White paper

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0. Executive summary

In 2020, retail e-commerce sales worldwide amounted to 4.28 trillion US dollars and e-retail revenues are projected to grow to 5.4 trillion US dollars in 2022. Online shopping is one of the most popular online activities worldwide.

According to Statista, the number of people buying godos or services online will increase to above 2 billion in 2021.
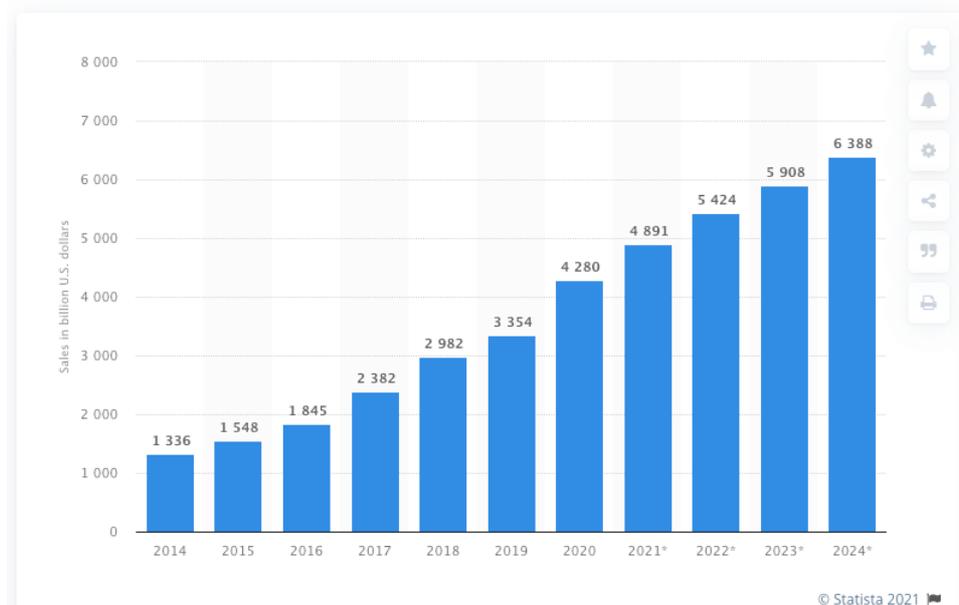
Statista website

1. Significant problems that merchants face

Despite the explosive growth, major problems still exist:

1. **Trust and reputation:** Build trust in local commerce and e-commerce is difficult, and only big marketplaces do it. Huge efforts and advertising budgets are needed to create trust if a merchant is not a part of a centralized marketplace.

2. **Diferent and expensive payment process:** Too much steps to settle transactions, different fees to pay, dificult payment gateways. Today not exists a simple and cheap solution to accept mobile payments on websites and point of sale terminals.

3. **An inability to reach the growing cryptocurrency economy:** Today, merchants cannot accept payments in cryptocurrencies, which has reached a record marketcap in 2021.

Coinmarketcap website

**Merchants will definitely need to participate
in the blockchain createdeconomy.**

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2. CoinCAS's solution

Coincas is creating a decentralized solution to get points (tokens) with your purchases in local commerce and e-commerce, working flawlessly together with mobile payments processing on the Binance blockchain leveraging smart contract technology. "Buy as always, enjoy like never before" is Coincas' claim.

Business model: Coincas will only have one fee – a 1.5% transaction fee for merchants.

Token ecosystem: CAS token holders will receive more tokens to use it as a discount when buying from merchants. Tokens would be proportional to the amount of the tokens held.

Loyalty program: In order to encourage a network effect and create an ecosystem for the Coincas token, we are going to introduce a loyalty program for merchants.

Every purchase made in local commerce will reward the client of the merchant with 0.2% (the exact percentage might change over time) of the value of the transaction in Coincas tokens from the merchant pool.
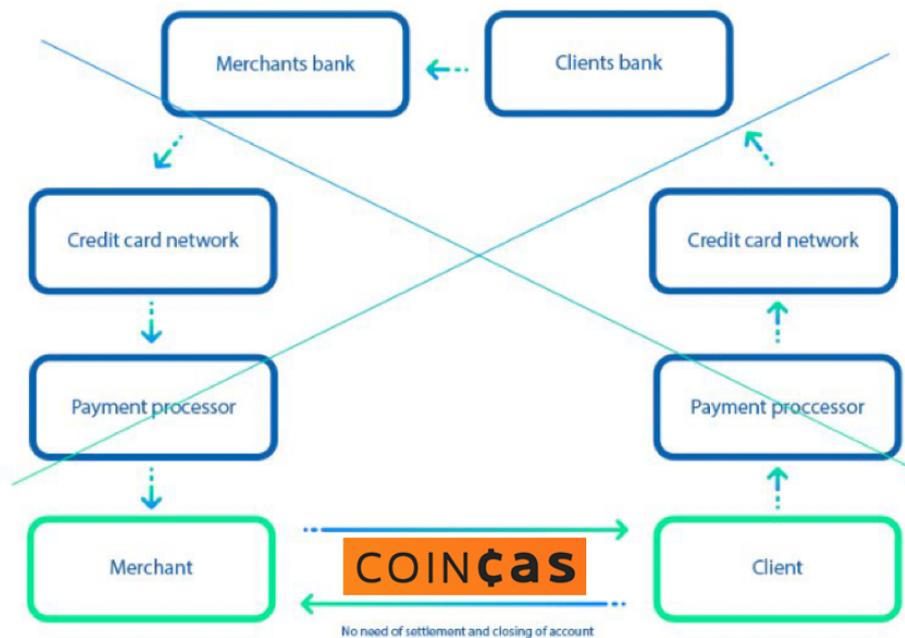
Smart contract based wallet for merchants

3. Product architecture and product development timeline

Smart contracts will enable us to facilitate a distribution token solution working flawlessly together with a decentralized system between parties via the blockchain.

Beta versión of the product

Goal of Beta version:

- Provide a platform for local commerce and e-commerce merchants to expand their rewards and fidelity cards solutions via CAS tokens, in Binance-based currencie.

- Show the potential of "CAS tokens as discount" mechanism which will help to increase solds, which both merchants and customers will benefit from.

- Send/receive CAS token between merchants-merchants (b2b) and customers-customers (c2c).

We are developing a web/app solution as Beta, and after its launch, we will invite merchants to Beta programs to experiment with the newly introduced features.

Roadmap

PHASE 1 (Q1 2021)
- CoinCAS Launch
- 25% of Supply Burned
- Website and Socials

PHASE 2 (Q2 2021)
- Listing Coingecko and Coinmarketcap
- Smart Contract Audit
- Whitepaper

<u>PHASE 3 (Q3 & Q4 2021)</u>
- Multi Exchanges
- Partnerships
- NFT Marketplace
- Staking

Token information

CoinCAS is a smart contract in Binance Smart Chain. Currency to help the digital development of local commerce.

Name: CoinCAS
Symbol: CAS

TOTAL SUPPLY: 100,000,000
INITIAL BURN: 25,000,000 - View

Contract Address: 0xad070194f0644cec996b9a8076eabf09e82921ea

Chart: View in Poocoin.app
Buy: Buy on PancakeSwap

Very important:

- 15,000,000 tokens LOCKED in a Reward Wallet to save and give reward the holders later.
  Address: 0xf13fd97cb746589219c66feaa1bc4b1df89977d9

- 10,000,000 tokens LOCKED in Team Wallet.
  Address: 0x5817c3d811081bae7dcc67fd79c4693beb0cca75

4. Market opportunity and business model

According to Boston Consulting Group, the digital payments space and fidelity rewards is about to witness significant disruption in coming years.

- Technology will make digital payments simpler, and fidelity cards go to "virtual cards" in Smartphone, in our case, mobile CAS wallet.

- Merchant mobile acceptance network to grow 10X by 2021. Over 10 million merchant establishments are ready.


Statista website

5.   Marketing and Strategy

Our strategy is focused on creating a network effect, first with our token CAS and later with our Beta app for merchants and customers.

We will use the well-known bowling pin strategy: start with a niche market in local commerce and then move to other niches and broader markets, and of course, e-commerce.

We are already in positive talks with major players like popular points and membership cards. And for token distribution, we are in negotiation with major exchanges to list CAS.
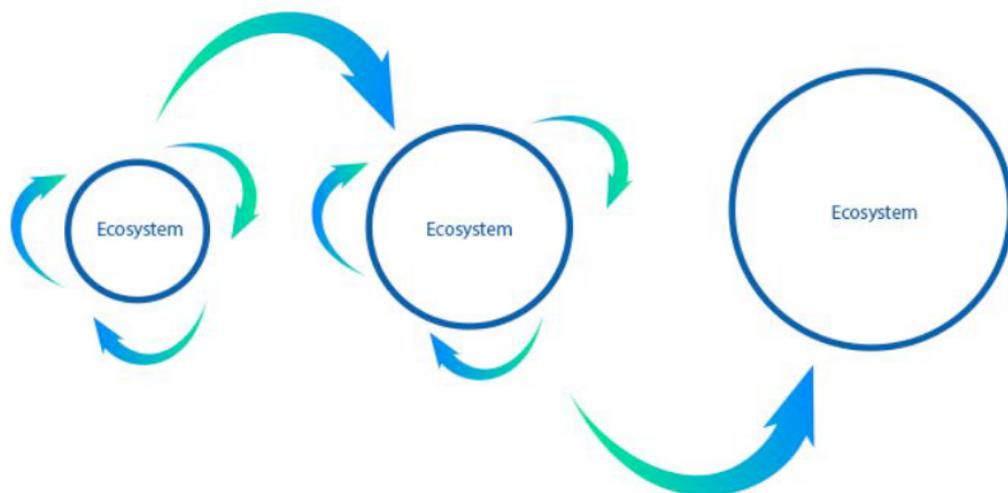
Iteration grown system in Coincas

6.   Legal

The CoinCAS token does not have the legal qualification of a security, since it does not give any rights to dividends or interests. The sale of CoinCAS tokens is final and non-refundable. CoinCAS tokens shall therefore not be used or purchased for speculative or only investment purposes.

Any one purchasing CoinCAS tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and fully understands the risks, costs and benefits associated with the purchase of CoinCAS.

Acquiring CoinCAS tokens and storing them involves various risks, in particular the risk that coincas.com may not be able to launch its operations and develop its apps and provide the services promised.

This white paper shall not and cannot be considered as an invitation to enter into an investment, because CoinCAS platform are not intended to be used as an investment.

7.   Team

Manuel Parrado, Casariche-SPAIN: co-founder, marketing.
José M. Ávila, Sevilla-SPAIN: co-founder, CEO and developer. Socials.
Izan A. Carrasco, Huelva-SPAIN: technology developer.
Iván Fresas Uy, Madrid-SPAIN: software engineer.

Face-to-face Co-founders and DEV-team meeting   may-2021
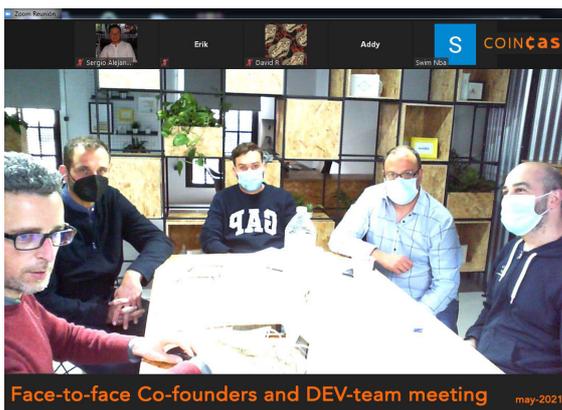
Collaborators
Restu Meitta, Philippines: translator and social help.

Thanks to
Oscar Rollan, C. Narris, Yul, J.J., Gorgias, Ly Hoa … and many others from Telegram group.

8. References

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9. Logos