

Buy Booz with BoozCoin

Creating a Marketplace for Crypto & Alcohol



Prepared by,

-  James Pala
-  Ian MacKinnon
-  Kimmy Goh
-  Steph Rawlins
-  Clinton Bryan

Contents

1. Purpose

- Vision
- How will we do it?
- Why Booz?

2. Alcohol Market

- Our Edge
- State of the current industry

3. Team

4. BoozCoin Adoption

5. Reward System

- Buyer Rewards
- Merchant Rewards
- Yearly bonuses

6. BoozExchange

7. Blockchain and Smart Contracts

- Underlying technology

8. Tokenomics

- Allocation and Vesting
- Liquidity

9. Marketing and Community

10. Roadmap

11. Disclaimers and References

1. Purpose

Our Vision

BoozCoin is ready to take on the global alcohol industry by bringing the purchase, sale, and verification of alcoholic beverages worldwide to the blockchain. It is a medium of exchange that will allow instantaneous payments, authenticity on collectables and zero international payment fees. This in turn allows for the highest profit margin for the supplier and the lowest price for the purchaser. We believe that with the support of our strong and loyal community, BoozCoin will succeed in an industry worth upwards of \$1.5 trillion annually.

By only capturing a mere 5% of the alcohol market, BoozCoin would see a market cap of \$75 billion -this would cement our token's place as one of the top 10 projects measured by market cap within the cryptocurrency space.



1. Purpose (contd)

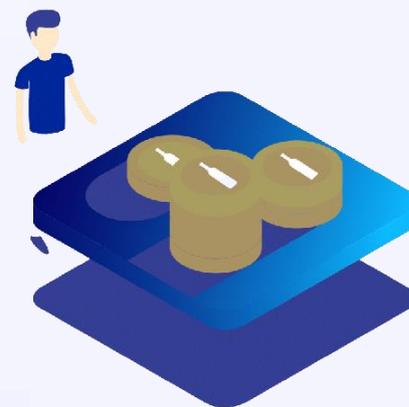
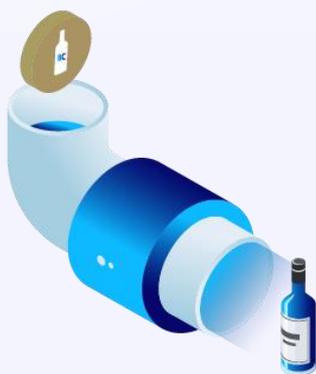
How will we do it?

BoozCoin will become the overarching operating system for the sale of alcohol, operating as a medium of exchange for payment. Our decentralized marketplace - BoozExchange - is being developed alongside the BoozCoin token, acting as a global market for suppliers, wholesalers and consumers to purchase or sell a product. Our exchange will allow buyers to see what products and quantities are available, which country they are currently stored in and at what price. Our NFT marketplace is also in development, which will revolutionize the alcohol industry as we know it. Both buyers and sellers will be able to market and authenticate rare bottles of wines and spirits through state-of-the-art blockchain technology, therefore largely reducing the risk of fraud to all parties involved.

However, the main focus of the NFT marketplace will be becoming the “go-to place” worldwide to buy, sell and trade NFTs for the world’s most exclusive wines. BoozCoin is in talks with the top first-growth Chateaux in Bordeaux to offer high-value wines as unique NFTs - spanning back to the earliest vintage ever recorded. These lucky holders will be able to take these exquisite wines with them into the metaverse, showcasing their knowledge and class to the entire virtual world.

BoozCoin simultaneously benefits producers, retailers, and consumers alike, by reducing banking costs and exchange rate fees, while greatly increasing choice and availability for the consumer.

We are creating a PHYSICAL PURPOSE for crypto-currency - in both the real & virtual world.

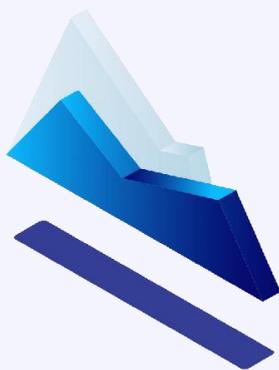


1. Purpose (contd)

Why BoozCoin?

- Simplified journey - the journey from manufacturer to customer is seamless
- Utilizing next-gen analytics, the supply chain from grower / distiller to customer will be dramatically simplified and be able to accommodate smaller volumes of product. This will help smaller regional suppliers to reach a worldwide market.
- Costs are greatly reduced by eliminating foreign exchange and bank fees, while speeding up the payment process.
- The synergy between BoozCoin and BoozExchange will dramatically increase customer choice.
- Worldwide markets within the alcohol market will now be available for all - not just the huge multinational corporations.
- Ensures the highest ROI for investors within the alcohol industry. A forecasted compound annual growth rate of 6.78% between 2022 and 2025 for the alcohol industry will ensure a massively positive return on investment.

In Summary, BoozExchange will allow consumers to find great wines and spirits at no-brainer prices by dealing directly with the grower / distillery. The consumer buys directly with BoozCoins, enjoying instant transactions and a seamless process. If the grower / distillery is not listed (only sells through wholesalers), the consumer will be able to see all the options and buy from the wholesaler who best meets their needs.



2. The Alcohol Market

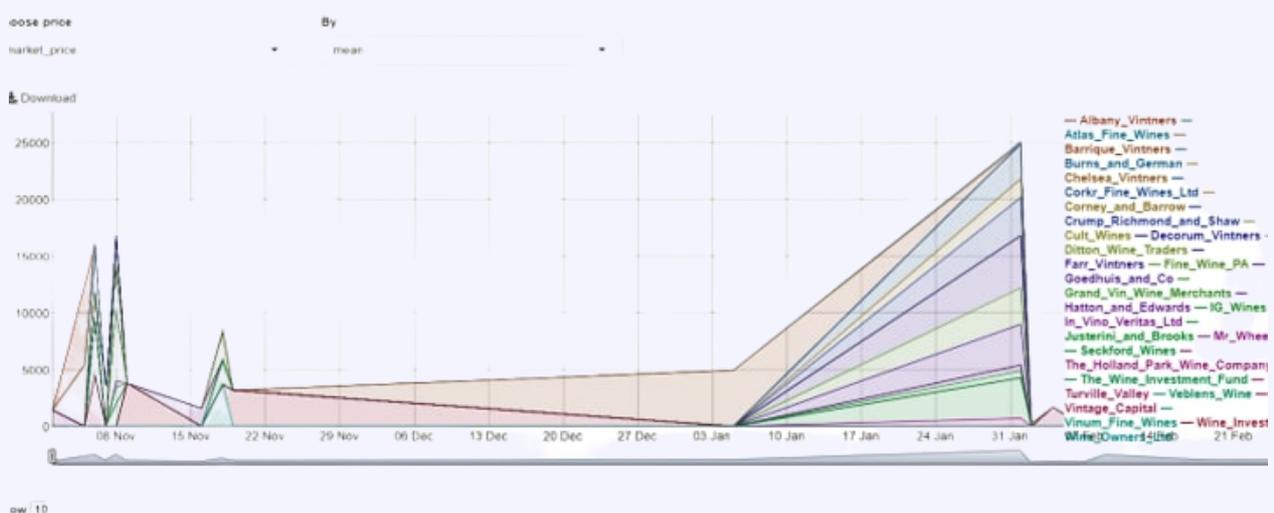
Our Edge

The time for BoozCoin has come...

The cryptocurrency market has been rapidly developing for more than a decade now. Those early adopters and speculators were always aware that it would be the future of financial transactions, but the vision of exactly how it would occur has always been somewhat blurry. However, the BoozCoin ecosystem has homed in on what we believe will be a ground-breaking payment system, changing the world as we know it and completely throwing the alcohol industry on its head.

BoozCoin's main focus is launching a coin like no other - a concept that can tackle the alcohol industry's significant problems such as excessive cost, forgery as well as the lack of access to quality suppliers for the average person. As we stated earlier, just a 5% share of the global alcohol market would put us at a \$75 billion valuation, in turn meaning BoozCoin is a household name within 5 years. It is time for the alcohol industry to have a currency of its own, with BoozCoin being the project to pop the cork.

Not only will BoozCoin be used as a form of payment within the alcohol industry, but our decentralized marketplace - BoozExchange will be the place where BoozCoin will act as tender. BoozExchange has been developed with industry-first analytical technology that provides worldwide live analytics on the pricing and availability of some of the rarest wines, beers, and spirits around the world, while also utilizing blockchain technology to solve some of the industry's most pressing issues, such as counterfeits. It will be utilizing Sure Holding's existing platform for data analytics and pricing information, meaning that the main infrastructure has already been built (Costing \$4m over 3 years of development). Our team collects prices on over 35,000 fine wines on a daily basis and has collected 15 years' worth of data, which is already imported into the BoozExchange back-end-system.

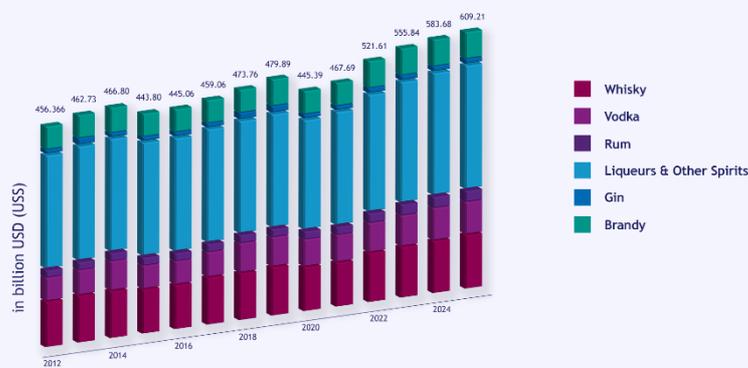


Example of Analytics available from BoozExchange

2. The Alcohol Market (contd)

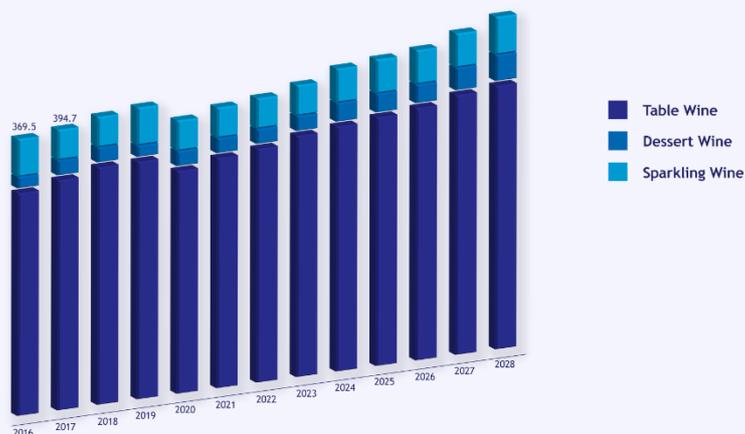
The alcohol industry now

The opportunity for growth for both BoozCoin and BoozExchange is enormous. As mentioned previously, the global market for alcoholic drinks is worth more than \$1.5 trillion, making it one of the largest commodity markets worldwide. However, according to Statista forecasts, this is set to increase to an all-time high of \$2.2 Trillion by 2025, with a compound annual growth rate of 6.78%



Forecast growth of Sprints market by category

Global wine market size, by product, 2016 - 2028 (USD Billion)



See reference 2 for more detail

3. Team

The BoozCoin team is unique in its makeup - our distinctive combination of experts with years of experience within the crypto space alongside alcohol industry veterans and high-tech entrepreneurs gives us a compelling competitive edge that is integral to success.



James Pala
Creator & Life Vest
[in](#)



Ian MacKinnon
The oracle
[in](#)



Saad Eddin
BoozMaster
[in](#)



Darren Conway
Rune Finder
[in](#)



Rohan Sharma
Design and Graphics
[in](#)



Zayed Albertyn
Development
[in](#)



James Hamilton
UI Designer
[in](#)

4. Adoption

BoozCoin Adoption

Blockchain adoption is inevitable across multiple industries, due to its ability to streamline processes and carry out seamless financial transactions. BoozCoin will lead this revolution within the alcohol industry, while simultaneously utilizing the first-mover advantage. Spreading further awareness of our project by reaching out to major hotel firms, restaurant chains and airlines with tailored solutions and enticing contracts. Once the major players in each of these industries have started to use BoozCoin as a form of payment, word will spread like wildfire, and we will see businesses from all around the world jump on board – or risk being left behind.

Think about it - why would huge vendors like Hilton Hotels or TGI Fridays want to continue paying their huge card processing bills (around 1-2% for Visa and MasterCard, which can work out at millions per year for some of the largest companies), when they could utilize the cost efficiency of BoozCoin? These are just 2 examples of the hundreds of multinational corporations who would save billions collectively per year by switching to using BoozCoin - the quicker, cheaper, and much more efficient option.



5. Reward Systems

Any thriving crypto-economy worth its salt will reward token holders generously - BoozCoin is no different. Our holders must know how we will be rewarding them, so communication and marketing around this will be integral to our marketing policy and our overall success. Anyone using BoozCoin as their transactional currency will receive a reward of BoozCoin for doing so - giving an extra incentive to use the native currency.

Buyers Rewards

Any buyer using BoozCoin consistently as a form of exchange or payment will be generously rewarded, with bonus BoozCoins awarded based on the value of each transaction at the rate of 5% for transactions up to \$500 and 2% thereafter.



Merchant Rewards

Merchants will be motivated to use BoozCoin through numerous avenues:

*The standard cost of doing business through banks and credit card merchants is 4%. Since BoozCoin has no fees of this kind, the Merchant enjoys significant savings.

*Bonus BoozCoins at 1% of the transaction value



Additional rewards for buyers and merchants

Monthly Rewards

BoozCoin are granted according to their monthly activity based on:

*Volume of BoozCoin transactions

*The value of BoozCoin transactions

Yearly bonuses

Yearly bonuses in BoozCoins are also awarded to buyers and sellers for holding BoozCoin.

The long-term collection of BoozCoin offers buyers and sellers an opportunity to accumulate BoozCoins

– seeing the benefits in holding BoozCoin not just as form of payment, but as a commodity for asset building.

6. BoozExchange



BoozExchange

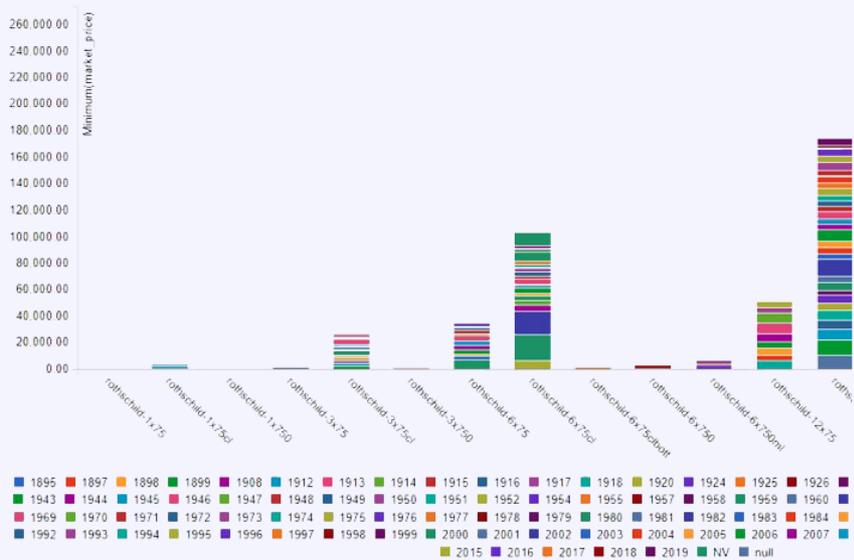
BoozExchange is the trading platform that facilitates the purchase of great wines, beers, and spirits at extremely low prices. BoozCoin will be used as the currency on BoozExchange, with purchases being made through both the native token and fiat if requested. Users will also be rewarded for making transactions with BoozCoin, not only making their costs cheaper, but making a profit along the way.

Other platforms intended to trade BoozCoin include:

- Sushi Swap
- Trust Wallet

Using state of the art analytics technology, consumers will be presented with stock data and product pricing from around the world. Potential retailers will be able to compare the analytics to ensure they are generating the best ROI from their purchase, utilizing detailed data analytics, pivot points and charting features to identify the best possible time and place to purchase alcohol. BoozExchange will also be charging for listings, creating yet another revenue stream to generate profit for BoozCoin holders. Its dynamic messaging app will also allow for seamless communication between buyers and vendors, ensuring flawless transactions from start to finish.

For further information on BoozExchange, visit the Website: <https://boozexchange.com/>
 Whitepaper: <https://boozexchange.com/whitepaper/>



Example of Analytics available from BoozExchange

7. Blockchain and Smart Contracts

Our Blockchain Presence

BoozCoin is developed on the Solana Blockchain network due to Solana's native scalability, plus the Solana (SOL) blockchain is inherently fast and operates more cost-effectively than many other established blockchains. The 3 main reasons for using the Solana blockchain are:

1. Fast, Secure, and Scalable

The censorship-resistant blockchain technology provides the open infrastructure required for true global adoption.

2. Speed of transactions

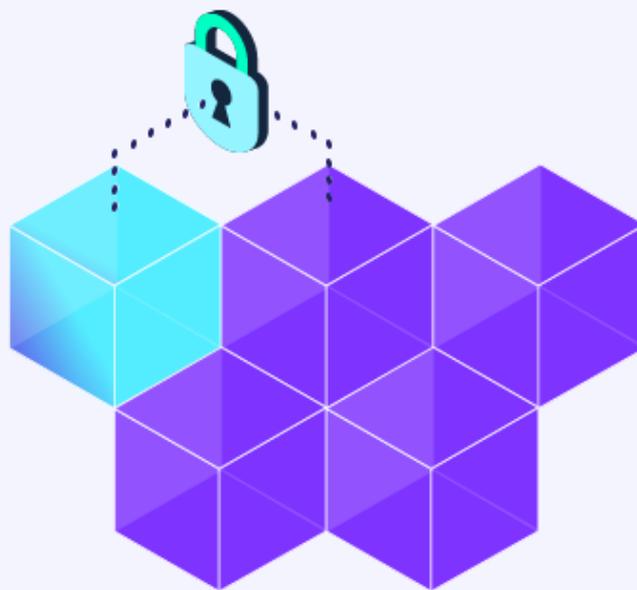
The SOL chain boasts a theoretical throughput of 65,000 transactions a second (faster than Nasdaq) – effectively eliminating any payment bottlenecks.

3. Miniscule transaction fees

Its fees are minuscule – averaging just \$0.00025 per transaction, this means both buyers and sellers don't have to worry about expensive fees.

For full visibility on the BoozCoin smart contract, please click here

<https://github.com/BoozCoin/token-vesting>



8. Tokenomics

*% Rounded to the nearest decimal

Total Supply - 12,888,888,888

Seed 1 - 30,000,000 (2.3%)

Seed 2 - 700,000,000 (5.4%)

Pre-Private - 1,000,000,000 (7.8%)

Private - 670,000,000 (5.2%)

ICO - 50,000,000 (0.4%)

Team - 408,000,000 (3.2%)

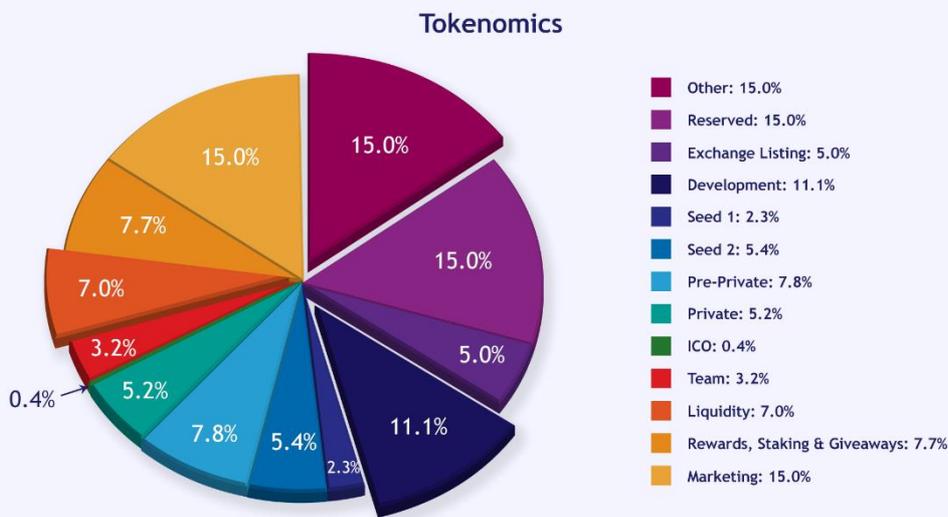
Liquidity - 895,950,000 (7%)

Rewards, Staking & Giveaways - 990,975,000 (7.7%) Marketing - 1,933,333,333 (15%)

Development - 1,430,666,666 (11.1%)

Exchange Listing - 644,444,444 (5%)

Reserve - 1,933,333,333 (15%)



Other - 1,933,333,333 (15%)

Vesting – Pre-ICO rounds

Seed 1 - 300,000,000 Booz @ \$0.001

| | Seed 1 |
|-----------|--------|
| 6 months | 10% |
| 15 months | 10% |
| 20 months | 80% |

8. Tokenomics (contd)

Seed 2 – 700,000,000 Booz @\$0.001

| | Seed 2 |
|-----------|--------|
| 6 months | 10% |
| 15 months | 10% |
| 20 months | 80% |

Pre-Private– 1,000,000,000 Booz @\$0.002

| | Pre-Private |
|-----------|-------------|
| 9 months | 10% |
| 18 months | 15% |
| 24 months | 75% |

Private– 670,000,000 Booz @\$0.003

| | Private |
|-----------|---------|
| 12 months | 10% |
| 15 months | 20% |
| 22 months | 70% |

The team will receive a 15% allocation of the tokens sold at each ICO stage with the same vesting period as each stage above.

Marketing - 1,933,333,333

| | |
|-----------|-----|
| 12 months | 50% |
| 24 months | 50% |

Development - 1,430,666,666

| | |
|-----------|-----|
| 12 months | 50% |
| 24 months | 50% |

Reserve– 1,933,333,333

| | |
|-----------|-----|
| 12 months | 50% |
| 24 months | 50% |

Other - 1,933,333,333

| | |
|-----------|-----|
| 12 months | 50% |
| 24 months | 50% |

Exchange listing - 644,444,444

| | |
|-----------|-----|
| 12 months | 50% |
| 24 months | 50% |

8. Tokenomics (contd)

Liquidity

Overall, of the number of tokens released at the pre-ICO stage, 30% of the overall amount will then be allocated to initial liquidity, amounting to 7% of the total supply. If additional liquidity is needed due to the size of the project or additional exchanges needing liquidity, this can be taken from either the 'reserve' or 'other' allocations.

30% of the overall tokens coming to market as liquidity will be more than sufficient to control and create stability for the growth of BoozCoin. Booz DAO LLC board will be setting up a market management team with experienced market making personnel to ensure the positive growth of BoozCoin—creating a positive investment environment as well as a stable healthy chart.

9. Marketing & Community

Community is imperative in every crypto project, and BoozCoin doesn't shy away from this fact. We have setup several initiatives to create, engage and grow our community, with the main focus being on our referral program. If an individual uses the referral code, the referee gets 5% of the investor's investment, not to mention 150 Booz just for sharing the referral code in the first place. There have been several competitions, giveaways and AMAs within the community, offering free BoozCoin as prizes.

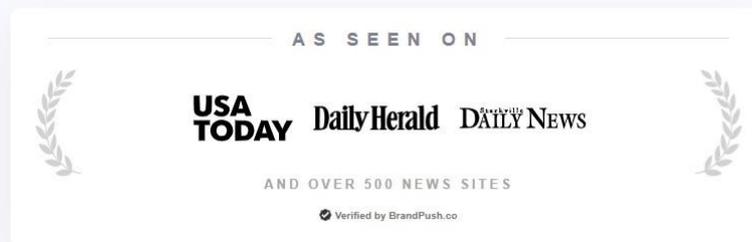
The community has been engaged in market research with several surveys sent to the community and responses rewarded with BoozCoins. This is a mechanism both to keep the community engaged and receive valuable real-world feedback on our marketing plans.

There are multiple marketing strategies already taking place at BoozCoin, with massive plans coming in the future:

- Coin advertising on top crypto websites (Coinzilla, Bit-media) etc.
- Content created at scale, pushing this out across Facebook, Instagram, Twitter and more.
- Influencers—we have 9 in the pipeline at the moment, and we are going through extensive vetting before we drop the hammer.
- We are starting with small to medium level crypto promoters, but some are heavy hitters in the cryptospace with upwards of 1 million followers
- BoozCoin was featured in over 500 publications recently which will be shared within the community. This was brilliant exposure for our project, and we need the Booz community to help push this out.

For details visit the media reporting site at ref 4 below

<https://www.brandpush.co/r/1645903006710>



10. Roadmap

STAGE1 Q1 2021

January - Discuss the concept with the investors to obtain feedback and interest levels.

February - Research any possible regulatory or licensing requirements for the project.

March - Design a whitepaper and RoadMap for the project with relevant dates and timeframes.

STAGE2 Q2 2021

April - Create a website (Boozcoin.com) contact us page, how to buy BoozCoin, Whitepaper, road map, press releases

May - Create BoozCoin on the Solana Network. Code and develop the coin and register with Solana as an official coin on the SOL network.

- Enhance the concept of the Whitepaper and RoadMap for the project with relevant dates and timeframes.

- Test wallets and select the best wallets for investors in BoozCoin to use.

June - Create all possible social media accounts: Telegram, Twitter, Instagram, Discord, Facebook, Reddit - medium used to update crypto community

STAGE3 Q3 2021

July- Present website and whitepaper to investors.

August- Form a team with roles and responsibilities – Make it official

September- Register on coin-list and various crypto outlets to attract exposure within the crypto community.

STAGE4 Q4 2021

October- Raise internal seed funding from investors and issue promissory funds

- Recruit marketers and create marketing strategy for launching BoozCoin

November- Create a smart contract to airdrop tokens to seed investors set with lock0in periods

December- Start marketing the pre-ICO to the public to commence phase 1 of funding.

- Consult with attorneys to commence registration of patents and trademarks
- Commence issuance of press release

10. Roadmap (contd)

STAGE5 Q1 2022

January - Commence recruitment of the Booz-Army and form a focus group to obtain feedback from the BoozCoin Community

- Recruit marketers and discuss with influencers to promote the project.
- Conduct data analytics research and perform stress tests on the website to improve BoozCoin's awareness.
- Release phase 1 pre-ICO.

February - Create videos showing buyers how to install wallets to transfer BoozCoin when their lock-in period expires

March - Recruit development team for BoozExchange.

- Publish how to articles for investors on wallet use and coin management.
- Research Legal and regulatory compliance for the potential of offering phase 3 to U.S investors.

STAGE6 Q2 2022

April - Commence development of Defi Staking Platform

- Commence development of liquidity Pools.
- Commence UI design for BoozExchange based on SureHoldings system.
- Commence development of the BoozCoin Payment System.

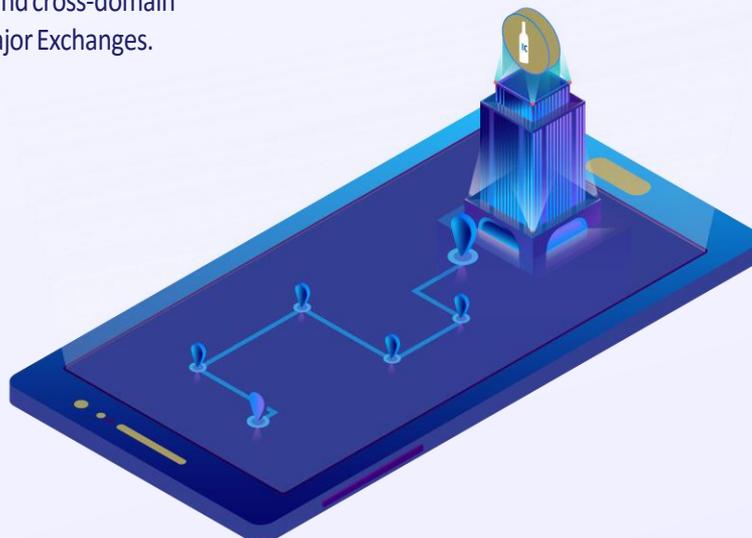
May - Two capital raises via Launchpads

June - Commence development of BoozExchange

STAGE7 Q3 2022

July - Commence recruitment of developers for swap Exchange Development

- Commence UI CrossChain SOL – ETH – USDT
- Establish a partnership with fine wine and spirits organizations.
- Commence development of NFT marketplace.
- Commence development of an integrated industry chain trading platform.
- Testing of exchange and cross-domain
- Launch Coin on all Major Exchanges.



11. Disclaimers and references

The sole purpose (the “Purpose”) of this website and white paper (the “White Paper”) is to provide information on the initial coin offering of tokens (“Tokens”) in relation to the BoozCoin Project (as described herein) (the “ICO”).

The White Paper and its contents do not, and are not intended to, constitute, or form any part of an offer for sale, prospectus, or invitation to subscribe for or purchase Tokens, nor shall the White Paper, or the fact of its distribution, form the basis of or, be relied upon in connection with any contract or commitment to acquire any such Tokens.

The White Paper is not a recommendation to purchase Tokens, and neither the White Paper nor its contents constitute “investment advice” for any purpose.

Before purchasing Tokens, potential purchasers are strongly advised to take professional advice. No representation or warranty is given as to the information contained in the Draft White Paper which has not been verified, and no reliance should be placed upon such information.

Token sales or coin offerings are typically a highly speculative form of investment. Investors should be prepared for the possibility of losing their investment completely. Investment in token sales or coin offerings is not subject to existing capital market regulations and protections. Potential purchasers should be aware that no established market exists for trading the Tokens.

Statements contained in the White Paper may constitute “forward-looking statements”. Forward-looking statements are generally identifiable by the use of the words “may”, “will”, “should”, “plan”, “expect”, “anticipate”, “estimate”, “believe”, “intend”, “project”, “goal”, “forecast” or “target” or the negative of these words or other variations on these words or comparable terminology.

Forward-looking statements are based on current expectations and involve some known and unknown risks, uncertainties, and other factors that could cause the Tokens’ actual performance to be materially different from any future performance expressed or implied by such forward-looking statements.

You should not place undue reliance on forward-looking statements, and no undertaking is given to publicly update or revise any forward-looking statements that may be made herein, whether as a result of new information, future events, or otherwise.

References:

<https://www.beveragedaily.com/Article/2021/01/27/How-smart-labels-can-help-fight-counterfeit-liquor>

[https://greenseedgroup.com/alcohol-drinks-market-size-trends/#How much is the alcohol industry worth](https://greenseedgroup.com/alcohol-drinks-market-size-trends/#How%20much%20is%20the%20alcohol%20industry%20worth)

<https://www.statista.com/outlook/cmo/alcoholic-drinks/worldwide>

<https://www.brandpush.co/r/1645903006710>