

#MakingAfricaGreatAgain

# ▶ COIN OF AFRICA (CoA) LITEPAPER

1 January 2019



Coin of Africa

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# AN OVERVIEW

## EVOLUTION OF MONEY



- ❑ Cryptocurrencies are the next evolution of money that is based on decentralized systems designed to shift the economic balance of power dynamic.
- ❑ Blockchain has revolutionized financial services sector through cryptocurrencies.

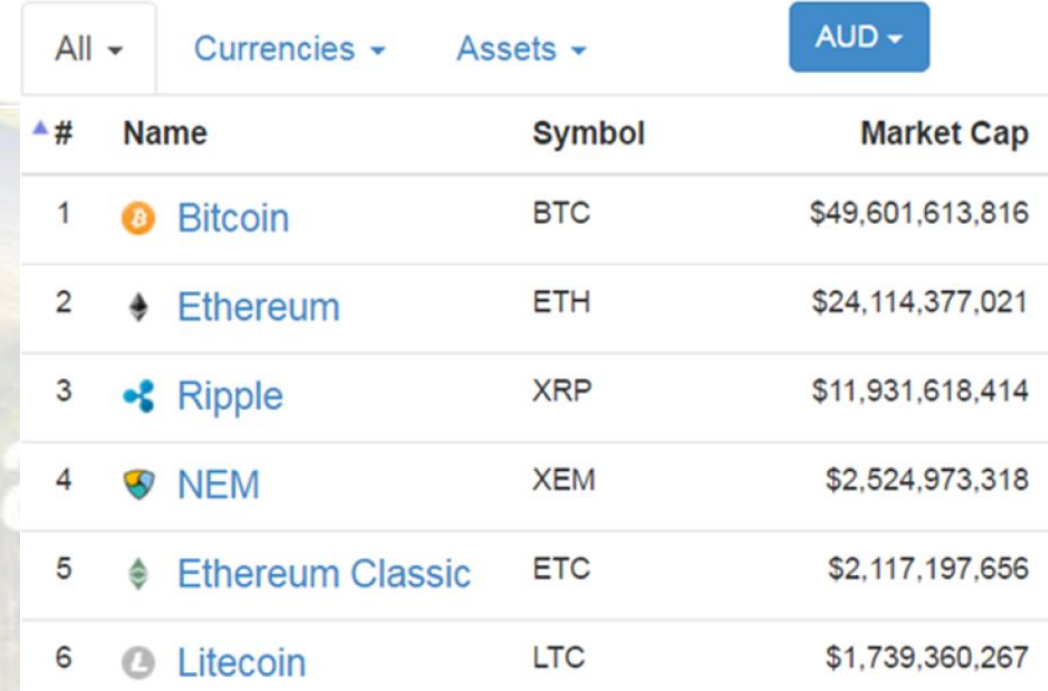
❑ Bitcoin and cryptocurrencies are an evolution of money that were designed to:

- Reduce transaction costs;
- Increase transaction speeds;
- Break geographical borders.

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# WHAT IS BITCOIN AND CRYPTOCURRENCIES

- It is a Digital Asset/Cryptocurrency.
- Not owned by a person, but owned by a network (community) – its Blockchain.
- Uses the internet to enable low cost peer-to-peer transactions (e.g. ±0.20c on WAVES).
- Medium of Exchange and Store of Value.
- Enables fast and secure International Payments.
- Traded on exchanges (Coinbase, Luno, or DEX.)
- Over USD\$100 billion circulating in the cryptocurrency market.



The screenshot shows a cryptocurrency market cap table. At the top, there are filters for 'All', 'Currencies', and 'Assets', and a currency selector set to 'AUD'. The table lists the top 6 cryptocurrencies by market cap.

#	Name	Symbol	Market Cap
1	Bitcoin	BTC	\$49,601,613,816
2	Ethereum	ETH	\$24,114,377,021
3	Ripple	XRP	\$11,931,618,414
4	NEM	XEM	\$2,524,973,318
5	Ethereum Classic	ETC	\$2,117,197,656
6	Litecoin	LTC	\$1,739,360,267

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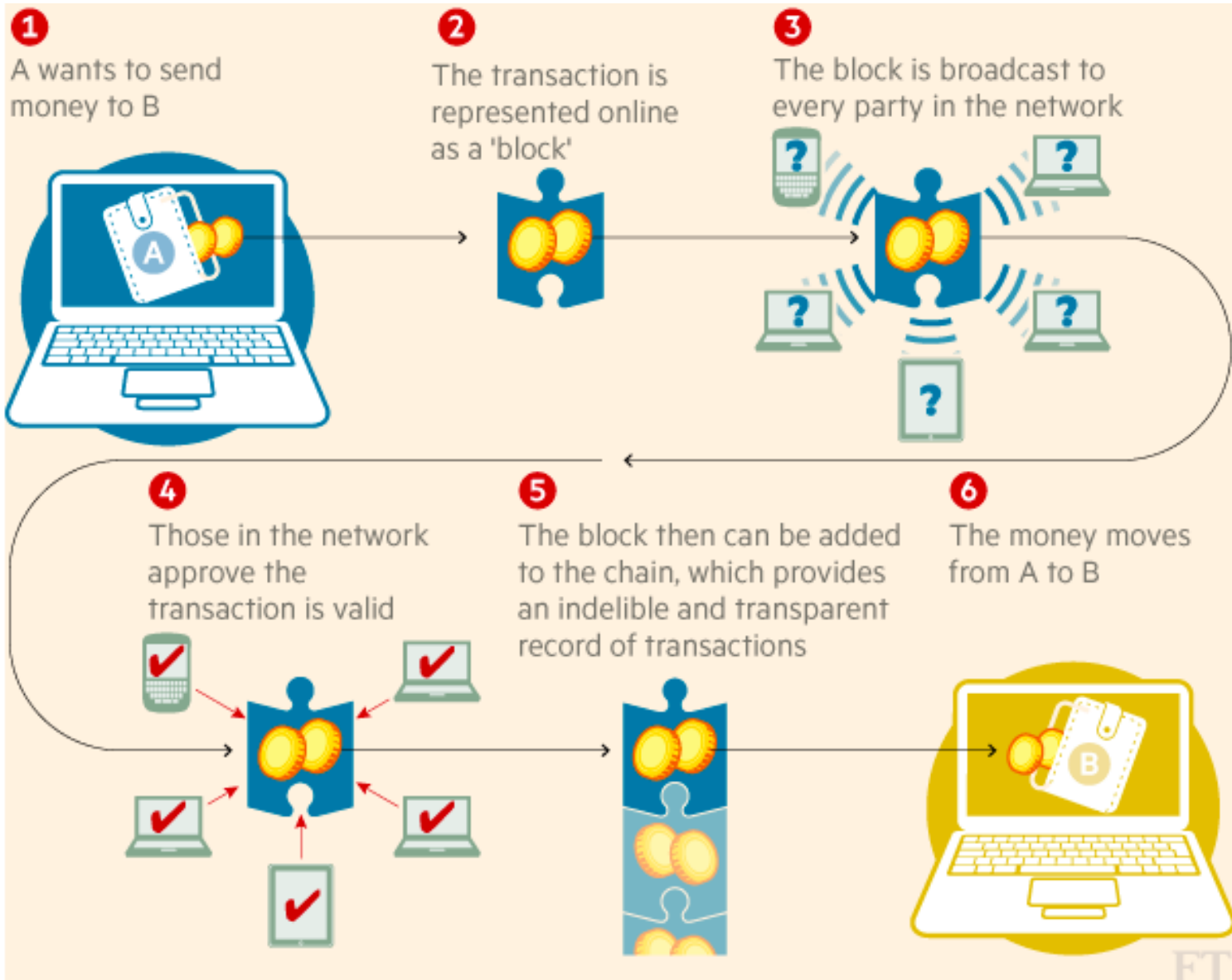


# BLOCK CHAIN

# BLOCKCHAIN TECHNOLOGY

- *Blockchain is essentially a 'block' of digital information 'chained' together to keep a record of secure transactions.*
- It uses a Distributed Ledger system.
- Blockchain is decentralized in nature.
- Maintained by a network of computers.
- Enables peer to peer transactions.
- Immutable, Fast and Secure.
- It is the technology that powers Bitcoin.

# HOW BLOCKCHAIN WORKS



Coin of Africa

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FT



## WAVES BLOCKCHAIN

- ❑ Developed by Russian scientist Sasha Ivanov.
- ❑ Proclaimed to be the fastest blockchain in the world with 5 second clearing times.
- ❑ Integrated with a Decentralized Exchange (DEX) to create stronger security.
- ❑ Has both Cryptocurrency & Fiat Gateways.
- ❑ Most affordable system, with NO HIDDEN COSTS:
  - 0.001 Waves to Send Money =  $\pm \$0.0020$  (0.20c)\*
  - 0.003 Waves to Trade on DEX =  $\pm \$0.0060$  (0.60c)\*



# Waves DEX



waves

# ZIMBABWE SITUATION ANALYSIS

- Zimbabweans lack an efficient and empowering way of:

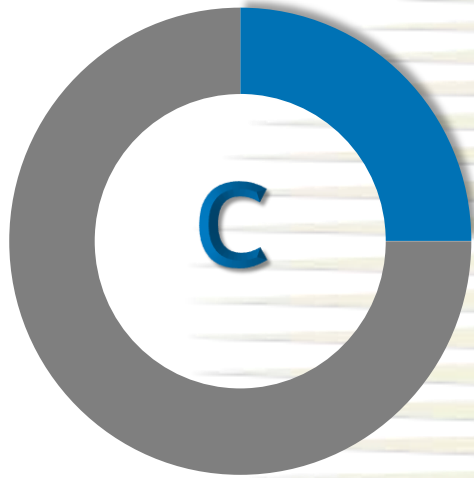


- Most cryptocurrencies offer these functionalities but have no underlying value. This makes them a highly volatile and a very speculative instrument. This is what Start-Up Nation (SUN) aims to address through the 'Coin of Africa (CoA)' Cryptocurrency.



# WHAT IS START-UP NATION (SUN)

- Start-Up Nation (SUN) is a dynamic entrepreneurship program that links Rain Makers (Investors) and Project Makers (Entrepreneurs), with the help of Deal Makers (Sales Agents), using a dynamic Crowdfunding, Incubation and Cryptocurrency (CIC) model.



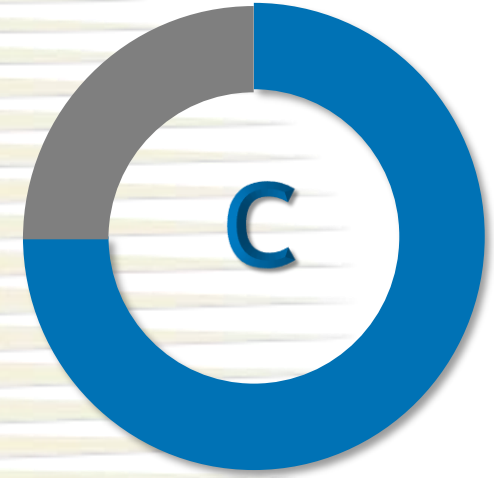
## Crowdfunding

Crowdfunding is a revolutionary capital raising model that focuses on harnessing small investments from large pool of people to achieve a funding goal.



## Incubation

Business Incubation is the process of identifying, structuring and nurturing ventures, making it easier for companies to move from one stage to another stage of the business lifecycle.



## Cryptocurrencies

Cryptocurrencies are digital tokens (assets) that ride on the revolutionary blockchain technology to enable fast transaction speeds at low costs on a peer-to-peer network.

# BUSINESS OVERVIEW

- Start-Up Nation Fund Africa (SUNFundAfrica) harnesses capital, through the issuance of a new cryptocurrency called '[Coin of Africa \(CoA\)](#)', that is invested into incubated businesses and projects. These enterprises form the underlying assets of Start-Up Nation Fund Africa (SUNFundAfrica) establishing a Net Asset Value (NAV) that benchmarks the Coin of Africa (CoA) value to reduce volatility and give it backing.
- Projects go through rigorous Business Training to ensure that they receive adequate mentorship to prepare them, ultimately reducing failure risk of the ventures.

## Rain Makers

Are the Investors that fund the Project Makers through the SUNFund model. Rain Makers get cryptocurrency that will be anchored on SUNFund's Net Asset Value (NAV).

## Project Makers

Are the Entrepreneurs that create the business ventures and projects. Project Makers therefore form the underlying assets of the Start-Up Nation Fund (SUNFund) and create its Net Asset Value (NAV).

## Deal Makers

Are Marketers/Sales Agents/Brand Ambassadors. They connect with Entrepreneurs and Investors to build a portfolio of Project; Rain; and Deal Makers for Start-Up Nation (SUN).

# 2008 FINANCIAL CRISIS: A TEN-YEAR REVIEW

## ZIMBABWE'S FINANCIAL CRISIS

By Shaun Nyagumbo – Founder of Start-Up Nation Fund Africa (SUNFundAfrica)

- How did it happen?
- At the turn of 2009, a multi-currency basket was introduced that comprised 6 currencies with the USD and ZAR becoming the dominant currencies of them all. The ZAR lost its attractiveness as the rate weakened between the period 2009 to 2017, making the USD the preferred currency and the base valuation of all goods and services.
- Zimbabwe was, however, still also going through a productivity crisis that reduced export activity and therefore ability to replenish forex reserves. A cocktail of budget deficits, externalization and reduced forex receipts have groomed the crisis which has left the apex bank with over US\$600 million in unprocessed international payments, ±\$10 billion in RTGS Dollars not backed by real money and an exploding parallel market for hard currency (forex).



# 2008 FINANCIAL CRISIS: A TEN-YEAR REVIEW

## ZIMBABWE'S FINANCIAL CRISIS CONTD.

- According to Business Weekly, the Loan-to-Deposit ratio fell to 44% from 48.9% against a benchmark of 70%. Banks are not lending due to the growing RTGS balances. Banks are mainly investing in Treasury Bills and Savings Bonds. This means that the little foreign currency Zimbabwe is earning coming either from Cash Crops and Minerals, as well as Diaspora Remittances that account for \$1 billion per annum (5% of GDP).
- The Bond Notes have failed to hold water against a proclaimed 1:1 benchmark. The Minister of Finance announced plans to scrap the Bond Note and pursue one of three solutions; Increase USD, Join Rand Monetary Union, Introduce Local Currency. Governor Mangudya mentioned on Bloomberg that currency reforms may take 5 years.
- So what now? The RTGS:USD rate has ruptured the 400% mark meaning digital disruption is the only viable solution to 'Restore Legacy' to our economy. This is where Coin of Africa (CoA) comes into play.

# SOLUTION OVERVIEW



- Start-Up Nation (SUN) merges the dynamics of the [service model](#) to create the first [Waves Blockchain](#)-based Production-Backed Cryptocurrency (PBC) – Coin of Africa (CoA) – as a bleeding-edge innovation set to reframe African economics. With CoA, users will essentially be able to, among others:

Sending Money	Receiving Money	Access Savings & Investment Opportunities
---------------	-----------------	---

- The objective is to market the usefulness and promote the usage of CoA to drive demand and therefore grow the value of the cryptocurrency but benchmark the growth on the SUNFundAfrica Net Asset Value (NAV).

## THE COIN OF AFRICA (CoA) OFFERING OVERVIEW

TOTAL COINS & <u>ICO</u> QUANTITY	500,000,000 – Crowd Sale	99,000,000,000 – CoA Tokens Vaulted (for Vesting)	
INITIAL PRICE & TARGET CAPITAL	\$0.1080 (10.8c)	\$54,000,000.00	
USE OF PROCEEDS	Business Incubation	Expansion Drive	SUNFund Central Reserve
INITIAL COIN OFFERING (ICO)	Start: January 1, 2019	End: April 30, 2019	Days: 120
COIN OF AFRICA (COA) ALLOTMENT	Start: April 29, 2019	LIVE TRADING	Start: May 1, 2019

- With Coin of Africa (CoA), holders will be able to use it to make purchases of goods and services.

# COIN OF AFRICA (CoA)



- With Coin of Africa (CoA), the goal is to ‘cryptonize’ (tokenize) RTGS Dollars by enabling Zimbabweans to use their RTGS accounts to purchase CoA and trade it on the Waves DEX. With increased usage of CoA, performance of the Old Mutual Account and Incubation Fund, the value will increase attracting liquidity, ultimately making it more fungible.

- We have backed this cryptocurrency on our Old Mutual Money Market Account to create stability for the cryptocurrency. With the growth in usage of CoA, the token will be more fungible in foreign markets and therefore redeemable for other cryptocurrencies and fiat currencies, enabling International Payments among other benefits.

- With CoA, holders will also be able to use it to make purchases of goods and services within the SUNFundAfrica ecosystem in Zimbabwe, saving over 50% on their daily transaction fees.



# RISK ANALYSIS

- Carefully consider the following before you decide to buy CoA. We have identified major risks as well as mitigating measures to protect operations. This however does not immunize us from risk, but enables us to be well-prepared in the event of it.

<u>REGULATION</u>	<u>CAPITAL</u>	<u>LIQUIDITY</u>	<u>SECURITY</u>	<u>VOLATILITY</u>
The RBZ has banned cryptocurrencies, however the High Court has provided cryptocurrency firms reprieve to continue operations.	Incubated businesses will take up Insurance to minimize capital loss, in addition to the Central Reserve managed by Old Mutual.	SUN Market Makers, both Affiliated and Independent, are tasked with ensuring that the market is constantly liquid to enable trading.	DEX has improved security. Crypto is kept in the Wallet of the user and not on exchange, meaning their account is as safe as Mobile Money.	With CoA being Production-Backed, the value of the CoA is based on the Net Asset Value (NAV) of SUNFund, giving it stability.

# OUR OPERATIONAL PHASES

- Start-Up Nation (SUN) is divided into phases, in which there are four:

## Phase 1 - ICO

During the ICO phase we will be crowdfunding for investments and harnessing incubation projects that will be scheduled accordingly, as well as setting up operational systems.

## Phase 3 - Growth

During this phase, the team will focus on steadily growing operations and ensuring that all systems are operating well to guarantee that SUN operates as a healthy going concern.



## Phase 2 – Launch

This is when we officially start operations. Scheduled projects will commence incubation, Coin of Africa (CoA) will go live for trading on DEX and will also be officially usable for purchases.

## Phase 4 - Stabilization

As shown in the [Whitepaper](#), Year 3 is when we aim to balance our momentum and stabilize operations after the growth that is expected in Phase 2 & 3, given the current economic conditions.

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# OUR ROADMAP

We are starting with an **Initial Coin Offering (ICO) Private Placement** that will run from January 1, 2019 to March 31, 2019. This will lead into the **ICO** that will end April 30, 2019. **Live Trading** commences on May 1, 2019.

**1**  
**January 1, 2019 – March 31, 2019**

- Crypto-preneurship Seminar
  - Systems & Structures
  - ICO Private Placement

**2**  
**April 1, 2019 to April 30, 2019**

- ICO General Participation
- Financial Roadshow
- #DisruptZim Hackathon

**3**  
**May 1, 2019 - Beyond**

- Live Trading
- Incubation Scheduling
- Incubation Commences



Please note that these activities are not the only ones, but are the main activities.



# FINANCIAL OVERVIEW

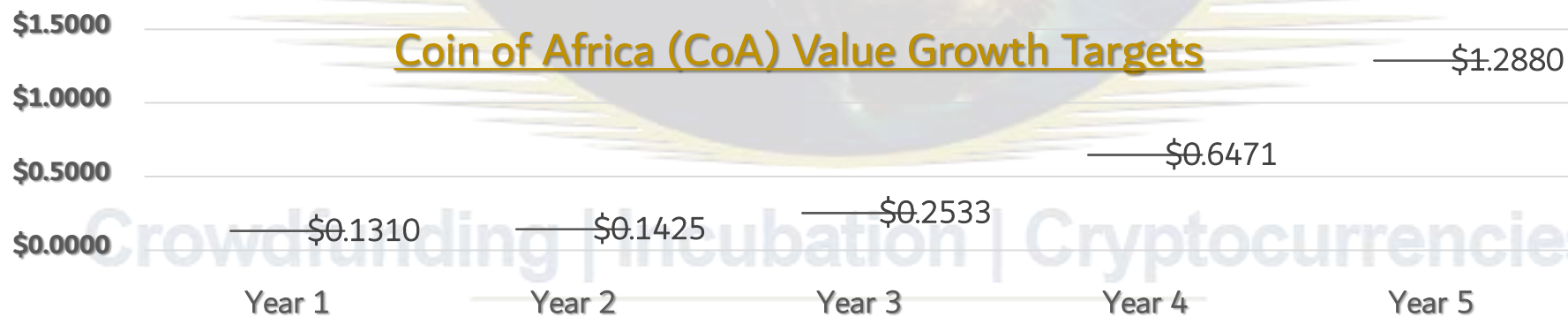
## INVESTOR GROWTH RATE

YEAR	INVESTORS	INVESTMENTS
1	50,000	\$6,100,000
2	100,000	\$41,600,000
3	250,000	\$139,950,000
4	500,000	\$406,150,000
5	1,000,000	\$1,218,450,000

## INCUBATION GROWTH RATE

YEAR	ENTREPRENEURS	AVERAGE FUNDING
1	7,100	\$1,000
2	15,420	\$5,000
3	29,401	\$10,000
4	37,523	\$50,000
5	49,705	\$100,000

## Coin of Africa (CoA) Value Growth Targets



# ICO

INITIAL COIN OFFERING

## INVESTMENT PACKAGES

<u>BASIC</u>	<u>STARTER</u>	<u>SILVER</u>	<u>GOLD</u>	<u>PLATINUM</u>	<u>DIAMOND</u>
No Bonus	1% bonus	2% bonus	3% bonus	4% bonus	5% bonus
<b>\$10</b>	<b>\$100</b>	<b>\$250</b>	<b>\$500</b>	<b>\$750</b>	<b>\$1,000</b>
<b>97 CoA</b>	<b>980 CoA</b>	<b>2,480 CoA</b>	<b>5,000 CoA</b>	<b>7,585 CoA</b>	<b>10,215 CoA</b>

## ICO PRICE LIST

<u>US\$ PRICE</u>	<u>INTERBANK MARKET RATE</u>	<u>RTGS (T\$) PRICE</u>
\$0.1080		\$0.2700
<b>Initial Price</b>	<b>2.5</b>	<b>Initial Price</b>

- To purchase Coin of Africa (CoA) contact our Investor Relations by clicking [here](#).



# 4-YEAR TIMELINE

- The 4-Year Time-line highlights what we aim to achieve over the next 4 years.



2018

## Establish

SUN was established in on September 1, 2018. SUN is using a Private Placement to raise the initial capital.



2019

## Launch

The PP & ICO run from 1/1/19 to 30/4/19 (120 days). This gives us adequate time to raise capital, oil operations, and build partnerships.



2020

## Growth

With the marketing efforts, the economic condition and brand we would have built, we expect 2020 to be a year of intense growth in terms of size of Project and Rain Makers.



2021

## Stabilization

Year 2021 is when we will start balancing momentum and ensuring that operations are still functioning well as well as performing fundamental upgrades to the system.



# Companies that accept Bitcoin

Google



Microsoft

PayPal



mozilla



zynga



namecheap

airBaltic



bitcoinex

NETELLER

adyen



shopify

gyft



Rakuten

Revel  
SYSTEMS

Time Inc.



Save the Children



newegg.com



galaxy.com



Takeaway.com

TigerDirect.com



globalpayments



# CRYPTO-MERCHANTS & OTHER ENTRANTS



**golix**  
Digital Currencies  
for people in Africa



**SIGN UP**  
Get a bitcoin wallet

**bitcoin**

**STEP 1**  
Get a Bitcoin Wallet.  
Sign up at  
<https://bitcoinfundi.com>  
if you do not have one

**UPDATE**  
Update your payment info on BFS page

**BE FORWARD**  
JAPANESE CAR EXPORTER

**STEP 2**  
Update your Reward Payment Info on your BFS Dashboard.

**REWARD**  
Refer and get Rewarded

₿₿₿

**STEP 3**  
Refer your friends/customers to us and receive your rewards in Bitcoin!

**zimcoin** 8,500.00 USD / BTC

Trade Account Fari Support Logout

Open: 8000 Close: 8000 High: 9000 Low: 6000 Volume: 0 Change: 0.00 %

Asks	
BTC	USD
ask3 0.00300000	11,000.00
ask2 0.00300000	10,500.00
ask1 0.00470000	10,000.00

Bids	
BTC	USD
bid1 0.00300000	8,000.00
bid2 0.00433333	6,000.00

**Kuvacash**  
making money better

# MARKET OVERVIEW

- Guess who is using digital currency? Generation X, Millennials and Generation Z. Research by [Urban Airship](#) found that Millennials opened 67% of digital wallets, followed by Generation X with 51%.
- There are now over 80,000 people involved with Bitclub Network, and a further 50,000 have opened cryptocurrency trading accounts with local cryptocurrency firm Golix.
- This is the market that your business is able to tap into to diversify revenue streams and differentiate the customer experience.

## MOBILE WALLET USAGE IN THE LAST 3 MONTHS:

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**67%** of Millennials

**51%** of Generation X

**28%** of Baby Boomers



# MARKET OVERVIEW CONTINUED

IOL Shop @ Loot Drive360 IOL Property Talent360


BUSINESSREPORT COMPANIES ECONOMY ENERGY MARKETS ENTREPRENEURS TE



File image: Bitcoin. (IOL).

CAPE TOWN - According to international cryptocurrency marketplace, Paxful, African virtual currency users are more likely to be male, under 30 years old, a graduate or studying toward a tertiary qualification.

Paxful, a global peer-to-peer cryptocurrency marketplace, said that virtual currency is popular in Africa.



According to the company, African consumers account for over R500 million transactions per month on the platform.

ebusinessweekly - 4 month ago

## As forex crunch tightens, Zim businesses look to bitcoin

Jeffrey Gogo Engineering firm Appropriate Technology Africa (ATA) has become arguably the first mainstream company in Zimbabwe to accept payment in bitcoin, as manufacturers seek to break-free from the existing foreign currency crunch. ATA is a private-owned company manufacturing a range of industrial, agriculture and mining equipment including electric motors, diesel electric generators, dump trailers, [ ]

[Read on the original site](#)

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# CONTACT US



- You can find more information on our blog by clicking [here](#). To get in touch with us, we are available on:

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 **Global Business Innovations Hub**  
**336 Hebert Chitepo**  
**Harare, Zimbabwe**

- Start-Up Nation (SUN) aims to rethread Zimbabwe into the economic fabric of Africa leveraging the ground-breaking abilities that cryptocurrencies provide in revolutionizing finance, making it inclusive and affordable.
- With CoA, our vision is to create a Crypto-Economy within Start-Up Nation (SUN) that will *#MakeAfricaGreatAgain*.
- Please request the comprehensive Whitepaper to gain a full appreciation on what Start-Up Nation (SUN) does and how Coin of Africa (CoA) works. Click [here](#) if you need further understanding on this innovative economic solution.*