



SICASH

System International Technologies | Table of Contents

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SICash Network | Introduction

SICash was created in 2020 with the global economy in mind, with full backing from System International Technologies Limited team we created and launched our first project SICash Network, completed in November 2020 with ongoing development for all decentralised products with continuous support from System International Technologies Limited. Our overall goal is to support the retail industry in building smart contracts to suit our business needs and the needs of our client's. We want to bring blockchain technology to the high street in every town and city worldwide.

The SICash blockchain is an open source, decentralised distributed ledger that can record transactions between two parties efficiently and in a verifiable and permanent way. Perhaps most important, blockchain empowers people, giving them more control over their transactions and interactions with information and financial dealings (not to mention their own data).

SICash will be the currency on chain and will support the Bitcoin UTXO model and the Ethereum account layer. It will be an open source and totally decentralised project build with the community in mind and can be adopted by any business worldwide from the day of launch with full support from the team and community.

What can the retail industry us blockchain technology for:

- Payment gateway for Cryptocurrency payments
- Improving Customer Loyalty Programs
- Reducing the Impact of Counterfeiting
- Enhancing Inventory management
- Supply chain tracking
- Customer data management, security and sharing
- Staff time tracking

Improving Customer Loyalty Programs

Statistics say that more than £88 billion are issued in customer loyalty rewards by businesses in the UK each year. In fact, many companies today have expanded their programs to cover more than one brand in order to increase customer satisfaction and at the same time reducing their liability.

Consumers face the challenge of tracking the many loyalty programs they are registered in, and many of the loyalty points created each year go unused- therefore leading to balance sheet liabilities. A blockchain application would assist users to easily redeem the points across different merchants and platforms (e.g. Android, iOS and web)- minimizing operating costs, decreasing the possibility of fraud and improving customer satisfaction and decreasing liabilities.

Counterfeit Goods Detection

Transparency is the key element of Blockchain technology. It enables peer-to-peer transaction, due to which even the smallest change is registered in the ledger. Both the parties can view this ledger and thus, there is the minimal possibility of cheating. Besides this, the customer can be aware of the origin of the product- and details such as the manufacturing date and other information that would affect their purchasing decision.

This way, you won't be lured into buying fake and knock-off items and be able to tell where your product comes from and what was used to prepare the item.

Provenance is a platform which helps the brand to offer the particulars of the origin and history of the product. The Blockchain is the technology underpinning this – it allows all the parties that are the manufacturer, the seller and the consumer to track the product's journey.

Enhancing Inventory management

With the increasing complexity of SKU (Stock Keeping Unit) management and shorter product lifecycles, sales forecasting has become harder for big house fashion apparel retailers. Their retailers and their supply chain partners can implement blockchain technology that can provide a single source of facts and utilize smart contracts to enable the automatic execution of payments and orders. The improved visibility in the supply chain would increase operating efficiency and permit more accurate forecasts, preventing over-ordering and minimizing lost sales due to stock-outs.

Blockchain brings digital agreement, consistency and precise records to organizations that have struggled to achieve the same with traditional technologies.

Market research says that blockchain can reach a level of critical adoption and even gain acceptance from the consumers by 2025. Furthermore, Retail Potential also claims that the technology can improve the efficiency of the process from 40%-to-60%. With so much research and statistics in favour of blockchain, retailers are bound to be eager about the possibilities it can offer and to explore them as a chance to stand out as an industry thought leader.

SICash plans to support the private assets through smart contracts, and to reduce the development and use costs of private asset-related contracts on the SICash Network by deploying pre-compiled contracts and optimizing the privacy certification data structure.

Our platform will provides an intuitive, frictionless experience, facilitating transactions in a simple and clean interface for users and developers alike. SICash is an all-inclusive and standardised environment that allows developers to focus their efforts on the blockchain solutions. This will foster the creation of DApps and smart contracts that are open to all.

We will start our mission within the United Kingdom and then branch out to other countries byways of franchising and developing our business plans and products. Clearly, blockchain offers tremendous potential to reshape privacy and security and, ideally transform the global economy.

The vision articulated and the solutions described in this whitepaper represent the first steps toward demolishing barriers, driving global blockchain adoption into everyday use.

SICash Network | Mission, Vision and Values

The SICash team was founded by like-minded individuals that believe technology can do great things for the development of mankind. We believe in the vision of a decentralised world, for the betterment of all.

We have set a goal to become the leader in blockchain for mass adoption into the retail environment. Our community is what will drive all our decentralised projects, with inspiration from others in the space. Our goal is to be one of the leaders in the blockchain, cryptocurrency and retail industry and let the technology drive our projects with community and investors involvement.

SICash aims to create tools necessary for developers to expand on the impressive power of blockchain technology, led by our strong team and community, to deliver powerful technology available to all.

SICash Network | Overview

The purpose of this whitepaper is to provide in-depth detail on System International Technologies and projects that have been released or are in the planning stages of release. We want this whitepaper to be clear and accessible to all while, at the same time, ensuring that key technologies are discussed. We will not provide an in-depth technical breakdowns for unreleased products until System International Technologies has released or is about to release the products into the public space. This will ensure that the development of all System International Technologies are not copied before the actual release date.

The SI project team strongly believes in open source; where we can, we will ensure that our software and technologies are released open source, along with the technical details and support.

To that end, this whitepaper is not intended as a technical reference or prospectus, but as a vehicle to reveal what we have accomplished so far and to communicate our vision and plans as we work on realising the true potential of SI products to the world. In that spirit, please take note of the following disclaimer:

SICash Network | Disclaimer: Forward-looking Statements

The information in this whitepaper is purely descriptive and is not binding. Please note that this paper includes predictions, statements of intent, discussion of plans, estimates or other information that might be considered forward-looking. While these forward looking statements represent our judgment and expectation of what the future holds, this is not an offer or solicitation to purchase any product, good or service.

All statements are subject to risks and uncertainties that could cause actual results of SICash development to differ materially. No information in this whitepaper has been reviewed or approved by any regulatory authority.

Furthermore, we intend to use the SI blockchain as our open-source development platform – contributing these technologies under permissive licensing for the betterment of society, not focusing solely on profit of anyone affiliated with the project. Therefore, do not place undue reliance, especially in any financial decision, on these forward looking statements, which are subject change.

SiCash Network | Bitcoin

On January 3, 2009, Bitcoin was launched as a peer-to-peer electronic cash system. As the first currency with no central backing or issuer and no physical backing, it represented a radical revolution in how financial systems would operate. Arguably much more important than the simple transaction of goods was the technology upon which it was based.

A purely peer-to-peer version of electronic cash would allow online payments to be sent directly from one party to another without going through a financial institution. Digital signatures provide part of the solution, but the main benefits are lost if a trusted third party is still required to prevent double-spending. We propose a solution to the double-spending problem using a peer-to-peer network.

Blockchain, also developed by Nakamoto, allowed the utilisation of distributed and decentralised consensus. By removing a centralised issuer or controller, the “electronic cash” would enable peer to peer transactions without the consensus or confirmation of a trusted third-party organisation.

SiCash Network | Ethereum

Ethereum likewise expanded the possibilities of decentralised applications and its utilisation of blockchain, allowing developers access to an open platform for the development of applications, smart contracts, and much more.

From the Ethereum whitepaper:

“What Ethereum intends to provide is a blockchain with a built-in fully fledged Turing-complete programming language that can be used to create “contracts” that can be used to encode arbitrary state transition functions, allowing users to create any of the systems described above, as well as many others that we have not yet imagined, simply by writing up the logic in a few lines of code.”

With this vision, Ethereum has been a driving force in many aspects of blockchain development and the cryptocurrency industry. It brings the potential for a world where most—if not all—systems could benefit from blockchain technology and the features arising from it. Whether it is the tokenisation of assets or the ability to run ICO fundraises, it has empowered users to create a new internet, the likes of which could we could have barely imagined a few years ago.

Despite this, scalability issues—and concerns about how Ethereum will address them persist. Limited to around 15-20 transactions per second, it is simply too slow to turn its vision into reality. As we will outline in this whitepaper, SI aims to solve the scalability problem, finally turning Ethereum’s vision into reality. We have created an ecosystem of products and applications to achieve this goal, focusing on accessibility and usability.

SiCash Network | Proof-of-Work

Proof of Work (POW) is an algorithm that rewards the first person or group of people [pool] who solve a computational problem to achieve distributed consensus.

As Nakamoto improved on the work of Adam Back's Hashcash, he created a validation system that relies on cryptographic hashing rather than trust of a centralised system.

BTC was intended to be mined by computer processing units (CPUs) referring to both hashing and voting with CPUs. But solvers for graphics processing units, (GPUs) were developed. As the value of Bitcoin increased and the incentive to mine became higher, it became viable for programmable hardware such as field-programmable gate arrays (FPGAs) to be utilised for mining Bitcoin.

These had an advantage over both CPUs and GPUs. Following the development of FPGAs came the development of purpose-built mining hardware, Application-specific integrated circuits (ASICs) developed and soon dominated the Bitcoin network, meaning that in the same way it became unprofitable to mine on CPUs when GPU mining software was developed, the same fate for GPUs could be realised due to FPGAs.

SiCash Network | Proof-of-Stake

An algorithm that rewards participants who solve difficult cryptographic puzzles to achieve distributed consensus. PoS has lower energy consumption than PoW.

Proof of stake (PoS) is a type of algorithm by which a cryptocurrency blockchain network aims to achieve distributed consensus. In PoS-based cryptocurrencies the creator of the next block is chosen via various combinations of random selection and wealth or age (i.e., the stake). In contrast, the algorithm of proof-of-work-based cryptocurrencies such as bitcoin uses mining; that is, the solving of computationally intensive puzzles to validate transactions and create new blocks.

Proof of stake must have a way of defining the next valid block in any blockchain. Selection by account balance would result in (undesirable) centralization, as the single richest member would have a permanent advantage. Instead, several different methods of selection have been devised.

Various projects are using delegated proof-of-stake, or DPoS. The system uses a limited number of nodes to propose and validate blocks to the blockchain. This is meant to keep transaction processing fast, rather than using several hundred or several thousand nodes. EOS uses a limited number of block validators, 21, whose reputation may or may not drop, allowing back-up validators to replace former nodes.

Incentives differ between the two systems of block generation. Under proof of work, miners may potentially own none of the currency they are mining and thus seek only to maximize their own profits. It is unclear whether this disparity lowers or raises security risks. Under proof of stake, however, those "guarding" the coins always own the coins, although several cryptocurrencies do allow or enforce the lending of staking power to other nodes.

SICash Network | SI Cash

SICash is a decentralised blockchain project built on Bitcoin's UTXO model, with support for Ethereum Virtual Machine based smart contracts, and secured by a proof of stake consensus model. It achieves this through the revolutionary Account Abstraction Layer which allows the EVM to communicate with SICash's Bitcoin-like UTXO blockchain.

SICash offers economic incentive for our decentralised Stake and Bakers, to offer a truly scalable, decentralised blockchain development network. This incentive is created through a portion of block rewards and, eventually through different economic models such as transaction fees or operation tariffs for DApps, to support our vision for a powerful and decentralised network to allow separate blockchains, apps, tokens, smart contracts, and much more.

Specifications

- Max Supply: 42,000,000,000
- Algorithm: POS
- Block Time: 60 seconds
- Block Reward: 8250
- Community of Stake and Bakers 97%
- SI Foundation : 1.5%
- SI Care Charity Donations 1.5%
- Halving: 5 Years
- Pre-Mine: 0.26%

Proof-of-Stake Consensus Mechanism

SICash will use a PoS (Proof of Stake) consensus mechanism, which is different from Bitcoin's PoW (Proof of Work). The mining process in PoS system is called staking. The block producer will get 97% or 8002.50 SIC, as well as the transaction fees and gases as block reward. So the real reward is usually more than 8002.5 SIC in total.

The major features of the SICash network include:

- Compatibility with the Ethereum Virtual Machine, which allows for compatibility with most existing Solidity based smart contracts. No special solidity compiler is required to deploy your smart contract to SICash.
- A Proof of Stake consensus system which is optimized for SICash's contract model. Any user can stake and help to secure the network. There is no voting, master nodes, or minimum amount required. There have been transactions as small as 2 SICash that have created blocks in the past. Staking from smart contracts is under development.
- The Decentralised Governance Protocol is completely implemented and functional, which allows certain network parameters to be modified without a fork or other network disruption. This currently controls parameters like block size, gas prices, etc.
- Uses the UTXO transaction model and is compatible with Bitcoin, allowing for existing tooling and workflows to be used with SICash. This allows for the infamous SPV protocol to be used which is ideal for light wallets on mobile phones and IoT devices.

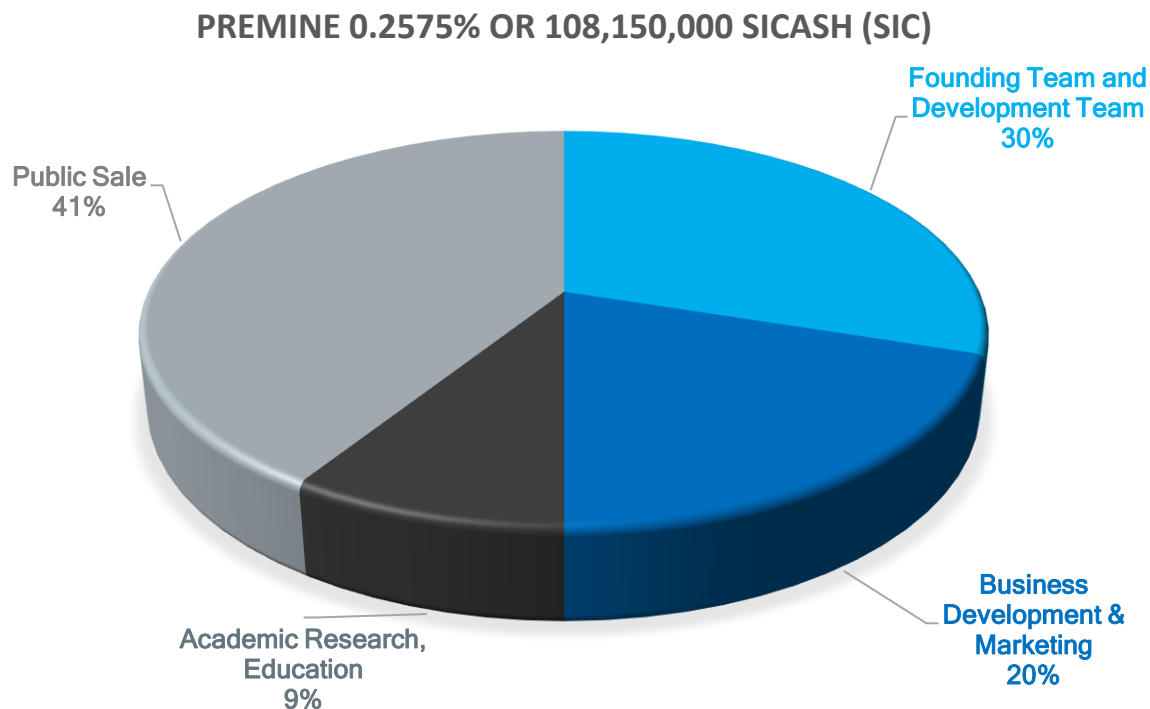
Note: SICash is considered beta software. We make no warranties or guarantees of its security or stability.

SICash Network | Block Reward

SICash blockchain will launch in 2020, with a slight changes to the block reward schedule. 8,250 SIC are generated by each block with an average block time of 60 seconds. The block reward is scheduled to be reduced in half every 5 years, starting from date of the genesis block. The coin amounts to a final supply of 42,000,000,000 (42 Billion).

SICash will have a slow start of 13,109 blocks (0.26%) small pre-mine to assist with Founding Team and Development Team, Business Development, Marketing, Academic Research, Education fees and Charity donations, after pre-mine funds are mined, and then from block 13,109 onward the block reward will be 8,250 SICash that is split (POS 97%), (SI Foundation 1.5%) and (SI Care 1.5%).

- Pre-mine 0.2575% or 108,150,000
- Founding Team and Development Team 30% or 32,400,000
- Business Development & Marketing 20% or 21,600,000
- Academic Research, Education 9% or 9,720,000
- Public Sale 41% or 44,280,000



These numbers are valid and true as of the time of the writing of this paper, but they are subject to change.

SICash Network | SI ID

SiID is an authentication system designed to enable users to maintain full control over their digital identities. It potentially allows users to keep property, health records, and other information on a decentralised, encrypted network rather than on paper or in centralised servers; this will give the user control over their information and privacy that is lacking in our current digital world.

The Si Registry provides API access to the SiID authentication protocol. Via a generated Persona, a new identity called Entity is then generated and tethered to the Persona. This way, a third-party service authenticating via SiID would have three degrees of separation from your actual wallet identity, allowing for different Personas while still providing the potential for anonymity.

An authentication system that creates an online Persona for the user, to be used in all aspects of life for any system of rules that requires verification and validation of a real-world identity.

SICash Network | SI Pay

SIPay is a simple but essential software to be used in point-of-sale terminals in stores as well as website plugins. SIPay is being designed to give users ease of use and transparency, and to offer businesses a 1% fees on transactions.

The benefit of SIPay is a unified application that offers ease of use both in-store and online, and it gives business owners access to high levels of analytics and sales details to help them develop and grow their business. SIPay will be designed to allow businesses to accept not only all of the cryptocurrencies in SiCore, but also fiat currencies potentially, in a tokenised asset chain that is one to one backed by, USD, GBP, EUR, YEN, or gold and other assets. This would allow freer and easier commerce with higher TPS capabilities than offered by other cryptocurrency solutions.

SIPay will offer NFC (near-field communications) and QR-code options to facilitate contactless payment via the SiLite mobile app along with e-commerce payments using a similar method, allowing a seamless and quick experience for both customer and merchant.

A hypothetical implementation for SIPay and other blockchain applications:

We have already seen the adoption of self-service kiosks in grocery shops, eliminating the need for multiple human clerks. Instead, only one is need to ensure the machines work correctly and ID is verified for those purchasing alcohol. To take this idea further, staffless shopping experiences are being tested by Amazon and other companies, and these systems have already seen implementation in some cities.

This is achieved through a process that sounds complex but is, in fact, as natural and easy as using a smartphone. The shopper scans a QR code to enter the shop; this is their cart. When the shopper enters, they pick out the items they want and place them down at the “checkout” table. The table reads the RFID stickers that are on the items, generates another QR code or allows NFC payment, and the shopper is allowed to leave with their goods. This system could be improved, but it provides an excellent example of how technology can improve customer experiences and reduce costs for businesses.

SICash Network | SI Dev

SIDev is a platform designed for decentralised application developers to interact with the SICash blockchain through easy-to-use SDK and BDK environments.

SIDev will be designed around developers to make working with blockchain as easily accessible as possible. We will achieve this by giving developer's access to the SDK and BDK, which will allow easy adoption of blockchain into their new or existing projects.

There will be some template to help developers get started and will allow developers to interact with them using JavaScript. Also, smart contract templates along with token templates will be available also allowing for smart contracts to be written in JavaScript. This lowers the barrier to entry for developers, as JavaScript is the most widely used programming language.

To deal with the transactions of tokens, they will be offloaded onto separate blockchains that will, when needed, communicate with the main SIDev. This also allows higher transactional throughput and, for example, could reduce the impact when a particular chain is under maintenance.

Technical details regarding the SIDev platform and products directly related to it will be shared at a later release date.

SICash Network | SI Dex

SIDex is a decentralised exchange created to run on the decentralised network and to be provided through SICore and a standalone web portal, SIDex will also be technology showcase for SIDev.

Currently, the largest exchanges for cryptocurrencies are centralised. In most cases the user does not own their private keys to the wallets of the exchange and as such does not own the cryptocurrency that is in their "exchange account."

Although centralised exchanges currently offer much better experiences as well as more transactions per second, decentralised exchange are improving. With new ones offering users control over their private keys, we are at the start of a revolution in the exchange market. The main issue that is stunting adoption of decentralised exchanges is the issue of scalability due in part to their infrastructure.

SIDex will be built on top of the SIDev network as a showcase of its capabilities. The interface will be designed to be simple to navigate yet complex enough for advanced users. With integration directly into SICore, as well as being a standalone platform on web and mobile, SIDex aims to be the first dex with mass adoption in the space. Also, open API calls will allow developers to utilise SIDex in their applications for the exchange of tokens and currencies.

SICash Network | SI Core

SICore is the frontend desktop wallet for SICash and other cryptocurrencies, it will be a multi-asset encrypted wallet with the function to use the SIDex exchange in app along with other smart contract function for lending, borrowing and staking etc. SICore is a multi-asset wallet that offers both lightweight and full-node options for users.

Designed for ease-of-use with a fresh and lightweight UI, SICore is developing into a gateway for the cryptocurrency world. New projects being listed every month but we will not be listing any coin like other projects, all coins will be fully researched and vetted and we may put selected coins to vote by the community via the voting smart contract, coins will be added along with updates and security improvements on a monthly basis.

SICore uses encryption to keep users safe; it allows us to create accounts without storing any user information remotely. As the development of SI products continues we will showcase our decentralised development network through SICore and our website <https://sitech.network>, SIDex our decentralised exchange will be offered natively within the SICore platform.

Along with being a storefront for dapps, it is also a portal for developers and students to learn about blockchain development and begin to utilise the SIDev platform to develop their own dapps and blockchain applications. SICore will start off by being available on Windows, Linux, and MacOS, SICore will be ported to a web app, Chrome plugin, Android, and iOS, allowing cross-device accounts and logins without storing any user information on our infrastructure.

SICash Network | SI Lite

SILite is a multiple asset mobile version of the wallet and it will be available for android, iOS and it's 100% free to download. You're always in control of your private keys: we neither store nor have access to them. Enjoy support from multiple digital assets and dozens of fiat reference points.

A unified dashboard that allows you to view your digital assets in a streamlined, easy-to-use interface with a portfolio module: Stay on top of asset value with our new portfolio module.

Market data: Price moves, market caps and trends at your fingertips with multi-chain block explorers to track raw balance and transaction data.

We plan to integration the wallet with our own decentralise exchange to add seamless peer-to-peer exchange between supported assets.

Get started with an industry-standard 12-word backup phrase that is portable to and from other wallets. Sensitive information like your backup phrase and private keys are never stored anywhere but your device. You control them. We can't even access them.

SICash Network | SI Dapp

SiDapp store will be a central hub for decentralised and some centralised applications, with a lower barrier to entry, with some rules and regulations to ensure legality. The app store is designed to allow developers access to a large user base on a cross-platform solution. SiCore operates as a sandbox for these dapps to operate inside of, allowing faster access and development time without having to wait for approval from certain companies.

SiDapps differs from other blockchain offerings by its inherently low learning curve. The framework will be accessible via the SDK, which will likely be JavaScript language, and possibly other languages as the platform is developed. Utilising an extremely popular programming language ensures easy access to development tools and accessibility to a wide range of both professional and hobbyist programmers.

At Si Technologies, we believe people should be able to communicate freely and without restrictions. To that end, a messenger will be created as the first dapp. It may then be followed by a social media platform that allows people to express their opinions without censorship (within the law).

SICash Network | SI Care

SiCare was created for the sole purpose of raising funds for charitable causes, we are big believers in sharing is caring and as a charity and not-for-profit, we keep our fees low and any surplus we make goes back into growing the giving market, not to shareholders.

Our simple, friendly and inventive approach has earned us a trusted reputation and firmly established us at the heart of corporate giving, we vet all charities on our vast database to ensure donations go to genuine causes and we take data privacy very seriously.

As a community 1.5% of the mining funds will be donated monthly to a cause voted by the community, we will be taking suggestions from the community of which charities to add to the shortlist and once all charities have been vetted a voting system will be in place each month.

It's a well-known fact that 43% of people don't trust charities but by using distributed ledgers to track transactions, cryptocurrencies to transfer funds and smart contracts to ensure donations are spent correctly, we are determined to make the non-profit sector more transparent.

SICash Network | Future for SI Cash

SICash will be an ongoing, developing ecosystem. The team is dedicated to the world changing benefits of blockchain and cryptocurrency. To that end, SICash will proactively engage with new and emerging tech, projects, and leadership development. We believe the space will need leaders to usher in new technology, and we would like to be at the forefront.

Moving forward, the SI team will continue to develop new technologies based on the SICash model in both open and closed source projects.

Partner with others in the space to ensure the project is at the forefront of the crypto space. Develop and foster a community around the Si platform that will guide the values and deliverables of the business model.

SICash Network | Leadership and Contributions to Whitepaper

Co-Founders- Robert Murphy, Richard Cooke

Partner and Developer- TBC

Lead Developer- TBC

Lead Advisor- TBC

Project Manager and Advisor- TBC

SiCash Network | Glossary

Altcoin—A cryptocurrency that's not Bitcoin.

ASIC (application-specific integrated circuit)—Silicon chips specifically designed to do a single task (hashing for crypto). In the case of Bitcoin, they are designed to process SHA-256 hashing problems to mine new Bitcoin.

Cross-chain technology—Allows two blockchains to exchange information and crypto assets at the same time.

Fiat money—Currencies with minimal or no intrinsic value but defined as legal tender by the government, such as paper bills and coins.

Multi Signature (multisig)—Multisig addresses allow multiple parties to require more than one key to authorise a transaction. Multisig addresses have greater resistance to theft.

Private Key—A private key is a string of data that gives a user control to a public key and address to allow transactions of cryptocurrency.

Proof of Stake (PoS)—An algorithm that rewards participants who solve difficult cryptographic puzzles to achieve distributed consensus. PoS has lower energy consumption than PoW.

Proof of Work (PoW)—An algorithm that rewards the first person or group of people [pool] who solve a computational problem to achieve distributed consensus.

SI ID—An authentication system that creates an online Persona for the user, to be used in all aspects of life for any system of rules that requires verification and validation of a real-world identity.

SI Dev— The platform for decentralised application developers to interact with the SiCash blockchain and SiChains through easy-to-use SDK and BDK environments.

SI Dex—A decentralised exchange created by SiTech to run on the decentralised network and to be provided through SiCore and a standalone web portal, SiDex will also be technology showcase for SiDev.

SI Nodes—A multi-tiered, incentivised network of computing power for use by Dapp developers and token propagation that is robust, scalable, and truly decentralised.

SI Core —The frontend platform for SiCash, SiCore is a multi-asset encrypted wallet and will house the SiDex, manage the SiNode wallets, and contain the Dapp Store.

SiCash Network | Resources

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SiCash Network | Marketing Overview

Web Design

The first and probably the most important thing to do before we launch our crypto coin is to develop and manage a website.

Find a relevant web design and create an online platform for your potential investors to know everything is there is to know about your coin.

This is also our chance to convince them why they should consider investing in your currency, the benefits it has, and the potential future of your coin. You cannot expect anyone to find out about our coin and invest into it unless you tell them through sufficient resources.

Direct Messaging

This is just another highly-efficient way to get the word out about your future cryptocurrency. Many people will ignore a marketing email even before they read it, so there go all the efforts you put into creating an engaging email marketing campaign.

The better solution is to collect targeted mobile numbers of potential users and send marketing texts directly to them. Mobile messages are more likely to be read and usually receive a great response from interested users. You can hire an SMS marketing company or software for the task.

Social Media

An effective social media strategy can help us build an engaged audience around our crypto coin. How to do that?

Start by creating dedicated pages for your currency on Facebook, Twitter, and other social networking sites. Encourage people to join your pages to stay updated with the ongoing news and updates about your coin.

Press Releases (PR)

Use the popular news and PR services to get the word out about your upcoming digital coin. There a number of online Press Release websites, including some dedicated cryptocurrency PR agencies that allow users to publish news and updates about new coins.

They have a huge number of readers who are always looking for information about new cryptocurrencies in the market. This can help you build a network of interested users and investors.

Bitcoin Communities

Including the official bitcoin community, there are a number of other communities where you can further promote our new coin.

First of all, we need to find the relevant community websites and join them. Before you start talking about your own currency, you first need to build a trust by participating in ongoing discussions.

Then, you can officially introduce your coin, its history, benefits, future and other details to the community users. If they are interested, they will ask questions for which you can provide answers accordingly.

Paid Promotion

For those, who are not much familiar with a lot of online marketing tactics, the best alternative is to hire paid marketing services. These services are provided by Google, Facebook, Twitter, YouTube and several other online platforms.

This basically involves displaying advertisements, videos, banners, etc., about your coin on already established sites with the aim to gain traffic from them. An online marketing company can help you set up a paid promotion campaign for your crypto coin.

Reddit

Cryptocurrency trading strategy Reddit

Reddit is a social news and content sharing website where new content, including text, images, and links are shared by users. You can join the website and start sharing news and updates about your own coin on specific communities called sub-reddits.

But before that, you should try to involve in the ongoing discussions to gain some user trust (Karma). Once you have that, you can even consider starting your own sub-reddit and promote your coin there. Just make sure not to over-promote or share a lot of links altogether.

Display Campaigns

Display campaign is a form of paid advertising where we will promote your own products/services on other popular sites in the same niche through a number of different display items such as images, video, audio, flash, and text.

Many cryptocurrency start-ups are effectively using this technique to market their new coins to a number of interested users on relevant websites.

Email Marketing

This is a form of direct marketing. Depending on the quality of email campaigns, it can help produce amazing results.

Email marketing involves sending targeted marketing emails about your new product launch, offers, etc., to specific people. This is a really good strategy to spread the information about your new coin.

However, we will need to build an email list first and include only the people who might actually be interested in your product. Then, we can hire an email marketing service or software to get started.

Affiliate Marketing

This is a type of marketing in which other people or businesses, called affiliates, send traffic or visitors to your website/blog in exchange for a commission.

First, we need to start an affiliate campaign on our cryptocurrency website. We will pay a commission to affiliates who bring new signups (or any other activity) through their own marketing efforts.

The idea is that these professional affiliates may know more people and have better networks than we do and can help you generate more traffic to your site.

Reputation Management

The main task of an online reputation management company is not just to build and maintain a positive reputation for the target company but also they are responsible for removing any negative publicity.

While we are in the process of developing a new crypto coin, our competitors may have been planning to destroy our brand reputation in any way possible by causing fear, uncertainty and doubt (FUD). Through effective reputation management, you can build a clear and positive public perception of our brand offerings.

These and many other online marketing techniques that can help use effectively promote our cryptocurrency and STO in the target market. We plan on hiring help from a professional digital marketing company once funding has been confirmed.