

WHITEPAPER



PRINCOIN

La Moneda Del Principio
de una Nueva Era Digital



PRINCOIN OFFICIAL 2021

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Introduction

Actuality:

In 2009, since the creation of Bitcoin, Cryptocurrencies have generated a great impact in the Economic and Financial world, with the arrival of electronic transfers without Banking entities, the Digital Era began to envelop the world, and during all these years they have been created Electronic Commerce systems, faster and more efficient, facilitating a whole Universe of transactions.

Companies and businesses must take advantage of all the opportunities to have an efficient knowledge of the market, seek alliances, and of course update and use the latest technologies, to be able to redesign their strategy with the Cryptocurrency market.

Cryptocurrencies have created a new electronic system, which continues to evolve day by day, updating systems and strategies, making itself known every day more, by the most used means in the world "Social Networks", are the most effective means to give to Know the most varied news and updates in the world, which is impossible to imagine without Social Networks, a very important milestone in 2020 establishes that 48% of the world population, practically half, uses at least one or more social networks.

In this new Digital Age, with so much bombardment of emerging technologies, it is difficult to know what to invest in and when. In this new environment, the recommendation is to do it in technology that improves the emotional experience of the client, where he feels more comfortable and safe and that he can perceive that differential value.



Our clients:

Our clients are Consumer Users, Shops, Companies, and any type of for-profit institution, who make use of Cryptocurrencies and Social Networks to interact with each other.

The model of our Clients differs in:

1. **Consumer User:** Those who use Cryptocurrencies to obtain the desired product and with easy access and fast transactions.
2. **Commerce:** That carries out thorough searches to find a good number of buyers of their product, without high transaction costs or bank limitations, seeking to reach all parts of the world without local currency restrictions at the time of sale.
3. **Companies:** Small, medium and large companies, looking for more up-to-date, safe and effective mean when offering goods and services to their Clients.

General Comment:

Our clients cover a high worldwide reach; those mentioned above, such as Consumer Users, Commerce and Companies are potential and real Clients who will not hesitate to opt for an improvement of their strategic systems of Cryptocurrencies, the purchase and sale of Online Products.



The Problem:

1. **Social Networks:** We know that a high percentage of the world manages social networks, but from this, a high number of users also seek to earn money through this medium, seeking to satisfy their needs and do what they are passionate about, of which only a minimum of people achieve success, this causes them to have high frustration and a great limitation for the success of the rest of the people.

Social Networks have become known for how popular they are to make a news, photo or video viral, but only those who have the economic resources can do what they are passionate about and take it to the world, this limits talents, ideas, new innovations, to make themselves known, because they do not have those economic resources required by the different platforms. Example: a Country that has Traditions and Customs that the Digital Era is forgetting, these people cannot share their talents through a Social Network, because their work is only for subsistence, and nobody knows them.

1. **Cryptocurrencies:** In the world there is a wide variety of platforms that provide solutions for all transactions in Cryptocurrencies, different strategies have been created for all these processes that have been carried out since the beginning of the Digital Era such as: Exchange, Wallet, and BlockChain de CriptoMonedas, in order to provide better customer comfort, profit methods have been generated to meet the economic needs of users, but there is no platform that unifies a set of systems for greater versatility to the



customer without the need for go to multiple web pages, to be able to carry out these electronic, fast and efficient procedures.

Opportunity:

The incredible development of technology and software in recent years is generating as a result a continuous movement, change and transformation, of all sectors of the Cryptocurrency economy.

Technological advances allow us to study how the various platforms work, for their correct development, this advancement of this Digital Era allows us to evolve into an application that makes the Social Network more attractive and productive, with people who share their talents and benefit from it.

In addition, Social Networks have a high traffic on the Web which allows us to position ourselves at the top that offers benefits for publications, and in conjunction with Cryptocurrencies, which have a high rate of online transactions without limits from Banking entities, as well as create an application that unifies a set of platforms, to increase the versatility and convenience of Cryptocurrencies in a single section.

A great opportunity that they will not miss.



Proposal

Solution Description: According to the aforementioned opportunities, we created PRINCOIN in which we design the Project and its Operation, and the platforms and sections that will be handled in it:

PRINCOIN-APP APIS:

1. **The Sections:** Users and Commerce.
2. **The Platforms:** BlockChain, Wallet, Exchange.
(Both will work in conjunction with PRINCOIN-APP)

1.1 Users:

A person who registers in PRINCOIN-APP; you can start earning PRINCOIN from the moment you post:

"Photo, Video, Document, Comment, and for obtaining Like, Visits or that another user shares a Publication of your Profile",

These publications have to be unique, from the lens of your camera, regardless of their culture or country; they will earn PRINCOIN, which they will be able to exchange in the Exchange, verify transactions in the BlockChain, and see the balance in the Wallet.

1.2 Commerce:

It is a special section for all those businesses that wish to sell their products on PRINCOIN, obtaining in the same way the benefits of earnings from publications.

In the same way, users who obtain profits with their publications can buy products from stores duly verified with PRINCOIN.



2.1 BlockChain:

BlockChain, will be a means that PRINCOIN will use for the Users and Commerce section, where the purchase and sale of products online will be seen very often, the security of the client will be guaranteed by keeping a continuous record of transactions, which They will have a follow-up, this process will be carried out by unpinning from the Ethereum platform, in this way PRINCOIN will obtain its own BlockChain, for a better and internal management and recording of the operations carried out with the currency.

2.2 Wallet:

It is a section for storing the balance in PRINCOIN, where the balance in PRINCOIN can be transferred and received from one user to another, thus facilitating the purchase and sale of the section of shops and users, making the transfer quickly and safely in a single app.

2.3 Exchange:

With the Exchange you can exchange the profits obtained in PRINCOIN-APP, these exchanges will be carried out quickly and safely through the different Cryptocurrencies and local Currencies, thus guaranteeing the user their profits.

In this way, we guarantee our clients functional and safe services, providing them in a single application.



General Objective

Unify in a single platform the versatility of the use of an APP that generates profits for users and commerce with the use of services: Exchange, Wallet and BlockChain.

Specific Objective

- ✓ Design a business plan that shows the feasibility and profitability of PRINCOIN, to raise capital from investors who are willing to materialize the community in the network worldwide.
- ✓ Position PRINCOIN in the potentially growing market of social networks with the language APP accessible to customers of all ages.
- ✓ Design a strategy that guarantees the profit of all users registered in PRINCOIN.



Organizational Description

PRINCOIN will be the first currency with an APP, destined for world markets to offer the services of Wallet, BlockChain, and Exchange to the millions of people who make use of social networks.

At this time, PRINCOIN is in a phase of making known and gathering investors demonstrating the feasibility and profitability of the APP, "The currency of the beginning of a new digital era", generating digital changes in society, ensuring that with the APP that any person of different economic level, culture or tradition of the countries of the world, can carry out commercial operations with Wallet, BlockChain, Exchange, quickly, easily, safely, economically through PRINCOIN.

- ✓ **Mission:** PRINCOIN, stands before the opportunity to be the currency of the beginning of a new digital era; in being unique in transforming the control of social networks with its platforms, through the profits with its publications.
- ✓ **Vision:** PRINCOIN will generate a platform where the sections of "commerce and users" interact, ensuring that the publications and transactions in the APP with the BlockChain, Wallet and Exchange, are safe, transparent and fast.



Team



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SWOT Analysis

The SWOT is carried out to analyze the application of PRINCOIN, looking for the PRINCOIN factors such as its weaknesses, strengths, threats and opportunities, in this way to carry out a complete analysis that allows us to position ourselves before the competition.

Strengths:

- A trained, innovative and multidisciplinary team, in the areas of technology, engineering, finance and law.
- The platform will be directed to the world without restrictions of any kind.
- It will be an innovative social platform, by integrating various sections in a social network that offers security, order.

Weaknesses:

- Insufficient installed technology capacity for the development of PRINCOIN.
- Lack of financial resources.
- Expand marketing globally.



Opportunities:

- The incredible technological advance that allows us to generate strategies to develop an application.
- The high traffic on the web, which positions social networks in one of the most used media in the world.
- Capture the attention of the public by granting multiple profit benefits.
- High ease, versatility and comfort when integrating a social network with a Cryptocurrency.
- Convert a social network more productively and with unlimited benefits on the web.
- A high ease of commerce to trade your purchases and sales in an unlimited way around the world, without banks.

Threats:

- That a series of false news arises about the behavior of social networks and alteration with the social environment of Cryptocurrencies.
- Limitations of social networks, in populated countries, which are essential for user traffic.
- Economic problems between high-traffic countries, limiting trade transactions.



Financial plan

The initial income of PRINCOIN will be obtained through capital from investors who bet on this innovative and modern project "The currency of the beginning of a new digital era", explaining it in a better way, what an investor buys in PRINCOIN will be granted the same amount to the value of PRINCOIN (1 PRC = \$ 0.20) as a guarantee of their investment, recovering the amount invested in the currency, and also the investor is guaranteed 60% of their capital invested in extra token, which also multiplies their investment at the time of seeing its profit, a strategy is the ICO launch, which was implemented for the collection of initial capital, to start the project.

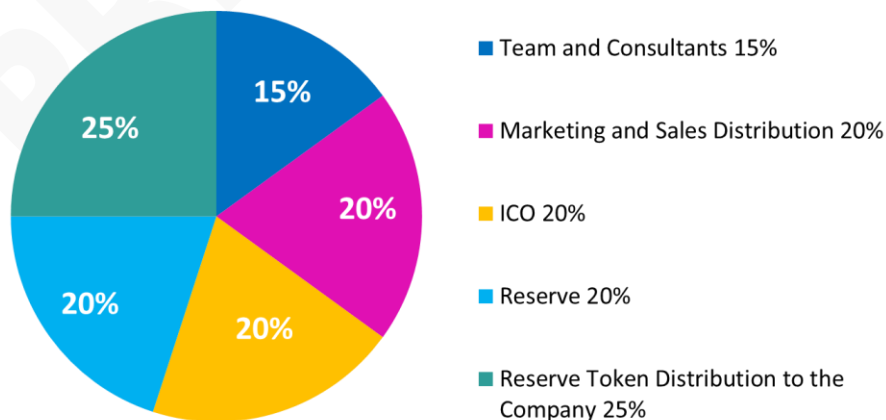
Token distribution:

General data:

1 PRC = \$ 0.20

PRINCOIN has as a supply of circulating operating Token 2,500,000,000 PRC (token), which was distributed in:

PRC Token Distribution



Profit strategies

1. Pre-opening of Commerce:

It is a registry that will be implemented so that businesses can register with PRINCOIN, to guarantee or ensure that users buy PRINCOIN in advance in order to obtain that benefit provided by businesses registered on said platform.

It is a strategy that will be implemented to create a system where users who earn PRINCOIN in the application not only withdraw the PRINCOIN, but can purchase products on the same platform; it is a method that will not devalue PRINCOIN when a user has possession of them, decreasing the exchange of PRINCOIN to another purchase currency. In this way, making PRINCOIN the currency of the beginning of a new digital era

1.1 what are the sectors that will be able to register in the Pre-opening?

- **Commerce Sector:** includes majority commerce, retail, shopping centers, and chambers of commerce and, in general, all those institutions that are related to the commercial activity of various products at a national or international level.
- **Agricultural Sector:** Which includes the sectors of agriculture, livestock, forestry, hunting and fishing, among others?



2. Advertising:

Generate advertisements according to the user's preference content in PRINCOIN-APP, the opportunity that PRINCOIN has in this area is the high number of users who visit PRINCOIN-APP looking for the benefits of Publications.

***Example:** PRINCOIN today has more than 150,000 visits in 24 hours on the information website. And this without having provided information about the project to the public, that is, (weak marketing).*

PRINCOIN implementando una estrategia de marketing puede alcanzar un alto tráfico de usuarios conectados que busquen los beneficios y los servicios que PRINCOIN brindara. *(Aumentando así las ofertas por marcas que deseen salir al frente del alto tráfico de PRINCOIN).*

3. Platforms:

Wallet, the Exchange and the Blockchain:

These are services that PRINCOIN will provide to all users registered in the application, in which they will mobilize high amounts of money on a single website where they will be charged for mobilizing the balance to third parties, withdrawals and exchanges, apart from the gas per transaction in the Blockchain, this is an insignificant figure, for the high traffic that we guarantee in PRINCOIN-APP, and it is a figure that users will see according to the security that will be provided per transaction, thus guaranteeing profits to the PRINCOIN community.



PRINCOIN Implementation Plan

PRINCOIN is in the Minimum Viable Product (MVP) stage,

The success of PRINCOIN is subordinate to the order of the 06 (six) launch steps of the platforms, which are detailed below

1. Create web page.
2. PRINCOIN BlockChain.
3. PRINCOIN Wallet.
4. Pre-opening of the PRINCOIN trading system.
5. Exchange of PRINCOIN.
6. PRINCOIN - APP.

1. **Create the web page:**

With this first step, we provide information on the functionality of PRINCOIN, in order with this method to attract the attention of investors who trust and support our project to promote it to success.

2. **BlockChain:**

PRINCOIN, will have a high traffic of users trading the profits of its publications, so PRINCOIN will generate its own BlockChain unpinning from the Ethereum platform, in order to have a complete order and security control over the operations carried out, said this PRINCOIN will have another structure of



transactions, ceasing to be an ERC20 Token to be an independent currency.

This process will be carried out as a second step to guarantee a complete record of transactions carried out with the currency, the capital purchased by investors that will promote the project, in the same way will be transformed into the independent PRINCOIN thus guaranteeing their PRINCOIN, for the safe return on investment.

3. Wallet:

It will be created in the third place, to be able to store the balance in PRINCOIN, where the balance in PRINCOIN can be transferred and received from one user to another, guaranteeing a functional Wallet that registers the data in the BlockChain, for its other functions.

4. Pre-opening of Trade:

Once the storage Wallet and the BlockChain are functional, PRINCOIN will begin the registration of businesses, which will be incorporated in advance to be first in the sale of products when the APP is operational.



5. Exchange:

The Exchange will be created in the fifth step, to guarantee the exchange of the currency long before the launch of the application, so in this way we can ensure that users have their money quickly and safely.

6. PRINCOIN-APP:

It will be created at the end, so that users enjoy a fully functional platform, in this way the user earns PRINCOIN for publications, check their balance in the Wallet, exchange their earnings in the Exchange, and verify the transactions in the BlockChain, and everything in a single application.



Conclusion

PRINCOIN as a Cryptocurrency and social network opens a path of digital transformation in a highly competitive and complex sector. Implementing new business models based on the economy of providing digital services.

PRINCOIN guarantees the maximum reliability scenario among all the sections to its customers, and this is feasible due to technological advances, and studies carried out that allow us to focus on a feasible solution to the realities of user needs, in this way PRINCOIN will be promoting the project to reach a level of feasibility in the digital world and to be able to make our project a historical and universal reality.

"The Currency of the Beginning of a New Digital Age"

