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# WHITE PAPER

APRIL 2022

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# Executive Summary

## BTCEN Mission

BTCEN's goal is to develop a platform where all energy drink brands, beverage and food producers, and our own energy drinks may be offered on our e-commerce site, as well as a site where our crypto currency BTCEN can be used to make these purchases and others.

## BTCEN Vision

BTCEN intends to use blockchain technology to bring a new viewpoint to the sector in the new internet age. By integrating assets into e-commerce, tokenization, CRM, and ERP modules, BTCEN gives a fresh viewpoint to the supply chain.

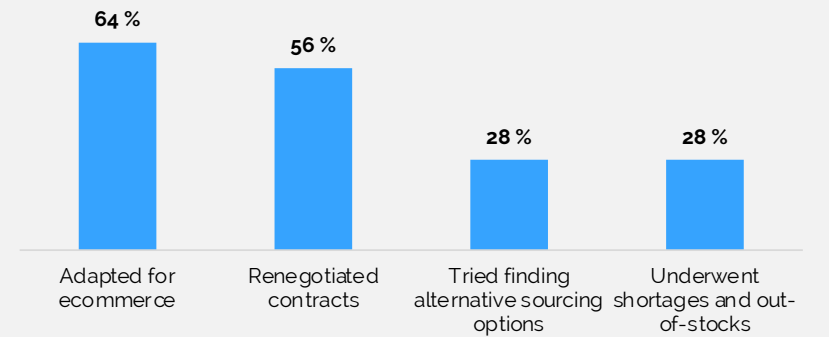
## The Problem Statement

### Covid-19's Influence

Supply chain operations around the world have been disrupted as a result of the outbreak. Furthermore, due to constraints and safety protocols, professionals will confront supply chain adjustments in 2020.

- Only **32%** of worldwide merchants said their operations were disrupted. (2020, RetailNext)
- Only **12%** of merchants worldwide reported significant interruption as a result of the pandemic. (2020, RetailNext)
- Adapting their supply chain for ecommerce was a challenge for **64%** of merchants. (2020, RetailNext)
- Contracts were renegotiated in **56** percent of cases. (2020, RetailNext)
- **28%** attempted to locate alternate sourcing possibilities. (2020, RetailNext)
- There were shortages and out-of-stocks in **28%** of the cases. (2020, RetailNext)
- From 2020 to 2027, the worldwide supply chain management industry is expected to develop at a **CAGR of 11.2 percent**, regardless of the pandemic. In 2020, the market is expected to reach **\$37.41 billion**. (2020, Businesswire)

## The Effect of COVID-19 on Supply Chain Management Globally

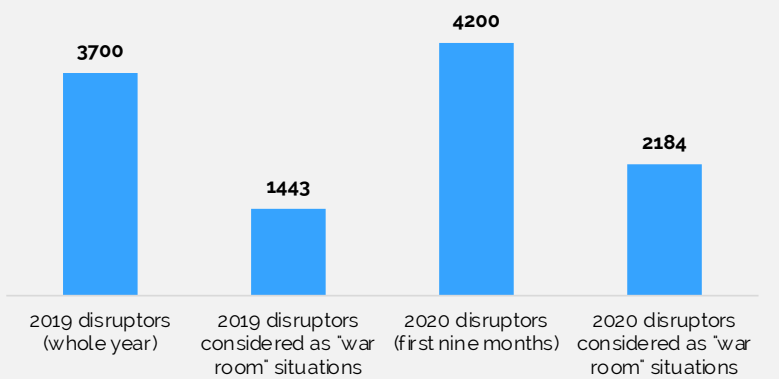


Source: RetailNext, 2020

## Supply Chain Disruptors

- **4200 interruptions** happened during 2020. (According to the ISM, 2020)
- This is a **14 percent increase** over the 3,700 supply chain disruptors reported in 2019. (According to the ISM, 2020)
- In 2020, **52 percent of disruptors** resulted in a "war room" situation. This is when mapping supplier sites are at risk, and surveillance is increased. (According to the ISM, 2020)
- Only **39% of disruptions** in 2019 resulted in a "war room" situation. The growth in the first nine months of 2020 was 13 percentage points. (According to the ISM, 2020)

## Supply Chain Disruptors: 2019 vs 2020



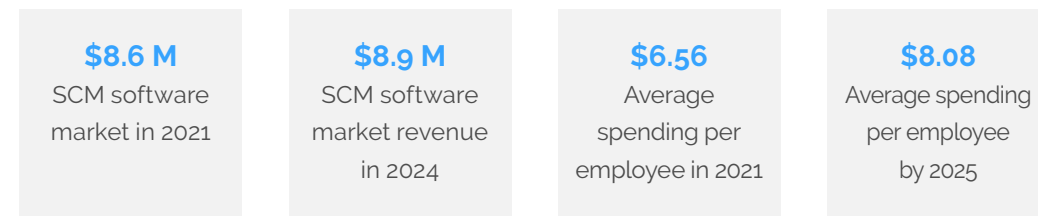
Source: Resillinc, 2020

## The Solution Statement

### Projections for SCM Software in 2020/2021 and Beyond

- The SCM market generated **\$8.254 million** in revenue in 2019. Revenues are expected to increase to \$8.386 million in 2020 and \$8.950 million in 2024, according to projections. (Statista, 2020; Apps Run the World, 2020)
- Employees that use SCM software are expected to pay **\$6.56** in 2021. (2020, Statista)
- By 2025, the average cost of SCM software for employees will likely be **\$8.08**. (2020, Statista)
- In 2021, the US is expected to be the top five markets for SCM, with \$8.6 billion, Germany \$885 million, the UK \$847 million, Japan \$824 million, and China \$737 million. (2020, Statista)

### SCM Software Market Predictions for 2021 and Beyond



## BTCEN

Our project's goal is to develop a platform where all energy drink brands, beverage and food producers, and our own energy drinks may be offered on our e-commerce site, as well as a site where you can use our crypto currency BTCEN to make these purchases and others. We provide users with a fully functional platform for long-term purchasing. We intend to use blockchain technology to provide complete confidentiality. Virtual businesses, subways, hospitals, retail malls, and other structures will be built in the metaverse. We'll make sure that BTCEN is used to place and pay for beverage vending machines.

Companies are new to this structure, and today's supply chains run in a specific order. Continuing along the road with performers that are inappropriate for the age group, and failing to keep up with the pace of information with the growing challenges in logistics and supply in the supply chain, the blockchain framework has proven its value in the supply chain. We developed our own as BTCEN. We hope to be one of the first prototypes of this massive transformation with the energy drink.



## The Market

### Blockchain Technology

In 2008, blockchain technology was developed for the digital currency bitcoin. Its uses, however, go far beyond alternative currencies, and it is poised to become "the next big thing" in applied sciences. Blockchain, according to Marc Andreessen, is "one of the most important technologies since the Internet's inception." In a word, Blockchain is a distributed database that keeps a permanent public record of digital transactions. It can be considered of as a distributed digital ledger with a chain of blocks, each with a cryptographic signature that identifies it.

These blocks are all back-linked, which means they all refer to the signature of the prior block in the chain, which can be traced all the way back to the first block ever produced. As a result, the Blockchain stores an immutable record of all transactions. The Blockchain network's transparent and decentralized nature allows for the creation of a non-refutable and unbreakable record of data, which is a key feature in many applications like insurance, finance, fraud detection, copyright protection, smart contracts, identity management, ecommerce, and healthcare. Even in higher education, Blockchain technology may be used to track student credentials and achievements in a cost-effective, safe, and transparent manner.

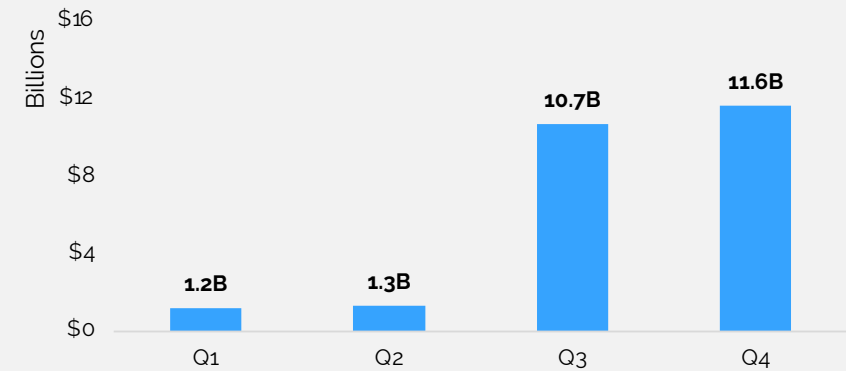
#### 13 Prominent Blockchain Applications To Know:

- Secure sharing of medical data
- NFT marketplaces
- Music royalties tracking
- Cross-border payments
- Real-time IoT operating systems
- Personal identity security
- Anti-money laundering tracking system
- Supply chain and logistics monitoring
- Voting mechanism
- Advertising insights
- Original content creation
- Cryptocurrency exchange
- Real estate processing platform

## NFT Market

### NFT Sales Climb to \$11.6 in Q4

Quarterly non-fungible token sales volumes across multiple blockchains, in U.S. dollars



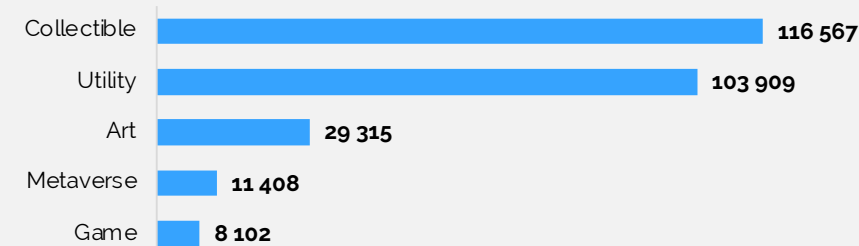
Note: data excludes "off-chain" sales

Source: DappRadar

In 2021, NFT sales reached \$25 billion. In March, an NFT painting fetched a record \$69.3 million at a Christie's auction. The money spent on NFTs in 2021 is roughly equivalent to the amount pledged at COP26 to assist countries in phasing out coal, or the World Bank funding made available to purchase and deploy COVID-19 vaccines. According to DappRadar, approximately 28.6 million wallets traded NFTs in 2021, up from approximately 545,000 in 2020. This all Collectible NFTs were the largest NFT sector, accounting for up to 115,000 sales in December 2021 alone. In November, virtual real estate investor Republic Realm paid \$4.3 million for land in the virtual world The Sandbox. When year-on-year growth for 2021 is compared to that of 2020, the overall growth rate is a whopping 38,060 percent!

### Collectible NFTs are Most Popular

Number of non-fungible token sales in popular categories in past month



Note: Data for the month up to January 10, 2022. Data shows only transactions on the ethereum blockchain and excludes "off-chain" sales

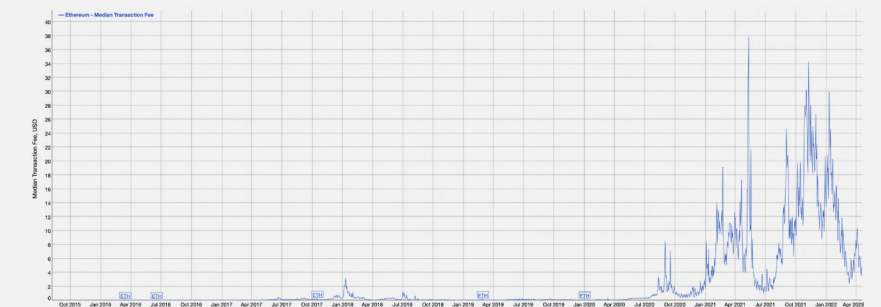
Source: DappRadar

With Real Madrid Football Club launching the first-ever smart ticket NFT in 2021, the potential for NFTs to transform the ticketing experience is growing. Another emerging NFT trend is virtual real estate, which is a component of the Metaverse. Play-to-earn metaverses are becoming increasingly popular and are widely regarded as the best example of real-world NFT usage, with revenue from virtual gaming worlds expected to reach \$400 billion by 2025. Participation in the market has increased from well-known companies, such as Coca-Cola, which released an NFT collection. MIT, one of the most prominent educational institutions, offers its graduates the option of receiving blockchain-based digital diplomas that use Blockchain to verify and protect diplomas.

As the market expands, so does innovation and increased participation, as evidenced by the recent emergence of LooksRare, an NFT marketplace that prioritises its community, rewarding all creators, buyers, and traders, demonstrating the market's dynamism. Throughout 2021, OpenSea has been the dominant marketplace, but LooksRare is competing with OpenSea by focusing on rewarding users, providing an optimal user experience, and utilising advanced technology.

Gas fees have proven to be a concern, but as Ethereum network utilisation reaches all-time highs, it becomes more expensive to mint NFTs, posing a significant challenge to the NFT market and its future growth.

### ETH Mean and Median Fee, USD



Source: bitinfocharts.com

## The Gaming Industry

The gaming and metaverse sector is worth billions of dollars and it is growing. Nearly 50% of active cryptocurrency wallets connected to decentralized applications in November 2021 were for playing games, according to crypto data tracker DappRadar. The number of wallets relating to gaming activity increased by 2,453%, from 29,563 during the first week of 2021 to 754,000 in Q3 2021 and around 80-100 million transactions are occurring in blockchain-based games daily.

EarthWeb reports that the metaverse market is expected to be worth \$280 billion by 2025, while it was worth just \$46 billion in 2020. There is a lot of financial gain to be found in the gaming sector of blockchain technology which has manifested itself through the appreciation of gaming tokens such as AXS which saw an annual growth greater than 17000% in 2021. Beyond creating and trading in-game assets in line with the Play-2-Earn model, blockchain gamers also rent out assets, stimulating what has become a virtual economy. As this trading of virtual assets continues to grow, it also becomes increasingly accessible. This is why businesses such as Lootex, which is a multi-chain NFT marketplace based around the trading of gaming and metaverse assets closed on \$9 million of seed funding in January 2022

The Blockchain Game Alliance reported blockchain gaming having earned \$2.3 billion in 2021 third-quarter revenue, making up 22% of all NFT trading volume in this period. The Game Finance market has grown massively with the top 10 gaming tokens by market capitalization making up upwards of \$20 billion in market cap, the top 5 all being worth more than \$2 billion each. (As of 14 January 2022).

Multiple companies have expressed their intention to develop their exposure in the metaverse include Meta (Formerly Facebook), Google, Microsoft, Roblox and NVIDIA amongst others. While these companies' intentions for the metaverse are beyond gaming, public perception of the metaverse is largely focused on gaming for the time being. DappRadar predicts about 70 new blockchain-based crypto games to go online monthly

	Price	MarketCap
Axie Infinity (AXS)	\$51	\$3.7 billion
Enjin Coin (ENJ)	\$1.6	\$1.6 billion
Gala (GALA)	\$0.18	\$1.3 billion
Decentraland (MANA)	\$2.04	\$3.7 billion
The Sandbox (SAND)	\$3.02	\$2.7 billion

*\*Estimate figures as of 23/01/2022*

The Play 2 Earn market has grown exponentially especially throughout 2021. 3 of the major platforms in this sector that reflect this growth are Axie Infinity, Decentraland, and CryptoKitties.

Axie Infinity recently raised \$152 million in Series B funding. The currency used in Axie Infinity is AXS which was priced at about \$72 as of 7 January 2022 making up a market cap of \$4.4 billion. In late October 2021, Axie Infinity was projected to generate annual revenue of \$1.2 billion. Since the company's founding, their total revenue exceeds \$2.3 billion and recorded more in August 2021, there was 1.8 million daily active users.

### Crypto Gaming Initiated a New Paradigm Shift

The perfect combination of blockchain and gaming has never been realized in recent years. However, once people saw the play-to-earn concept in action, everything changed. Games can provide income sources for players that were never conceivable in traditional free-to-play games by utilizing blockchain technology. Take, for example, a PVP game like Fortnite. Epic Games, the game's creator, now has authority over everything a player owns through in-game purchases. You can show off a new skin for your gun, but you don't have genuine ownership of your possessions. You won't be able to trade or exchange your assets with other players while Epic Games takes the entire annual revenue pie.

Play-to-earn games demonstrated to the world why crypto gaming is the way of the future. Players regain control of their assets and have the ability to determine the in-game economy by utilizing cryptocurrency and blockchain technology.

### Play-to-earn: Emerging Model of Gaming

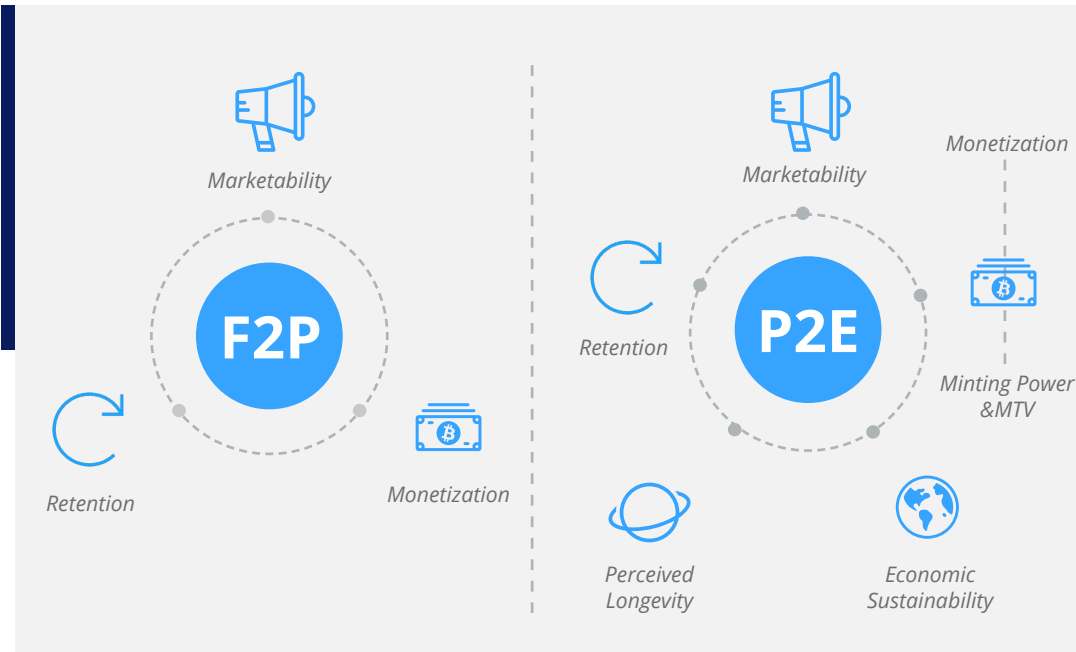
Gaming-based monetization is not a new concept. We see million-dollar sponsorship deals for best athletes, but that is not play-to-earn. All games can engage in P2E games and earn virtual money for reaching certain milestones.

Earning from item swaps or selling is prohibited in the traditional game model. People used to sell high-level accounts in World of Warcraft when it was the pinnacle of gaming. However, the developers promptly banned them and froze their accounts, effectively halting all transactions. This amount of domination and authority is not provided to any individual in play-to-earn. In the network, all players and network participants are equally rewarded. And it's because of this that it's so unique.

In a P2E game, participants get value in the form of NFTs and in-game currency. Players can exchange their NFTs on secondary marketplaces since blockchain enables full ownership and total transparency. In-game currencies are also beneficial to players because they serve to fuel the entire ecosystem.



Players can sell their in-game assets for better prices as they level up and gain more in-game assets on the NFT marketplace. Players can also generate steady cash flows in the form of rent in some games. As a result, owning virtual real estate is extremely beneficial for gamers who are unable to devote the majority of their time to gaming.



**What function does blockchain technology play in the cryptocurrency gaming industry?**

Although the underlying technology varies from game to game, they all provide similar features. To begin, blockchain technology improves in-game asset ownership, and smart contracts handle transactions on the primary or secondary market. Blockchain technology is also used to create the trading platform. It also has a superb user interface that makes trading tokens and other assets a breeze.

Second, blockchain-based platforms make payment procedures more safe and automated. Without incurring exorbitant fees, players may cash out their prizes and convert them into useable cryptocurrencies or stablecoins right away. Finally, blockchain technology aids gaming platforms in scaling and lowering entry barriers, allowing anyone to play.

**NFTs - The Missing Piece of the Puzzle**

In the play-to-earn metaverse, in-game tokens are a component of a larger income model. NFTs are where players may truly accumulate value. We've seen an unfathomable history of sales and floor prices on some of these top NFT collections, since 2021 is the year for non-fungible tokens. To top it off, Facebook's rebranding to "Meta" increased investor confidence in the long-term worth of NFTs and how important they are to the metaverse.

A game's NFTs are not restricted to a single metaverse. Once completely functional, they can be used cross-chain and deployed in many virtual worlds. Collections like Bored Ape Yacht Club, for example, have gone parabolic this year. With a current floor price of 50 ETH, the lowest Bored Ape is valued more than \$200,000. In a metaverse game, these avatars or PFP characters can be employed.

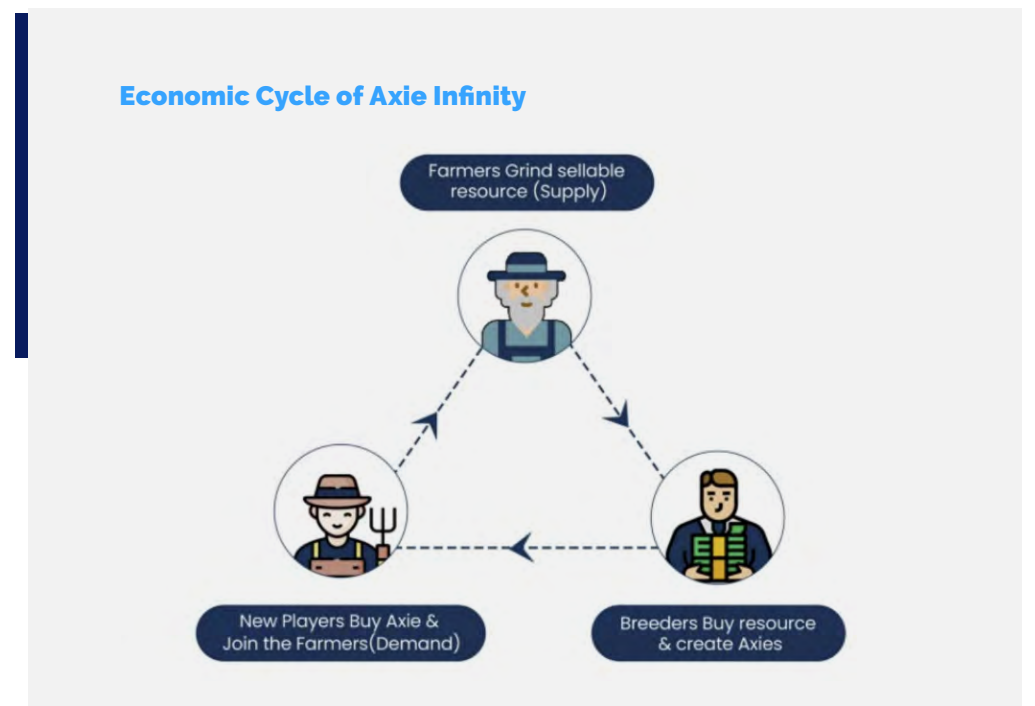
Returning to the revenue model, virtual real estate, game assets such as weaponry, and uncommon game characters such as Mystic Axie in Axie Infinity are also examples of NFTs. Players can occupy their virtual land and sell it for a greater price in-game or on the NFT marketplace OpenSea.

**Axie Infinity**

It's worth mentioning if a game has impacted thousands of people's lives. With a market worth of \$5.7 billion, Axie Infinity is the best play-to-earn game right now. It's also the first NFT-based game to reach the \$1 billion mark in sales. The game's Pokémon-like creatures ranged in price from \$10 to \$200. People in third-world countries such as the Philippines seized the full advantage of this game when the virus struck. Axie Infinity enabled some people to earn three times their monthly income. Players must purchase three Axies to begin playing, therefore the initial commitment is currently roughly \$700.

Players receive SLP awards, an in-game currency separate from AXS, for winning battles and completing daily objectives. This game proves that play-to-earn can be sustained by including a dual economy and breeding component. And the Axie NFTs will only climb as demand rises. The number of purchasers surpassed the number of vendors at one time.

**Economic Cycle of Axie Infinity**



## Gods Unchained

Gods Unchained (GODS) is a blockchain-based, free-to-play competitive trading card game that rewards you for playing. Players must outsmart their opponents by building formidable cards and executing fighting strategies. All in-game assets belong to the players in Gods Unchained, which means they can trade, sell, and use their cards in any way they choose, just like real cards.

In 2019, gamers reportedly spent \$87 billion on in-game assets. Gods Unchained hopes to shake things up by granting players full control over in-game assets. It creates non-fungible tokens (NFTs) to offer players true ownership of cards and other assets on the Ethereum network. The Gods Unchained developers can't adjust the value of cards, nerf them, or take them back from players because NFTs are immutable.

The game is formed on the Ethereum blockchain and features a native ERC-20 token called GODS, which was released in beta in 2018. The token serves as the in-universe currency for conducting transactions and paying for them. The network also employs Ethereum's smart contract technology to create NFTs, which serve as in-game collectibles.



## Splinterlands

On the Hive blockchain, Splinterlands is a play-to-earn tactical trading card game. Players gain access to the game's play-to-earn mechanics after purchasing a \$10 Summoner's Book. They begin with a simple deck of cards and are prepared to fight.

Splinterlands is an ancient blockchain game that has lately been completely resurrected. When Justin Ton took over the Steem blockchain, the game was renamed Steem Monsters and relocated to the forked Hive network. They also renamed themselves Splinterlands.

Players can acquire DEC tokens in Splinterlands, which can then be transferred to the Ethereum blockchain or the Binance Smart Chain, for example. The team also constructed a connection to the Wax blockchain, allowing users to wrap their NFTs and trade them on Wax's popular NFT marketplaces. The team launched their SPS governance token in August 2021, which has sparked a lot of interest in Splinterlands ever since





## Energy Drinks Market

In 2021, the energy market was estimated to be worth USD 86.35 billion. During the forecast period of 2022–2027, the energy drinks market is expected to grow at a 9.12% CAGR.

Fitness clubs and other sporting stadiums were shut down in major sections of the world after the COVID-19 pandemic began. On the other hand, consumers continue to workout and engage in various exercise regimens in their homes, resulting in a steady demand for energy drinks. Immunity-boosting foods and beverages that are high in vitamins, minerals, and other important components to promote immunity are becoming more popular. As a result, there are more companies in the market for functional energy drinks. Brands are attempting to capitalise on the "immunity-boosting" craze by integrating purported components or putting the concept of immunity boosters into their marketing efforts.

The demand for non-carbonated drinks has grown as a result of greater urbanisation, higher disposable incomes, and rising health consciousness among consumers. Adolescents use energy drinks since they believe that they improve their performance, endurance, and alertness. Long and unpredictable working hours, as well as an increase in the number of social occasions, are leading customers to use energy drinks.

Furthermore, rising incidence of lifestyle-related diseases, as well as an increase in the number of health-conscious customers and increased consumer awareness of active lives, have pushed health-conscious consumers to choose for sugar-free and healthful beverages. As a result of an increase in advertising techniques, the energy drink industry is also expected to grow.

### Key Market Trends

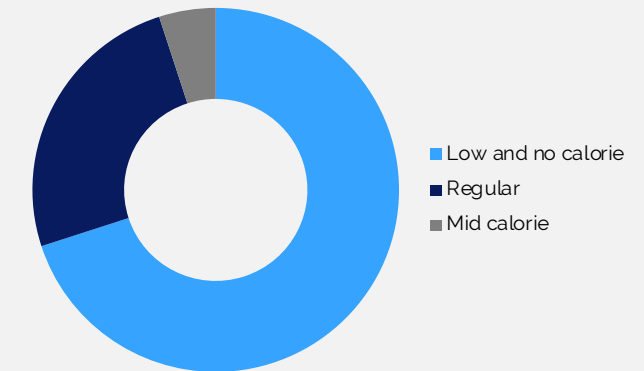
#### Consumer Preference for Low-Sugar/Sugar-Free Beverages is Growing

As a result of the increased prevalence of diabetes, consumers are becoming more aware of the importance of a well-balanced diet and an active lifestyle. As a result of rising health concerns and greater efforts to prevent the emergence of lifestyle illnesses, consumers are choosing low-calorie, low-sugar, or sugar-free dietary patterns in foods and beverages. Consumers prefer natural sweeteners in their beverages, such as stevia. PepsiCo Inc. and Coca-Cola have vowed to eliminate artificial ingredients and reduce sugar content in their drinks. Additionally, changing consumer preferences for sugar-free or low-sugar beverages spurred beverage manufacturers to develop new products. Customers are avoiding sugary drinks to prevent the harmful consequences of excessive sugar consumption, so these companies are working on a variety of new products to meet the increased demand for such items.

Energy drink companies, such as Red Bull, adopted a similar strategy, diversifying their product offerings to fulfil the needs of health-conscious consumers. For example, Red Bull's Red Bull Zero was released in 2020.

### Energy Drinks Market

Market Share (%) of Carbonated Soft Drinks, by Variant Type, United Kingdom, 2020



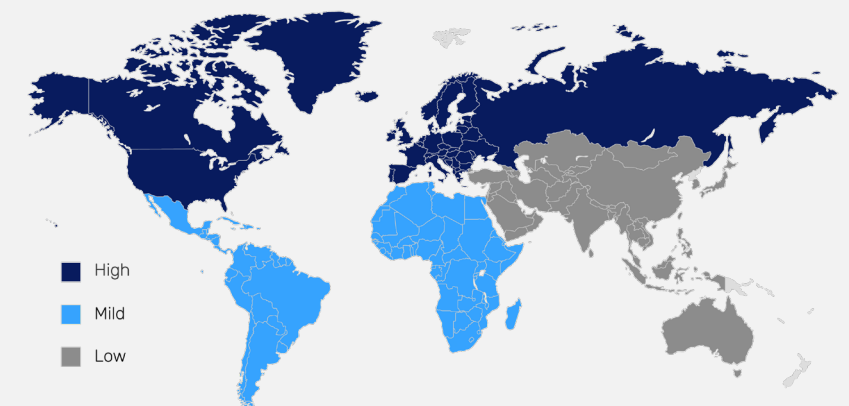
Source: Mordor Intelligence

#### The market is dominated by North America

The huge usage of energy drinks in the United States, along with the country's massive coffee culture, has propelled the concept of energy shots into the mainstream, which is a major driver boosting energy drink sales in the country. In the United States, energy drinks are a staple of social events, parties, and celebrations. Manufacturers like Red Bull and Monster Beverages provide their energy drinks in a variety of flavors and two major packaging options: PET bottles and cans, giving consumers a wide range of options to pick from. Furthermore, soda consumption in the United States is dropping, which has created a wonderful opportunity for companies like Coca-Cola and PepsiCo, which are attempting to capitalize on the brand familiarity of their legacy brands by expanding into the booming energy drink market.

### Global Energy Drinks Market

Market size (%), by Region, Global, 2021



Source: Mordor Intelligence

## Competitive Landscape

Energy drinks are a competitive market, making it difficult for new and small businesses to succeed. Monster Beverage Corporation, Red Bull, The Coca-Cola Company, Rockstar Inc., and PepsiCo are just a handful of the many energy drink brands with significant market shares. To increase their energy drink production, companies in the industry are focused on personalization and convenience, as well as providing healthy, zero-calorie, and low-sugar functional energy beverages. Additionally, product launches may assist organizations in capitalizing on the enormous growth potential in developing nations. Advertising and celebrity endorsement are used by most manufacturers to raise product awareness. Energy drink companies, for example, fund sporting events.

## Major Players & Market Concentration

- Red Bull GmbH
- Monster Energy
- PepsiCo, Inc.
- National Beverage Corp.
- The Coca-Cola Company



Source: Mordor Intelligence

## The Project

### BTCEN Description

BTCEN intends to use blockchain technology to bring a new viewpoint to the sector in the new internet age. The concept of physical assets, which existed in the past, now allows people to have digital assets in the modern internet age, and they can use this technology to make payments in various areas. It was the start of a new era in which digital assets could be easily identified and traded. It's now time to go to the next phase. By integrating assets into e-commerce, tokenization, CRM, and ERP modules, BTCEN gives a fresh viewpoint to the supply chain.

### BTCEN Features

#### E-commerce

The most serious flaw in traditional e-commerce platforms is a lack of trust. Users can share and securely store digital assets both automatically and manually using blockchain technology. User actions like as payment processing, product search, product purchase, and customer service can all be managed with this technology. The appealing aspect of blockchain technology in e-commerce is that it benefits both sellers and buyers. It provides suitable responses to cyber-threats and worries about financial security. It also lowers inventory management and payment processing costs, as explained further down.

As BTCEN, in the system we will incorporate in the existing system, we will use blockchain infrastructure to solve problems in international sales protocols and ensure that e-commerce can be readily dispersed from a single location, even to third-world countries. The main benefit will be that there will be no middleman services in payments, and the slowing procedures of traditional bank techniques will be abolished. For example, if necessary, a person making a purchase from an e-commerce site outside of his home country can easily make a payment with the BTCEN token without being bound by bank protocols at the payment stage, so resolving the seller-buyer payment dilemma.

Furthermore, many online merchants are struggling to keep up with increased customer demands and competition. In addition to these difficulties, it faces the possibility of losing client data and millions of dollars due to cyber assaults. Blockchain technology is ideal for addressing these issues that internet businesses face. In the form of distributed ledgers, the technology provides the highest level of security for e-commerce database management systems.

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## Reference Code System

### MLM Earning System

**Note: More information needed**

Blockchain in BTCEN network marketing software will be a watershed moment for MLM companies, allowing administrators to conduct quick, transparent, and seamless transactions across a network. MLM allows business owners to increase the quality of their traffic while also allowing users to earn referral commissions. As a result, you'll be able to keep your current consumers while also attracting new ones.

The combination of blockchain and multilevel marketing (MLM) is more powerful and advantageous. We will soon witness Blockchain footprints in every industry. All systems such as payment analysis, verification, confirmation, and status display will be automated with the perfect combination of MLM software and e-commerce. You can also purchase a commodity with your own virtual currency.

### CRM

#### Enhanced Security

A blockchain is a series of blocks, each of which contains records of transactions. Each block has a cryptographic relationship to its neighbors. These are password-protected, and users must use their network keys to prevent illegal access.

Furthermore, the majority of CRM databases are hosted on cloud servers. Although concerns regarding cloud security protocols are widespread, they are not wholly baseless. Because these are essentially centralized systems, there is a single point of failure. Blockchains, on the other hand, are decentralized and spread among peer-to-peer networks that are synchronized on a regular basis. This makes manipulation nearly hard, as accessing the entire blockchain would necessitate immense processing power. As a result, fraud and rejection are no longer a possibility.

#### Better Transparency

Blockchain is a distributed ledger. It enables your business to transact with consumers in a secure and transparent manner without the use of a financial institution, such as a bank or a third-party broker. Eliminating these "intermediaries" improves the efficiency and speed of your work in general.

#### Improved User Privacy Control

CRM systems will need to alter how they manage consumer data to accommodate growing concerns about personal data protection. Blockchain gives rise to the concept of a self-sovereign identity due to its decentralized and secure nature. It can save and encrypt personal information and check any feature without disclosing it to third parties. Users have more control over their identities as a result of this.

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#### Data Cleaning

CRM users all over the world have to deal with some level of erroneous or duplicate data, whether due to poor data import tools or human error. When blockchain is available, a client can give organizations with a mechanism to maintain track of their personal information, prior transactions, subscriptions, and so on. Each client can have their own unique key that presents a unified and accurate picture of them. As a result, blockchain assists these businesses in overcoming the issues of incorrect, obsolete, and duplicate data. This gives firms deeper insights into their customers and allows them to communicate with them more effectively.

#### Loyalty Programs

Loyalty programs are designed to increase profitability by improving the customer experience. They are, however, inconvenient for clients and deliver a low return on investment due to their fluctuating mileage, variable values, and associated privacy concerns. Brands can utilize blockchain to revamp and reinvent their loyalty programs in the same way that cryptocurrencies can.

Consumers will have a single decentralized wallet that is compatible with all brands thanks to Blockchain. They will be free of the limits and restrictions imposed by specific brands, considerably simplifying the use of points. The consumer will have far more influence over the entire experience, and brands will offer them better bargains to help them stretch their dollars further.

### NFT

By bringing the energy drink, the project's first physical product, to the NFT realm, we will become one of the characters in the new virtual universe.

### BTCENERGY Drink

With BTCEN's vending machines, you'll be able to buy drinks with tokens from anywhere and mine with the passwords hidden beneath the cover. These vending machines can also be used to purchase BTCEN and ALT currencies.

### Token

All proposed projects will use BTCEN as their currency. It will establish a secure, fast, and reliable shopping experience that is fully integrated with the infrastructure. It will also enable enterprises who integrate numerous altcoins into their ecosystem to establish their own tokens.

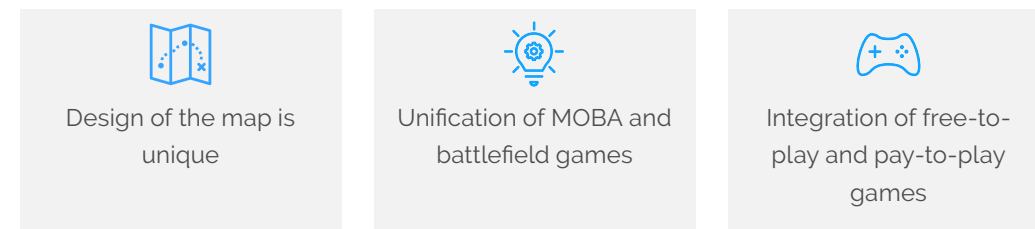
This blockchain platform is used in industries like as banking and finance, healthcare, human resources, e-commerce, education, and retail. It can be applied to a variety of industries, although it is most commonly utilized for professional optimization. It's the company's human resources department.

## X-Aim (Our Game Token)

NFT games usually feature simple rules and are limited to the investors' return of their investment capital within a particular time frame. As a result, once the investor has claimed back some or all of his initial investment, he may decide to stop playing NFT games with such basic dynamics. The project's continuance is jeopardized as a result of this predicament. To avoid this, X goal creates one-of-a-kind experiences with well-thought-out creative dynamics.

### About X-aim

X-Aim is a multiplayer online battle arena game. Due to the utilization of identical characters, mechanics, and map designs, MOBA games are quite similar. There are a lot of games like this on the market right now. X-aim plans to provide a unique concept to not just NFT games, but to all games on the market, using its unique narrative and mechanics, and it will accomplish it with its:



### About Game Modes

X-Aim is a specialized version of the MOBA (Multiplayer Online Battle Arena) game that combines battleground-style gaming with MOBA gameplay. The battle map is shaped like an octagon.

### Game Modes

#### External World Mode

16 players in 8 teams are placed on the outside map to battle with each other

#### Internal Game Mode

4 teams with a total of 8 players battle on an inside map smaller to the outside map after choosing their bases and elemental specialties.

#### External World Mode

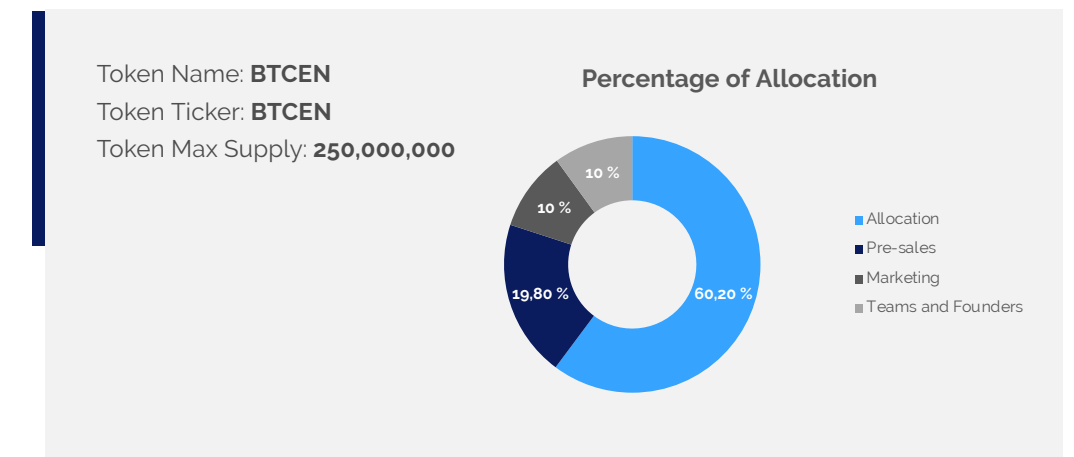
This game mode is the union of both external and internal game modes, the 1st stage will start with 16 players and 8 teams like the external mode. Independent of which teams, once 4 teams have been eliminated the remaining stage will continue in the internal game with the teams battling.

### Energy Drink Integration

Only External World Mode will be used to carry out the token reward scheme. External World Mode is only accessible to individuals who have X-aim gaming character NFTs. Players who do not have these NFTs will be able to enter this game mode by winning a competition using codes from energy drinks and a renting system. The NFT owner and the renter share half of the rewards that ensue.

## Tokenomics

### BTCEN Token Basic Information



Our tokens will be used for providing liquidity, incentivizing our investors, community, team, marketing of our product, and for staking rewards. We determine a vesting period to prevent the drop in token price and provide a balanced grow in the first 2 years.

## Vesting

BTCEN aims to issue the tokens in the following vesting schedule.



This applies to our token allocation of the team.

That is to ensure the stability of our token's price. Additionally, we will be using smart contracts in order to maintain the smoothness of the process.

### Staking, Reward System, & Proof of Stake - 30%

Collectors and investors are permitted to lend and obtain yields against their BTCEN tokens. By staking BTCEN token, they are able to earn BTCEN token reward. The 20% of BTCEN tokens are dedicated for staking rewards.

### Reserve - 20%

These tokens are the tokens held in reserve at first stage and later they will be added into the ecosystem to promote growth.

### Marketing - 10%

To build our community, we will use marketing strategies focused on digital marketing through Twitter, Youtube, Quora, Telegram and Reddit. The 5% of our tokens will be used for digital marketing in 2 years.

### Community - 10%

Community tokens will be used to create our community and provide incentives for various activities in our community.

### Transaction Fee - 1%

The transaction fee will be paid when a BTCEN token is transferred from one wallet to another. We allocated 1% of our token pool for transaction fees.

### Token Hold - 4%

We allocated 5% of our tokens for token hold in our system.

### LP - 8%

The liquidity providers are a crucial element of our space. They support the growth of the pool, the conversion of assets without a price loss. We allocated 5% of our tokens for liquidity providers.

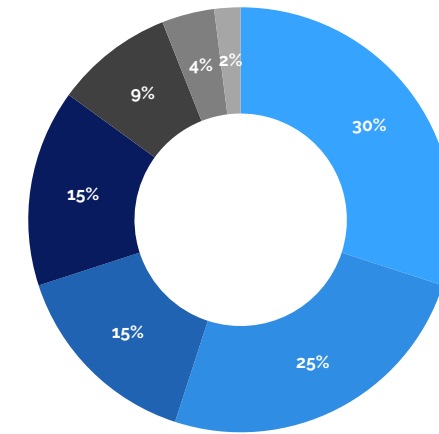
### Burn - 7%

Token burn is used to prevent the decrease of token prices after the pre-sale and sale is completed. The token prices can be decreased for many reasons but one of the elements that determines price of the token is supply and demand curve. Burning the tokens will make BTCEN token price to be stable or increasing over the time. 7% of our tokens will be burned for healthy ecosystem.

### Community Pool - 10%

The community pool will be controlled by our community and the treasury allocated for the community pool will be used for infrastructure, educational content and other resources.

## Funding Allocation



Funding Allocation	Percentage	Purpose
Development	30 %	Smart contracts, APIs, wallets, plugins, applications, full-time developers, consultants, and so on are all examples of this.
Energy Drink Platform	25 %	With BTCEN's vending machines, you'll be able to buy drinks with tokens from anywhere and mine with the passwords hidden beneath the cover. These vending machines can also be used to purchase BTCEN and ALT currencies.
Operation	15 %	Code audits, penetration testing of all plugins and SDKs, mobile and PC wallets, smart contracts, and APIs are all included.
Marketing & Promotion	15 %	This alludes to BTCEN's continual promotion. Promotional events, sponsorships, mobile and social media commercials, and so forth are all examples of ways to advertise.
Infrastructure & Hosting	9 %	This includes DDOS defense, firewalls, increased network traffic, and server expansion, among other things.
Law Legal	4 %	BTCEN shall seek necessary legal assistance to ensure that we are always operating in compliance with the laws and regulations of each jurisdiction in which we do business. Funds will be set aside in case of any future concerns or obstacles in any location.
Unforeseen Expenses	2 %	This amount will be set aside for unanticipated expenses.



## Tokenomics

	Supply %	Tokens
Public Sale	19.80 %	49,500,000
Seed Sale	5 %	12,500,000
Private Sale	5 %	12,500,000
Team	10 %	25,000,000
BTCEN Ecosystem	10 %	25,000,000
Treasury	30.20 %	75,500,000
Marketing & Development	10 %	25,000,000
Rewards & Grants	2 %	5,000,000
Liquidity Incentives	8 %	20,000,000
<b>Total</b>	<b>100 %</b>	<b>250,000,000</b>

## Assumed Market Cap

Tokenomics	Amount	Percentage	Assumed Price	Assumed Market Cap
Public Sale	49,500,000	20%	0.002	99,000
Seed Sale	12,500,000	5%	0.002	25,000
Private Sale	12,500,000	5%	0.002	25,000
Team	25,000,000	10%	0.002	50,000
BTCEN Ecosystem	25,000,000	10%	0.002	50,000
Treasury	75,500,000	30.20%	0.002	151,000
Marketing & Development	25,000,000	10%	0.002	400,000
Rewards & Grants	5,000,000	2%	0.002	10,000
Liquidity Incentives	20,000,000	8%	0.002	40,000
<b>Total</b>	<b>250,000,000</b>	<b>100%</b>	<b>0.002</b>	<b>500,000</b>

## Token Release Schedule

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Total	Remaining/Locked
Public Sale	16,500,000	16,500,000	16,500,000											49,500,000	
Seed Sale	6,250,000	6,250,000												12,500,000	
Private Sale	3,125,000	3,125,000	3,125,000	3,125,000										12,500,000	
Team			2,083,333.33	2,083,333.33	2,083,333.33	2,083,333.33	2,083,333.33	2,083,333.33	2,083,333.33	2,083,333.33	2,083,333.33	2,083,333.33	2,083,333.33	25,000,000	
BTCEN Ecosystem			625,000	625,000	625,000	625,000	625,000	625,000	625,000	625,000	625,000	625,000	625,000	7,500,000	17,500,000
Treasury														0	75,500,000
Marketing & Development		729,166.67	729,166.67	729,166.67	729,166.67	729,166.67	729,166.67	729,166.67	729,166.67	729,166.67	729,166.67	729,166.67	729,166.67	8,750,000	16,250,000
Rewards & Grants			416,666.67	416,666.67	416,666.67	416,666.67	416,666.67	416,666.67	416,666.67	416,666.67	416,666.67	416,666.67	416,666.67	5,000,000	
Liquidity Incentives	10,000,000	1,250,000	1,250,000	1,250,000	1,250,000	1,250,000	1,250,000	1,250,000	1,250,000	1,250,000	1,250,000	1,250,000	1,250,000	20,000,000	
<b>Total</b>	<b>35,875,000</b>	<b>30,979,166.67</b>	<b>24,729,166.67</b>	<b>8,229,166.67</b>	<b>5,104,166.67</b>	<b>5,104,166.67</b>	<b>5,104,166.67</b>	<b>5,104,166.67</b>	<b>5,104,166.67</b>	<b>3,854,166.67</b>	<b>3,854,166.67</b>	<b>3,854,166.67</b>	<b>3,854,166.67</b>	<b>3,854,166.67</b>	<b>3,854,166.67</b>

## Comparison

Token Name	Price in USD	Total Supply	Circulating Supply	Max Supply	Market Cap	Fully Diluted Market Cap
CET	0.00019474	1,850,000,000	1,850,000,000	1,850,000,000	360,269	360,269
TACOE	0.0007587	100,000,000	100,000,000,00	100,000,000,00	75,870	75,870
MOJOV2	0.001134	100,00,000	100,000,000	100,000,000	113,400	91,057
CBT	0.000003966	100,000,000,000	100,000,000,000	100,000,000,000	396,600	396,642

## Funding Allocation

Funding Allocation	CET	TACOE	MOJOV2	CBT
Tax on transactions	8 %	8 %	-	9 %
Liquidity	3 %	2 %	8 %	4 %
Distribution to holders	2 %	1 %	4 %	3 %
Marketing/Charity	3 %	5 %	4 %	2 %

## Terms of Sale

### Allocation

There are only 250,000,000 BTCEN tokens available, and none will be produced in the future. There will be 60,000,000 tokens available in the private and presale for \$0.2125- \$0.2250, which is 24 percent of the ordinary initial coin offering pricing.

### Presale

The total number of tokens available in the presale sale is 60,000,000. We'll need to sell 20,000,000 BTCEN tokens to reach the soft cap.

- **First phase** 20,000,000 tokens will be sold for \$0.2125 - 15% discount
- **Second phase** 20,000,000 tokens will be sold for \$0.2125 - 15% discount
- **Third phase** 20,000,000 tokens will be sold for \$0.2250 - 10% discount

	Percentage	Token Amount
Max Supply	100%	250,000,000
Token Presale 1	8%	20,000,000
Token Presale 2	8%	20,000,000
Token Presale 3	8%	20,000,000
Airdrop	0.2%	500,000
Allocation/Stacking	56%	140,000,000
Crowd Sale	19.8%	49,500,000

### Public Crowdsale

Public crowdsale will start approximately three months after presale.

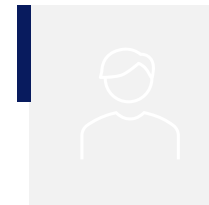
### Unsold Tokens

Any unsold tokens in Initial Coin Offering will go into public sale. All users will be able to buy and sell **Name** on cryptocurrency exchanges that support our token.

## Roadmap

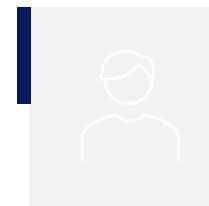


## Team



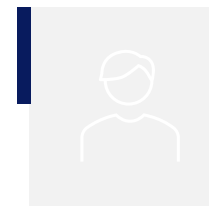
**Name Surname**  
**Position**

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**Name Surname**  
**Position**

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**Name Surname**  
**Position**

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*Note: Updates needed from your side*

