

PAYSURA

THE INTERNATIONAL PAYREWARD COIN (IPC)

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Abstract

An abstract look at the world's economic and financial system specifically shows that it is driven by producers and consumers, or supply and demand: the products offered match consumers' demand. The consumer pays for a product and receives ownership of it or the right to use it. This system generates several essential difficulties in example for online and offline merchants and their consumers in particular. Merchants face the problem of customer retention whereas customers often don't benefit from being loyal to specific merchants over a certain period of time. In order to solve these problems for both merchants and customers many different companies introduced individual or overarching customer gratification systems such as Payback etc. And although customer gratification systems are a great idea, widely accepted and widespread internationally the contemporary approach comes along with several new and so far unsolved issues. These gratification systems resemble costly liabilities for the merchants and customers face problems such as a rewards jungle of thousands of different reward programs, limited usability options, plastic cards and data security etc. PAYSURA is aware of these problems therefore introducing the International PayReward Coin (IPC) in order to establish a worldwide available, uniform and secure reward system that applies the advantages of the blockchain technology. The project builds a unique bridge between blockchain technology, cryptocurrencies and the general public.

I. INTRODUCTION

PAYSURAs main goal and mission is to establish a globally fair and trusted reward system that empowers end-customers without weakening the merchant with the vision to become the world's leading customer gratification system.

PAYSURA is providing the International PayReward Coin (IPC). The IPC is a coin that rewards end-customers for buying products or services. The focus of IPC is to be available worldwide for a uniform and secure reward system through the blockchain technology. No tracking of end-customers personal data or influence on consumer behavior due to the Ethereum Blockchain. No complicated registrations. No physical cards to be held in the personal wallet. No expiration dates for the use of the IPC. The end-customer has full control over his collected reward in IPC, and will be able to send or transfer these to friends, family members or colleagues throughout the world. End-customers will be able to collect IPC through different channels and options. One will be to embed IPC on different platforms where products such as smartphones, TVs or services such as video-on-demand, insurance or even car sharing packages can be bought. Reward in IPC will be generated through these platforms and automatically sent to the customer. Other options will be the cryptocurrency market in general as well as all partners/merchants that reward customers by IPC. All IPC shall further be usable in a reward pool provided by PAYSURA in order to exchange them for other values.

The concept is simple: The end-customer is looking for a new product, the end-customer will register via App or the PAYSURA website, the end-customer will select his product on merchants' sites participating in the PAYSURA reward system, the end-customer will buy his product and

he will receive IPCs automatically. No complicated configuration, no confusing installments, just a simple registration. The platform of PAYSURA will be easy to manage for everyone and no previous knowledge about cryptocurrencies will be required. The gained IPCs will be stored automatically in an automated generated address after the registration. Neither the end-customer nor the merchant will have to handle any IPC configurations or IPC related tasks as PAYSURA is fully administrating the system. PAYSURA's reward system intends to reward the end-customer without any disadvantaging the merchant.

II. PAYSURA - CUSTOMER BENEFIT

Customer Benefit and Competition: PAYSURA has two types of customers. On the one hand there are the merchants who offer loyalty/ reward/ benefits to their customers. On the other hand there are the (end)-customers of the merchants. PAYSURA views both as customers. Looking at the merchant one can clearly say that contemporary gratification systems are costly liabilities due to accumulating overhead costs, internal infrastructure etc. The systems in use lack in data security due to traditional data storage and single points of failure. End customers face even larger problems. In order to benefit from being loyal end-customers are often members of several different reward/ loyalty programs where registrations are mostly complicated, time intense and very demanding in terms of personal data. Each program means one more plastic card in a customer's wallet. The collected reward is limited to the specific program. Reward points expire and can't be transferred to other persons or exchanged into traditional- or crypto- currencies. Moreover due to manipulative marketing activities as well as data selling and sharing traditional systems lack in trust. PAYSURA is aiming to solve the mentioned problems in order to massively increase the benefit for merchants and their customers. PAYSURA facilitates the gratification system as an administrator. As a result merchants can drastically improve their cost structure and decrease their costs and liabilities. No more accumulating overhead costs, no more costly internal infrastructure as well as an innovative system that stands out on a global level. In addition merchants can rely on Blockchain Technology which implies that scalability, national and international will be given at any time in a timely and easy fashion. Furthermore merchants can gain valuable customer insights without harming the privacy of their customers. For the end customer PAYSURAs reward system means trust as end-customers stay anonymous which also ends customer behavior manipulation via manipulative marketing activities. By introducing the IPC - International PayReward Coin, a cryptocurrency, PAYSURA offers reward in form of a digital asset with an intrinsic value and various ways of usage. IPC can be collected internationally, don't expire and no plastic card as a collecting instrument will be needed. Registration processes will be modern, fast and easy. Hence PAYSURA is able to massively increase Customer Experience. Moreover by applying Blockchain Technology as well as Two-Factor authentication PAYSURA provides high level data security.

The following scenario illustrates a potential threefold transaction of a traveler, Joe, booking a trip. For this illustration, we assume he is using a credit card with which he collects points to pay for his travel. He books his flight and sees an airline that is using the PAYSURA Rewards system, so he opts to collect IPC instead of airline miles for his travel. Next, he searches for the hotel of his choice at his destination. Joe knows that Intercontinental Hotel Group hotels is using the PAYSURA Rewards system enabling him to collect IPC on his purchase again. This translates to a higher value for him because his original bookings are through separate business, which means that he would otherwise collect the loyalty points of the individual companies. His collected IPC will be transferred to his wallet and can be used as a direct monetary value within the PAYSURA Reward Ecosystem. Additionally, since IPC is international, he will be able to continue to collect IPC on his trip by selecting restaurants, stores, and other venues that work with the IPC system. This threefold

reward collection scenario is feasible regardless of the user's country of residence. Moreover the end-customer can also exchange his IPC into other crypto currencies or even FIAT money by using common crypto exchange platforms. Competing products/ services exist and can be grouped in two different categories. One category of traditional/ contemporary customer gratification systems and services such as individual company owned services, i.e. Miles and More (Lufthansa) as well as independent intercompany service providers, i.e. as PAYBACK, DeutschlandCard or shoop.de. On a global scale thousands of category one and hundreds of category two services are offered. Category two groups all services that follow approaches comparable to the one of PAYSURA. This means customer gratification systems that embed cryptocurrencies/ digital assets into a gratification system. To this date there are several different projects worldwide aiming to implement the mentioned whereby the PAYSURA approach is unique and the only project that intends to start on the German market. The following TABLE 1 outlines the difference between conventional reward systems and the PAYSURA approach: TABLE 1 - Comparison conventional vs PAYSURA

	Conventional Reward/Cashback	PAYSURA-IPC
Reward Program	Yes	Yes
Exchange Points for Values	Yes	Yes
Available Worldwide	No	Yes
Uniform	No	Yes
Secure	No	Yes
Physical Card/Bonus Card	Yes	No
Automated & Self-Regulated Reward System	No	Yes
Time Limit/Expiration of Collected Reward	Yes	No

Table 1: Comparison of conventional Reward/Cashback Systems vs. PAYSURA

III. PAYSURA - THE BUSINESS MODEL

The reward system is offered as a service to merchant's worldwide that are willing to reward their customers by IPC, a digital currency. As any other (digital) currency the IPC is used as a medium of exchange for goods and services. PAYSURAs reward system involves several components such as a reward pool in which IPC collectors (end-customers of participating merchants) can exchange their IPC against other values such as products or services. Included in the service is the whole facilitating of the IPC collection through merchant side on- or offline, i.e. deployment and maintenance of necessary interfaces/ APIs etc.). As a service provider PAYSURA intends to offer a customer gratification system in different variation packages to merchants around the globe. PAYSURA administrates, operates and controls the offered program and the system in coordination with the merchant. In order to reach the critical mass of early adopters that are necessary to become a relevant service provider it's not only the PAYSURA system that needs to be simple and easy to adapt. Moreover it's the operating model that has to be simple. Therefore the PAYSURA system will be offered similar to streaming services such as Netflix in a subscription based model. The company's name is PAYSURA. The team has already initiated the protection (international) of the company name as well as its Rewards systems core component the International PayReward Coin (IPC). A comprehensive company website is online and can be accessed under the following domain www.PAYSURA.com. In terms of legal form PAYSURA decided to start as an UG (haftungsbeschaenkt - limited liability) with the clear goal to transform into a limited liability company (GmbH) as soon as possible. The reason to transfer into an

GmbH at a later stage is that the PAYSURA team believes that investing all available funds into the development of the product and its marketing activities is the most expedient approach to accomplish its short and medium term goals. Additional reasons are the nature of an UG such as the liability limitation and the degree of flexibility in terms of holding, selling and exchanging of company shares. As one of world's leading financial market places as well as Germany's FinTech hub Frankfurt was chosen to be PAYSURA's location. PAYSURA's main goal and mission is to establish a globally fair and trusted reward system that empowers customers without weakening the merchant (COMD) with the vision to become the world's leading customer gratification system. Based on that PAYSURA has developed the COMD-Business Model - Customer Oriented not Merchant

Disadvantaging (COMD). The COMD-Model consists of three parties - Merchant, Administrator, (End-)Customer - and one value - the Reward.

- The Reward:

The reward in this Concept will be IPC. The IPC is a digital currency and the key to an international reward system that can be used by every end-customer and merchant worldwide. In the COMD-Model the reward is the key player and the circulating factor. The IPC will be issued by PAYSURA during its crowdsale while a significant portion of the IPC total will be reserved for the reward system. IPC can be collected through a merchant who offers any kind of product or service and works with the PAYSURA reward system. PAYSURA will handle the configuration for every merchant and offer APIs in order to enable the use of the self-regulated reward algorithm developed by PAYSURA. The reward will be send to the end-customer automatically after a successful purchase has been processed . The IPC can then be used in the PAYSURA reward pool to receive values (products/ services) for the collected IPC or exchanged into other crypto currencies via exchange platforms. In theory the IPC as a reward can be integrated wherever "money" is paid for any kind of product, service or good.

- The Customer:

The end-customer is the asset player of the whole concept. The COMD-Model is an end-customer oriented model that focuses on the end-customers' advantages to the highest extent. The end-customer will be the receiver of the reward in terms of IPC for e.g. buying a car, new shoes, or using a paid service. Receiving the IPC will be automated without any further actions by the customer. Additionally PAYSURA intends to design its reward pool in a community oriented way which means that parts of the offered products are strongly influenced by the community.

- The Merchant:

The COMD-Model is a (end)-customer-oriented but not merchant disadvantaging business model. The main question that arises is about the payment of the IPC. Who is paying the IPC that are used as reward? The answer is a non-loss principal using the commission system. A merchant offers a product through some kind of mediator or merchant, e.g. a car. When a car is sold, the vendor earns a commission and the car manufacturer receives the sales price. This is a winning situation for both sides. The COMD-Model introduces a similar system for the merchant using IPC. The difference is that the commission for an offered product will be used partly as reward for the end-customer. As the blockchain technology will allow many costs to be saved (compared to traditional reward systems) it will be possible to return a large portion of IPC to the customer. This will allow a merchant to gain many more customers, growing his organization

without decreasing his income. The value transferred to the customer through the COMD-Model will increase the visibility of a merchant's products or services without disadvantages. And although the end-customer can stay anonymous merchants are able to gain end-customer insights that go beyond the contemporary state of the art helping merchants to constantly increase the understanding of their customer's needs.

- The Administrator:

Within the COMD-Business Model PASYURA is the administrator. PAYSURA provides interfaces for the communication between merchant and end-customer and the transferred value. PAYSURA will implement a self-regulated reward system and offers an API for every merchant to adapt the reward system so that the transfer of the IPC to the customers will be self-automated. Using blockchain technology, PAYSURA will be able to implement the reward in terms of IPC worldwide; small startups or big companies can use IPC on the same basis. The COMD Business model is a future-proof independent business model and can be applied to various other use cases.

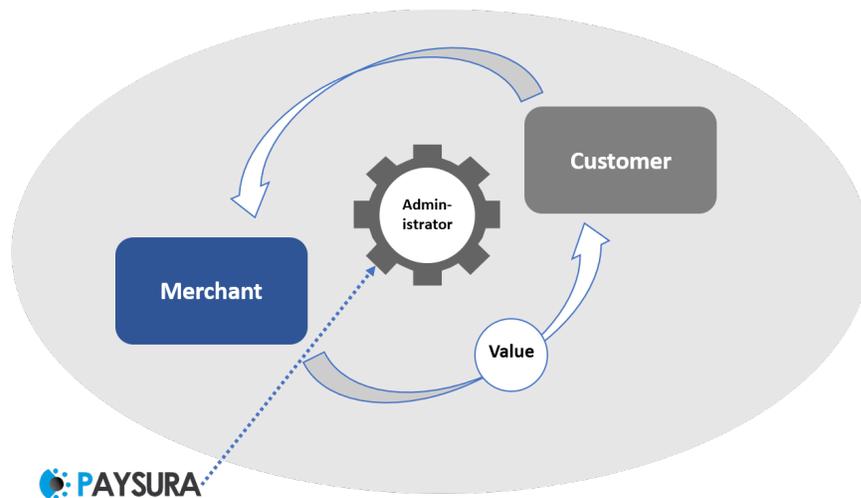


Figure 1: PAYSURA - The COMD-Business Model

IV. PAYSURA - TIERS AND COMPONENTS

To establish an international reward system, a uniform concept with a modular structure is needed to allow it to be extended every time. Additionally, it needs to be available anytime and everywhere. This system will be adaptable for every partner or platform in an easy way. Blockchain technology allows the creation of a reward token which will be available worldwide in a secured system, protected from any possible manipulation. To this end, PAYSURA is starting a crowdsale where the implementation will be tiered in the following way:

- Funding of \$1,000,000 - \$15,000,000:
 - Development of PAYSURAs Digital Reward Ecosystem
 - Developing PAYSURA inside and outside the organisation
 - Expanding team
 - Building sophisticated state of the art IT Infrastructure
 - Development and rollout of iOS, Android and Windows Mobile App
 - Enhance first markets marketing efforts
 - Development of Merchant integration into PAYSURAs Digital Reward Eco System
 - Development and rollout of the PAYSURA reward pool in the first market
 - Development and rollout of the IPC Wallet
 - Products mostly offered by major merchants partnering with PAYSURA
 - Development of a PAYSURA own Blockchain (focusing on the specific needs and requirements of reward/ loyalty/ cashback programs)
- Funding of \$15,000,000 - \$30,000,000:
 - Collect a data set to train an AI algorithm for the self-regulated reward system
 - Extend the self-regulated algorithm with AI functionalities
 - Products of the PAYSURA Reward pool will mostly be community driven and offered by PAYSURA
 - *One touch* registration on the PAYSURA Platform
 - Expand the PAYSURA reward system to the retail industry

The different components in detail:

Reward Pool:

The reward pool will be a web application where collected IPC can be exchanged for other values. This pool will offer partner products, services and selected products (influenced by the community).

IPC:

The International PayReward Coin (IPC) is an ERC20 token, available worldwide, which will be used as reward. Purchasing insurance, using a video-on-demand service or simply buying a new TV will generate IPC for the customer. The collected IPC can be shared, sent or just held by the customer. There is no expiration date for the use of IPC in the reward pool. The integrated wallet on the PAYSURA application allows the easy exchange of IPC for a real product without complicated configurations. For security reasons a two-factor authentication will be implemented. The ERC20 is a standard for smart contracts of an Ethereum-based token. For a detailed look into the IPC as an ERC20 token and its unique security features the PAYSURA development team

created the IPC ERC20 token report that also shows how the IPC is protected against major token attack scenarios such as the multiple withdrawal or the short address attack . address.

PAYSURA Platform:

In PAYSURA's long-run, contribution dependent target is to establish its own platform for offering products or services. This web based platform will use the self-regulated reward system and all products offered by any merchant will automatically offer IPC. PAYSURA will take a commission for offered and sold products and will pay the reward amount in terms of IPC. This platform will guarantee support of the PAYSURA reward system.

Service Concept & Partner Programs (Adapters of the Reward System):

PAYSURA will focus on partnerships (system adapters) like insurances or e-commerce platforms to provide IPC. Many people take out insurance contracts and pay an amount for a service that, in many cases without ever using it. In a legal expense insurance contract, for example, the policy holder pays a monthly fee year after year, often without ever using the service. In such cases, PAYSURA wants to award customers with IPC annually, for new or extended insurance contracts. The same use case can be applied to e-commerce platforms. Customers pay large sums to buy products online, for which the e-commerce platforms receive high commissions. This situation presents many options to bring more value to the customer by using IPC as a reward system for the purchase of products.

Similar to that PAYSURA intends to bring the IPC into different services such as the video-on-demand or car sharing market. The concept is to reward the user with IPC for watching movies or driving a car and paying money for it. For using and paying for those services, the customer gains IPC.

The International PayReward Coin (IPC) can be implemented in every use case where money is exchanged for a product or service. Purchasing petrol or even paying for school books. In all these cases, a reward for the customer can be implemented by using the IPC. PAYSURA wants to envelop the market with IPC to generate more benefits for end-customers. In terms of market entry PAYSURA intends to start online. At first PAYSURA's main focus is on the (German) e-commerce market as its key characteristics allow a fast and easy scalability of PAYSURAs system as a service. Besides e-commerce PAYSURA aims to target stationary trade by expanding from the German- to European- and Global-markets.

V. PAYSURA - THE "WALK INTO A SHOP" EXAMPLE

Imagine Sarah is interested in buying a new sound system for her apartment. She is unsure what brand and model she should choose and to which electronic shop in her city she should go to. But she knows that the PAYSURA app will show her the electronic shops in her area that reward shoppers and even shop visitors with IPC. After checking the PAYSURA app Sarah visits the first shop that rewards her visit with IPC. As she couldn't find the right sound system Sarah visits another shop and finally finds the right one. Lucky for her she gets rewarded again this time not only for entering the shop but also for buying her sound system. After visiting each of the shops Sarah received her reward in form of IPC right away. Through the App she is immediately able to check her updated IPC balance.

VI. PAYSURA - THE CAR SHARING EXAMPLE

Imagine Alex is 29 years old and lives in Berlin, Germany, working as an IT consultant. His job requires a lot of travel, and he is currently working in London, UK four times a week. In the first days, Alex uses a car sharing service to get an overview of the city. He notices that one car sharing company offers IPC as reward for using their service. Alex rents one car for two hours, and after his short trip through London he finishes his rental period and returns home. Some moments later, Alex gets a notification that he has received IPC for using the service. Alex is happy and decides to use the service much more to continue earning IPC. After a while Alex has collected a given amount of IPC and visits the reward pool. He is looking for a massage seat to use on his trips with the car sharing service. Alex exchanges his IPC and is now the owner of a new massage seat, making his drives much more comfortable.

VII. PAYSURA - THE IPC EXAMPLE

After four years of use, Alex's old smartphone is no longer usable and he needs a new one. Alex notices that he has collected a lot of IPC, so he decides to visit the PAYSURA reward pool to look for a suitable smartphone that meets his demands. Alex can filter for smartphones and see all those available for his current amount of IPC. After selecting a smartphone Alex can simply click on exchange and confirm the exchange. Alex IPC will be transferred automatically to PAYSURA and the smartphone will be sent to Alex. The IPC Alex has sent to PAYSURA can now be used for other products as reward and Alex has purchased a brand new smartphone.

VIII. PAYSURA - THE MARKET

PAYSURA will be acting in the broad space of customer rewards programs. The primary goal is to provide a universal, globally available rewards program that can be used anytime a monetary transaction is made. The German market for customer rewards shows a decent amount of activity. According to the Statistisches Bundesamt, 11% of online shoppers collect cashback when shopping online, while 55% of shoppers participate in the customer loyalty programs of the websites they shop from. Loyalty programs, on the other hand, are very widely used in Germany. According to a survey by Statistisches Bundesamt, 55% of customers take advantage of loyalty programs when shopping on the internet. In the United States, the typical household is enrolled in a total of 29 loyalty programs, even though they do not actively use many of them. Shockingly, approximately 50% of the rewards collected by customers are never redeemed. This can be due to a number of reasons, one of them being that 61% of customers desire financial rewards over loyalty incentives as compensation. PAYSURA is introducing the IPC as a solution to this issue. Thanks to its infrastructure, PAYSURA's IPC can take over the function of both a rewards program and cashback programs. The IPC will act as a customer reward and provide (financial) value to the customer. It benefits the merchant by reducing financial liability as well as providing anonymous insights into customer behavior. Lastly, it is also feasible for PAYSURA to act as a cashback program.

In the market of purchase rewards, three segments can be clearly identified: cashback, credit card points, and loyalty programs. This market analysis will focus on cashback and loyalty programs, as credit card points are a factor that can exist parallel to rewards programs. Section 4.3 provides a more detailed analysis of the existing cashback and loyalty markets. The following section provides an overview of PAYSURA's largest competitors.

i. Traditional Loyalty Programs

The largest players in traditional customer loyalty programs are typically in retail and in the travel sector. Many retail stores have their own loyalty programs, while some also take part in larger, comprehensive rewards programs such as Payback (Germany) or Rewards.com (USA). Additionally, airlines and hotels have their own loyalty programs. Many of them are involved in alliances (such as Delta, KLM and Air France in SkyTeam) which allow them to act globally. Traditional retail rewards programs, on the other hand, are very often limited to the country in which they are based. Additionally, as stated before, they are often unique to a specific merchant or provider and only in the specific cases of travel loyalty programs are they available globally.

ii. Cashback Programs

Cashback providers are another important player in the field of customer rewards. Cashback programs are provided independently of a single merchant and allow customers to collect cash rewards for purchases made at any participating stores. This section will focus on two important players: MrRebates.com, an international cashback service, and the German cashback provider Shoop.de. MrRebates.com is based in the US, but allows users to collect cashback from anywhere in the world provided they have a PayPal account. Customers collect payback by accessing the desired website through the MrRebates portal. After a transaction is made, the cashback is credited to the customer's account. MrRebates allows for the simultaneous collection of cashback and customer loyalty rewards, so a hotel booking (for example) would provide the customer with both cashback and hotel points according to his loyalty program. MrRebates offers payment by PayPal or by check (for US residents only). Shoop.de is a similar concept to MrRebates. It is only available to customers in Germany and Austria, but is a significant player in this market. Unlike MrRebates, it does not allow the collection of cashback and customer loyalty points - the customer has to choose between the two types of rewards. Shoop.de offers payment by direct deposit (German and Austrian accounts only). After one payment by direct deposit, Shoop customers can choose to have their payments made to a PayPal account, Topbonus airline miles, vouchers for certain stores, or in Bitcoin. While cashback programs do provide a very straightforward reward to the customer that is easily transferred into a real value, they also bring several disadvantages with them. Firstly, it takes a long time for customers to be able to access their reward - both of the programs detailed above require the cashback to be registered in the customer's account for approximately three months before any payment can be made. In the case of MrRebates, payment can only be made at the beginning of a given month and must be requested before the end of the previous month. Payment with Shoop is slightly easier, but still requires a minimum cashback balance between 1 and 25 euros depending on the type of payment that is being requested.

iii. Cryptocurrency Loyalty Programs

As the cryptocurrency world becomes more popular, its real-world applications become more widespread. Some companies such as Burger King Russia have already established their own cryptocurrency rewards systems. However, this system is exclusive to Burger King Russia, and therefore still has many of the limitations of traditional rewards programs. While most companies still trust in and use traditional rewards programs, there are some who have started their own. Some businesses, such as have established their own loyalty programs where customers can collect Blockchain based tokens.

Rewardstoken.io - To this date Rewardstoken.io is the most dominant competitor. It was founded by the American customer loyalty giant rewards.com. Therefore, it has the strong advantage

of preexisting relationships with approximately 500 brands, including eBay, Kohl's, Lowe's, and others. This subsection details the specifics laid out in the Rewardstoken.io Whitepaper and on their website. Rewards token has a strong advantage in the market, as it comes from an already established rewards company with over 500 partners, the majority of these being US-based. However, their roadmap outlines their plans to expand internationally. Rewardstoken.io is still currently in the private sale phase of their ICO. The public sale will commence in the first quarter of 2018. The planned structure of Rewardstoken.io is fundamentally different than that of PAYSURA. Customer's rewards are kept in an offline ledger and any requested transfers or redemptions are put through the blockchain at regular intervals. This takes some of the control out of the customer's hands, as he is still "at the mercy" of Rewards.com and is therefore unable to completely manage his own assets. Rewardstoken.io is by and large the most important potential competitor for PAYSURA. Other potential competitors in the cryptocurrency space are listed below:

Loyalcoin

- Participating in national and international trade shows

TokenLoyalty

- ICO was recently completed and NOT successful, all collected Waves are being refunded Alloy
- Website not functional
- ICO already in 2016, little to no visible activity since

LoyaltyChain

- Businesses create their own loyalty programs on the blockchain leaving the main reward/loyalty program as before

Elements

- Approach is comparable to PAYSURA but missing implementation
- Whitepaper lacks detail

Loyal

- Strong Partners such as Deloitte but little activity

TokenAP

- Whitepaper is not accessible
- ICO postponed due to regulations

TRP Token

- Travel rewards token
- ICO in November, little activity since

IncentLoyalty

- Offers merchants a library with which they can integrate their own loyalty programs
- Launched on Crypto markets but little visible activity

The way in which PAYSURA differs most from its competitors is in the flexibility that IPC offers. IPC has the capacity to be used as a customer reward, replacing traditional rewards programs. It can give both customers and merchants what they are asking for - but removing financial liability from merchants and simultaneously allowing customers to consolidate their loyalty programs and receive financial rewards for all purchases made. Many competitors that

exist in the cryptocurrency space provide very little detail about how they intend to implement their programs, and some of them may in fact be scams. PAYSURA's unique concept elevates the IPC token from its competitors in the cryptocurrency rewards space as well. The largest competitor is indubitably Rewardstoken.io. With Rewards.com as their parent company, Rewardstoken.io stands to profit greatly from given synergetic effects due to the pre-established partnerships with companies. However, PAYSURA differs significantly in the implementation of the reward, which in the end provides a much higher value for both merchants and customers. The structure of Rewardstoken.io allows participants to hold their tokens in an app, but these are actually stored in central wallets held by Rewardstoken.io. Instead of processing transactions directly, they are collected and processed only a small number of times per day. PAYSURA provides much more flexibility to merchants and customers by allowing them to control their transactions directly. Additionally, Rewardstoken.io is mainly directed at retail merchants. PAYSURA's infrastructure will allow IPC to be used in transactions that go beyond a pure retail setting, such as the purchase of insurance. PAYSURA's reward system shall be available to all potential merchants who are interested in using it. Compared to traditional loyalty programs as well as potential competitors in the cryptocurrency space, PAYSURA provides a higher value for both the merchant and the end-customer. By providing customer loyalty rewards in the form of an ERC20 token, the merchant is able to offer a higher value to his customer while simultaneously reducing his own liability. The use of IPC is not only limited to traditional customer rewards programs (such as retail). IPC can be implemented in any business form in which monetary transactions are made, from retail to insurance, even to purchasing a car. With PAYSURA's COMD concept, any merchants or service providers will be able to use IPC to generate rewards for their customers, helping to strengthen customer loyalty and potentially introduce it into markets in which it has not previously existed.

IX. PAYSURA - CROWDSALE

To establish an international reward system, a uniform concept with a modular structure is needed to allow it to be extended every time. Additionally, it needs to be available anytime and everywhere. This system will be adaptable for every partner or platform in an easy way. Using blockchain technology a system can be built to create a reward token which will be available worldwide in a secured system, protected from any possible manipulation of the owned IPC or its transfer. The development of the PAYSURA platform and the reward pool needs a well-planned infrastructure which requires a large budget. Funding will be raised with a crowdsale where the community will receive IPC, which can then be exchanged for goods and services in the reward pool. PAYSURA will limit the capacity of IPC at 440 000 000 tokens where 60 % (264 000 000) will be offered during the crowdsale, and 25 % (110 000 000) will be reserved for the community as reward in the platform. This means 85 % of IPC will be reserved and solely handed out to the community. The last 15 % (66 000 000) are reserved for advisors and partners (5 %), and the development and future progress of PAYSURA (10%). PAYSURA wants to deliver a value to the community. In order to do this, 30% of the funded amount will be reserved for products that will be available to the community in the reward pool. 70 % of the funded amount will be used for the development of PAYSURA (see Figure 2) according to the tiers described above. Unsold IPC will be used for reward and therefore be offered to the community. The crowdsale will run for 30 days with the following distribution program:



Figure 2: PAYSURA - Crowdsale Distribution of IPC

X. PAYSURA - THE ARCHITECTURE

PAYSURA applies the Ethereum Blockchain to its gratification system. In the area of financial technology the ethereum blockchain as a decentralized system offers the creation, administration and execution of smart contracts and as an open source network is ideal for setting up tokens. Nevertheless in the medium- to long-term PAYSURA intends to develop an own blockchain that is focused specifically on the needs of a reward/ loyalty system. Through this the transaction speed can be much faster and transaction costs lowered compared to other blockchains that are only adapted to reward systems without focusing on them. Moreover every merchant shall be enabled to develop an individual bonus system (still with IPC) on top of the blockchain hence it will be possible to keep one uniform reward system but with individual program offers by every merchant. A look at the PAYSURA development and the application architecture (see Figure 3) shows the state-of-the-art PAYSURA technology.

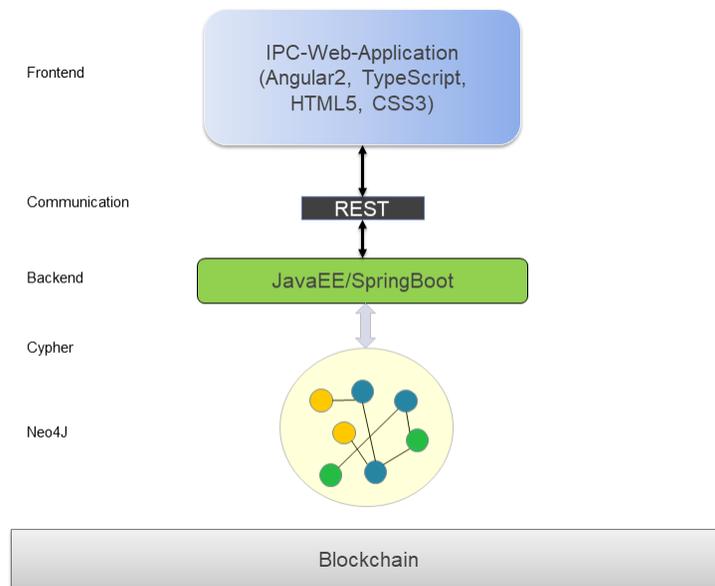


Figure 3: *The PAYSURA Software Architecture*

The applications of PAYSURA will be implemented with Angular2 using TypeScript and HTML5/CSS3 for a responsive and creative design for a great usability. Angular2 is a modern and very fast framework for web development. Through the lazy loading paradigm, unnecessary modules will only be loaded if they are needed. So even with a poor internet connection the PAYSURA applications will still be fast. Angular2 allows a module oriented development and that makes it very scalable. It approaches the performance of applications based on PHP because of the reusable modules developed with typescript and the use of the functionalities of the newest JavaScript version ECMAScript 6.

Due to the fact that IPC will be a digital value and lots of transactions between different users and platforms will take place, a blockchain is the most secure and state-of-the-art technology. There will be multiple writers to modify the database hence not just one transaction can modify the database; one transaction alone will not be able to modify it. To avoid any manipulation of the amount or transfer of the IPC it is necessary to have non-trusting writers on the database. This means that a foreign user can not modify a previously occupied database entry. The confirmation

processes will make it possible to create a secure payment system and transaction tracking of the IPC so that no IPC holders face manipulated or false database entries.

The graph database Neo4J will be used to store all product information, allowing a fast and comfortable search for the user. Through simple queries and graph processing algorithms, an optimized search and filter can be processed without any long waiting times or other timing issues. Figure 4 shows a detailed view of the PAYSURA communication architecture.

This is just a very small look at the development of PAYSURA to get a general understanding that PAYSURA will work only with modern, fast and secure tools.

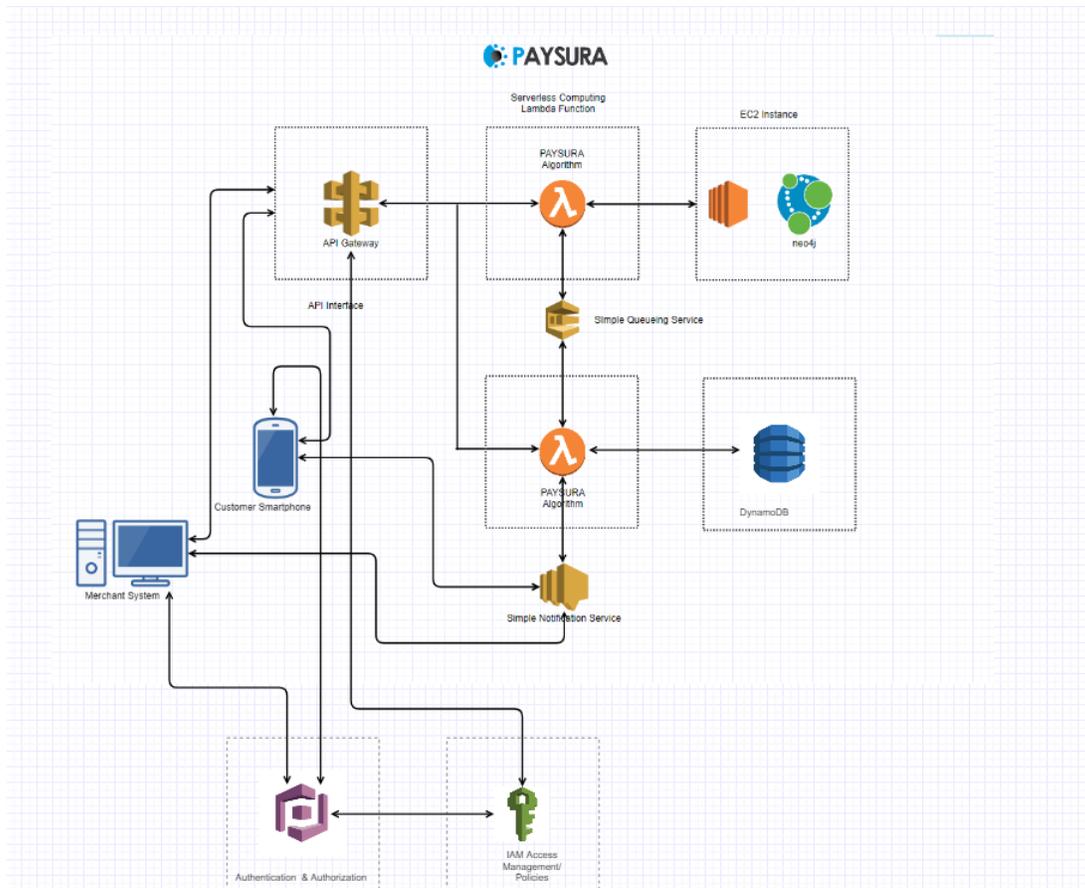


Figure 4: The PAYSURA Communication Architecture

XI. PAYSURA - THE TEAM

The interdisciplinary PAYSURA team (see Fig. 5) is based in Germany consisting of Computer Scientists, Business Administrators, IT Consultants and a Finance and Sales Specialist. All members of the PAYSURA team are passionate about the Blockchain Technology and its use cases. Umair Zaffar as the CEO and founder of PAYSURA holds a Bachelor and Master of Science degree in IT science from the Technical University Berlin. By working as an IT consultant and developer within various industries since several years he has extensive Business and IT know how. Combined with his experience as an entrepreneur Umair has the right skill set to fulfill his role as the CEO of PAYSURA. Konstantin Briest focuses on Strategy and Operations within PAYSURA. He holds a B.Sc. in Business Administration and a M.A. in International Business from the Cologne University of Applied Sciences. By working as an IT consultant for a Big4 firm within the financial service industry he gained important business, project and IT know how that helps him to translate technology advantages into valuable business use cases. Sarfaraz Khan is a certified account manager currently pursuing a bachelor's degree in business administration at the Open University of Hagen. With several years of experience in sales of IT products and particular software he has the necessary Business and IT know how to develop a powerful sales division for PAYSURA. Murat Sevgili is a certified engineer. Within PAYSURA he will mainly cover innovation related topics. Murat's technical know-how and his interest of solving problems by applying blockchain technology led him to PAYSURA and makes him a perfect fit for the team. Shehsad Zafar, certified office communication assistant and entrepreneur. Within PAYSURA Shehsad's focus will be on marketing mainly driven by his expertise and passion for social media and innovative marketing approaches. Baris Atas holds a Bachelor of Science in business information systems from the Frankfurt a. M. University of Applied Sciences. As an IT-Consultant and Software Engineer within the financial service industry Baris holds extensive expertise in developing and implementing software that he brings together with his Blockchain Technology know how into the project. PAYSURAs core team is completed by Usama Zaffar. Usama Zaffar has a B.Sc. degree from the Christian-Albrechts-University in Kiel (CAU). He is a Software Developer with a focus on IT-Security and a Blockchain Technology expert. His IT background makes Usama a perfect fit for PAYSURA and his ability to fulfill his role as head of development in a great manner. Besides PAYSURAs core team several other advisers are contributing to the PAYSURA project including law-, economics-, startup- and IT- experts.

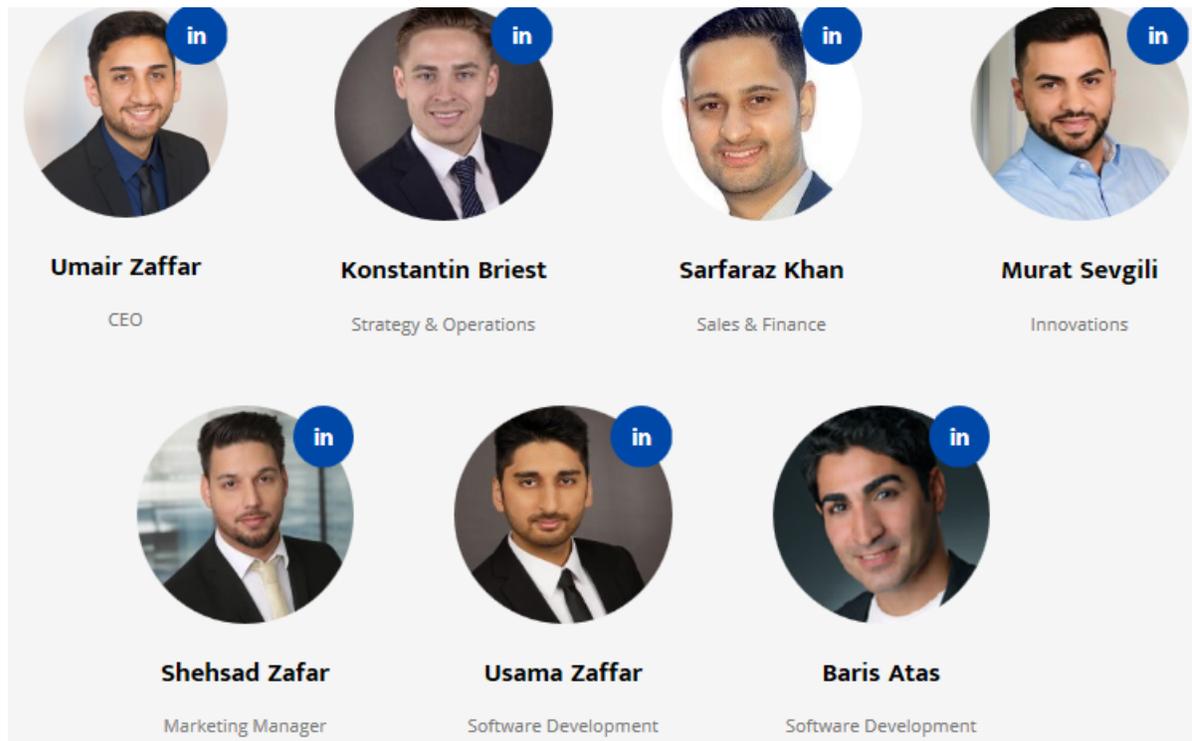


Figure 5: *The PAYSURA Core-Team*

XII. PAYSURA - THE ROADMAP

The following roadmap of PAYSURA shows the first steps necessary to achieve the company's goals and will be updated after the Crowdsale:

1. Development of PAYSURA, Prototyping and Concept of PAYSURA
2. Publishing of Whitepaper V1
3. Finding partners and advisors
4. Technical IPC Report & MVP of Reward Pool
5. Crowdsale and bringing IPC to the Community
6. Exchange listing
7. IPC Wallet
8. Rollout comprehensive Reward Pool concept
9. Establishing Reward System for Early Adapters/ Partners (via test Environment)
10. Deployment of the reward pool v.1
11. Concept of a PAYSURA own (Reward System focused) Blockchain
12. Publishing New Roadmap (next steps)

XIII. PAYSURA - FREQUENTLY ASKED QUESTIONS

- What does PAYSURA do in one sentence?

PAYSURA is providing the International PayReward Coin (IPC) as a worldwide, uniform reward system that applies the advantages of the blockchain technology to revolutionize the reward systems landscape.

- Is PAYSURA a scam?

We are a team consisting of highly motivated university graduates and qualified experts working with private investments dedicated to achieve PAYSURA's mission. All investments taken before the crowdsale are private funds of all PAYSURA team members. The team believes in PAYSURA, by investing large amounts of money and time into the project.

- Why blockchain?

The blockchain is the most secure database for financial assets and perfectly fits the demands of an international reward system. The IPC will be involved in many transactions all over the world. The blockchain as a decentralized data ledger guarantees a non-manipulative system that secures every transaction that is made. Thanks to the blockchain, customers will be able to transfer their IPC to anybody (friends, families or colleagues etc.) in an easy and fast way.

- Why is the PAYSURA reward system the better option for customers compared to ordinary reward or loyalty concepts and systems?

Traditional reward programs constitute expensive liabilities for merchants without representing a real value for the customer. IPC transfers real value to customers, allowing them to use their rewards to purchase new products or services. Due to the fact that the IPC is a token based on the Ethereum blockchain, PAYSURA is able to apply the full range of advantages of blockchain technology, creating a cryptocurrency and embedding it into an innovative reward concept.

- Are there any additional costs for the merchant? What advantages do merchants have from using IPC?

Rather than additional costs, there are less costs for the merchant. Lower costs are primarily possible due to the blockchain and low transaction costs, no accounting overhead costs and automatically regulated reward due to the IPC algorithm. Besides lower costs, IPC and its value as a cryptocurrency goes beyond a reward program, meaning less liability for the merchant.

- What is its advantage for the end-customer to use reward in terms of IPC instead of traditional reward programs?

- IPC as a Digital Asset
- Secure and global due to blockchain technology
- No expiration date
- International usability
- No physical card
- Flexibility as IPC is transferable to anybody (family, friends, charity)
- Data security (no data vending)

- What will happen to unsold tokens during the crowdsale?

All unsold tokens will be reserved for the community in the reward pool.