



# SRCOIN

Subscription Revenue Business on the BLOCKCHAIN

WHITE PAPER  
October 2017

# ABSTRACT

We will be issuing SRCOIN for subscription base business on Bitshares decentralized exchange.

[https://bitshares.org/wallet/#/market/SRCOIN\\_BTS](https://bitshares.org/wallet/#/market/SRCOIN_BTS)

Subscription business is considered as one of the highest value business models in the Wall Street.

Well-known companies that use this model include **Netflix, Amazon's Prime service, Apple Music, IPSY, Dollar Shave Club**, and etc.

Examples : Netflix, Spotify, Zipcar, and all SaaS companies. Others companies offer subscriptions in addition to their pay-per-product businesses. Examples of these include Amazon / Amazon Prime which Incorporates a subscription into their pay-per-product business model

<https://blog.kissmetrics.com/excel-at-subscription-economy/>

Definition : What is a subscription based model?

A subscription-based pricing model is a payment structure that allows a customer or organization to purchase or subscribe to a vendor's services for a specific period of time for a set price. Subscribers typically commit to the services on a monthly or annual basis.

<https://www.forbes.com/sites/richardkestenbaum/2017/08/10/subscription-businesses-are-exploding-with-growth/>

SRCOIN's main markets, Singapore and Malaysia, have seen explosive growth in subscription business from 2007 to 2016 with a current market cap of \$3.8 billion USD.

<http://www.newstomato.com/ReadNews.aspx?no=754823>

# ABSTRACT

**SRCOIN's issuer, K Rental, Korean - Malaysian corporation , has the third largest market share in Malaysia subscription market.** Headquartered in Kuala Lumpur, K Rental has 78 stores across the country with over 5000 employees, and is planning to **IPO in the Singapore Stock Exchange in 2020.**

<https://www.krental.org/>

We are issuing SRCOIN to tap into the \$1.1 billion dollar massage chair market using the subscription business model. The goal of this crowdsale is simple. After purchasing the massage chairs with the ICO funding, we will use K Rental's existing infrastructure to promote subscription plan for these chairs and share the generated profit with the ICO contributors.

Currently, there are five Japanese companies with a monopoly in selling the massage chairs. By entering the massage chair market with subscription business, we will tap into the untapped market.

<http://news.mt.co.kr/mtview.php?no=2017110215224775073&outlink=1&ref=https%3A%2F%2Fsearch.naver.com>

<http://www.thebell.co.kr/free/content/ArticleView.asp?key=201711070100012400000778&svccode=00&page=1&sort=t>  
[hebell check time](#)

<http://www.theinvestor.co.kr/view.php?ud=20171023000779>

Our goal is to accelerate the process of raising capital needed for this subscription business plan in order to achieve speed to market. And the participants of the SRCOIN throughout the world can witness the scarcity of SRCOIN through our implementation of buy back & burn policy.

# ABSTRACT

Funds gathered through SRCOIN will mainly be used to purchase products for high yield subscription business plan. These purchased assets have higher profitability(sales profit higher than 50%) than real estate and more liquidity. Once these assets incur profits based on subscription plan, we will initiate our buy back & burn policy to raise the value of remaining SRCOINs.





# ABSTRACT

Not only will SRCOIN be used for asset purchase for the subscription business, the coins will be considered as a great marketable product that hold high scarcity value in cryptocurrency exchanges.

SRCOINs will be applicable in the real world as well.

**Like how bitcoin's worth was once valued by the amount of pizzas it can buy, you will be able to witness SRCOIN's usage in the real world with your own eyes.**

- 1) SRCOIN token holders will be able to purchase water purifiers, massage chairs, and other appliances using the coins.
- 2) More than 100,000 subscription customers can pay subscription fees with SRCOINs.
- 3) K Rental will issue SRCOINs to its 5,000 employees. This will vitalize the SRCOIN trades and in return demonstrate the coin's value.
- 4) If successfully executed, SRCOIN will have a high chance of becoming a medium of exchange to industries related to K Rental.
- 5) SRCOIN will have a very positive impact to its value once it is adopted to the various uses as mentioned above.

By implementing the SRCOIN as a medium of exchange in the real world, SRCOIN will have differentiated scarcity value that is not seen in other ICO tokens.

# ABSTRACT

There are two ways ICO contributors and reap profit from this project, and profits made through this project will be independently calculated by an accredited third party accounting firm.

- 1) 30% of the calculated profit will be used for quarterly buy back & burn policy.**
- 2) 20% of the calculated profit will be used to purchased Ethereum tokens. We will send these Eth tokens to the ICO contributors' private wallet. The amount of Ethereum tokens received will be based on the amount of SRCOIN purchased.**

We expect the SRCOIN project to innovate the subscription industry by combining the stability of traditional subscription business and the growth of advanced Blockchain technology.

***Be part of the crowd and let's succeed together.***

# Contents

1. KEY ADVANTAGES OF SUBSCRIPTION BUSINESS	8
2. THE MARKET	10
3. 5 ADVENTAGES OF SRCOIN	13
4. COMPANY	19
5. COMPANY VALUE	25
6. THE TEAM	29
7. THE ICO	33
8. SRCOIN TIMELINE	35
9. CONCLUSION	36

# 1. Key Advantages of Subscription Business

For a business, it's a much better way to predict volume and demand in advance and buy just the right amount of product and reduce wastage. Often the money is upfront too so it's great for cashflow. Also, it always looks good to investors when you have a predictable cashflow.

acquire a customer over the longer term, rather than just that single one-off purchase.

## 1. Higher Margin

It usually means higher margin, which also means you can afford to 'pay more' for a customer, and often to grow faster by 'buying' customers more quickly than your one-off-transaction competitors, or spreading to new territories in the knowledge you'll have the future income to pay for it.

## 2. Business Consistency

Subscription strategy can result in increased sales as the concept appeals to many of today's consumers. The transition can also boost long-term sustainability by creating more loyal clients and generating recurring revenue.

<http://www.marketingprofs.com/chirp/2014/25414/six-benefits-of-using-a-subscription-model-for-your-business-infographic>

## 3. Company Value

A company that can say "we'll generate £3m next month" and know it for sure is usually going to be viewed as more attractive than the same company without the near-guarantee of income.



# 1. Key Advantages of Subscription Business

## 4. Better Cash Flow Management

A subscription business model offers much higher payment safety for your business. It helps in realizing automatic online transactions to receive regular payments for the products and services sold. This ensures not just regularity of business but also the cash being generated from it. The model provides overall stability to the business.

## 5. Greater predictability

It should mean a steady monthly revenue, plus it sure is easier forecasting consumers' lifetime value. It also opens up customer data and communication possibilities. Continual streams of actual monthly client habits, groupings and nuances. A fixed regularly shipping window and typically product size soothes out the risk of unpredicted daily demand on your fulfillment.

## 6. Higher Customer Retention

A subscription model ensures that the business is retaining a larger number of customers on a consistent basis. The model gives an opportunity to get upgradation and increased revenue opportunities from the existing customers.

## 7. Faster feedback loop

Again, if a customer orders from you twice a year, it takes you a long time to understand any problems and prioritize them highly enough to iron them out. If customers buy every month, they soon tell you of the issues, which means you remove problems quicker and in turn create a better product that may both attract more customers, and mean your existing customers stick around longer.

## 2. MARKET

### - Demand continues to increase for massage chair

Singapore was once a state in Malaysia, and declared independence. Both countries are not only geographically bound together, they also form a single market economically. The massage chair market in Singapore and Malaysia is US \$1.1 billion and continuously expands as the population's interest in healthy lifestyle grows.

<https://tradingeconomics.com/singapore/gdp-per-capita-ppp>

<https://tradingeconomics.com/malaysia/gdp-per-capita-ppp>

In Japan, the market for massage chair is mature and more than 20% of the population owns a massage chair. The massage chair is a growing demand in Singapore and Malaysia.

#### **The reason for growing demand is**

- 1) Higher quality of living through increasing income, which leads to growing interest in healthy lifestyle.
- 2) With more exposure to stressful work environments
- 3) People are using massage chair as a way to show off their wealth by buying luxurious lifestyle products. This desire is very similar to people wanting luxury cars.

Currently, Singapore and Malaysia massage chair market is dominated by five companies, OGAWA, PANASONIC, OSIM, GINTEL and OTO. Until recently, these companies in Singapore and Malaysia only sold their products and the subscription business was non-existent.

In August 2017, GINTEL started offering subscription plans for massage chairs and has experienced high interest.

<http://www.gintell.com/home/>

## 2. MARKET

We are planning to reshape the current sales-oriented massage chair market and expand our sales by entering the Singapore and Malaysian market with subscription business plans as soon as possible.

The water purifier market in Singapore and Malaysia was once sales-oriented market. However, the subscription business entered the water purifier market and the shift to the subscription business was explosive. We predict that Singapore and Malaysia's massage chair market will also see similar shift once subscription model is implemented in the current sales-oriented market.

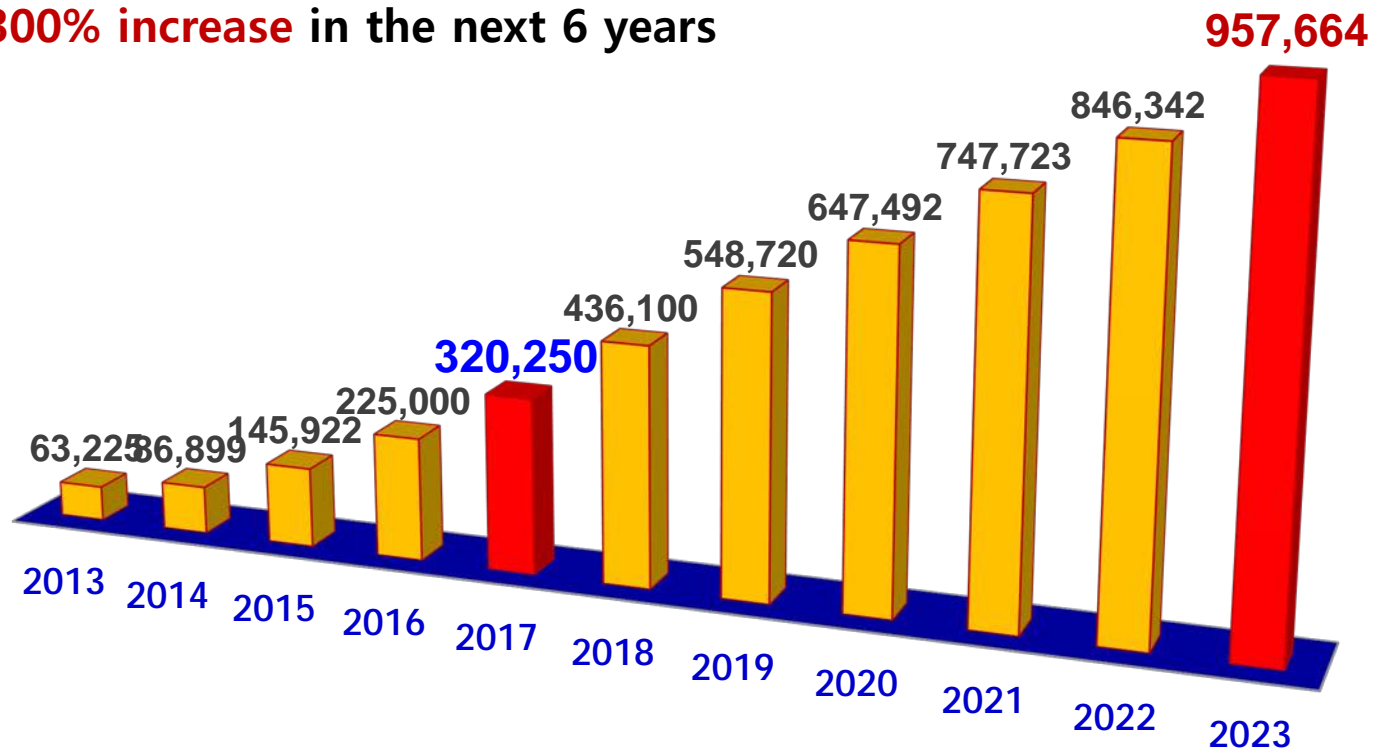
**The average gross margin of these companies selling the massage chairs is 58%, but our subscription model profit ratio will be 70%.**



## 2. MARKET

- 300% increase within the next 6 years

- Fast Growth of Malaysia Rental Market  
: 300% increase in the next 6 years



### 3. 5 ADVANTAGES OF SRCOIN

#### 1) SRCOIN has underlying asset that supports its value

Historically, and in the modern world, sustainable currencies have met three important functions. The first is the medium of exchange, second is the unit of account, and third is the store of value. Well circulated currencies like the US dollar and Euro meet these criteria. Likewise Bitcoin serves as means of exchange and unite and calculation but fails be a store of value.

In order to satisfy the criteria of store of value, bitcoin must prove that it can maintain its purchasing power in the future. However, as a new monetary unit, Bitcoin has shown large price fluctuation and there is a question whether it will become a sustainable currency in the future.

The main reason for Bitcoin's large price fluctuation is because Bitcoin doesn't have any underlying assets. Without any underlying asset to represent, it is hard for the general population to determine Bitcoin's value.

Which brings us into question how much should be invested in such cryptocurrency?

To solve this chronic problem of cryptocurrency, we introduce SRCOIN, which is valued through its underlying assets.



### 3. 5 ADVANTAGES OF SRCOIN

SRCOIN is created with an account receivable as the underlying asset, which occurs when customers purchase subscription plan for K Rental products. In other words, the cash flow of the account receivable is the value of SRCOIN. The account receivable represents the cash flow generated from the 5 year subscription contract's monthly fee.

Account receivable represents the cash flow of monthly subscription fee incurred from the subscription agreement for 60 months or more.

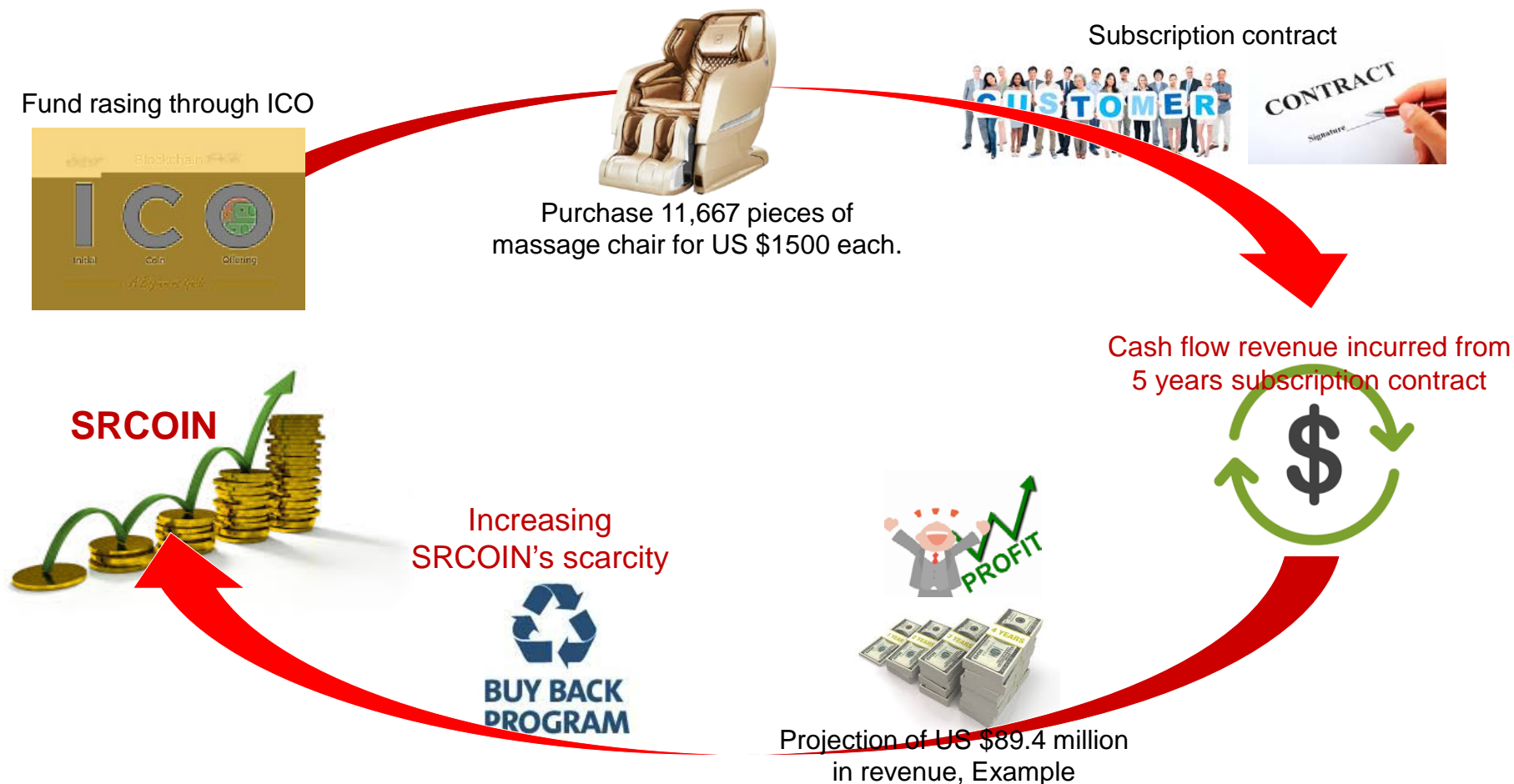
- $\text{Account Receivable} = \text{Monthly subscription fee} * 60 \text{ months}$
- The account receivable incurred from one massage chair subscription contract is US \$4,967
- In conclusion, if 1,500 of massage chairs are rented out, the total AR incurred from the monthly subscription fee is US \$89.4 million ( $1500 \text{ chairs} * \text{US } \$4,967 (\text{AR per chair}) * 12 \text{ months}$ ) a year.

SRCOIN is issued based on the AR that incurs from the subscription plans, and the generated cash flow from the subscription plans plays a crucial role in preserving SRCOIN's value.

The cash flow of the massage chair subscription plan is bound to a legal contract, and the customers are obligated to pay for the subscription fee for the duration of a contract term. For this reason, SRCOIN has a unique security that other cryptocurrency does not provide. When it comes to SRCOIN, the ICO contributors do not have to worry about the cryptocurrency's innate problem of fulfilling the role as a store of value. SRCOIN provides sustainable and attractive investment option that satisfies all of the three vital characteristics of a currency.

### 3. 5 ADVANTAGES OF SRCOIN

- ICO, Subscription Business and SRCOIN Price



### 3. 5 ADVANTAGES OF SRCOIN

**2) SRCOIN does not have any risks of loss that might stem from company's structural collapse or failure to launch the project.**

Funds generated through SRCOIN ICO are invested in the massage chair subscription project, which is then carried out by an established and operating company (K Rental), so the risk of SRCOIN project failing to launch is fundamentally nonexistent.

In addition, ICO contributors will have a chance to visit K Rental in Malaysia through visitation program. Contributors will be able to witness the project's progress themselves. Information regarding visitation program will be posted on SRCOIN.info on future date.

**3) For 6 years, we will continue to increase the scarcity of SRCOIN through repeated Buyback & Burn policies, which then will lead to higher coin price. This policy is our way to give back to the contributors who hold SRCOIN.**

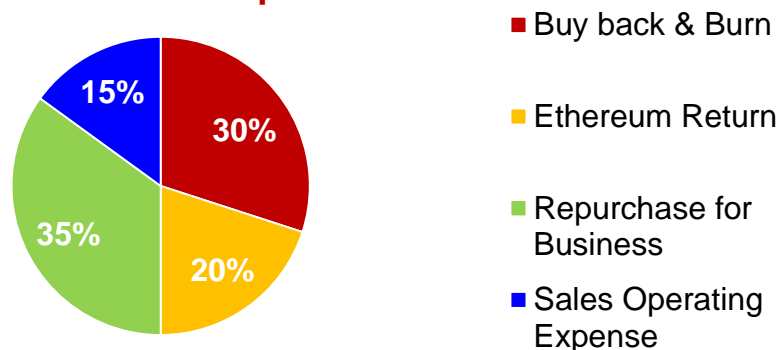
30% of the revenue generated from the subscription plans will be used for repeated buy-back & burn policy. The is similar to Samsung's method of purchasing its own stock and burning them in order to keep the stock price high. The results of buy-back & burn policies will be posted on SRCOIN.com

### 3. 5 ADVANTAGES OF SRCOIN

**4) We will return 20% of the profits generated from subscription plans to the ICO contributors with Ethereum tokens. This policy will last for three years and is applicable to the ICO contributors only. Contributors do not need to possess SRCOINs to receive this benefit.**

Adding the possibility of Ethereum's value going up in the future, this incentive acts as a 2 in 1 bonus for the ICO contributors. The Ethereum tokens will be sent to the private wallet addresses from the snapshot that is taken after ICO ends.

**Distribution of Subscription Profit**



### 3. 5 ADVANTAGES OF SRCOIN

#### 5) You are allowed to swap SRCOIN with the K Rental's preferred stock.

- The current stock price of K Rental is US \$25
- Until June 2018, the exchange rate will be 5 SRCOINs to 1 K Rental stock and after June 2018 a new exchange rate will be posted on our website.
- You can expect to earn twice the profit if you convert the coins to K Rental stock (1 SRCOIN = US \$2.50).
- SRCOIN will see increase in scarcity when the coins are swapped for the stocks and burned afterwards.
- There are three advantages for the SRCOIN holders by offering stock conversion option
  - 1) In the event of a heavy regulation on cryptocurrency, other crypto token holders may experience difficulty when cashing out, but SRCOIN holders can convert their coins to the K Rental stocks.
  - 2) Profit can be earned if SRCOIN (5 SRCOIN = US \$12.5) holders decide to trade their coin for the K Rental stocks (1 K Rental stock = US \$25) before June 2018.
  - 3) Allowing the exchange of SRCOIN for the K Rental stocks will enhance the value and stability of SRCOIN by creating a link with the account receivable that is generated through the subscription plans.



## 4. COMPANY

**KOREA**  
**RENTAL**  
코리아 렌탈

19



- K RENTAL NETWORKS SDN BHD (1212718-X)
- GST NO. 001166192640
- Sunway Nexis Block D-1-1 & D-2-1, PJU 5/1, Kota Damansara,
- 47810, Petaling Jaya, Selangor, Malaysia

**SSM**  
SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

BORANG 9  
AKTA SYARIKAT 1965 [Seksyen 16(4)]

No. Syarikat - MyCoID  
1212718 X

**PERAKUAN PEMERBADANAN SYARIKAT SENDIRIAN**

Dengan ini diperakui bahawa

**K RENTAL NETWORKS SDN. BHD.**

telah diperbadankan di bawah Akta Syarikat 1965, pada dan mulai dari 16 haribulan Disember 2016, dan bahawa syarikat ini adalah sebuah syarikat berhad menurut syer dan bahawa syarikat ini adalah sebuah syarikat sendirian.

Dibuat di bawah tandatangan dan meterai saya di Kuala Lumpur pada 16 haribulan Disember 2016.

**DATO' ZAHRAH AID WAHAB FENNER**  
PENDAFTAR SYARIKAT  
MALAYSIA

Uraian : permohonan pendaftaran. Date : 05/02/2016 5:13:43 PM

## 4. COMPANY

K Rental, a company that issues SRCOIN, is a Korean-Malaysian corporation with water purifiers as the main item and recorded sales of US \$10 million dollars in 2017. The company has third largest share in the subscription business market in Malaysia after Coway and Cuckoo.

K Rental's subscription plan is the fusion of Coway(subscription business) and Bodyfriend's(massage chair manufacturer) business models. We provide subscription plans on home appliances such as water and air purifiers, and massage chairs.

Headquartered in Kuala Lumpur, Malaysia, K Rental has 78 stores and over 5000 staffs throughout Singapore and Malaysia. K Rental is preparing to IPO on the Singapore Stock Exchange in 2020.

Growth of the subscription business for water purifiers in Malaysia can be explained in three points  
First, urbanization of the nation and growing distrust in the water supply.

Malaysia is the most urbanized country among the ASEAN countries. 74.5% of the population lives in the cities, and infrastructure and environment, such as roads and water, have continued to develop.

Second, high income levels and purchasing power.

When adjusted by purchasing power parity(PPP), GDP per capita in Malaysia was last recorded at \$25,000 US dollars in 2016. This puts Malaysia in the ranks of wealthy nations in Asia, such as South Korea and Japan. In the late 90s, South Korea experienced growth in the subscription business, and the trend we are seeing in Malaysia in the subscription business is very similar to South Korea's subscription business in the 90s. <https://tradingeconomics.com/malaysia/gdp-per-capita-ppp>

## 4. COMPANY

Third, the outstanding sales force that supported the growth of the subscription business.

The average salary of a salesperson is 200-500% higher than the average salary of a college graduate working in a financial institute. Thus, many young and talented youths are entering the sales market in subscription business.

Currently, there are three companies, K Rental, Coway, Cuckoo, that dominate the water purifier subscription business in Malaysia. In other words, most of the companies in the water purifier market are sales-oriented and only three companies are in the subscription business market. In 2017, it is reported that there are more than 600,000 customers using the water and air purifiers through subscription plans. This shows that the market for subscription business has entered an explosive growth spurt.

<http://www.newstomato.com/ReadNews.aspx?no=754823>

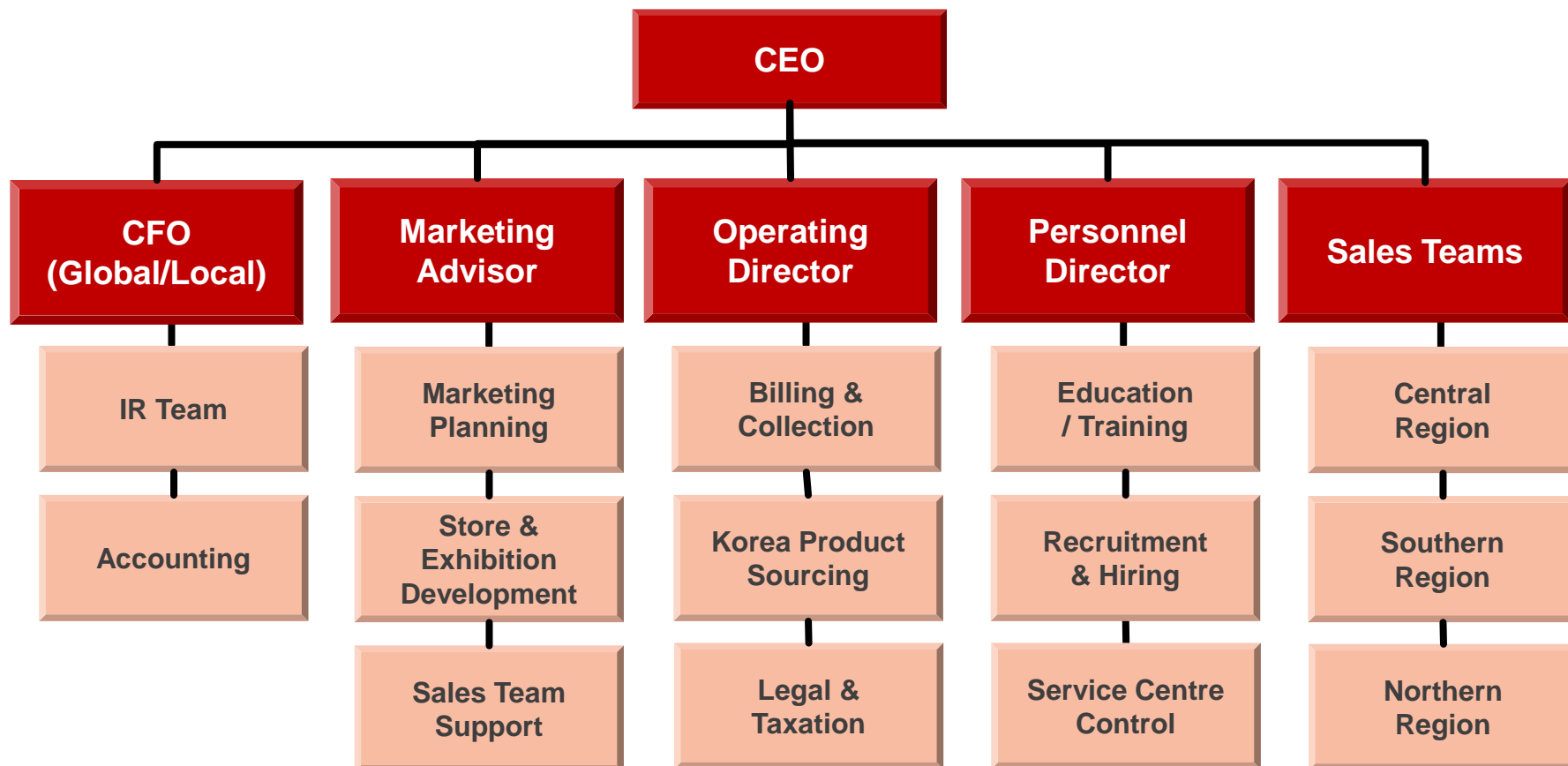
Despite the growth in the subscription business, massage chairs have not been used as an item for subscription plans until recently. GINTER entered the massage chair subscription business in August 2017.

Our current goal can be closely compared to how Bodyfriend entered the subscription business that was dominated by water purifiers with their massage chairs. The fact that Bodyfriend was able to achieve company evaluation of US \$1.7 billion dollars in a matter of few years proves that massage chair subscription business has tremendous possibility. Moreover, the cultures of Singapore and Malaysia have much higher preference and need for the massage chairs compared to Korea.

<http://www.thebell.co.kr/free/content/ArticleView.asp?key=201711070100012400000778&svccode=00&page=1&sort=t>  
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<http://news.mt.co.kr/mtview.php?no=2017110215224775073&outlink=1&ref=https%3A%2F%2Fsearch.naver.com>

## 4. COMPANY





## 4. COMPANY



Pasaraya @mart Kempas, Johor



TJ Mart Skudai, Johor



## 4. COMPANY



**Kip Mall Kota Warisan  
Sepang, Selangor**



**Giant Hypermarket  
Kuantan, Pahang**



**Kompleks Setia Indah,  
Johor**



**Econsave Sg. Udang,  
Melaka**



**Tesco Tanjung, Penang**



**Mydin Mall Pelangi Indah,  
Johor**



**Mydin Mall Gong Badak,  
Melaka**



**Giant Mall Bachang,  
Melaka**



**Bistari Bestmart, Johor**



**Giant Hypermarket  
Tampoi, Johor**



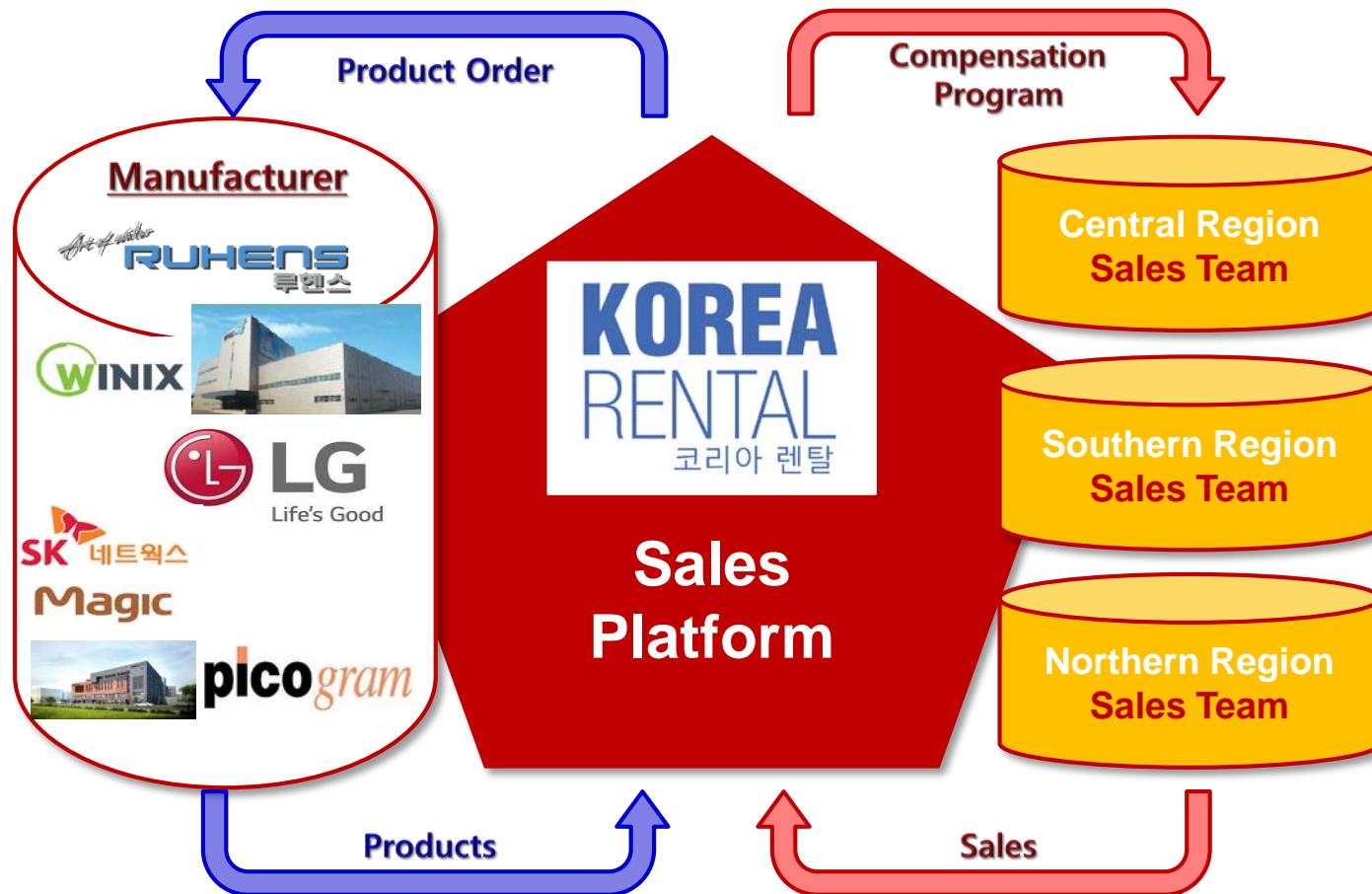
**Mydin Mall Seremban2,  
N. Sembilan**



**Uptown Puchong, Selangor**

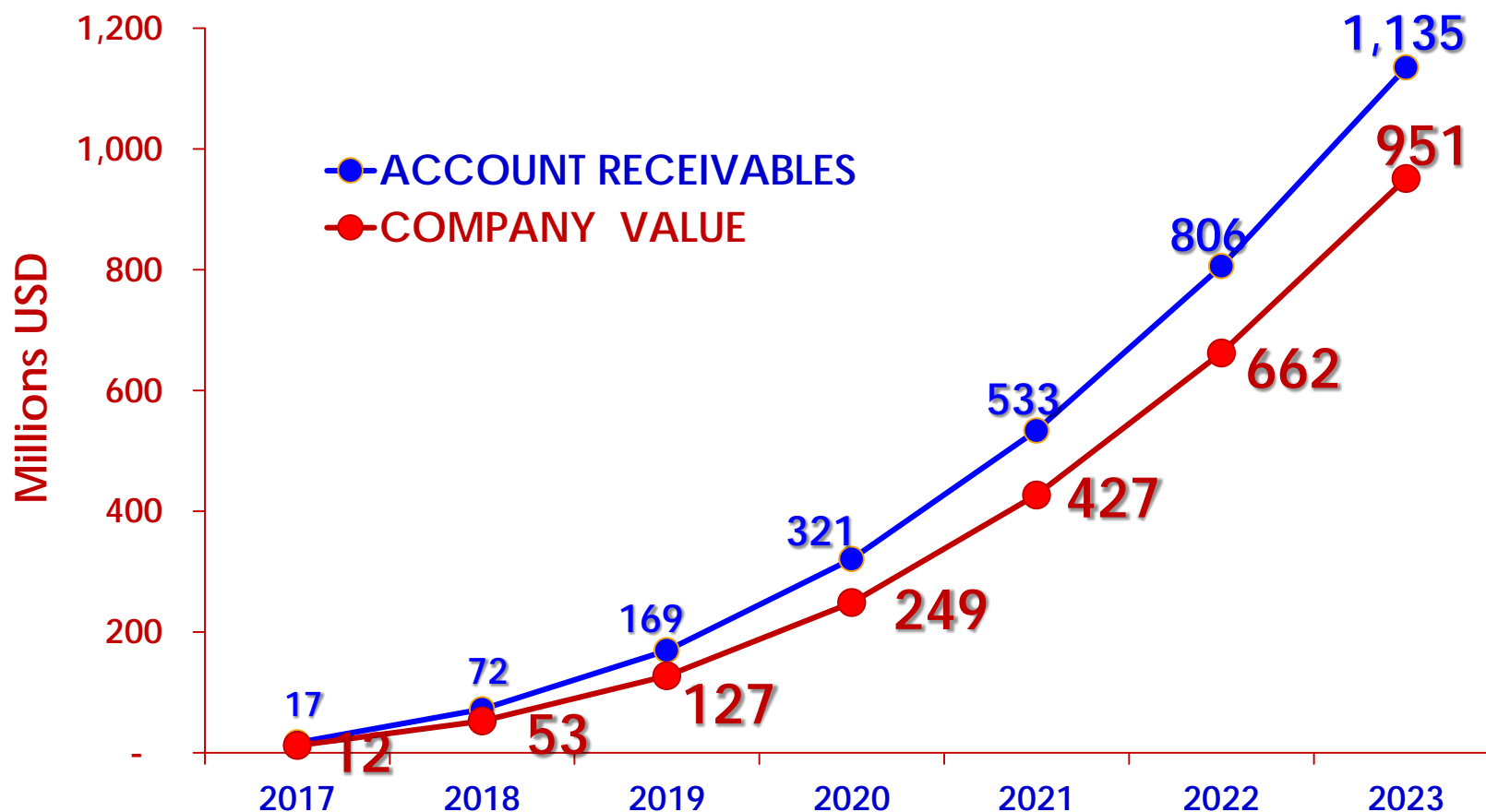
## 5. K RENTAL COMPANY VALUE

### - Business Model



## 5. K RENTAL COMPANY VALUE

- K Rental Company Value (USD)



## 5. K RENTAL COMPANY VALUE

### - Sales vs Expense Analysis

(Currency : USD)

YEAR	2017	2018	2019	2023
Sales Amount	10,498,605	38,176,744	75,558,140	932,944,186
Expenses	6,299,163	22,906,047	45,334,884	559,766,512
Net Income	4,199,442	15,270,698	30,223,256	373,177,674

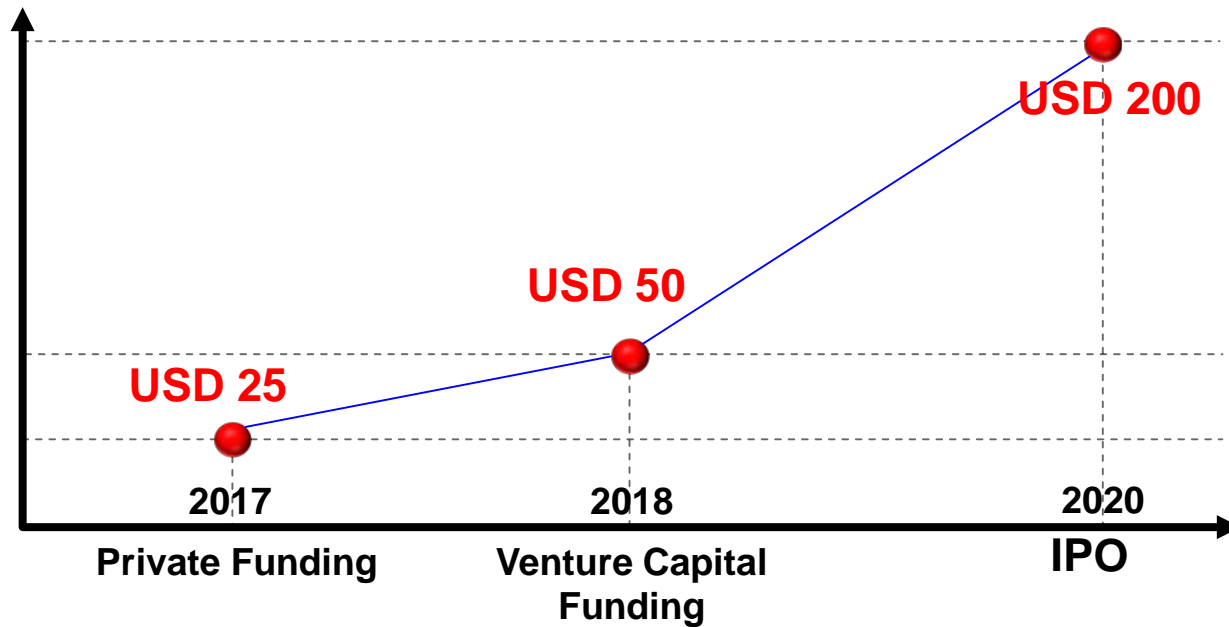
(Currency : Malaysia RM)

YEAR	2017	2018	2019	2023
Sales Amount	45,144,000	164,160,000	324,900,000	4,011,660,000
Expenses	27,086,400	98,496,000	194,940,000	2,406,996,000
Net Income	18,057,600	65,664,000	129,960,000	1,604,664,000



## 5. K RENTAL COMPANY VALUE - IPO (Initial Public Offering)

- IPO at Singapore Exchange (SGX)
- Time frame : 2020.1<sup>st</sup> Q
- Target Price : **USD 200** per share







## 6. THE TEAM



➤ **Mohd Nazwa Mustapha, Chief Operating Officer(COO)**

Mr. Mohd Nazwa Mustapha is also a talented person with over 10 years of experience and reputation in operations and service industry, and is one of the main contributors to the success of Coway Malaysia. Mr. Mohd Nazwa Mustapha was chief executive officer of the Coway Education & Service center and developed a training program for product technology, service and sales departments, staffing, business planning, and product development. His trainings sessions have fostered sales professionals and he is sought after by various government entities, such as Ministry of Health, SIRIM, ST, HALAL, for his expertise in product certification.



➤ **Kyle Lee, Chief Financial Officer(CFO)**

**Owner of the K Rental Networks**  
**Certified Public Accountant of USA,**  
Seonjin Accounting Corporation,  
Fine Management Accounting Corporation,  
CRC analysis.  
Sogang Univ. MA.



➤ **Logan Seo, Chief Project Developer**

Logan has a background in software engineering and experience deploying scalable solutions in large-scale backend systems with new technologies. He's been in the software engineering industry since 2010.  
Georgia Tech, software engineering

## 6. THE TEAM

### - Legal, Accounting, Taxation, Health Advisors



**STEPHEN J. WASLEY**

- ATTONREY, LAWYER OF USA
- MEMBER OF THE STATE BAR OF GEORGIA
- PRESIDENT OF STEPHEN W. PC
- JOHN MARSHALL LAW SCHOOL USA
- UNIVERSITY OF COPENHAGEN LAW SCHOOL



**SI HYEON KIM**

- ATTONREY, LAWYER OF USA
- PRESIDENT OF KIM & IM
- MEMBER OF THE STATE BAR OF GEORGIA
- MEMBER OF THE STATE BAR OF NEW YORK
- VANDERBILT UNIVERSITY LAW SCHOOL



**SEOK H. LEE**

- USA LICENSED CPA
- PRESIDENT, SH TAX & FINANCIAL, LLC
- GSU, MASTER OF ACCOUNTANCY
- KOREA EXCHANGE BANK
- YON SEI UNIVERSITY BACHEROR OF SCIENCE



**MICHEAL LEE**

- USA LICENSED CPA
- PRESIDENT OF MICHAEL K. LEE CPA & COMPANY
- GEORGIA STATE UNIVERSITY, MPA,
- SAMSUNG ELECTRONICS
- UGA, MPA, ACCOUNTING
- SOGANG UNIVERSITY, BA, BUSINESS



**MYUNG JAE YOO**

- MEDICAL DOCTOR (MD)
- DIPLOMA OF AMERICAN BOARD OF PAIN MEDICINE
- DIPLOMA OF AMERICAN BOARD OF PHYSICAL MEDICINE & REHABILITATION
- DIPLOMA OF AMERICAN BOARD OF ELECTRODIAGNOSTIC MEDICINE
- VIRGINIA TECH MEDICINE COLLEDGE



## 6. THE TEAM



### ➤ Fully Experienced Management

Massage chairs and water purifiers require special door-to-door sales force, and to operate such large sales organization it is necessary to have not only experience and knowledge, but be aware of the local situations in Malaysia and Singapore.

The CEO Mr. Joshua Lee is an outstanding executive who lived in Malaysia for 23 years with 11 years of experience in subscription business. Our executives build customized sales strategies based on a rich understanding of the Singapore and Malaysian subscription business and strongly leads the sales and sales support teams.

Other sales team leaders and management teams exist of professionals with experience and young talents. In this regard, **K Rental's management has the best expertise and experience in the Singapore and Malaysian subscription business.**



## 7. THE ICO

We will issue SRCOIN for the subscription business on the Bitshares decentralized exchange. SRCOIN is a cryptocurrency token issued to the contributors of crowdsale, and the funds gathered are used to buy products, which serve as underlying assets for the subscription revenue income business.

[https://bitshares.org/wallet/#/market/SRCOIN\\_BTS](https://bitshares.org/wallet/#/market/SRCOIN_BTS)

➤ Number of available coins : 7,000,000

➤ SRCOIN Price

**1) Pre-ICO : US \$1.95** (first 700,000 coins)

+ for every 1000 coin purchase contributor can receive 20 stock certificate from K Rental valued at \$500

**2) ICO first 48 hours : US\$ 2.25**

3) ICO first 48 hours ~ 2018 January 31<sup>st</sup> : **US\$ 2.50**

➤ ICO duration : Dec. 20<sup>th</sup> 2017 (GMT) ~ Jan. 31<sup>st</sup> 2018 (GMT)

➤ Number of coins for team : 700,000

➤ ICO Fund utilization: Asset purchasing 95%, Operation cost 5%

Once ICO is launched, SRCOIN will be issued and distributed to contributors via Bitshares DEX. Funds from the SRCOIN will be invested in buying the products/assets needed for the high profit yielding subscription business. These assets have higher profitability (more than 50% profit margin) and liquidity than real estate. When these assets generate subscription revenue, we will increase the value of SRCOIN through buy back and burn initiative.



## 7. THE ICO

By selling massage chair subscription plan to our customers on a large scale through K Rental network, subscription profits will continue to accrue for an average rental period of five years. With 30% of the profits generated through this project, we will periodically initiate buy back and burn policy, which then will increase the scarcity value of SRCOIN along with the coin's value.

Through the buy back & burn policy, SRCOIN holders will have a cryptocurrency token that is constantly increasing in scarcity value. If ICO contributors do not want to sell SRCOIN during a buy back, the remaining funds will be retained and will be added to the next buy back.

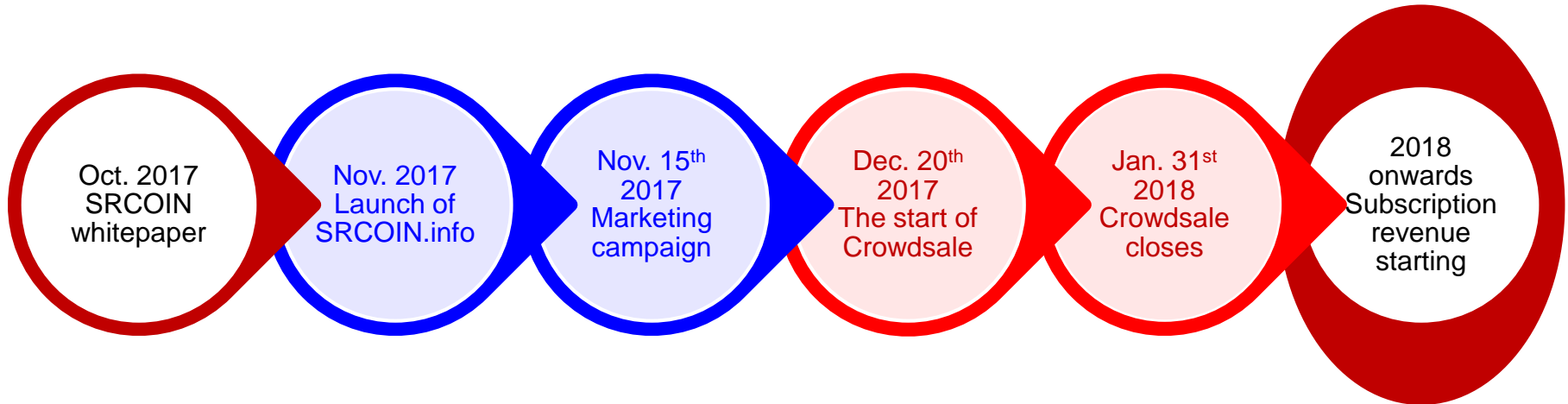
The funds for the buy back will be thoroughly managed separately, and will go through an audit by a third party accounting firm. The buy back and burn policy results will be posted on SRCOIN.com.

The reason for issuing SRCOIN is to target the US \$1.1 billion massage chair market with subscription business plan.

It is the purpose of this ICO to fund the purchase of assets, and then share the profits generated by K Rental's efficient sales network with the ICO contributors.

*You are not allowed to participate in the pre-ICO or the ICO if you are a United States citizen.*

## 8. THE SRCOIN TIMELINE



## 9. CONCLUSION

SRCOIN is a collaboration of real-world business and state-of-the-art technology that combines the Blockchain technology with subscription business as the base.

**The value of SRCOIN will increase for the following three reasons, and possibility of price increase will be high.**

- 1) Scarcity of the SRCOIN will increase structurally through quarterly buy back & burn policies
- 2) Giving back 20% of the profit to the ICO contributors with ethereum coins will provide additional opportunities to the contributors
- 3) Due to the fact that SRCOIN is based on the AR that is generated through the subscription contract, the underlying asset gives SRCOIN a difference from other tokens

**These three following reasons provide the ICO contributors eliminates risks and provides safety.**

- 1) This ICO will be operated by an established subscription business corporation excellent management teams. The risk of failure is little to none.
- 2) We will allow ICO contributors to swap SRCOINS for K Rental stock on a favorable term.
- 3) Bitshares Exchange's fast processing speed and security raises SRCOIN's competitiveness and safety.

## 9. CONCLUSION

Our vision is to build a new network of funds through the BitShares blockchain and allow everyone in the world to contribute with any amount, small and big, possible. SRCOIN will be used to generate revenue through the subscription business and redistribute profits made by giving coins to the ICO contributors that will be of greater value in the future to come.

***Be part of the crowd and let's succeed together.***

***Thank You.***



# SRCOIN

SRCOIN WHITE PAPER

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*You are not allowed to participate in the pre-ICO or the ICO if you are a United States citizen.*