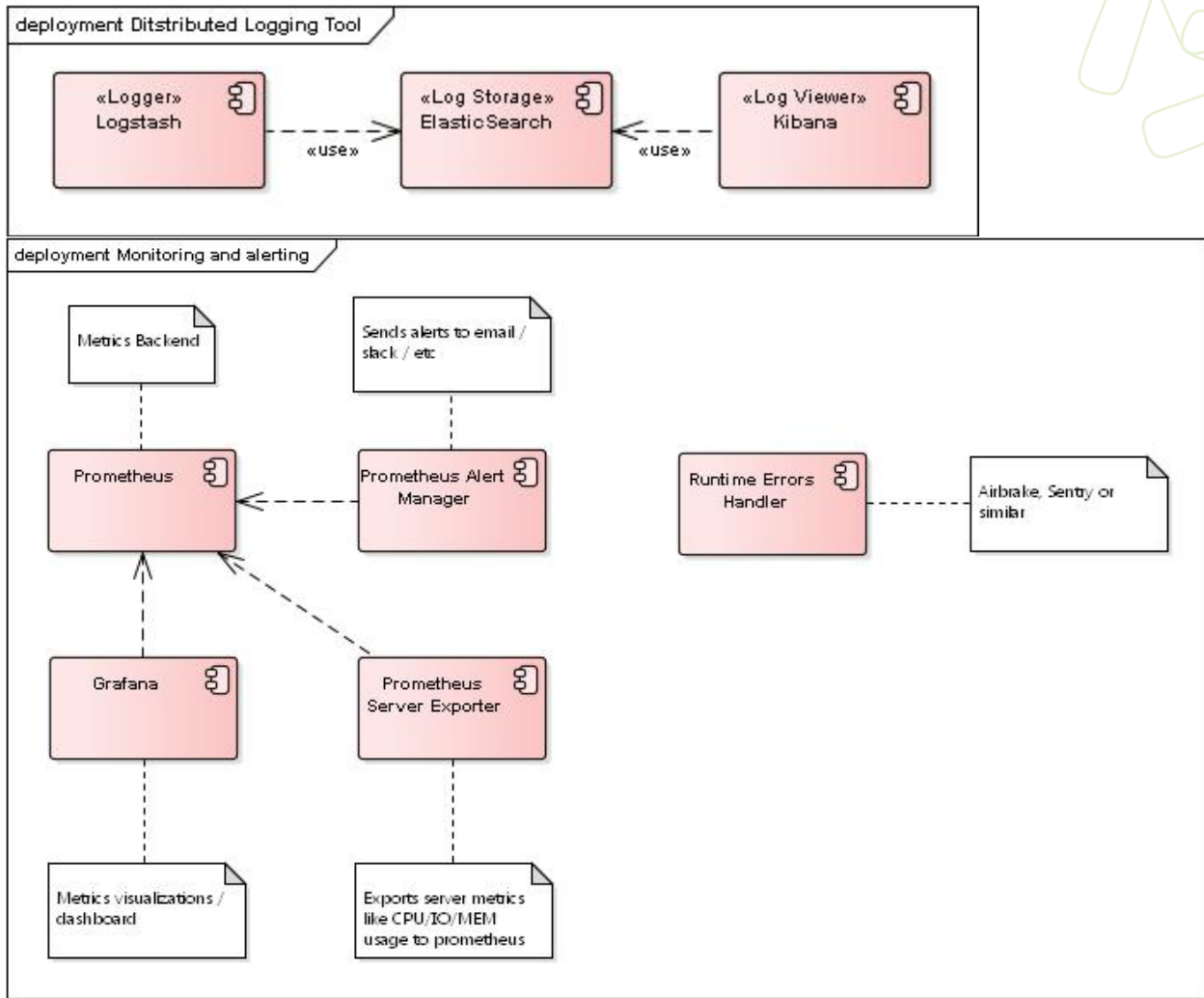
Also there are separate facilities for automated monitoring and distributed logging built in, so it is possible both to find out problems instantly (or sometimes prevent them in advance) and easily debug/fix them once they occur. Kidcoin will use RED and USE methods for key metrics monitoring.

Software Architecture

In this section, we describe several key parts of the Kidcoin Ecosystem:

1. Crypto Wallet
2. FIAT Wallet & Debit Card issuing
3. Virtual / IOU Accounts
4. Allowance & Earnings Engine
5. KDC Token Minting

The Kidcoin application is separated into several key logical parts: users, financial, blockchain and additional services like Micros. Blocks colored in gray will be described in future versions of the Whitepaper as they are much further down Kidcoin's Product Roadmap.
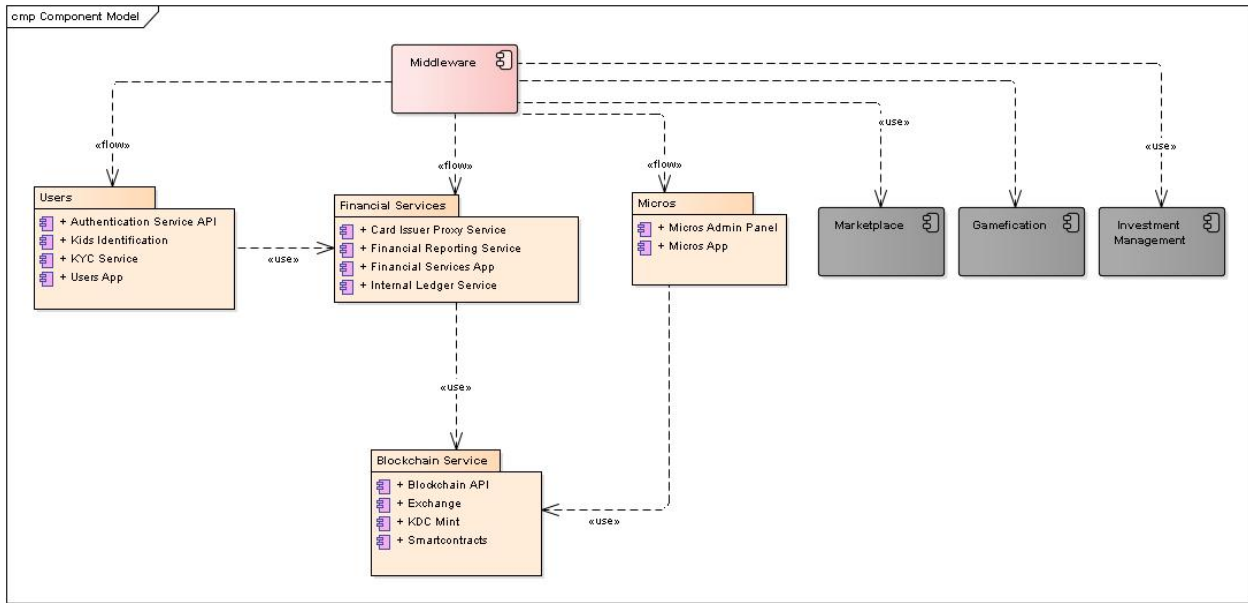
In this configuration, the main application server will be implemented as a Python/Django application and will hold a majority of the business logic. The primary logic heavy part is financial services (funds transfer, working with card issuer, and other external APIs, etc.), which will be implemented via Python/Celery. The second logic heavy part is the Crypto Wallet, used primarily to interact with KDC tokens on the Ethereum network, and implemented utilizing Solidity/Truffle/Javascript.

Financial Services

Financial services are split into 4 Django apps. Financial services are responsible for allowing or restricting children's financial operations and sending notifications or approval requests to parents. Card issuer proxy is an abstraction wrapper over the card issuer API; it's good idea to have such wrapper because we can easy change the card issuer in the future. Internal ledger is a database where all users accounts and transactions are stored. It's important to have an internal ledger to have transparent and convenient tracking of all transactions, generating accounting reports and minimizing cash deficiencies. Financial reporting service is responsible for creating financial reports for admins and users, akin to credit card statements, and also important for corporate accounting and auditing.
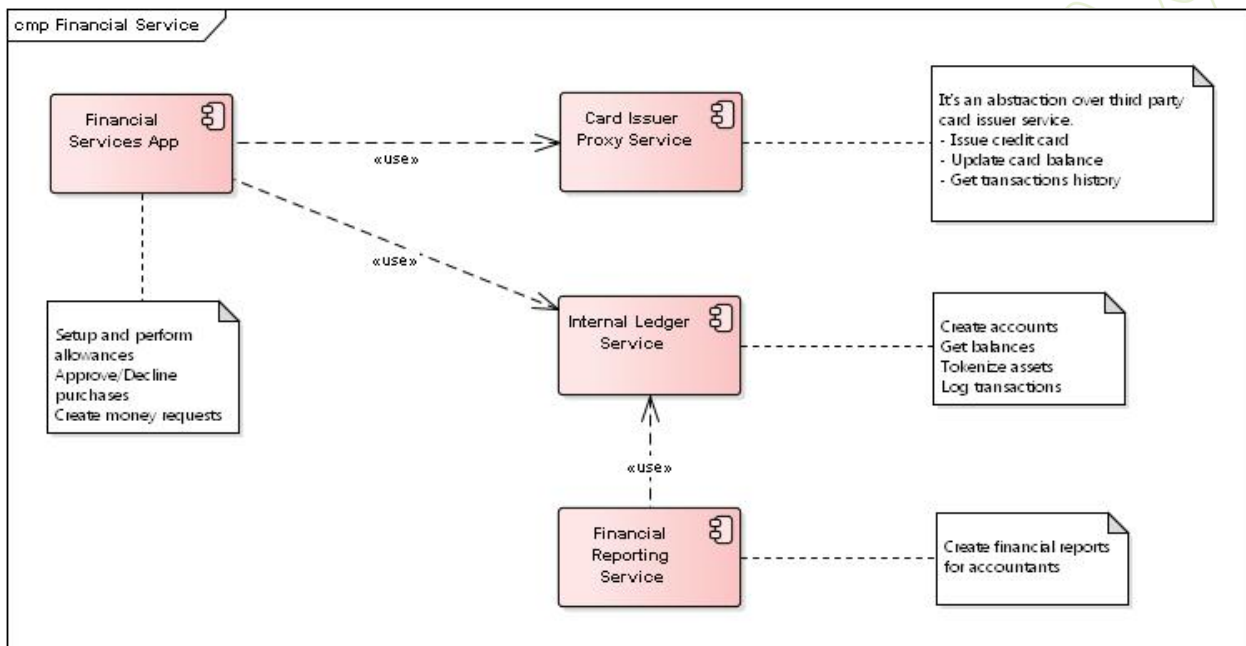
Here is an example of how allowances work:
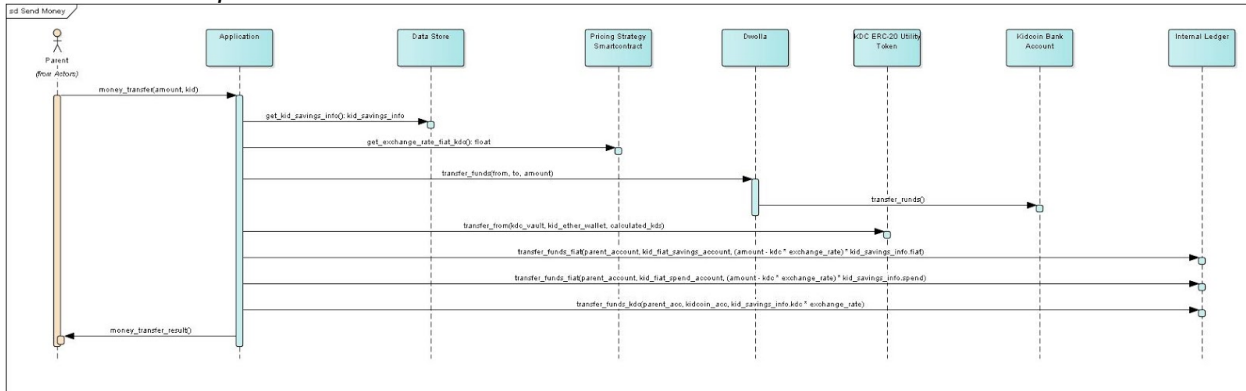
In the diagram above, you can see how a regular fund transfer from a parent's bank account or credit card is produced. Funds are transferred to the appropriate Kidcoin bank account, and then the application updates the internal ledger according to parameters set up by parents and/or kids (% for savings vs. spending, and crypto vs. FIAT). Then application updates the balance on kid's debit card according to the state of ledger. For the MVP version, we plan to use centralized database for the ledger until a compelling rationale is developed for migrating to a more decentralized system.

Virtual (or IOU) Accounts will be prominent for kids under 13 Years Old, and in cases where parents do not want their kids to have their own debit cards. Such accounts will be managed as a virtual ledger, where IOU balances can be redeemed by kids through app requests to parents, and paid in the form of PayPal, cash, direct purchases or other offline methods.

User Services
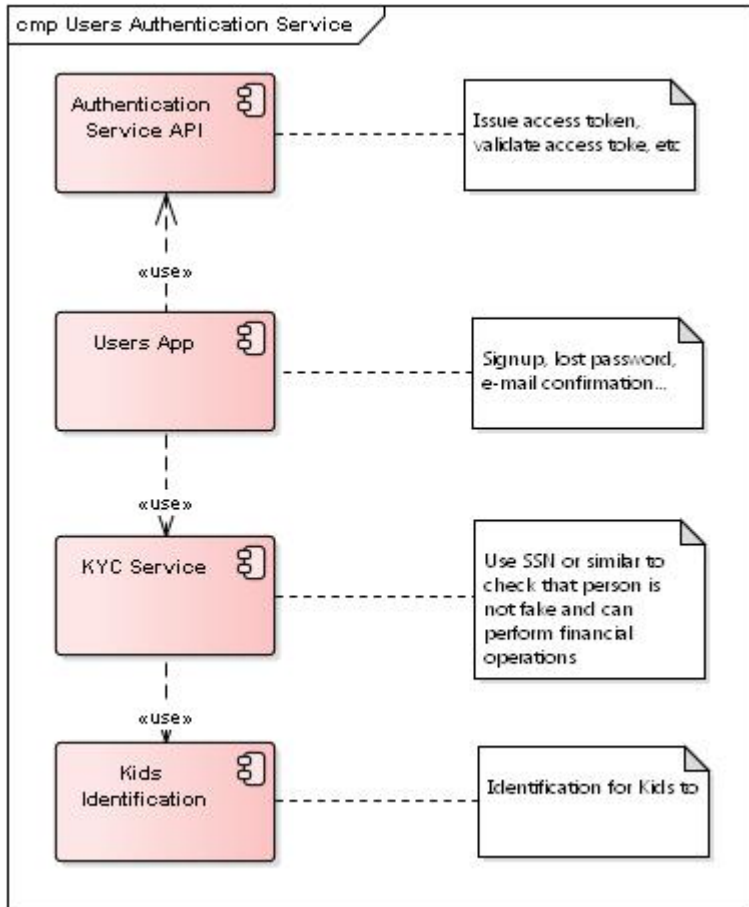
The purpose of the service is to allow user sign-ups, invite or setup kids' accounts and pass the KYC process. The block called "kids identification" is a service that, depending on the jurisdiction, may or may not require documentation for proof of identity from kids. Kidcoin is setting up for and plans to be fully COPPA and GDPR compliant.

Front-End Layer

Kidcoin is using a combination of Vue JavaScript framework with a set of CSS/image resources for the front-end, as a modern solution allowing the development team to build high-quality, adaptive, front-end applications on a rapid-fire basis. We plan to host Vue apps on speedy Nginx servers. The application's back-end and front-end will communicate via JSON REST protocol.

Open Source Technology

List of proposed technologies split by class:

Back End	Front End	Deployment	Monitoring	Smart Contracts
Python / Django	Vue, Vuex (JavaScript)	Docker, Docker Compose	ELK Stack (ElasticSearch, Logstash, Kibana)	Solidity
Python / Celery	HTML5, SCSS	Kubernetes	Prometheus (Prometheus Exporter & Alerts)	Truffle + custom JS deploy scripts
PostgreSQL	NGINX	Helm	Grafana	
Redis			Sentry (external service)	

3rd party Integrations

It is impossible to implement modern crypto/fintech product without integrating a set of third parties. This section describes leading candidates for 3rd party fintech integrations for different roles. These are not 100% finalized and contracted vendors as of yet; the development team is testing APIs and integration pros and cons of each, as well as other vendors not listed here – these are the leading candidates per area, at this time. Final decisions will be made on these vendors by June 1, 2018.

Role	Vendor
Virtual and physical plastic cards issuing	TBD
Crypto Exchange(s)	Shapeshift
FIAT payments provider	Dwolla
KYC Vendor	Dwolla and TBD

Token Model

The Kidcoin Token Economy will be multi-faceted in that it will support a rich ecosystem of user types that value and utilize tokens for different reasons. As it is all centered on kids - from cradle through college - new tokens will be minted every time new kids are added to the platform. Therefore, the Max Supply needs to be quite high, in order to support token economic activity. When the platform first

launches however, only early adopters from all relevant user groups that don't have restricted tokens will contribute to the much smaller Circulating Supply**.

Lastly, Total Supply, which adds back all classes of restricted tokens, will still be relatively small compared to Max Supply (about 1%) at the outset. This section shows how the three supply levels look through the ICO and presumably the end of 2018. Thereafter, we explore the potential evolution of token distribution over the next five years, which is subject to a variety of assumptions and market forces, much of which is out of the company's control.

One of Kidcoin's core goals is to eventually become fully and fairly decentralized in its operational management, with various user groups being well-represented, and kids (Under 25 years old) being the predominant and most influential group when it comes to voting blocks and overall company governance. This will take time to build up to, as a critical mass of users is required for there to be active and capable leadership blocks in each user group. You will notice that Kids go from 20% to 44% total token ownership after 5 years in the model presented below.

YR 0 (Dec 31, 2018)

- Circulating Supply: 230 million (46% of Total Supply)
- Total Supply: 500 million (1% of Max Supply)
- Max Supply: 50 billion

YR 1 (Dec 31, 2019)

- Circulating Supply: 350 million (70% of Total Supply)
- Total Supply: 500 million (1% of Max Supply)
- Max Supply: 50 billion
    o Restricted tokens are released from lock-up, and can now be freely sold.

YR 2 (Dec 31, 2020)

- Circulating Supply: 600 million (72% of Total Supply)
- Total Supply: 833 million (2% of Max Supply)
- Max Supply: 50 billion

    o Additional mining of coins by new kids coming onto the platform ($20 worth of Kidcoin - spot value per kid, split between mining child and Sponsor/Donor pool), which triggers corresponding minting of coins ($20 worth) that also get split between Kidcoin Reserve and *current* (not original) token holders, like a dividend distribution. Not all of the new coins circulate, because Kidcoin receives and holds some in Reserve.

Here is the formula. Mining by Kids & Parents releases new Tokens that - A) they get to keep 25%, then B) 25% that opens up for Brands & Sponsors to buy, then C) 25% for Reserves, and D) 25% for original Private, Pre-Sale and ICO participants (with valid ETH addresses) via Airdrop.

YR 3 (Dec 31, 2021)

- Circulating Supply: 1.01 billion (73% of Total Supply)
- Total Supply: 1.39 billion (3% of Max Supply)
- Max Supply: 50 billion

> o   Additional mining and minting of coins takes place, similar to YR 2 described above.

YR 4 (Dec 31, 2022)

- Circulating Supply: 1.5 billion (74% of Total Supply)
- Total Supply: 2.04 billion (4% of Max Supply)
- Max Supply: 50 billion
  - o   Additional mining and minting of coins takes place, as above.

YR 5 (Dec 31, 2023)

- Circulating Supply: 2.07 billion (74% of Total Supply)
- Total Supply: 2.79 billion (6% of Max Supply)
- Max Supply: 50 billion

  - o   Additional mining and minting of coins takes place, as above. Remember that these YR 1-5 depictions are estimates, which are based on the level of platform adoption and utilization. The purpose of this mining and shared minting model is to reward platform utilization and accumulation of tokens. Token Distribution of Total Supply, by # of Kidcoins and Percentage Ownership, at the end of Year 5, is outlined below, as well as how percentage has changed from Year 0.

- **Kids/Families (Mining):** 1.24 billion (20% >> 44.6%)
- **Kidcoin Reserve:** 723 million (30% >> 25.9%)
- **Tokens from Original ICO:** 593 million (36% >> 21.2%)
- **Team & Advisors:** 198 million (12% >> 7.1%)
- **Tokens from Original Bounty:** 33 million (2% >> 1.2%)

Token Sale

Token sales will be issued through a Private sale for strategic investors (restrictions apply), two rounds of Pre-Sale and one official ICO. Dates are outlined in the Roadmap, as well as highlighted below.

- **Private Sale:** April – August 2018
- **Presale Phase 1:** September 1 – 30, 2018
- **Presale Phase 2:** October 1 – 31, 2018
- **ICO:** November 1 – 30, 2018

Token Type

Although Kidcoins function as a utility, Kidcoin cannot with assurance make formal comments on whether or not its tokens are securities, under various global laws, as the landscape is rapidly changing. There is no promise of profit or any future value, and the tokens are intended solely used as a right of access and use of platform products and services within Kidcoin applications. We do not believe that Kidcoins constitute a currency issued by any government, nor do they represent any relationship or rights to ownership of Kidcoin LTD, Kidcoin LLC, or its underlying technology products and protocols.

Ways to Obtain Kidcoin	Ways to Use Kidcoin
Receive allowance	Distribute allowance or one-time funds
Buy with BTC, ETH or FIAT	Pay for Premium Features & Services
P2P Transfers (Receiving)	P2P Transfers (Sending / Gifting)
Sell items on Secondary P2P Market	Buy from vetted marketplace vendors
Earn Micro-Rewards	Invest in Education Savings Plans
Win Micro-Scholarships	Donate to approved charities.
Mine rewards via registration and platform actions	Fund Kidcoin Expenses (stock, bonds, crypto assets)

Kidcoin will carry special utility within the Kidcoin Ecosystem, with children as the primary beneficiaries of Kidcoin transactions. There are a number of ways that kids will be able to get Kidcoin and various ways that they or their parents will be able to spend it, which have been outlined in the Products section. The graphic above encapsulates how Kidcoin will flow through the Kidcoin ecosystem.

Estimated Token Distribution

36% TOKEN SALE
30% RESERVE
20% MINERS
12% FOUNDERS AND ADVISORS
2% BOUNTY
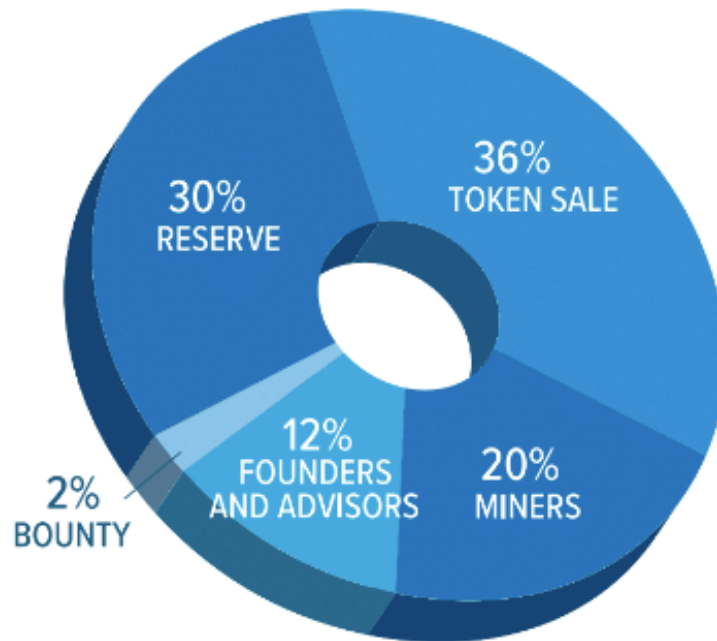
Affiliates and Bounty

Kidcoin will be distributing up to **10 million Kidcoins (2%** of it's initial Total Supply of tokens) worth **$0.20** each (**$2,000,000** in total) for the Bounty campaign, which will be distributed within 6 weeks after the end of the Token Sale.

Further information about the Bounty Program will be made available and kept updated once the bounty begins so that supporters can check the progress of their entry. A new week starts every Sunday. All participants must either follow Kidcoin on Telegram or be subscribed in the subreddit, or have an account in Slack. Failure to do so will exclude them from the bounty.

Business Model & Execution Plan

Revenue Streams

Kidcoin plans to employ several corresponding revenue streams, which makes for an appealing business model. Primary revenue streams are as follows:

1. Funding fees on crowdfunding, via Family & Friend contributions and Micro-Scholarships.
2. Subscription fees, paid by families, for setting up parent and child digital wallets, connected to traditional bank accounts.
3. Transaction fees, on spending by parents and kids in Kidcoin Marketplace.

Marketing Plan

Kidcoin has the luxury of being a subsidiary of b.labs Ventures, which has a veteran marketing agency, Blueliner, at its core. That means top marketers across the full spectrum of Integrated (and Digital) Marketing are available to the Kidcoin team as it competes for attention in a crowded fintech and cryptocurrency vertical.

Blueliner employs the widely accepted best practices marketing methodology, 7 Pillars, across its agency and client campaigns. A marketing roadmap, or ROI Marketing Plan, for Kidcoin has been developed by Blueliner – some high points of which are shared herein.

Marketing Strategy

The overall marketing strategy combines a bold, Direct to Consumer (DTC) or Business to Consumer (B2C) model with a Partnership or Business-to-Business (B2B) approach. Leveraging a healthy marketing budget and its favorable digital marketing alliances, Kidcoin will target influencers and key channels where each of its customer segments consume related content. A heavy social media and original content focus will be utilized beginning in April 2018.

Partnerships with major media, education, finance and youth-centric organizations, both for-profit and non-profit, are being actively developed, and will be announced as they formalize over the coming months. This first one of note is the partnership with Mediacom Communications, the 5th largest Television cable and broadband company in the United States, whose Chairman and CEO, Rocco Commisso, is the lead investor in Kidcoin's parent company, b.labs Ventures. The formal details of how Mediacom itself will partner with Kidcoin to engage and educate American families are being worked out behind the scenes at this time.

Target Markets

Kidcoin will initially target US families, and then expand into Canada, Latin America, Europe and Asia soon thereafter.

Year	Target Market (by Country)
2018	United States [80%], All Other [20%]
2019	United States [40%], Canada [10%], Europe [20%], Asia [20%], LATAM [10%]
2020	United States [30%], Canada [5%], Europe [20%], Asia [30%], LATAM [5%], MENA & Other [10%]

Customer Segments

Like any marketplace, Kidcoin has to attract different user segments in a balanced fashion in order for the ecosystem and token economy to develop with strong all-around participation. Different messaging, campaigns and user experiences in the Kidcoin application itself will be catered towards the following 7 audience segments, 3 of which represent different ages and stages of children - equating to 50% of the ecosystem - and the other segments comprising of their support system, beginning with parents and then extended family. It truly does take a village for a young person to be raised and supported financially on their life journey. Parents cannot generally do it all alone; which is where Kidcoin's ecosystem and token economy model come in to provide support, in the form of financial software tools and guidance.

Following the **Pillars of Integrated Marketing** framework, each of the **7 Digital** and **7 Traditional Pillars** are considered at all times, but to varying degrees based on available budget, in-house versus agency partner expertise and market opportunity. Kidcoin will continue to work with Blueliner to leverage 7 Pillars and refine its "marketing science" for optimal, efficient spending and maximum customer acquisition and engagement.

Note that with all Pillars "On", the level of coordination and intelligent allocation and analysis of budget become paramount. Kidcoin's Founder, Arman Rousta, also being the inventor of the 7 Pillars model and a Marketing visionary that has overseen multi-millions worth of marketing and advertising campaigns, will be intimately involved with the Kidcoin marketing plan, at each step.

DIGITAL PILLARS

P1. CONTENT: Writing blogs - on our own channels, including Medium, as well as creating custom video content on the cryptocurrency industry, Kidcoin's innovative hybrid wallet and other key features, and financial literacy education on the whole, will be an active weekly effort. This takes place out of the b.labs tech studio in Jersey City. Examples of this content and its treatment can be seen through Arman's podcast - http://thepolymath.tv/.

P2. DESIGN: Constant updates to the Kidcoin web properties, design of new landing pages geared towards various customer segments and markets, in English and other relevant languages (Spanish, French, German, Mandarin, Japanese, Hindi, Russian, etc.) will be the ongoing task list under this Pillar.

P3. SEARCH: When 529 plans were first the hot button in Education Funding, 401kid (Kidcoin's predecessor) leveraged SEO to show up for relevant searches. Blueliner is best known for its SEO prowess, and will be applying this earned media tactic with full force as the new Kidcoin website is prepared and showcased before the end of Q2 2018.

P4. MEDIA: Paid online advertising, through Google, Facebook, Amazon and other target channels - according to the customer segment breakdown shared above in the Kidcoin Village Ecosystem chart - will be where the bulk of the marketing budget is spent.

P5. CRM: CRM or Customer Relationship Management is one of the most important Pillars for Kidcoin, because it determines how engaged customers and prospects are at each stage of their user journey with their "family finance partner". Luckily, the Kidcoin-Blueliner marketing mind has the resources and vision to implement a sticky CRM strategy.

P6. SOCIAL: Social Listening, Influencer Marketing and active content sharing are the underpinnings of Kidcoin's Social strategy. Financial literacy will be a key focus, in a fun, light and gamified manner. This is also where Partnerships will come into play, giving Kidcoin increased social equity and access to large groups of children through affiliates that families already trust.

P7. MOBILE: All Kidcoin web applications and landing pages will be highly mobile responsive and adaptive. Further, Kidcoin mobile apps will carry increased security, especially where children are involved as users, and special features, like alerts and notifications, that increase engagement and financial discipline.

TRADITIONAL PILLARS

tP1. CONTENT: Similar to content in Digital Pillars, except applied to different media. Videos shot in the studio may be repurposed to TV media, as well as audio broadcast to radio.

tP2. BRANDING: Educating the public on Kidcoin brands, especially once it is publicly viewable and available for analysis and trading on cryptocurrency exchanges.

tP3. ADVERTISING: Queue Mediacom partnership and access to wholesale advertising rates.

tP4. PR: Kidcoin is currently interviewing PR agencies and consultants; and in the meantime, leveraging its relationship with key Sales and Social Media executives within Blueliner for PR support.

tP5. SALES: In particular for the B2B model, Sales efforts will be geared towards Partnerships in Q1 2018, and towards potential Customers, such as large Employers, Benefits platforms, Financial advisors and Banks, in Q2 2018, who will co-brand, license and integrate via API with Kidcoin's various advisory and transactional modules, including the hybrid digital wallet.

tP6. EVENTS: Kidcoin has and will attend a number of conferences and events in line with its roadshow calendar, including d10e in Grand Cayman (January 2018), the Bitcoin Superconference in Dallas, TX (February 2018), the Crypto Investor Show in London (March 2018), the World Blockchain Forum (Dubai April 2018), Consensys (May 2018), Blockchain and Future Tech Expo (Sept 2018) etc.

tP7. DIRECT: An under-utilized and under-appreciated tactic, direct marketing can be very effective, especially for family and finance oriented products. That is why we keep getting credit card offers in the mail! Kidcoin will selectively test different markets and offers with its target audience as products come into beta mode.

Use of Proceeds

The general Use of Proceeds from token sales, by percentage, is outlined below.
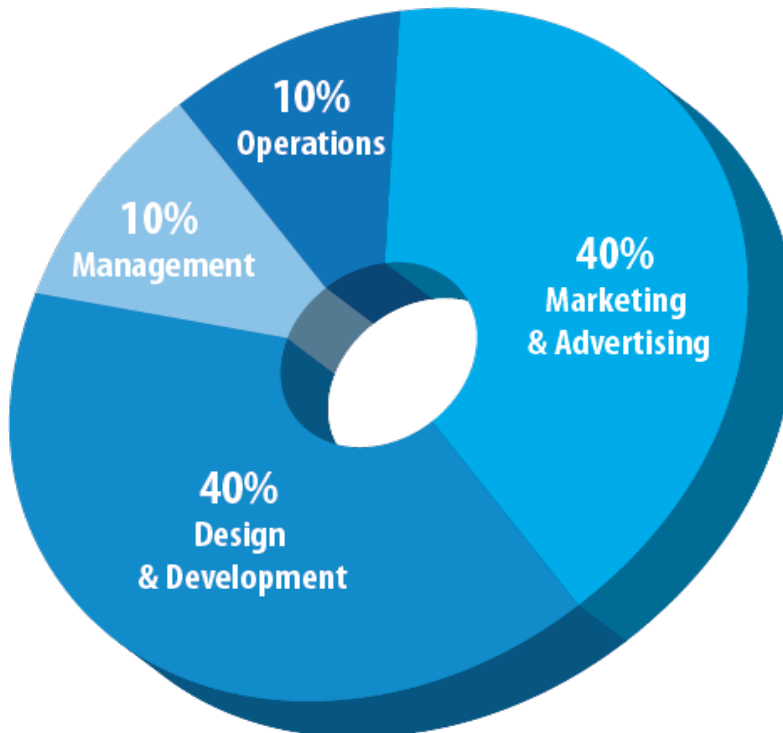
Budgets for Marketing, R&D (Software Development) and other areas depend largely on the success of fundraising during the ICO and ICO Pre-Sale. As mentioned previously, Kidcoin is one of b.labs Ventures, a well-funded incubator of startups, subsidiaries. In that position, b.labs has committed and/or invested $500,000 in seed capital to Kidcoin in order to support the company through its initial development and team building efforts. This plan assumes that, at minimum, the ICO Soft Cap of $10 million is reached, which will provide ample budgetary support for the tech team to stay on its development milestone schedule.

Financial Projections

The first three quarters of 2018 is dedicated exclusively to product development and consumer education via content development and community management. The majority of revenue streams will open up once the initial Beta is released in the second half of the year. There are several complementary revenue streams, including transaction, subscription, referral, asset management and financial advisory fees.

A projected 2018-2020 Profit & Loss statement (or P&L) will be shared within a following iteration of this Whitepaper, as the management team gets a better idea of what level of funding will be available through the ICO and private investments. Additional funding opens up opportunities for - A) an accelerated development schedule, and B) more aggressive marketing, customer acquisition campaigns; both of which will stimulate growth of the Kidcoin Ecosystem at a faster rate.

At present, it is assumed that Kidcoin will reach its Hard Cap of $25 million; therefore, the projected 3-Year P&L will be based on this level of available funds.

Risks

Technology

We are undertaking cutting-edge technology endeavor, which involves a continuously improving work-in-progress, a Kaizen so to speak. As such, we are exposed to potential schedule delays in subject-to-change components.

Business

Business risks vary from normal startup risks. Startup companies are risky investments, regardless of how good the team or ideas are. The fact that Kidcoin is anchoring itself to the volatile and regulation light (at the moment) cryptocurrency space is a risk, for future regulation may make doing business harder in certain countries.

Team
Management

Arman Rousta
Founder & CEO

With 20+ years of startup and business ownership experience, Arman Rousta is a thought leader and serial entrepreneur that knows what his true genius is – the creation of new paradigms and business models. He most recently founded b.labs Ventures, a venture builder and incubator providing capital, tech, marketing, operations and strategic direction to industry disrupting startup tech and product development companies. As the CEO, Arman is responsible for strategic planning, general management, and software R&D, as well as the company's expansion into new markets, such as Latin America, Europe and Asia.

Given his entrepreneurial success, Arman has been featured in media over the years, including Crain's NY, CNN Money, Wall Street Journal, NY Times, Time Magazine, Popular Mechanics, Barron's, Inc. Magazine, American Banker, and American Baby. Arman has been featured on CNNfn and also as a speaker at national conferences such as the National Association of Personal Financial Advisors.

Arman is a strong believer in ethical and conscious business practices, which are reflected throughout b.labs' operating principles. Of particular significance to Arman is the betterment of opportunity for children. He founded 401kid, an education funding advisory portal, in 2000 to serve this purpose. Through his work-life balance, Arman is dedicated to setting a positive example for how we can have success while being of service.

Out of college, Arman spent five years as Co-Founder and COO of Exeter Technologies, a New York based automotive electronics firm that developed smart car technology. Arman was a contributing inventor to several Exeter products and guided the launch of the popular Park Zone in 1998 by devising the marketing strategy, a training program, and an international sales force responsible for $7.5 million

in sales over a two-year period. Park-Zone was sold in 1999 to publicly held manufacturing company Measurement Specialties, Inc. (AMEX: MSS).

Arman holds degrees in Economics-Political Science and Psychology from Columbia University, where he led the Men's Soccer Team to an Ivy League Championship and attained Academic All-Ivy Honors. Arman is an avid athlete, reader, writer and philosopher, avidly studying and researching issues related to wellness, productivity and Spirituality. His ideas and views are expressed through numerous blogs and publications, including Blueliner, Kidcoin and his personal blog (armanrousta.com). He currently lives in Jersey City, NJ with his son, Aydin.

Regina Hartman
Chief Operating Officer

Regina specializes in global program and product launch operations. She brings a wealth of knowledge and experience in strategic partnerships and international program, product, and event management to Kidcoin from her previous roles within organizations such as the U.S. Olympic Committee, Global Development Incubator (GDI), Social Capital Markets and the United Nations. In addition to her role with Kidcoin, Regina also works with b.labs Ventures' other portfolio companies to develop and refine their messaging and go to market strategies.

Most recently, Regina led the US market entry and expansion efforts of AgeWell Global, a peer-based health tech startup that aims to reduce hospital readmission and improve wellbeing amongst the healthcare system's most vulnerable high utilizers. From overseeing the design and development of its core product offerings, to managing the launch and operations of its first pilot program sites, she played an integral role in the company's evolution from seed to early stage financing and operations.

Regina graduated with a Bachelor's degree in Economics and Psychology from Columbia University where she was a Division I athlete on the varsity women's rowing team.

David Houle
Chief Brand Officer

David Houle is a globally recognized futurist, thinker and keynote speaker. He has spoken at numerous conferences across the country and around the world. In the last nine years he has delivered 750+ presentations and keynotes on 6 continents and 14 countries. He is regularly invited to speak at corporate management retreats.

David spent more than 20 years in media and entertainment. He has worked at NBC, CBS and was part of the senior executive team that launched MTV, Nickelodeon, VH1 and CNN Headline News. David has won two Emmys as co-executive Producer for a nationally syndicated children's program, "Energy Express". He also won the prestigious George Foster Peabody award and the Heartland award for Hank Aaron: Chasing the Dream and was nominated for an Academy Award.

He has been speaking about the future for 9 years and has authored or co-authored several influential, top selling books and e-books including "The Shift Age" (2007); "Shift Ed: A Call to Action for Transforming K-12 Education" (2011); "Is Privacy Dead: The Future of Privacy in the Digital Age" (2013 e-book). "Brand Shift: The Future of Brands and Marketing" (2014); and "This Spaceship Earth" (2015). This book became the basis for Houle to found the global non-profit This Spaceship Earth, Inc. in April 2016. The goal of this non-profit is to create "crew consciousness" as we face Climate Change.

Zahra Khalid
Chief Financial Officer

Zahra is a seasoned business executive with over eight years of extensive experience in start-ups finance management. She has worked with multi-entity organizations and has been entrusted with increasing responsibilities in areas of cash flow management, cost control, financial analysis and planning. Her specialties include Financial analysis, Forecasting, Budgeting, Financial reporting, CF management, Raising capital, P & L analysis, BS analysis, Policy & procedure development, Team building, recruiting & hiring. Zahra is a Harvard graduate and currently resides in California with her husband and two kids.

Allison Bajger, PhD
Motivation Scientist

Allison is a Motivation Scientist with a background in consumer decision-making psychology. She holds an M.A., M.Phil., and Ph.D. in Psychology from Columbia University's Graduate School of Arts and Sciences (GSAS). Her doctoral research primarily investigated the motivational underpinnings of consumer choice and preference, addressing questions relating to strategic digital and traditional communication. In addition to UX, she specializes in Content Management (CM), and Customer Relationship Management (CRM).

She is also an integral part of the B.labs Ventures team where she leads scholarship, content and business development for the Startups, Timebug and 7 Pillars. Prior to joining B.labs, Allison directed strategic communications at Underwriter's Laboratories (UL) in the Supply Chain and Sustainability division and consulted with leading NYC and Boston-based innovation strategy firms on science-backed solutions and revenue growth strategies for fortune 500 clients across industries including Telecom, Healthcare and Beauty.

Allison received her B.A. in Psychology with honors (Summa Cum Laude, Phi Beta Kappa) from Columbia College and has been a Board Member on the Columbia Alumni Association since 2011. She is also the Vice President of the Volunteer Development Committee and a member of the Strategic Planning Committee.

Kirill Kirikov
Lead Blockchain Solution Architect

Kirill has more than 12+ years of development experience. He currently manages teams of up to 30 specialists. He's also released more than 100 apps, having worked on software projects for both Chrysler & Ferrari. Kirill also teaches courses on Blockchain solutions and iOS mobile app development.

His recent projects include:
HiveOnline , Bokoredo , ORME Smart Contract , BitRent Smart Contract Audit

Max Semenchuk
Product Manager and UX Designer

Max is a partner at 4IRE labs, which builds mobile and blockchain solutions. He started his career as a freelance graphic designer 12 years ago and has worked in several tech incubators since. Max has also been a mentor for several accelerator programs and often speaks or writes on the topics of lean startups, product management and mobile apps.

His recent projects include: Happy Farm, Bionic University, and Technation Incubators.

Da'Von Robinson
Community Management

Da'Von has over 5 years of tech startup experience specializing in brand development, product management, and digital marketing. Most notably, he co-founded a digital gaming and brand building agency that focused on launching mobile games with celebrities. His flagship product was built with rapper and musical superstar Fetty Wap, which amassed over four million downloads in its first twelve months.

Advisors

Carmine Vona
Financial Technology
- Founding father of SWIFT financial technology
- Former CIO and Executive Vice President at Deutsche Bank
- Board of Directors at MetroSoft
- Board of Directors at SeaChange

Justin Litchfield, PhD
Blockchain and Financial Technology
- CTO at BTC Labs
- Former CEO at Obsidian Software
- Former Director of Engineering at OwnLocal
- Former Product Development Specialist at Po.et Foundation

Babek Saleh, PhD
Computer Science and Machine Learning
- Machine Learning Scientist at AIG Investments
- Delivered projects using NLP to build informed investment strategies
- Computer Vision and Graphics at Walt Disney Research
- Recipient of awards from NSF, AAAI, ICML, IEEE
- Media recognition from NYT, Dow Jones, FT, PBS, NBC

Jason Voss
Investment & Fund Management
- Global Content Director at the CFA Institute
- Retired Co-Portfolio Manager of Davis Appreciation & Income Fund
- Board of Directors at Quantum Leap Innovations
- Author, *The Intuitive Investor: A Radical Guide for Manifesting Wealth*

kidcoin

Chris Henry
Cyber Security and Risk Management
- Former CEO, BlockSafe Technologies; (blockchain cyber-security)
- Assistant Vice-President Risk and Governance at Citi
- Taxation Compliance expert for State of New York
- Notary Public for the State of New York

Competitive Landscape

Financial technology or "FinTech" is a vast and rapidly advancing field. There are quite a few financial services startups already taking a digital approach to family finances and money management. These companies run platforms to provide access to capital, monitor transactions, reinforce good spending and budgeting habits, and improve user's understanding of financial literacy. Each company has its own ideas on how to cover its operating expenses, for example: charging subscription fees, offering additional premium or paid features, and displaying ancillary product referrals or in-app advertising. By being pioneers in the field, these companies have also burned through huge amounts of capital to experiment and learn about what does and does not work well. Kidcoin not only brings its own wave of innovation to the field, being the first to offer its own cryptocurrency geared towards family finances, but has the luxury of observing different approaches and business models of its predecessors, in order to implement known best practices into its own model. This is by no means an exhaustive list or analysis. Competitors will continually be monitored and added as Kidcoin products enter the marketplace. It's likely that others will seek to copy and compete with Kidcoin within some of its unique product features.

Potential Competitors and Partners

Traditional Family Finance Solutions
- Current, FamZoo, RoosterMoney, Greenlight, GoHenry, Oink

Financial Monitoring and Investment Management Support
- Mint, Acorns, Robinhood

529/Education Savings Plan Advice
- SavingforCollege

Scholarships and Crowdfunding
- ScholarMatch, UPromise, Acorn Collective

Incentivized Rewards Programs
- Omaze, Global Citizen, Review Network

Kid-Centric Cryptocurrency
- PiggyCoin, URAllowance, Pigzbe

kidcoin

Kidcoin Competitive Advantages

These are just some of the competitive advantages that Kidcoin has over other players in the financial technology space.

- Seasoned management team, comprised of proven entrepreneurs and fintech executives
- An innovative, risk-managed business model, with multi-faceted product offerings that support multiple, concurrent revenue streams
- Competitive pricing
- Intuitive, user centric - and in the case of children, highly gamified and age-appropriate - design
- A long market segment horizon, extending from cradle through college
- Strong and secure IT infrastructure, with regards to stability and scalability