



OPEN MONEY



OPEN MONEY

WHITEPAPER



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Executive Summary

Open Money was conceived of as a solution to a problem the team had experienced first hand in their prior roles, with envisioning how mainstream applications could utilize the blockchain and cryptocurrency technology. The vision was two fold, providing an ecosystem for all mainstream software developers to accelerate mainstream adoption, while building the groundwork developers would require to bridge their offerings into the cryptocurrency world.

The Open Money team plans to bring this vision to fruition, targeting monetization and distribution via the OPEN Platform, an API platform built for software developers by software developers.

From architecting a mainstream app with over 50 million downloads, to managing digital infrastructure projects for brands like Toyota, Kia and Adidas, to being featured in both New York Times and CNBC, to guest lecturing to engineers at Yahoo on mobile app growth, to being tasked with leading the deployment of the Asian-Pacific head quarters of a billion dollar software company - The Open Money team has demonstrated proven a track record of strong achievement in leading edge software.

Our team realized that from B2B, enterprise to consumer software apps, all developers require an ecosystem to provide an easy means of monetization, distribution, and promotion to operate their products. These core ecosystem elements however are currently either underdeveloped or in some very early stage. Though these factors are still nascent in development, the world of the blockchain has no shortage of liquid cash available to appeal to software developers from tapping into this wealth. The liquid value of Bitcoin and Ethereum alone as of September 2017 is a little over \$100 billion in liquid currency that already happens to be in a digital format, readily available for spending.

Open Money's mission is simple, to solve monetization and distribution for entities looking to pursue this lucrative market by providing technical tools and infrastructure for all developers to tap the keg in this true greenfield opportunity.

The Open Money Vision

Open Money's OPEN Platform and OPEN Token are key infrastructure based components integrating blockchain technology into mainstream software applications.

A year ago the total market cap of Bitcoin plus Ethereum was just under \$10 billion. Today, their combined market caps are over \$110 billion. Ethereum alone had a market capitalization value in the range of \$90 million, twelve months later, it has rocketed to \$36 billion, with Bitcoin's market value has soared to roughly \$76 billion. Clearly, we are witnessing the blossoming of a market with immense potential.

However, the cryptocurrency world has sat on the fringe of both society and the traditional economic framework. While universally recognized as a critical technological advance, blockchain use cases have yet to establish themselves as a major player within the mainstream consumer software industry. Open Money is taking it upon itself to solve this exciting opportunity, through its vision.

The immense growth in the value of cryptocurrency along with the rapid pace of developments in the blockchain world including the number of initial coin offering projects in 2017 - is a clear indicator that the blockchain world is not only ready for mainstream markets but has already manifested itself there. Blockchain and cryptocurrency technology is growing at an incredibly fast pace and mainstream acceptance will skyrocket its growth. Before we know it, the blockchain and digital coins will be integrated into our mainstream everyday life, much like how the internet flourished during the 1990s.

With this understanding mind, we are working towards laying the infrastructure to drive mainstream acceptance to be at the right place at the right time. We firmly believe that the OPEN Platform will be the leading global infrastructure solution for software developers looking to integrate blockchain technologies.

Mainstream adoption and use of blockchain technology in one way or another, will become a reality in the very near future. Much like how brick and mortar banking was brought online thanks to companies focused on early online infrastructure that addressed payment and money transfer technology, Open Money plans to bring the services we are familiar with now to the blockchain. We're doing this by first addressing foundational requirements of a brand new ecosystem, which are monetization and distribution.

By solving these two fundamental issues we are opening a clear pathway for existing software developers seeking who are actively seeking to make inroads into the cryptocurrency market.

Open Future

Powering Acceptance of the Coming Blockchain World

We want to be the primary partner for all entities looking to utilize the blockchain and cryptocurrency. Much like how Oracle turned banks, governments, consumer services, and virtually every major business into initial information systems via the database, we intend to turn these same parties into the blockchain via our OPEN Platform. Our focus is to provide offerings into the applications and APIs layer of the blockchain stack, enabling us to interface between both business entities and the blockchain providing services around the ecosystem.

The Open Money Strategy

Our goal is to accelerate the global adoption of blockchain technology.

We aim to be the primary partner for all developers looking to incorporate the blockchain and cryptocurrency in their applications. Much like how Oracle integrated banks, governments, consumer services, and virtually every major business into initial information systems via the database, we intend to integrate these same parties into the blockchain via our OPEN Platform. Our focus is to provide offerings into the applications and APIs layer of the blockchain stack, enabling us to interface between both business entities and the blockchain providing services around the ecosystem.

The OPEN Platform's approach to bringing mainstream software onto the blockchain is rooted in the understanding that for pre-existing entities to be attracted to a new format or way of doing things, there must be key elements of an ecosystem in place. Of these, monetization and distribution are the primary core foundations of any new ecosystem, providing a way for entities to earn revenue and distribute their products and services to the ecosystem's audience. For this reason, the OPEN Platform will focus initially on developing ground level infrastructure for monetization and distribution to be utilized by all looking to get on the blockchain.

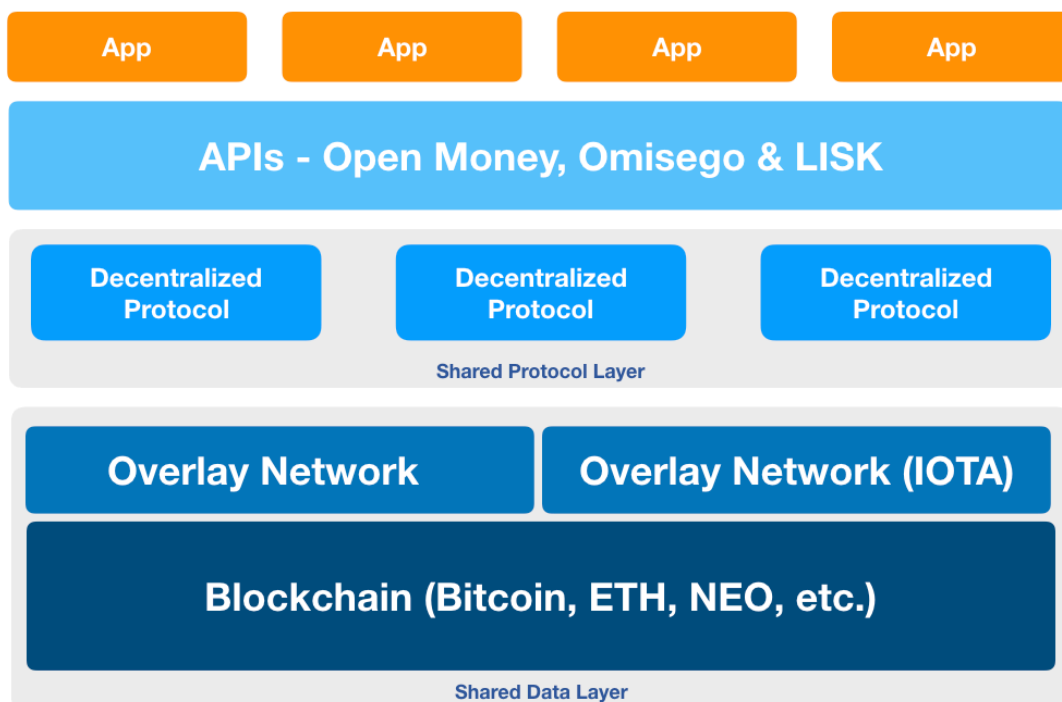
The Open Money Opportunity

Related developments in the form of initial coin offerings (ICOs) or token sales, tied to projects addressing tangible infrastructure offerings, have been rewarded highly by the industry and industry investors reflected in market capitalization value of the project.

Some of these include:

- NEO's approach to an economic spin on the blockchain currently has a (\$1.7 billion current market cap).
- IOTA's distributed ledger is built to provide foundational support of the Internet Of Things infrastructure (\$2.2 billion in current market cap).
- OmiseGo, a coin wallet development infrastructure enabling wallets to be created by developers, similar in OPEN Platform's broader vision for tools(over \$1 billion current market cap).
- LISK, an API used to develop decentralized apps on the blockchain, has a market cap of \$765 million.

The Blockchain Application Stack



Clearly infrastructure based ICOs command a high market capitalization value and a high token price which demonstrates how they are valued by the market. These four infrastructure related projects range from \$765 million to \$2.2 billion in market value which indicates that blockchain shareholders appear to greatly value infrastructure related projects that foster the adoption of the blockchain for various uses.

However, although these particular projects have high market values, what is missing from these prized initiatives is an infrastructure approach and product that draws mainstream use and mainstream software products into the blockchain and cryptocurrency spaces. We believe that a well thought out app development infrastructure project, supported by a proven team of experienced software technology experts, will significantly accelerate the use of the blockchain and related technologies globally. Our OPEN Platform is focused on integrating mainstream software into the crypto world, by developing widely accepted monetization and distribution solutions to become the main blockchain integration provider for mainstream consumer and enterprise software. Focusing first, on consumer software and more specifically, consumer apps.

Our decision to focus on consumer apps first is twofold. First, we have an incredible background in consumer app success. Members of the Open Money team have lead the architect and development of hit apps that include 50 million+ downloads, 1m+ daily active users and gaming apps that command per user average spends in the thousands of dollars. Some of these apps and platforms include Facebook for Blackberry 10 OS, Grindr, and Viacom. Second, we understand that apps are the fastest growing segment in consumer applications, and are often the most sought after to bridge into the cryptocurrency ecosystem. Further, much of the same audience demographic is shared across cryptocurrency holders and app users.

To support consumer apps in monetization and distribution, Open Money will focus on building out a two stage product plan. The first stage will focus on monetization, and the second stage will focus on distribution for consumer app developers and their consumers.

Background

As mentioned above, the Open Money team has deep experience in successful app development and commercialization. Select members have built and operated free-to-play gaming products and real money gaming products under the regulations of the United Kingdom Gambling Commission. While operating these real money gaming products, we were often approached by investors, shareholders, and other developers in the industry interested in extending their businesses or theirs into the growing blockchain world. Tapping into a rapidly growing audience and the wealth amassing in the blockchain is obviously of strategic interest.

After examining the opportunity in depth, we realized that rebuilding our entire line of gaming products in the form of native blockchain apps would have only limited value. The return on investment would be marginal, and the task would ultimately be very complicated. From our conversations we knew that most app developers felt the same way. As we surveyed the opportunity, we reached out to colleagues at companies within our network and at major firms such as the developers of the smash hit Candy Crush series (King.com), the creators of Clash of Clans (SuperCell), and our colleagues at Zynga for their insight.

We soon realized that most app and game developers would not significantly benefit by utilizing blockchain technology at their core. The development process to rebuild their apps from scratch may not actually be needed. Redeveloping how a game or app behaves in terms of monetization algorithms and other core components just to welcome cryptocurrency audience as a customer is excessive and inefficient. Though they would flourish in the cryptocurrency world because of their proven, tried and tested ability to generate millions in revenue in a fiat based ecosystem, we realized that only part of the app needs to be integrated into the blockchain ecosystem. The front end or game layer, the layer that a user interfaces with in both gameplay and monetization, would logically be the layer to tie to the blockchain.

This would remedy what we found during our research of potentially unnecessary requirements to move core app functions to a decentralized approach on the blockchain.

Further, the expectation of this among all software developers would result in a bottleneck for developers to address the blockchain as a development platform.

Given the vast amount of value in liquid cash (over \$100 billion) isolated within the crypto community, many app developers find the ready to be spent over \$100 billion in liquid, digital currency an incredibly enticing market opportunity to tap into. We liken it to a major game developer such as SuperCell and its successful Clash Royale title (generating over \$1 billion in 2016). If Clash Royale were restricted to a single platform, like Android, its smash hit popularity and generated revenue would arguably be halved.

This works in much of the same way as software developers who build games for the Xbox platform while also developing for PlayStation and Nintendo to maximize these individual revenue streams leveraging the same game mechanics and marketing effort. Doing so allows these developers to utilize multiple platforms as distribution for their products and maximize revenue without having to reinvent the wheel that is their assets and code. This analogy is also similar to a blockbuster Hollywood movie which releases only one theatre chain globally - why would a producer do such a thing? Similarly, why should software developers only offer their products to the fiat currency world and completely miss out on the billions of liquid dollars that are already digital in the cryptocurrency world?

This understanding is what we are developing our platform for, software developers with proven revenue generating assets in the form of apps, games, and interactive intellectual property, in order to enable them to tap into the \$100 billion liquid value of digital ready to be spent cryptocurrencies.

This, however, is not the only obstacle.

The platform specific app stores such as iTunes and Google Play seem to be quite crypto adverse. For this reason, our OPEN platform will enable developers to host their apps in which monetization and distribution using cryptocurrency as the main driver and revenue source. Open Money seeks to build its OPEN platform to enable developers to host their own apps in which monetization and distribution by cryptocurrency means are the main driver and revenue source.

The OPEN Platform's distribution features are designed to provide developers with a way to detach from these restrictive app stores who have convoluted cryptocurrency acceptance policies, at far more competitive fees. Enabling smash hit games to employ a simple integration into our developer friendly API that will enable them to accept cryptocurrencies on their own terms. Providing proven hit games with great monetization algorithms the required framework to transition quickly from only utilizing the fiat world and bringing these two segregated markets together is an immensely valuable opportunity.

Introduction to Open Money

Open Money is building a developer centric API platform to facilitate mainstream software adoption of the blockchain.

Open Money's approach is to tackle monetization and distribution by providing developers incentives to employ their products in the blockchain and enabling them with developer friendly infrastructure. Our goal is to remove the roadblocks for developers wishing to tap into billions of liquid digital tokens. Currently convoluted app store policies around digital token acceptance serve as a bottleneck for the progress of app developers to tap into a second and potentially equally lucrative market. The OPEN Platform has a suite products and features in development that will enable developers to utilize their IP, brands and monetization ability around these restrictive practices. Enabling them to monetize their proven tried tested and true assets in an entirely new market. At far more competitive rates than app store distribution platforms that charge 30% fees on all in app monetization activity, in the well established 30/70 revenue split such as Apple's App Store for example.

In one approach via the OPEN Platform, app developers in the form of game developers could take a proven multi million dollar revenue generating game with proven monetization algorithms and adapt a web based version that will be able to accept ERC20 token formats and be distributed via the OPEN Platform without having to rebuild the app's core in some decentralized fashion. Much of these tools and features will be built in a developer friendly way, accessible through APIs and our SDKs, much like current app development practices utilizing various services and plugins of third party vendors and tools. This enables parties with a proven app to simply plug and play into the cryptocurrency space via the OPEN Platform and OPEN Token. Saving software developers considerable resources while providing upside benefits of utilizing all future cryptocurrencies and currency formats to come.

Market and Industry Problems

Market

According to Gartner Group, in 2016 the global software industry grew 6% reaching \$333 billion, and within that market consumer applications represent one of the fastest growing segments.

Open Money believes that app centric purchases in the form of in app purchases or subscriptions problem exists for every mobile application, it is most prevalent in the gaming space. The global gaming market is expected to reach \$108.9 billion in 2017, an increase of 7.8% from the year before, and mobile gaming represents 42% of that growth. Asia-Pacific is the largest region for global gaming, representing one-quarter of all revenue, which underscores the importance of a payment solution that knows no international border. Appboy estimates that in-app purchases represent a large portion of the near-\$46 billion mobile gaming market, projecting that 2017 will see \$37 billion collected through in-app purchases.

Apple and Google may touch more than four-fifths of all mobile gaming revenue through a monopolistic in-app payments system, all the while capturing a high percentage of 30% of the revenue along the way.

Industry Problems

A host of problems have appeared in the nine years since the debut of the in-app purchase:

- There is a lack of multi-channel support. There is no cohesiveness to be found in these systems. Many developers are forced to implement and maintain independent payment systems on Apple devices, Android devices, and on any web-based products, each of which are burdened with a host of compliance, business-side, and technical requirements and accounts.
- There is a high expense associated with in-app purchases. The parent companies of these systems (Apple, Google) take 30% of all in-app purchases, a rate that far outpaces industry standard credit card processing fee of 1-3% while providing limited additional benefit.

- There is a lack of support for non-traditional payment methods, and this is a problem for a growing segment of the population, especially for “unbanked” individuals who do not have an account at a FDIC-insured institution and have sought alternative financial services. A 2015 report by the FDIC estimates that 7% of United States households are “unbanked”, with an additional 19.9% of United States households considered “under-banked.” The World Bank estimates that at least two billion people worldwide remain completely “unbanked,” with a large portion of those in Europe and Central Asia (where 49% are “unbanked”), Latin America (where 49% are “unbanked”), and the Middle East (where 86% are “unbanked”).
- iOS and Android in-app purchase systems do not support a growing portion of global financial holdings.
- Rampant fraud and accidental purchases. This was the subject of a 2014 lawsuit in which Apple was ordered to pay a \$32.5 million settlement for fraudulent and accidental purchases. Fraud and accidental purchases have been a nightmare for many end-users, especially those who allow their young children to use devices to play games.
- Current work-around solutions offer a poor user experience, often requiring the end-user to leave the mobile app experience for a web-based experience before returning. Each additional step diminishes the chances of a successful conversion.

The Open Money Solution

Product & Platform

The OPEN Platform will be a suite of tools within an API platform framework built from the ground up with app developers in mind.

Open Money's mission is to foster the widespread use of cryptocurrency by initially targeting the software industry genre of both web and mobile consumer apps. This genre shares a common core audience between both the cryptocurrency world and the consumer app world. Both audiences share overlapping demographics making it an ideal and commercially viable place to start.

By targeting the highly engaged area of consumer web and mobile apps, Open Money can leverage the vast experience of its executive team. This will allow us to become the driver for software to be distributed and monetized on the blockchain and will perfectly position us for future blockchain iterations and evolutions to come, for other genres of software applications.

We plan to develop a framework that can be applied to all areas of software applications, from enterprise (B2B) cloud infrastructure to computing to banking applications to online merchants selling to consumers -- enabling all software to be easily monetized with cryptocurrency.

To accomplish this, we will address the critical pain points that are acting as significant barriers to entry. The following barriers act to delay the major acceptance and use of cryptocurrency technology as a significant revenue source for mainstream software developers:

- Existing solutions are technically challenging for the standard app developer to integrate into their applications.
- Current methods are fragmented and offer fragmented monetization funnels, in contrast to the sleek monetization experience developers need to employ when dealing with critical in app purchases.
- App stores have convoluted policies around the acceptance of cryptocurrencies, and as a result, no major game developer has implemented a scalable solution for acceptance of cryptocurrencies as a payment method for in-app purchases.

- The expectation and process of rebuilding core applications to suit the blockchain infrastructure from the ground up may offer certain benefits in certain instances. But if 100% blockchain integration to consumer applications operating successfully in the fiat world is an expectation or requirement, this will slow down progress of cryptocurrency mainstream acceptance. The focus should be on the user experience layer

Enabling tried and true and market-tested products to accept cryptocurrency in a developer-friendly fashion will help foster the growth of both the crypto community as well as the individual app developers. We aim to provide the infrastructure that facilitates the growth of both parties, developers with successful titles operating in the fiat world and the consumers who hold the massive liquid value of digital tokens.

OPEN Platform - Monetization

The OPEN Platform will initially act as a monetization support platform for all developers looking to take their software products from the fiat world and transition them to accepting cryptocurrencies across both web and mobile.

Immediate and early features include a REST API and SDK focused on monetization abilities with support for all future forms of cryptocurrency. This will enable developers of popular software in the form of utility or gaming apps to tap into the \$100 billion in cryptocurrency in a lean developer friendly fashion.

Three product directions will be supported on the OPEN Platforms API.

OPEN Platform - User Accounts

The OPEN Platform User Account provides developers with the ability to accept cryptocurrency. This product operates much like a user account in popular games, similar to how you would rack up in app currency in a smash hit gem puzzle matching game on your iPhone, you could play cross-device on your iPad or on Facebook. When you sign into the game on your iPad, your progress and in app currency are seamlessly synced from your iPhone to your iPad, allowing you to switch devices freely. In the same way, a developer

would be able to provide cryptocurrency as a payment option, applying it directly to your user account by making a simple call to the OPEN Platform.

OPEN Web

OPEN Web gives developers the ability to take a smash hit mobile gaming app and port it as a web version that is immediately able to accept all forms of cryptocurrency, including Bitcoin, Ethereum and ICO based tokens. The OPEN Platform's API calls enable any mobile developer to push a successful mobile product onto the web and instantly allow cryptocurrency holders to make in app purchases without any delays or restrictions found on app stores.

OPEN Mobile

OPEN Mobile is a wallet service that is designed for app developers, enabling them to accept cryptocurrency for e-commerce-based applications such as a Shopify store. Unlike the current options for accepting tokens today, many of them are restricted due to their design and fragmented in their monetization experience.

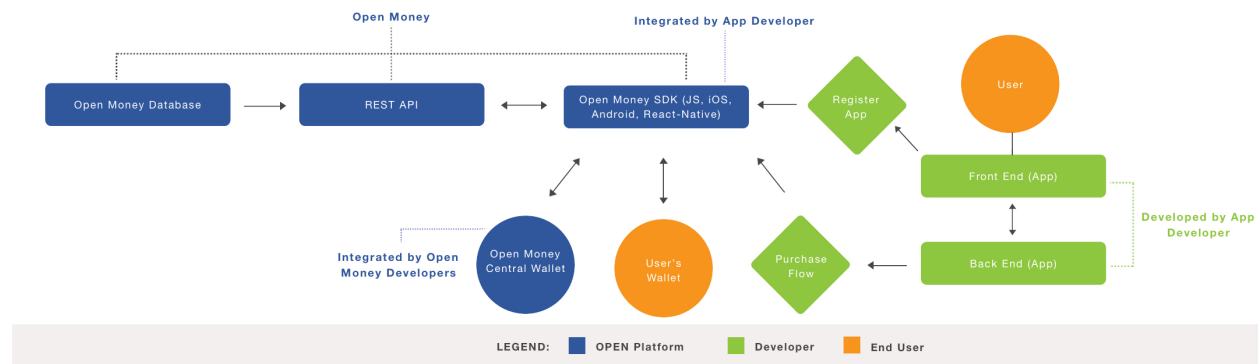
Our integrated wallet experience will feel like an in-app menu and creates a streamlined monetization experience for developers to offer to their consumers.

The OPEN Platform - Initial Technical Scope

Open Money is building a platform with a REST API which can be used in any language that supports REST calls. This makes it incredibly developer-friendly and accessible through mobile and web platforms. The API will feature a simple to use integration to provide seamless interactions with the Open Money platform. At the forefront, the developer API will be created with developers in mind first; Open Money's mission is to ensure that the developer experience should be painless and require little effort.

The technical architecture of Open Money's implementation is split into two main parts. The Open Money platform itself, also known as the SDK, and the Open Money API.

The Open Money SDK contains the core functionality of the platform. It takes care of all the tasks required to make the platform work, such as handling all communication and payment processes between the developer's app and the Open Money back end, managing developer accounts, and security related processes.



The second component, the Open Money API, is the communication layer between the app and the platform itself. To gain access to the API, developers will be required to register with Open Money through the developer dashboard to receive an API key, which will allow their app to communicate with the Open Money platform. They will then be given access to the API reference for the code that they need to insert into their app.

The required calls that developers will need to make include initializing Open Money's platform using the given API key in order to create the connection between the app and the platform, setting up event listeners which are responsible for waiting for specific events to occur and then executing them and returning a result, and displaying the Open Money interface within the app, which will handle all of the interactions with the user with utmost security for accepting cryptocurrency payments and return results to the app using JSON formatted responses.

Distribution

Our focus is to support developer success with a suite of tools embedded in the OPEN Platform. Distribution is a natural extension to our platform and is vertically aligned with monetization.

Given our pre-existing relationship with developers through our OPEN Platform, Open Money will publish a distribution platform that will serve as a first of its kind for apps and developers that utilize cryptocurrency with the OPEN Platform. Through this distribution platform, developers will be able to sell full fixed-priced applications to their blockchain audience. Further marketing and promotional features will be built into the distribution platform, similar to the App Store, Steam or Origin. This will play a further role for when the OPEN Platform expands its service to B2B and enterprise applications.

The OPEN Platform can be developed with modular products and features which can address other parts of a successful ecosystem that would support mainstream developers onto the blockchain, while fostering the blockchain community as whole.

Business Model

The OPEN Platform will be free to implement and access for all developers.

Our platform plans to collect a small transaction fee on each OPEN Token transaction, similar to the “gas” special unit in Ethereum however within the OPEN Platform monetization and distribution product. When registering for the OPEN Platform, developers will identify the gas rate that they would like to pay. The higher the gas, the more the network will prioritize the settlement of that transaction. A range for gas rates will be announced as we near the completion of development, but will be expected to be kept low to facilitate the use of the platform.

Developer API

Open Money is building a platform with a REST API which can be used in any language that supports REST calls. This makes it incredibly developer friendly and accessible through mobile and web platforms. Shortly following the REST API will be iOS, Android, and React-Native Open Money SDKs to provide native support and convenience for developers. The API will feature simple to use integration providing seamless interactions with the OPEN Platform. At the forefront, the developer API will be created with developers in mind first. Our priority is to ensure that the developer integration experience is simple and painless.

Open-Source

As the OPEN Platform is released, our community will also release its source code giving birth to the Open Money Community: A community that will be supported with budgets set for incentivization and marketing to work with the team to iterate on the platform in an collaborative public manner. This will further the probability of mass acceptance and usage of Open Money's framework and tools.

A comprehensive plan to support this community both technically and financially, mirrors the success of exemplary open source projects within the blockchain world.

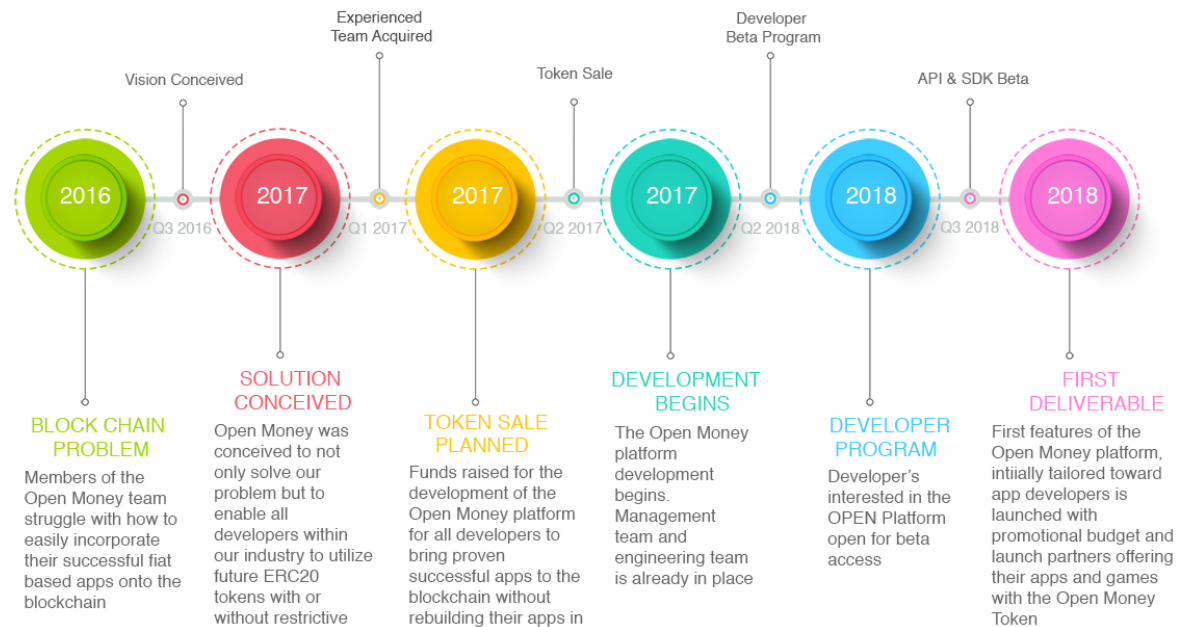
Good Citizenship and Governance

At Open Money we believe strongly in the potential of blockchain technology, the Ethereum project, and the cryptocurrency community in general.

For this reason we pledge to share resources and learning acquired during development and to behave in an ethical and moral fashion that contributes to the overall success of blockchain-based projects, and to work diligently to introduce the benefits of blockchain technologies to a greater portion of the population at large.

Further, the Open Money team pledges good governance. We will offer complete transparency in our code, operations, and plans.

Roadmap



Project Roadmap	
Q3 2016	Open Money team faces problem in previous app development company
Q1 2017	Platform and Idea Conceived
Q3 2017	Token Sale Planned
Q4 2017	Development of the Open Money API Platform Begins
Q2 2018	Developer Program Released
Q3 2018	First Deliverable of the Open Money API Platform
Q4 2018	Monetization Tools and Products Publicly Released

OPEN Token

The OPEN Platform is free to use for developers. Monetization only occurs by using the OPEN Token. In this case, a small transactional processing fee be charged. This model encourages and enables developers to setup within the OPEN Platform for free and pay only when OPEN Tokens are processed within their application by consumers utilizing the OPEN Token.

OPEN Tokens are an integral part of Open Money's OPEN Platform, acting as the integrated currency consumers can spend in developer apps integrated within the OPEN Platform. The OPEN Platform will also accept all other cryptocurrencies to ensure widespread acceptance by developers and consumers.

In contrast to traditional in app purchase methods, the OPEN Token provides developers with an anti-fraud no chargeback feature, which solves the frequent problems of fraud, chargebacks and mistaken payment that developers currently experience with fiat based payment methods.

Utilizing and paying for app-related purchases with the OPEN Token enables consumers to receive a premium on the intended in app purchase currency.

For example, if the OPEN Token was used to buy an in app purchase in a gaming application within the OPEN Platform, a 20% bonus of the in app currency would be received, in contrast to an Ethereum token. This incentivizes the free use of the platform and its tools for developers, promoting adoption and expansion of the OPEN platform.

The OPEN Token is a transferable ERC20 compliant token. Total supply will be 360 million OPEN Tokens and will not increase beyond this fixed supply cap. Total circulation to be sold at the token sale event will be 180 million, the equivalent of 50% of the total supply. Up to 10% of token supply will be distributed to the OPEN team under certain vesting provisions and 3% for our advanced bounty program.

The OPEN Token will be traded on every and all international exchanges around the globe, and will be supported with significant marketing and communications budgets and support

from Open Money.

Token holders should note that a significant budget has been set aside for these activities following the token sale event.

Issuance

Individuals and organizations interested in the token distribution event should sign up for an E-mail newsletter or purchase at www.OpenMoney.digital. Further announcements regarding the structure of the sale will be communicated through the Open Money webpage, e-mail list, and social media (Twitter: OpenMoneyICO), Telegram Group “Open Money Token Sale” and Slack accounts. Note: Please do not use a wallet hosted on an exchange. Information on private and pre-sale token sale events with discounts or bonuses will first be offered through the Open Money E-mail newsletter and website (www.OpenMoney.digital)

Plan

During the public OPEN Token distribution event period, individuals and organizations can purchase OPEN Tokens through the token sale of the Open Token (OPEN). The total supply of OPEN will be 360,000,000 tokens, of which 180,000,000 tokens will be in circulation and sold at the token sale event.

An amount equal to 50% of the total supply will be for sale within the Open Money token sale. Of that 3% will be distributed to the Bounty Program participants. A total of 15% will be set aside to incentivize the operational team, future hires, investors, professional advisors and support partners. The remaining 35% will be retained by Open Money. The internal operational team of Open Money will be subject to vesting provisions. Any OPEN Token that is not sold during the token sale will be dissolved into a proof of burn address.

Use of Funds

An injection of outside capital is required in order to execute the development of the Open Money vision. The valuable opportunity that the Open Money team is aggressively pursuing will require the use of capital to foster its development, growth, and marketing. Additional funds will be used in software development and customer development, partnerships and supporting the acquisition of developers to integrate within the OPEN Platform.

A marketing and promotional budget will also be utilized post token sale to support the Open Money Token's shareholders, use, and acceptance. This promotional budget will also facilitate promotional efforts for the introduction of our token to each global cryptocurrency exchange.

As noted earlier in this document, we are committed to contributing to the blockchain community, fostering its expansion and sharing resources and acquired learning. A portion of our budget will be used to publish and promote of our learnings for those general purposes.

A majority of proceeds from the token sale event will be used in the following divisions; 50% of will be spent on Engineering and Development, 25% on Marketing and Promotion, 15% on Professional Services and Maintenance, 5% on Partnerships and 5% on General Operational and Misc.

Disclaimer

To fund the development and release of the OPEN Platform, Open Money announced the release and pre-sale of a crypto-token built on top of Ethereum in 2017. The purpose of this document is to share information about the OPEN Platform and to introduce its token as the recipient considers partnership or participation in the planned token distribution event(s). There is sensitive information enclosed and it is understood that this packet will be used solely for the aforementioned purpose. It is not for public consumption or consideration.

The Open Money Token is a commodity in use as a utility to be used in and within the operation of the OPEN Platform. The Securities Act of 1933 sec. 2 (a) defines "security" as: "any note, stock, treasury stock, security feature, security-based swap, bond, debenture, evidence of indebtedness, certificate of interest or participation in any profit-sharing agreement, collateral-trust certificate, preorganization certificate of subscription, transferable share, investment contract, voting-trust certificate, certificate of deposit for a security, fractional undivided interest in oil, gas, or other mineral rights, any put, call, straddle, option, or privilege on any security, certificate of deposit, or group or index of securities (including any interest therein or based on the value thereof), or any put, call, straddle, option, or privilege entered into on a national securities exchange relating to foreign currency, or, in general, any interest or instrument commonly known as a "security," or any certificate of interest or participation in, temporary or interim certificate for, receipt for, guarantee of, or warrant or right to subscribe to or purchase, any of the foregoing." The Open Money Token is not an investment-grade security of any kind.



OPEN MONEY

www.openmoney.digital