

Bulleon



Decentralized ICO

Operated from European Union  
Helsinki – Finland

*Whitepaper v1.4.3*  
19.02.2018

## Contents

<b>DISCLAIMER</b>	.....	2
<b>INTRODUCTION</b>	.....	3
<b>MARKET ANALYSIS</b>		
1.1	Blockchain Industry: Current Market Analysis .....	4
1.2	Blockchain: The 21st Century Unicorn .....	5
1.3	Utilizing Blockchain for Big Data .....	7
1.4	Bulleon – Decentralized ICO.....	8
<b>BULLEON STRUCTURE</b>		
2.1	ERC20 token cryptocurrency .....	9
2.2	The ERC20 token standard.....	9
2.3	Bulleon as a token .....	10
2.4	Why we chose Ethereum ERC20 token standard as our main token?.....	11
2.5	Why we chose Ethereum ecosystem to drive our ICO?.....	12
2.6	Milestones. ....	13
2.6.1	Phase 1 - Preparing a transparent structure and commercial activity plan of the company.....	14
2.6.2	Phase 2 - Researching legal details and locating solutions .....	14
2.6.3	Phase 4 - Cloud mining platform and datacenter.....	17
2.6.4	Phase 5 - Bulleon International Debit Card. ....	18
2.6.5	Phase 6 - Independent cryptocurrency trading platform. ....	19
2.6.6	Phase 7 - ICO services provider .....	19
2.6.7	Phase 9 - Peer-to-Peer lending platform.....	20
2.6.8	Phase 10 - Merging services into a single active platform .....	21
2.6.9	Phase 11 - Biometric hardware wallet & login authentication .....	21
<b>SMART-CONTRACT STRUCTURE</b>		
3.1	Bulleon's smart contract.....	22
3.2	Smart contract functions .....	22
<b>FINANCES &amp; ICO</b>		
4.1	Force Gathering Whirl of Bulleon .....	23
4.2	The factors affecting the sales of the Bulleon.....	23
4.3	ICO phase structure.....	24
4.4	Distribution.....	25
4.5	Funds allocation.....	27
4.6	Dividend distribution.....	28
4.7	One-time dividend payment .....	29
4.8	Quarterly dividends.....	29
4.9	ICO Schedule and limits .....	30
4.10	Bounty program .....	30

# DISCLAIMER

THE PURPOSE OF THIS WHITEPAPER IS TO PRESENT THE BULLEON PROJECT TO POTENTIAL TOKEN HOLDERS RELATING TO THE CRYPTOCURRENCY LAUNCH.

THE INFORMATION CONTAINED IN THIS DOCUMENT MAY NOT BE EXHAUSTIVE AND DOES NOT IMPLY ANY ELEMENTS OF A CONTRACTUAL RELATIONSHIP. ITS SOLE PURPOSE IS TO PROVIDE RELEVANT AND REASONABLE INFORMATION TO POTENTIAL TOKEN HOLDERS FOR THEM TO DETERMINE WHETHER TO UNDERTAKE A THOROUGH ANALYSIS OF THE OFFER WITH THE INTENT OF ACQUIRING BULLEON TOKENS. NOTHING IN THIS WHITEPAPER SHALL BE DEEMED TO CONSTITUTE A PROSPECTUS OF ANY SORT OR A SOLICITATION FOR INVESTMENT, NOR DOES IT IN ANY WAY PERTAIN TO AN OFFERING OR A SOLICITATION OF AN OFFER TO BUY ANY SECURITIES IN ANY JURISDICTION.

THIS DOCUMENT IS NOT COMPOSED IN ACCORDANCE WITH, AND IS NOT SUBJECT TO, LAWS OR REGULATIONS OF ANY JURISDICTION WHICH ARE DESIGNED TO PROTECT INVESTORS. CERTAIN STATEMENTS, ESTIMATES, AND FINANCIAL INFORMATION CONTAINED IN THIS WHITEPAPER CONSTITUTE FUTURISTIC STATEMENTS OR INFORMATION. SUCH STATEMENTS OR INFORMATION INVOLVE KNOWN AND UNKNOWN RISKS AND UNCERTAINTIES WHICH MAY CAUSE ACTUAL EVENTS OR RESULTS TO DIFFER MATERIALLY FROM THE ESTIMATES OR THE RESULTS IMPLIED OR EXPRESSED IN SUCH FORWARD-LOOKING STATEMENTS.

THIS ENGLISH LANGUAGE WHITEPAPER IS THE PRIMARY OFFICIAL SOURCE OF INFORMATION ABOUT OUR BULLEON CRYPTOCURRENCY LAUNCH. THE INFORMATION CONTAINED IN THE DOCUMENT MAY BE USED DURING WRITTEN OR VERBAL COMMUNICATIONS WITH EXISTING AND PROSPECTIVE CUSTOMERS, PARTNERS, ETC. WHILE SUCH COMMUNICATION SOME OF THE INFORMATION CONTAINED HEREIN MAY BE LOST, CORRUPTED, OR MISREPRESENTED. THE ACCURACY OF SUCH ALTERNATIVE COMMUNICATIONS CANNOT BE GUARANTEED. IN THE EVENT OF ANY CONFLICTS OR INCONSISTENCIES, THE PROVISIONS OF THIS ENGLISH LANGUAGE ORIGINAL DOCUMENT SHALL PREVAIL.

IF YOU ARE A GREEN CARD HOLDER OF THE UNITED STATES OR A UNITED STATES CITIZEN OR PERMANENT RESIDENT OF THE UNITED STATES (TAX OR OTHERWISE), OR YOU HAVE A PRIMARY RESIDENCE OR DOMICILE IN THE UNITED STATES (TAX OR OTHERWISE), OR PERMANENT RESIDENT OF THE REPUBLIC OF SINGAPORE (TAX OR OTHERWISE), OR YOU HAVE A PRIMARY RESIDENCE OR DOMICILE IN SINGAPORE OR YOU ARE A CITIZEN OR PERMANENT RESIDENT OF CANADA (TAX OR OTHERWISE) , OR YOU HAVE A PRIMARY RESIDENCE OR DOMICILE IN CANADA, OR YOU ARE A CITIZEN OR PERMANENT RESIDENT OF HONG KONG (TAX OR OTHERWISE), OR YOU HAVE A PRIMARY RESIDENCE OR DOMICILE IN HONG KONG, OR IF YOU ARE EITHER A CITIZEN OR PERMANENT RESIDENT OF THE PEOPLE'S REPUBLIC OF CHINA (TAX OR OTHERWISE) , OR YOU HAVE A PRIMARY RESIDENCE OR DOMICILE IN THE PEOPLE'S REPUBLIC OF CHINA (TAX OR OTHERWISE), YOU ARE ELIGIBLE TO PURCHASE BULLEON CRYPTOCURRENCY ONLY IF YOU INTEND TO USE THEM FOR THE PURPOSE OF REGULAR CRYPTOCURRENCY AS A TOOL FOR PAYMENTS FOR GOODS AND SERVICES. THE SAME APPLIES IF YOU ARE ONE OF THE OWNERS OR BENEFICIARIES OF THE COMPANY ON BEHALF OF WHICH YOU ARE AUTHORIZED TO ACT, OR IF YOU ARE ONE OF THE OWNERS OR BENEFICIARIES OF THE COMPANY ON BEHALF OF WHICH YOU ARE AUTHORIZED TO ACT. IF YOU ARE EITHER A CITIZEN OR PERMANENT RESIDENT OF THE PEOPLE'S REPUBLIC OF CHINA (TAX OR OTHERWISE), OR YOU HAVE A PRIMARY RESIDENCE OR DOMICILE IN THE PEOPLE'S REPUBLIC OF CHINA (TAX OR OTHERWISE), YOU MAY NOT BE ELIGIBLE TO BUY CRYPTOCURRENCY IN ANY FORM AND/OR BY ANY MEANS IN ACCORDANCE TO LOCAL LAWS AND REGULATIONS.

# INTRODUCTION

The innovation that has been carried out by technology in this modern age transcends human imagination. The ideas are going crazy, and it's going to become even crazier in years to come. The only permanent thing in life is change. Technology is changing every part of our daily lives. One of the most important aspects of human life that has received considerable attention of technology is the financial sector; technology is revolutionizing the way financial transactions are being done all over the world via the introduction of cryptocurrency into the financial market.

Bulleon is not just another digital asset service, it will be a product combination with a massive amount of high skilled labor input. Bulleon is a Universal digital asset platform, which is also aimed at building a strong, concept-driven currency that offers the chance to see profits and gains considerably snappier and can take benefits out more effortlessly. Bulleon will provide customer user-friendly tools to satisfy his all the digital resource needs and help comfortably navigate the crypto world. The customer only needs to focus on his own business, not its technical difficulties.

Our strategy to make Bulleon mighty and respectable is simple and unique in the crypto-market. Bulleon will raise funds by directly selling its token, turning supporters and investors into users. Our ICO will offer 96% of our total Bulleon supply in a total of 12 phases, and each phase will contain 760,000BLN for a fixed price. All funds raised at the development stage will be re-invested into further development, expansion, and promotion of the Bulleon guaranteeing a quicker growth rate and increased popularity.

Bulleon is backed by an ever-growing team of highly experienced professionals, at present there are 12 seasoned veterans working on the project and the speed will accelerate as we continue to reach our quarterly targets. We believe that millions of people need this kind of service, on top of that the “digital asset” -audience is growing by one hundred thousand new users every day (Joseph Young, Cointelegraph, 2018<sup>i</sup>).

# 1. MARKET ANALYSIS

## 1.1. Blockchain Industry: Current Market Analysis

Companies around the world have been developing solid applications using the blockchain technology. The financial sectors including banks and other payment processing institutions have begun exploring ways to incorporate the technology into their systems to improve efficiency, security, and speed of transactions and information.

Other sectors that are adopting the use the revolutionizing technology are the medical industry, the legal industry, government institutions in managing vital data. The growth of the blockchain technology in 2017 was the highest in the history of the digital assets since the internet. It was a year of explosive growth and the market experienced real breakthroughs in blockchain technology applications across the sectors mentioned, among others. The cryptocurrency prices, led by bitcoin, were increasing; culminating in all-time highs at the end of 2017.

The skyrocketing prices have brought the global attention to the technology as institutions and companies around the world desire to tap into the benefits of the technology. Extreme high accuracy, proved security and the ability to verify information especially monetary transactions and secure online payments and money transfers are just but a few byproducts of the blockchain revolution. It is not only the companies that have been reaping the benefits of this technology but also individuals have had a lot to gain as well.

Data from leading job sites in the United States show an increasing number of blockchain related jobs. The jobs tripled in 2017 indicating that the industry is growing at a fast pace of about 207% from December 2016.

There is a considerable growth in Major Bitcoin and cryptocurrency trading exchanges showing that the global market has in the last one year been recording new user signups per day going beyond 10,000. Most cryptocurrency exchanges are struggling to keep up with the growing numbers. Some of these exchanges include Coinbase

(GDAX), Binance, Bittrexx, Bitstamp, and Kraken. The growth is so high to the extent that some of these exchanges have ceased new member signups while others are upgrading their systems to handle the volumes. Exchanges like Coinbase, Bitstamp, Kraken, and Binance are valued to be worth more than \$1 billion.

The Global blockchain market is still growing and the numbers will continue to surge. The current systems are already overwhelmed. The market needs a platform that can handle this type of data; a platform that is all in one where users can manage cryptocurrency accounts and access trading from one central digital asset application. The market requires a platform that has features such as digital asset exchange, peer-to-peer lending, cloud mining, biometric authentication as well debit card transactions from all over the world. All these features need to be accessible on an application that can withstand the global blockchain market growth.

## 1.2. Blockchain: The 21st Century Unicorn

The world is changing the way problems are solved and we have the Blockchain revolution to thank for the amazing solutions. The introduction of Artificial Intelligence (AI), Internet of Things (IoT) and the Blockchain is proof that humankind is on a different level of technology and the solutions to the problems are quite achievable and within reach. The Blockchain revolution exceeds the “.com” revolution more than a decade ago. Despite the fact that the internet received a lot of criticism, in the beginning, it has grown to achieve the unimaginable, creating great opportunities and multi-billion companies that have prospered with it. The Blockchain is set to transform the world if it hasn't already. The technology has already brought new applications in industries such as finance, supply chain, trading, and medicine.

The public ledger Blockchain, for instance, Bitcoin and Ethereum are already enabling people and organizations to transfer monetary value confidently without fear because of the security and accuracy offered Blockchain. The transfer of funds is also fast in comparison to the traditional money transfer systems offered by banking institutions. The people want to take control of their finances and get rid of the middleman; the Blockchain has brought this to reality. The technology keeps improving as companies explore different ways to improve the Blockchain.

Cryptocurrencies are the future of money and are eliminating the traditional electronic money transfer systems. The incorruptible digital ledger will in future ensure that people can send money across the borders without worrying about fraud and loss. Major Banks have begun to use Blockchain to rewrite the financial markets to bring optimized cash management to the customers. The same banking institutions are keen on transforming online payments and it's only the Blockchain technology that can make this kind of change to the financial industry.

On the other hand, the health industry will in future incorporate Blockchain for medical data record keeping. The current healthcare data is distributed across the various health providers. Some of these records are not accessible from another city or country. Lack of a way to retrieve health information endangers patients' lives especially if the data is vital to the treatment. Having the Blockchain technology in the health industry to store data will ensure that health providers access the information from anywhere in the world fast and accurately for better treatment.

Huge tech corporations like IBM believe that the future is wrapped around the Blockchain. People will have financial transparency in their finances. People are able to buy stocks using digital currencies. The stock markets are being transformed and growing with the adoption of the Blockchain. The trading industry especially cryptocurrency trading is growing with every passing day. A future without Blockchain is not a future worth waiting for. The future of the world will be intertwined in in the Blockchain technology. The people should expect solutions to major world problems from Blockchain and related applications. The growth of the Blockchain industry and technology will continue into the future. Investment in the technology now will guarantee a good future for both individual investors and organizations as well.

### 1.3. Utilizing Blockchain for Big Data

Big data and blockchain are technologies that have individual capacities that can transform the way business will be conducted in future. The two technologies are powerful separately, however, when combined they become a forceful revolution to be reckoned with and the benefits that can be reaped from the pair are immense.

Big data refers to huge data sets which are voluminous and much more complex for traditional data progressing application software to deal with. Big data has a number of challenges including data storage, capturing data, data analysis, searching, sharing, transfer, information as well as visualization.

On the other hand, blockchain is a distributed public ledger system that stores and manages transactions. The transactions are recorded in a block. The block of transactions is linked in order to the previous block forming the blockchain. Copies of the processed transactions are sent to the members on the network of computers making it very difficult to duplicate or alter the records. Blockchain technology is secure in design as the data is distributed to multiple systems on the network.

Since the introduction of big data in the early 2000s, it has gradually transformed many enterprises data processing and management systems. As mentioned earlier, big data has many issues. It is, therefore, crucial to understand how blockchain is providing the solutions to the challenges. Business like financial institutions have huge volumes of data and sometimes these data proves difficult to retrieve and analyze using the traditional software. These huge data lakes containing the history of financial data in this case transactions, if stored and distributed on the blockchain decentralized system will be available at any given time.

Consequently, blockchain brings data integrity for the fact that the data stored is incorruptible and shared in the database in blocks that are linked to one another. The analysis, however, will not be done by blockchain but using big data and the accompanying tools. Blockchain will allow providers in the healthcare industry to share their records with insurers, employers, and even justice departments. When it comes to banks, blockchain works together with big data analytics to avoid double



spending and achieve real-time transactions that are fast and accurate. The banks are able to identify the risk and share the information among interested parties.

Real-time analyses are a pipe dream for many businesses. Businesses desire to spot fraud in real-time and the blockchain technology coupled with big data analysis has made it possible. The database is made accessible on the blockchain platform and the big data goes ahead to provide analysis. Big data has benefited from the transparency offered by the blockchain technology. Transparent data helps businesses read the trend in the market and get the real picture. User experience recorded on the blockchain platform will help the companies predict behavior patterns that are accurate and useful.

Big data benefits from the blockchain technology are endless including monetization of data collected and distributed at a fee to users on the blockchain system. Businesses have numerous ways to transform big data tools solutions to get the real-time market temperature that will allow discounts to be given to customers at the right time. Blockchain in data monetization could lead to the creation of new marketplaces that thrive on analytical data that is shared in real-time.

#### 1.4. Bulleon – Decentralized ICO

Most of the current ICOs have a private sale. Large portion of shares/tokens is sold to investors with huge amounts of wealth at a cost that is lower than what is expected to be the cost in main ICO. The pre-sale is used to raise the capital to finance the Pre-ICO and the main ICO marketing strategy development and execution. In other words, the price of tokens at the next stage is much higher for the regular investor.

We have taken a different approach to this method of funding. Bulleon has enabled the smaller investor to participate in the early stages.

While most other ICOs sell their cheapest shares/tokens to the major investors, venture capitals, and angels, Bulleon has a vision of decentralization of tokens.

Tokens are available to anyone willing to participate in early phase funding. Bulleon is distributing the power and opportunities regardless of the size of contribution from investors. We are inviting all the investors to participate in the initial stages of the ICO. It is an opportunity to make higher ROI regardless of the investment you seed in the project. The ICO is open to all participants from the early stages, as we usher in the new era of decentralized ICOs.

## 2. BULLEON STRUCTURE

### 2.1. ERC20 token cryptocurrency

Bulleon is published on the Ethereum ecosystem produced on the blockchain, where it poses as a financial value. Although this improves the surface token slightly, it is considered to be an exciting development. However, ERC20 makes the resources more accessible to replace and ensures that it can work with Dapps that meet the same standard. So far, the ERC20 standard allows any compatible token to be a natural fit with new projects and services. Besides, the introduction of this rule also provides tokenization of other functions, including the right to vote. Bulleon project tokens allow investors to vote or decide on what the future of the project should look like.

### 2.2. The ERC20 token standard

Ethereum offers a standardized method for creating new tokens in its blockchain called the ERC-20 protocol. ERC-20 is not some line of code, software or technology. On the contrary, these are the guidelines that facilitate the integration of several currencies.

Before the ERC-20, each new cryptocurrency created its account balance verification system and initiated transfers. These methods included different functions and arguments that are not necessarily compatible with other systems. The ERC-20 streams have the same functions, with the same names, having the same arguments. They use a standard set of rules and guidelines that ensure that both monetary

systems can relate to each other. Since the year 2015, developers have adopted mainly the ERC-20 standard, but then Ethereum has not imposed its use. In September 2017 Ethereum formalized the protocol, which means that all signs in the Ethereum blockchain must comply with the standard. Creating an ERC-20 compliant cryptocurrency in Ethereum implies that the new streams have immediate interoperability in the Ethereum blockchain.

### 2.3. Bulleon as a token

The Bulleon is a hybrid token; the token is both a share-like token and a cryptocurrency token. Bulleon is designed to be a precious possession in the growing cryptocurrency market. We give Bulleon owners control over their money without compromising on convenience. Therefore, a token that was not only a store of value as a cryptocurrency, but also a means to be part of the Bulleon team; sharing dividends, profit-shares and voting rights to the owners of Bulleon was imminent.

As a share-like token, Bulleon highly regards the owners of the token. The success does not belong to Bulleon developers only; it is shared among the investors by sharing profit and dividends, in addition to that, owners have voting rights inside the corporation. Voting rights give the owners the voice to shape Bulleon for the future. On the other hand, as a cryptocurrency token, Bulleon is a store of value and a great medium of exchange. It is built on the ERC20 token standardization requirements that achieve total decentralization. Bulleon tokens are not issued nor are they regulated by any central authority. Bulleon joins other cryptocurrencies in the market as a functional currency capable of multi-platform value exchange.

The token is tradable on the exchanges, besides the Bulleon network gives the owner access to a number of exchanges where they can buy and sell other cryptocurrencies. Similarly, it is not regulated by any laws put in place to regulate fiat currency or by e-money laws.

It is essential to note that the supply of Bulleon tokens is capped and no one will ever create more tokens in future. The tokens cannot be moved to another address, or

otherwise, manage Bulleon inside the ICO smart-contract. Furthermore, even the Bulleon Corporation has no mandate to manage the tokens in the smart-contract. These measures have been put in place to ensure that the only way to acquire the tokens is by purchasing them out of the contract. The investors' peace of mind is paramount to the growth of Bulleon and the token decentralization process.

## 2.4. Why we chose Ethereum ERC20 token standard as our main token?

To better understand the Ethereum ERC20 token standard, it is essential to know why it is difficult to create new applications and currencies in the original Bitcoin blockchain. The Bitcoin blockchain has some problems that make it a bad choice for ICOs. These problems are highlighted below.

1. **Bitcoin Blockchain is not a more general-purpose program:** What distinguishes Bitcoin from not being a more general-purpose program is its design as a monetary system. Therefore, the ledger of the account balance is its internal program state. This means we can easily set up a new Bitcoin wallet for our ICO, but writing a program that calculates and distributes the tokens on top of that wallet is difficult. So, to execute ICO contracts, a more general-purpose program state is needed
2. **Security Issues:** Talking of security, Bitcoin cannot be referred to as a Turing-complete scripting system. This is because a Turing-complete scripting system can find answers to any computable problem when given enough time and memory. In general, two things are required by a Turing-complete scripting system: firstly, the ability to repeat or ignore instructions when certain conditions are met, and secondly, the ability to store data as a variable. Indeed, Bitcoin blockchain is not a Turing-complete scripting system.

One of the main reasons why Bitcoin is not a Turing-complete system is because it does not support programming loops as a security measure. The programming loops will activate a DOS (denial of service) attack because the

attacker can tell the miners to make infinite loops. However, this is a problem when it comes to implementing ICOs, because loops allow developers to check and recalculate data. An effective crowdsale requires the calculation of the total contribution after each new investor, then the closing of the ICO is determined after certain conditions have been met, and the tokens are distributed to investors during ICO based on an algorithm.

3. **Longer Block time (Slow Confirmation):** Finally, the block time of Bitcoin is too long for a cryptocurrency or ICO to be feasible or achieved. At 10 minutes per block, transactions could take over an hour to clear and then be verified after they are few blocks deep within the chain. This means that new contributions to the crowd-sale will only be checked after one hour, and any later ICO steps will be postponed or delayed.

## 2.5. Why we chose Ethereum ecosystem to drive our ICO

Ethereum, a multi-purpose program: Ethereum stores a tree of program states by using a complex data structure called the Merkle Patricia Tree, which allows for faster changes and tests of the different rules required to run the ICO. Instead of having a single transaction ledger, multiple programs in the Ethereum blockchain allow smart contracts to automatically calculate the amount of funds raised; test and confirm transactions; and distribute new tokens during the crowdsale or at the end of it.

Ethereum is Turing Complete: Ethereum (which was created to correct Bitcoin flaws) is a Turing-complete system. The instructions in the program code of Ethereum are processed using what we call "gas" payment. Gas encourages miners to provide their GPU power to run programs in Ethereum blockchain. If there is no more gas left to run the transaction; it will be canceled. This avoids infinite loops and DOS attacks on the ICO since each execution has been finally canceled. Because of this, an attacker can't deny service to our crowdsale due to denial of service attacks because ICO are more secure on Ethereum networks.

Ethereum uses GHOST protocol: The Greedy Heaviest Observed Subtree (GHOST) protocol of Ethereum makes it possible to create blocks faster without compromising the security of its blockchain. This means that ICO transactions are processed more quickly. When it comes to dealing with the crowdsale of new tokens; transactions can quickly be verified and added to the overall amount derived from the crowdsale of new tokens. Without sacrificing the security and integrity of the blockchain, the distribution of the new tokens occurs quickly.

## 2.6. Milestones

- Q4/2017 - Project launch
- Q4/2017 - Bounty program start
- Q1/2018 - Main ICO start
- Q1/2018 - Listing on decentralized exchanges
- Q1/2018 - Official marketing campaign start
- Q1/2018 - Recruitment & selection hiring process start
- Q1/2018 - Listing on major exchanges
  
- Phase 1 - Preparing a transparent structure and commercial activity plan of the company
- Phase 2 - Researching legal details and locating solutions
- Phase 3 - iOS/Android/Windows/Mac/Web app development start
- Phase 4 - Cloud mining platform and datacenter
- Phase 5 - Bulleon International Debit Card
- Phase 6 - Independent cryptocurrency trading platform
- Phase 7 - ICO services provider, ICO-as-a-Service and comprehensive strategic planning service
- Phase 8 - Bulleon E-Commerce Service platform for Merchants (payment system and marketplace)
- Phase 9 - Cryptocurrency lending platform
- Phase 10 - Integration of services into a single active platform
- Phase 11 - Biometric hardware wallet & login authentication
- Phase 12 - The first payment of dividends and launch of a full-fledged commercial activity

### 2.6.1. Phase 1 - Preparing a transparent structure and commercial activity plan of the company – aka establishing a business model as transparent and adaptable as the blockchain

Bulleon's initial marketing strategy is being guided by the current market analysis (ref. to section 1.1) which will be refreshed quarterly through scheduled in-house and external market research as new competitors and new functionalities are connected to the blockchain. The market research, in combination with SWOT analysis conducted on no less than a quarterly basis, will identify opportunities for refining marketing and promotion as clarity on the blockchain revolution emerges.

- Promotion - initial marketing of Bulleon will focus on Bulleon's ability to build upon the Ethereum blockchain's value proposition with respect to security, privacy, wealth building, incorruptibility, and non-discriminatory and non-jurisdictional accessibility and will focus on establishing Bulleon as the all-in-one platform to manage, trade, lend, mine, and authenticate cryptocurrency.
- Competitive analysis – Bulleon will conduct simple research and analysis of other digital currencies along with other blockchain technology. Bulleon will not limit its potential to the cryptocurrency space but will innovate and organically position itself where there is demand in terms of other products and services on the blockchain.
- Audience – Bulleon will run concurrent marketing campaigns to both prospective token holders and to other potential partners in the blockchain innovation space.
- Marketing mix – in response to its ongoing market analysis, the marketing mix will be a rotating blend of social media, paid media (online ads), earned media (publicity gained through industry-leading expertise, i.e. guest blogging,

conference appearances, article contribution), and word of mouth. The Bounty Program described in section 4.10 will incent and reward translators, bloggers, and commentators for their promotional efforts. The majority of proceeds will be committed to marketing efforts – an aggressive approach that will be fueled by the Force Gathering Whirl of Bulleon.

#### 2.6.1.1. A decentralized workforce for a decentralized digital asset service

Bulleon is backed by an ever-growing team of highly experienced professionals and recruitment will accelerate as we continue to reach our quarterly targets. We believe millions of people need this kind of service, on top of that the “digital asset” audience is growing by one hundred thousand new users every day.

While the principals of Bulleon live in Helsinki, Finland, contract specialists are working around the world and the company and communication tools will be structured to support cross-border employee/contractor collaboration in keeping with the decentralization ethos that drives Bulleon. It is expected that each phase of the project will be led by a project team (branch) that, thanks to collaboration technology, can operate on a decentralized basis.

#### 2.6.1.2. Executive Summary

The future of the world will be intertwined in the blockchain technology. People will soon be demanding solutions to major world problems using the blockchain and related applications. Fixing the current international currency system is the logical first start. Bulleon is in the business of helping to consolidate the blockchain’s currency potential into a full economic system. Investment into this technology—as easy as the purchase of tokens—will guarantee results exponentially beyond what the current economic system can deliver.

Bulleon is not just another digital asset service; its purpose is to provide end users with everyday digital asset-related services from a single place, operating on a massive operation of high-skilled labor input. As a currency, Bulleon is a shareholder’s certificate with voting rights and the right to receive dividends through Bulleon’s



operating income. The concept of Bulleon is a safe, user-friendly, clear and attractive digital asset service that will allow users to navigate the crypto world seamlessly. Through its model, Bulleon will be able to harness the knowledge from its success in its primary usage to scale and adapt to the growing uses of the Blockchain for the betterment of its users.

### 2.6.1.3 Business strategy

#### **Current position**

Bulleon is in the first stage of its 12-phase trajectory: Preparing a transparent structure and commercial activity. The present focus is on expanding the expertise by recruiting skilled experts and employees and completing the marketing and planning steps outlined in this section. See section 2.5 for the full timeline.

#### **Competitive advantage**

Bulleon is distinguished in the marketplace by its operation as a fully integrated system on which a cryptocurrency is offered via universal access that can be managed, traded, stored, and exchanged, and can support transactional activity like redemption for fiat money through an international debit card, and hassle-free peer-to-peer lending in fiat currency. Bulleon transactions are protected through state-of-the-art biometrics.

#### **Growth plan**

See section 4.3 for a description of Bulleon's ICO phase structure. Since Bulleon operates on a model of openness and access to all, future movements of Bulleon will be democratically decided as all token holders will have an equal opportunity to vote on initiatives and expansion. Development and execution of this concept will require significant human resources in the form of financial planning and management professionals including specialists in financial statements, internal accounting, management accounting, payment transactions, payroll accounting, budgeting, profitability, taxation, legislation, finance and project management. Recruitment for the position of CFO will precede this recruitment initiative.

#### 2.6.1.4 Benchmarking the revolutionary

Bulleon will implement a state-of-the-art benchmarking discipline to measure its progress toward its overall marketing objectives in the areas of ease of use, availability, speed, security and user support against identified competitors. Regular reviews of these objectives will provide feedback and possible corrective actions on a timely basis. Benchmarking results will be transparent and openly shared with employees and subscribers through a digital dashboard application.

#### 2.6.1.5 Budgeting, forecasting and finance management in a decentralized model

In the traditional economy, projects of this scale involve private sales, seed funding, venture capital funding, etc. behind the scenes before anyone is aware of the offering. Bulleon embraces an opposite ethos where the Bulleon ICO will be decentralized, meaning all tokens will be available to all people in the market from the beginning.

Bulleon will raise funds by directly selling its token, turning supporters and investors into users. Our ICO will offer 96% of our total Bulleon supply in a total of 12 phases, and each phase will contain 760,000BLN for a fixed price. All funds raised at the development stage will be re-invested into further development, expansion, and promotion of the Bulleon, guaranteeing a quicker growth rate and increased popularity. See section 4.4 for the distribution of Bulleon proceeds. Bulleon will establish a public relations campaign to demonstrate the lack of insider involvement in its universal governance.

#### 2.6.2 Researching legal details and locating solutions

Bulleon will be operating in the cryptocurrency market; therefore, the regulation in the market will affect us as well. The Bulleon team is aware of the temperature in the market and research is underway to determine the current regulations in the Blockchain industry. The SEC intends to have tokens offered as securities to be registered for operation.

Consequently, this phase will give Bulleon team an opportunity to research the regulations that apply to the critical business activities. A successful cryptocurrency project understands its duties to the employees and the investors alike. Moreover, Human Resource management is an integral part of Bulleon. The talents of the employees in Bulleon will be managed to ensure that every employee can yield as expected. Bulleon treasures the input of every member of the team.

The location of a project is very crucial to the success of any company or business. Bulleon will be tasked with choosing the exact location for the project management: The headquarters as well the branches for ease of operation. A team of researchers will undertake a feasibility study to determine the most suitable location for the project. It is also essential to realize that, as a corporation, the need to have legal representation is paramount to the success of Bulleon. Therefore, Bulleon team will seek to acquire the best legal advice in the cryptocurrency market. The most efficient legal advice will help us be proactive to avoid being caught up in unnecessary problems with the law.

Another critical aspect of Bulleon is being tax compliant. Taxation advice is necessary for efficient running of the project. Different jurisdictions have different tax requirements. The legal team will ensure that the company is ready to comply with the set regulations.

Business licenses and permit acquisition will be done efficiently by the experts at Bulleon. Bulleon team is aware that this should be done in time as the project approaches the launching stages.

### 2.6.3 Phase 4 - Cloud mining platform and datacenter

Cloud mining or cloud hashing is a concept, which allows users to buy mining power of the hardware placed in remote data centers. With the growth of digital assets price, we will be able to make profit for investors around the world - anyone can join us and get a stable source of income.

Buy hash power and start mining quickly, instead of waiting for the delivery of your mining hardware which could waste valuable days of mining. With cloud, mining you never have to send back faulty equipment or troubleshoot new hardware

The data center is tasked with providing you with hardware that works and will absorb the cost of hardware failure, maintenance, and configuration to provide you with a guaranteed uptime and payout

Mining hardware nowadays is notoriously noisy and generate extreme heat. By using cloud mining you don't have to put up with any of the noise and heat e.g. worrying about adequate ventilation, cooling systems, backup generators, and safety.

#### 2.6.4. Phase 5 - Bulleon International Debit Card

Bulleon International Debit Card offers quick, reliable and affordable withdrawals all over the world. Virtual and plastic Bulleon cards in your local currency. It is ideal for ATM withdrawals, offline and online shopping. Bulleon card will work online, offline and internationally, making it simple for customers to use at millions of businesses around the world. Convert your Bulleons and other cryptocurrencies into FIAT whenever you need, easily through Bulleon mobile or web app. It's easy to exchange and load your Bulleon card with funds from Bulleon Wallet. Use your card anywhere major cards are accepted.



#### 2.6.5. Phase 6 - Independent cryptocurrency trading platform

It is an independent cryptocurrency trading platform with user-friendly interface and competitive rates. For your convenience, we will create a trading platform where placing an order is simple and quick. You will always be informed of the



latest changes to the cryptocurrency market. To protect your funds, our platform will use a cold storage system. You may also restrict access to your account by using biometric and two-factor authentication system. You also could earn with affiliate program, offer favorable terms to your customers and make a profit.

#### 2.6.6. Phase 7 - ICO services provider

ICO services provider, ICO-as-a-Service and comprehensive strategic planning service. AIO ICO-launch service: project validation and appraisal, jurisdiction based action plans, financial strategy advisory etc.

ICO experts will analyze your project in detail to get a better grasp of how best to position it in the current and future market as well as evaluate if it is suited to blockchain application or will be sustainable investments in the long run.

With varying ICO jurisdictions and regulations from any place in the world, identifying your ICO's country of operation, place of origin, investors citizenship, etc. to develop business strategies that make the best out of each country's jurisdictions while preventing risks.

Our team of experienced advisors will plan out analytical financial strategies for your ICO as well as advising you on extensive financial issues such as capital estimation, relevant sources of funding, funds distribution allocation, etc.

### 2.6.7. Phase 9 - Peer-to-Peer lending platform

Having carefully analyzed cryptocurrencies and their growth in relation to fiat money, we concluded that this market lacks lending vehicles. The most popular way to get a fiat currency for a digital asset is to sell the asset on the exchange. This is economically unfeasible, since the value of cryptocurrency can significantly increase literally within a week, after which the holder will lose an impressive amount. The Bulleon project offers an alternative. Using our system, a cryptocurrency holder can get a loan in fiat money on the security of his/her digital asset. Before the end of the loan period, the security deposit will remain in the protected Bulleon system. Once the loan and the interest are paid within the agreed period, the pledged asset will be returned to the borrower in full. The Bulleon platform will provide an opportunity to instantly issue our internal virtual or plastic payment card (read more: Bulleon International Debit Card). Using Bulleon International Debit Card, you can make payments around the world wherever debit card payment is enabled. It is convenient and beneficial, as the user of such services does not pay additional fees. Besides, the platform users will be able to order a debit card with worldwide delivery. Borrowers will be able to instantly receive credit funds in the fiat currency or use it depending on their needs – cash out funds in ATMs, pay through terminals, shop online.

Compared with traditional financial institutions that issue loans, Bulleon has many advantages. In the traditional collateral scheme, the lender is forced to do a huge amount of work to secure the deal: maintain a credit center that verifies the borrower's solvency, arrange the collateral assessment, transfer and store the borrowers' assets.

It may seem that the lender's work should not be of interest to the borrower. However, one should remember that all costs are included in the interest rate, which results in a rise in the loan price. Bulleon solves this problem. Our system guarantees repayment of funds in full together with interest for using the loan and dispenses the lender from additional actions and risks. Consequently, the borrower will receive the lowest interest rate and will not spend time on signing papers, going to the bank, waiting in a line and carrying out the property assessment.

There is no need for a credit centered on this approach. This gives advantages to both parties in the deal: the lender does not need to independently assess the risks; the borrower receives a loan regardless of the credit record. In the traditional system, one needs to have a sufficiently solid startup capital and know the subtleties of the profession to become a successful lender. Bulleon allows absolutely any individual or legal entity that has fiat funds to become a lender, and it assumes risks associated with the loan repayment. A user who offers to lend funds sets the interest rate, amount of the loan and its term on his/her own, and our system seeks the borrower in the database, who is interested in such terms.

#### 2.6.8. Phase 10 - Merging services into a single active platform

Integration of all services into a single active platform; fully integrated solution will give you an interactive view of all Bulleons services and instruments.

Bulleon will help you to meet everyday digital asset related needs. With Bulleon you get the user-friendly tools you need to handle all your digital resource needs and navigate the crypto world easily - by focusing on your business requirements.

Focus on your idea, let us do the rest. With our solutions, you can break down information silos, better exploit synergies, and pool efforts among your staff and departments through a clear, common vision of all key elements of your organization and the role of each stakeholder.

By utilizing open APIs, we create an integrated software ecosystem that stores all the data required for running the company while simultaneously providing all users with real-time access to the crucial information you need.

#### 2.6.9. Phase 11 - Biometric hardware wallet & login authentication

Biometric hardware Wallet & Login authentication: Secure logging into our services using a biometric fingerprint login authentication; your assets are safely protected from scammers. Our mission is to protect you from theft, one-way conversion of biometric

data into a proprietary template format prevents recreation, reverse-engineering or use for unintended purposes, thereby protecting the user from any kind of theft. Biometric data will be encrypted and digitally signed using strong 256-bit AES technology. Hardware-generated, one-time encryption keys ensure that biometric data remains entirely within the host's trusted execution environment, where it's available only to processes known as trustworthy.

## 3. SMART-CONTRACT STRUCTURE

### 3.1. Bulleon's smart contract

Bulleon's smart contract is written in the Solidity programming language and is completely open source. Anyone who wants to explore it gets full rights to do so. It is perfectly understandable to know what functions its code contains.

### 3.2. Smart contract functions

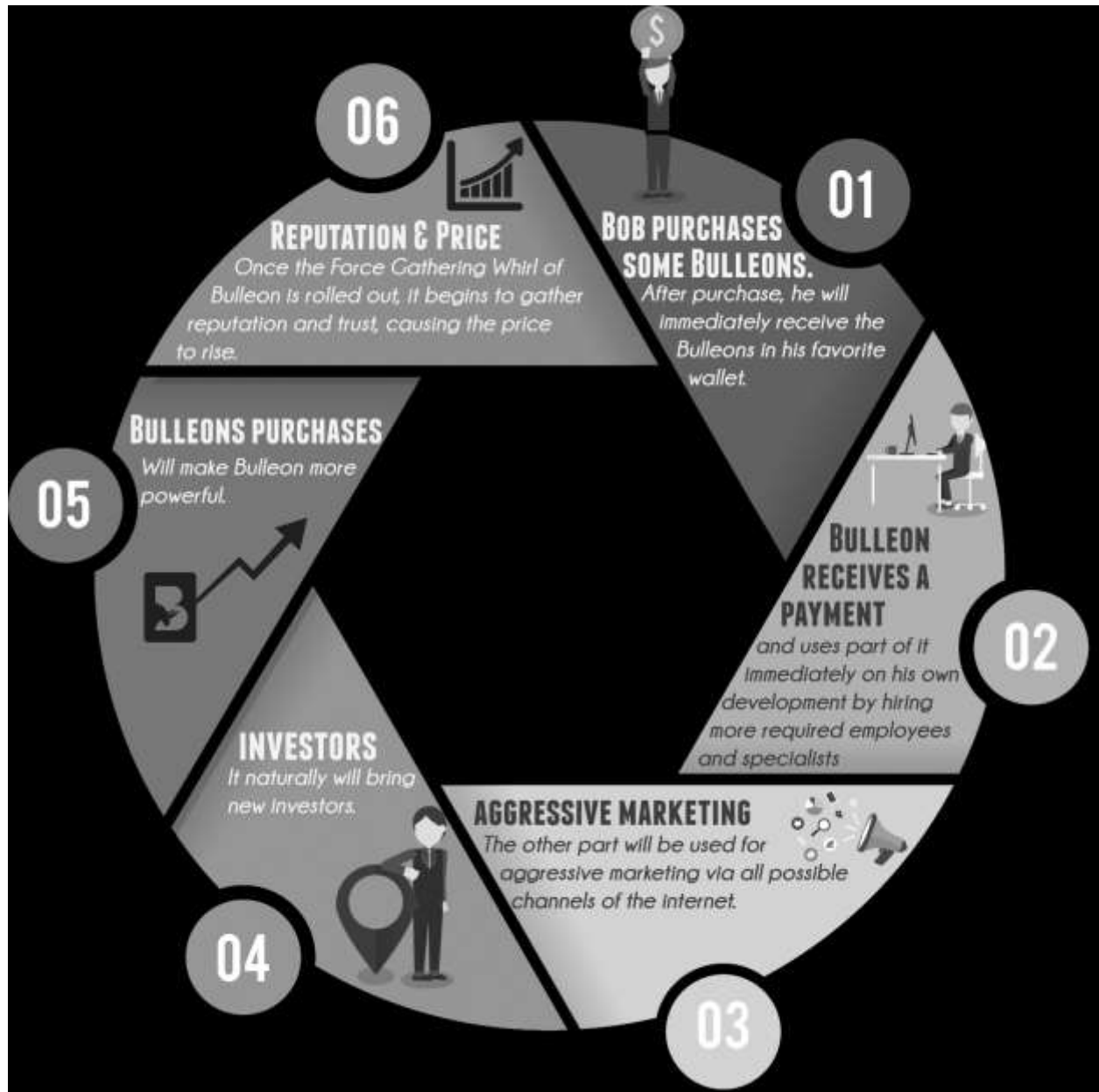
Smart contract is constructed in a way that the contract owner would not have any authority to control it after it will be deployed on the Ethereum blockchain. A few functions have been left in the assembly in case something unexpected happens, but they have no effect on Bulleon and its economy; hence, there is nothing to be worried about. The functions left to maintain the contract owner are: change contract owner or withdrawal address, force withdraw ETH (if the funds are stuck in a contract), burn a specific amount of Bulleons. No one can ever create more Bulleons, move them to another address, or otherwise manage Bulleons inside the ICO smart contract. Even, we do not have the authority to manage them in the contract. Thus, the only way to get them out of the contract is by purchasing them. This decision has been made for the peace of mind of investors.



## 4. FINANCES & ICO

### 4.1. Force Gathering Whirl of Bulleon

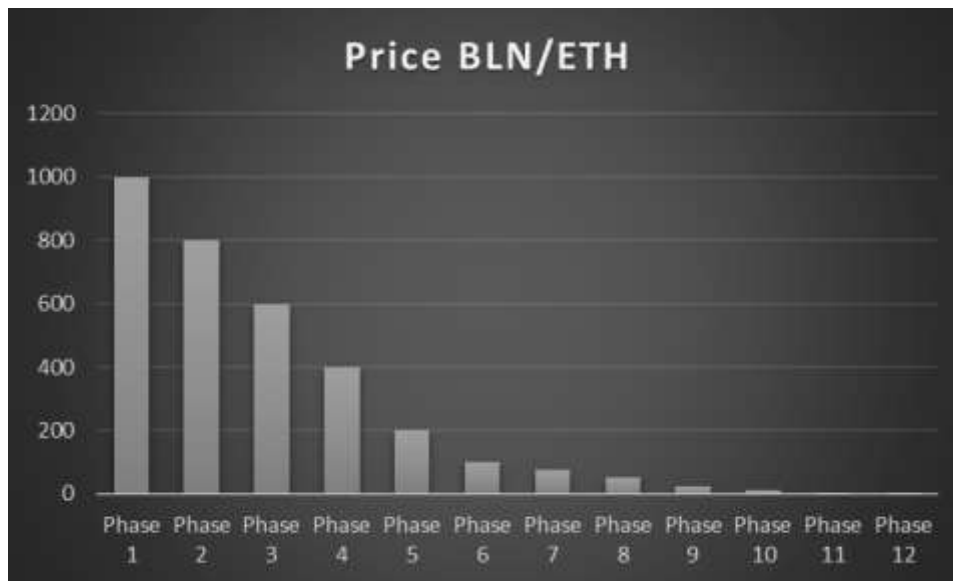
Bulleon's internal cryptocurrency gains its value by gathering the labor input into it. Continuous hard work makes it better and stronger, and exponential labor input for the project's developing and marketing and fast business expansion will guarantee it a continuous price-lifting force. Look at the infographic.



1. Bob purchases some Bulleons. After purchase, he will immediately receive the Bulleons in his favorite wallet.
2. Bulleon receives a payment and uses part of it immediately on his own development by hiring more required employees and specialists (marketing experts, advisors, finance managers, designers, programmers, assistants).
3. The other part will be used for aggressive marketing via all possible channels of the internet.
4. Because marketing will be very effective, it naturally will bring new investors.
5. Whenever a new supporter purchases Bulleons, it will make Bulleon more powerful.
6. Once the Force Gathering Whirl of Bulleon is rolled out, it begins to gather reputation and trust, causing the price to rise.

#### 4.2. The factors affecting the sales of the Bulleon

What happens if Bulleon's market price exceeds the selling price of a smart contract?



In case a token sale is on (at any phase) and Bulleon’s market price reaches the level, which is greater than smart contract selling price, it will automatically trigger the product sales process through a smart contract and will subsequently affect the market price as a correction.

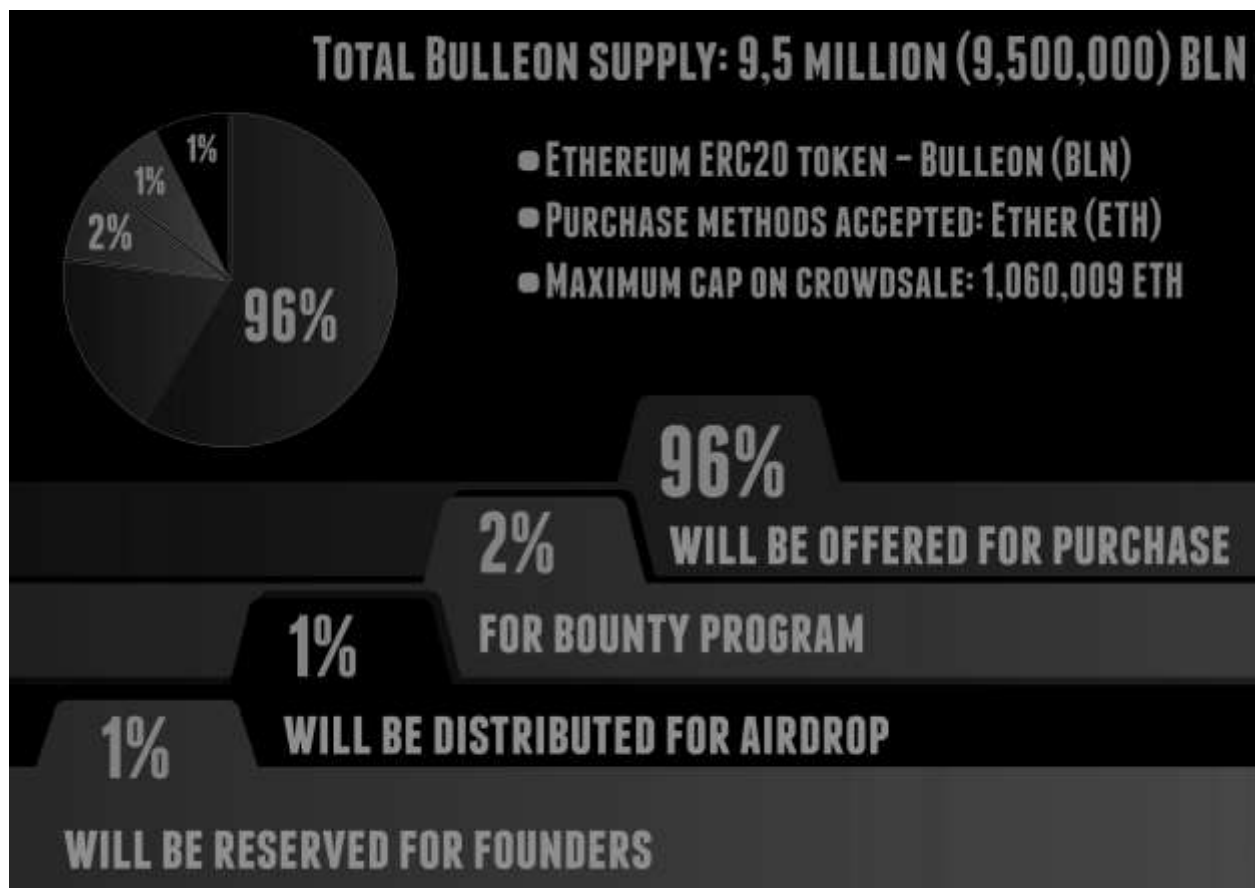
### 4.3. ICO phase structure

There will be a total of 12 phases, with no time limit. Each phase will contain 760,000BLN for a fixed price.

ICO Phase	Percentage of total supply	Tokens (BLN)	Price BLN/ETH	Financing/phase (ETH)
Phase 1	8%	760,000	1000	760
Phase 2	8%	760,000	800	950
Phase 3	8%	760,000	600	1,266
Phase 4	8%	760,000	400	1,900
Phase 5	8%	760,000	200	3,800
Phase 6	8%	760,000	100	7,600
Phase 7	8%	760,000	75	10,133
Phase 8	8%	760,000	50	15,200
Phase 9	8%	760,000	25	30,400
Phase 10	8%	760,000	10	76,000
Phase 11	8%	760,000	5	152,000
Phase 12	8%	760,000	1	760,000
<b>Total:</b>	<b>96%</b>	<b>9,120,000</b>		<b>1,060,009</b>

#### 4.4. Distribution

- Total Bulleon supply: **9,5 million** (9,500,000) BLN, of which:
- 96% will be offered for purchase
- 2% will be distributed for bounty program
- 1% will be distributed for airdrop program
- 1% will be reserved for founders
- Ethereum ERC20 token – Bulleon (BLN)
- Purchase methods accepted: Ether (ETH), USD and other cryptocurrencies
- Maximum cap on crowdsale: 1,060,009ETH



## 4.5. Funds allocation

The fund raised during ICO activity will be fully and completely used for the development of the Bulleon platform. Depending on the volume of funds raised, a specific scheme for the allocation of the fund will be chosen.

At the beginning, three important tasks need to be resolved. The first is to expand the team, as well as recruit skilled experts and employees and preparing a transparent structure and commercial activity plan for the company. The second is to be listed on major stock exchanges and start researching legal details and locating solutions. The third is effective marketing strategy development and execution.

Once these things have been handled, Bulleon will get a boost to start building a solid and firm foundation.

40% of total raised funds will be used to cover expenses for promoting the project and expanding the user base, promotion on new markets, international partnerships, visiting conferences and issue-related exhibitions.

40% will be used for development of the core, adoption of blockchain technologies and smart contracts, creation of new products and services, implementation of the voting mechanism.

20% will be used for payment for services, legal expenses, accountancy, operating and other expenses.

## 4.6. Dividend distribution

The dividends distribution process consists of two stages: getting the accurate data about the BLN distribution among users (dividends report) and spreading the company profit among the token holders.

To have a proof of BLN ownership by exact addresses, Bulleon will make snapshots of Blockchain prior each dividends distribution using a specially developed tool. It allows capturing of the current state of tokens distribution among investors as on the exact block. The number of the milestone block, as well as an approximate date and time of its appearance, will be announced in advance, both by email and on the Bulleon Website.

Bulleon financial management undertakes to transfer 40% of the company distributable profit to the dividends distribution smart-contract on a quarterly basis. The date of dividends distribution will be announced in advance at Bulleon official website.

A dividends distribution smart-contract is designed to distribute profit among the investors according to their stakes. All the payments will be made in ETH. Dividends will be sent to those addresses whose BLN token ownership will be proved by a snapshot of the blockchain.

#### 4.7. One-time dividend payment

Once all tokens are sold, the first goal is achieved. At the end of Phase 12, it is calculated how much funds the project needs to reach all the goals, 80% of surplus funds (ETH) will be distributed to the top 25% in total ownership percentage in relation to the total surplus funds. 20% of the funds remain available to continue the operation of the company. This is a one-time dividend payment.

*Example, after the end of Phase 12, the surplus funds will be a total of 485,000ETH. You own 6650BLN, which is 0.07% of all BLN supply. You get 0.07% of the surplus funds in dividends, which is 339.5 ETH (roughly 340,000USD).*

#### 4.8 Quarterly dividends

40% of operating profit will be paid quarterly to the top 25% in total ownership percentage in relation to total operating profit of the whole company. Dividends are paid to shareholders as long as the company makes the operating profit.

*Example: You own 6650BLN, which is 0.07% of all BLN supply. The company's operating profit for Q1/2019 is \$ 90 million. You will receive 31,500USD dividends.*

#### 4.9. ICO Schedule and limits

ICO will start at phase one. Phases are not time-constrained, once one phase sells out, the next one will start automatically.

The one-time purchase is limited by 1000 BLN/per address. That means, if you purchase 800 BLN at phase 3, and decide to purchase 500 BLN from the same address, you will get only charged for 200 BLN, and the rest of payment will be automatically refunded to your address.

However, there is no limit to how much BLN you can hold on your address, the limit is valid only for purchasing from the same address.

If active phase has only a little BLN for sale, the purchase is calculated according to the buying phase rate and the next phase. For example, in phase 4 there's only a remaining 100 BLN, and you decide to buy 800 BLN. The first 100 BLN will be charged by phase 4 rate and the rest of 700 BLN by phase 5 rate.

#### 4.10. Bounty program

Bounty program will help spread the word, and translators, bloggers, writers or otherwise helping people will get the reward for their work.

---

<sup>i</sup> <https://cointelegraph.com/news/exponential-growth-cryptocurrency-exchanges-are-adding-100000-users-per-day>