


# Pocitcoin

a Pocits PROJECT

**Pocit Token**

 1.00000

Pocitcoin is a digital asset issued on the Bitshares blockchain and trades under the name [POCIT](#). The token is an ad-block; a fixed quantity of marketing products, circulation and time. Its value is the goods it secures within the ecosystem of [pocits.com](#). As the network's marketing suite is priced in pocitcoin, the token offers guaranteed buying power irrespective of price fluctuations for those same products in all other currencies.

Pocitcoin transforms advertising from a *static* expense to a *dynamic* commodity. In addition to redeeming tokens at pocits.com for its superior business-consumer advertising and networking innovations, corporations, professionals and the general public may also buy and sell pocitcoin for its profit potential through free-market exchange.

Oversight and fair market price for pocitcoin is provided to the public through our [Pocit INDEX](#) project, the token's price discovery mechanism. The mandate of the [Pocits PROJECT](#) is to establish and secure the personnel and systems required to implement and manage the token's initial distribution as outlined in this document, at [pocitcoin.org](#) and at [pocits.com](#).

Pocits Inc.  
Corporate Director  
The Pocits PROJECT  
[POCITS.ORG](#)

EDITION:  
Jun 01, 2021

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# POCITCOIN

## 1. Introduction

### The TOKEN

Pocitcoin is a digital asset issued by [Pocits Inc](#) on the Bitshares blockchain January 1st, 2020 and trades under the name [POCIT](#). A Pocit token represents one block of the total number of advertising blocks available within the ecosystem of [pocits.com](#) whose suite of marketing products, circulation and time are priced in pocitcoin. Therefore, demand for the business-consumer utilities and networking dynamics of pocits.com equates to the demand for pocitcoin. Thus, *high tides raise all ships* for token holders as Pocits scales its market potential within the advertising industry which currently exceeds \$250 billion annually for North America<sup>1</sup> alone.

Prior to pocits.com's public sign-up event, token availability is limited to pocits project members and select people, professionals and corporations invited as first in users to participate in beta development and customer validation.

Initially, token price is driven by project workers and first-in users, it's the everyday business-consumer utility, as realized by advertisers and measured by the index, that will ultimately drive and sustain the price of pocits.com's marketing suite. As each of the network's marketing products are priced in pocitcoin with surcharge purchase premiums for other currencies, advertisers are incentivized to acquire pocitcoin. The direct exchange of pocitcoin will therefore be fostered via peer-to-peer transactions between token holders at pocits.com, on the bitshares exchange, or by merchants as payment of goods and services.

## 2. ENVIRONMENT

The following thumbnail highlights the fundamentals of our monetary world to provide a backdrop for pocitcoin's role in the current landscape.

### Transactions

In commerce, the smallest of financial transactions are most often settled digitally rather than with cash in hand. In fact, the majority of the world's money only exists in digital form as data entries recorded and maintained by trusted institutions. Be it credit and debit cards or transfers and bill payments, money is a de facto digital currency that is stored in databases not in vaults. Try to withdraw a large sum of cash from your own institution and this reality of limited cash on hand becomes evident.

### Accounting

Confidence in a trusted banking institution to settle everyday financial transactions as third party accountants now extends to trusted technology and the accounting of blockchain. Blockchain has garnered confidence across the globe for its

ability to intermediate between transactions as a trusted third party. With well over one trillion US<sup>2</sup> dollars in market capitalization for the top 100 [cryptocurrencies](#), blockchain has proven to be a trusted fiduciary.

### Assets

Unlike *digital currencies*, which exist only as numeric figures recorded in databases, *digital assets* are standalone objects much like printed cash. Cryptocurrencies physically exist apart from their blockchain databases which record transactions between parties only. And just like cash, cryptocurrency is a digital asset with a unique serial number (key) and can also be lost or stolen.

Cryptocurrencies are held in wallets<sup>3</sup>. Wallets are software applications that store digital assets in two ways, *hot* or *cold* storage; i.e., *online* or *offline*. An *online* wallet stores assets on a server and is accessed through that service provider's website or app. An *offline* wallet stores cryptocurrency on a hardware device like your personal computer, phone, or a flash drive which you can bury in your backyard if you so choose. Lose your hardware and you lose your funds.

### Commerce

Money is a tool and though it has continuously changed in form through time and from place to place, its utility does not. Money is the tool by which we measure the value of goods and services and it's the medium to which we confer that value for the purpose of exchanging that value to meet our everyday needs and wants. Money in all its forms is the method by which we facilitate commerce. But just how accurate is your money's measure? How reliable is it to hold your value over time?

*"We cannot know...because all government statistics are based on the lie that money is a constant, when in fact it has become the greatest variable in everyone's life."*<sup>5</sup> The history of money is a sordid tale of inflationary boom and bust cycles spanning from antiquity *"when money failed in the land of Egypt"*<sup>4</sup> to the present crisis of Argentina and various countries across the globe including the good ol' US of A.

Irrespective of form, the one property of money that does remain constant through time is *utility*. We simply need it for trade as a unit of measure and as a medium of exchange. Maintaining this function is the fundamental challenge for all national (fiat) currencies. This is no less true for cryptos from bitcoin to pocitcoin. The pocit token is a unit of measure and just like the ounce or gram, it too is a fixed measure of goods.

## 3. UTILITY

### Marketing

Fundamentally, the purpose of pocitcoin is to facilitate online marketing within the ecosystem of [pocits.com](#). The total advertising available at pocits.com's is divided into a fixed number of tokens that each derive their value by the goods they intrinsically secure; marketing products, circulation, and

time. A token is ownership of a block of pocits.com's suite of marketing products which are priced in pocitcoin.

Therefore, the products and the token are linked, however, product prices in other currencies fluctuate with free-market demand for the network's business-consumer dynamics and pocitcoin. The shopping cart's product prices, when featured in currencies other than pocitcoin, are determined at the token's exchange price on the DEX plus a premium surcharge. The relative value of the token's goods when compared to competitor products, is equated by the *Pocit Index*.

#### Pocits.com

Pocits is an online network with user profiles. More precisely, it's an online world of city and town networks where people, organizations and companies can connect and share privately with contacts only or engage publicly in the city's commons and beyond too. Pocits is a place free of predatory data mining where members possess ownership, control, and responsibility over their identity, communications, and their content.

#### The City Network

Where is your city located online? While small towns may only have a bio featured in Wikipedia, a city typically has its own website. But does it represent your city on-the-whole? Does it connect its people and professionals? Does it network its organizations and companies? Does it showcase their goods and services or facilitate your needs and wants? Can it engage visitors and interact with other cities and towns too? Can you participate in your city's website as a resident? Not likely.

So how do you best connect with your city online? For friends and known contacts, you likely call, text, email, post and follow them directly through a bunch of apps and websites. But for most else in your city it's a Google search. You search to find your needs and wants from others who depend on search engines and third-party agencies to be discovered. But navigating multiple networks, apps, and sites can be overwhelming. For business, it's often for little return on investment (ROI). In the digital universe we are fragmented across many worlds with no mutual place we call home. Online we are all homeless.

Pocits is a world of online city networks with a new approach for people, organizations, and companies to connect, search, discover and share as residents. Pocits is a better way to network with friends, co-workers and contacts and interact with your city's public. Pocits city Commons is a simpler way for businesses and consumers to feature and find goods and services through a suite of apps priced in pocitcoin.

#### Products

The three classes of marketing products are *directories*, *promotions*, and *advertising* which serve both commercial business objectives and non-commercial community

objectives. All marketing apps are free to activate on corporate and professional profiles to be featured to visitors.

The product payroll for marketing apps is circulation to *places*. Pocits places start with the *homes* and *offices* of the members then their *town* or *city* with its public *Commons*. Beyond the city lies the county, province, and country networks with the international hub being the homepage of pocits.com. Circulation fees priced in pocitcoin are based on population; no pay-per click, bidding, or contracts.

Advertisers can strategically target a variety of audiences within the hyper-engaging media hubs of the Commons and feature content that is curated and readily accessible and doesn't simply disappear down an endless timeline. The Commons is a transmedia hub where people can search and find or browse and discover to connect and engage with the things and the people in their town and places beyond.

### 4. Value

#### Commodity

Pocitcoin is a commodity token<sup>6</sup>. Each token is equal to a fixed amount of goods. The total number of tokens in circulation is equal to the total amount of goods available for redemption at pocits.com. Thus, tokens are a claim on goods priced in pocitcoin. Therefore, each token's value is its fixed block of goods which can be redeemed, traded, sold or gifted.

Products denominated in pocitcoin means that payments via other accepted currencies are settled by conversion to their free-market exchange rate for pocitcoin<sup>7</sup>. Therefore, pocitcoin is an asset underwritten by the suite of products it can redeem at pocits.com. The Pocits NETWORK does not sell tokens directly on the bitshares exchange and does not function or operate as an investment vehicle or enterprise<sup>8</sup>.

#### Measure

For clarity, the term *pocit* is used herein to reference the token as an object whereas *pocitcoin* denotes values of the token in much the same way as we reference *the dollar* and *dollars*. The symbol (⌘) for pocitcoin is a non-trademarked wingding font character for the letter *i*.

The token is denominated with five decimal places as ⌘1.00000 with the minimum value of ⌘0.00001 or 1 pocitcoin. The token's fixed measure of goods consists of three elements on a 1:1:1 ratio of *products*, *circulation* and *time* (PCT). A token ad-block consists of any combination of product, circulation and time that is equal to the token's base value which is ten marketing products circulated within the public commons of a County (regional network) with 100,000 population for ten days.

Pocitcoin can be expressed as a percentage thus ⌘0.00001 is equal to 0.00001% (one hundred-thousandth percent) of a token which consists of one unit of each element: product (%)

weighted) + circulation (one person) + time (8.64) seconds.

Clients can select any combination of products, circulation and time to market in a variety of ways within the Commons' media hubs. For example, distribution of a coupon circulated for 10 days to a population of 100,000 people is the same cost as 100 days to a population of 10,000. A single ad-block provides a great deal of marketing and advertising utility.

## 5. ASSURANCE

### The Pocits Project

Pocits is an acronym for *personal organizational corporate information transmedia systems*. The **Pocits PROJECT** name is an umbrella term for our collection of development projects including the Pocit TOKEN, NETWORK, EXCHANGE, ENTERPRISE, INDEX, and ARTS systems.

The **Pocits PROJECT** is not a corporate entity but a collaboration of people, organizations and companies participating as members and partners in various capacities. The project director is Pocits Inc, a Canadian company founded to research and develop its *pocits* concept; a transmedia network that consolidates multitudes of single purpose apps and sites and simplifies online communications. The partners are established and trusted parties within their respective industries and professions.

### Demand

Pocits is a general-purpose network with business-consumer dynamics and marketing utility that is broad spectrum not niche. You're many things to many people, so create multiple profiles to navigate pocits transmedia environment switching seamlessly to casually network with family and friends, engage professionally with clients and as an employee within your company, as a member in an organization, and interact as a resident or consumer within your city's commons. Pocits transmedia hubs and multi-network capabilities are inclusive to all residents within any city or town with abundant marketing opportunities for merchants and advertisers.

### Blockchain

The Pocit token is a Bitshares user-issued-asset. The Bitshares blockchain is an industrial-grade decentralized platform built for high-performance financial contracts with focus on the financial technologies sector. Bitshares' vast array of financial services and its self-funded ecosystem ensures that the blockchain can continue in perpetuity.

As token creation is now a mere application, the functionality of pocitcoin is assured by Bitshares platform and its trusted Delegated Proof of Stake (DPOS) technology and multiple possessing nodes that are "*virtually impossible to hack*."<sup>9</sup>

### Token Supply

The total supply of pocitcoin and the goods assigned to each token was formulated by factoring the merchandising and advertising potential within each media hub of the

Commons, the price potential for each product type within the marketing suite, and the demand potential from commercial and non-commercial advertisers.

Formulations were derived from advertising revenue statistics and from community and business demographics for city and township populations within a typical county region<sup>10</sup> as illustrated below.

POPULATION: 100,000

82,000 above 15 years

28,000 families

39,500 homes

POTENTIAL CUSTOMER BASE

47,000 Professionals

22,000 business services

13,000 retail & wholesale services

12,000 community services

ORGANIZATIONS 1800

health care, social services, government, schools, colleges, universities, libraries, associations, charities, public and religious centers, etc.

COMPANIES 4800

retail, wholesale, hospitality, finance, insurance, legal, communications, consulting, construction, manufacturing, agriculture, etc.

The advertising revenue generated from a *County* network at pocits.com is projected to exceed \$10 million USD annually at full maturity or \$36.5 billion for North America. The total number of tokens and the amount of goods assigned to each is designed to service this demand. Tokens are distributed geographically by region in proportion to population as their first point of entry in the pocits ecosystem.

### The Index

The **Pocit INDEX** (PDX) is a value discovery mechanism for Pocits' suite of marketing products thus for pocitcoin too. The Index is a measure of the percentage of change between the price of pocits marketing suite (the token) versus the market price for a similar basket of competitor products.

The PDX goes up as Pocits' products gain in comparative value. This provides advertisers, merchants, and all token holders with comparison metrics to minimize speculation and volatility in the free-market exchange price of pocitcoin. The Pocits PROJECT is responsible for the oversight and operation of the PDX.

### Compliance

The Pocits PROJECT director and partners endeavour to ensure each of its systems projects conform and comply with the necessary legal and taxation regulations of the regions within which it operates. Pocits.com does not operate as a corporate entity nor does it contract with any corporate entity deemed as being a country, county, municipality, city or township.

In keeping with this intent, Pocits Inc transfers ownership of

its property and rights over the [pocits.com](https://pocits.com) domain name, logo and trademark branding, the UI and UX architecture and software, database(s), data, and hardware to the collective membership of the pocits.com network via a trade sale and subsequent acquisition to:

1. sever the platform as separate and apart from the legal corporate entity of Pocits Inc, its founders, advisers, shareholders, creditors, and any related obligations and encumbrances if any, and to
2. set the Pocits PROJECT apart from the network as its development agency, and thereby
3. render the network to its collective members free from trade sale acquisitions by any corporations or persons, and to
4. liberate pocitcoin from any inference as being a security or investment instrument rather than being a commodity, and to
5. initiate the token's distribution via the first transfer of pocitcoin to the Pocits PROJECT pool to facilitate this purchase and acquisition from Pocits Inc.

This acquisition was settled by transfer of 200,000,000 to Pocits Inc and equates to 2% of the total supply of pocitcoin. The token status for the company's holdings are:

- 20,000,000 [Operations](#) (circulating supply)
- 80,000,000 Term Deposit (non-circulating)
- 100,000,000 Invested (Pocits PROJECT)

## 6. Distribution

### Total Supply

The total supply of [pocitcoin](#) is ten billion (10,000,000,000) tokens with distribution likely to extend beyond a decade. Public token distribution via ad-sales and enterprise grants, is directly proportional to the rate of token disbursement for Pocits' systems development.

Vesting mechanisms and term deposit incentives minimize sudden deviations in the token's exchange volume and price by disproportionate or unexpected liquidations by the Pocits project's partners and developers and by the network's token holding members.

In addition, token holder confidence is fostered by the PDX which provides product:price comparisons for advertisers to gauge the free-market exchange price of pocitcoin against the fair-market price for its goods.

### Current Supply

The total supply of [POCIT](#) tokens are held in the asset owner account named [pocits](#) and managed by Pocits Inc. Tokens are activated into the *current supply* when dispensed to the [pocits-operations](#) holding account. One billion tokens have been activated to date.

### Distribution

Pocitcoin distribution commenced with the acquisition and subsequent [disbursement to Pocits Inc](#) from the *operations*

account. The balance of the token supply is assigned through two accounts; the [Project pool](#) with 800MM designated for systems development funding and the [Reserve](#) pool with 9 billion designated for public distribution through pocits.com's regional network.

### Director's Exchange

The Pocits PROJECT is funded by a 100 million investment by Pocits Inc from its holdings. Each time the company deposits tokens into the [Director's Exchange](#), eight times the amount is made *available* to the *Project pool* and nine times to the *Reserve* pool.

And for every token disbursed from the Director's account, the proportional amount becomes available for each pool to be utilized as detailed below. These assets may be withdrawn from the pocits-operations account and assigned as required.

Unlike the project and reserve pools, the Director's assets have been earned and invested. Therefore, the director may sell them in the free market to provide project members with exchange liquidity in a variety of fiat and crypto currencies.

### Project pool

The [PROJECT pool](#) is allotted 8% of the total token supply or 800,000,000. This allotment is the Pocits PROJECT's global budget and is utilized for development and implementation of both online and on-ground operations. Project pool token disbursements are publicized prior to being disbursed to the intended recipient(s) for public awareness of change in the circulating supply volume.

For every token disbursed from the Director's account, eight tokens are made available in the pool and may be assigned for development. These assets may be disbursed to the project's partners, delegates, advisers, consultants, workers, and contractors to fund development related expenditures such as acquisitions, property, leaseholds, and equipment.

Project participants are free to sell, trade, give, keep, or vest their earned tokens as they choose.

### Exchange pool

The [Exchange Pool](#) is allotted 10% of the total token supply or 1,000,000,000 and are the only tokens available for direct purchase. This token supply is distributed to each regional network within pocits.com in proportion to population on a 1/8 basis thus, 12,500 tokens per 100K population.

The Pocits NETWORK sells marketing products only which are priced in pocitcoin and does not sell tokens directly on the Bitshares DEX.

This pool provides people and corporations of each region the opportunity to purchase tokens as a redeemable and/or tradeable ad-block commodity. Second, the fiat and crypto proceeds are held in select currencies and retained by the



regional exchanges to provide liquidity for local projects granted Enterprise tokens. And third, for each token purchased eight more become available in the Enterprise pool to be granted to qualifying projects.

### Enterprise pool

The [Enterprise pool](#) holds the lion's share of tokens with 80% of the total supply or 8,000,000,000. These tokens are distributed on a 1:1 token-to-population ratio and assigned to the exchange account for each regional network within pocits.com. Thus, a geographic region with a 100,000 population is assigned 100,000 tokens. In this way, tokens are broadly distributed directly to local communities.

Regional exchanges grant enterprise tokens to local projects as detailed in *Section 7: Enterprise*. A specific [enterprise](#) can be sponsored by directly purchasing pocitcoin from any project that may offer their granted tokens for sale. Project's may swap pocitcoin for another currency via the exchange.

### Vested Assets

The [Vested pool](#) has no allotment and is a depository for tokens in the current supply but not in the circulating supply:

1. assigned but not yet disbursed
2. on term deposit by token holders

The Vested pool's designated token holdings are disbursed on fulfillment of an agreement or on a scheduled date of maturity as are term deposited tokens as detailed in the *Vested* schedule. In effect, the pool allows exchange markets to factor volatility in the circulating token supply with respect to vested token maturities.

## 7. ENTERPRISE

### Regional Revenue

At pocits.com, a *region* or *municipality*, is a county hub networking its city and township populations who inherently possess business-consumer dynamics and advertising revenue generation potential. The Pocits network recognizes its members as a renewable resource whose revenue generating potential is a collective contribution by each person, organization, and corporation within it.

In fact, your online activity within the multitude of social and service worlds of the digital universe, generates about \$1 a day of ad revenue. For a city of 100K population, that's \$100K per day or \$36.5 million annually. Your town's online activity is a renewable resource. For the most part however, this revenue tends to exit city borders with billions aggregated each year into the coffers of few beneficiaries; the directors and shareholders of companies like Amazon, Google, Facebook, Twitter, Kijiji, AutoTrader, and many more.

Pocits world of city networks combines a plethora of social and service utilities while retaining 100% of its revenue for the benefit of the region in which it's earned. In addition, the

majority of pocitcoin is distributed by region through project grants to local initiatives. Pocits.com will only earn revenue once these same tokens are captured and redeemed by advertisers for marketing within the network.

### Member Projects

Projects posted by members in the Commons of their regional network and sponsored by residents, qualify for pocitcoin grants. There are three classifications of projects: *Private*, *Community*, and *Business*.

#### PRIVATE

Private projects serve a personal interest or humanitarian need. Any member can create and feature their project in the commons such as a *Wheelchair Ramp* to be constructed for a private residence.

#### COMMUNITY

Community projects are non-commercial initiatives that serve the needs or interests of the general public. Community projects can be created by a company, organization, group, or an individual such as a *Wheelchair Ramp* for a public building.

#### BUSINESS

Business projects are for-profit commercial initiatives posted by a corporation, a start-up venture, or a lone professional with a plan like a *Handicap Accessibility Construction & Design* company.

#### ENDORSERS & SPONSORS

Projects require a minimum number of endorsers and sponsors to validate its authenticity and qualify for grants. Members must post and promote the project targets, incentives, updates and fulfill all obligations made, if any, to its supporters and developers.

#### GRANTS

Pocitcoin grants are deposited into self-directed *enterprise accounts* to assist in funding project development via private and public exchange. Projects are granted eight times the amount of pocitcoin raised from their sponsors.

## 8. SERVICES

### Regional Exchanges

A regional exchange provides member services to each of its city networks via the Bitshares blockchain. Exchange accounts provide members an easy-to-cross bridge between regular currencies and the world of crypto currencies and exchanges.

Pocitcoin is not required to be a member at pocits.com nor is it required to advertise within the network's commons. Marketing products can be purchased with typical national currencies and select crypto currencies. However, an exchange account is required to utilize the network's merchant, enterprise and other various services. There are six account types:

PERSONAL: people

GROUP: multi-signature

CORPORATE: company or organization

MERCHANT: POS retail

ENTERPRISE: project

VESTING: term savings

Personal accounts offer<sup>11</sup> an opening balance of ₪0.01000 (one thousand pocitcoin) or an amount equivalent to 1000 BTS (bitshares) whichever is less. This sum is funded by donations from Pocits Inc.

### Wallets

The member crypto wallet is a Bitshares application, a trusted service. Pocits may employ other third party applications or opt to develop its own web or native mobile application.

### Pocit Card

The Pocit card can be a physical magnetic-strip type card or QR code app for use in merchant payment terminals. The Pocit Card provides members with an easy-to-use method of transferring between pocit crypto and cash currencies.

## 9. Pocit Index

### PDX

The PDX is an index (or measure) of the value of pocits.com's suite of marketing products relative to a basket of competitor products priced in United States dollars. The index goes up when Pocits products gain in comparative value. The index is designed, maintained, and published by Pocits Inc, the corporate director of the [Pocits PROJECT](#), with the name "Pocit Index" as the registered trademark. The index is maintained and published by the Pocits PROJECT community.

The Pocit Index serves as the primary price discovery mechanism for Pocits.com's suite of marketing products as all products are free-market priced in pocitcoin. The index provides business sector advertisers with specific industry metrics to minimize speculation and volatility in the price of Pocits products via the free-market exchange of the Pocit token.

### Formula

The PDX formula factors the three elements that comprise the goods (G) for both baskets; products (P), circulation (C) for population, and time (T) for days. The values for Pocits suite (POCITG) and competitors basket (CPRG) are both derived from a similarly weighted geometric mean for the three product classes.

$$PDX = POCITG^{WT} \times CPRG^{WT}$$

WHERE

$$G = P \times C \times T$$

AND

$$P = DIR^{WT} \times PRO^{WT} \times ADV^{WT}$$

$$C = 100K \text{ population}$$

$$T = 10 \text{ days}$$

In addition, each *product class* factors weighted values for each *product type* plus a subset of weighted values for each competitor relative to its market share.

A mature valuation of Pocits products will ultimately be determined over time by advertiser demand for the platform's utility and the token's goods. As pocits.com is under development with closed-beta participation only, there is no active business-consumer dynamics for advertisers to equate. Therefore, a pre-launch product purchase from the *Sponsor Pool* or any token holder is a speculative buyer beware proposition.

For this reason, Pocits will refrain from speculative public promotions during closed-beta development apart from this document and within the Pocits PROJECT community. Pocits will instead promote the platform's UI/UX endorsements from its professional and corporate members participating in ongoing network development, user testing, and customer validations at pocits.com.

Additionally, the Pocits project will not publish any internal valuations of tokens exchanged within its development community so as not to influence the purchase of tokens at pocits.com nor the exchange of pocitcoin between token holders peer to peer and on the DEX. In this way, pocitcoin may discover its free-market interest from the exchange community on the merits of the Pocits project.

### Token Balances

Tokens *issued* from the total supply to the pools are *designated* for *distribution* into the circulating supply. Tokens *vested* in term deposits move out of the *circulating* supply.

<b>A. TOTAL SUPPLY</b>	₪10,000,000,000
ISSUED	(₪1,000,000,000) (Operations)
<b>BALANCE</b>	₪9,000,000,000
<b>B. CIRCULATING SUPPLY</b>	
ASSIGNED	(₪200,000,000) (Pocits Inc)
VESTED	₪180,000,000 (Pocits Inc)
<b>BALANCE</b>	₪20,000,000 (Market potential)
<b>C. POOLS SUPPLY</b>	
<b>OPERATIONS</b>	₪1,000,000,000 (issued)
DESIGNATED	₪0
ASSIGNED	(₪200,000,000) (Pocits Inc)
<b>BALANCE</b>	₪800,000,000
<b>SALES</b>	₪1,000,000,000 (not issued)
DESIGNATED	₪200,000,000 (10%)
ASSIGNED	(₪0) (Member Purchases)
<b>BALANCE</b>	₪800,000,000
<b>ENTERPRISE</b>	₪8,000,000,000 (not issued)
DESIGNATED	₪1,600,000,000 (10%)
ASSIGNED	(₪0) (Project Grants)
<b>BALANCE</b>	₪6,400,000,000

## 10. Token Supply

### Valuation



## Distribution Events

Token distribution is a sequence of cascading and recurring events as follows:

- A. The Project pool designates tokens for operations which then triggers an equal number of tokens available for distribution to members in the Sponsor Pool.
- B. Sponsor pool tokens are available for purchase at pocits.com as per section 11. Each purchase designates eight times the number available in the Enterprise pool for grants.
- C. Each project that attain the required sponsorship receive eight times the amount pocitcoin raised from their sponsors as a grant to assist in development.

## 11. Available Tokens

### Products/Tokens


There are four stages of participation at Pocits.com during development: *Follow*, *Invitation*, *Sign-Up*, *Public*. Tokens issued from the Operations Pool to date have been either earned or purchased by developers and invited participants only. Tokens from the Sponsor Pool are available for purchase at pocits.com to members during the *Invitation* and *Sign-Up* phases of development as described [here](#).

The price of products purchased in any fiat or crypto currency at pocits.com will always be equal to the token's free-market conversion price at the DEX *plus* a premium NETWORK exchange fee. Thus, tokens that are purchased directly on the exchange are at a discount to the Pocits NETWORK price.

### Circulating Tokens

Tokens are not sold directly on the DEX by the Pocits NETWORK. All tokens offered within the DEX are the property of token holders with the initial token's being acquired from Pocits Operations workers and the participating professional and corporate members invited to the Pocits Project as described [here](#). The circulating supply of tokens sold or purchased either peer-to-peer or within the exchange, are transacted at the discretion of the sellers and buyers.

### Available Token & Grants



AVAILABLE  
**TOKENS**  
¥200,000,000  
AND  
**GRANTS**  
¥1,600,000,000  
POCITS.COM  
**SIGN-UP EVENT**  
DATE TO BE ANNOUNCED

# SCHEDULE A

## Marketing

### 1. PRODUCTS

#### Directories

The Commons media hubs are *Book*, *News*, *Mall* and *Town* that each function as a networking directory with curated streams of posted content and public access to connect more than just socially with fans and followers.



#### **Book** RESIDENTS

People, organization and corporate listings, posts and comments with endorsement, referral and compliment features and marketing applications.



#### **News** TOPICS & INTERESTS

Shared posts and comments of images and videos, articles and blogs with networking features and marketing applications.



#### **Mall** RETAIL & WHOLESALE

Products and services, store and associate communications and networking with promotional and marketing applications.



#### **Town** COMMUNITY

Classified information and services, organization and expert communications with non-commercial marketing applications.

#### Promotions

Promotions feature exclusively within the *Mall*; the products and services hub where consumers can search, find, browse, discover, network, and follow and where junk mail becomes wanted mail. Promotions are category and keyword driven with 24/7 editing and display.



#### **Coupons**

Upload and circulate a product or service coupon.



#### **Flyers**

Uploaded pdf formatted flyers.



#### **Vouchers**

Prepaid package deals of bundled products and services.

#### Advertising

Reach a variety of audiences in one or all media hubs where category curation and user-defined keywords maximize your advertising and content opportunities for viewer relevance.



#### **Posters**

Image and/or video ads featured in highly visible margins for web and swipe-in for mobile, are free to display on business profiles with circulation upgrades to the commons of homes, offices, and regional networks.



#### **Billboards**

Large header images and/or videos display prominently above posting streams of business profiles with circulation upgrades to the commons of homes, offices, and regional networks.



#### **Walls**

Full screen background imagery for first-display branding free on professional and corporate with circulation upgrades to the commons of homes, offices, and regional networks.

### 2. Circulation

#### Place Networks

Pocits *places* start with the private *Home* and *Office* networks of people and corporations to the *City*, *Town*, and *Region* networks where residents and visitors share and engage in the public Commons.



#### **Home** PERSONAL

Circulate any or all marketing apps to the private *Homes* of your followers only or target a specific demographic.



#### **Office** CORPORATE

Promote your B2B products and services to the *Offices* of your clients and followers only or target specific demographic of business sector companies and/or professionals.



#### **City/Town** PUBLIC

Market your products and services in your *City's* Commons through a variety of media hubs and share with the general public or target specific demographic of logged in consumers.



#### **Region** PUBLIC

Share products and services in the Commons of a *Regional* network where residents and visitors can browse content featured from every city and town within its borders. Regional networks scale up from *County*, *Province/State*, and *Country* to the *International* network of Pocits.com, its homepage.

### c. Time

#### Pocit Time

The marketing fees for time is ubiquitous for all products and places thus uniformly applied. Pocitcoin is a measure of time where one token is equal to ten days or 864,000 seconds. Thus, 100,000 pocitcoin (100,000) is equal to 100,000 units of time therefore:

$$100,000 \text{ pocitcoin} = 8.64 \text{ seconds (864,000 sec / 100,000 pocitcoin)}$$

### d. Shopping Cart

#### Fees

The cost to purchase the full suite of *directory*, *promotion* and *advertising* products in the Commons of a County network of 100,000 population costs 1 for 10 days whereas a single coupon is 0.1.

#### PRODUCTS

Directories: Book, Mall, News, Town  
Promotions: Coupons, Flyers, Vouchers  
Advertising: Posters, Billboards, Walls

#### CIRCULATION

Place: County / 100K population

#### TIME

Days: Ten

## References

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