



EPLUS COIN

TO BE THE WORLD'S FIRST
ENTERTAINMENT-BASED DIGITAL CURRENCY

WHITE PAPER 3.0
2018

CONTENT

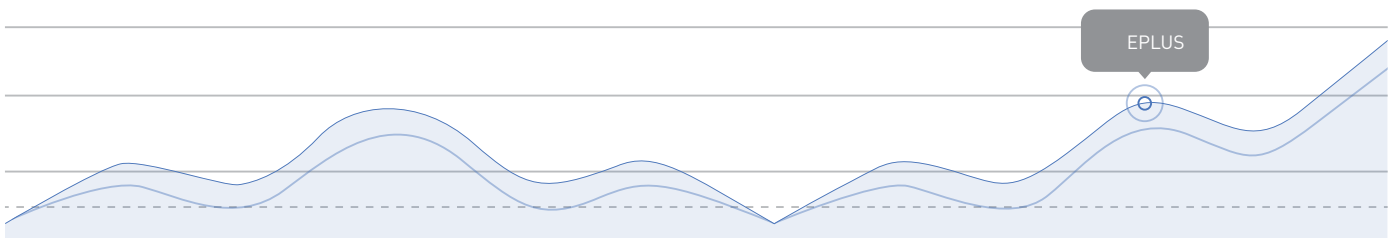
CHAPTER

01	INTRODUCTION - EPLUS COIN PARTNERS ECOSYSTEM - HISTORY	01
02	EPLUS COIN'S VALUE	03
03	OVERVIEW OF EPLUS COIN - INDIVIDUALS - BUSINESSES	04
04	RATIONALE	07
05	FORECAST	08
06	THE INITIAL TOKEN SALE	09
07	DISTRIBUTION AND ALLOCATION SCHEME - THE USE OF FUNDS RAISED	10
08	EPLUS COIN TECH STACK	12
09	TECHNOLOGY ROADMAP	13
10	TEAM	15

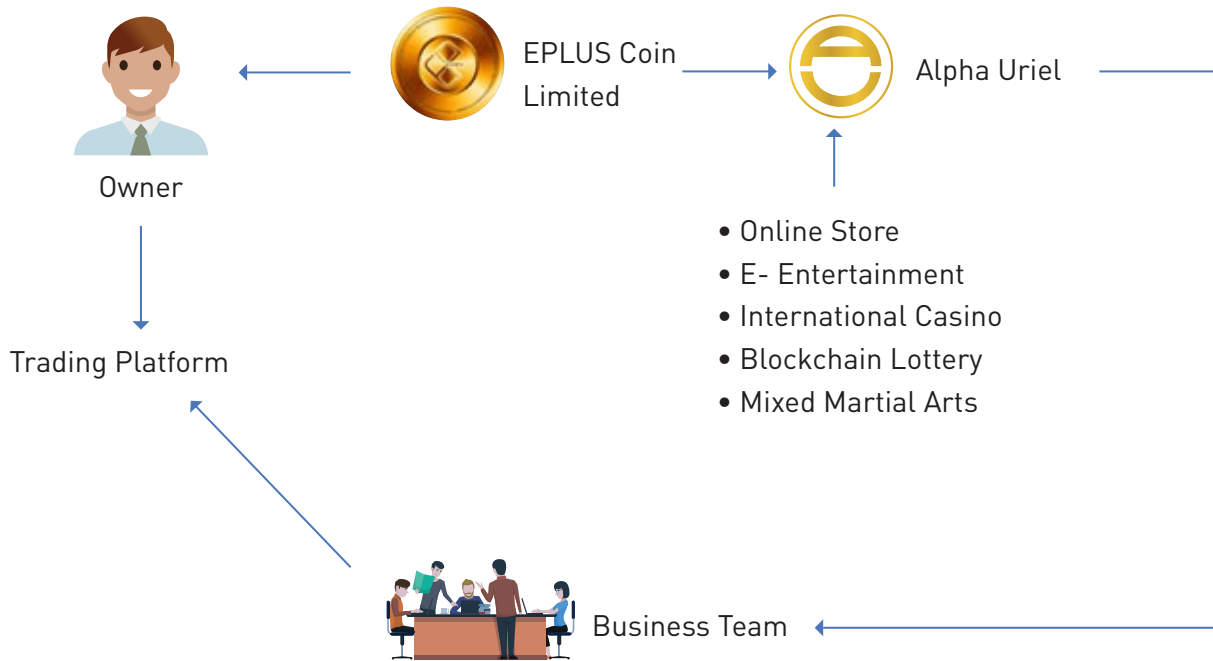
INTRODUCTION

EPLUS Coin is a worldwide entertainment based cryptocurrency. It is a digital payment system called decentralized digital currency because it works without a central repository or a single administrator. EPLUS Coin was created by EPLUS Coin Technologies Ltd. in 2017, which is comprised of experienced programmers and was released as an open-source software in 2017. The system and its transactions are on a peer-to-peer basis.

Besides its creation as a reward for mining, EPLUS Coin can be exchanged to other digital currencies, in-game items and other entertainment services in legal markets.



EPLUS COIN PARTNERS ECOSYSTEM



HISTORY

ALPHA URIEL was founded in 2008. It is an entertainment industry company headquartered in Venezuela that focuses on investing in cryptocurrencies and creating innovative entertainment platforms as well as entertainment consumption behaviors. Alpha Uriel is committed to expand our investments in the entertainment industry with focus in the following fields: Entertainment Finance, Entertainment Real Estate, and Entertainment Technology, in order to increase our market presence and cement our role as a market leader.

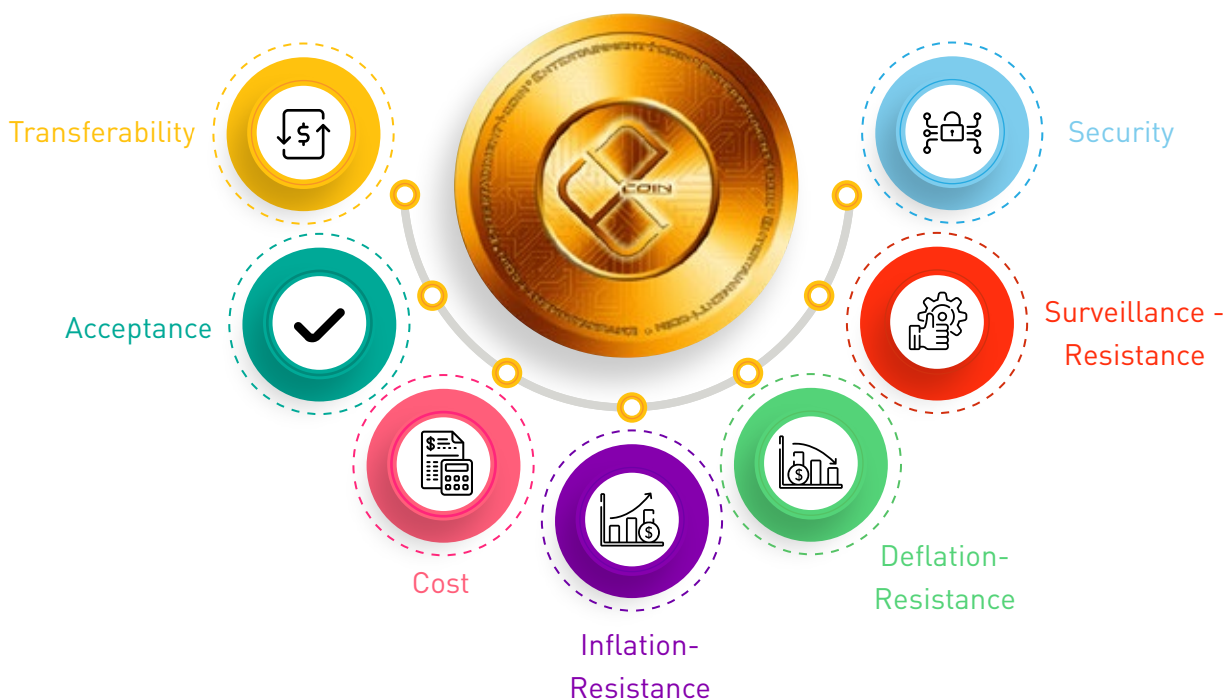
From 2017, Alpha Uriel's entertainment business begin to internationalize and also established a very good relationship with entertainment companies in various countries. After analyzed by senior management and expert team , they decided to acquire EPLUS Coin Ltd. This can consolidate our position as market leaders. At the same time, we can also build Alpha Uriel's entertainment ecosystem through EPLUS Coin Ltd. EPLUS Coin Ltd was founded in September 2017 in London, England. The company was formed by a group of very prominent London cryptographers.

EPLUS COIN'S VALUE

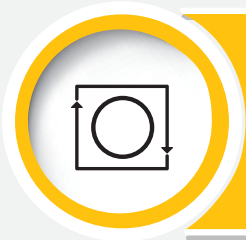
With EPLUS Coin, enjoy a spike in price against government currencies. There are a lot of talks about this on the Internet. If you are not familiar with it yet, here is a good EPLUS Coin introduction. You need to read a lot more before acquiring EPLUS Coins as it may fail. If you like EPLUS Coin and would want to buy some, don't go all goofy. Research. As if you need to be constantly reminded; be careful with your money.

Much of the comments declare EPLUS Coin as a bubble for no reason. Yes, it might be a bubble but nobody actually knows yet. A way of guessing to compare EPLUS Coin's qualities as both a currency and a payment network to other alternatives. Like any other services or goods, there are various dimensions to value storage and transfer.

You may not have captured them all because they certainly do not predict the correct price against dollars or other currencies but it will depend on the ultimate viscosity of EPLUS Coin. EPLUS Coin certainly has a value of its kind: it may discipline fiat currencies and states that control them.



INDIVIDUALS



INTELLIGENT

EPLUS Coin is completely internet-based; it has no entities and it provides a variety of interfaces. Whether it is a transactional transfer, E-commerce, or just a cup of coffee in a café, EPLUS Coin can meet most of your needs.



IN CONTROL

EPLUS Coin is a completely distributed; open sourced virtual currency with no management center. EPLUS Coin is self-controlled; its developers cannot freely increase or decrease the quantity of EPLUS Coin and cannot be arbitrarily created nor confiscated by anyone.



OPEN & TRANSPARENT

The developers of EPLUS Coin made the greatest effort to guarantee that the system is open and transparent. EPLUS Coin source codes are also available to the public for checking and to ensure that there would be no possibility of fraud.



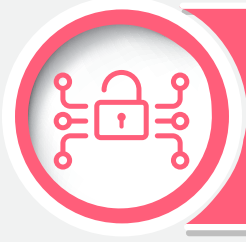
FAST INTERNATIONAL PAYMENTS

Sending EPLUS Coins across borders is as easy as sending them across the street. There are no banks that would make you wait three business days, no extra fees for international transfers and no sending amount limit.



CHOOSE YOUR OWN FEES

Receiving EPLUS Coins are free. Having multiple wallets lets you control fees when spending. Most wallets have default fees but higher fees can make transaction confirmations faster.



SECURITY

EPLUS Coin is an encrypted currency, which requires a private key to be accessed and can be isolated or stored in any storage medium. Only the user can access it.

BUSINESSES

CHOOSE YOUR OWN FEES

Receiving EPLUS Coins are free. Having multiple wallets lets you control fees when spending. Most wallets have default fees but higher fees can make transaction confirmations faster. The amount being transferred is unrelated to the fees; therefore, making it possible to send 100,000 or 1 EPLUS Coins for the same fee.



PROTECTION AGAINST FRAUD

Businesses that accept credit cards or Pay-pal as modes of payment are aware of the problem about reversing payments later. Chargeback fraud result in limited market reach and increased prices, which in turn, penalizes customers. EPLUS Coin payments are irreversible and secured. The cost of fraud is no longer pushed onto the shoulders of the merchants.

FAST INTERNATIONAL PAYMENTS

Receiving EPLUS Coins are free. Having multiple wallets lets you control fees when spending. Most wallets have default fees but higher fees can make transaction confirmations faster. The amount being transferred is unrelated to the fees; therefore, making it possible to send 100,000 or 1 EPLUS Coins for the same fee.



NO TEDIOUS STEPS

Accepting credit cards online typically requires extensive security checks in order to comply with the PCI standard. EPLUS Coin still requires you to secure your wallet and your payment requests.

GAIN POPULARITY

Receiving EPLUS Coins are free. Having multiple wallets lets you control fees when spending. Most wallets have default fees but higher fees can make transaction confirmations faster. The amount being transferred is unrelated to the fees; therefore, making it possible to send 100,000 or 1 EPLUS Coins for the same fee.



BUSINESSES

MULTI-SIGNATURE

EPLUS Coin uses a multi-signature feature which allows EPLUS Coins to be spent only if a subset of a group authorizes a transaction. This feature can be used by board of directors to prevent any member from incurring expenses without enough consent from other members. This will also help track which members allowed a specific transaction or payment made.



ORGANIZATION

EPLUS Coin and many other non-profit organizations are committed to protecting and promoting the use of EPLUS Coin. You can help them by joining their organizations or by participating in their projects, discussions or events.



PROFESSIONAL SERVICES

A professional customer service team provides 24/7 VIP services.



RATIONALE



Entertainment

The entertainment industry has always been the most exiting industry. According to surveys; over the past two decades, the global entertainment industry has been on an upward growth trend. Its market size has doubled compared in 2001. EPLUS Coin has successfully merged both the online and offline components of the entertainment industry especially Mixed Martial Art.



Blockchain Lottery

The lottery website is an independent website which the parameters are generated based on the blockchain. On the lottery website, the player can use the appropriate proportion of EPLUS value to redeem lottery bets. The blockchain algorithm is generated number randomly which based on Ethereum smart contracts. The player can query the blockchain website for the parameters generated by the lottery website. Therefore, the extremely high transparency provides sufficient autonomy so that player can query around the clock.



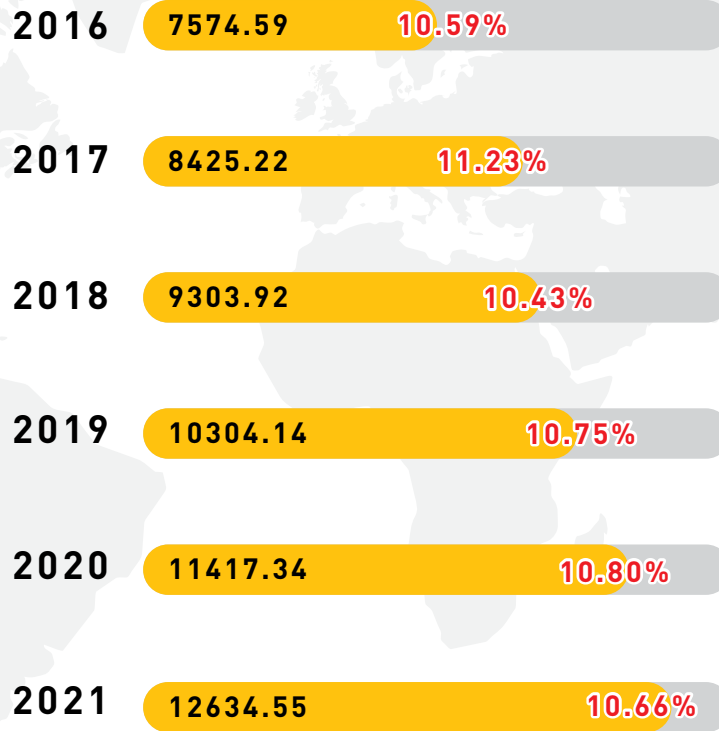
Payment

Digital currency will soon replace the cash method of payment and will become the most popular payment method in the future. EPLUS Coin is the first digital currency in the Games & Entertainment industry.

FORECAST

Global Entertainment Services Industry Development Trend Analysis

According to the supply and demand of global leisure and entertainment services industry from 2011-2016 September, to forecast the supply and demand of global leisure and entertainment services in the period of 2016-2021. The forecast is as follows:



YEAR
 GROWTH RATE (%)
 DEMAND (BILLION)

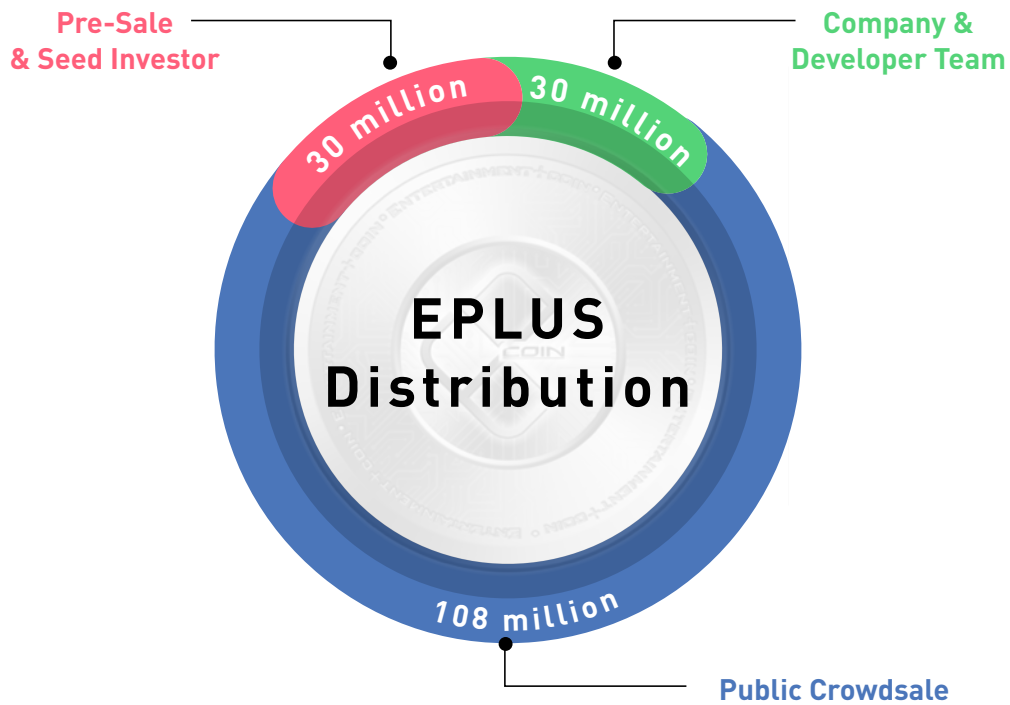
THE INITIAL TOKEN SALE

EPLUS Coin Ltd is up and running fast for more than 2 years, has a successful product live with a strong track record of the latest artificial intelligence (AI) technology and state-of-the-art UX, a massively growing and highly engaged user base, and relevant revenue streams. Now integrating cryptocurrencies is a logical and very important leap forward to consistently expand the EPLUS Coin Ltd ecosystem. Further extending our AI technology, integrating B2B partners, growing our talent pool with the right developers, UX designers, marketing professionals, setting up the legal framework, and, of course, driving significant user growth through targeted performance marketing requires substantial additional investments.

Issuing EPLUS also allows EPLUS Coin Ltd to be backed by participants from all over the world, who will have access to EPLUS right after its creation and can help to spread the word of EPLUS Coin Ltd's new crypto services to facilitate user growth and create additional value for the EPLUS token. After the ITS, EPLUS Coin Ltd will aim to list EPLUS as soon as possible on relevant token exchanges. We will communicate the exact starting dates of the EPLUS trading once we have received final confirmation from the token exchanges. Participants can be part of this immense opportunity to allow everyone world-wide to have their micro-savings automatically converted in cryptocurrencies and profit from the massive future potential of cryptos.

METRIC	PARAMETER
Token Price	1 USD
Token Maximum Supply	168 Million
Token Circulating Supply	160 Million
Token For Sale	60 Million
Transactions Validation	PoW + PoS
Main Features	P2P technology and smart contract

DISTRIBUTION AND ALLOCATION SCHEME



■ Total Supply: 168 Million

■ Pre-Sale & Seed Investor: 30 Million

■ Company & Developer Team: 30 Million

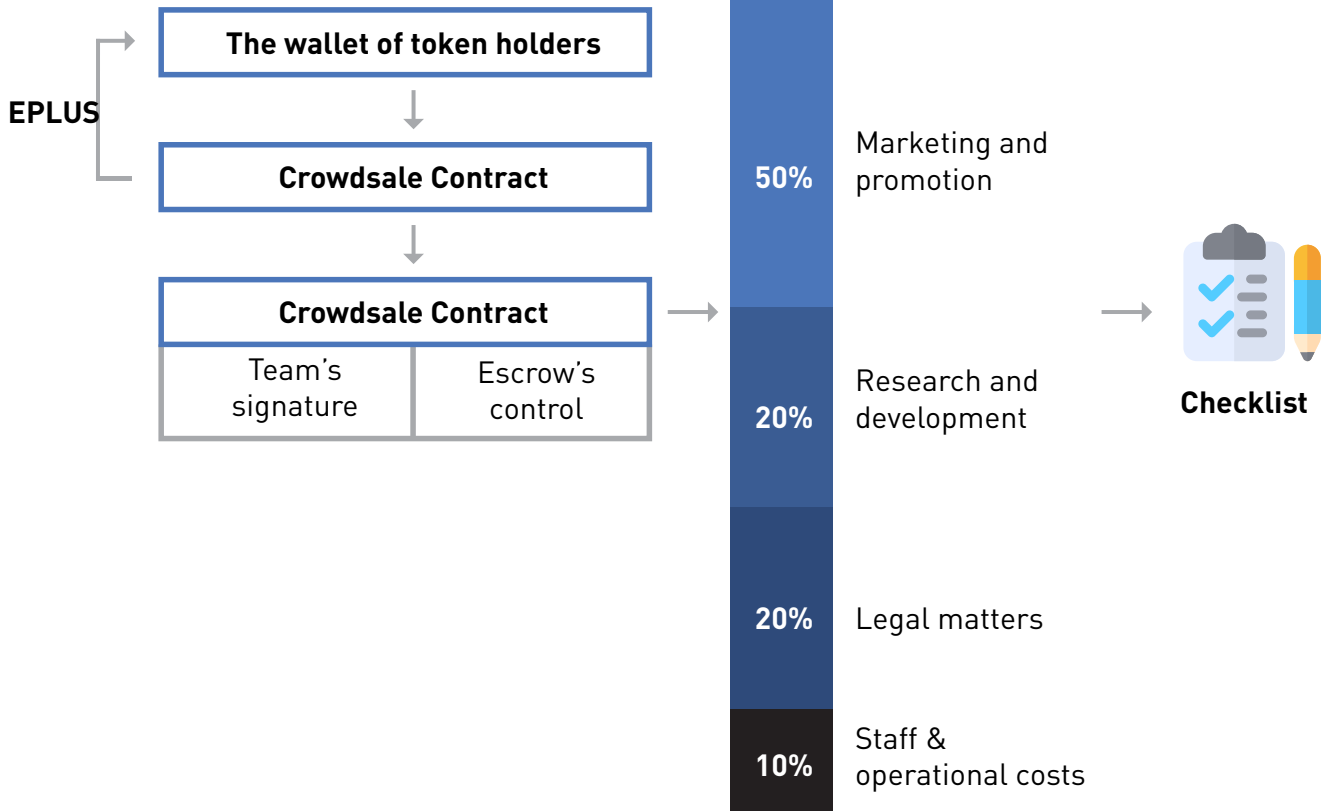
■ Public Crowdsale: 108 Million

THE USE OF FUNDS RAISED

Use of funds is done approximately as follows:

- 50% will be used for marketing and promotion of innovative products
- 20% for the legal status, experts in different legislations, and introduction in legal practice.
- 20% for Research & Development.
- 10% will be used for staff and operational costs.

Allocation of the Funds



EPLUS COIN TECH STACK



- ← **Transactions - Recreation**
- ← **Processing - Encrypted**
- ← **Balances - E-commerce**
- ← **Partnership - Win-Win Economic Model**

TECHNOLOGY ROADMAP

2017 Q1 EPLUS Coin Founded

Learning and profiling of users, merchants and their respective challenges and needs for cryptocurrency use. Focal areas:

- Regulatory Environments
- Compliance
- Industry Insiders
- Regional Analysis
- Consumer Insight
- Merchant Insight

2017 Q4 Initial Coin Offering

EPLUS Coin (EPLUS) on ERC 20 network.

Features:

- PoW + PoS
- P2P Technology
- Smart Contract
- Remittance
- Trading
- Basic EPLUS Wallet with Buy Feature

2017 Q3 EPLUS Coin Allocation

- Total Supply: 168 Million
- Company & Developer Team: 30 Million
- Pre-Sale & Seed Investor: 30 Million
- Public Crowdsale: 108 Million

2018 Q1 Prototype Release & Coin Drop

A prototype of EPLUS Coin is released to the public, with an initial wallet.

TECHNOLOGY ROADMAP

2018 Q2 Merchant Onboarding Programme

EPLUS Coin Ltd culminates in the launch of our online shopping platform and retail network. The EPLUS Wallet will be upgraded with the following features:

- Multi-crypto Storage
- Merchant Admin
- Multi-crypto Trading
- Cryptocurrency Converter

2019 Q1 Blockchain Lottery

- Blockchain based lottery
- Randomizer generator

2018 Q2 Listing On Exchange

- High Liquidity Cryptocurrency Exchange
- Fiat Currency Trading
- 24/7 Active Market Volume
- Public API Integretion
- Market Capitalization by coinmarketcap.com

2019 Q2 Merchandized

EPLUS Coin Ltd has cooperated with many merchants and retailers. They are accepting EPLUS as a legitimate source of funds. They allow their products to be bought with EPLUS.

KEY MEMBERS

EPLUS Coin Ltd



Founder Edwin Klooster

Edwin Klooster is a serious entrepreneur in the area of ICT. He has founded a dozen of IT and tech companies in the last 20 year while also advising a good number of German startup companies. With a financial journalism degree and interest in IT technology, Edwin Klooster is set to succeed. With all the experience he gathered over the years he can recognize and lead a project like Menuva to success.



Co Founder Elliot Young

Elliot Young has been responsible for a variety of internet crowdfund planning, organized diversified line of onsite events and helped achieve campaign goals for numerous projects. Specialized in promotion execution of internet campaigns and e-sports events she obtained a lot of experience in marketing management and promoting.

info@ep-coin.com

Contact the EPLUS Coin support team through e-mail.



EPLUS COIN

TO BE THE WORLD'S FIRST
ENTERTAINMENT-BASED DIGITAL CURRENCY

ep-coin.com