



BC-CHARITY

Charity of the Future

# Foreword

At every stage of human development, 'giving' has been with us. Whether one sees this phenomena as evolutionary or spiritual, the fact remains that giving – in all its forms – has been one of the greatest factors in the success of humanity and spans all the domains of 'human' assets; the intellectual, economic, cultural, social and biological.

In reality, there are few beings on our planet who have not been touched in some way by giving, and few who could argue the profound legacies left by the outcomes of man's urge to improve the present and future position of his society. Without some form of giving, many of mankind's greatest achievements simply would not have occurred. Giving is also one of the few activities mankind often undertakes without the geographic, cultural, social and political prejudices applied to other aspects of life.

**BCharity** is an international charity exchange that brings together individuals, funds and organizations from across the globe, providing an opportunity to help people in need. BCharity will not only showcase a real-world application of blockchain technology and cryptocurrency, but most importantly help to better connect with and showcase those in need.

Utilizing blockchain technology and cryptocurrency, BCharity will transform traditional systems and methods of charity, by removing unnecessary barriers, intermediaries and regulations that decrease the effectiveness of charitable activity and charitable organizations, while evolving global charity to a qualitative new level.

In early 2018, the private and pre-sale of the BCharity Tokens (CHAR) will be launched. These rounds are accessible for a selected group of participants who are aligned with BCharity's mission and vision. Participants can apply for these exclusive rounds by signing up on the BCharity website ([www.bcharity.io](http://www.bcharity.io)). Details about the exact private and pre-sale launch dates will be communicated within this document. For participants, a certain minimum amount of ETH is mandatory to participate in each round. Participants will benefit from notable CHAR bonuses in both the private and pre-sale rounds.

Preliminary access to the document was provided to persons from the sphere of charity and representatives of blockchain communities. Authors are grateful for their comments and constructive criticism. A responsibility for remained shortcomings lies on the authors of the project.



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# Introduction

We find ourselves at a unique time in history, with the convergence of many fascinating factors. A rapid acceleration of consciousness, information accessibility, and technological capabilities are all bringing us to a tipping point. At the same time, humanity is also faced with an increasing rate of natural disasters and infectious disease, placing additional stress and disparity on current economic, political, cultural and societal systems on a global scale.

Blockchain technology and cryptocurrencies represent a fundamental technology shift for which humanity can create new solutions to modern and future challenges. Like Buckminster Fuller famously stated, "You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

**BCharity** will provide the system and method to transform global charity. By utilizing cryptocurrency, this platform opens the door to charitable donations from the world's newest asset class and next generation of wealth. Cryptocurrencies are unrelated to governments, banks or other financial institutions and cannot be withheld or cancelled during the transfer. The transfer of the funds is instantaneous, immediately impacting those in need.

Individuals in need of help will no longer rely on traditional methods to share their story and connect with funds. The BCharity platform represents a global network of organizations and philanthropists, utilizing the newest asset class to ensure maximum donation effectiveness.

**BCharity** is ideally positioned for global exposure. The fusion of the world's most innovative and disruptive technology with one of the most basic human needs will dramatically increase the awareness and adoption of cryptocurrency, demonstrate modern applications of blockchain technology and increase the success of humanity going forward.

The BCharity Token (CHAR) is an ERC-20 Ethereum based Token and will be utilized to make contributions to the ICO of **BCharity**.



To establish the most effective charity / giving platform that provides the greatest, on-going benefit to the future success of humanity.

BCharity encompasses all forms of "giving" (regardless of taxable benefit status).

Utilizing blockchain technology, BCharity will transform traditional systems and methods of giving, by increasing trust and transparency, while showcasing those "in-need" on a global scale.

## Born to Thrive

BCharity is dedicated to ensuring that all people have the opportunity to develop, empower and realize their potential.

We believe that those "in need" can be best supported by utilizing a platform developed with blockchain technology to effectively showcase their story and connect with individuals on a global scale.

Bad things can happen to good people and natural disasters seem to be occurring on a more frequent basis, BCharity is the gateway to maximizing charitable activity via crypto-donations.

## Consensus Threshold

One of the many unique features provided by the BCharity Platform. The Consensus Threshold ensures trust and transparency while addressing AML (anti-money laundering) activity through the use of proprietary technology based on advanced algorithmic and smart contract protocols.

## Actively Establishing Partnerships

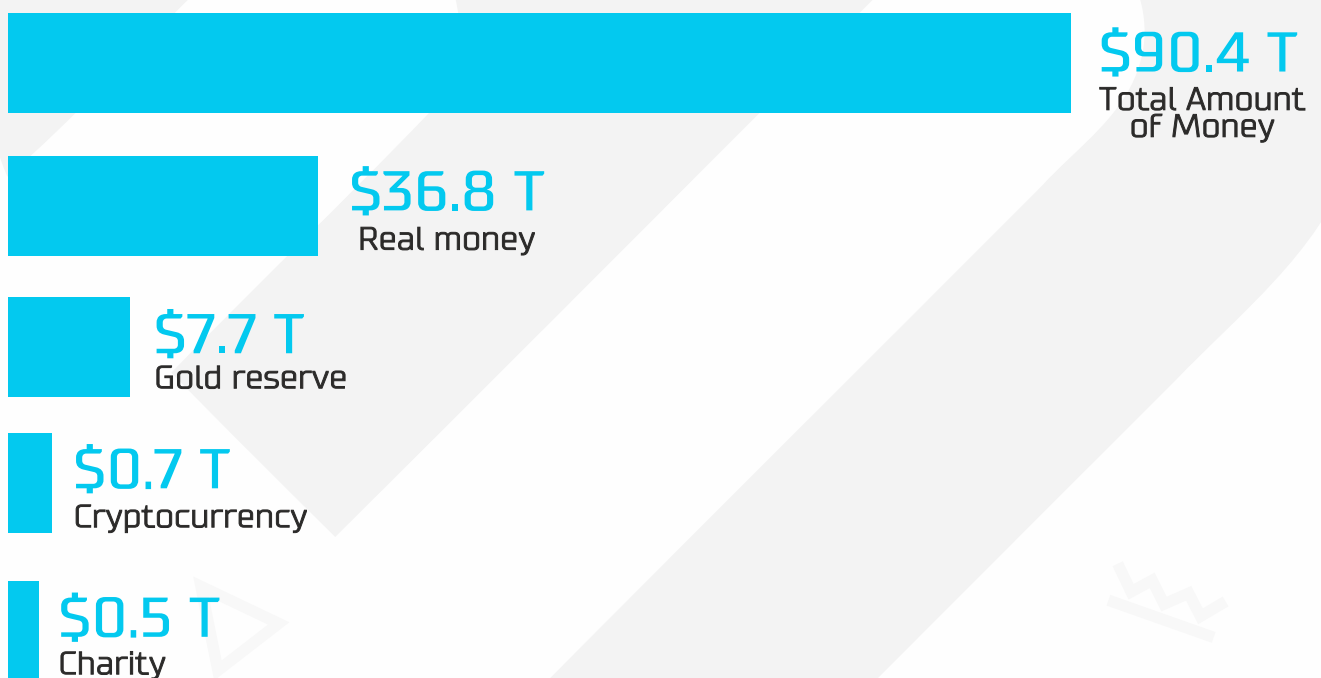
BCharity is actively partnering with charities on a global scale. If you are in the industry or know someone "in-need" please connect with us as we are building the platform to best facilitate "charitable giving" of the future.



# Cryptocurrency Market

In January 2018, the capitalization of the cryptocurrency market reached 700 billion dollars, when in December 2017 this value was at the level of 500 billion dollars. According to multimillionaire and digital currency supporter Michael Novogratz, the capitalization of the cryptocurrency market at the end of 2018 will be \$ 2 trillion.

Global awareness, interest and the acceptance of cryptocurrency is expanding on a daily basis. The security and transparency of blockchain technology, mixed with the speed and limitless trade potential of cryptocurrency are applicable in any sphere, especially for charity. It is assumed that charities utilizing blockchain technology and cryptocurrency will soon represent a significant percentage of global charity and will increasingly challenge the market share of traditional charitable donation methods.



One of the most notable attributes of blockchain technology is its level of trust and security. Through the blockchain method of decentralization, information is stored remotely across the globe. This ensures security and accessibility to transactions without borders, while providing the basis to create an international charity exchange.



# Existing Problems:

Charity has a significant impact on the state of social tension in society, as well as on its moral and psychological climate. It helps to alleviate the disparity and removes the sharpness of the contradiction between the rich and the poor, the haves and the have-nots. Unforeseen events happen daily, and its human nature to voluntarily help and accept help.

In the modern sphere of philanthropy, there are various problems that need to be solved:

- ① The first problem is the lack of an international platform that would provide an opportunity to gather and connect those in need and philanthropists from around the world.
- ② The second problem of international charity is the language barrier. This considerable restriction does not allow people in different countries or on different continents to share their story with a global audience and obtain the support from people who are ready to help.
- ③ The third problem is related to the lack of charitable organizations or funds in some cities, regions and even countries. This fact necessitates that people who need help in these places do not even have a chance to get it.
- ④ The fourth problem is that in the era of blockchain technology development and the massive introduction of cryptocurrency into various industries, the gap between the world of blockchain technologies and the world of charity remains very significant.
- ⑤ The fifth problem is the lack of confidence within the existing charity eco-system, and the uncertainty that charitable donations will be effectively utilized and help to achieve real results. History has revealed many fraudulent organizations that partially or completely take possession of the funds and use them for their own purposes, with little public disclosure of financial information and distribution.
- ⑥ The sixth problem is that small charitable funds and organizations that are of interest to those in need do not have sufficient financial support or connections with well-known personalities, which would allow them to enter the international market to search for benefactors. All this becomes a huge obstacle for those whose way of life is charity and helping people.



**BCharity** is a social enterprise with a diversified team of industry experts, leveraging available technology to unite the global eco-system of charity. By establishing an international exchange that combines blockchain technology effectively addresses the first problem.

Solving the second problem will address the language barrier. Placement of requests for charity fundraising will be implemented in 2 languages: in native language of people in need, and in English, the most widely accepted language globally. In case a person does not have the opportunity, or knowledge, to publish the request in English, they can use "BCharity Translate".

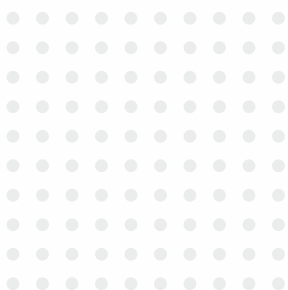
Charity requests in an international language (English) provides an opportunity to reach a large audience of philanthropists, rather than placing the request in a lesser-known language. Within the BCharity organization, an interpreter's department will be created, which will internally translate requests that have not been translated using BCharity Translate.

In total, there are 197 countries in the world, but there are also unrecognized countries and independent territories. Many countries lack the resources to properly utilize charitable organizations or funds, and people who need help in these places do have a chance to get it. To solve the problem, which is under the number "three", the BCharity exchange will leverage its platform, brand and team to connect with the global activist community. People in need from any country, whether it recognized or not, will be able to ask society for help, and get it.

All over the world, there is such a thing as "blockchainization". This phenomenon occurs not only in the sphere of virtual space, but also actively takes root in the real sector. Today, Blockchain technology is used in following sectors: banking, real estate, consumer goods space, technology and labor market.

Charity is a sphere that occupies one of the most important aspects of human life and human evolution. The BCharity team will bring charity to a new level and give it greater importance. We are the first to break the barrier between charity and the cryptocurrency market. By removing barriers and intermediaries, everyone will have the opportunity to monitor the flow of funds and ensure the largest impact possible. BCharity is a huge step in the development of charity. Thus, we simultaneously solve the fourth and fifth problem.

The **BCharity** platform will encompass the necessary connectivity so that all charitable organizations and funds will be able to connect to the exchange with minimal expense. The only condition for entering the international exchange is the provision of official documents that will confirm the legality and that the organization or fund is relevant and valid in one or another country / state / region / district / city and is officially registered in the register of charitable organizations.





# Case Study

## Industry and Country Example: USA

Two assumptions. CHAR is property in the eyes of the IRS and security in the eyes of the SEC. Based on these assumptions. After we get legal clarification the main driver here is the satisfaction BCharity gives the buyer knowing their purchase of CHAR will go to causes they care about, with full accountability and transparency. In addition, we should address how buying CHAR will get the buyer the maximum tax break. With the following examples:

1. Giving appreciated CHAR you've held for more than a year is better than giving cash. If you donate CHAR that has increased in value since you bought it more than a year ago – and if you itemize deductions -- you can take a charitable deduction for the CHAR's fair market value on the day you give it away. You'll also avoid capital-gains taxes on the increase in value over time, which you would have had to pay if you sold CHAR then gave the charity the cash proceeds. You can deduct the fair market value only if you hold CHAR for more than a year before giving it away. If you've held it for less than a year, your deduction is limited to your cost basis -- what you paid for CHAR -- not the current value.

The gift of appreciated CHAR is fully deductible up to 30% of your adjusted gross income. For example, if your adjusted gross income is \$100,000, up to \$30,000 of long-term appreciated stock and other capital gain property may generally be deducted, although high-income donors may be subject to a partial phase-out of itemized deductions. Any excess can generally be carried forward and deducted over as many as five subsequent years.

We can automatically make the donation to a charity prior to Dec 31st year-end deadline via smart contract.

2. If CHAR loses value, it's better to sell it and give the cash. If CHAR has lost value, it's better to sell it first and give the cash to the charity. You'll still be able to deduct your charitable donation if you itemize, but you'll also be able to take a capital loss when you sell the CHAR.

Take a look at the tax savings of donating CHAR versus a cash gift. The chart below assumes you wish to donate CHAR worth \$10,000 that you purchased for \$2,000 several years ago.

	Donate Appreciated CHAR Outright	Donate \$10,000 Cash	Sell CHAR and donate cash
Charitable deduction	\$10,000	\$10,000	\$10,000
Ordinary income tax savings (assumes 35% rate)	\$3,500	\$3,500	\$3,500
Capital gains tax paid (assumes 15% tax rate on \$8,000 gain)	\$1,200 saved	N/A	\$1,200 paid
Net tax savings	\$4,700	\$3,500	\$2,300



# A Matter of Taste

To better understand the opportunity of BCharity, we must first better understand the reasons behind giving.

Most people give to causes that affirm important values, including compassion for those in need. Donors are also more likely to give when they think their donation will make a difference. Donors consider the costs and benefits of giving, and the benefits to themselves such as feeling good or looking good to others.

## **The power of asking**

85% of charitable donations happen because someone asked.

To encourage more donations BCharity will provide a way for individuals to showcase their story

## **The TASTE of Charitable Giving**

### **Trust**

People are more likely to give to nonprofits that they trust will use their donated money to make a difference.

### **Altruism**

It is human nature to help those in need. By actively participating in charitable actions, individuals satisfy the altruistic concern for others.

### **Social**

Many donors say that they give because their donations matter to someone they know and/or something they care about. Individuals who have a shared experience or commonality with a specific cause are more likely to support and make a donation

### **Taxes**

The tax breaks many people get in exchange for their gifts to charity are another motivating factor for giving.

### **Egoism**

Egoism is when people give in order to receive some personal benefit, such as feeling good or looking good to others.

**Financial constraints is the one reason why people avoid giving to charity.**

BCharity aligns the world of crypto-currency and facilitates needs of charity amongst the "CyberRich".

As more government regulation enters the market, charitable giving will increase dramatically.



# Market Size and Opportunity

## US Market = Benchmark

While there are no concrete statistics regarding total charitable giving/donations on a global scale, we can reference available information and make growth projections based on the US market.

In 2017 Total US Charitable Donations = \$ 390B

There are approx. 1.5M Non-Profit Organizations registered within the US.

Charity based Crypto-Donations within the US processed through Fidelity Investments Only

2016 - \$ 7,000,000 USD

2017 - \$ 70,000,000 USD

\*10X Growth

\*\*Transaction value of crypto-currency based donations (Bitcoin and alternative coins)

\*\*\***Fidelity Investments** is a multinational financial services corporation based in Boston, Massachusetts.

*The ability to accept cryptocurrency donations allowed cryptocurrency holders to take advantage of the surge in appreciation to benefit charity. By donating these assets, the **donors could eliminate the significant capital gains taxes on the appreciation** while giving the full fair market value to charity.*

<http://fortune.com/2018/02/14/bitcoin-charity-donations-soared-10-fold-last-year-fidelity-says/>

Total US Donations – Crypto-Donations vs Fiat – 0.018%

Available space to grow compared to FIAT = 5,500 X

## Market Penetration (Adoption) Rate:

Taking into account user adoption of platform (BCharity) based on adoption rate of the average social media platform adoption of 11%. We take a (worst case) pessimistic outlook of 0.01% in 1<sup>st</sup> year.



**US Market – Worst Case Growth Projections = 0.01%**

Total Expected Donation Value happening on the BCharity Platform (US Market) – per Year.

**Worst Case – Market Penetration 0.01%  
& Growth Rate of 1.5X – Projected US Market Revenue**

Year	Total Donation Value, \$	BCharity Revenue, \$
2019	39,000,000	1,560,000
2020	59,000,000	2,360,000
2021	88,000,000	3,520,000
2022	132,000,000	5,280,000
2023	200,000,000	8,000,000

**US Market – Likely Growth Projections = 0.018%**

Total Expected Donation Value happening on the BCharity Platform (US Market) – per Year.

**Likely – Market Penetration 0.018%  
& Growth Rate of 1.5X – Projected US Market Revenue**

Year	Total Donation Value, \$	BCharity Revenue, \$
2019	70,200,00	2,808,000
2020	105,300,000	4,212,000
2021	157,950,000	6,318,000
2022	236,925,000	9,477,000
2023	355,387,500	14,215,500

**US Market – Best Case Growth Projections = 0.05%**

Total Expected Donation Value happening on the BCharity Platform (US Market) – per Year.

**Best Case – Market Penetration 0.05%  
& Growth Rate of 1.5X – Projected US Market Revenue**

Year	Total Donation Value, \$	BCharity Revenue, \$
2019	195,000,000	7,800,000
2020	292,500,000	11,700,000
2021	438,750,000	17,550,500
2022	658,125,000	26,325,500
2023	987,187,500	39,215,500

## What is BCharity?

**BCharity** is the first international charity exchange using blockchain technology to address modern issues facing global human needs.

**BCharity** will establish itself as the market leading crypto-currency charity platform by:

- 1 – Establishing a crypto-currency based exchange to facilitate purchases of the BCharity Token (CHAR) via Fiat and Crypto-Currency.
- 2 – Utilizing a social network interface that will be placed on top of the exchange, allowing for charitable organizations / foundations (or individuals) to showcase their story and need.

**BCharity** will develop the platform to best facilitate the reasons of charity “Matter of TASTE”, while being the market leading charity based platform.

**BCharity** is a social enterprise that empowers everyone to become a Philanthropist. Through the BCharity exchange anyone can donate money and/or time on a micro or macro scale. BCharity also believes that the millennial generation (major demographic of cryptocurrency adoption) is more socially aware and concern with humanitarian initiatives than they are given credit for.

On one hand, this exchange will bring together charitable funds, organizations and private charitable parties globally, on the other hand, all those in need will be able to effectively showcase their problems and share it with the world.

The qualitative introduction of blockchain technology makes it possible to transform the charity eco-system and address the way in which charitable organizations are regulated. In the future, this technology can be used to register and monitor charitable initiatives in real-time, which will be of significant importance for natural disasters and epidemic support/relief.

The use of smart contracts will lead to a fundamental shift within global charity, and ultimately change the traditional methods of philanthropy.

Whether it be time or money, **BCharity** is an inclusive global charity platform that combines the human value of giving with the revolution of technology.



# What is BCharity Translate?

**BCharity Translate** is a service for translating text into English for people or organizations who want global exposure on the exchange but only know their native language. This service will reward individuals who take a proactive position to helping those in need, [individuals/philanthropists who donate their time].

**BCharity Translate** is the first of its kind within the sphere of charity. This platform will encourage people who know different languages to help raise funds for those in need. This initiative allows individuals without the ability to make financial donations, a way to make a difference and become an integral part of the global charity eco-system.

Automated language translation is still in its infancy, and it will be some time before technology can accurately translate native to English without loss of meaning. When accurate communication is absolutely vital, the BCharity Translate initiative ensures that the necessary information is accurately shared, properly articulating the problem and what is required to solve it.

Additionally, **BCharity Translate** will utilize and develop language based artificial intelligence technologies to address global language barriers.

The service will be implemented as follows:

- ① Applying for text translation.
- ② Choosing the text by interpreter, making the translation and sending it for review.
- ③ Checking the translation of text using artificial intelligence, which is developed by our specialists and sending to the moderator for final verification.
- ④ After the moderation of the translated text, it is published on the platform on behalf of the person who have created the request for translation.

At the end of each translated text, information about the person who performed the translation will be provided. For the participants of the **BCharity Translate** service, a rating system will be introduced. Ratings will be compiled based on the quality of the translation and the number of translated texts. All participants of BCharity Translate will be ranked. The best and most active intellectual benefactors can be seen on a separate page "TOP Translators".

In the profile of each translator, statistics will be kept on the translations made and on how many points they received. Top Translators will generate income for their activity within the **BCharity** global charity eco-system.

By acknowledging and rewarding those who donate their time and expertise, we will achieve high-quality translation, effectively showcase problems for worldwide charitable consideration, while also creating independent advocates of BCharity. To develop this service, we will constantly expand our circle of partners, and connect with various resources that translate and teach English in non-english speaking countries. Upon the launch of BCharity, a significant marketing campaign will be launched to connect with the english speaking world.



# Ways to Receive Donations

The platform will implement two-ways to receive donations that will satisfy both traditional fiat currency and modern cryptocurrency users.

## 1st Way

**BCharity** users who represent charitable funds, organizations or individuals, will be able to withdraw donations that have been received in their **BCharity** accounts.

The withdrawal of funds from the platform will be made to Ethereum wallets, which are able to accept tokens of the standard Ethereum ERC20. With the help of exchanges, the **BCharity** exchange network and strategic locations globally, individuals will also be able to exchange cryptocurrency for fiat, to best utilize the funds by those who need it.

The funding of payments and donations is top priority for **BCharity**. We will continuously explore internal development and external partnerships to ensure the best user experience.

## 2nd Way

Funds and organizations that have collected the necessary amount of donations required to address a specific problem, but are unable to internally handle cryptocurrency transactions will process a withdrawal request.

A special form will be created for these users, by creating a "request to transfer" document. Allocated donations will be transferred to the verified bank account. A prerequisite for the implementation of a withdraw request is the charity registration package – referenced within this document.



### Implementation of withdrawal of funds to a bank account:

- Submission of a request for withdrawal of funds indicating the reason and details of the receiving bank.
- Performing a manual request processing.
- After the request is approved, the specified number of tokens will be written off from the built in Ethereum wallet.
- The sale of tokens on the exchange at the current exchange rate and withdrawal of funds to the bank account of the company.
- Transfer of funds from **BCharity** bank account to the bank account details provided by you.

This method of withdrawal will include a commission for banking services. The commission will be determined individually, depending on the chosen method of transfer and the amount of funds that will need to be transferred.





## How Does BCharity Work?

The **BCharity** platform shall be designed with a simple and intuitive interface. Initially, the user will select one of two registration parameters: a philanthropist (individual), or charity (fund/organization). In case of charity (fund/organization) selection, the user will need to provide a full package of documents that will confirm the legitimacy, due diligence and valid status of existence. After an internal review of the submitted documents, the user can start a charity campaign. For philanthropist (individuals), there is no verification after registration.

All charitable funds (organizations) will utilize their unique Ethereum wallet address, to which they will accept donations in the form of a BCharity Coin. As for philanthropists, on every transaction, they will be given a choice: make an anonymous donation or become attached to the address of Ethereum wallet used to perform open charitable activities.

The introduction of the rating system will provide an opportunity to rank both parties. The rating for open philanthropists will be formed based on the number of donations made and the total amount. In the case of charitable funds and organizations, their rating will be formed from three components: the number of people in need, the successful charitable actions, as well as the total amount of donations collected.

All financial information about the collection of donations by charitable funds (organizations) will be kept in open form in their profile. This will make it possible to make their activities "transparent".

All movement of funds on the platform BCharity will be stored in the blockchain, which entails the impossibility of changing, hiding or removing the committed transaction.



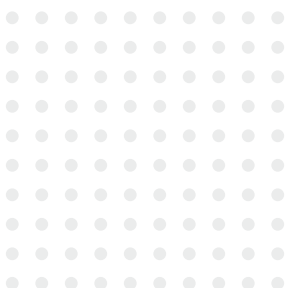


## Directions of BCharity

BCharity exists to innovate the way humans connect and support one another, creating the platform to showcase the needs of humanity and method to thrive.

At this time, there are an increasing number of those who need help. Main Groups:

- ① **Natural disasters.** Assistance to victims of natural disasters.
- ② **Armed conflicts.** Assistance to victims of armed conflicts or terrorist attacks, including war veterans and law enforcement officials, who became disabled in the line of duty.
- ③ **Medicine.** Assistance to those in need of expensive treatment.
- ④ **Education.** Educational projects support (including orphanages and boarding schools).
- ⑤ **Sport.** Support projects in the field of sport and physical culture. **Religion.**
- ⑥ Support religious organizations which do not provide radical views.
- ⑦ **Art.** Support projects for the development of culture and art;
- ⑧ **Society.** Support for social programs and infrastructure development projects realization.
- ⑨ **Animals.** Support projects and organizations involved in the rescue of endangered or rare species of animals, as well as support the operation of shelters for pets.



# TOKEN SALE

## BCharity Token

BCharity shall collect funds for the purpose of launching the international charity exchange using blockchain technologies and implementing cryptocurrency into this sphere. To do this, the company issues BCharity Tokens (CHAR), which are smart contracts based on Ethereum.

Between each BCharity Token and BCharity Coin a link will be established in the blockchain, this will make it possible to use the BCharity Coin to make donations within the BCharity eco-system.



The BCharity Token is a utility token that follows the deflation model and has the Ethereum ERC20 standard.

You can purchase tokens with the following cryptocurrencies: Bitcoin, Bitcoin Classic, Ethereum, DASH, Litecoin, ZCash, Ripple, Monero. Additional cryptocurrencies may be utilized.

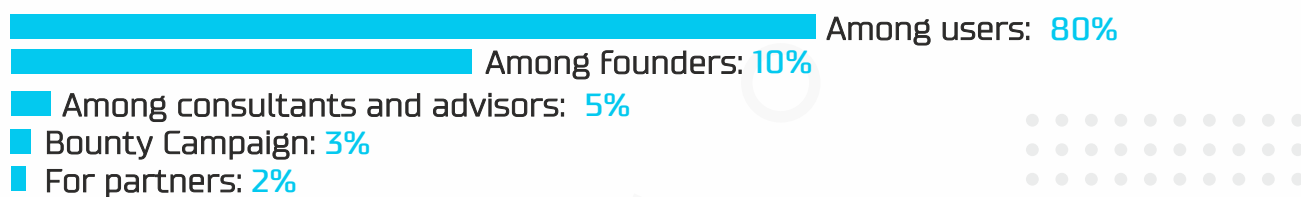
At the end of the main phase of the token sale, all participants will receive the ERC20 BCharity Token through the Ethereum network in proportion to the amount contributed during the crowdsale.

In the case that after all stages of the token sale, the minimum required amount of funds [SoftCap] was not collected, deposits, which were collect on Main Sale will be returned in full. The refund will be in the specific currency that was used to purchase the tokens and will be returned to the wallets of which the initial contribution was made – which must be indicated in the personal account.

### Number of tokens:

The emission of BCharity Token occurs once. The number of tokens issued will be 100,000,000 CHAR. The additional issue of tokens is not carried out. After the completion of all crowdsales stages; the remaining tokens that were not sold will be destroyed.

### Distribution of tokens:



## Distribution of Tokens by Stages:

### Private Sale

The amount that will be available for purchase at this stage is 5% (4,000,000 CHAR) of the total number of tokens that are distributed among users.

The price of the token at the time of the Private Sale will be:

1 BCharity Token (CHAR) = \$ 0.35

Date of conducting: 01.03.2018 – 30.03.2018

### Pre-Sale

The amount that will be available for purchase at this stage is 10% (8,000,000 CHAR) of the total number of tokens that are distributed among users.

The price of the token at the time of the Pre-Sale will be:

1 BCharity Token (CHAR) = \$ 0.5

Date of conducting: 01.04.2018 – 30.04.2018

### Main Sale

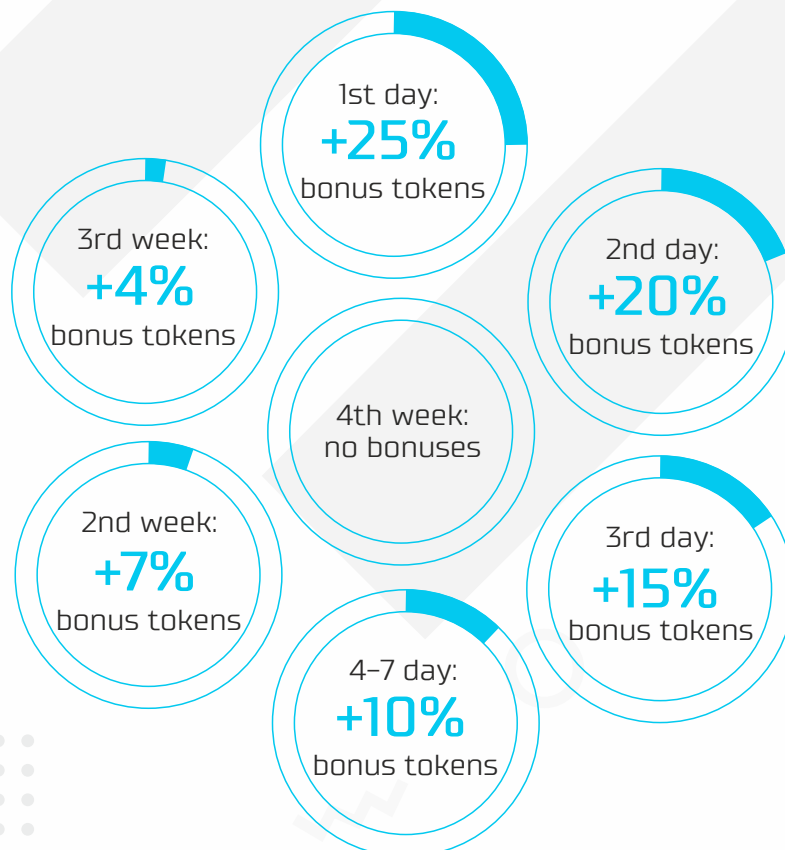
The amount that will be available for purchase at this stage is 85% (68,000,000 CHAR) of the total number of tokens that are distributed among users.

The price of the token at the time of the Main Sale will be:

1 BCharity Token (CHAR) = \$ 1

Date of conducting: 01.06.2018 – 30.06.2018

## Bonuses on time:



# Bonuses from number of purchased tokens:

+ 3%

when buying more than \$50 000

+ 5%

when buying more than \$100 000

+ 7%

when buying more than \$ 150 000

+ 10%

when buying more than \$200 000

+ 12%

when buying more than \$250 000

+ 15%

when buying more than \$300 000

+ 18%

when buying more than \$500 000

+ 21%

when buying more than \$1 000 000

+ 25%

when buying more than \$2 000 000

*\*\*\* Bonuses on time and bonuses from the number of purchased tokens are valid only during the main stage of the crowdsale - Main Sale.*

Soft Cap — \$ 5 000 000

Hard Cap — \$ 35 000 000

*Upon reaching Hard Cap, Token Sale will end.*

# Bounty Campaign

- BitcoinTalk signature campaign: 35% of the total reward;
- Content creation and special support: 30% of the total reward;
- Campaign on social media: 20% of the total reward;
- Translations into other languages and moderation: 15% of the total reward;

List of social media networks:



Twitter



Facebook



LinkedIn



Medium



Telegram



YouTube



Reddit



Instagram

If you wish to provide assistance for the **BCharity** ICO and project, you can fill out the form on the website in the "Bounty" section. Make your offer, and if it interests us, we will contact you.

Compensation for the "Bounty Campaign" is made after the Main Sale, after which all tokens sold are taken for 80% of their total number. The remaining 20% are distributed among founders, consultants, partners and as rewards under the scheme described above.

A detailed description of the "Bounty Campaign" and all information will be available on the website.



# Affiliate Program

**BCharity** is utilizing an Affiliate Program. Anyone with a YouTube channel, a blog, a website, or a social media account can participate.

The reward will be from 4 to 10% from each purchase, (purchases made from your affiliate link). Rewards will be in the form of CHAR tokens.

The accrual table, depending on the number of tokens purchased by the involved participants:

- 1-50 000 BCharityToken – 4%
- 50 001-100 000 BCharityToken – 6%
- 100 001-500 000 BCharityToken – 8%
- more than 500 000 BCharityToken – 10%

You will be able to participate after performing a few simple actions:

- Sign up at [bcharity.io](http://bcharity.io)
- Fill in the details in your account and enter the address of your Ethereum purse.
- Go to the "Partners" section, which is in your personal account and get your affiliate link.

To become a partner of BCharity, you need to verify your account by purchasing an arbitrary number of tokens. You can buy them using cryptocurrency indicated above.

In the "Partners" section there will be banners of various sizes that you can use to conduct your affiliate campaign.

The affiliate program will be launched from the beginning of the Private Sale, and will continue until the end of the Main Sale.



# Product Roadmap

The purpose of **BCharity** is to create the largest decentralized international charity exchange that will unite those who wish to help (charitable organizations, foundations, and philanthropists) to all those who need it globally.

Birth of the idea of creating **BCharity**  
Third quarter 2017

Study the charity market and preparatory work  
Fourth quarter 2017

Launch of PR campaign, holding of Private Sale  
March 2018

Pre-Sale conducting  
April 2018

Main Sale, MVP presentation, placing a token on stock exchanges, the introduction of blockchain technologies  
June 2018





Presentation of the beta version and the beginning of development of a full version of the Product. Meeting with the world leaders in the field of charity

**September 2018**

Expanding the company's staff, completing the development of a full-fledged version of the product, a security audit

**The third quarter of 2018**

Presentation of the full version of the product, brand popularization, marketing and PR campaigns

**Fourth quarter of 2018**

Development of applications for mobile devices on all operating systems

**The first quarter of 2019**

Geographical expansion of the market expansion, access to all kinds of organizations that need charity

**The second quarter of 2019**



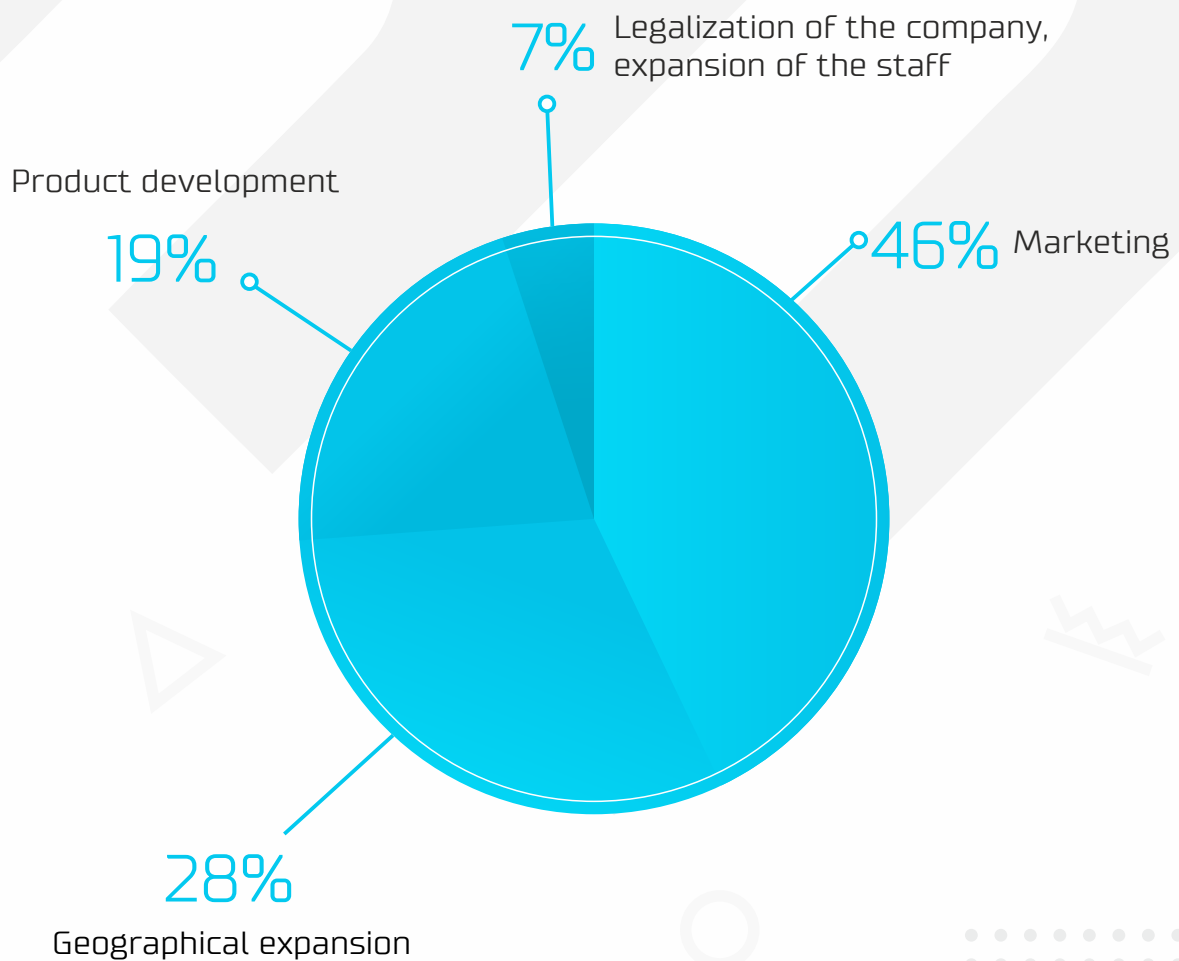
# Designated Use of Funds

Given a successful crowdsale of the BCharity Token (CHAR), financial assets will be allocated across 4 primary strategic initiatives:

- Marketing and geographical expansion
- Product development
- Legalization and expansion of the company staff
- Product improvement and technical development

In addition to the costs associated with these initiatives, there will also be additional financial expenses associated with instilling the brand and forming strategic alliances, corporate and regional offices, as well as infrastructure costs associated with operating a blockchain technology company.

## Overall Allocation % of Funds



# Compliance with the Legal Aspects

We have conducted several legal audits as part of our internal due diligence. We can state with confidence that **BCharity** meets current legal requirements for offering tokens at all stages of the crowdsale process.

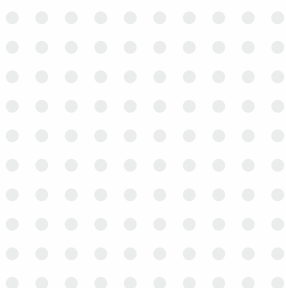
In the opinion of our lawyers, advisors and legal counsel and after the Howey test, we can state with certainty that the BCharity Token is not equated with securities and therefore does not need registration.

The **BCharity Project** considered all nuances of legislation on the regulation of crowdsale, transactions with cryptocurrencies and tokens.

The **BCharity Token** is a **Utility Token** and will be issued to all members of the crowdsale. Conducting operations on the platform without the token will not be possible. The Token does not assume the functions of a share or security, nor an entitlement of dividends.

## Results

Criteria for assessing risks		Your results	
Total points	The probability that the token will be recognized as security		
0 or less	Extremely unlikely	Sum of points by Element 1	100
1-33	Unlikely	Sum of points by Element 2	70
34-66	Outcomes are equally probable	Sum of points by Element 3	20
67-99	Quite possible		
100 or more	Very likely	<u>Total risk score</u>	20



## Prospects for the Economy of BCharity

With the increasing number of natural disasters, poverty and disease, the number of people in need of charitable help is growing every day. As the number of people in need increases, so too does the need to re-imagine modern charity.

**BCharity** is the first to market; combining blockchain/cryptocurrency with a global charity exchange. Since 2016, technology has made significant strides and we now have the ideal development environment to effectively create a platform that can satisfy the increasing needs of global charity going forward.

The **BCharity Team** believes that a genuine approach to communication and transparency is absolutely paramount to connect with intended audiences and forge necessary relationships. With a growing team across strategic regions globally, clear communication and accountability is a top priority. Utilizing multiple communication platforms has been standard since the projects inception. The needs of charity are not 9-5pm – Monday to Friday, and as such the **BCharity Team is 24/7**.

The growth and demand for **BCharity** is vast. As global acceptance of cryptocurrency and new wealth increases, so does the ability to make a difference. Based on our market expansion strategy and growth projections; after holding a successful crowdsale and with a total disbursement of tokens, the funds raised will be sufficient for the full development and maintenance of the BCharity platform. The market awareness of BCharity will allow the team to address charity without borders.

By uniting cryptocurrency with the world of charity, the next generation asset class has direct access to those in need without the flaws and issues of current traditional systems. BCharity will fundamentally change the way humans help each other and will contribute to the future success of humanity. **BCharity** is charity re-imagined.

In order to maintain sustainability of the service, BCharity will charge a commission for each transaction, which will also positively affect the company's growth and increase the price of BCharity token.



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