



etherecash
Lend | Send | Spend

White Paper 2.0

**Etherecash ICO, Brings Lawyer Backed Financial Functions
on the Blockchain.**

“A lack of transparency results in distrust and a deep sense of insecurity”

– Dalai Lama

The same can be said for any industry, but where wealth plays such a crucial factor in our daily lives, should we be subjected to such “distrust” and “insecurity” in the most influential sector of all, the finance industry.

This white paper aims to address such inefficiencies by introducing a solution combining smart contracts on the blockchain to drastically transform the way in which we Lend, Send and Spend.

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Executive Summary

Etherecash is a blockchain based decentralized platform, designed to revolutionise three core functions of finance; to Lend, Send and Spend. By bringing such key services on the blockchain we can provide more transparency and greatly enhance customer experience. Our mission is to “bridge the gap between those with access to finance and those without, eliminating borders, intermediaries and prejudices.”

Blockchain technology is making its way into all industries, but its characteristics makes it most suitable for the financial services sector. The introduction of blockchain technology could bring a new-found trust to the sector, while establishing a greater sense of security and reliability. Particularly since the financial crisis of 2008, the distrust and uncertainty in the industry has severely eroded consumer confidence. The availability of credit in the market for individuals and SME’s brutally diminished. This made way for innovative peer to peer lending and borrowing options which could be accessed online. These internet and mobile based solutions could offer more competitive terms, greater access and faster approvals. [14] The Lending Club, being the largest P2P platform serviced over \$55 billion new loans during 2017, compared to 2016 that means a 40% growth in loan value. Just to emphasize the extent of this growth, Morgan Stanley predicts that P2P lending globally could reach \$490 billion by 2020. [15]

Peer to peer lending presents an opportunity to reach a wider audience of borrowers and lenders, from different economic backgrounds with different financial needs. By increasing the pool of investors, P2P lending can give access to a more competitive marketplace. The real challenge is how to send and receive the funds in a secure manner and avoid the exorbitant charges from third party intermediaries. Using Etherecash, a crypto token on the blockchain, developed on the ethereum platform, you can lend, send and spend in a quick, pocket friendly and hassle-free manner. Payment transfers can be made worldwide near instantaneously, with minimal fees. The process is simple, the system is global and it’s accessible 24/7. It works on a decentralized platform where each transaction is recorded in a distributed ledger which is transparent, irreversible and cannot be manipulated as it is not stored on a single system, but instead on millions of devices. Through the Etherecash platform we can provide loans which are border free, prejudice free, hassle free.

Our speedy money transfer system addresses the needs of consumers, as transactions can be processed quicker and at a fraction of the cost compared with traditional payment systems. Due to the digital nature of cryptocurrencies like Etherecash, transactions are private and secured with

encrypted codes. This protects the user, and addresses the concerns of data protection. Etherecash helps you to overcome the lengthy, complex procedures of traditional banks through our user-friendly interface, needing just a mobile and internet access.

Then we decided to take this concept one step further, by looking at the spend ability of your Etherecash. Cryptocurrencies have been known to be inherently difficult to spend in our daily lives, with the need for an exchange to convert to local currency. Not anymore, as we design the Etherecash multi crypto debit card, facilitating the storage and spending of your cryptos in stores and online. You can even make ATM withdrawals in local currencies. Now you can carry all your assets in your pockets enabling you to lend, send or spend in a simple and secure manner.

Built on the ethereum platform, Etherecash utilizes smart contracts to facilitate complex transactions in accordance with the terms of the contract. The transactions are recorded on the ethereum blockchain in a decentralized public ledger which is tamper proof and irreversible. The transactions are fast, efficient, transparent and in accordance with KYC and AML norms for regulatory compliance. Etherecash offers a platform where customers use the Etherecash token as a utility for paying services fees for every completed transaction on the platform – borrowing, lending, sending and spending.

The Etherecash concept aims to address the primary pain points in the financial services sector through the adoption of blockchain and smart contracts to bring transparency and clarity to the industry. By bringing people to a unique platform to connect directly, without third parties, and have access to funding and opportunities that otherwise would not exist in their local marketplace.

Business Definitions

Loan: An amount which is lent from a lender to a borrower for a specified period of time, to be paid back usually along with interest.

Financial Institution: An enterprise or body who acts as an intermediary between consumers and capital or debt markets whose primary function is providing banking and investment services.

KYC / AML: Refers to 'Know Your Customer' and 'Anti-Money Laundering' policies which must be adhered to by customers part taking in financial related services.

Peer to Peer lending: Otherwise known as P2P lending refers to the lending which takes place directly between the borrower and lender, usually through an online platform, without the need for an intermediary.

Cryptocurrency: Otherwise known as crypto / crypto asset refers to a digital asset designed to work as a medium of exchange using cryptography for securing transactions.

Ethereum: A decentralized blockchain platform that enables smart contracts and distributed applications to be built on it.

Bitcoin: The first cryptocurrency that came into existence. It is a decentralized digital currency designed on the blockchain with encrypted codes, to facilitate transfer.

Blockchain: A technology that acts as a public distributed ledger of all transactions, where each transaction is stored in a block and verified through a medium of consensus from the community.

Smart Contract: A computer protocol intended to facilitate, verify and enforce the conditions of a contract using code, deployed on the blockchain.

Lawyer Backed: Official opinion and backing on the conditions of the contract for peer to peer lending.

ICO: A new method of crowdfunding via the use of cryptocurrency which can be used as capital for a start-up company.

Token: Refers to a digital asset usually issued during an ICO in exchange for investment in the company.

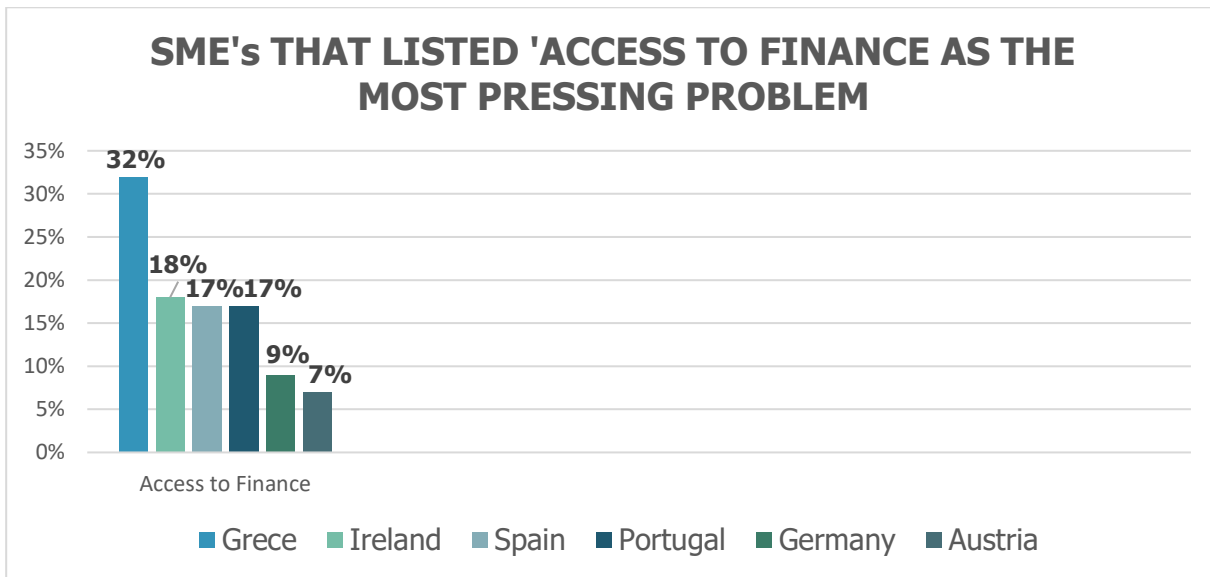
ERC20: A list of rules for all Ethereum tokens to follow to enable developers to understand how it will function in the Ethereum system.

Introduction

Etherecash aims to establish itself as a secure and reliable decentralized platform for the core financial services. By moving these key services to the blockchain and with the introduction of smart contracts, we intend to provide a more future proof, pocket friendly medium to meet consumers needs on a global scale. This white paper explores the current scenario with regards to the finance and lending sector, and how inefficiencies and lack of transparency is causing the need for alternative measures, such as Etherecash.

Technology has and always will be the driving force disrupting industries, from process improvement, research and development, big data, medical robots and most recently blockchain technology. Since the creation of internet, individuals, business and institutions have constantly evolved themselves, their theories and their contributions to society. Nothing has changed, but somehow everything has changed. Through the ability to connect with resources and minds from different countries, economies and ecosystems, we have learned the need for change. Through the sharing of information, we have established the benefits of transparency. However, somewhere in the development of our financial framework we lost sight of this. Today, there is a clear shift and rising demand from consumers for transparency, efficiency and affordability, not just in the finance and lending sector but across the board. Particularly when many consumers no longer 'fit in a box'. They do not meet the standard terms or criteria which enable financial institutes to categorise them and although they may have the financial capability to repay a loan, they are not even considered because banks don't understand them. Entrepreneurs are a perfect example of this.

Historically, goods were traded through a barter system, which then evolved into silver and gold, and soon after came currency or 'cash'. The common thread here is value. Things of value can be traded and will always be in demand. Those with value have the upper hand, and those in need must accept the deal they're offered. Unfortunately, the gap between those with access to finance and those without, has grown exponentially. This has further strengthened the positions of lending institutions and made it more difficult, expensive and lengthy for individuals and often SME's to obtain loans. Below is a summary of Euro area SME's that described 'Access to Finance' as the most pressing problem they faced back in 2014. [17]



This is one of the main challenges witnessed in the financial industry due to the high costs of expanding operations, resulting in economic exclusion. With the loan market increasing day by day and the fact that everybody wants to be an entrepreneur, the lines of credit open to us need to be flexible and reachable. So, let's go back to our roots of getting connected and being transparent.

The market for peer to peer payments and remittances globally is worth over \$1 trillion. [17] Our aim is to bring borrowers and lenders on a single platform where those with access to finance can connect with those in need of finance, and reach mutually beneficial terms that suit both their needs. Through Etherecash, loans can be achieved using a smart contract which is lawyer backed and secured using cryptocurrency. The smart contract is executed on the ethereum platform facilitating a complex transaction which is peer to peer, and the transaction details are recorded on the ethereum blockchain. This enables individuals or companies who have cryptos to borrow against them, to generate immediate cashflow, without liquidating their cryptos. Borrowers can use their cryptocurrencies as collateral, in a safe and secure environment. Similarly, lenders who have unutilised funds, can provide loans as per their comfort level and still achieve higher returns than typical bank deposits. By creating a win win situation, on a decentralized and fair platform, we are creating opportunities which otherwise would not exist. We are significantly improving the access to finance by enabling border free loans which are readily available and backed by lawyers. Now that's just the start.

Etherecash aims to deliver a complete ecosystem, by providing a speedy money transfer system and multi crypto debit card. Through our ecosystem we aim to service all aspects of our customers' needs as 'one brick does not build a house.' Again, we are going back to the roots of connecting people in a transparent medium to send and receive funds from all corners of the globe, with

instant transactions, no intermediaries and at a fraction of the cost of traditional banking institutions. Now let's take it a step further by enabling you to store and spend your funds or cryptos on our Etherecash debit card. It can be used for payments in E-commerce, traveling abroad or just buying your groceries. It works just like a normal debit card and can be used to withdraw local currency from ATM machines also, giving you 24/7 access to funds. Carry all your assets in your pocket and manage them your way.

Target

Our aim is to to 'bridge the gap' between those with access to finance and those without, eliminating borders, intermediaries and prejudices.

Through the creation of the Etherecash platform, we hope to enable those with a phone and internet access to reach new mediums of finance, improve their access to loans, fast and affordable money transfer, along with a multi-use crypto debit card system. Why should finance be difficult and hard to reach? The simple answer...It shouldn't!

Who do we intend to service? Everybody, but just to help you understand please find below some everyday examples:

- Individuals
- SME's
- Companies
- Students
- Projects



For years, credit and favourable loan terms were a luxury for only those who had a good credit history or guarantor behind them. By reducing the rigidity of these terms, we can capture a new market of lenders and borrowers from individuals, SME's, companies, students and projects. The need for credit is not changing but our ability to satisfy these needs in a platform that is transparent, is notably a first. By bringing a platform of this type we can ensure that those with internet and a phone can connect and service each other's financial needs in a secured environment with the legal guidance they require. Through the Etherecash platform we can service small loans for car repairs, medium loans for college fees and sizeable loans for projects and companies. The platform will service a diverse range of needs with customisable terms that meet the needs of both parties involved. The facility to repay such loans, and transfer money internationally will be quick

and with minimal costs. The receiver of funds will have the option to receive in their wallet or on their crypto debit card. All of these services will be paid for with the utility token.

What do we hope to achieve?

- Border free loans which are accessible to all.
- Remove the limitation on the size of loan amounts.
- Ensure customisable and mutual terms which are lawyer backed.
- Eliminate the social prejudices associated with credit.
- Enable fast and secure payments to be made locally and internationally.
- Improve the spending ability of cryptos in our daily lives.



To bridge the gap between those with access to finance and those without,

eliminating borders, intermediaries and prejudices.



By developing a platform which is accessible globally, we ensure a border free loan market. This vastly increases the number and type of lending options available to people. This creates healthy competition in an otherwise closed knit industry. From this we can expect to see more competitive loan terms and flexible loan amounts. In emerging markets where loans are virtually non-existent or totally one sided, Etherecash provides a vast scope for borrowers. By eliminating the social prejudice in this industry, we can service people fairly and more efficiently.

For some, the process of making payments is so cumbersome and costly, that they resort to more ambiguous methods of payment which are both risky and unnecessary. Thus, by implementing a money transfer system that can be easily operated from your mobile phone, we can reduce the complexities, costs and timeframes when compared with traditional methods of transfer. Now, paying for goods and services whether locally or globally, the process can be simple, quick and no risk of charge backs. Thus, merchants with high transaction ratios would benefit hugely, reducing their cost per customer and ensuring instant transaction confirmations.

Now let's consider how to reduce fees even further, by bypassing the transaction fee associated with withdrawing your cryptos to your bank account. The Etherecash crypto debit would facilitate spending and payments for goods and services both online and instore, directly from your wallet. This means you don't have to liquidate your cryptos 'now' to be able to spend them in the 'future'.

Peer to Peer Lending Business Model

Peer to peer lending platforms enable borrowers and lenders to connect in an online marketplace, directly, eliminating the role of an intermediary. The loan application process is generally straight forward facilitating faster decisions and higher ratio of approvals. The loan status and terms are clear and transparent establishing confidence in the parties involved. Lenders can theoretically shop for their ideal borrower, with the most attractive loan terms. Lenders also have the option to fund all or part of a loan, so they can diversify their loans and spread their risk across a range of borrowers. The interest rates offered to borrowers tend to be more competitive due to the credit availability, and similarly lenders can benefit from more attractive returns than typical bank deposits, thus satisfying both parties involved. The platform facilitators earn fees for providing this direct connection between borrowers and lenders, and a fair and transparent network in which they can service one another.

Market Overview

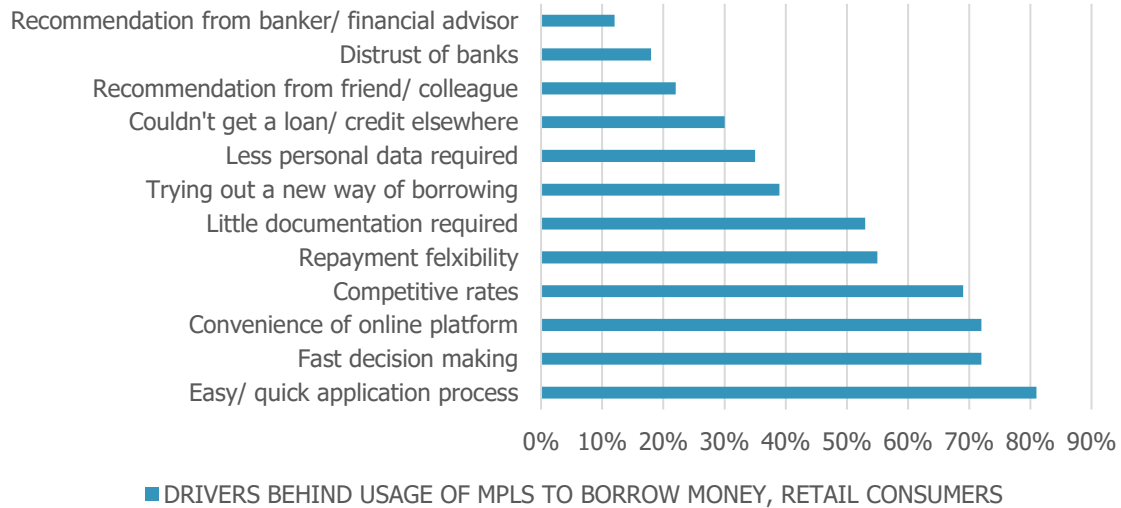
It's no secret that the financial sector has suffered extensively since the global financial crisis of 2008, but what came from that, was the realisation that banking procedures were lethargic, rigid and lengthy. With innovation and advancements in payment technology, the marketplace soon shifted towards a new wave of alternative lending known as P2P. As banks suffered heavy losses, loan disbursement became very strict. This gave rise to peer to peer lending which flourished due to quick and simplified procedures, faster approvals, better interest rates and increased transparency. [1] To better comprehend the effect of this, the opportunity of the global peer to peer market will be worth \$897.85 billion by 2024 compared with \$26.16 billion in 2015, according to a research report published by Transparency Market Research [2].

Firstly, let's compare the traditional bank lending model versus alternative marketplace lending.

FEATURES	BANK LENDING	MARKETPLACE LENDING
Intermediary	Bank acts as an intermediary. They pay interest on deposits, and earn interest on the lending of those deposited funds.	Borrowers and lenders are connected directly usually on an online platform.
Interest Earned	Bank earns interest on the funds they lend.	Fees are earned from the lender or borrower for availing of the service offered through the platform.
Risk	Banks take on the risk and must keep a capital reserve to cover potential losses.	The lending is directly between the lender and borrower so no interest is earned by the marketplace lender or platform and no capital reserve is required.
Transparency	Transparency is limited and depositors have poor visibility in relation to how their funds are used.	Transparency is emphasized as lenders can see the funds being lent and repayments being made.
Liquidity Buffer	This is required to bridge the gap between deposit maturity and loan repayment.	No such buffer is required.

A recent YouGov survey carried out in 2016 by Deloitte revealed how marketplace lenders have distinguished themselves by offering attractive lending rates and an enhanced customer experience. [3] From this it is clear, that certainty, accessibility and cultural capabilities are key factors which benefit greatly from marketplace lending.

DRIVERS BEHIND USAGE OF MPLS TO BORROW MONEY, RETAIL CONSUMERS



FinTech Market Impacts

Regulation, innovation and service standards must constantly evolve to keep up with consumer demands. For this reason, FinTech has emerged as the single biggest disruption in the finance sector due to its ability to meet and often exceed such demands. FinTech can be defined as “innovative solutions implemented to enhance the processes, products, business models and applications in the financial services industry”. Technology, and more specifically blockchain technology, is causing a positive disruption in the financial sector by transforming the fundamentals of how we bank.

Peer to peer payments are a direct result of this, eliminating the challenges associated with hard currency such as printing, storage and logistics. The transformation witnessed in monetary systems is commonly described as ‘financial freedom’ or ‘democratised banking’. Such statements are capturing the attention of consumers and further contributing to the growth in peer to peer payments.

As consumers embrace the technology and applications being introduced in this sector, transaction volumes are increasing, and so is consumer appreciation. Particularly in emerging markets with poor access and infrastructure, the adoption of peer to peer payment systems which can be operated using a mobile phone, is enabling unbanked consumers to enter the system for the first time.

The Problem

The single biggest challenge in the financial sector today, is the lack of trust. With banks being extra stringent in their lending procedures, the time, costs and hassles of obtaining a loan are forcing consumers to marketplace lending. Evolution is a natural progression in 'survival of the fittest'. For banking institutions to remain competitive, the demands and needs of consumers must be met, through the adoption of technology and applications that benefit the sector.

The complexities of traditional banking services have become a burden, with the primary factors being:

- High costs
- Complex procedures
- Lengthy approvals process
- Access to information
- Storage of personal data
- Trustworthiness
- Access to funds
- Lack of transparency
- Strict lending criteria

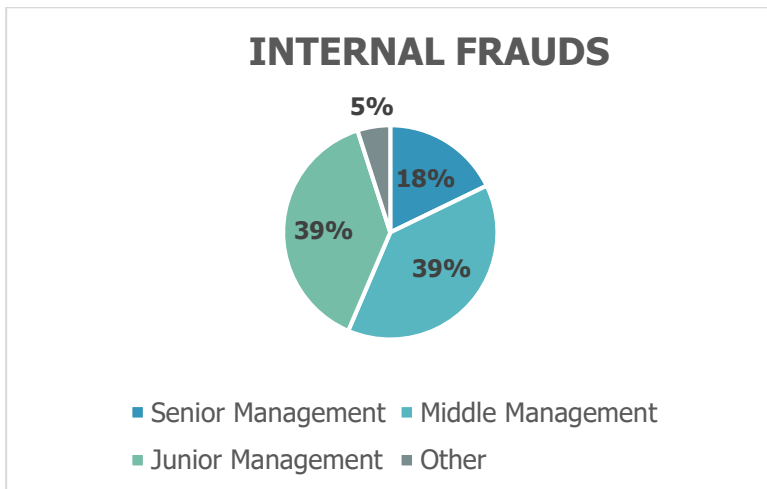
As economic policies are governed by central institutions such as governments and banks, this results in various inflation rates for the same asset class, globally. This is the driving factor for the consumer shift towards peer to peer lending, and a more competitive marketplace.

The rise of cryptocurrencies in the market is also presenting a problem for finance and regulatory bodies, as they struggle to conceive solutions to monetize blockchain based assets, without liquidating them. As a result, such asset holders are being excluded from traditional borrowing and lending markets.

The Pain Points

According to a study carried out by PWC in 2014, 45% of economic crime took place in financial service organisations, in comparison to just 37% across all other industries. [8] Among these the top five key threats were as follows:

- Asset misappropriation 67%
- Cybercrime 39%
- Money Laundering 24%
- Accounting Fraud 21%
- Bribery and corruption 20%



“57% of internal frauds in the financial sector are carried out by senior and middle management. This indicates a major problem with the lack of emphasis on personal integrity and ethical behaviour in the financial services sector.” [8]

Another key threat in current practises is the risk of outsourcing, and the centralized nature of systems, making it less resistant to cybercrime and more susceptible to internal manipulation. Because it’s centralized, there is also strong resistance to change and vulnerability to independent system failures or attacks. [7] This issue is partially due to the poor design of technology used, as it’s based on paper orientated processes, rather than best practises enhanced with technology. The largest contributor to its failures is its exclusionary nature, preventing billions of potential customers from accessing such financial services. The result of this, is an outdated, inefficient and unsecured system that is ill-equipped to adequately satisfy the needs of individuals and business in a safe, reliable and user-friendly manner.

The Opportunity

After identifying the critical pain points, it seems an obvious solution is to bring the key financial services onto the blockchain. In this way, we can tackle these threats head on through the adoption of a decentralised and transparent method of service delivery. As there is no central organisation or intermediary involved, there is lower costs and better trust, as transactions are secured through cryptography and secret codes. This presents an opportunity for two parties to transact with one another directly, avoiding third party fees and delays, and building trust and terms that meet their needs, rather than being forced to adhere to third party demands.

The consensus from market professionals regarding this disruptive technology has been largely positive. According to the World Economic Forum report on Disruptive Innovation in Financial Services, blockchain technology adoption in the financial services sector has the potential to “drive simplicity and efficiency by establishing new financial services infrastructure and services”. [9]

Capgemini also revealed an estimated savings of \$16 billion in bank and insurance fees thanks to blockchain smart contracts. [10]

From this, we can identify a clear opportunity for enrichment. It is time to listen to consumers, appreciate their needs, empathise with their concerns, and address them head on with 'SMART' goals. In our effort to combat the challenges raised we have focussed on delivering a complete solution set that is:

- **Specific**
- **Measurable**
- **Achievable**
- **Realistic**
- **Timebound**

If we use the research available to us, adopt the latest technology available and combine our passion with innovation, we can create a suite of services to better cater to consumer demands. By bringing the three core functions of finance on the blockchain we can vastly improve and future proof services, with smart contract technology. That is why Etherecash has come into existence, with a view to revolutionising the basic essence of these services.



Lending: Peer to Peer Lending which is crypto backed for added security.



Sending: Speedy Money Transfer on the blockchain worldwide using crypto.



Spending: Multi Crypto Debit card for storing and spending your cryptos, both online and instore.

By 2022 Santander InnoVentures suggests blockchain technologies could reduce banks' infrastructural costs by \$15-20 billion per year, not to mention significantly lowering annual maintenance costs. [11] The blockchain technology is expected to increase investor confidence as it promises complete irreversibility, almost instant clearing and reduced a margin of error.

The Challenges & How We Can Overcome Them

The single greatest milestone in the adoption of any change is the willingness for change. First, we must realise the current scenario compared with blockchain scenario, to truly appreciate the challenge at hand.

TRADITIONAL FINANCIAL SYSTEMS	BLOCKCHAIN TECHNOLOGY ENHANCED SYSTEMS
Centralized	Decentralized
Closed knit	Transparent
Validated by individuals	Validated through Mass Collaboration
Open to interpretation & manipulation	Clearly defined & irreversible

From this we can establish a shift in the power dynamic from the intermediary to a distributed user community, where transactions are validated through a consensus mechanism. The Ethereum decentralized approach enables transactions to take place in accordance with smart codes and smart contracts that replace commercial agreements by digitalizing the business transaction, thus improving efficiency.

Our primary goal is to bring transparency, reliability and simplicity to the industry through our smart contract technology, and we are witnessing a positive response from early contributors. We have invested heavily in research to educate our potential users, as knowledge brings understanding and builds confidence. We endeavour to make our concept, business model and token participation easy to comprehend with supporting reading material and tutorial videos to better explain our long-term goals and service provision. This white paper forms the backbone of the business model which has been carefully vetted by established legal houses. It is because of the involvement of our legal team in every aspect of our concept development that we are confident that we have identified a niche opportunity in the market, that is 'SMART' and will be supported due to its value creation and innovation in providing a future proof version of our current systems.

Our Solution

Our creative thinkers and development team have explored this in detail, and it is through their efforts that we are able to bring you Etherecash. We all have basic questions in our minds, and now it is time for us to get answers.

- -How can I send money to my family abroad instantly?
- -How can I make better use of my Crypto which is sitting in my wallet?
- -How can I get a loan in India, if my financial history is in Germany?
- -How can I make repayments easily and avoid high international transfer charges?
- -How can I encash my crypto in local currency?

Well, with Etherecash you can! Let's see how.

Peer to Peer Crypto Backed Lending

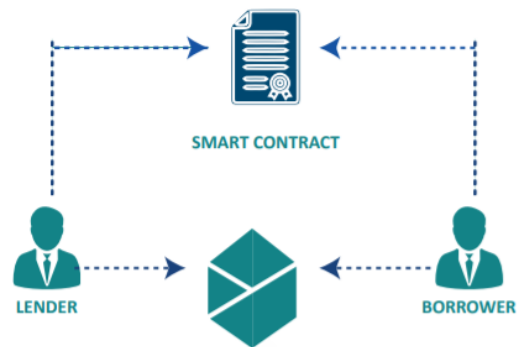
If you have cryptocurrency lying around, why not utilize it, to make more? Lend to borrowers internationally with 'Borderless Lending.' Get higher returns than typical Bank deposits through peer to peer lending, free from geographic and economic constraints.

Etherecash opens new lending gateways by welcoming borrowers and lenders to a unique platform, where mutual terms are agreed in a 'Smart Contract'. Loans on the Etherecash platform are executed using smart contracts which are deployed on the ethereum blockchain. This smart contract technology enables crypto backed loans to be issued, peer to peer. The crypto acts as a form of collateral removing several risks and facilitating an asset backed loan to take place. The borrower deposits their crypto as security and in return can borrow 70-80% of crypto value. The Lender is confident as the 'Smart Contract' is Lawyer backed, and repayments can be made instantly irrelevant of what country the borrower sits in, using the Etherecash Token. Against this collateral, a lender provides a loan to the borrower. The loan amount is sent using Etherecash tokens, and recorded in the smart contract. Once the smart contract terms are met and the loan is 100% repaid plus interest, the crypto collateral is returned to the borrower and the transaction is complete. Smooth, hassle free and border free. The creation of a 'Borderless Loan Market' creates more opportunities and better access to finance. Think of what we could achieve.

- No counter party risk.
- No need for capital reserves.
- Easy collateral management.
- Auto execution of terms with no third-party influence.
- Transparent, quick and easy to apply.

The Ethereum system mitigates risk through the protocol agnostic technology which can auto manage and execute the crypto backed agreements between borrowers and lenders. The blockchain based asset loans are stored in Escrow wallets which are:

- Multi-layered
- Auto settlement
- Lawyer backed



Speedy Money Transfer

Send money to anywhere in the world using the Ethereum cryptocurrency. Money transfer has never been easier, more secure and most of all private. Ethereum money transfer involves:

- Connecting individuals
- Global Network
- Minimal Fees
- Instant Confirmation
- Pocket friendly
- Make payments on the go
- Secure and private



As Ethereum is a digital currency, it automatically overcomes the characteristic issues of fiat currency such as transport and logistics. However, the uniqueness of Ethereum comes from its ability to be used across a number of functions, where the blockchain based money transfer element plays an important role. Simply, it acts as a bridge between all other functions.

Crypto Debit Card

Etherecash Debit Card is the first of its kind, enabling you to put multiple cryptocurrencies on a single debit card and use it for buying goods and services, online shopping or ATM withdrawals in local currencies.

- Easy to use
- Multi crypto storage
- Online Shopping
- ATM withdrawals in local Fiat
- All your assets in your pocket



The multi-crypto debit card has many applications including spending, international money transfers and payments abroad, avoiding conversion charges and international fees in the process.

Benefits to Borrowers & Lenders



Loan Against Crypto



Secured by Smart Contract



Lawyer Backed



Mutual Terms



Variety of Withdrawal Options



Reliable Ecosystem



Maximise Unused Funds



Controlled Exposure



Worldwide

Benefits of Money Transfer

Money transfer as a service has long been a topic of discussion, particularly as we are a global economy with more and more of us moving towards a nomadic lifestyle. The prime obstacle standing in our way is borders.



Worldwide



Quick, Cheap, Simple



Payments on the go



Multi-Currency



Small Transactions



One Stop Shop

Benefits of Crypto Debit Card

Not everyone is aware or has a clear understanding of digital wallets for the storing of cryptos. However, by and large, people are well adept to using a debit card. This is the main reason we have tried to simplify the process further by facilitating our users to store and spend their cryptos directly from a multi crypto debit card.



Easy to Use



Multi- Crypto



Liquidate at Point of Sale



Market Monitoring

The Etherecash platform aims to provide to provide a turn key solution to address consumer finance needs in a single reliable and user-friendly ecosystem.

Our Competitive Edge

The Etherecash platform stands out from the crowd for two main reasons; Lawyer backed and Crypto backed. Consumers all want the same thing, peace of mind and security.

Lawyer Backed

Etherecash is backed by some of the top legal houses, with offices dotted in every key economy making them most equipped to guide us on international regulation for our three core functions. Our legal team has been involved in this process from the ground up, with regards to conceptualization, framework, development and registration, ensuring we have covered every angle from a legal perspective. As they say, 'there's no point in getting an architect after the house is built'. Therefore each aspect of planning and development has been executed with the legal framework and guidance embedded in our thought process. This is one of biggest competitive advantages that we hold over our competitors. Particularly, in an industry which is so complex and heavily regulated, we strive to a new level of transparency and trustworthiness in the services we provide. Much of these traits have disappeared from the finance industry since the 2008 collapse, and it's about time, they were brought back.

Crypto Backed

Now let's take a look at our second most competitive advantage, which is that we facilitate crypto backed loans. What this means exactly, is that a borrower who has a loan requirement can obtain one through our peer to peer platform, while still preserving his other crypto assets. Usually a person who is asset rich must consider liquidating some to generate cashflow and this tends to be in an unexpected situation or a case of emergency, when the market may not be in your favour. Not any more though, as Etherecash actually recognises your crypto assets as having worth and will facilitate a peer to peer loan at 70-80% of the crypto value equivalent in fiat currency. The infographic below explains the role of the crypto assets during the borrowing process. The crypto assets act as collateral and shall be retained on deposit for the duration of the loan, until all repayments and any interest has been repaid by the borrower. On clearance of the loan amount as per the terms of the smart contract the crypto assets will automatically be returned to the borrower. There is an opportunity cost where the crypto assets may have increased or decreased in value during the loan terms which we address on page 35 under Collateral Management.

A key benefit must be noted, and that is the ability for asset rich but cash poor individuals or companies to obtain a loan. As traditional lending institutions typically look for regular income in conjunction with an asset portfolio. There are a lot of people in this world that do not fulfil these criteria, and through the creation of our crypto backed smart contract, we are widening the possibilities for potential borrowers by increasing their access to a competitive loan market.

How We Add Value

'Value' is defined as a something of worth, high opinion or usefulness. Something which cannot be bought in this world is trust, and therefore the single most valuable attribute that any service provider should strive for. Hence, trust and transparency were the driving factors behind the conceptualisation of the Etherecash platform. By being proactive and listening to the demands of consumers in the industry, we have attempted to satisfy as many of these desires possible while still maintaining a 'SMART' business model.

After careful assessment, we have decided to develop on the Ethereum based platform using ERC20 with a smart contract backed by our legal team. This combination of technological applications provides for the most efficient, secure, reliable and transparent system. In summary, this is how Etherecash will solve some key industry issues:

- Automation of processes for better efficiency, saving time, reducing costs, streamlining processes to make them user friendly.
- Improving access to information, creating transparency and building user confidence.
- Digitalizing contracts which can be customized with mutual terms, which are irreversible, immutable, auto controlled and executed in accordance with the terms.
- Securing of data through a distributed ledger which is stored on millions of devices reducing the risk of hack, cybercrime and internal fraud, more commonly seen in financial institutions.
- Connecting borrowers and lenders in a peer to peer network, where trust and decisions can be made without the interference of banks and third-party intermediaries, and their costs.
- Creating a more competitive market of finance so lenders and borrowers can have more opportunities, due to greater loan availability, and increase the potential for loans to get approved.

Business Model

Etherecash acts a facility provider and charges a small service fee in Ethereum tokens for each transaction processed on the platform. This fee is utilized for platform strengthening, including ensuring our smart contracts are up to date and legally secured. It also helps fund the security measures taken to maintain a safe environment for our borrowers and lenders to interact. There is a small gas fee associated with the deployment of each smart contract on the ethereum system which is also covered through the service fee charged.

The Ethereum token acts as a utility token, for fees to be paid on the platform. The types of fees shall include:

- Transaction fees for each transaction processed on the platform. (Fixed percentage)
- Transaction fees for each transaction processed using the crypto debit card. (Fixed percentage)
- Gas fees required for the Ethereum system. (As per actual)
- Contract fees for the smart contract loan agreement. (Fixed percentage)

As part of our ecosystem development, our speedy money transfer facility will run using the Ethereum token exclusively, meaning all payment transfers will be done using the Ethereum token. This will ensure transactions can be made globally and quickly.

The Ethereum token can be stored on our crypto debit card, so it can be spent easily. Consumers will be able to utilise the Ethereum token to satisfy their key financial needs to 'Lend, Send and Spend'.

Target Audience

The target audience for Ethereum will comprise of EVERYBODY, but here are some examples to help you better understand:

- Individuals
- SME's
- Companies
- Projects
- The unbanked
- Entrepreneurs



What type of loans will we provide them with:

- | | |
|-----------------------|------------------|
| • Project related | • Developments |
| • Business needs | • Cars loans |
| • Instant needs | • Student loans |
| • Medical emergencies | • Bridging loans |



Etherecash intends to service those most interested in:

- ✓ Border free, prejudice free, hassles free loans.
- ✓ Competitive market rates and returns.
- ✓ Transparency and reliability.
- ✓ Affordable and fast international money transfer.
- ✓ Asset backed loans for security.
- ✓ Increased spend ability of cryptocurrencies.

Go to Market Strategy

Etherecash has developed a strong market following through our efforts to educate people about blockchain, cryptocurrency and smart contracts. There is a lot of uncertainty and hence our first stride was to help consumers to realise the need for change, the solutions available and why we should not fear being outside our comfort zone.

Our initial focus has been online tutorials to broaden awareness and interest regarding blockchain solutions which can simplify tasks in our daily lives. This gave us a solid foundation to relate how blockchain technology and smart contracts could be used to bring transparency, greater accessibility and competitiveness in the finance industry. The advantages that can be achieved through Etherecash are relatable, honest and in demand. So, it is our goal to make this vision a reality.

Etherecash ICO provides a medium for us to get to market in the most efficient way. While we have funded all our own research and development, marketing, testing, advisors, legal, admin and development to date, this crowd sale will enable Etherecash to go into full scale development, recruit the best analysts available and implement the highest security standards. Our road map is long term, our team is committed, and business model is 'SMART'; Specific, Measurable, Achievable, Realistic, Timebound.

Our Platform

The Etherecash platform uses the deployment of lawyer backed smart contracts on the ethereum system, to provide border free loans which are peer to peer and backed by cryptocurrency. The platform ensures that users information is private and secure, but the terms of contract are transparent and mutual. The smart contract is robust and coded to only execute according to the contract terms, making it free from influence, misinterpretation or manipulation. The Etherecash platform provides a fair network for users to connect with one another and transact peer to peer. It can be accessed with just a mobile phone and internet access, to facilitate lending 'from' any country 'to' any country, at any time, liberating the loan market. All the transactions which take place on the platform use the Etherecash token, as a utility token.

Key Features

User Friendly Interface: Etherecash listened to the feedback of consumers with regards to complex and lengthy procedures. Based on this, the platforms core focus is on user experience, simplicity of procedures, and educational guides to teach and help our users understand how, where and why they should be using Etherecash to better satisfy their needs.

Globally Accessible: The platform can be accessed from anywhere in the world 24/7. You can borrow or lend to anyone, anywhere, so global finance is always available to you, especially in your hour of need. No need to wait for the bank to open, just go online and get started immediately.

Partial Funding: Lenders have the option to lend part of the loan amount, in conjunction with other lenders. This enables you to access bigger project loans with potentially more attractive returns.

Flexibility: Whether you are a borrower, lender, sender or spender, the Etherecash platform provides you with multiple options for all your financial needs. With flexibility at every step of the way, Etherecash provides you with a complete service solution.

Direct Matching: Based on the loan terms most desirable to you, the platform will suggest potential borrowers for you to lend to. The platform will also recommend some diversified partial loans to achieve your desired parameters, should you choose this option, spreading your risk and maximising your return.

Lawyer Backed: Our smart contracts are lawyer backed and designed to protect both parties for the duration of the loan term. We have placed foremost importance on this, as peace of mind is essential in any business transaction. Particularly as many of our users may be new to peer to peer lending, we have taken every step to build confidence and trust in our services.

Crypto Backed: Collateral backed lending is commonly understood, and crypto backed lending operates in the same manner. A lender is secured as the borrower deposits their cryptocurrencies as collateral against the loan. The borrower is also satisfied as they can raise finance without having to liquidate their crypto assets.

Due Diligence: Etherecash endeavours to meet all regulatory and legal guidance by enforcing KYC and AML policies to ensure we attract legitimate users who have the right intentions. We are encouraging transparency at every step of the process to maintain our standards in service delivery.

S3 – Security, Speed, Service: The foundation of our business is built on delivering S3. We endeavour to provide the most efficient and user-friendly platform for a truly global marketplace.

Reporting Analytics: Users shall have complete oversight of the marketplace along with their own portfolio through their dashboard.

Technology

Technology is generally used to simplify or modify procedures or situations, and it plays the same role in the case of smart contracts. Traditional commercial agreements tend to be complex, written in legal jargon, which is typically only understood by lawyers and they are too long. Smart contracts on the other hand, are not open to interpretation, have no double meaning, and are not open to change or manipulation. The terms are encoded in the system so there is no deviating from the original agreement, as the terms are executed automatically in accordance with the agreement, and it's free from any third-party influence.

In the sphere of lending, the adoption of smart contracts provides an opportunity to digitalize the agreement and secure both party's interests. This can be achieved through the distributed ledger as each transaction is recorded in a decentralised registry. Each transaction is stored in a block which is linked to the previous block through a chain, ensuring the data is auto-summed and chronological. Each transaction is verified by the network community, ensuring consensus and transparency.

Technology Stack

- Ethereum Blockchain
- Smart Contracts
- Scalable database technology
- Secure dashboard and mobile app for platform interaction.

Let’s see how peer to peer lending happens on the Etherecash platform.

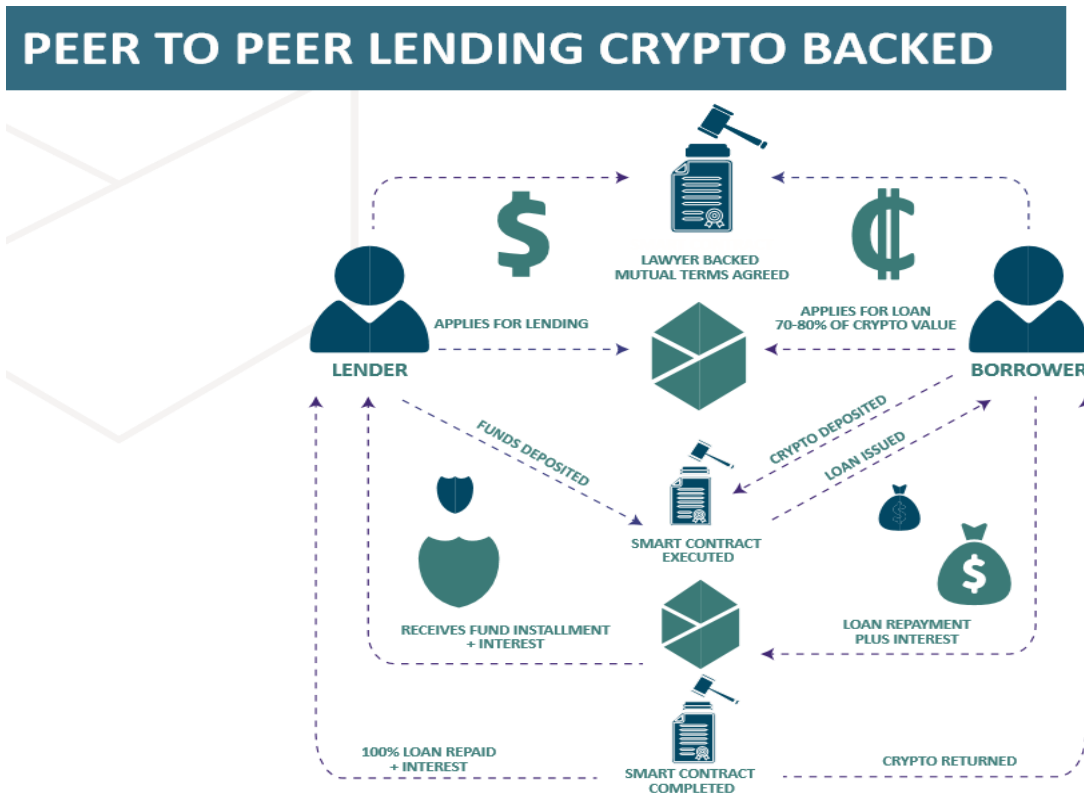
How It Works

All users entering the Etherecash platform must register first and agree to our terms and conditions along with terms of use.

Criteria for Registration:

- Must be over the age of 18 years old.
- Must have valid long-term visa, permanent residency or citizenship in a recognised country, that permits the purchase of such services.
- Must have a valid social security number or equivalent in the country of residence.

Peer to Peer Lending Crypto Backed



Through the Etherecash peer to peer lending platform, there are two key aspects to consider:

Collateral Management

The Etherecash smart contract will monitor the prevailing market price of the collateralised crypto assets from a variety of sources. As the assets are dynamic and may fluctuate in price, the smart contract will reassess the valuation to match the terms of the agreed smart contract.

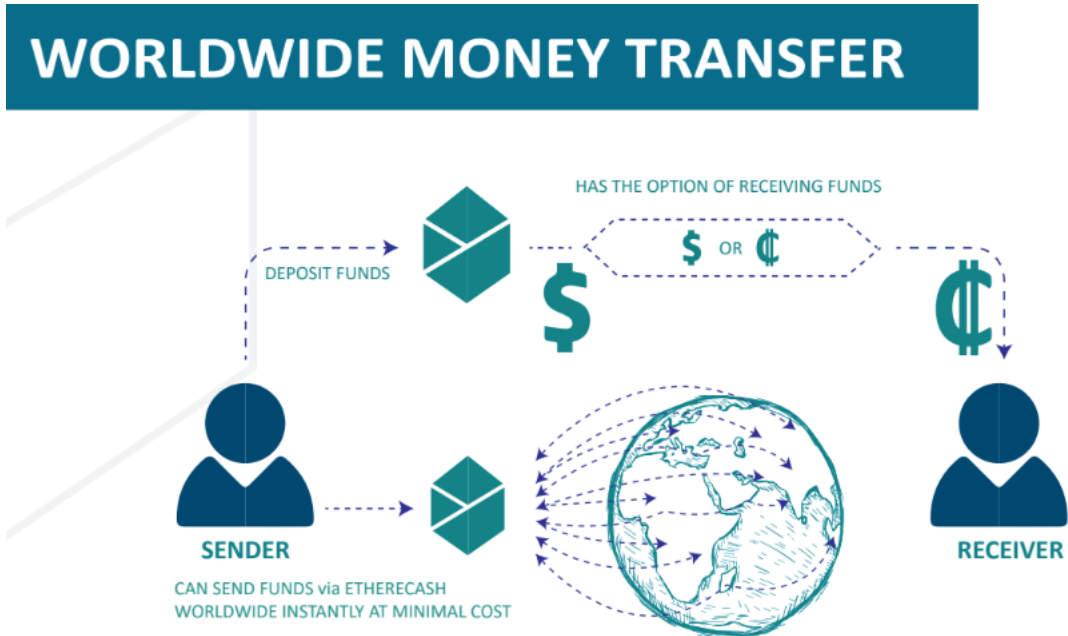
- **If the valuation falls** below the threshold specified in the smart contract, the borrower will be notified. The borrower may choose to either add more crypto assets to the collateral to meet the terms of the contract or choose to liquidate the cryptos as per the prevailing market rate.
- **If the valuation appreciates** above the threshold specified in the smart contract, the borrower will be notified. The borrower can choose to either withdraw part of the collateral as per the prevailing market rate, use the additional value to pay off part of the loan or choose to look for extended credit from the lender.

Contract Enforcement

The smart contract is designed to secure the terms of the agreement and auto execute in accordance with the terms. If the value of the collateral falls below the threshold specified in the smart contract and the borrower does not liquidate or add more cryptos to the collateral, the contract will ensure the collateral will be sent to the lender and liquidated at the prevailing market rates. The same will occur if the borrower defaults on their payments as per the terms of the smart contract.

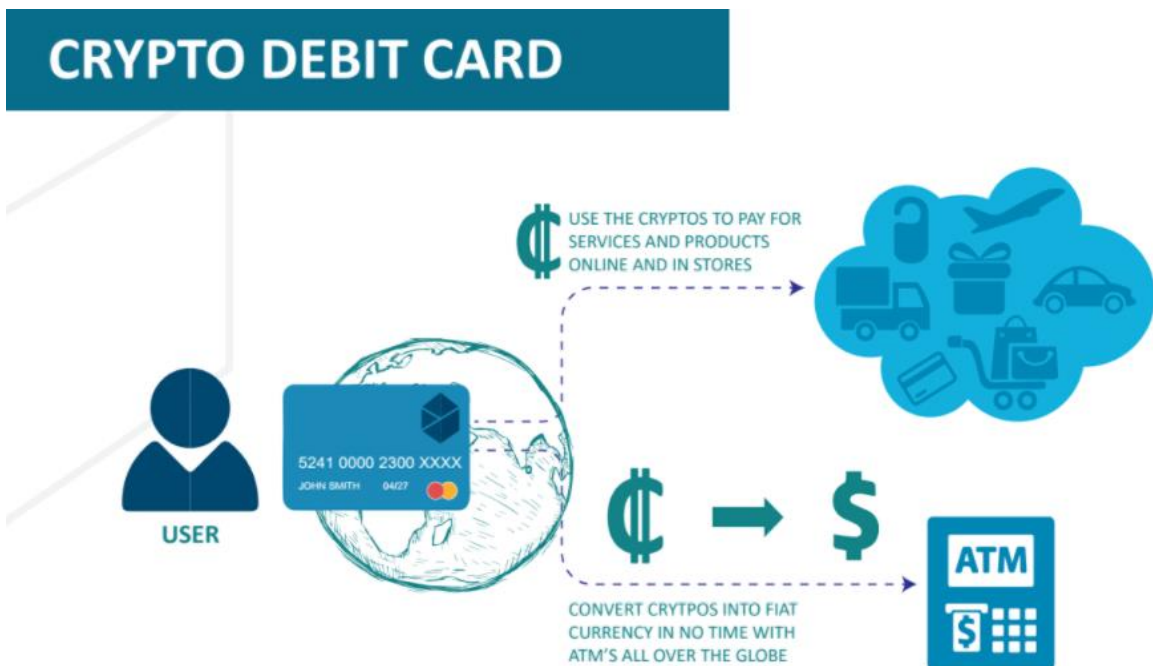
Worldwide Money Transfer

The Etherecash platform will facilitate speedy money transfer worldwide using the Etherecash tokens. Let's see how it works.



Crypto Debit Card

The Etherecash crypto debit card allows you to store Etherecash tokens and ERC20 tokens on your debit card to be used at the point of sale, with instant conversion to fiat currency at real time market rates. The debit card can be used internationally or locally for hassle free spending. Here's how it works.



Etherecash debit cards will be most beneficial to use in place of traditional cards, for the following:

International Travel

The Ethereum debit card eliminates the hassles of spending while travelling abroad. No more purchasing of local currencies, avoid international charges and no loss in conversion back to your primary currency.

Remittance

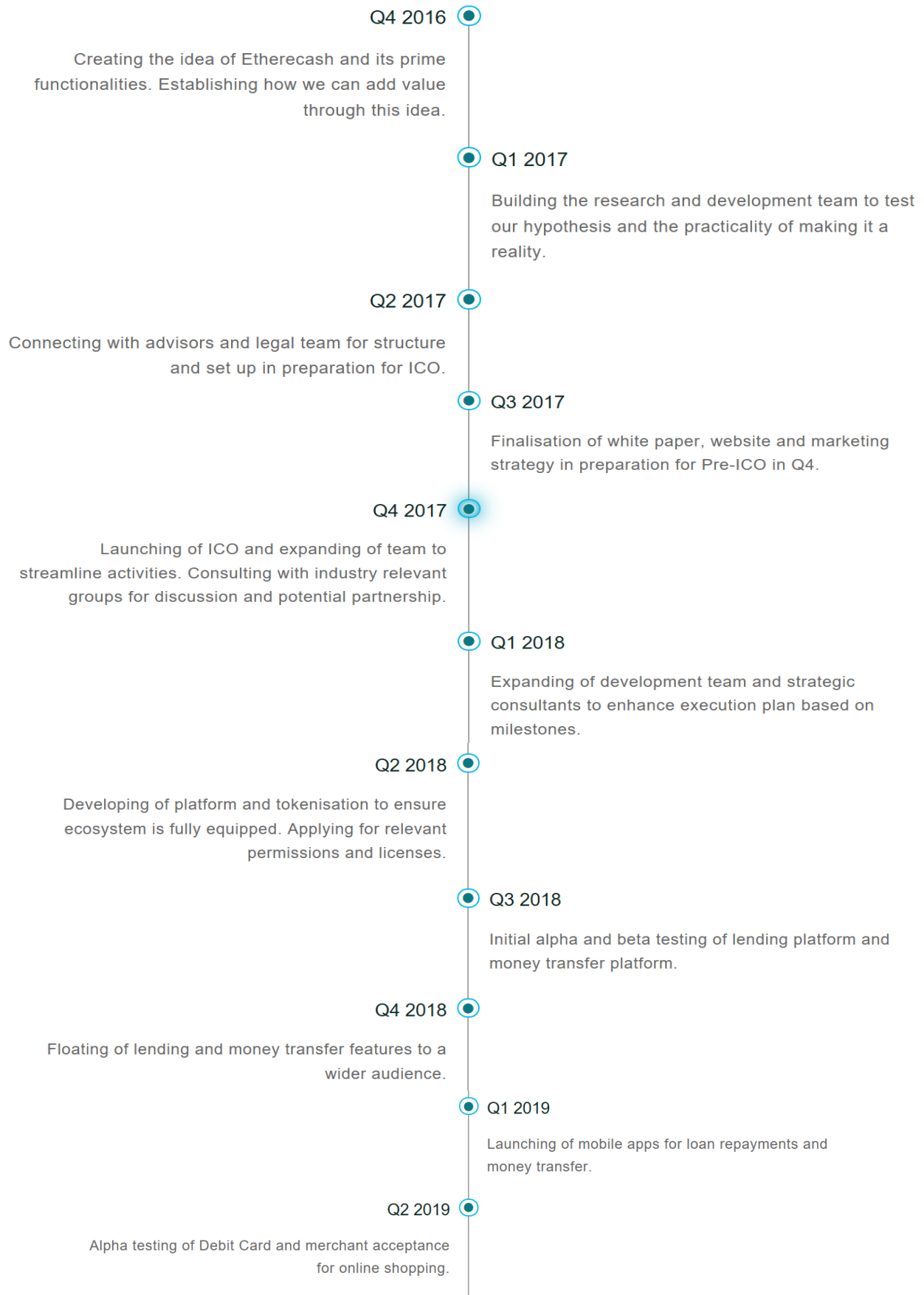
India alone received over \$235 billion in remittances over the last 3.5 years. With Ethereum debit card you can manage your remittances easily, while saving time and fees. [19]

International Online Shopping

The global E-commerce market is estimated to be worth \$22.1 trillion according to the UNCTAD. Now imagine if you could avoid the conversion rates and international fees usually charged, by paying through your Ethereum debit card. [18]

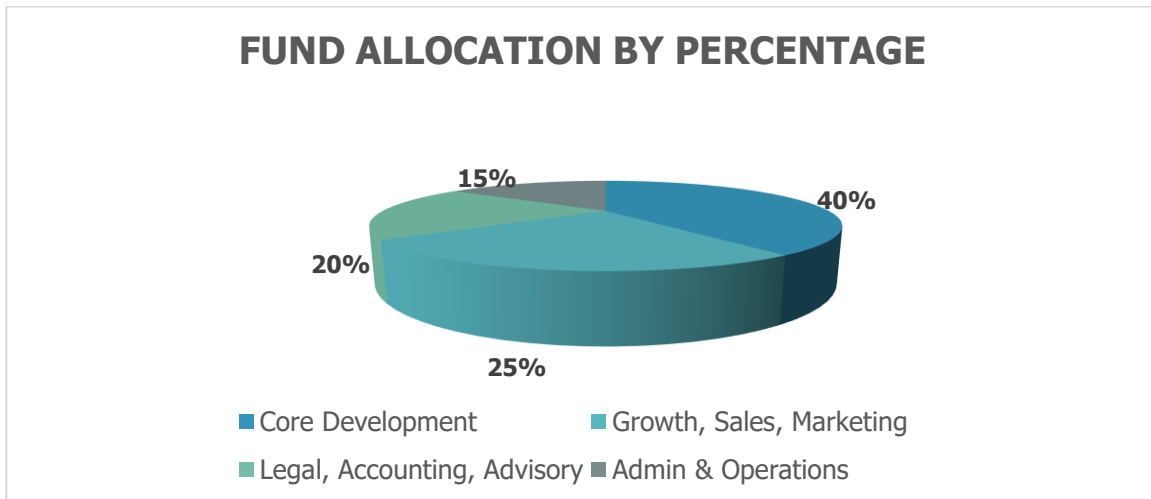
Debit Card Features

- Chip and PIN security.
- Secured by Ethereum blockchain so tamper proof.
- Extremely low fees when compared with traditional debit cards.
- No credit history required.
- No bank account necessary.
- Quick and easy to sign up and get started.



Cost Structure

FinTech is often associated with less 'fin' and more 'tech'. We are looking to correct that balance as business knowledge and the application of, plays a crucial role in the success of any venture. The budgeting and cost structure has been prepared accordingly, to best utilise funds to achieve a sustainable business model.



- **Admin & Operations 15%** : Operational cost of running the platform and consumables.
- **Legal, Accounting, Advisory 20%** : Establishing legal entities, complying with ongoing regulatory framework, incorporation and other legal obligations.
- **Growth, Sales, Marketing 25%** : Developing relationships, procuring strategists to drive our reach to a wider audience, building support and trust in the process.
- **Core Development 40%** : Complete development of the platform including hiring technical resources and establishing the infrastructure to support development.

Token Purpose

Why a Token Sale?

A token sale refers to the sale of cryptographic tokens generated through blockchain. It is usually offered to early participants in exchange for project related funding, to further develop the idea and technology as a means of adding value to their niche industry.

At Etherecash, we feel that the use of blockchain in the finance and lending industry can provide revolutionary changes. The utilisation of a token during this process and the creation of a smart contract brings transparency and security to this process. The Etherecash token enables users to make faster, more affordable transactions and access lending from any country.

Why ICO?

We feel there is a need for improving access and methods of finance on a global scale. While we have explored a means of achieving this, through our extensive research and analysis, there is a timescale associated with any technological development. Through ICO, we can reduce this timeframe, connect with the best minds in the field and get to market faster. People have waited long enough for financial freedom, and we want to bring them one step closer.

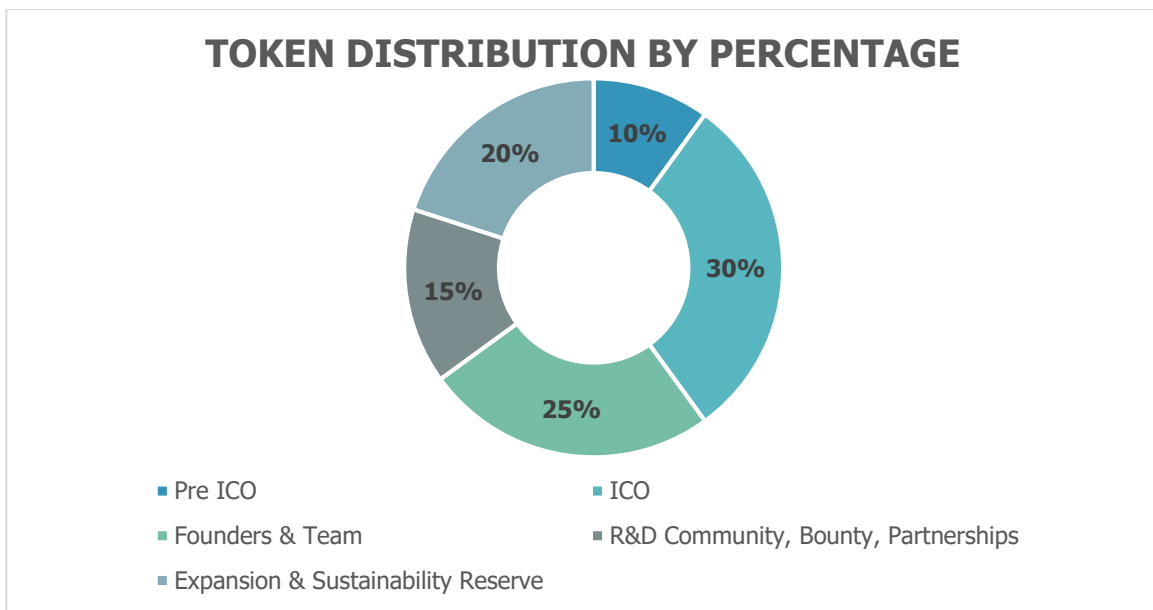
Etherecash Token

The Etherecash token will act as a utility token used for paying for services on the platform. These services include loan facilitation, money transfer and crypto debit card. The Etherecash token will be the only accepted form of payment accepted on the platform. The token will be used to pay for transactions fees, gas fees and contract fees relating to the services rendered on the platform. In the case of loans, they happen peer to peer, and the initial loan amount is transferred from the lender to the borrower using the Etherecash token. The repayments plus interest are paid by the borrower to the lender using the Etherecash token. Money transfer works the same, where the sender transfers money using the Etherecash token and the receiver gets the Etherecash token in their wallet. Similarly, it can be loaded onto your crypto debit card along with other ERC20 tokens, and used to shop, spend or withdraw, and transaction fees will be charged in Etherecash tokens. The token operates as a utility token for paying service fees. If the token value increases, the platform will offer additional services only. This does not make it marketable or tradeable. Security trading is excluded from the platform.

Token Distribution

The Etherecash ICO process will ensure we attract a diverse range of participants and a more democratic outcome. The plan for allocation of funds is milestone based, to ensure the focus is on planning and development and as per the road map. This will create confidence in early ICO participants, as our concept and implementation of the same is transparent and structured.

There will be a total of 360 million pre-mined tokens in the Etherecash system. The distribution during ICO will be as follows:



During Pre-ICO and ICO 144 million Etherecash tokens shall be distributed.

- **Soft Cap:** \$15 Million
- **Hard Cap:** \$100 Million

Important Dates

Pre-ICO
 Start: 25th October 2017
 Finish: 7th November 2017

ICO
 Start: 15th November 2017
 Finish: 19th December 2017

Token platform:
 Ethereum

Token Standard:
 ERC20

Smart Contract:
 Opened on Ethereum blockchain

How to Participate

Etherecash Tokens may be purchased using Bitcoin (BTC) or Ethereum (ETH). Citizens and tax residents from the following countries are excluded from participating in the ICO: USA, Australia, New Zealand, Canada, Nepal, China, Somalia, Bangladesh, South Korea, Lebanon, Central African Republic, Singapore.

Accessing the Etherecash Platform

The Etherecash platform can be accessed via the website. The platform is an Ethereum based ERC20 Smart Contract platform. The Etherecash Token can be redeemed for products, services offered through the platform. For more information on 'How to Participate', please see our **Participation Guide** mentioned on our website.

Early Birds

Early bird participants who recognise our potential are welcome to engage and discuss with us our plans. If you too recognise the need for such improvements in the industry, then join with us now and benefit from a reduced token price for early adopters. Have an insight into our early development plans and get a front row seat to this adventure.

Bonus Programme

Pre-ICO Bonus

- 25th October: 25%
- 26th – 31st October: 22%
- 1st – 7th November: 20%
- 15th November: 15%

ICO Bonus

- 15th November 2017: 15%
- Week 1: 12%
- Week 2: 10%
- Week 3: 5%
- Week 4: 3%
- Week 5: 0%

Participant Relations Strategy

Etherecash encourages participation and feedback through our participant relations strategy:

- Fortnightly newsletter with project news and updates for all participants.
- Quarterly report of activities and events.
- Bi-annual reporting of milestones achieved and financial reporting.
- Quarterly webcast update from our CEO/COO.
- Regular updates on roadmap developments and enhancements.
- Communication platform through our website and multiple social platforms.
- Instant updates on relevant topics and exciting developments through social media.

We value the thoughts and feedback of our participants, as a collaborated effort provides for a transparent and cohesive working environment, in which we can achieve great things together.

Safeguarding Participants

By using crypto assets as a means of collateral against each loan, we are safeguarding our lenders against the loan issued. It can be compared to loans against gold which have been very popular in the past. We believe that through the Etherecash platform participants have full transparency to understand the purpose of the loan, and decide on the terms that best suit their needs. The flexibility and clarity we offer, enables participants to make smarter choices. Secondly the use of lawyer backed smart contracts builds confidence, assuring them that the terms shall be executed exactly as intended with no deviation, thus protecting them.

Now let's talk about our ICO participants.

We have designed a fair bonus model to incentivise and reward early participants and contributors. Through our participation model, contributors can register on the Etherecash platform by sharing some basic information and fulfilling our KYC (Know Your Customer) requirements to adhere to the AML (Anti-Money Laundering) guidelines. Participants can purchase Etherecash tokens with either Bitcoin (BTC) or Ethereum (ETH) by making a transfer to the designated ICO wallet. The wallet balance shall be monitored to assess the total raised with a view to achieving our soft cap. The crowd funding will continue for the period of ICO and at the end of that period, if the soft cap is reached, then the project will be deemed a success and we will proceed with the roadmap planned for development. If, however the soft cap is not achieved during the period of ICO, we will be refunding all the funds to our participants. This assures our participants that in the event the ICO does not raise sufficient capital, their interests will be looked after and no loss shall be suffered by them.

Why Should You Participate?

It's quite simple. Great opportunities are easy to understand. If you:

- ✓ Understand this white paper.
- ✓ Realise the need for change in these three core functions of finance (Lending, Sending, Spending).
- ✓ Support the adoption of blockchain technology and lawyer backed smart contracts for the enhancement of the sector, through transparency, security and reliability.
- ✓ Appreciate the level of detail and planning we have put into our concept and roadmap for development.
- ✓ Believe that our team has the capabilities, passion and determination to make this vision a reality.
- ✓ See value creation in the industry through this innovative opportunity.

Conclusions

To summarise, we have identified the core challenges being faced by the finance and lending sector and through the adoption of crypto based solutions on the blockchain using smart contracts we can achieve widespread success. The Etherecash token was designed with this in mind, as a utility token which can be utilised for the three core functions of finance; to Lend, Send and Spend. Our concept is proven, our business model is savvy, our team is capable, and our goal is 'SMART'. Through this medium of ICO, we believe we have presented a noteworthy proposal for people to participate and be part of this exciting project. Etherecash puts all your assets in your pocket so you can manage your finances in a manner that suits you - border free and hassle free.

Disclaimer

This white paper prepared by Etherecash is for elaboration, description and for informational purposes only, and is not an offer or a solicitation to buy, sell or trade any securities or to invest in any financial instruments. The registration on the Etherecash platform permits access to the services provided by the platform as detailed herein. Registration is not intended to afford the holder any rights in, or claims to, any of the assets of Etherecash or to in any way share in any profits that the platform may achieve. Interested parties acknowledge agreeing to the Consent to Use Electronic Records, Privacy Policy and Terms and Conditions. This document is subject to change and must be accompanied by the previously agreed, to document which remains in effect regardless of purchase decisions. This paper describes the current plan and vision for the Etherecash platform. While we intend to attempt to realize this vision, please recognize that it is dependent on quite a number of factors and subject to quite a number of risks. We do not guarantee, represent or warrant any of the statements in this paper, because they are based on our current beliefs, expectations and assumptions, about which there can be no assurance due to various anticipated and unanticipated events that may occur. Please know that we plan to work hard in seeking to achieve the vision laid out in this paper, but that you cannot rely on any of it coming true. Blockchain, cryptocurrencies and other aspects of our technology and these markets are in their infancy and will be subject to many challenges, competition and a changing environment. We will try to update our community as things grow and change, but Etherecash v1.0.0 Page 40 of 45 undertake no obligation to do so. Interested parties acknowledge that the Etherecash platform, as described herein, may never in fact operate as intended. Parties also acknowledge that all services and scope of work proposed in this white paper is subject to any licensing required.

The information and graphical content contained in this document should not be construed as a guarantee and is subject to change at any time without prior notification. The information contained herein is intended for familiarization, and should not be utilized or reproduced in any form in full or part. This white paper has been prepared to the best of our knowledge and research, however it should not be relied upon for any future actions including but not limited to financial or investment related decisions. The company, founders, advisors or affiliates shall not be liable for any losses that arise in any way due to the use of this document or the contents contained herein.

The content, both written and graphic may be historical or forward looking and therefore should not be relied upon. The content is based on assumptions and therefore uses words such as 'expects', 'intends', 'will', 'can', 'should' or similar expressions. The assumptions drawn in this

document are based on past trends and data from third parties and other sources, which were believed to be reasonable at the time they were made. However, they still involve unknown risks and uncertainties, as it is impossible to predict anything outside of our immediate control including economic factors. Individuals and investors are requested to carefully consider the risks, costs and benefits of acquiring the token through this crowd sale as opposed to through a third-party exchange, once operational.

Terms of Purchase

All purchases of Ethereum tokens are non-refundable. Ownership of Ethereum token does not represent any future governance of the platform. By purchasing the Ethereum token you acknowledge that you have carefully reviewed the Terms of Purchase and fully understand the risks, and are permitted by law to purchase the token in your current given jurisdiction. You further represent and warrant that you are of legal age to be bound by these terms and will not hold the company, its representatives, founders, affiliates or advisors, now or in the future liable for any losses or damages arising out of the purchase or sale of this Ethereum token. The purchaser will take sole responsibility for any risks associated with the purchase of Ethereum token and represents and warrants that the purchase is to support the development of the project, that it is not for the purpose of speculative investment, that the purchaser has done proper research on the company and its scope of work and has an understanding of the usage and complexities of the cryptographic token, the blockchain technology, the Ethereum platform and the smart contract concept and deployment. At the time of purchasing the Ethereum token on the Ethereum website, a complete and detailed Terms and Conditions shall be presented to the purchaser, which must be agreed to by the purchaser to proceed with the purchase of the Ethereum token. The KYC (Know Your Customer) and AML (Anti-Money Laundering) requirements must be adhered to and fulfilled by the purchaser as per the requirements mentioned at the time of purchase.

The Ethereum platform is intended to be developed as per the scope of work contained herein, on the successful completion of the ICO, however the project scope, budget and deadlines are open to change at any time and should not be deemed as final.

Legal, Regulatory and Compliance

Some of the elements of the whitepaper shall be governed by international legal terms. The Etherecash community extensively believes in best practice policies and procedures intended to ensure legal and regulatory compliance. Every registered user shall have to comply with the AML and KYC norms with respect to the global standards. Etherecash is committed to maintaining compliance with laws, regulation, and licensing with governing bodies to achieve sustainable growth. We believe in random securitization of the profiles of lenders and borrowers periodically. We intend to prepare a list of elevated risk profiles and would likely distribute and supply those information to government agencies as per their demand. Although, our platform is in no way responsible for risk management of lenders and borrowers engaged on our platform. Our platform will enforce the rules and regulation related to lending, the Truth-in Lending Act, user protection act, data security and deceptive business practices and other procedure intended as legal and regulatory compliance in the countries where our platform is operational. We desire to act with the highest standards of integrity, honesty, and accountability. Etherecash platform currently does not support registration for citizens and tax residents from the following countries:

- United States of America, New Zealand, Canada
- Somalia, Lebanon, Nepal, South Korea, Singapore
- Central African Republic, Switzerland, Bangladesh, China,

The Etherecash token shall not be offered for sale or sold to any person who is resident or situated in any state or jurisdiction where such transactions are not applicable by law or require specific licensing or regulatory approvals. Participating persons are independently responsible to determine such restrictions applicable to them directly and comply with them.

Privacy Policy

The profile of all members on the platform shall be explicitly confidential, and will not be disclosed to any other member on the platform unless an express consent is sought by the member. Data on the platform is held in a distributed way. This is important to avoid the user data breaches that befall centralized databases. With the Etherecash platform, loan collateral is independently secured in unique smart contracts associated with individual credit agreements. Continual development requires developers to have permission to access and to update the software and as a result, the back-end marketplace will be centralized and under the control of Lending as an organization. The platform inherits the trust sensitive aspects of the protocol tokens which underpin the product. The platform is committed to keeping any and all personal information collected from the individuals that visit our website and make use of our platform accurate, confidential, secure and private.

Contact

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- YouTube: https://www.youtube.com/channel/UC7hLNgnW5Cz2_IYNQhPc7g/featured
- Google Plus: <https://plus.google.com/105307012881383936970>

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