



ZestCoin

Scalable, Effective  
& Platform Ready.

WHITEPAPER

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# 01 Introduction

## It starts and ends with Bitcoin

Created in 2009 by Satoshi Nakamoto (a pseudonym), the world's first cryptocurrency was a response to the inherent lack of transparency and unwarranted third-party governance of monetary transactions. The original "Proof-of-Work" blockchain conceived by cypherpunk Hal Finney and reimaged by Nakamoto (presumably), offered a decentralized, hyper-transparent ledger of all online transactions. Its open-source software lead the way in a new shift towards verified cryptocurrency, akin to the growth of the Dot-com era of the late '90s.

Bitcoin, along with Ethereum, Monero, and Dash became Web 3.0's Yahoo!, Ask Jeeves, Alta Vista, and Mapquest. This mass proliferation of new cryptocurrencies created a destabilized economy of unprecedented gains and losses, heightened by a lack of literacy regarding the form itself and the speculation that came with it.

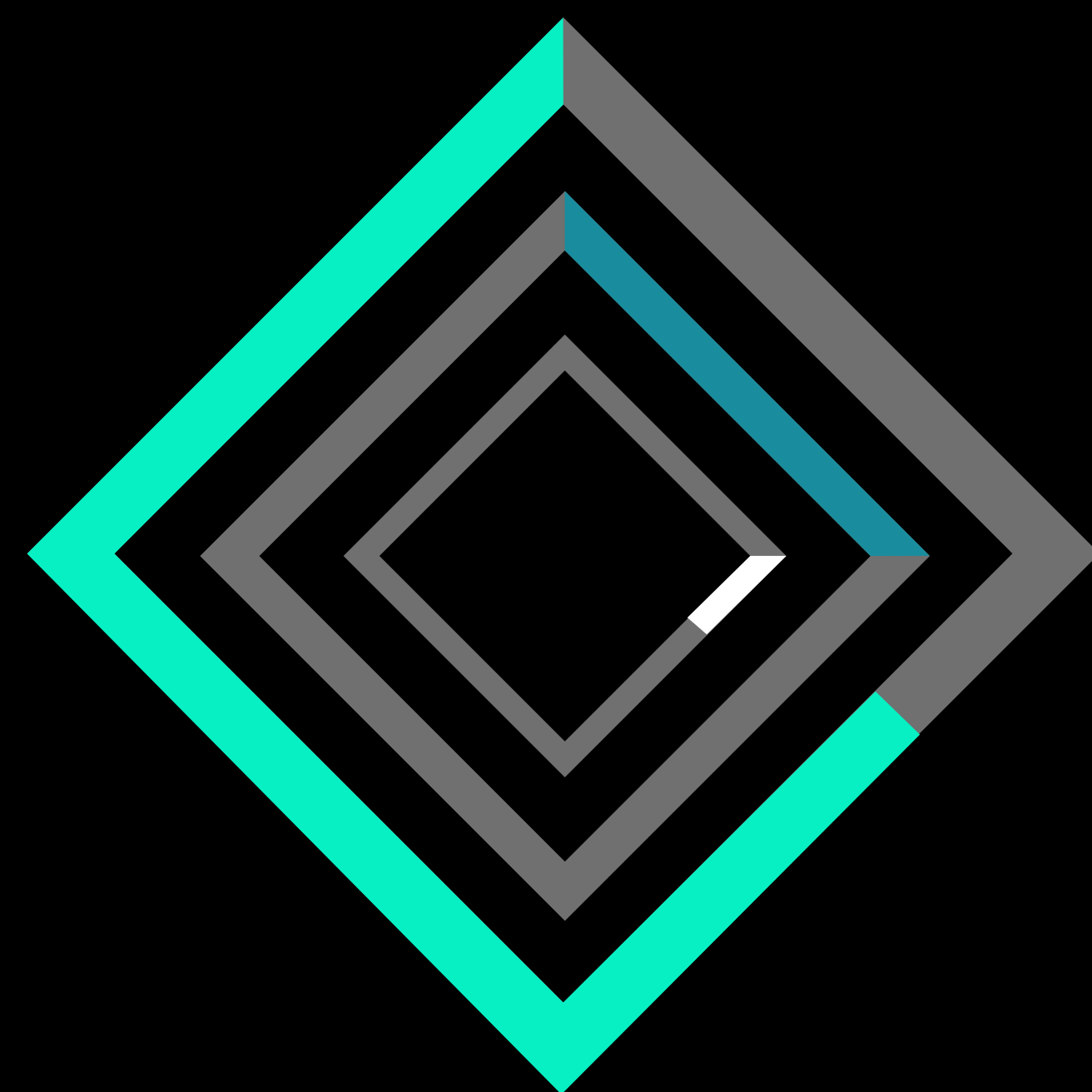
In turn, like the Dot-com bust that preceded it, a crypto-consolidation needs to occur, one that not only increases literacy and stability, but provides meaningful value to customers beyond monetary considerations. Like Google did with its crawl-based search engine and, later, the tech industry at large, "cryptocurrency" needs a vanguard, especially in the wake of Initial Coin Offering (ICO) exit scams such as LoopX's.

**Zest aims to decode cryptocurrencies for the everyday consumer, making the safest form of monetary transactions feel even safer. Rudimentary computer skills and common sense is all it takes to use Zest's proprietary approach to Dedicated Masternodes. Each Dedicated Masternode Pool is built on the principles of altruism and giving back to the global community, establishing Zest as the world's first cryptocurrency designed for cyclical good. Whether it's providing support down the block or across country borders, each fund will give back to global initiatives across five key pillars to create value for both Zest members and the causes they believe in.**

**It's time for digital currency to feel tangible to everyone.**



### Block Reward Allocation



80% Masternodes

15% Staking

05% Zest Foundation

Zest is an intuitive, easy-to-use network that uses a fixed block reward system of 80% to Masternodes, 15% to coinholders and 5% to The Zest Foundation. **Here's how it works:**

#### 80% Masternodes

Any coinholder who owns more than 2,500 ZestCoins can stake them as collateral to run a Masternode. Masternodes act as a bridge between transacting parties, running consistently and autonomously in-wallet as they maintain constant communication with other Masternodes to ensure the network is kept safe and decentralized.

A Masternode's coins act as collateral ensuring their owners are compelled to approve only valid transactions or risk having their coins reclaimed and holdings devalued. This method of protection, combined with staking ensures that Zest's protocol optimizes security and suppresses network attacks.

Masternode owners are the lifeblood of Zest - exclusive members of the community who help inform how Zest grows and what causes it supports. As a collective, The Zest Foundation and Masternode owners work together to determine a) which internal initiatives Zest should pursue through votes cast on the blockchain, and b) which external initiatives across the five Masternode pools the Zest community funds every fiscal year.



## 15% Coinholders

A coinholder, or “staker,” in industry terms, collects passive rewards on any amount of ZestCoins in their wallet. By simply visiting any affiliate exchange, users can purchase ZestCoins and store them in their Zest desktop wallet, where the coins “stake” and verify other parties’ transactions to earn more coins for the holder, hands-free.

In Zest’s first iteration, coinholders collect all the benefits of Zest’s digital currency without the ability to vote on the blockchain for the initiatives Zest pursues. This is subject to consideration as the cryptocurrency continues to grow and shape around the wants of its customer base.

**Zest’s reverse engineered roll-out structure is outlined below.**

## 5% Zest Foundation

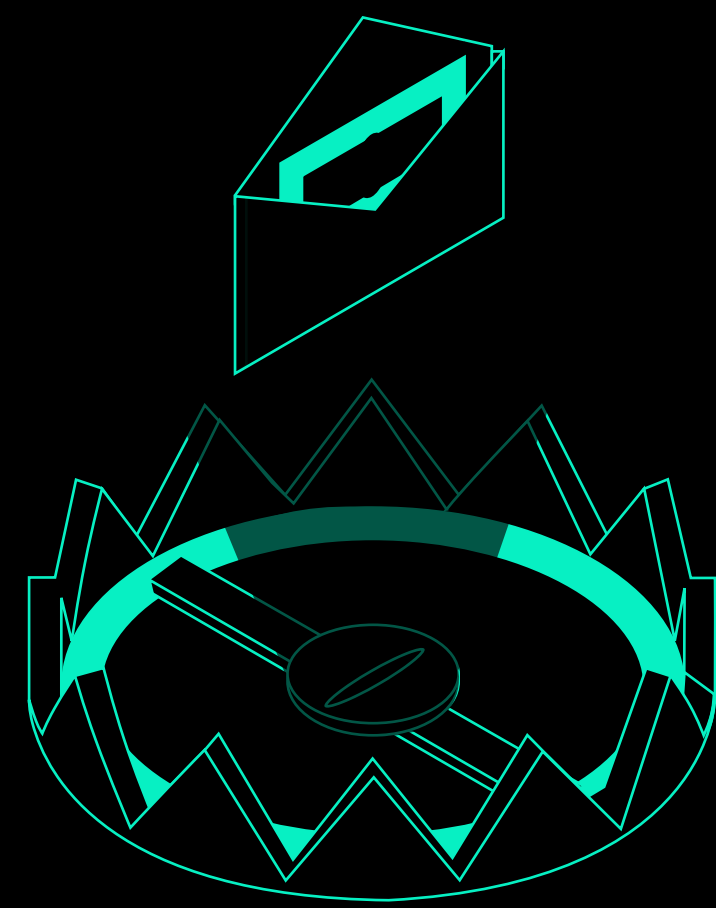
The Zest Foundation is the blockchain’s bedrock, designing and executing initiatives that provide meaningful value to its users on a global scale. Furthermore, the foundation provides the guidance necessary to make sure the company continues to deliver on its unique mission statement, whether that is through research and development or helping Zest to reposition within the evolving landscape of cryptocurrency.

**To us, cryptocurrencies shouldn’t just lower the barriers to money for those who want it, but those who need it too.**

# The Problem

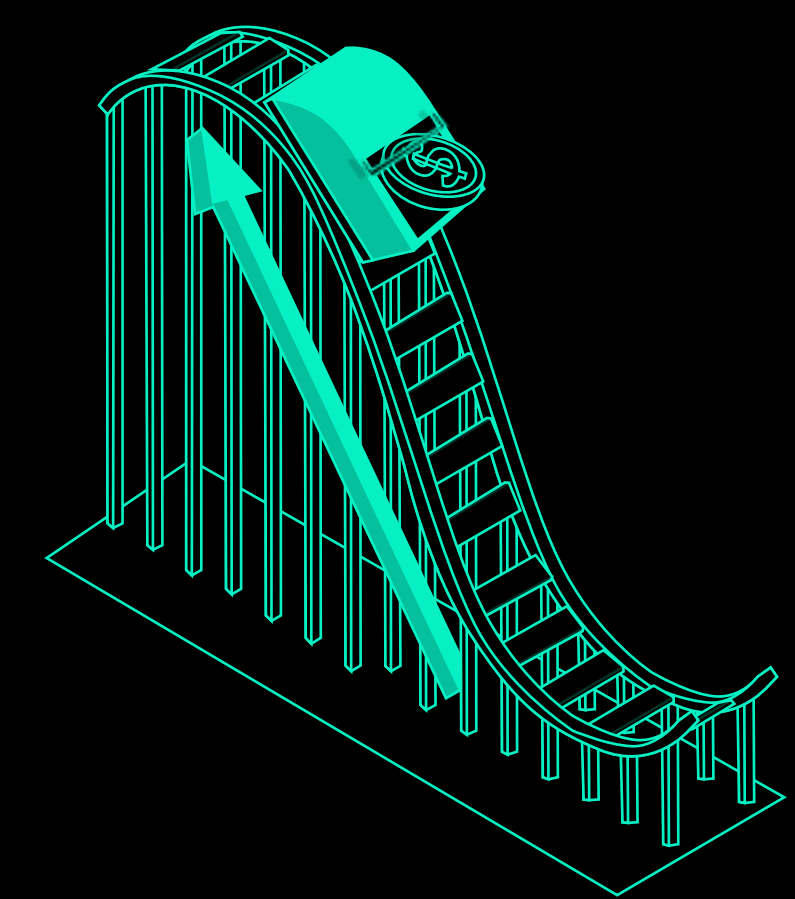
01

Embezzlement & Fraud



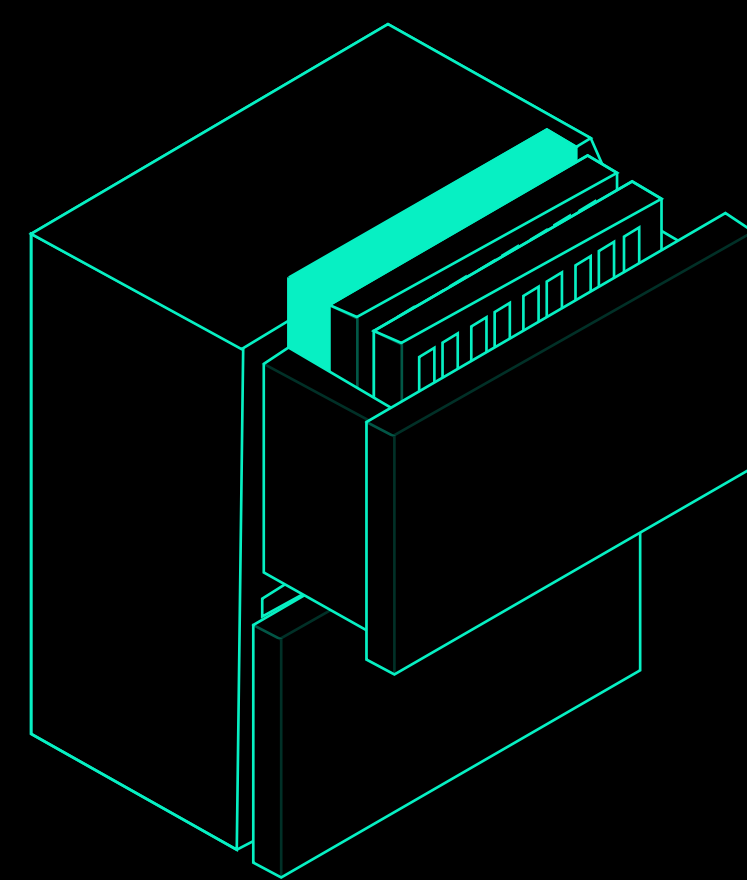
02

High Inflation Rates



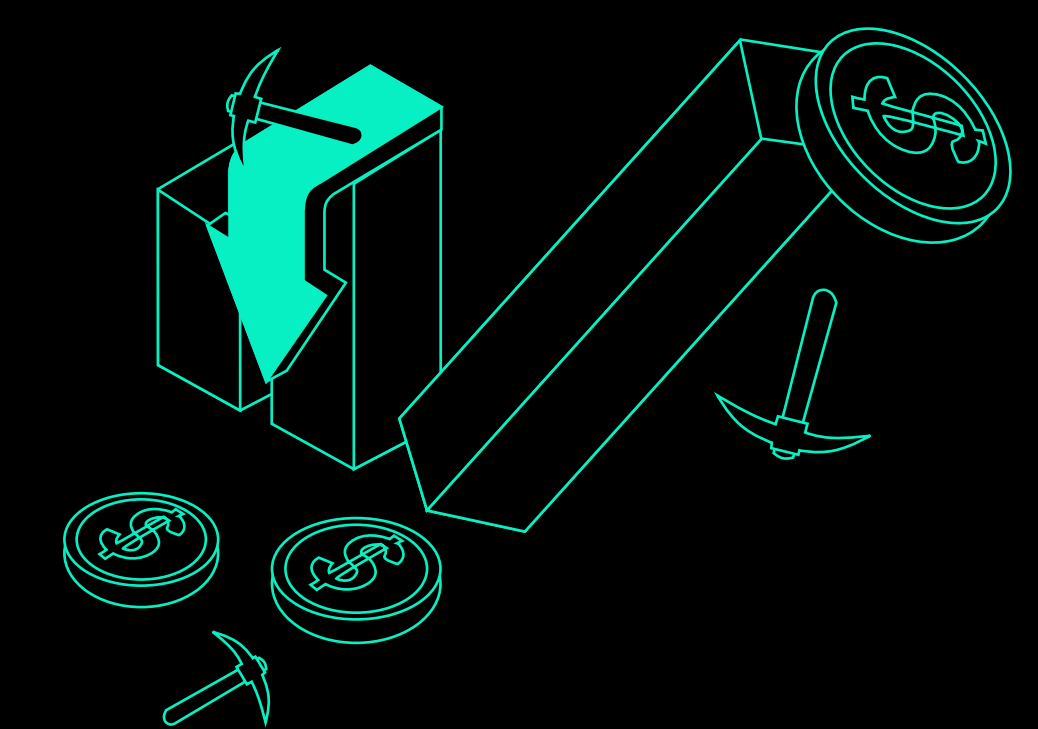
03

Transparency of Fund Allocation



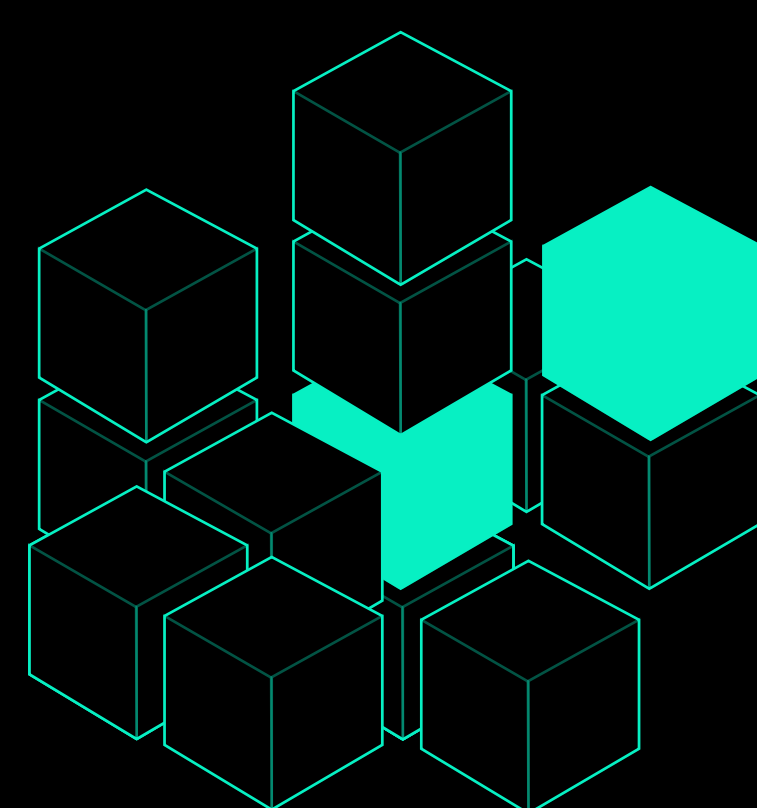
04

Diluted Coin Prices



05

Unsustainable Rewards



06

Soliciting Public Donations













# Traditional Masternodes

Historically, Masternodes are allocated to team members in exchange for their work and effort on a project. Team members then, in turn, use the Masternodes to mine coins; however, this model places an emphasis on quick returns instead of sustained growth and goodwill. These team members, from their initial mining, create high inflation rates and unsustainable gains to benefit themselves, before selling off their Masternodes, which “crashes” the coins value. Masternode projects that offer high rewards (usually within the first one to three months) saturate and devalue the currency due to the sheer abundance of coins diluting the price, which leads to projects being abandoned and promises unfulfilled by the initial team.

Researching the top 10 highest-valued Masternode Coins (as of March 11, 2018), Zest calculates a mean ROI of 18.17%, 17.26% Median, 36.32% Range, Largest of 39.59%, and Smallest of 3.27% (assuming outlier Civitas is not taken into consideration).

Top 10 Valued Masternode Coins (as of March 11, 2018)











Coin / detail	Price	Change	Volume	Marketcap	ROI	Nodes	# required	Mn worth
 Dash (DASH)	\$365.6040	0.95 %	\$80,094,800	\$2,930,626,392	7.01%	4,747	1,000	\$365,604
 PIVX (PIVX)	\$4.6286	3.25 %	\$3,593,410	\$259,281,223	43.32%	2,091	10,000	\$46,286
 Zcoin (XZC)	\$32.6181	-1.87 %	\$1,384,230	\$148,576,966	32.98%	2,523	1,000	\$32,618
 SmartCash (SMART)	\$0.1598	21.44 %	\$220,620	\$142,260,991	90.58%	11,092	10,000	\$1,598
 Blocknet (BLOCK)	\$16.4243	-3.55 %	\$207,145	\$83,816,474	18.59%	397	5,000	\$82,122
 ION (ION)	\$2.6406	1.28 %	\$1,241,410	\$54,663,756	30.37%	490	20,000	\$52,811
 PURA (PURA)	\$0.2813	-5.82 %	\$2,617,300	\$48,800,023	2.63%	917	100,000	\$28,132
 PACcoin (PAC)	\$0.0071	-1.49 %	\$232,222	\$29,091,964	90.15%	2,786	500,000	\$3,565
 Crown SN (CRW-SN)	\$1.4100	-0.18 %	\$46,037	\$25,429,912	34.61%	2,582	500	\$705
 Crown (CRW)	\$1.4100	-0.18 %	\$46,037	\$25,429,912	20.55%	1,084	10,000	\$14,100

Source: <https://masternodes.online>

Researching the top 10 lowest-valued Masternode Coins (as of March 11, 2018), we calculate a mean ROI of 248.92%, 204.62% Median, 481.35 Range, Largest of 515.56%, and Smallest of 34.21% (assuming outlier ArcticCoin is not taken into consideration).



### Top 10 Lowest Valued Masternode Coins (as of March 11, 2018)

Coin / detail	Price ▲	Change ◆	Volume ◆	Marketcap ◆	ROI ◆	Nodes ◆	# required ◆	Mn worth ◆
 <b>Simplicity (SPL)</b>	\$0.0001	0.00 %	\$651	\$245,271	76.60%	204	200,000	\$16
 <b>Stake (STAKE)</b>	\$0.0002	-33.33 %	\$68	\$15,985	84.09%	460	77,777	\$12
 <b>BU-GO (BUGO)</b>	\$0.0002	-33.33 %	\$13	\$4,176	629.63%	42	50,000	\$8
 <b>LILI Coin (LILI)</b>	\$0.0006	40.00 %	\$78	?	434.09%	518	10,000	\$6
 <b>Ferrum Coin (FRM)</b>	\$0.0008	-75.71 %	\$25	\$1,353	620.19%	232	2,500	\$2
 <b>Prufus (PRUFUS)</b>	\$0.0010	-20.78 %	\$164	?	1,405.42%	317	10,000	\$10
 <b>MOUSE (MOUSE)</b>	\$0.0011	-34.62 %	\$1	\$4,305	41.75%	136	10,000	\$11
 <b>NIBEX (NIBEX)</b>	\$0.0015	-30.63 %	\$334	?	3,809.04%	448	5,000	\$7
 <b>CHEESE (CHEESE)</b>	\$0.0016	25.00 %	\$112	\$264,831	315.97%	244	250,000	\$397
 <b>XaruCoin (XAR)</b>	\$0.0020	-13.79 %	\$9	\$21,825	505.37%	227	20,000	\$40

Source: <https://masternodes.online>

**Inferences from our analysis conclude that high inflation rates, unsustainable gains, and high rewards are key indicators of a project's success. Projects that offer high rewards lead to dilution of coin price and inability to construct a strong economical ecosystem. These projects do not follow the fundamental economic law of supply and demand.**

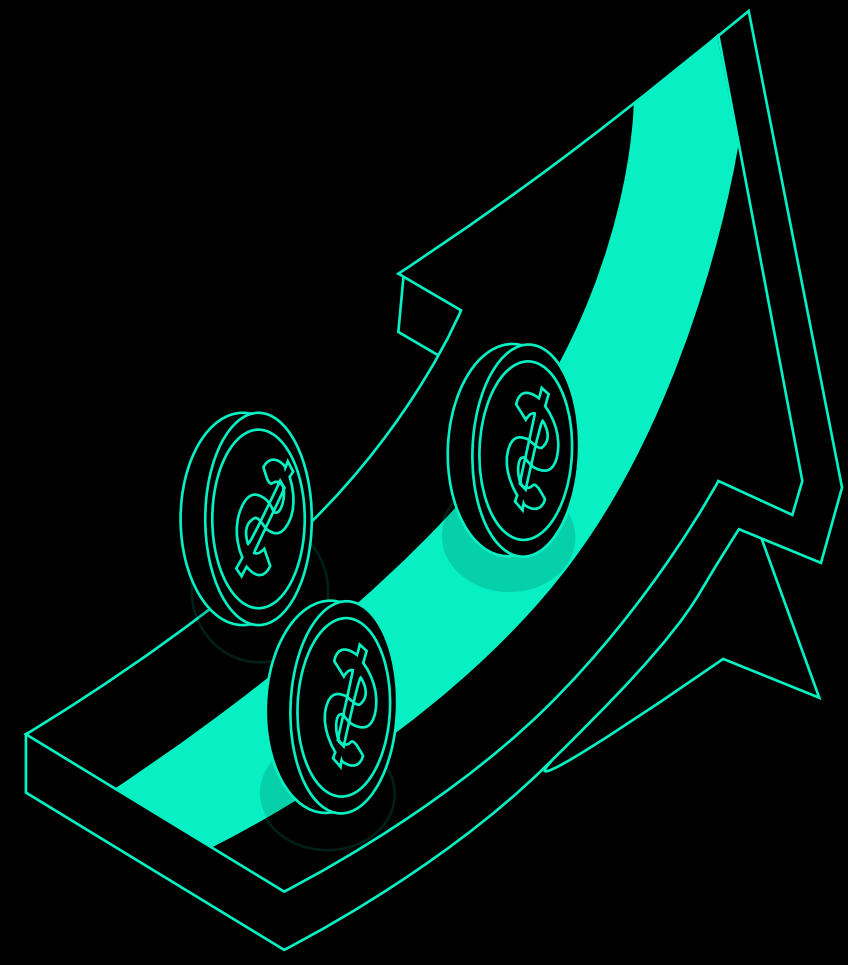
## Non-profit & Charitable Organizations

Non-profit and charitable organizations are often limited in their ability to perform key actions within their respective industries because they lack financial stability and access to resources. This results in organizations soliciting the general public, businesses, and Governmental bodies for funds, volunteers, and resources to perform day-to-day activities. This creates a reliance on external revenue sources to continually drive the success of these organizations.

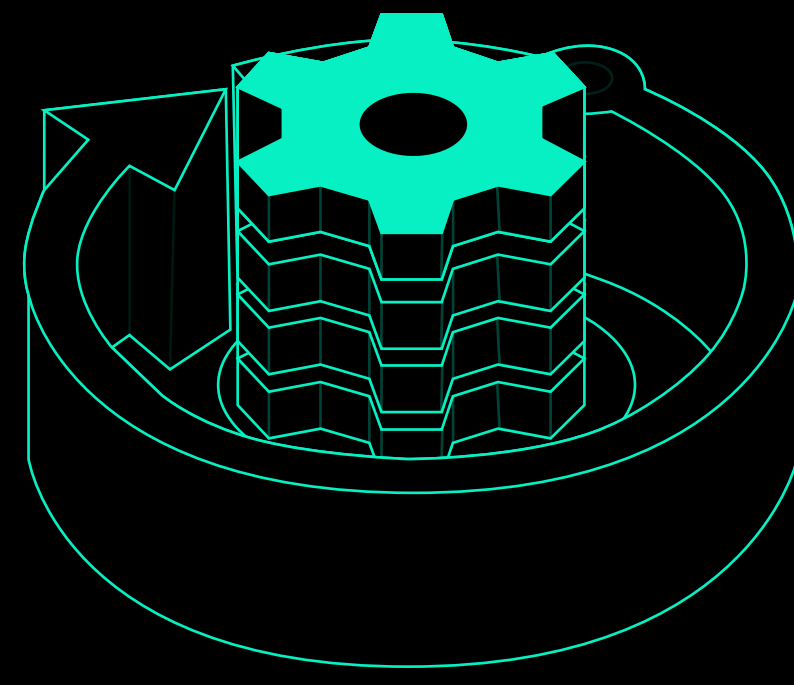
Stowe and Barr (2005), state that 61-65% of non-profits surveyed report that an over-reliance on project funding, reductions in government funding, and the unwillingness of those donating to fund core operations are substantial obstacles. Additionally, 56% to 58% reported difficulties obtaining board members, recruiting volunteers, and planning for the future (Stowe and Barr, 2005).

In 2016, a reported \$390.5 billion was donated to charitable causes (Giving USA, 2017), though a Carlson report suggests that an estimated 13% of donations collected per year by non-profits is lost to embezzlement and fraud (Carlson, 2011). One notable case based out of Detroit, Michigan in the United States reported the embezzlement of \$300,000 USD by an elementary school library clerk who worked as a volunteer for a little league baseball association (Harris and Rosenthal, 2016). Trust and transparency need to be in tandem with charitable donations to both educate and empower the modern patron.

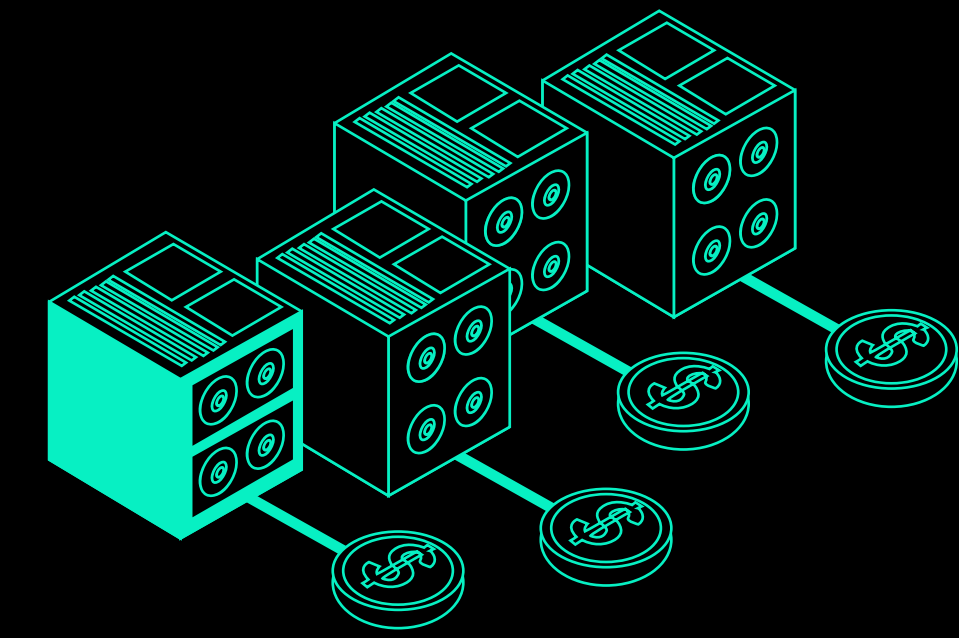
# 03 Zest's Approach to Masternode



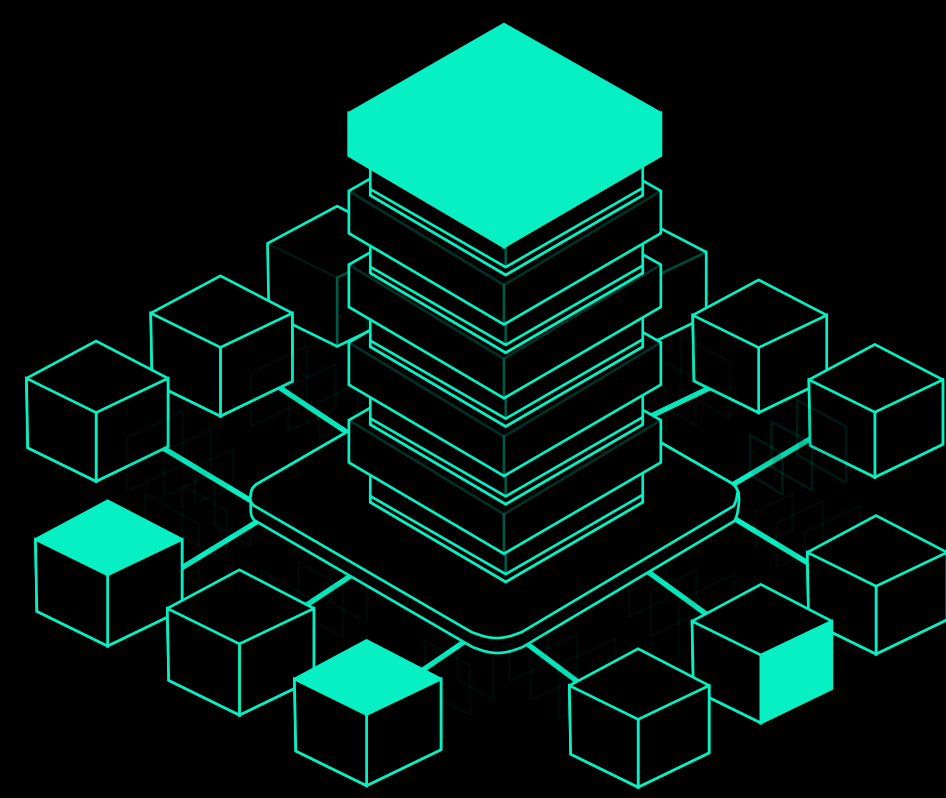
**01** Smart Growth Approach



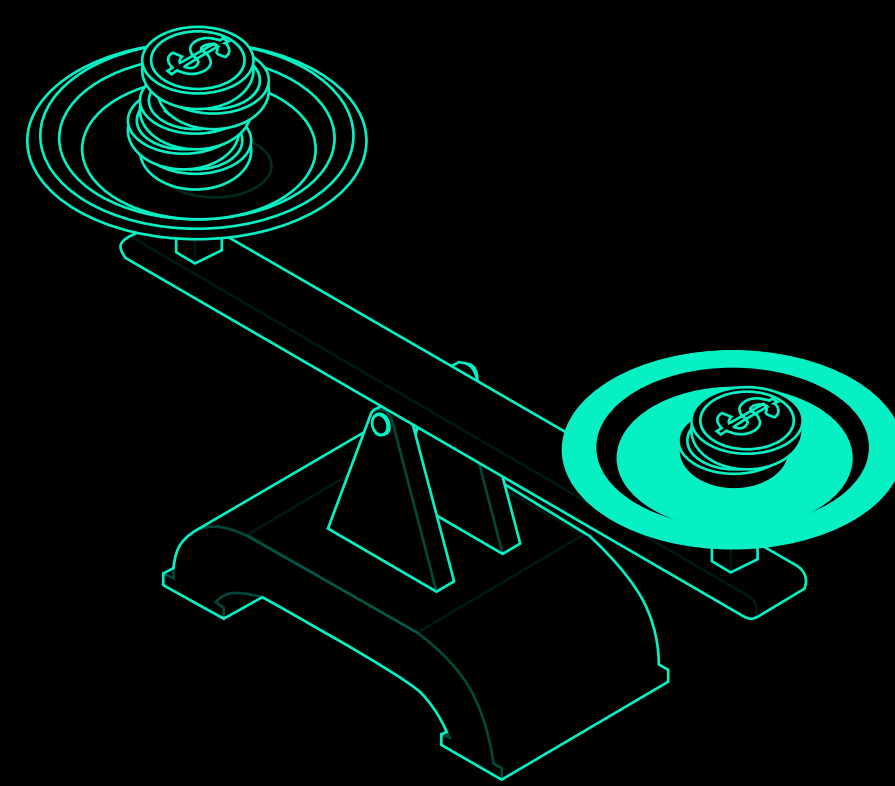
**02** Reverse Engineered Roll-out Structure



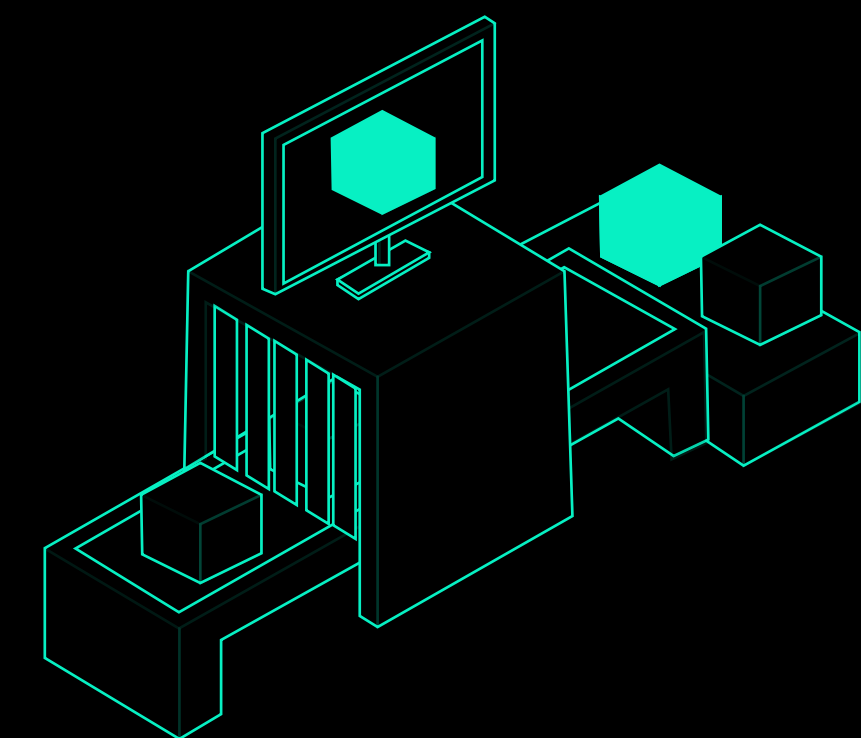
**03** Dedicated Masternode Pools



**04** Self-sustaining Ecosystem



**05** Balanced Reward Framework



**06** Transparency & Accountability





## Solution & Use Case

Zest's Smart Growth Approach was reverse engineered to address the fundamental problems highlighted by strategically lowering the amount of Masternodes allocated to the initial team and creating Dedicated Masternode Pools, which offer applicable benefits to Zest's platform and its users. During Zest's pre-mine, we will allocate 30 Masternodes, or 75,000 ZestCoins, to our Dedicated Masternode Pools (six Masternodes for the Rapid Relief Pool, six Masternodes for the Scholars Pool, six Masternodes for the Accelerated Athletics Pool, six Masternodes for the Prosperity Pool, and six Masternodes for Club Zest), which are executed through internal and external initiatives with examples highlighted below.

Masternodes are a tool to be used on the network and have been drastically underutilized by prior projects. One of the fundamental problems concerning Masternode coins are teams designing the use cases using the same methodology of thought surrounding how they can be implemented and used. Masternode coins often lure investors into their platforms by noting characteristics such as "dark-send, instant transactions, and eco-friendly."; however, our research suggests these have become overused. With Zest, we have reverse engineered the current understanding of how masternodes are traditionally used to construct a self-sustaining platform that harnesses the power of blockchain technology to benefit all global users.

At Zest, we are self-reliant through the use of our Dedicated Masternode Pools, which allow us to generate funds without the need for external donation or sponsorship. Zest's Dedicated Masternode Pools allow The Zest Foundation to mine its coins, then in turn, trade them for BTC and fiat, which support the external initiatives.



# Below, an example that details the process



## 04 How Voting Works

Zest's voting structure is broken into two parts: Internal and External initiatives.

### Internal Initiatives Voting

Internal initiatives aid in ensuring Zest's brand takes strategic measures to propel its success. Initiatives are shortlisted by The Zest Foundation before being voted on by the Masternode owners. Example areas of focus could include, but are not limited to marketing and budget expenditures, and talent acquisition fund allocation. **Two such examples are highlighted below:**

#### Internal Voting Structure

**Proposal 1:** Acquire Strategic Director to facilitate creative infrastructure improvement upon existing business design. **Budget 3.5 BTC**

##### Action

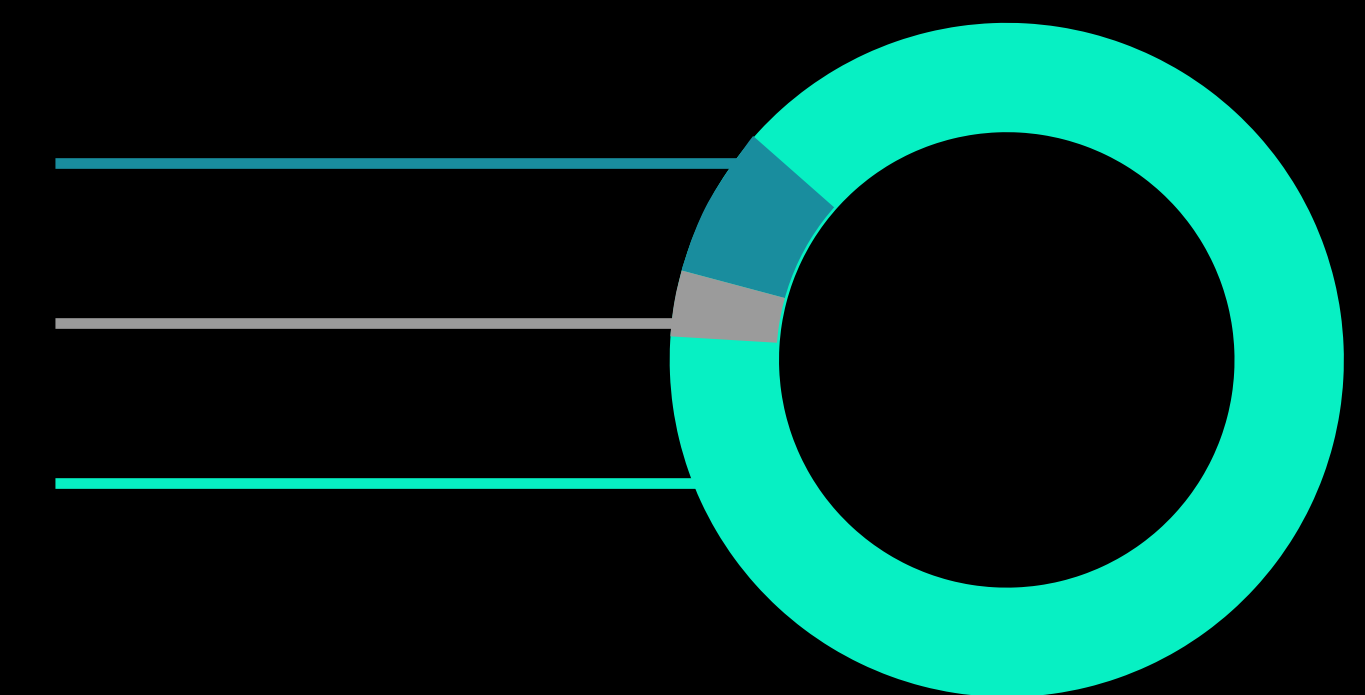
Add some Zest?

Yes

No

##### Results

- Abstain 6%
- No 3%
- Yes 91%



**Proposal 2:** Improve international markets exposure and expand joint venture relationships by acquiring a Managing Director of Operations. **Budget 5 BTC**

##### Action

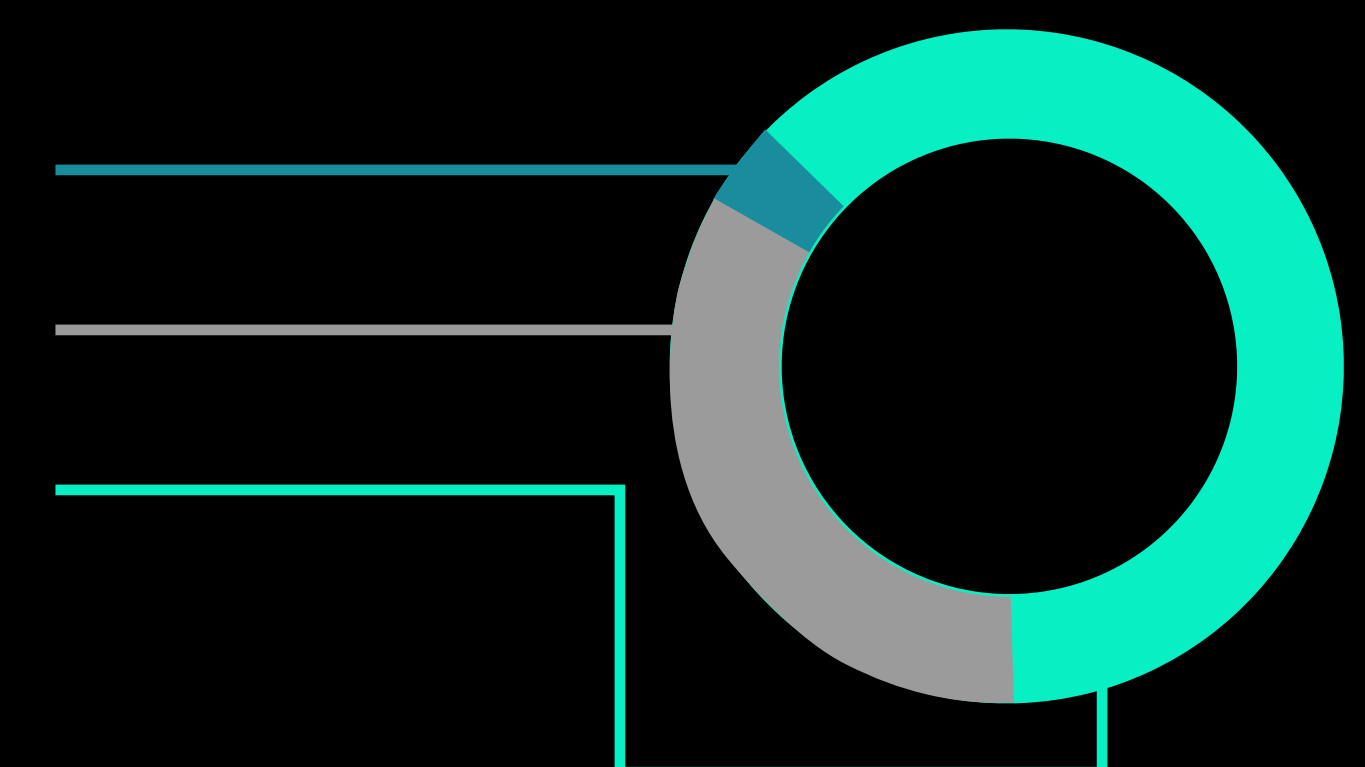
Add some Zest?

Yes

No

##### Results

- Abstain 3%
- No 33%
- Yes 64%



# External Initiatives Voting

External initiatives are those The Zest Foundation funds through the five Dedicated Masternode Pools. All pools (with the exception of Rapid Relief) accept recommendations from Masternode owners and third-party applications. The Zest Foundation reviews each submission before creating a shortlist of proposals on Zest’s blockchain for Masternode owners to vote on. As mentioned, Masternode owners have exclusive voting access to determine which proposals Zest supports.

## External Voting Structure



**Proposal 1:** Purchase 30 Raspberry Pi programming kits and host a week-long development camp with the Zest team and suitable applicants. **Budget 1.2 BTC**

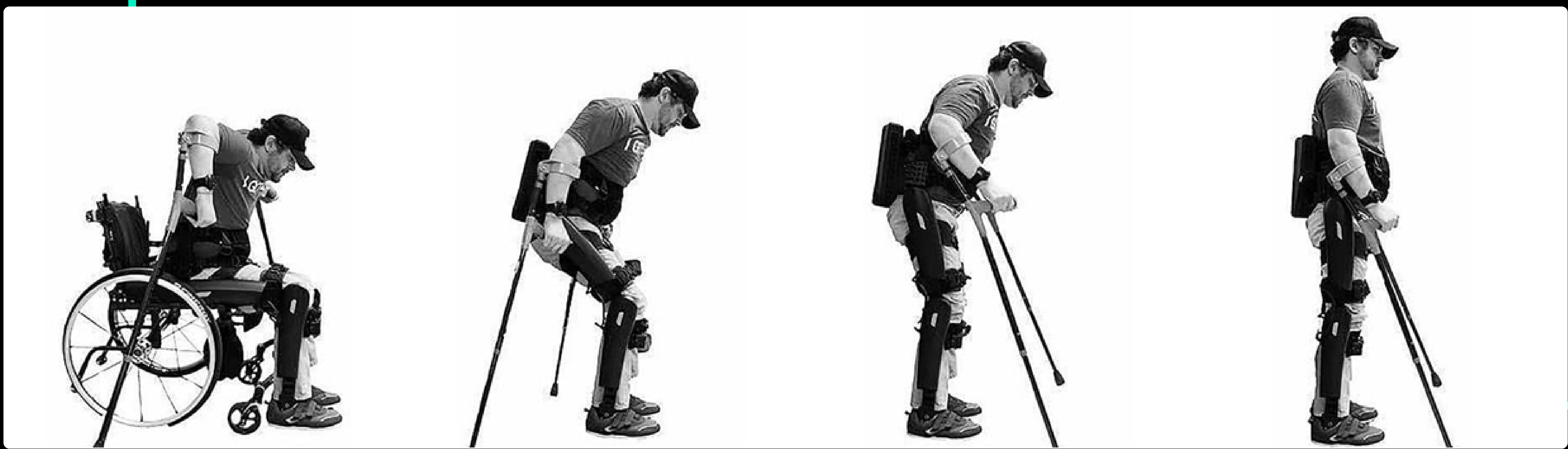
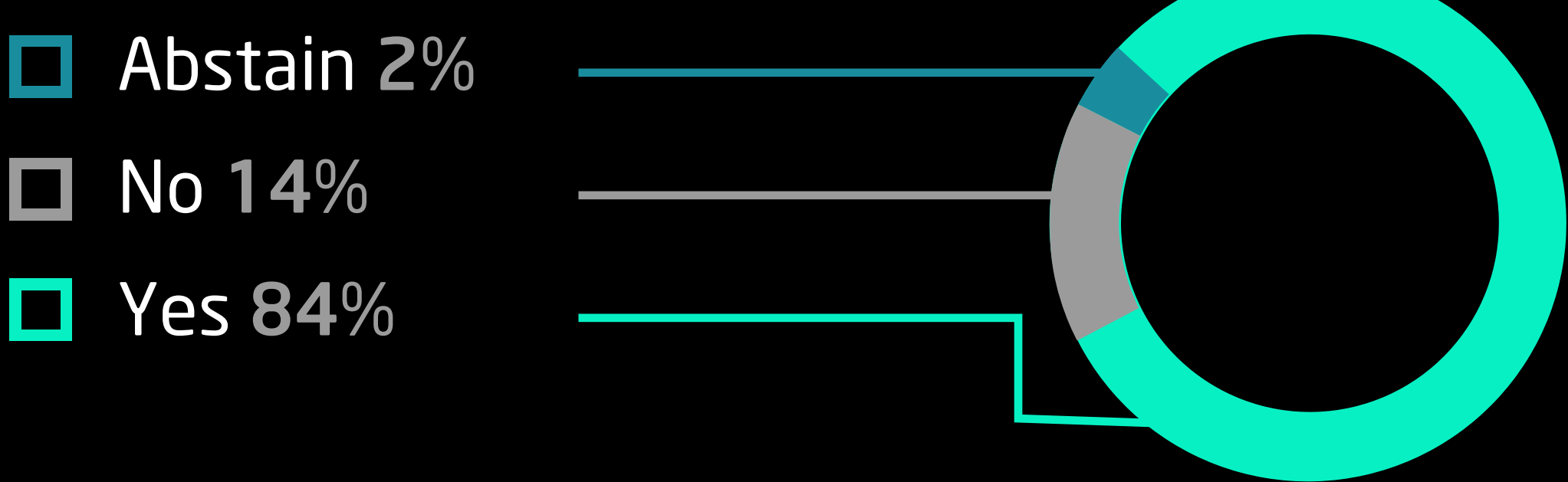
### Action

Add some Zest?

Yes

No

### Results



**Proposal 2:** Purchase one ReWalk Exoskeleton for rehabilitation medicine to enable those with paralysis. **Budget 5 BTC**

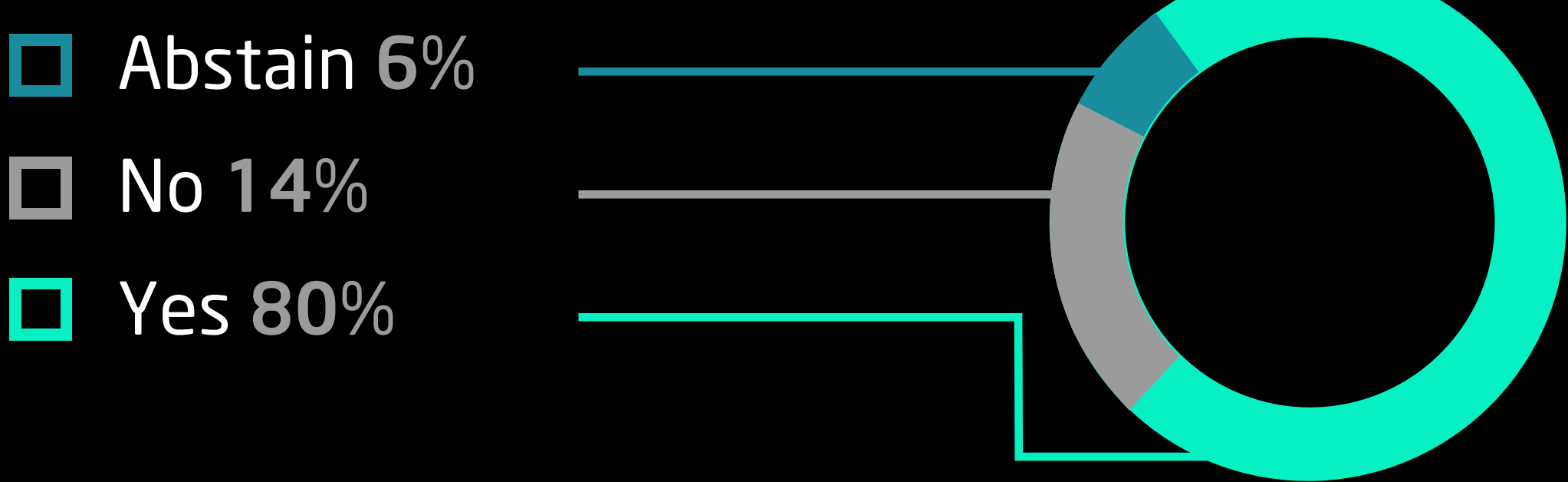
### Action

Add Zest?

Yes

No

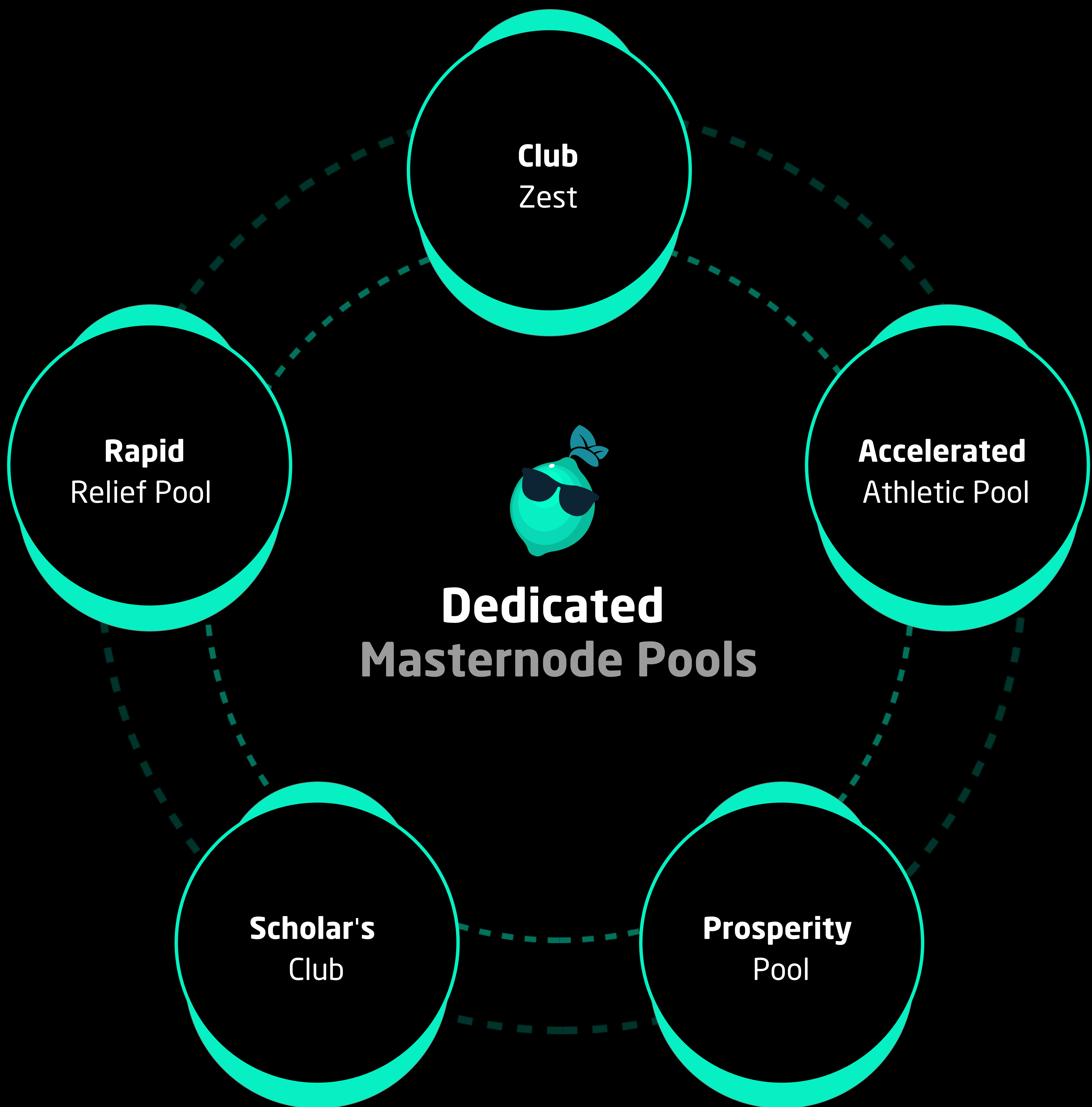
### Results





## 05 How Zest Does Better

Whether a first-time buyer or cryptoficionado, Zest's proprietary approach to Dedicated Masternodes means initiatives their owners care about are taken care of across the five pools defined below.



## Prosperity Pool

**Being part of the platform means you have a say.**

The Dedicated Prosperity Masternode Pool looks to support non-profits and charitable organizations that aim to further the public good and focus on quality of life for affected peoples and regions around the world. After nominees are shortlisted and voted on, the recipients are revealed and receive the total amount of funds (Masternode coin earnings exchanged into BTC or Fiat) found in the Prosperity Pool, allowing them to continue their good work as Zest continues to grow ours.

**Examples of focus areas are:**

- Environmental Conservation and Protection
- International NGOs
- Medical Research Charities
- Wildlife Conservation Organizations



As business and non-profit partnerships begin to roll-out in 2018, Zest will continue to create and maintain an inclusive community that users can benefit from.





## Accelerated Athletic Pool

**Being global doesn't mean you can't contribute locally.**

The Dedicated Accelerated Athletic Masternode pool aims to provide access, opportunity, and support to groups and individuals interested in sport as both a recreational and professional endeavour. Whether it's helping local youth organizations afford equipment or a team trying to fund their practice times, Zest aims to elevate athletes of all natures to the next level.

**Examples of various engagement activities are:**

- Purchasing a year's worth of supplements for an elite athlete
- Funding practice times for a youth soccer organization
- Building sport facilities in an impoverished area
- Sponsoring a junior hockey team in their inaugural quest for the championship
- Sponsoring youth sport tournaments by providing nutritional food for all players
- Subsidizing sport clinics in the summer and after-school initiatives for low-income athletes

Like the Prosperity Pool, Masternode owners and the general public can recommend athletic organizations or individual athletes they want to see the Dedicated Athletics Masternode Pool support. The chosen individual(s) or organization(s) are then allocated an appropriate amount of Masternode coin earnings exchanged into BTC or Fiat. This amount will vary depending on the required need, and Masternode owners will vote on Zest's blockchain to decide on the total sum given.



## Scholars Pool

### **A fund to find the next generation of thinkers.**

The Dedicated Scholars Masternode Pool awards scholarships equal to one year's worth of tuition for exemplary individuals looking to pursue post-secondary school education. Whether in nanotech, botany, or needlework, any individual with passion and purpose can apply. The Zest Foundation will blind screen each applicant both in the review and voting process to rule out any inherent prejudice or unconscious bias, ensuring the process is as transparent and equitable as the practice Zest preaches. Furthermore, an application will be made available on the Zest website for all looking to submit.

Zest will also be holding various post-secondary engagement activities throughout the year. The goal of these engagement activities will be to help alleviate the costs associated with post-secondary education.

### **These may be giveaway activities: Examples of focus areas are:**

- Pizza subscription for a semester
- Monthly care packages sent to students
- Spring Break vacation paid for
- Groceries for the semester
- Rent assistance for the semester
- Books purchased for the semester
- Dream room renovation



Any remaining balance of funds is held over to the following year to grow the Scholars Pool for the next batch of applicants.



## Rapid Relief Pool

### **Funds on-hand means help comes sooner.**

The Dedicated Rapid Relief Masternode Pool aims to help vulnerable citizens in emergency situations by allocating funds to global and local organizations capable of providing just-in-time support services. In the event of natural and man-made disasters, Zest uses reserved funds to enable help in any form required, whether that's evacuation support, temporary housing, food and water, or beyond. Zest aims to make a meaningful difference when people need it most.

### **Areas of relief may include:**

- Geological Disasters (Earthquakes, Sinkholes, Volcanic Eruption)
- Hydrological Disasters (Floods, Tsunamis)
- Meteorological Disasters (Blizzards, Droughts, Heat Waves)
- Catastrophic Technological Disasters (Nuclear Reactor Meltdowns)

Any unused funds will be retained in the Rapid Relief Pool to help facilitate timely and impactful responses for future disasters.





## Club Zest

**A fund dedicated to sponsoring our Masternode Owners.**

Do you own a Zest Masternode and require funding to propel yourself in front of the big stage? Club Zest is an interactive way for Masternode owners to be sponsored by our platform. Whether it's participating in a marathon or entering a gaming contest, Zest wants to sponsor our Masternode owners and gear them up for their dreams. For example, own a Zest Masternode and have a friend trying to bring their game to the next level? Nominate them and tell us what they want to accomplish. Furthermore, the goal of this fund is to offer an avenue for our Masternode owners to develop and achieve their goals through sponsorship and support by the Zest platform. Applications are vetted by the Zest Foundation, and applicable individuals will be contacted to further the interview process.

**Areas of sponsorship may include:**

- **Marathon / Triathlon fees**
- **Extreme Sports**
- **Skills Camp Fees**
- **Local Community Projects**

Any unused funds will be retained in the Club Zest fund to help facilitate future sponsorships in the following quarter.



# Transfer of Funds

Zest will provide full transparency on the funds being allocated from the Dedicated Masternode Pools to the charities and non-profits located around the globe. ZestCoins from the Dedicated Masternode Pools will be converted into the proposals' specified amount of Bitcoins. The proposals' Bitcoin values are then sent in Bitcoins to charitable and non-profit organizations that accept Bitcoin as donations to enable their efforts. Furthermore, through the utilization of the Zest website, the sent transaction hash will be made public to verify that the funds have been properly allocated to the correct organization.

In cases where the charitable and non-profit organizations do not accept Bitcoin, Zest will utilize Coinbase to help facilitate the exchange of Bitcoin into the organization's native fiat currency. Additionally, Zest will then provide public records during our annual general meeting of these transactions to verify these fiat funds have reached the intended organization.

## 06 Reasons To Believe

While the preceding content speaks to Zest's unique value proposition and proprietary approach to Masternodes, the following sections aim to provide a better understanding of the back-end components required for Zest's currency and blockchain to deliver on its promises.

### "Proof-of-stake" Characteristics

In the case of traditional blockchain technologies, such as Bitcoin or Dash, the preliminary "proof-of-work" concept made a clear distinction between stakeholders and miners.

In Bitcoin, "stakeholders" are defined as individuals who use the network to facilitate a transaction. For example, Milena sends Riyad one Bitcoin on the network. The block transaction is then "verified" by third-party "miners", who produce a mathematical computation based on the difficulty set by the network's parameter.

Based on a coin's network, the energy, computational power, and time needed to mine the coin is substantial. The first miner to solve the mathematical equation by producing the quickest and most comprehensive formula is rewarded. This is announced on the network before the next block is created to be solved.

**Suffice to say, it is complex and inefficient.**

Zest's user-friendly "proof-of-stake" blockchain changes this, removing the need for miners altogether. Proof-of-stake lowers the barriers to participation while providing a more stable approach to verifying transactions. With proof-of-stake, **users earn rewards on the coins held in their wallets by following three simple steps:**

1. Download the Zest wallet from Zest's website or Github.
2. Purchase ZestCoins from an affiliate exchange and place them in-wallet
2. Coins earn rewards through being "staked" as collateral to verify transactions on the blockchain

This method deters the verification of false transactions by asking coinholders to forfeit their stake of coins if they do so, while also removing the computational knowledge once necessary for users to mine. Proof-of-stake also suppresses attacks on the system as holders would require majority control of the network's coins, which is safeguarded against through the rightful dissemination of the total amount in circulation.

## The Power of Peer-to-Peer

Zest's blockchain protocol utilizes an open-source and decentralized peer-to-peer network. Zest, as a decentralized entity, promotes and maintains optimized security and structural integrity, while helping to sustain the longevity of its unique approach to blockchain technology.

Additionally, Zest's fully-disclosed ledger significantly improves transparency in the non-profit and charitable sector by enabling all transactions to be accessed by the general public, creating a balanced ecosystem based on the mutual interests of all parties involved to make sure the money promised is the amount delivered.



## 07 Propelling Zest Forward

The Zest Foundation is taking strategic measures to ensure the proper delegation of tasks to propel Zest forward. Some of these tasks include, but are not limited to:

- **Incorporation of company**
- **Website, ANN, full-team disclosure, and white paper design**
- **Abiding by and navigating the constantly changing legal framework of crypto-currency and blockchain technology**
- **Zest protocol design and infrastructure support**

## 08 Pre-mine & Project Funding

By initially mining (called the “pre-mine,”) 1,500,000 ZestCoins, The Zest Foundation will distribute the coins to cover the initial launching costs of accelerating the project into market.

The numbers provided present a fair and equitable distribution of coins to be initially allocated to fund the project, with the maximum supply of ZestCoins capped at 29,300,000. The pre-mine, as stated, will be 1,500,000 coins, or 5.12% of the total available supply. Collateral is 2,500 coins, with a price of 0.75 Bitcoin (BTC) per Masternode, and a maximum purchasing cap of two Masternodes per person.

Zest will be employing best practices by producing a Know Your Customer (KYC) document to potential purchasers. Zest’s KYC collects data points from potential purchasers and connects them to specific presale transactions, this may include but is not limited to: Full name, country of residence, country of citizenship, IP address, email address, username, country of origin on date of presale and/or purchase, and acceptance of the terms in the Zest KYC Presale agreement.

Citizens and residents of the following countries and territories are strictly prohibited from participating in the presale or purchasing ZestCoins directly from The Zest Foundation or Zest team members: Canada, China, Russia, South Korea, and The United States of America and its sixteen territories including but not limited to American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and The United States Virgin Islands.

**Further, the initial pre-mine coins will be distributed in the following ways:**

### Public Presale

(33.3% of total pre-mine)

Funds allocated directly to working capital for propelling Zest into action. Below is Zest’s budget of pre-sale funds breakdown.

**Size of Fund: 500,000 ZestCoins**

### Contingency Fund

(25% of total pre-mine)

Coins allocated to a network-locked wallet and held for future allocation purposes that can improve upon Zest’s existing infrastructure and design.

**Size of Fund: 375,000 ZestCoins**



## Talent Acquisition Equity Fund

(20% of total pre-mine)

Coins allocated to a network-locked wallet and held for future allocation purposes such as hiring additional team members. These funds are not allocated to the original team members and are only used to provide equity for new talent acquisition hirings.

**Size of Fund: 300,000 ZestCoins**

## Team Member Fund

(4.33% of total pre-mine)

Coins paid out to Zest team members, including developers, management, and community engagement leaders

**Size of Fund: 65,000 ZestCoins**

## Marketing & Promotion Fund

(1.67% of total pre-mine)

Coins allocated towards marketing and promotional initiatives

**Size of Fund: 25,000 ZestCoins**

## Vested Team Fund

(8.67% of total pre-mine)

Coins allocated towards time vested options given to original team members to ensure continued quality work and commitment to the Zest Project.

**Size of Fund: 130,000 ZestCoins**

## Dedicated Masternode Pools Fund

(5% of total pre-mine)

Coins allocated towards the five philanthropic pools. This includes the Scholar's Pool, Rapid Relief Pool, Accelerated Athletics Pool, Prosperity Pool, and Club Zest.

**Size of Fund: 75,000 ZestCoins**

## Team Performance Fund

(1.33% of total pre-mine)

Coin rewards from four Masternodes allocated to active Zest team members on a monthly basis for their continual participation and work on the platform.

**Size of Fund: 20,000 ZestCoins**

## Community Fund (0.67% of total pre-mine)

Coins allocated towards promoting community engagement activities, such as distributing bounties, airdrops, and coin bonuses to active members.

**Size of Fund: 10,000 ZestCoins**

If there are unsold coins after the pre-sale ends, the remaining amount will be allocated to the Dedicated Masternode Pools Fund to ensure fairness to all holders.



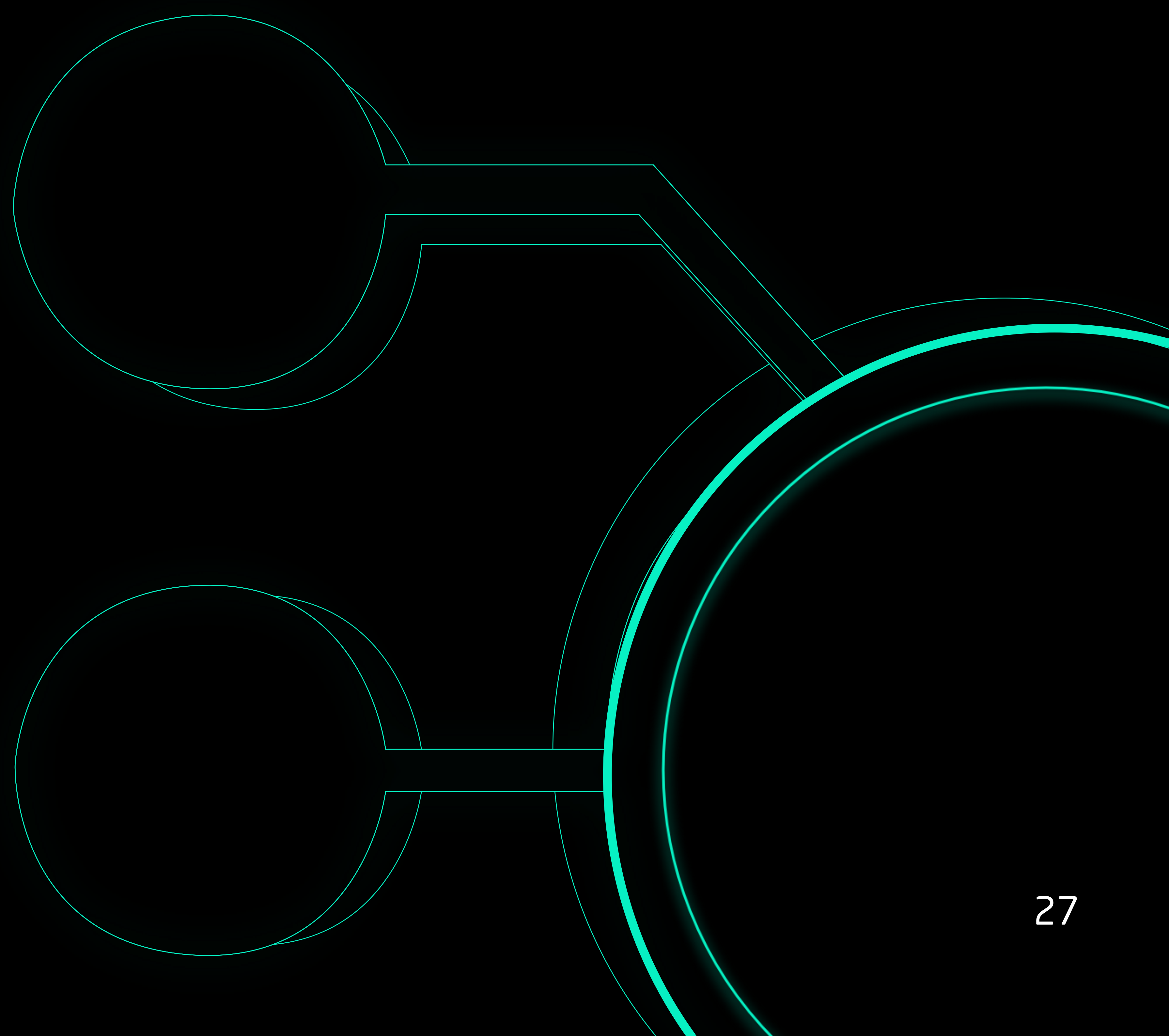
## 09 Zest Bounty Program

Zest is an open-source cryptocurrency where the code is accessible to anyone, anywhere in the world. This allows the project's code to be audited for bugs by anyone at any time to help improve overall network functionality. Transparency of the code is imperative in ensuring that the overall user experience and functionality of the coin is not compromised.

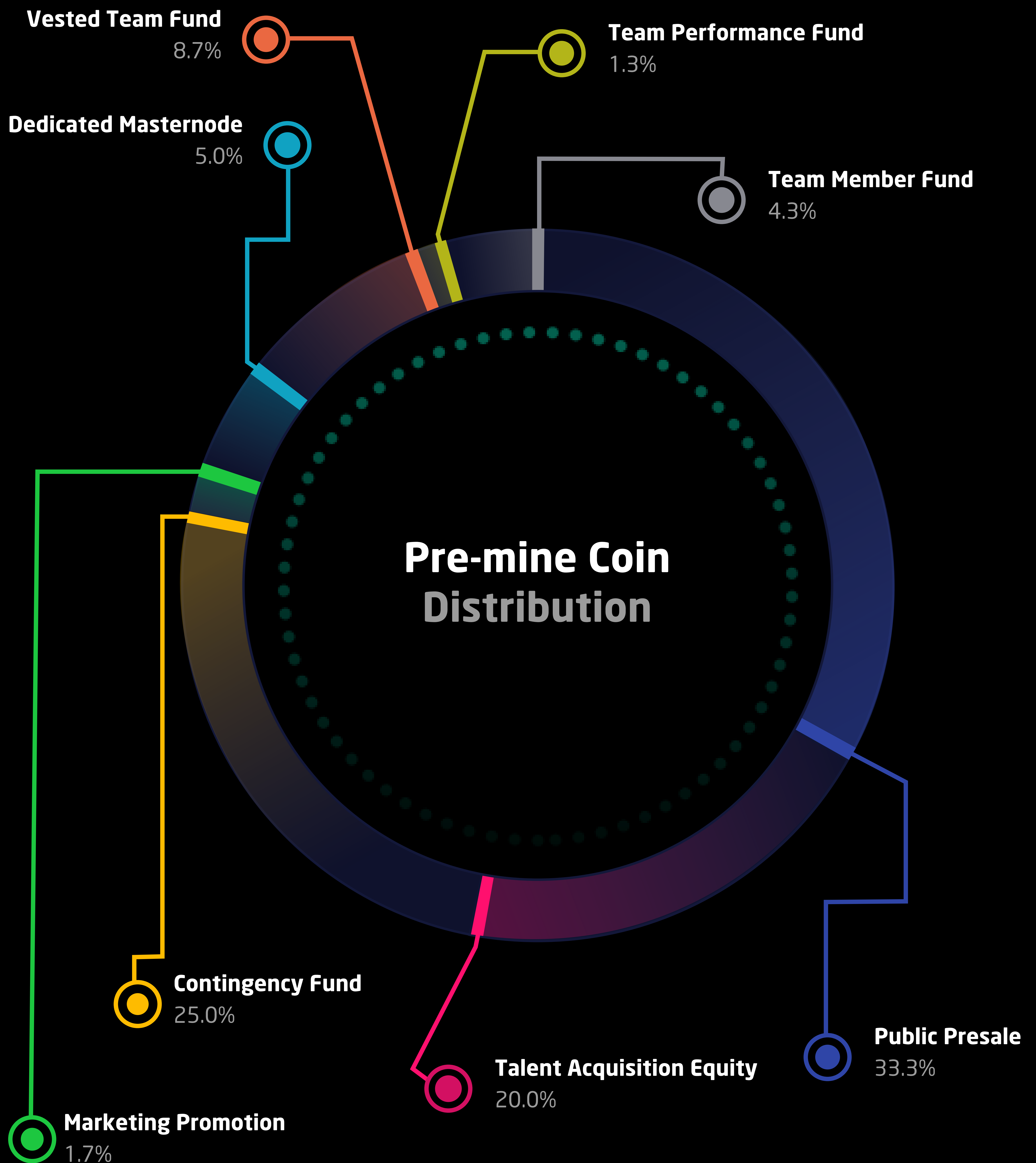
Through the utilization of Zest's Community budget, Zest aims to constantly enrich the experiences of holders and combat persistent cyber threats on Zest's protocol through a bounty program. The Zest Bounty Program will reward ZestCoins to any individual who submits a successful bug query to the Bounty Team. In addition, Zest will also offer bounties for activities performed that the team designates.

**Examples can be found below:**

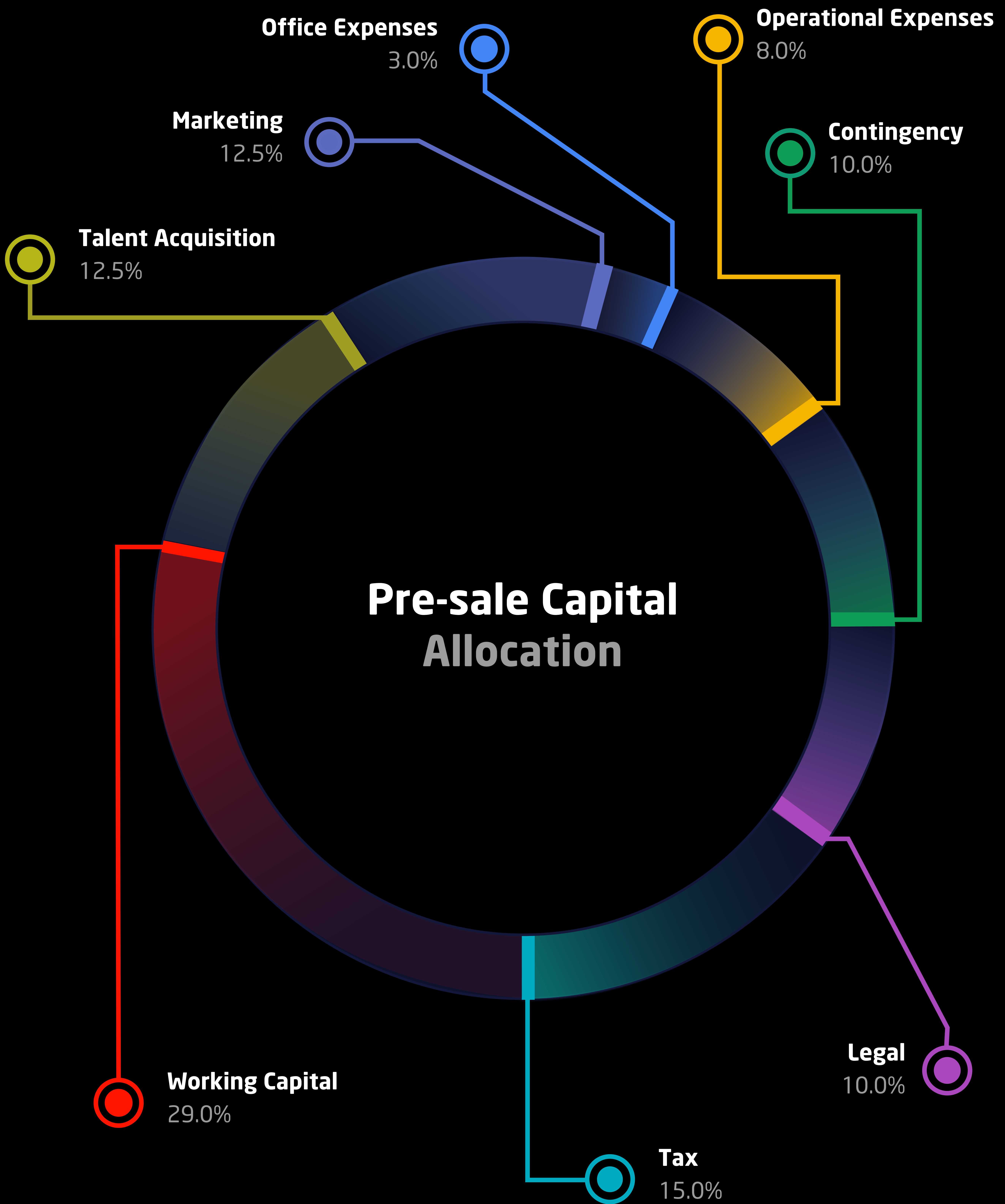
- **Translate the ZestCoin white paper into select languages**
- **Improve wallet functionality**
- **Website, ANN, full-team disclosure, and white paper**
- **Alert the Bug Bounty Team of possible threats to the network**

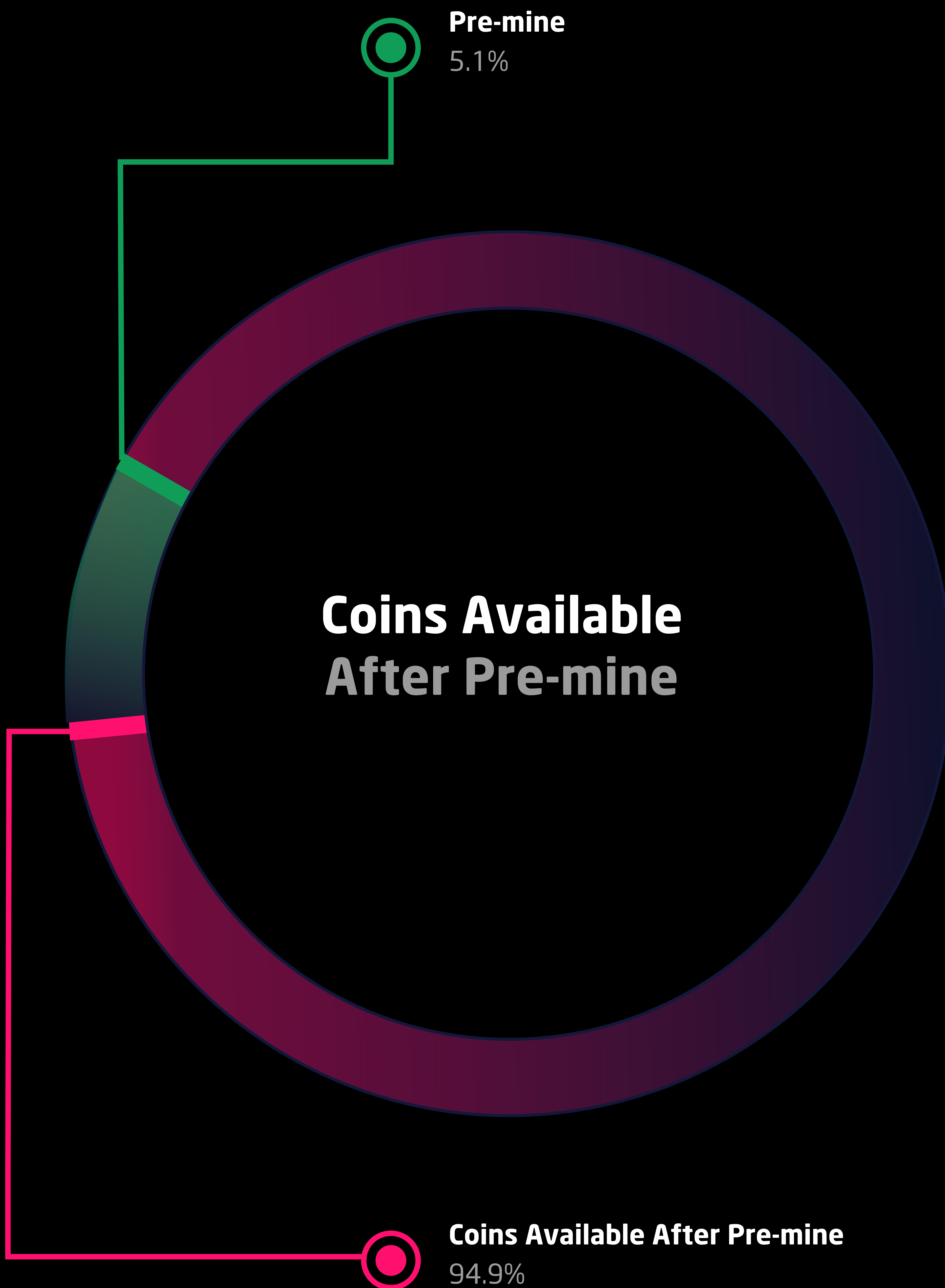


# 10 Exhibits











# Zest (ZEST) Technical Specs

Algorithm	Quark	Name	Zest
Block Time	2 Minutes	Ticker	ZEST
Mature Time	12 Hours	Total Supply	29,300,000
Port	22030	Blocks Per Day	720
RCPPort	22031	Masternode Collateral	2,500
Block Reward Allocation	80% Masternodes, 15% Staking, 5% Zest Foundation		

## Zest (ZEST) Inflation Schedule & Block Rewards

1 - 1,000 Pre-mine (1,500,000)	4,200,001 - 5,250,000 2.5 ZEST
1,001 - 5,000 1 (Equal Opportunity)	5,250,001 - 6,300,000 1.5 ZEST
5,001 - 25,000 10 ZEST	6,300,001 - 7,350,000 1.3 ZEST
25,001 - 100,000 7.5 ZEST	7,350,001 - 8,400,000 1.1 ZEST
100,001 - 1,050,000 7.5 ZEST	8,400,001 - 9,450,000 0.9 ZEST
1,050,001 - 2,100,000 4 ZEST	9,450,001 - 10,500,000 0.7 ZEST
2,000,001 - 3,150,000 3.5 ZEST	10,500,001 - 11,550,000 0.6 ZEST
3,150,001 - 4,200,000 3 ZEST	11,500,001 - 12,600,000 0.5 ZEST

# Team Zest



Kristian  
Kirleis



Mick  
Desmond



Colton  
Atkey



Robert  
Sutton



Banmeet  
Arora



Mike  
Rudkin



Konez2K



# Zest's 2018 Roadmap

1

## Q1 2018

Formation of Robust Core Team  
Refining Concept Design & Feedback Implementation  
Creation & Design of Zest Blockchain Protocol  
Wallet Design and Creation  
Website Design & Creation

2

## Q2 2018

Begin Network Testing  
Wallet Design, Functionality, & Testing  
Official Website Release  
Official White Paper Release  
Zest Official Launch  
Wallet and Masternode Instructional Video Releases  
YouTube and Website Media Releases  
Community and Stakeholder Live YouTube Q&A

3

## Q3 2018

Community & Stakeholder Feedback Review  
Partnership Planning & Outreach  
Official Non-Profit and Business Roll out  
Scholarship Fund Planning  
Voting Initiatives Network Testing  
iOS & Android Zest App Design & Testing

4

## Q4 2018

Scholarship Fund Media Releases  
Voting Initiatives Begin  
Sponsorships Begin  
iOS App Release  
Refine 2019 Goals and Objectives  
Zest 2019 Roadmap Released



### Blockchain

Technology-based ledgers which provide users the ability to record transactions in real-time and allow them to be viewed by anyone, from anywhere.

### Cryptocurrency

A new generation of digital technology that uses cryptographic techniques to regulate the issuance and transfer of funds.

### Decentralized

No third-party or central authority governs transactions. For example, in a regular iPhone application, an individual may pay their rent to their landlord via third-party approval. With a decentralized application, the transaction would be verified by the blockchain and its users.

### Fiat

Money that has been declared as legal tender by a country. For example, United States Dollars, British Pounds, and the Euro are all considered to be fiat.

### Exchanges

Websites on the internet where you can purchase digital assets such as cryptocurrencies or blockchain assets. Binance is an example.

### Fixed Block Reward System

Each “block” on our blockchain allocates a locked-in percentage of the rewards. 80% is given to Masternode owners, 15% to stakers, and 5% to The Zest Foundation.

### Pre-mine

A method of allocating a certain amount or percentage of the total max supply of coins in the blockchain. A pre-mine allows the company to mine coins prior to the general public's release. These coins can then be allocated in a variety of ways, such as paying for exchange listing fees, marketing initiatives, and team member equity.

## Proof-of-Stake

A substantial improvement over the pre-existing proof-of-work concept. In proof-of-stake, stakeholders verify transactions on the ledger in a deterministic way. This method is significantly eco-friendlier than proof-of-work, due to less processing power and the reduced energy necessary to validate the block, and can be used without expensive mining equipment on a normal computer.

## Proof-of-Work

An energy-intensive blockchain technology based off the SHA256 hashing protocol originally introduced by Satoshi Nakamoto with the concept of Bitcoin. In proof-of-work, “miners” are used to verify transactions on the network. The miner that successfully completes the best mathematical computation first receives a reward.

## Staking

Placing cryptocurrency coins in a digital wallet and using them to verify transactions on the network. This is done automatically by a user unlocking their desktop wallet and letting the algorithm run in the background.

## Masternodes

A term to denote stakeholders that have purchase a set number of coins, and then used those coins to secure the network and verify transactions. Masternodes are used along with normal stakeholders to verify transactions, but are paid an increased amount as a reward. Masternodes require additional set-up and are run using a separate VPS hosting service.

## Network Weight

The total amount of coins that are “staking” (earning interest) at any given point in time. For example, a total network weight of 1,500,000 means that there is 1,500,000 total coins staking and verifying transactions on the network.

## Stakeholder

An individual who owns some type of digital asset such as a cryptocurrency. For example, Kurt can be a stakeholder of many different types of cryptocurrencies.

## Wallet

Wallets are used to hold cryptocurrencies. They come in many forms and functions, just like the physical equivalent. Most cryptocurrencies provide their own wallets via a link on their website. The stakeholder can then transfer coins from the exchanges into their wallet for storage and distribution purposes.



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ZestCoin