

KAKOIN THE FIRST PRODUCT RELATED TOKEN

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Abstract

Over the past few years, the world has witnessed the emergence of a new set of currencies, digital currencies, commonly named cryptocurrencies whose growth in transaction volumes and market capitalizations is self-explanatory of the increasing role they will play in the world economy. While these currencies have increasingly attracted adherence of private and institutional investors resulting in an explosion in trading volumes, decentralized finance and NFTs, they have lagged mass adherence as alternative currencies for day-to-day use in consuming and purchasing.

It is believed that what the market is eagerly waiting for the final step towards mass adoption, which resides in the daily use of cryptocurrencies as means of payment. Each time rumours spread such as Amazon allegedly accepting cryptocurrencies as means of payment a considerable price increase was experienced in the market. Same experience when Elon Musk from Tesla officially announced Tesla were about to accept Bitcoin as means of payment for his company but did not go through with it.

Indeed, during a same decade, the world has witnessed a tremendous trend towards conversion of traditional commerce into e-commerce associated with all kind of new payment means, mainly electronic payment methods (credit cards, PayPal, BNLP services etc.). With the exponentially non-reversible explosion of e-commerce business, provision of more payment methods is key to continue sustaining demand in e-commerce. Hence, diversification of alternative digital payment means compell e-commerce operators to consider cryptocurrencies, even more when those are set to fulfil the purpose.

Aware of this, Kakoin founders, initiated two ambitious e-commerce platforms offering more than 25 000 consumable and non-consumable products (open to many countries including USA, UK and major European ones) and Kakoin, a new generation of crypto designed as a product related token (PRT).

Kakoin project therefore now combines both a cryptocurrency, Kakoin, and two web 3.0 e-commerce platforms, Kakoin Tech and Kakoin Shop, to make the best of the two worlds and create a unique and powerful combination, in the direction of an irreversible trend.

Kakoin Tech (www.kakointech.com) has been launched on March 30, 2022, for US, Europe, UK, Canada and Switzerland. It offers electronic products and appliances (like mobile phones, headphones, etc...) via a last generation of e-commerce technology platform. Kakoin Tech emphasizes on direct crypto payments without a third party and without conversion to fiat currencies. As a result, kakointech.com is the first web 3.0 e-commerce platform.

Within a few months Kakoin Tech will become an open web 3.0 marketplace allowing companies to open their own shops and sell their own products.

The last stage of development is to make Kakoin Tech a decentralized autonomous web 3.0 e-commerce platform. Kakoin Tech products will be just like any other products and the platform will ensure that there will be no monopoly or unfair rankings. The main goal of Kakoin team is to make a fully decentralized "Amazon" with no central management and complete transparency.

Launched on 12/11/2021 as a beta version (fully operational but to limited participants), Kakoin Shop (www.kakoinshop.com) offers daily consumable food and goods to its consumers at the best prices possible and seamlessly delivered at home (only Switzerland now). With its concept 100% online 100% hard-discount Kakoin Shop beats the 2 only groceries online shops in Switzerland in terms of product prices (-12.5% on average), delivery prices (-15%) and range of brands/products (10% per category).

In addition, paying with the Kakoin token on the Kakoin Shop, enables the customer to earn additional promotions and rewards other than those earned with other payments means, to the extent the Kakoin token plays as a hedge against inflation and rising prices of consumables.

While providing its holders with the possibility of taking advantage of the positive evolution of its price, Kakoin token also provides a floor price, as for instance tokens acquired by the first investors during the pre-sale period cannot loose in value because they are exchangeable on the two web 3.0 e-commerce platforms. Kakoin Project aims at creating the next generation of cryptocurrencies: Product Related Token (PRT). Kakoin Project aims at favouring the emergence of a community of holders that goes beyond investors and crypto-enthusiasts and extend to reach the largest mass possible of individuals, as Kakoin will be directly linked to basic products that constitute human beings' daily needs (food, body care, communication, etc...).

FUNDAMENTALS OF KAKOIN PROJECT: E-COMMERCE AND CRYPTOCURRENCY INDUSTRIES

E-Commerce industry: Overview

Over the last few years, e-commerce has become an essential part of the global retail industry. Like many other industries, the retail landscape has undergone a substantial transformation following the advent of internet, and thanks to the ongoing digitalization of modern life, consumers from virtually every country now benefit from the perks of online transactions. As internet access and adoption are rapidly increasing worldwide, the number of digital buyers keeps climbing every year. In 2020, over two billion people purchased goods or services online, and during the same year, e-retail sales exceeded 4.2 trillion U.S. dollars worldwide.

Market leaders in the world of e-commerce

Internet users can choose from various online platforms to browse, compare, and purchase items or services they need. While some websites specifically target B2B (business-to-business) clients, individual consumers are also presented with a vast number of digital possibilities. As of 2019, online marketplaces account for the largest share of online purchases worldwide. Leading the global ranking of online retail websites in terms of traffic is Amazon. The Seattle-based e-commerce giant that offers retail, computing services, consumer electronics, and digital content registered over 5.2 billion unique visitors in June 2020. In terms of gross merchandise value (GMV), however, Amazon ranks second behind Chinese competitor's platforms operated by the leading online Alibaba Group.

Mobile is boosting e-commerce traffic

One of the most visible trend in the world of e-commerce is the unprecedented usage of mobile devices. In 2021, smartphones accounted for almost 70 percent of all retail website visits worldwide, although desktop and tablet visits generated higher conversion rates in 2020.

As the adoption of mobile devices is progressing at a rapid pace, especially in regions that lack other digital infrastructures, mobile integration will continue to shape the shopping experience of the future. Mobile e-commerce is particularly popular across Asia, with countries like South Korea generating up to 65 percent of their total online transaction volume via mobile traffic.

Grocery online

The online grocery business is growing rapidly. Its market value has doubled between 2016 and 2018, indicating that consumers are beginning to feel more comfortable ordering essentials and certain foods online. When the coronavirus (COVID-19) pandemic hit in early 2020, having a digital presence for online ordering and delivery services became critical for businesses to remain afloat. Digital commerce has become a serious channel for food retailers, even if the purchase rate does not yet reach the in-store retail.

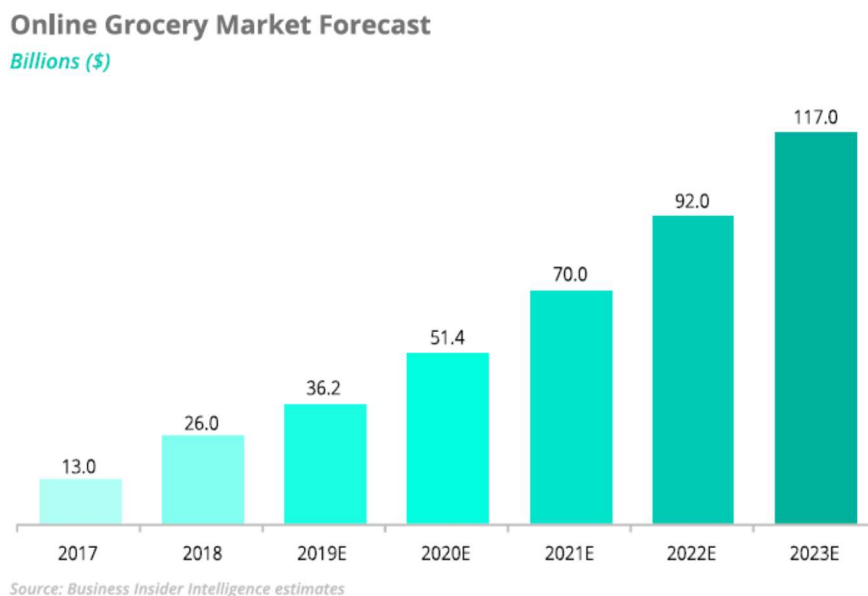
According to studies, 11% of US adults buy groceries online once a month, 7% also buy fresh food. This range is similar for consumers in many other countries around the world. Online food shopping is more common among parents and high-income adults.

Impact of COVID-19

The coronavirus (COVID-19) pandemic continues to have a significant influence on e-commerce and online consumer behaviours around the world. As hundreds of millions of people stayed home in early 2020 to contain the spread of the virus, digital channels have become the most popular alternative to crowded stores and in-person shopping. In June 2020, global retail e-commerce traffic stood at a record of 22 billion monthly visits, with demand being exceptionally high for everyday items such as groceries, clothing, but also retail tech items. How online usage, purchasing habits, and the overall future of e-commerce and the global retail industry will look like in 2021 and beyond will depend on the upcoming evolution of COVID-19 and its variants.

Few Estimates

Online grocery market is growing so rapidly that any previous forecast is now outdated as can be seen through the below forecast dating from 2019 pertaining to US online grocery market which is now at above US\$ 135 billion and not at US\$ 92 billion.



Market research predicts that the online demand for food will continue to grow. Although one cannot estimate the long-term effects of the COVID-19 Pandemic, there are already new business models beyond online shops that have emerged and are paving the way toward omnichannel grocery. For instance, in the United States of America pioneers such as Walmart, Tesco, Target, and others set the scene with online marketplaces where consumers can buy much more than just food.

Cryptocurrency Industry: Overview

A cryptocurrency is a digital or virtual currency that is protected by cryptography, which makes it nearly impossible to counterfeit or double-spend. Many cryptocurrencies are decentralized networks based on blockchain technology - a distributed ledger enforced by a disparate network of computers. A defining feature of cryptocurrencies is that they are not necessarily issued by any central authority, rendering them theoretically immune to government interference or manipulation.

Digital assets designed to work as a mean of exchange, cryptocurrencies, native tokens, the 'crypto' can be sent and received by users, while collectively validating the transactions in a decentralized and transparent way. The underlying technology is based on a public ledger, or blockchain, shared between participants and a reward mechanism in terms of cryptos as an incentive for users to run the transaction network. It relies on cryptography to secure the transactions and to control the creation of additional units, hence named crypto.

How does crypto currencies work?

Cryptocurrency works a lot like PayPal or a credit card, except that one exchanges digital assets for goods and services instead of US dollars. To make a transaction with cryptocurrency, you must exchange currency with a peer using a digital wallet known as a cryptocurrency wallet. A cryptocurrency wallet is a software that allows you to transfer crypto funds from one account to another. To complete a transaction, you need access to a password, known as a private key. You can own multiple keys and own all the funds sent to those keys. Transactions are recorded on a public ledger, which shows the transaction totals without revealing the identities of the parties involved.

How to use Cryptocurrency

Cryptocurrency functions a lot like a traditional currency in the sense you can treat it as an investment means and make purchases with it.

- **For investments:** one can also invest in cryptocurrencies by purchasing a given amount at one value and selling it when the value increases. Cryptocurrencies values are subject to volatility. The total value of a cryptocurrency, or market cap, can rise and fall quite quickly.
- **For purchases:** one can use cryptocurrency to purchase goods online as well as hire people to perform services. Nevertheless, most of the merchants who are accepting cryptocurrencies are using a third party that mostly convert the digital asset in FIAT currencies before paying the merchant.

Cryptocurrencies are much more exchanged, as of now, for investments. Cryptocurrencies' future and their consolidation as currencies will occur with mass adherence for using cryptocurrencies for purchasing purposes.

Market size indications

The increasing importance of cryptocurrency is reflected in the evolution of its trading transaction and total trading volumes. The total transactions volume grew to \$15.8 trillion in 2021, up 567% from 2020's totals.

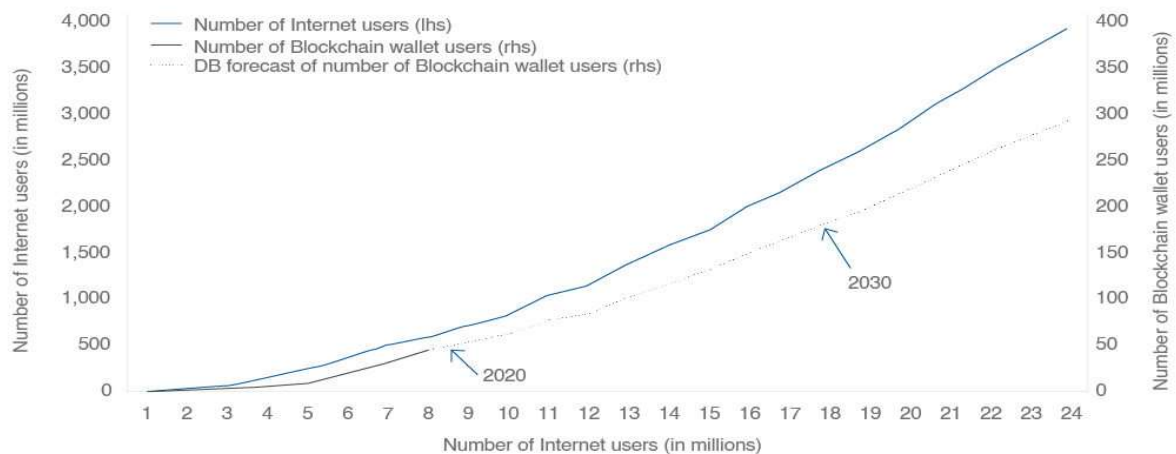
After Bitcoin appeared in 2009, approximately 19 000 other cryptocurrencies have been introduced, of which about 200 are actively traded today. All cryptocurrencies share the underlying blockchain technology and reward mechanism, but they typically live on isolated transaction networks. Many of them are simply clones of Bitcoin, although with different parameters such as different supplies, transaction validation times, etc. Others have emerged with more significant innovations of the underlying blockchain technology.

A study from Deutsche Bank on the global cryptocurrency market provides qualitative and quantitative analysis for the period from 2017 to 2025.

The report predicts the global cryptocurrency market to grow with a CAGR of 56.4% over the forecast period from 2019-2025. The study on cryptocurrency market covers the analysis of the leading geographies such as North America, Europe, Asia-Pacific, and RoW for the period between 2017 and 2025. The report on the cryptocurrency market is a comprehensive study which analyses and present drivers, restraints, opportunities, demand factors, market size, forecasts, and trends in the global cryptocurrency market.

As a result, the number of blockchains wallet users is set to explode from around 50 million in population by 2020 to almost 200 million population around 2025 as per the following projections:

Adoption rates of cryptocurrencies and the Internet



*Graph extracted from The Future of Payments by Deutsche Bank Research

Nowadays, cryptocurrencies are mostly used as media for speculative investments and not as a means of exchange for daily payments, the primary reason for which Bitcoin was initially introduced. The cryptocurrencies' objective to become a full-fledged means of payment has not yet met with success. The reason lies with the reluctance of merchants of

goods to fully accept them so far for payment at a large scale (one can cite recent fake hopes induced by eBay to the crypto community or Elon Musk dramatic change of mind about publicly hinting at allowing Bitcoin payment before retracting with opposite announcements).

It is in the larger acceptance of cryptocurrencies irreversible future where Kakoin wants to position itself as an e-commerce website that accepts cryptocurrencies without limitation, as it has built its project to make primarily its currency acceptable for day-to-day purchases of consumer goods and electronics on its related e-commerce platforms in USA, Europe, Canada and Switzerland.

Cryptocurrencies users:

According to Forbes Business, 43% of U.S. males between 18 to 29 years of age have bought cryptocurrencies. Young men do not just seem more interested in cryptocurrency than the average person does, they actually are. New studies show that almost half of American men between 18 to 29 years of age, say they have invested in, traded or used a form of cryptocurrency.

Key Points

- There is a gender gap between crypto users of all ages: 22% of men say they have used cryptocurrency, compared to only 10% of women.
- Cryptocurrencies are popular with young adults: 43% of people from 18 to 29 years old have used it, compared to 21% from 30 to 49 years, 8% from 50 to 64 years old and 3% of 65 years old or over.
- Cryptocurrencies usage has spread almost homogeneously vis-à-vis world population density.

Cryptocurrencies around the world

In the following table, the cryptocurrencies' penetration by country worldwide:

Country	Number of Crypto owners	Percentage of population	Country	Number of Crypto owners	Percentage of population
Ukraine	5,565,881	12.73%	Japan	2,079,653	1.64%
Russia	17,379,175	11.91%	Mozambique	499,115	1.60%
Venezuela	2,941,502	10.34%	Togo	131,221	1.59%
Kenya	4,580,760	8.52%	Montenegro	9,955	1.59%
USA	27,491,810	8.31%	Mauritius	20,007	1.57%
South Africa	4,215,944	7.11%	United Arab Emira	152,077	1.54%
Nigeria	13,016,341	6.31%	Croatia	62,15	1.51%
Colombia	3,122,449	6.14%	Sri Lanka	321,641	1.50%
Vietnam	5,961,684	6.12%	Costa Rica	75,913	1.49%
India	100,740,320	7.30%	Zambia	271,781	1.48%
Thailand	3,629,713	5.20%	Rwanda	188,41	1.45%
Brazil	10,373,187	4.88%	Nepal	423,84	1.45%
United Kingdom	3,360,591	4.95%	Malta	6,371	1.44%
Pakistan	9,051,827	4.10%	Uruguay	50,119	1.44%
Philippines	4,360,579	3.98%	Denmark	79,451	1.37%
South Korea	1,942,933	3.79%	Bosnia and Herzeg	45,002	1.37%
Peru	1,233,892	3.74%	Hungary	131,365	1.36%
Belarus	352,498	3.73%	Moldova	54,377	1.35%
Australia	857,553	3.36%	Cambodia	225,368	1.35%
France	2,179,654	3.34%	Benin	161,981	1.34%
Latvia	62,091	3.29%	Guatemala	239,375	1.34%
Hong Kong	245,012	3.27%	Jamaica	39,214	1.32%
Canada	1,206,627	3.20%	Saudi Arabia	452,778	1.30%
Malaysia	1,019,405	3.15%	Ivory Coast	343,067	1.30%
Netherlands	521,404	3.04%	Jordan	129,071	1.27%
Ghana	934,482	3.01%	Israel	109,493	1.27%
Argentina	1,327,067	2.94%	Puerto Rico	35,851	1.25%
Turkey	2,476,418	2.94%	Senegal	203,874	1.22%
Georgia	115,241	2.89%	Luxembourg	7,325	1.17%
Ecuador	482,496	2.73%	Trinidad and Tobag	16,377	1.17%
Indonesia	7,285,707	2.66%	Mali	232,172	1.15%
Germany	2,191,986	2.62%	Macedonia	23,639	1.13%
Chile	500,125	2.62%	Kuwait	47,949	1.12%
Lithuania	70,254	2.58%	Namibia	28,529	1.12%
Slovakia	140,249	2.57%	Armenia	33,27	1.12%
Spain	1,173,340	2.51%	Congo	61,302	1.11%
Poland	945,298	2.50%	Nicaragua	73,594	1.11%
Mexico	3,189,799	2.47%	Madagascar	301,061	1.09%
Slovenia	50,94	2.45%	Angola	349,536	1.06%
Estonia	32,032	2.41%	Botswana	25,01	1.06%
Morocco	878,168	2.38%	Barbados	3,022	1.05%
Portugal	241,389	2.37%	Paraguay	75,01	1.05%
Belgium	272,99	2.36%	Tunisia	122,89	1.04%
Bangladesh	3,742,571	2.27%	Lebanon	70,158	1.03%
Sweden	228,309	2.26%	Uzbekistan	344,047	1.03%
Czech Republic	238,285	2.23%	Honduras	101,815	1.03%
Romania	423,496	2.20%	Syria	177,824	1.02%
Italy	1,309,499	2.17%	Albania	28,559	0.99%
Singapore	549,903	9.40%	Qatar	28,591	0.99%
Panama	85,779	1.99%	Iceland	3,387	0.99%
Iran	1,649,897	1.96%	Bahrain	16,685	0.98%
El Salvador	125,873	1.94%	Ethiopia	1,127,264	0.98%
Austria	171,578	1.91%	Kyrgyzstan	63,199	0.97%
Cameroon	499,423	1.88%	Oman	49,467	0.97%
Finland	104,241	1.88%	Azerbaijan	98,217	0.97%
Greece	194,86	1.87%	Burkina Faso	197,532	0.94%
Dominican Republ	201,516	1.86%	Maldives	5,108	0.94%
Bolivia	215,461	1.85%	Haiti	107,752	0.94%
Tanzania	1,095,494	1.83%	Yemen	278,315	0.93%
Switzerland	157,695	1.82%	Suriname	5,474	0.93%
Uganda	828,022	1.81%	Iraq	375,328	0.93%
New Zealand	85,008	1.76%	Malawi	176,24	0.92%
Egypt	1,791,852	1.75%	The Bahamas	3,576	0.91%
Bulgaria	120,842	1.74%	Sudan	101,798	0.91%
Republic of Serbia	151,954	1.74%	Brunei	3,979	0.91%
Kazakhstan	324,325	1.73%	Myanmar	494,815	0.91%
Norway	93,64	1.73%	Gabon	20,241	0.91%
Ireland	84,704	1.72%	Belize	3,569	0.90%
Cyprus	20,139	1.67%	Macao	5,828	0.90%
			Papua New Guinea	79,245	0.89%

Generation Z:

Eighty three percent (83%) of Generation Zers are interested in cryptocurrencies a KPMG study says.

A recent survey from KPMG, one of the Big Four financial and auditing services firms worldwide, found that millennials and people from Generation Z (Gen Z) are becoming increasingly open to the use of cryptocurrencies, due to the many benefits accrued to blockchain-based tokens.

The study suggested “tokenization is ushering in the next generation of commerce,” as it helps businesses leverage blockchain technology to “classify value by creating new assets or reimagining traditional ones” with more transparency and security.

In a Q&A, the US blockchain leader for KPMG, Arun Ghosh, said that while not all consumers are currently familiar with the idea of tokenization, the rate of familiarity is continuously growing. According to him, “just one-third of consumers are highly familiar with the modern-day, blockchain-based definition of tokens,” but as many as 63% of the surveyed individuals believe that tokens serve as an easy payment method.

The KPMG report also noted that no other demographic in the United States is more open to cryptocurrencies than Gen Z, as the findings revealed that 83% of Americans between the ages of 18 and 24 are interested in the future of cryptocurrencies. Millennials are not left out, as 71% of consumers between the ages of 25 to 34 also showed interest in the future of tokens, and more than half of American consumers aged 65 and above are also interested in the future of digital tokens.

Ease of use becoming more important

With an increasing number of businesses adopting blockchain technology, tokenization is reshaping the value exchange between consumers and enterprises through transparent and faster transactions. Companies can also tokenize loyalty programs to boost customers’ engagement and experience. The survey showed that about 55% of consumers in the US believe that “tokens will enable them to make better use of loyalty rewards points.”

The study also suggested that 79% of consumers are willing to use digital tokens if they are easy to use, which indicates that businesses with simple tokens can win more customer loyalty than those with more complex ones.

THE KAKOIN PROJECT

Project Set-up

The Kakoin Project has been developed to capitalize on the long-awaited mass adherence to cryptocurrencies as a means of paying day-to-day purchases.

Already largely developed, the Kakoin Project has been conceived as a three-tier project. Two e-commerce consumer goods platforms, Kakoin Tech and Kakoin Shop respectively dedicated to electronics and groceries and a cryptocurrency, Kakoin, a product related token (PRT) that can be used to purchase real physical items on Kakoin Shop and Kakoin Tech.

Web 3.0 is an idea for a new iteration of the World Wide Web based on blockchain technology, which incorporates concepts including decentralization and token-based economics.

When one sees today crypto payment providers one realizes that they rely on a third parties that convert crypto to fiat and (with relatively high fees) then pay the transaction. The Kakoin websites does not use or rely on any third-party intermediary. Users can connect directly their wallets and process their payment through the blockchain. Kakoin's websites are the first web 3.0 e-commerce platform.

Kakoin Tech

Kakoin Tech has been launched on March 30, 2022, as a beta version and has the ambition to reach almost every country in the World (currently reaching to US, Europe, UK, Canada and Switzerland). It offers electronic products and appliances like mobile phones, headphones, computers, etc. to a worldwide customer's base of individual consumers. Kakoin team has worked during the last two years to secure exclusive partnerships with European distributors accounting for billions of dollars of goods inventories and has also built its own inventory in select products to deliver its customers with the best prices possible.

Kakoin Tech also offers a best-of-breed digital experience to its potential customers for ordering goods with a users' friendly website Kakointech.com available on both desktops and mobile devices. Thanks to its network of suppliers, Kakoin Tech provides prices equal or lower than retail-prices of competitors pending delivery costs that will gradually meet or beat usual ones as Kakoin Tech for now only holds inventories in Switzerland.

Kakoin Tech team is already developing the next phase of Kakoin Tech, as an open platform to small and big businesses to offer them the opportunity to open their own store on the Kakoin Tech marketplace in order to sell their products through the web 3.0 as:

- Decentralized Autonomous web 3.0 e-commerce platform
- Ranking transparency
- Antimonopoly program
- Random top products program
- Other small business drive program

The goal of Kakoin Tech is to become a decentralized autonomous organisation that will ensure that the platform will treat all sellers and buyers equally with no centralized management and but with complete transparency.

Kakoin Shop

Kakoin Shop has been launched in November 2021 as a beta test version (fully operational but initially with limited participants) and has started active operations in Switzerland with a plan of extending operations shortly to other 16 European countries (Spain, France, Italy, Holland, etc.). In Switzerland Kakoin Shop enjoys already a strong competitive advantage in terms of price/delivery/range of items.

Kakoin Shop offers a seamless, best-of-breed digital experience to its customers for ordering daily consumable goods. Thanks to its network of suppliers, its very thin fixed cost charges owing to maintaining low inventory levels, low level of employee numbers, making use of maximum digitalization Kakoin management provides prices lower than retail-prices for same products of all supermarkets in Switzerland in addition to providing fast home deliveries.

Every individual can directly order from Kakoin Shop and benefit from advantageous prices and delivery conditions on more than 5 000 products. Kakoin token holders will benefit from exclusive offers and reward programs. Small businesses acting as B2B will benefit from a tailored program fully adapted to their needs.

Customers will be able to buy Kakoin tokens directly on Kakoin Shop. Using Kakoin tokens to order goods from Kakoin Shop customers will benefit from further discounts and up to an additional 4% discount over and above Kakoin shop already competitive prices.

Kakoin Shop will accept limitless Kakoin tokens as a means of payment and will accept other main altcoins.

Kakoin shop competition:

In Switzerland, there are only two (2) online groceries competing, Coop and Migros that together share a CHF 1.5 billion fast growing market.

Products delivered by Kakoin compared to Coop or Migros are on average 12.5% lower in prices, are delivered within 24/48 hours (just like Coop or Migros) , encompass a huge number of items and can be paid by credit cards, PayPal, Kakoin, Bitcoin, Ethereum and Binance and soon many more.

Kakoin Crypto

Capsule has also developed its cryptocurrency, Kakoin (KAK). Kakoin is a PRT (product Related Token) a new generation of crypto that cannot be categorized as a non-intrinsic value asset due to its convertibility for daily purchase of consumable and non-consumable products on Kakoin Shop and Kakoin Tech. Kakoin allows every individual and consumer to get exclusive offers on all products from the Kakoin Shop and Kakoin Tech.

In fact, Kakoin has been, from the date of its inception, exchangeable against more than 25 000 products by opposition to all other existing cryptocurrencies, which were created with no direct product exchangeability (except for pegged stable coins). At its own emerging scale, Kakoin responds to the cryptocurrency community who repeatedly and increasingly pressed calls for major e-commerce platforms to accept Bitcoin and other altcoin as means of daily payment.

Not only Kakoin is exchangeable, but it is also open to accept the main other crypto currencies as a means of payment by allowing their holders to purchase more than 20 000 products via Kakoin Tech and more than 5 000 products via Kakoin Shop through a voting process with the Kakoin token.

As designed, Kakoin is the first PRT (Product Related Token) and incontestably positions itself as a convertible hedge against inflation. In fact, and for example if one holds 100 000KAK {1 000\$} and that an iPhone cost 100 000KAK {1 000\$} one will be able to buy one (1) iPhone, now if the KAK value on the market doubles with the same 100 000KAK {2 000\$} you will be able to purchase two (2) iPhones.

Vice versa, an early-stage holder of KAK can still buy an iPhone of value {1 000\$} with 100 000KAK even if KAK has lost for example more than 20% of its initial value offering and its value decreases to {800\$} on the market.

Another innovation introduced by Kakoin, consists in the Kakoin Pool Purchase Program (KPPP). This program aims at reducing the number of intermediaries between the product and the consumer. In other terms, the Kakoin platforms are the only intermediate between the factory and the final client. The Kakoin holders' community with a vote will decide on products eligible for the KPPP.

Kakoin has been designed in a way to ensure the complete decentralization of Kakoin Tech web 3.0 e-commerce platform to the extent that it becomes fully autonomous.

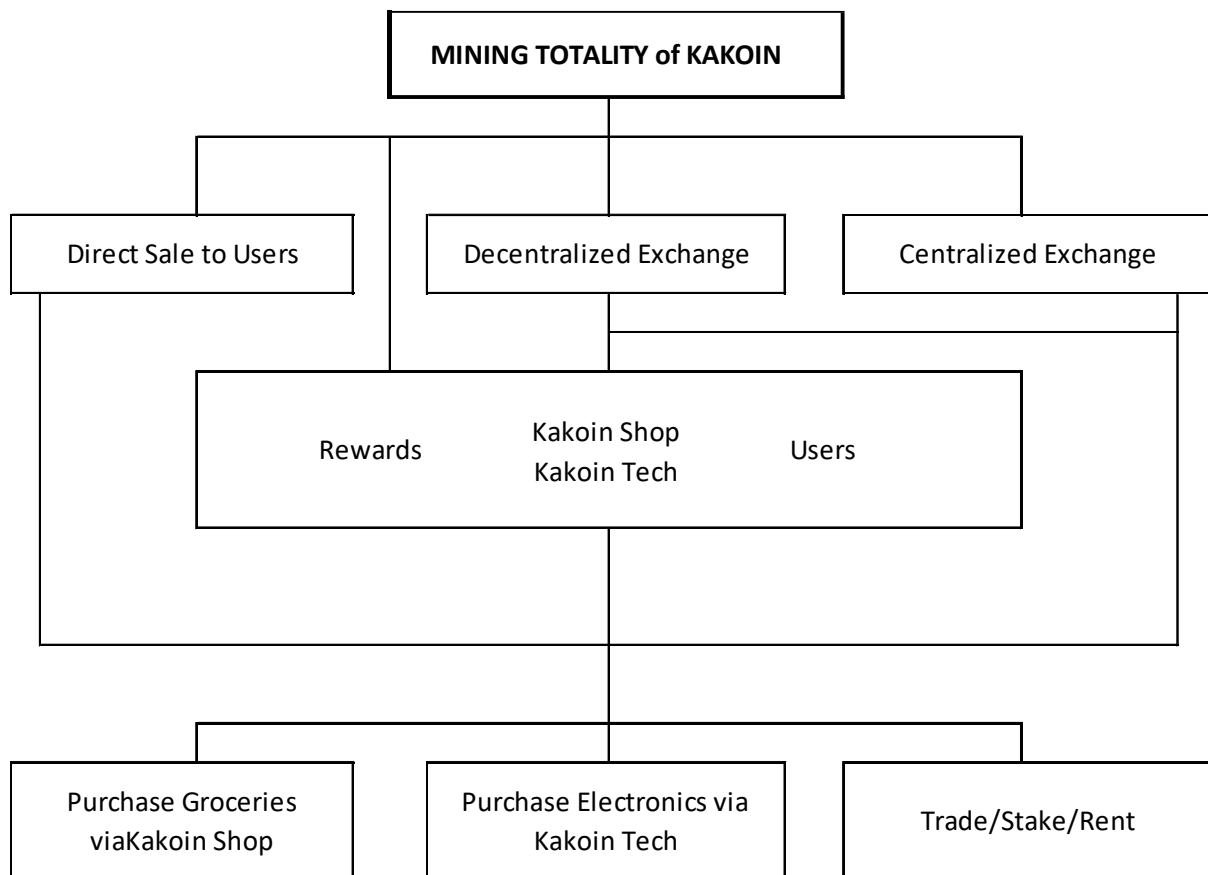
TOKENOMICS

Where and how to Purchase

Kakoin has been built on the Binance Smart Chain Protocol.

Kakoin token will be available soon for purchase directly via Kakoin Shop or Kakoin Tech.

The structure of purchases and uses of Kakoin tokens are summarized in the following chart:



TOKENS DISTRIBUTION

Kakoin is a BEP-20 token with a maximum supply of 7 000 000 000 KAK.

Capsule has chosen to issue 7.000.000.000 tokens distributed as follows:

- Founder/Advisors : 5%
- Team and employees : 12%
- Marketing : 10%
- Rewards : 20%
- Liquidity : 13%
- Reserve : 40% for further Kakoin Project consolidation (more inventories piling for more discount to Kakoin customers on Kakoin Shop and Kakoin Tech)

ICO of Kakoin

Kakoin is currently in discussion with institutional investors in order to set a strategy for the number of tokens to be listed via centralized exchange.

ICO target investors

Due to its nature and its relation with daily consumable and non-consumable goods, Kakoin customers are viewed in two (2) specific segments:

- **Crypto investors** looking for upside on their investment in Kakoin while benefiting from some hedge against inflation and high return on investment due to Kakoin small initial market cap for the potential outcome of the project.
- **Genuine consumers of electronic and supermarket goods.** The fact that Kakoin guarantees a floor exchange rate on Kakoin Shop and Kakoin Tech will eliminate the fears of crypto sceptics to benefit from the technology trend while getting a guarantee they can buy goods with Kakoins.

Kakoin therefore goes beyond the traditional market from all the existing cryptocurrencies by expanding its target market to every individual on the planet in offering him all the upside that can be generated both from cryptocurrencies and e-commerce.

BUSINESS PLAN

Kakoin Project encompasses two e-commerce platforms and most importantly the launch of the first PRT (Product Related Token), Kakoin.

Time Line

KAKOIN TECH :

- The strategy for establishing a web 3.0 e-commerce platform
- The Kakoin sales' team worked to guarantee inventories of thousands of electronic products
- Kakoin developers use the latest technology in its smooth and fast responding e-commerce website
- More than 10 000 products are listed
- Integration of a web3.0 connected interface
- More than 10 000 additional products added to the platform
- kakointech.com is open for USA, Europe, UK and Canada
- Companies will be able to open a store and sell their products on KakoinTech
- Kakoin Tech becomes a totally decentralized autonomous e-commerce platform
- Kakoin Tech products will have the same status than any other product.
- Kakoin Tech opens warehouses in New York, Montreal, Paris, and London in order to reduce Kakoin Tech products' transportation cost and delivery time.

KAKOIN SHOP:

- The strategy for establishing a web 3.0 e-commerce platform
- The Kakoin sales' team worked to guarantee inventories of thousands of grocery products via Europe largest distributors.
- Kakoin developers use the latest technology for its smooth and fast responding e-commerce website
- More than 2 500 products are listed
- Integration of a web3.0 connected interface
- More than 2 500 additional products added to the platform
- KakoinShop opens warehouses in Paris, Berlin, Brussels and Vienna
- KakoinShop.com open for Austria, France, Belgium and Germany

Fundamentals

KAKOIN SHOP SWITZERLAND

- Offers its products at unbeatable prices in Switzerland versus any hypermarket or supermarkets chain, approximately at 10% - 15% below best prevailing prices
- Further discounts of 1.5% to 4% if purchase paid in KAK tokens or rewards in KAK tokens granted

- Delivery at home 24h/48h with option for fast delivery

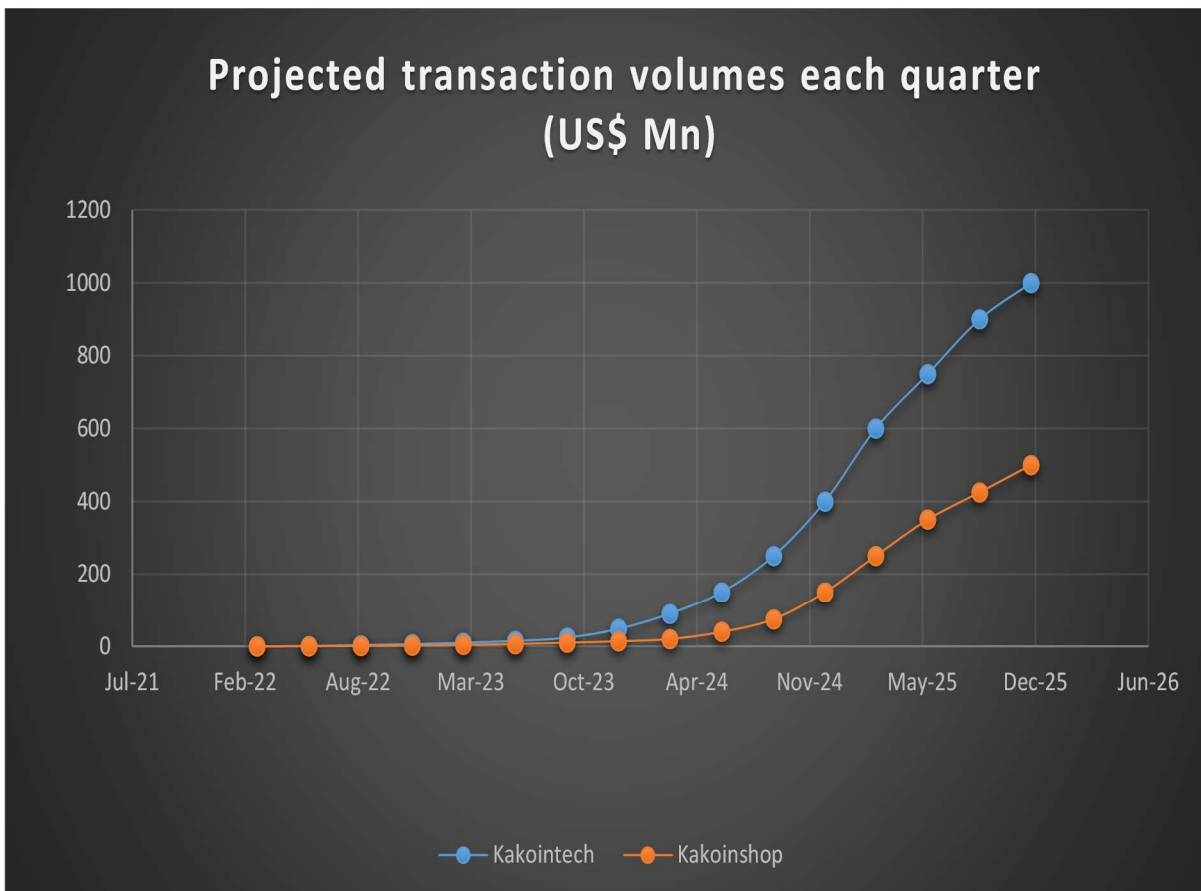
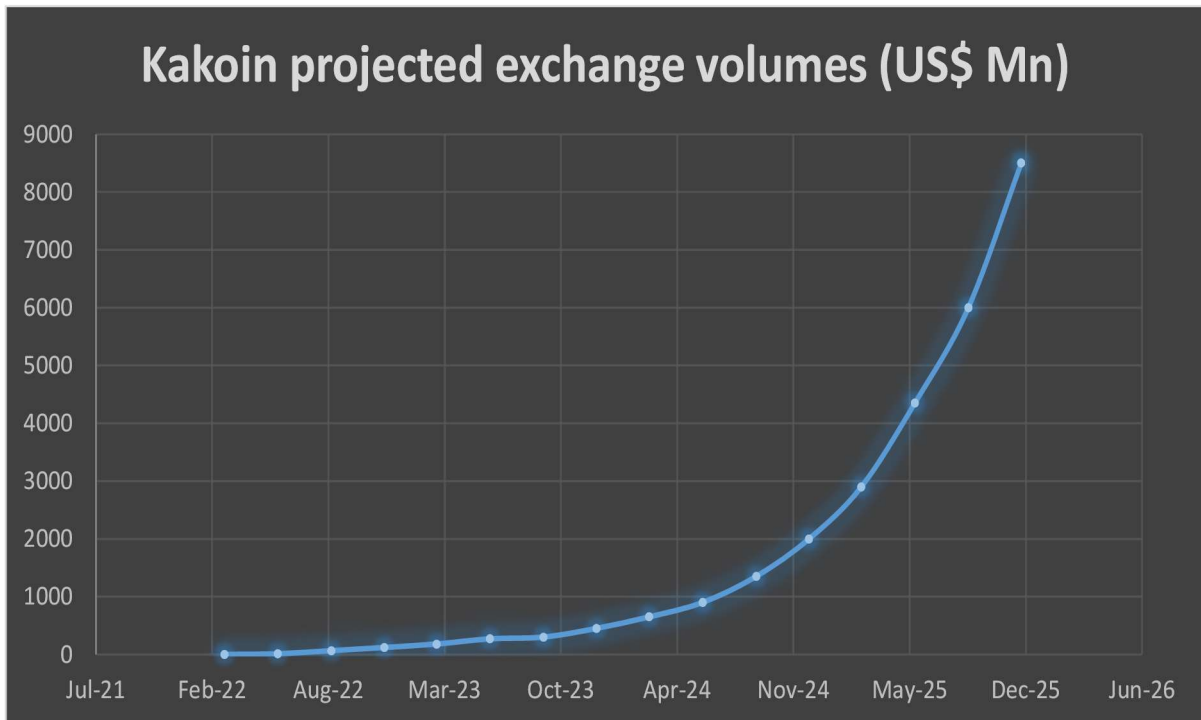
KAKOIN SHOP EUROPE

- Products offered by Kakoin Shop Europe will match the best available market prices
- Kakoin shop to build an inventory in strategical European cities
- Further discounts of 1.5% to 4% if purchase paid in KAK tokens or rewards in KAK tokens
- Inventories optimized, allowing for lower overhead charges and better prices

KAKOIN TECH

- Kakoin Tech will extend the number of countries delivered.
- Kakoin Tech will extend the number of crypto currencies accepted
- Other companies will be able to open stores on the Kakoin Marketplace
- Kakoin Tech will be a Decentralized autonomous e-commerce web 3.0 marketplace

FINANCIAL PROJECTIONS



KAKOIN DEVELOPER/FOUNDERS/TEAM

Developer: Cappsule Sàrl

Cappsule is a Swiss IT and web applications development company that started its activities developing various mobile applications and moved very quickly to concentrate on more sophisticated and higher value added B2B applications.

Across its various categories of developed applications Cappsule has given birth to stars, such an android app that is the most downloaded Swiss application worldwide with more than 40 000 000 downloads, and one of the most downloaded and used plug-in on the Atlassian marketplace with over 1 200 000 daily users.

In addition, Cappsule continued to develop for its own and for specific customers, web applications, such as integrated management systems like CRM and ERP accounting amongst the most rapid and easy to use of their categories of which Cappsule retains property rights.

Cappsule has proven its ability to figure out and execute complex IT commercially viable projects and has built an inventory of leading projects, alone or in partnership.

Founders

Cappsule founders account engineers who graduated from the prestigious Ecole Polytechnique de Lausanne, Switzerland, among which:

• Florian Girard

Florian grew up in the french-speaking part of Switzerland and pursued studies in the Swiss Institute of Technology in Lausanne (EPFL). He holds a master's degree in Communication Systems. He worked in the financial services industry and led BPO projects implementing banking platforms for worldwide banks. He then switched industries and joined a boutique international trade firm responsible for the LATAM market and relationships with its suppliers, where he quickly filled a senior position.

In 2018, Florian started working on a project, which later materialized as Kakoin. He teamed up with his EPFL colleague Youssef Ait Khalifa, and they founded a legal platform, Cappsule sàrl, attracting several more former EPFL engineers and colleagues in the process.

• Youssef Ait Khalifa

Graduated from Ecole Polytechnique de Lausanne, Youssef Ait Khalifa is the visionary of Cappsule in terms of direction and technologies' implementation to the effect of developing the most promising and the most advanced applications technologically but essentially focusing on speed and ease of use.

Youssef is the CEO of Cappsule Sàrl and at the same time supervises the activities of a sister company TouchDown to which Cappsule subcontracts substantial development activities.

- ***Salah Khamassi***

Salah holds a master's degree in Communication Systems with a specialization in technology and business from EPFL (Ecole Polytechnique de Lausanne). He is one of the first partners who joined Cappsule and has contributed to the success of one of the major software developed by Cappsule.

His speciality is smart automation and corporate solution software development.

- ***Justin Borgesius***

A multilingual, global citizen with an entrepreneurial drive and proven tenacity in the financial field through his tenures at GFI, Amundi Asset Management and Rothschild Bank. Justin has consulted and advised UNHW in tactical asset allocation and has built strategic partnerships and collaborations in diversified markets. University College London graduate in Economics with Management.

- ***Alaadine Andolsi***

Specialized in web applications Alaadine is the project manager of Kakoin Tech and Kakoin Shop web apps. He implemented and combined the most innovative technologies to bring user experience to the next level. He is passionate about web 3.0 implication for the future of web apps and softwares.

Team

Kakoin team accounts 35 people, including IT engineers, business management graduates and support staff.

Ten engineers and software developers from Cappsule are dedicated to Kakoin to which, in addition, five are taking care of the administrative part and design.

A business management graduate is taking care of logistics and relationship with suppliers of Kakoin Shop and Kakoin Tech while leading a team of 20.