

# Flashcoin.io

FLASH + MEGAFLASH

*Rewards in a FLASH*



## What is FLASH?

- ↙ A coin for online promotion, marketing and advertising earned by users
- ↙ Pre-mined, plentiful (900 billion coins)
- ↙ Permissioned high performance blockchain
- ↙ Can be integrated into any app or web page
- ↙ **Zero intrinsic value, given away for free**
- ↙ **Exchange for MEGA, which is easily exchangeable for BTC, ETC, USD etc**





## What is MEGAFLASH?

- ↪ The coin used for redemption of FLASH
- ↪ Only 300,000 coins created (scarce)
- ↪ Secured by BTC blockchain
- ↪ 1 MEGAFLASH => 1,000,000 FLASH
- ↪ MEGAFLASH required by users for redemption of FLASH
- ↪ MEGAFLASH required by advertisers, publishers and promoters
- ↪ Traded on Bittrex exchange (Jan. 2017), in talks with other exchanges





## How it Works

- ↪ Open a free wallet with coins (flashcoin.io + other sites)
- ↪ Earn rewards - get more coins
  - Invite friends, post stories, view ads, comment, etc.
- ↪ Redeem for MEGAFLASH / btc



## Total Available Market

- ↳ Every web site account will include a wallet
  - News, gaming, blogging, social, media utilities, etc
- ↳ Smart phone users will have multiple wallets
  - National currencies, BTC, AppCoins
  - 90% of the world (age 6+) by 2020 (src: Ericsson)
- ↳ TAM is billions of people
- ↳ Strategy -- low cost acquisition, upgrade to premium coin services -- Monetize



## Initial Target Markets/Features

### ↳ Web site account integration

- News, blogging, social media site partnerships
- Bundle w/ social account, email newsletter/comments
- Before It's News (4M uniques, 100 signups/day)
- Seen.life (1000+ signups/day)
- Rev share / performance based

### ↳ Gamers

- Test with Cakecodes, in game rewards
- Bounty for active account



## Monetization

- ↙ Get wallet, earn coins via offers, transact, get btc
- ↙ Each wallet is a valuable platform for monetization
  - Lead Generation (~10 cents per offer/wallet)
  - Active advertising network 10% transaction fee (with ad blocker breaker)
  - In wallet crypto coin exchange (transaction fees)
  - FLASH transaction fees (currently set to 1 FLASH for all transactions)
  - Direct wallet communications (future feature, merchants will pay)
- ↙ Target = 50 cents revenue per user (RPU) (2017)
  - Combination lead gen + advertising
- ↙ Target = 10M wallets end of 2017 (28K wallets/day run rate) = \$5M annual run rate



## Wallet Distribution Deals + Pipeline

- ↙ Base of 29K validated wallet accounts
- ↙ Approx 1000+ new wallets added per day
- ↙ Future Pipeline
  - Add newsletter signup Before It's News (+900/day)
  - Other alt news sites - 10M's of uniques (+5000/day)
  - Seen.Life traffic ramp (+5000+ wallets/day)
  - Cakecodes gaming (up to 3-4K wallets/day)
  - Potential partner has 4M email signups per month (each will get a wallet)
- ↙ Expected 25K wallets per day by March 2017





# Easy-to-Use Wallet

- ↳ Web-based
- ↳ 1 minute sign up
- ↳ Password recovery
- ↳ Web tools built in
- ↳ 2FA (Google Auth.)
- ↳ Coins included with new wallet
- ↳ MEGAFLASH stored in Counterparty wallet

The screenshot displays the FLASH wallet interface. At the top, the balance is 72,461,982 Flash, and the user is logged in as ckitze@yahoo.com. The navigation menu includes Activity, Send, Request, Pending, Contacts, and My Account. The main section is titled "Your Transaction Activity" and shows a date range from Oct 13, 2016, to Nov 12, 2016. Below this, there are tabs for "All Transactions", "Payments Received", and "Payments Sent". The "All Transactions" tab is active, showing a table of transactions from Oct 13, 2016, to Nov 12, 2016.

Date/Time	Email	Name	Amount (Flash)	Note
Nov 11, 2016 09:52:23 AM	marcus@fastmail.fm	Marcus	-1,000,000	
Nov 07, 2016 09:17:41 PM	chris@safe.cash	Chris Kitze	1,000,000	
Nov 07, 2016 02:20:00 PM	haseeb@gmail.com	Haseeb	-1,000,000	
Nov 03, 2016 10:16:43 AM	robert@gmail.com	Robert	-1,000,000	
Nov 03, 2016 09:16:22 AM	margaux@gmail.com	margaux	-1,000,000	
Nov 01, 2016 10:37:52 AM	james@gmail.com	James	-1,000,000	
Nov 01, 2016 08:44:49 AM	isabelle@gmail.com	Isabelle	-1,000,000	here you go
Oct 27, 2016 03:25:48 PM	flashcoin.io@gmail.com	Marc	-1,000,000	
Oct 27, 2016 01:59:18 PM	adam@gmail.com	Adam	-1,000,000	
Oct 26, 2016 04:20:25 PM	brad@hotmail.com	Brad	-1,000,000	

- ↳ Micro-influencers
- ↳ Unique paid for attention ad unit
  - Member watches, earns reward coins
  - Publisher paid on the spot (split payment)
  - Advertisers forms new relationship with Member
- ↳ IAB standard formats (banner, video, survey, etc)
- ↳ Target millennials with ad blocker breakers (optional)
- ↳ Native or any ad network
- ↳ Tests with advertisers begin in December

- ↳ Transactional/financial revenue model
- ↳ Wallet embedded into their account system
  - Bounty for new wallets created or rev share
  - Direct communication channel to their user
- ↳ Solves ad blocker problem
- ↳ Rewards from publisher to writers, viewers, viewers to writers to recirculate traffic



## Technology

- ↳ Permissioned blockchain, Safe.Cash technology
- ↳ 900 billion coins generated
- ↳ Three data centers (CAN, US, IS)
- ↳ Transactions completely confirmed in under 2 seconds
- ↳ Benchmark tests >25,000 transactions per second
- ↳ API
- ↳ See the whitepaper for more tech details, github repo (link at [flashcoin.io](http://flashcoin.io))

## Integrated Account Wallet Beta



Ad units will be tested on Before It's News and Seen.Life



# Coin Allocation

Category	FLASH Quantity (millions)	Percentage	MEGAFLASH Quantity
Pre-sale	45,000	5%	45,000
Public Crowdsale	90,000	10%	90,000
End User Fund	450,000	50%	0
Developers Fund	225,000	25%	90,000*
Contingency Fund	90,000	10%	75,000**
<b>Total Available Supply</b>	<b>900,000</b>	<b>100%</b>	<b>300,000</b>

**Minimum of 200 BTC to close the Crowdsale.**

**Pre-Sale and Public Crowdsale MEGAFLASH** will be freely tradeable following successful conclusion of the Public Crowdsale

**\*Developer Fund MEGAFLASH** are for the original development team and investors who paid for FLASH development. These coins are subject to an initial 90 day lockup and will be released only if the MEGAFLASH bid price at Noon, Toronto time on the 90th day of trading exceeds the Public Crowdsale price. If this price does not exceed the Public Crowdsale price, the Developer Fund MEGAFLASH coins will be subject to an additional 90 day lockup.

**\*\*Contingency Fund MEGAFLASH** will be used by the company to stabilize trading and provide coins to large advertisers in the event sufficient MEGAFLASH coins are not available on an exchange.



## Crowdsale

- ↙ 90,000 MEGAFLASH on offer (total = 300,000 MEGA)
- ↙ Counterparty asset, secured by bitcoin blockchain
- ↙ Administered by Bittrex (terms at Bittrex.com site)
- ↙ Auction format, minimum 200 BTC to close
- ↙ 25% FLASH bonus for large donors (>10btc)
- ↙ Will trade soon after crowdsale (Bittrex will announce)
- ↙ [Link to Bittrex.com Crowdsale HERE](https://bittrex.com/crowdfund/Mega)  
<https://bittrex.com/crowdfund/Mega>



## Company Details

- ↙ Flashnet Tech, Inc.
- ↙ Incorporated in Canada
- ↙ Two companies - crypto and MSB separate companies
- ↙ No U.S. ties
- ↙ About 29K wallets during test mode
- ↙ Michael Terpin, advisor (CoinAgenda, BitAngels, Transform Group)
- ↙ Chris Kitze (CEO), Jason King (CMO), Vinh Vo (CTO) + 11 eng & designers