



# Whitepaper

This is a working document and is subject to changes and reviews







## Legal Disclaimer

This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by Coinway to purchase our coin nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

All proceeds of the Coinway coin sales shall be used to expand Coinway businesses and operations.

No person is bound to enter into any contract or binding legal commitment to the contribution to the Coinway sales event and no cryptocurrency or another form of payment is to be accepted based on this Whitepaper.

Eligibility to participate in Coinway future sales event may vary depending upon your country of citizenship or residence. Final decisions have not yet been made in that regard but will be announced well in advance of the date on which our coin will first be made available for private and/or public contributions.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements, or rules of any jurisdiction. The publication, distribution, or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements, or rules have been complied with.



## Abstract

Coinway has a unique concept for Network & Creative Marketing and will change how it is done for good, through the use of blockchain technology based eco-system of tools and services designed for the world.

As you are aware the crypto world has taken the planet by storm over the last few years and is developing into one of the world's major players within finance, business and investment.



## Table of Contents

Introduction	5
Company Overview	9
Online Marketing	10
Network Marketing	14
Creative Marketing	17
Coinway Coin	19
Coin Parameters	20
Coin Distribution	21
Marketing Strategy	22
RoadMap	24
References	25



# Introduction

## **What is Cryptocurrency?**

Cryptocurrency is a form of payment that can be exchanged online for goods and services. Many companies have issued their own currencies, often called tokens, and these can be traded specifically for the good or service that the company provides. Think of them as you would arcade tokens or casino chips. You'll need to exchange real currency for the cryptocurrency to access the good or service.

Cryptocurrencies work using a technology called blockchain. Blockchain is a decentralized technology spread across many computers that manages and records transactions. Part of the appeal of this technology is its security

## **How many are out there, and what are they worth?**

More than 2,200 different cryptocurrencies are traded publicly, according to CoinMarketCap.com, a market research website. And cryptocurrencies continue to proliferate, raising money through initial coin offerings, or ICOs. The total value of all cryptocurrencies on June 6, 2019 was about \$246 billion, according to CoinMarketCap, and the total value of all bitcoins, the most popular digital currency, was pegged at about \$136 billion.



### **Why are they so popular?**

Cryptocurrencies appeal to their supporters for a variety of reasons. Here are some of the most popular:

- ⊕ Supporters see cryptocurrencies such as bitcoin as the currency of the future and are racing to buy them now, presumably before they become more valuable
- ⊕ Some supporters like the fact that cryptocurrency removes central banks from managing the money supply, since over time these banks tend to reduce the value of money via inflation
- ⊕ Other supporters like the technology behind cryptocurrencies, the blockchain, because it's a decentralized processing and recording system and can be more secure than traditional payment systems
- ⊕ Some speculators like cryptocurrencies because they are going up in value and have no interest in the currencies' long-term acceptance as a way to move money

### **Are they a good investment?**

Cryptocurrencies may go up in value, but many investors see them as mere speculations, not real investments. The reason? Just like real currencies, cryptocurrencies generate no cash flow, so for you to profit someone has to pay more for the currency than you did.



That's what's called "the greater fool" theory of investment. Contrast that to a well-managed business, which increases its value over time by growing the profitability and cash flow of the operation.

### **History**

There have been many attempts at creating a digital currency during the 90s tech boom, with systems like Flooz, Beenz and DigiCash emerging on the market but inevitably failing. There were many different reasons for their failures, such as fraud, financial problems and even frictions between companies' employees and their bosses.

Notably, all of those systems utilized a Trusted Third Party approach, meaning that the companies behind them verified and facilitated the transactions. Due to the failures of these companies, the creation of a digital cash system was seen as a lost cause for a long while.

Then, in early 2009, an anonymous programmer or a group of programmers under an alias Satoshi Nakamoto introduced Bitcoin. Satoshi described it as a 'peer-to-peer electronic cash system.' It is completely decentralized, meaning there are no servers involved and no central controlling authority. The concept closely resembles peer-to-peer networks for file sharing.



One of the most important problems that any payment network has to solve is double-spending. It is a fraudulent technique of spending the same amount twice. The traditional solution was a trusted third party - a central server - that kept records of the balances and transactions. However, this method always entailed an authority basically in control of your funds and with all your personal details on hand.

In a decentralized network like Bitcoin, every single participant needs to do this job. This is done via the Blockchain - a public ledger of all transaction that ever happened within the network, available to everyone. Therefore, everyone in the network can see every account's balance.

Every transaction is a file that consists of the sender's and recipient's public keys (wallet addresses) and the amount of coins transferred. The transaction also needs to be signed off by the sender with their private key. All of this is just basic cryptography. Eventually, the transaction is broadcasted in the network, but it needs to be confirmed first.





## Company Overview

Coinway Group of companies is a unique firm that aims to make investing less tiresome. The Coinway ecosystem provides the tools, resources, and ease-of-use necessary for running successful low-risk investments.

Coinway group of companies represents a unique access point for investors because we make them feel assured in making informed decisions about their funds

The Coinway Group of companies, located in Kochi and Dubai, has Mr. Sulfikker as its CEO, heading its operations from its inception. In five years, we wish to open offices in major metro cities in India and major international cities across Asia, Europe, and the Middle East.

Coinway sees technology as an enabler and as a generator of new opportunities. We are forward-thinking, set to benchmark trends in technology to shape our future that will be coupled with our practical delivery on a highly automated platform that will make us unique.



## Online Marketing

Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, Google AdWords, and more. The objective of marketing is to reach potential customers through the channels where they spend their time reading, searching, shopping, and socializing online.

Widespread adoption of the internet for business and personal use has generated new channels for advertising and marketing engagement, including those mentioned above. There are also many benefits inherent to online marketing, which uses primarily digital mediums to attract, engage, and convert virtual visitors to customers.

Online marketing differs from traditional marketing, which has historically included mediums like print, billboard, television, and radio advertisements.

Before online marketing channels emerged, the cost to market products or services was often prohibitively expensive, and traditionally difficult to measure. Think of national TV ad campaigns, which are measured through consumer focus groups to determine levels of brand awareness. These methods are



traditionally also not well-suited to controlled experimentation. Today, anyone with an online business (as well as most offline businesses) can participate in online marketing by creating a website and building customer acquisition campaigns at little to no cost. Those marketing products and services also can experiment with optimization to fine-tune their campaigns' efficiency and ROI.

Online marketing has several advantages, including:

**Low costs**

Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads. Many advertising platforms also allow for scalable ads with different levels of reach that are proportioned to the advertising budget. Rather than committing a large amount of money on advertising, smaller companies can spend a small amount and still increase their reach.

**Flexibility and convenience**

Consumers may research and purchase products and services at their leisure. Business blogs can be used to let consumers and prospects conduct their research on the business's products as well as provide their feedback and reviews.

**Analytics**

Efficient statistical results are facilitated without extra costs. Many advertising tools include their analytics platforms where all data can be neatly organized and observed. This facilitates business intelligence efforts and data-driven decision making.

**Multiple options**

Advertising tools include pay-per-click advertising, email marketing, interstitial ads and banners, social media advertising, and local search integration (like Google Maps). Digital marketing companies usually offer their services across various online advertising channels by tuning their offer to the individual client's needs.

**Demographic targeting**

Consumers can be demographically targeted much more effectively in an online rather than offline process. Coupled with the increased analytics potential explained above, organizations can improve their targeting over time, have a clearer understanding of their customer base, and create specific offers that are shown only to certain demographics.

Online marketing has outsold traditional advertising in recent years and continues to be a high-growth industry.



## **Online Marketing Tools**

Several tools can be used to build and maintain a robust online marketing program:

- ✦ Email Marketing
- ✦ Social Media Marketing
- ✦ Search Engine Optimization (SEO)
- ✦ Display Advertising
- ✦ Search Engine Marketing (SEM)
- ✦ Events & Webinars
- ✦ A/B Testing & Website Optimization
- ✦ Content Marketing
- ✦ Video Marketing
- ✦ Marketing Analytics
- ✦ Marketing Automation
- ✦ Customer Relationship Management (CRM)
- ✦ Content Management System (CMS)
- ✦ Pay-per-click (PPC) Advertising
- ✦ LinkedIn Ads
- ✦ Affiliate Marketing





## Network Marketing

Network marketing is a medium of marketing that manufacturers use to expand their sales. Manufacturers use them when they have to deal with several distributors to push out their products. Sometimes, these distributors might have sub-distributors. As a result, this leads to a “network” of distributors that operate at various levels of the distribution chain. Manufacturers use this vast network of distributors to market their products to customers at various levels. This enables them to reach out to even more customers indirectly.

These distributors and dealers, therefore, act as independent representatives of the company. As a result, this way the company can market their goods widely without spending more money on traditional methods of marketing, like advertising.

### **Structure of Network Marketing**

Firstly, manufacturers require several distributors, sub-distributors, and dealers to create a network marketing structure. Secondly, These distributors procure goods from manufacturers themselves at wholesale prices.

They may either use them personally or they may sell them to other distributors for a profit. This chain continues further. The distributors, thus, will end up marketing goods until they reach customers, or else they may become final customers themselves.



Furthermore, these distributors get an opportunity to make some profits from this marketing network. They can receive some commission from manufacturers based on the total volume of goods they buy and sell. Hence, the functioning of these distributors is similar to that of insurance agents.

### **Use of Network Marketing**

Manufacturers generally use network marketing in business structures that require multi-level marketing. This is because such business models involve a large network of distributors and sub-distributors.

### **Advantages of Network Marketing**

There are absolutely no limits on the size of the network marketing structure. This happens because companies can tie-up with innumerable people to become distributors. Further, distributors can co-ordinate with other sub-distributors to expand the company's sales.

Due to a reliable and robust distribution network that engages customers directly, companies do not need to rely on advertising to market their goods.

The structure of distributors also reduces the profit margins of retailers that companies consider as an expense. These margins



get passed on to distributors and the companies do not have to bear their burden.

Another advantage is that companies do not need to spend a lot of money on storage and distribution. This is because distributors end up bearing these expenses themselves.

Finally, this structure allows distributors to earn an unlimited income from their dealings with the company. They can earn an income from their profits as well as commissions.



# Creative Marketing

Marketing means selling, and creative marketing is thinking-outside-the-box-selling. To keep up with the relentless stream of digital technology, businesses, and pretty much anyone who is selling anything needs to be thinking of innovative ways to constantly improve their creative marketing strategies.

In the past, the business was all about numbers. These days, while the books still need to balance, the entire landscape of the business world has changed. To thrive in this competitive environment, companies should be putting the same level of thought and energy into developing their creative marketing ideas as they do with their metrics.

## **Applying Creative Marketing**

Conjuring up creative marketing strategies can be challenging, especially under the watchful eye of the internet. But investing time into creative marketing campaign ideas pays off. And it's fun! Business does not always need to be serious. Creative marketing concepts are usually borne from brainstorming which is a brilliant way to increase team communication, collaboration, and in turn morale.

Consumers these days appreciate originality and humour and these two concepts are often the best places to begin when considering what your creative marketing ideas will be.



So whether you are focused on creative B2B marketing or want to get more followers on social media – consider this the bible of creative marketing strategies.

### **Types Of Creative Marketing**

Most successful brands have a distinctive image, voice, and style and they use social media as a means to showcase their personality and charm customers. Your creative should reflect your brand's personality. Three types of creative marketing strategies that have been proven to work time and time again are:

1. Authentic Imagery
2. Emotional Marketing
3. Storytelling





## Coinway Coin

Ethereum Request for Comments (ERC), which is similar to Bitcoin Improve Proposal (BIP) ERC, was made as a way for people to contribute information about Ethereum or introduce futures to the Ethereum network. ERC is basically how developers can propose improvements to the network. So, the number 20 (of the ERC-20) represents the unique I.D. number of that particular proposal.

ERC-20 is a Token Standard - which is a simple list of rules that any Token issued on the Ethereum blockchain must follow. Tokens are types of cryptocurrencies with different functions that represent an asset or are intended for a specific use that operates on the Ethereum blockchain.

ERC-20 proposes the implementation of rules and regulations developers must follow when creating tokens to issue on the Ethereum network. These rules dictate how the token can be transferred, the transaction approval method, user access to the tokens, and the total supply of the number of tokens available. ERC-20 ensures compatibility of the new token issued on the Ethereum network (ERC-20 Ensures Token Compatibility). Tokens that currently run on the Ethereum network are referred to as ERC-20 tokens. Currently, 242,000 ERC tokens have been issued on the Ethereum network.

The CAN coin is an ERC-20 coin created for Network & Creative marketing purposes



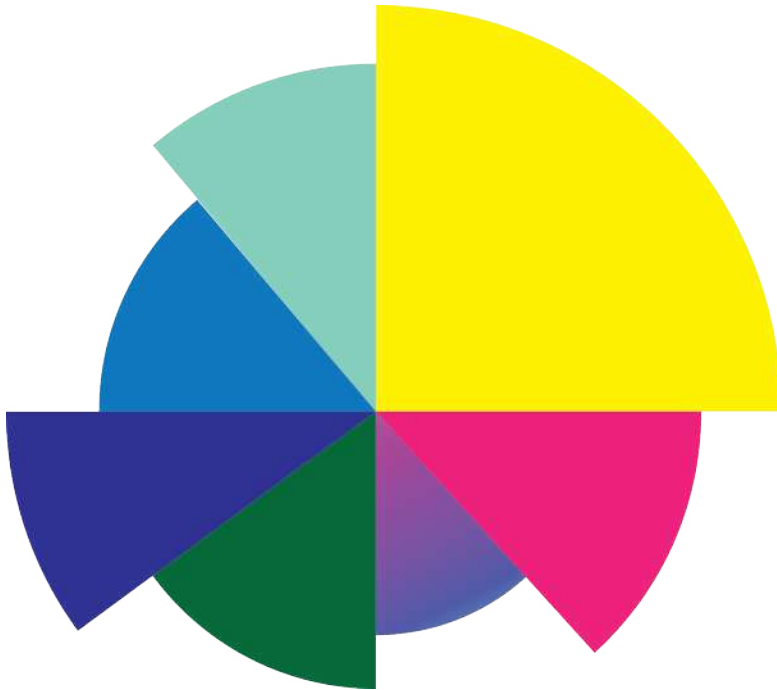
## Coin Parameters

Token Name	Coinway Coin
Token Abbreviation	CAN
Emission Rate	No new coin will be created
Maximum Supply	800 Million coins
Token Network	ETHEREUM (ERC20 extended)
Token Decimal	10

***CAN is an erc20 coin for the purposes of Network & Creative Marketing***



## Coin Distribution



- IEO = 500M [ 250M + 250M] Through exchanges
- Team : 50M ( locked 24month )
- Partners = 50M ( locked 12month )
- Develop = 20M
- Airdrop = 40M
- Private Sale = 100M
- Charity : 40M



# Marketing Strategy

## **Partnerships:**

Coinway will partner with several financial institutions and blockchain companies to help promote its coin globally.

## **Social Media Marketing:**

Social media today is an efficient marketing strategy for every industry, Coinway will adopt all social media marketing strategy to help market its coin and services carried out. The platforms that will be used for paid ads include bing, google, facebook, instagram, twitter, linkedin e.t.c

## **Airdrop and Bounty Campaigns:**

Airdrop and bounty campaigns are one of the best marketing strategy for of every crypto project. Free coins will be given out all through.

## **Blockchain Events:**

As a global coin, Coinway will host several blockchain summits in various continents of the world. These events will bring various crypto influencers together and thereby promoting our coin.

**Listing on Exchanges:**

Coinway coin will be listed on major top volume exchanges. Our coin will be listed on coinmarketcap, this is to enable our users check on a regular our price on exchanges, trade our coins and as well know our rank on coinmarketcap.

**Word-of-Mouth:**

In today's businesses, word of mouth is the most efficient marketing strategy. We will ensure our support offers 24/7 support to our customers and users of our coin. This is to help us maintain a high level of customer satisfaction. When customers are satisfied they give positive reviews about the project and this sky-rockets the success of the project.

**Blockchain forums:**

Cryptocurrency forums today serves as a major tool for promotion. Forums like Bitcointalk have great influence on every blockchain project. Our project will be listed on various cryptocurrency forums, this is to help us get a good target audience, partners and investors to our project. These forums gives room for asking questions and also getting positive replies from the owners of the project.





## RoadMap

- **Q1 2019**  
Idea Developed
- **Q3 2019**  
Coinway Groups was formed
- **Q4 2019**  
Coinway trading was launched  
CAN coin idea was developed
- **2020 Q1**  
Analysis of CAN coin project
- **2020 Q2**  
Coinway groups website was official launched
- **2020 Q3 & Q4**  
CAN coin is developed  
IEO launching  
Listing on Crypto Exchanges
- **2021 Q1 & Q2**  
Office opening in Europe and Middle East  
Launching Coinway Foundation Charity Global  
Listing CAN Coin on more exchanges
- **2021 Q3 & Q4**  
CAN Coin Main net launching  
Coinway Crypto Exchange Launching  
Launching 2021 & 2022 RoadMap



## References

<http://www.businessdictionary.com/definition/creative-strategy.html>

<https://www.dontpaniclondon.com/importance-of-creativity-in-advertising/>

<https://www.optimizely.com/optimization-glossary/online-marketing/#:~:text=Online%20marketing%20is%20the%20practice,optimization%2C%20Google%20AdWords%20and%20more.>

<https://businessjargons.com/online-marketing.html>

<https://www.techopedia.com/definition/26363/online-marketing>

<https://simplicable.com/new/creative-marketing#:~:text=Creative%20marketing%20is%20the%20process,products%20in%20an%20inspiring%20experience.>

<https://www.investopedia.com/terms/n/network-marketing.asp#:~:text=Network%20marketing%20is%20a%20business,lead%20generation%20and%20closing%20sales.>

<https://www.techopedia.com/definition/26363/online-marketing>

<https://www.investopedia.com/terms/b/bitcoin.asp>

<https://www.investopedia.com/terms/c/cryptocurrency.asp>

<https://en.wikipedia.org/wiki/Cryptocurrency>

<https://coingecko.com/bitcoin-for-beginners/what-are-cryptocurrencies>



<https://www.investopedia.com/terms/n/network-marketing.asp#:~:text=Network%20marketing%20is%20a%20business,lead%20generation%20and%20closing%20sales.>

<https://www.toppr.com/guides/business-environment/emerging-trends-in-business/network-marketing/>

<http://www.businessdictionary.com/definition/network-marketing.html>

<https://www.thebalancesmb.com/the-network-marketing-business-model-is-it-right-for-you-3515493>

<https://www.designwizard.com/blog/creative-marketing/>

<https://www.thebalancesmb.com/creative-marketing-who-what-how-3989903>

<https://blog.hivedigitalstrategy.com/11-creative-marketing-ideas-to-use-in-2020>

<https://visual.ly/community/Infographics/business/what-creative-marketing>

<https://accessamg.com/2017/11/20/marketingcreative/>

## Official Partners

P2P  b2b

 iINDOEX

EX  MARKETS



 LATOKEN