

# Pocitcoin

## EMPOWERING LOCAL ENTERPRISE

### Abstract

Pocitcoin is a crypto token equal to a fixed quantity of goods. The token is redeemable for marketing within the ecosystem of the [Pocits NETWORK](#). Thus, a token possesses the value of its secured goods with a guarantee of utility irrespective of the price of those goods in other currencies.

The mandate of Pocits as it relates to pocitcoin, is to direct and govern the distribution and disbursement of the pocit token as outlined in this document, at [pocitcoin.org](#), and at [pocits.com](#). In addition, public oversight for pocitcoin is provided through the token's value discovery mechanism, the Pocit Index.

**POCIT TOKEN**  
**i1.00000**

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# POCITCOIN

## 1. Introduction

### Pocit Token

The POCIT token is a digital asset issued on the Bitshares blockchain by the Pocits NETWORK. Each token is vested with a suite of marketing products redeemable at [Pocits.com](http://Pocits.com). Therefore, the growing demand for the platform's business-consumer dynamics equates to the growing demand for pocitcoin by advertisers. Thus, high tides raise all ships for token holders as Pocits scales to its earnings potential within the advertising industry that currently exceeds \$240 billion annually for North America<sup>1</sup> alone.

Token availability has been limited to project workers and select professionals and corporations invited to participate as first-in members of pocits.com for customer validations during closed-beta development. The opportunity to secure pocitcoin prior to open network sign-up, now extends to non-development outsiders who may acquire pocitcoin directly from any token holder peer-to-peer or via the bitshares exchange (DEX).

As demand for the network's marketing products increases, so too will pocitcoin purchases directly from token holders as advertisers seek to avoid the surcharge premiums at pocits.com over and above the token's exchange price on the DEX. Advertisers can acquire pocitcoin from token holders either peer-to-peer, at [bitshares.org](http://bitshares.org), and ultimately by accepting it for payment of goods and services as *merchants*.

## 2. ENVIRONMENT

### Transactions

In commerce, even the smallest of financial transactions are often settled digitally rather than with cash in hand. In fact, the majority of the world's money exists only in digital form as data entries recorded by trusted institutions. Be it credit and debit cards, or transfers and bill payments, money is a de facto digital currency stored in databases not in vaults. Withdraw a large sum of physical cash from your institution and this reality will become quite evident.

### Accounting

Confidence in the settlement of our business-consumer transactions as provided by the accounting of trusted banking institutions, now extends to the accounting of trusted technology. Blockchain has garnered confidence across the globe for its ability to intermediate as a third party between transactions. With more than \$200 billion US<sup>2</sup> entrusted to the top 100 digital assets (cryptocurrencies), blockchain is now a proven fiduciary of accounting.

### Assets

Unlike digital currency which exists only as a numeric record in a database, digital assets are standalone objects just like printed cash. Cryptocurrencies physically exist apart from their blockchain databases and just like cash, they each have

unique serial numbers (keys) and can be lost or stolen too.

Cryptocurrencies are held in a wallets<sup>3</sup>. Wallets are software applications that store cryptocurrencies either *online* via a service provider's website or on a computer and phone, or they can be stored *offline* on a cold-storage hardware device and buried in your backyard if you so choose.

### Commerce

Though money continues to change in form its utility does not. Money is the tool by which we measure the value of goods and services. It's the medium to which we confer that value for our everyday commerce. But how accurate is its measure? How reliable is it to hold that 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.

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

## 3. UTILITY

### Marketing

The primary function of pocitcoin extends to corporate and professional clients providing utility for marketing within the ecosystem of [pocits.com](http://pocits.com). The token's value derives from the goods it intrinsically secures; a basket of marketing products. Each token possesses a portion of the total goods available at pocits.com. Thus, pocitcoin provides advertisers with a guarantee of goods and fixed buying power irrespective of the price at which the token is acquired.

Shopping cart product prices listed in other accepted currencies are determined by conversion of the token's DEX price plus a surcharge exchange premium. Therefore, the products and tokens are linked rising in price with advertiser demand for pocitcoin and the business-consumer dynamics within the Pocits network. 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 a world of online city networks and user profiles where people, organizations and companies can connect and share with private contacts only or engage in the public commons as a resident and beyond as a visitor. A place free of mystery data mining algorithms where members possess ownership,

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control, and responsibility over their own identity, content, and communications.

### 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. 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* for both business and community objectives; commercial and non-commercial. All marketing apps are free to activate on corporate and professional profiles and feature to visitors.

The product paywall is distribution of marketing apps to *places*. Pocits places are the *homes* and *offices* of members and to the *city's* public Commons. Distribution fees are priced in pocitcoin based on the product, circulation, time and place selected. No pay-per click, bidding, or contracts.

Clients can strategically target a variety of audiences within the hyper-engaging media hubs of the Commons to feature curated content that's readily accessible and doesn't simply disappear down an endless timeline. The Commons is where people can search and find, browse and discover, or connect and engage.

## 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, sold, traded, donated, or gifted.

Products denominated in pocitcoin means that revenues are earned in pocitcoin. Payments via other accepted currencies are settled by conversion to their free-market exchange rate for pocitcoin<sup>7</sup>. Therefore, pocitcoin is underwritten by the suite of products it can redeem at pocits.com. The Pocits NETWORK does not sell tokens directly on the bitshares exchange, does not function as an investment vehicle nor does it operate any investment 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 *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 is comprised of three elements on a 1:1:1 ratio of *Products*, *Circulation* and *Time* (PCT). A token is equal to 100% of a basket of products that circulate within the public marketplace of the Commons with a regional population of 100,000 for a period of 10-days.

Pocitcoin can be expressed as a percentage thus ⌘0.00001 is equal to 0.00001% (one hundred-thousandth percent) of the total PCT of one token. Therefore, one pocitcoin (⌘0.00001) 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 to a population of 100,000 people for 10 days is the same cost as 100 days to a population of 10,000. One token provides a great deal of utility and value for advertising and marketing.

## 5. ASSURANCE

### The Pocits Project

The Pocits PROJECT is a collaboration of people, organizations, and companies invited to participate in NETWORK development as funded by the TOKEN. The project is directed by Pocits INC, a Canadian company formed in May of 2009 to research and develop its multipurpose information transmedia concept of the same name. Pocits is an acronym for *Personal Organizational Corporate Information Transmedia Systems*. A vision to simplify online information and communications between people, organizations, and companies.

Pocits transmedia solutions consolidate a multitude of single purpose apps and web services into a series of regional networks each funded by local business sector advertising.

### Token

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 its blockchain can continue in perpetuity.

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

### Index

The Pocit Index works in conjunction with pocitcoin as a value discovery mechanism for the marketing products. The Index monitors products of leading competitors in both online and offline mediums. This provides advertisers, merchants, and all token holders with comparative value-price metrics to minimize speculation and volatility in the free-market exchange price of pocitcoin. The Pocits PROJECT is responsible for the oversight of the Pocit Index operations.

### Demand

The following addresses the question of the potential demand for the token's marketing products within each of the regions it facilitates. As Pocits is a general-purpose network inclusive to all resident people, organizations and companies within any city or town, its business-consumer dynamics are not niche.

Users engage in a wide variety of media hubs using multiple profiles to network as employees in companies, as members in organizations, as private individuals with family and friends, as public residents and consumers within the city's commons. Thus, the utility for personal and corporate users is broad-based combined with broad-spectrum marketing demand.

The total supply of pocitcoin and the goods assigned to each token, was formulated from the marketing potential within the platform's networks and the demand potential from regional populations. Factored into the equation is Pocits' networking innovations, its business-consumer dynamics, the value potential for each marketing product, and the demand potential from professional and corporate clients.

The token's formulations were derived from statistical analysis of the typical community and business demographics inherent within a geographic 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 at pocits.com from a single city network serving a geographic region as per the above example, is projected to exceed \$10 million USD annually at full maturity. This scales to \$33 billion for North America. The amount of goods assigned to each token is designed to service this demand at a 1:1 ratio to population.

### Compliance

The Pocits NETWORK will endeavour to conform and comply with legal and taxation regulations as may be required by the regions within which it operates. The Pocits NETWORK does not operate as a corporate entity.

In keeping with this intent, Pocits INC has transferred to the Pocits NETWORK for its collective membership, its property and rights over the Pocits brand name, logo and trademarks, the UI and UX architecture, software and databases, and the pocits.com and pocitcoin.org domain names. The purpose of this purchase and subsequent acquisition is 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 apart the Pocits PROJECT as the networks development agency, and thereby
3. render the network to its collective members free from trade sale acquisitions by any persons or corporations, and to
4. liberate pocitcoin from any inference as a security or an investment instrument other than being a commodity token, and to
5. commence pocitcoin distribution with the transfer of tokens to the operations pool to commence next level funding of the Pocits PROJECT.

This acquisition was settled by transfer from the project's Operations pool to Pocits INC in the amount of ¥200,000,000 plus \$1 CDN. This equates to 0.02% of the total supply of pocitcoin. The company has deposited the majority of these tokens in the Vested Pool and out of the circulating supply in accordance with the Vesting schedule.

## 6. Distribution

### Total Supply

The total supply of pocitcoin is ¥10,000,000,000 (ten billion). This supply is to be distributed at variable rates over an indeterminate amount of time likely extending beyond a decade. The disbursement rate is governed by a series of correlated factors including ongoing project development,

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city network expansion, membership growth, enterprise project sponsorships and grants, and advertiser demand.

Vesting incentives are employed to foster token price stability and minimize market volatility. Vesting mechanisms regulate early-in token holders and long-term depositors from sudden and/or disproportionate liquidations. In effect, this reduces both the circulating supply and the potential for sell-side spikes at crypto exchanges.

In addition, the Pocit Index fosters confidence for all token holders with metrics that provide value-price comparisons between Pocits and competitor products. These benchmarks aid advertisers in determining the value of the token's goods against its free-market exchange price.

### Activation

The total supply of pocitcoin is segmented into four pools: *Pocits PROJECT*, *Sponsor*, *Enterprise*, and *Vested*. Each pool is allotted a percentage of the total supply and serves a distinct function in token distribution and network development. Tokens are released from each pool into the circulating supply in varying stages through a cascading relationship of recurring events.

The first event in the sequence commences within the Pocits *PROJECT* pool. This occurs when tokens, which are *designated* for approved operations, are *distributed* to their intended recipients and thereby entering the token supply. Only designated tokens are available for distribution, the first recipient being to [Pocits inc.](#)

Project pool events simultaneously designates an equal number of tokens within the Sponsor pool making them available to members for purchase at Pocits.com. This in-turn designates eight times the number of tokens within the Enterprise pool available to *Regional Reserves* for distribution as grants.

### Pocits PROJECT Pool

The [Project pool](#) is allotted 10% of the total token supply or ¥1,000,000,000. This allotment is the global budget for the Pocits *PROJECT* to be utilized for ongoing development and implementation of both online and on-ground operations. These tokens have been issued from the total supply and transferred to the Project pool.

The *PROJECT director's* token designations are deposited in the *Vested* pool prior to being distributed to their intended recipients for market-introduction. The pool's tokens may be distributed to the project's divisions, departments, delegates, advisors, consultants, workers, and contractors for funding acquisitions, property, leaseholds, equipment, promotions, development, and related expenditures.

Project participants are free to sell, trade, donate, give, keep, or vest their tokens as they choose. The Pocits *NETWORK* does not sell tokens directly on the Bitshares DEX.

### Sponsor Pool

The [Sponsor Pool](#) is allotted 10% of the total token supply or ¥1,000,000,000. Unlike the Enterprise pool, which is geographically targeted, the Sponsor Pool is not. This pool facilitates token distribution in three ways.

First, it facilitates the demand from corporate and professional advertisers who recognize the early-in discounted opportunity to secure blocks of marketing products and services directly at pocits.com. Second, it provides tokens to members for sponsoring projects. Third, proceeds from these tokens are utilized by regional reserves to support the sponsored project grants by providing liquidity for development.

### Enterprise Pool

The [Enterprise pool](#) is 80% or ¥8,000,000,000 of the total token supply and is utilized for local enterprise initiatives. This allotment is divided proportionally on a 1:1 token-to-population ratio for direct distribution within the regional networks. Thus, a geographic region with a 100,000 population is assigned ¥100,000 tokens. Tokens are disbursed from this pool's available supply by the *regional reserves* via grants to member projects as detailed in *Section 7: Enterprise*.

In this way, Pocitcoin is broadly distributed directly to regional communities where local business-sector advertisers may vie to acquire them.

### Vested Pool

The [Vested pool](#) has no initial token allotment. This pool is a depository of tokens that have been either:

1. designated and yet to be distributed, or
2. deposited by token holders

The Vested pool stores tokens designated from Pocits *PROJECT* pool to be distributed to recipients pending a scheduled date of maturity or fulfillment of an agreement. In addition, any token holder may vest pocitcoin in a term deposit as detailed in the *Vested* schedule. This in effect, allows the market to factor in vested tokens and maturities relative to the circulating supply of pocitcoin.

## 7. ENTERPRISE Regional Revenue

Pocits defines a *region* as a county or municipality which typically includes a city and several townships within it. For advertisers, geographic populations inherently possess business-consumer potential. Pocits regional networks recognize this potential as the resource of the population itself as provided by the individuals and corporations within it.

In the current digital universe of online advertising, this resource is largely facilitated by non-local service providers. And bravo to all these relatively new companies for creating such fantastic services. Companies like Amazon, Google, Facebook, Twitter, Kijiji, and AutoTrader who facilitate much of the business-consumer needs across the globe.

However, the revenue gleaned from local advertisers tends to migrate away from the local communities. Hundreds of billions are annually aggregated into the coffers of very few beneficiaries enriching the boards of directors, shareholders and employees. The decades long centralization

trend of brick and mortar type industries is alive and well in digital space. But can an online platform provide similar services while benefiting local communities at the same time?

Pocits.com aims to enter this arena providing a plethora of services while retaining 100% of its revenue within the regions they are earned for the direct benefit of its member communities. This is the primary function of Pocits regional networks commencing with distribution. As advertising platforms are underwritten by the business-consumer dynamics of its users, pocitcoin distribution is designed to benefit its members by supporting their local initiatives. Thus, the majority of pocitcoin is to be distributed to each region and disbursed to members as project grants.

Each regional network earns its revenue when these same tokens are captured by advertisers and redeemed for local marketing at pocits.com.

### 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

### Reserve Reserves

Regional reserves provide member services to each of its city networks via the Bitshares blockchain. Reserves accounts provide members an easy-to-cross bridge between regular currencies and the world of crypto currencies and exchanges.

Neither pocitcoin nor a reserve account is required to be a member of Pocits.com or advertise within the network. Marketing products can be purchased with typical national currencies and select crypto currencies. A reserve account is

required to utilize merchant, enterprise, and vesting 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 applications and may opt to develop its own web-based and/or native wallet application.

### Pocit Card

The Pocit card is a physical magnetic-strip type card for use in merchant payment terminals. The Pocit Card provides members with an easy-to-use method of transferring between pocitcoin and cash.

## 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 values of three elements that make up the product basket; goods (GDS), circulation (C) for population, and time (T) for days. The values for Pocits goods (POCITGDS) and competitors goods (CMPGDS) are both derived from a similarly weighted geometric mean for the three product classes. In-turn, the value for each class is factored from the weighted values of its products with an additional factoring of a subset of weighted values pertaining to the market share of the competitor platform or medium being sampled. (See Schedule A: Marketing)

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$$\text{PDX} = \text{POCITGDS} \times \text{CMPGDS} \times \text{C} \times \text{T}$$

WHERE

$$\text{GDS} = \text{DIR}^{\text{WT}} \times \text{PRM}^{\text{WT}} \times \text{ADV}^{\text{WT}}$$

## 10. Token Supply

### Valuation

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

### Distribution Events

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

- The Project pool designates tokens for operations which then triggers an equal number of tokens available for distribution to members in the Sponsor Pool.
- 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.
- 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



# SCHEDULE A Marketing

## 1. PRODUCTS

### Directories

The networking media hubs of the Commons: *Book*, *Topics*, *Mall* and *Town* each function as a directory of curated media streams. Each product is weighted as a portion of a token.



#### Book RESIDENTS

People, Organizations, Companies, Info & Services, Marketing.



#### News TOPICS & INTERESTS

Shared articles & blogs, images & videos with popular & trending filters, marketing.



#### Mall RETAIL & WHOLESALE

Stores & associates, products & services, promotions, marketing.



#### Town COMMUNITY

Non-commercial classifieds, info & services, marketing.

### Promotions

Promotions are featured exclusively within the *Mall* of the Commons where junk mail becomes wanted mail that consumers can search and find, browse and discover, and follow too. Promotion apps are category and keyword driven with 24/7 editing and display.



#### Coupons

Upload and circulate a product or service coupon.



#### Flyers

Upload pdf formatted flyers.



#### Packs

Bundled products or services as a group or single taker deal.

### Advertising

Reach a variety of audiences within one or all media hubs within your city's Commons; Mall, News, Town, and Book. The Commons' content curation maximizes viewer relevance with category & keyword driven advertising.



#### Posters

Image and video ads feature on business profiles and display in highly visible margins for web and swipe-in for mobile with circulation upgrades to homes, offices and the city commons.



#### Billboards

Large header images & videos feature on professional and corporate profiles and display prominently above posting activity streams with circulation to homes, offices and the city commons.



#### Walls

Full screen images feature as background branding on corporate and professional profiles with circulation upgrades to homes, offices, and the city commons.

## 2. Circulation

### Places

Pocits *places* start with the private *Homes* and *Offices* of personal and corporate users to network and follow contacts and interests. The *City* network is a public hub where all people, organizations, and companies can connect and share as residents in the Commons.



#### Home PERSONAL

Circulate any or all marketing apps to the private *Homes* of your followers and city residents.



#### Office CORPORATE

Demographically target your B2B products and services to the *Offices* of business sector consumers and connect with corporate clients and followers.



#### City/Town PUBLIC

A *City* or a *Town* network is where all residents and visitors engage in the Commons with marketing to demographically targeted audiences that are logged in and/or to the general public where the population is not required to login.



#### Region PUBLIC

A *Region* is a series of city and town networks aggregated into one network as a *county* or *municipality* where all residents and visitors can engage in the same way as in their city network. And so, it follows that regions aggregate into *Province*, *Country* networks then ultimately the *International* network of Pocits.

## c. Time

### Pocit Time

One pocit token is a measure of time equal to ten days or 864,000 seconds. Thus, 100,000 pocitcoin (≠1.00000) is equal to 100,000 units of time therefore:

$$\neq 0.00001 = 8.64 \text{ seconds } (864,000 \text{ sec} / 100,000 \text{ pocitcoin})$$

## d. Shopping Cart

### Purchases

Pocits' shopping cart presently contains nine *products* that can be circulated to seven *places* for any given length of time. Each product and place have percentage weighted fees derived from the token's core basket of goods. The basket includes one *directory*, three *promotions*, and three *advertising* apps circulated to a *region* of 100,000 population for ten days of time as listed below.

#### PRODUCTS

Directory: Mall RETAIL & WHOLESALE

Promotions: Coupons, flyers, packs

Advertising: Posters, billboards, walls

#### CIRCULATION

Place: Region / 100K population

#### TIME

Ubiquitous: Uniformly applied to all products and places

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