




PROJECT BIRTHDAY WHITEPAPER



BDAY TOKEN

**BIRTHDAY PRESENTS - REINVENTED! IN THE
ERA OF CRYPTOCURRENCIES, GIFTING HAS
NEVER EASIER. NUMBER ONE TOKEN OF
BIRTHDAY APPRECIATION - BDAY**





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BDAY token whitepaper



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1. Statistics Surrounding Birthdays

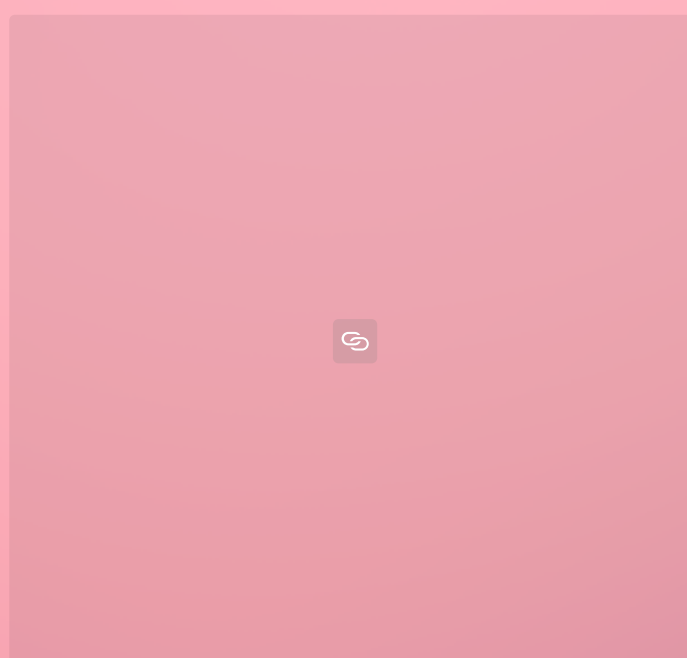
17.7 million people are celebrating their birthday on any given day of the year. The United States alone has about 814,000 birthdays each day. Unfortunately, there aren't any studies we have found that revolve around people who are lonely on their birthdays, other than 26 million Americans who hit their 65th birthday who lived in a communal setting, while 8 million who turned 65 lived alone. Of course, this doesn't mean that they were alone on their birthday.

This leaves out other age groups in the unknown, but if we ask the following question: How many teens are celebrating alone/only with their parents/without congrats on social media? We are certain a pretty decent number will come to mind. Those who are now in teen years should be in our focus, because they are very active in following the trends and will probably be the ones to bring cryptocurrency to mainstream use in a couple of years.

Bear in mind that in many countries underage population still can't own cryptocurrency, but they will grow up and quite possibly celebrate at least a few of their birthdays alone during the period of adulthood, due to the increased usage of social media and separation from "real life friends."

Now, if we cross that information with general cryptocurrency statistic, for example the number of people who own cryptocurrency and the number of people that are interested in it and have heard of its existence, we see what our aim should be – a project that can have wide use in the real world. (BTC used for this example because it's No. 1 crypto)

Just under 50% of millennials are interested in using cryptocurrencies as a primary form of payment as opposed to using the U.S. dollar, a new survey by polling firm YouGov found. (Total sample size was 1202 adults. Fieldwork was undertaken between 29th - 30th August 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).)



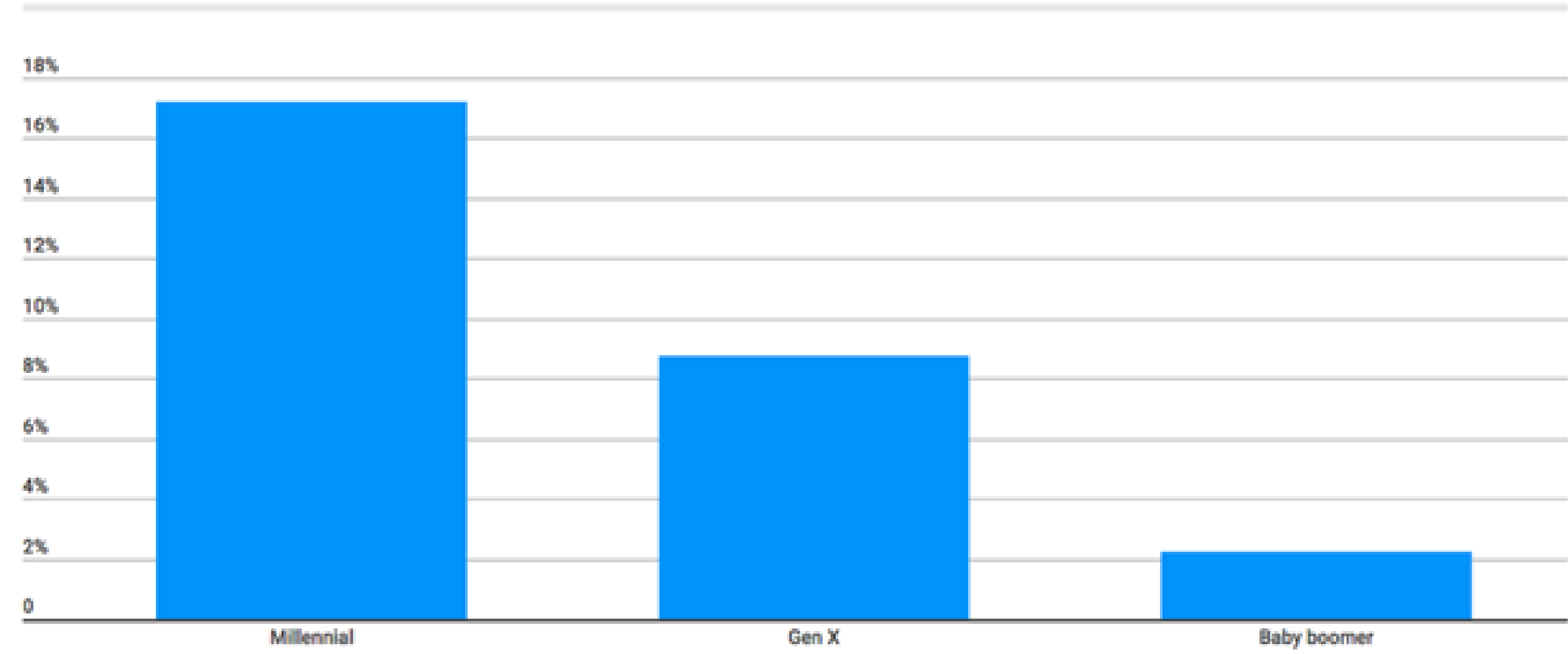
(BTC addresses distribution and generation proportions

Bitcoin addresses distribution at 415000 block

Bitcoin Balance	# of Addresses	% of Addresses	# of Bitcoins Owned	% of all Bitcoins
0 - 0.001	147,827,318	97.36%	977.728	0.01%
0.001 - 0.01	1,343,688	0.88%	5,048.904	0.03%
0.01 - 0.1	1,497,369	0.99%	43,719.982	0.28%
0.1 - 1	695,664	0.46%	232,471.638	1.49%
1 - 10	339,814	0.22%	944,171.963	6.04%
10 - 100	121,303	0.08%	4,104,283.667	26.27%
100 - 1,000	15,372	0.01%	3,515,068.854	22.50%
1,000 - 10,000	1,700	0.00%	3,516,536.296	22.51%
10,000 - 100,000	120	0.00%	3,115,655.063	19.94%
100,000 - 21,000,000	2	0.00%	144,462.818	0.92%
Total	151,842,350	100%	15,622,396.913	100%



The proportion each generation who have bought crypto



Our goal is not only ICO, token sales, exchange listings. With this project, we aim to change the way young people will gift/treat others on birthdays, but also we aim to give people comfort in knowing they won't forget their friends' birthdays and their friends won't forget theirs.

While observing the age groups that are heavy users of the Internet today we see that all their knowledge is one click away, but also are their friends. It's a long known fact that social media, instead of bringing people together, actually somehow managed to place a wall between its users and limit regular social interactions, diminishing and changing the basic idea that people prefer to gather in groups and socialize in that manner. Of course, people still gather in groups, but their behavior changed and most of them are in the group but at the same time on their phones - using social networks as means of communication with their friends who are farther away. Thus, they will quite possibly own crypto (because mass adoption is coming faster and faster as time progresses) and will know how it works, but they will be quite separated from the society, not to say lonely.

We won't go into the ways human communication also changed as a result of social network usage, but emoji and other "short" ways of communication are at its peak. Now, how is sending a cake emoji on Instagram/Facebook different than a simple tip of a token in their wallet via a DApp as a gift on their friends' birthdays? They won't have to go through the brainstorming of a present - everybody will accept "payment". Maybe even the best part of this project is the fact that random people, who will be the DApp users, can tip other random people. They will be able to see their address and date of birth and if they feel like giving, they are free to do it. This is where BDAY token (and the vouchers) comes into play.



2.

The Problem of Loneliness

If you were lucky enough to never be alone on your birthday, you probably haven't heard of “birthday blues”. It is a real state of mind that many actually didn't know they had. The main idea behind this token is that there are

many people out there who feel lonely on the day of their birthday. Loneliness

is something that human beings have been battling through since their becoming, and humans are social animals, so any lack of contact can affect us in a bad way.

Starting from early age, when we were kids, making friends and having them on our side meant a lot for our mental and social development. People might not be aware, but friendship that survived adolescent years and spanned in later phases of life is what keeps many of us healthier than the lonely individuals.

Risks related to loneliness are:

- Depression and suicide
- Cardiovascular disease and stroke
- Increased stress levels
- Decreased memory and learning
- Antisocial behavior
- Poor decision-making
- Alcoholism and drug abuse
- The progression of Alzheimer's diseases
- Altered brain function

"Lonely adults consume more alcohol and get less exercise than those who are not lonely. Their diet is higher in fat, their sleep is less efficient, and they report more daytime fatigue. Loneliness also disrupts the regulation of cellular processes deep within the body, predisposing us to premature aging." - Dr. John Cacioppo

Loneliness has the same impact on mortality as smoking 15 cigarettes a day, making it even more dangerous than obesity. - Douglas Nemecek, MD, chief medical officer for behavioral health, Cigna

The survey, conducted by the health insurer Cigna, found widespread loneliness, with nearly half of Americans reporting they feel alone, isolated, or left out at least some of the time. The nation's 75 million millennials (ages 23-37) and Generation Z adults (18-22) are lonelier than any other U.S. demographic and report being in worse health than older generations.

In addition, 54% of respondents said they feel no one knows them well, and four in 10 reported they "lack companionship," their "relationships aren't meaningful" and they "are isolated from others." - Douglas Nemecek, MD, Cigna's chief medical officer for behavioral health, said the findings of the study suggest that the problem has reached "epidemic" proportions, rivaling the risks posed by tobacco and the nation's ever-expanding waistline.

As a specific state of mind, loneliness makes us feel less wanted, less valuable and therefore diminish our own perception of "self", leading us to already mentioned diseases. Moments where feeling of loneliness is exaggerated are days like birthdays, death anniversaries, New Years, Christmases, etc.



3. Why Birthday Token

At first I only wanted a token to tip my online friends because I can't take them out to celebrate my birthday. When I created BDAY, I thought that it shouldn't be reserved only for my friends and relatives, but that it can really help others feel less lonely, and see that someone out there is thinking about them.

The Internet erased all boundaries between people, bringing equally good and bad parts of human psyche on the surface. Online violence is a real thing, and it too contributes to the feel of loneliness. There are many people out there, including myself, who have refrained from “speaking” in public groups out of fear that we will be judged by others, because it happened before. We never know who is on the other side of the screen. But this token can help the violence go down a notch. Imagine it's your birthday and you receive a tip with a note “Here's a gift for you.” Or “I'm thinking of you.” You would feel way better.

Plus, imagine having a friend far away and you remembered it's his birthday, but you have no way of congratulating him. This is where BDAY can shine.

Another thing BDAY can improve is real life cryptocurrency use. Certainly there are people who would love to own a few Satoshis or Trons (Suns) but many of them won't take the risk and invest their money in crypto. But if they receive it as a gift and then see how easy it is to use crypto wallets and how fast payments are, they might decide to take a leap of faith and explore further.



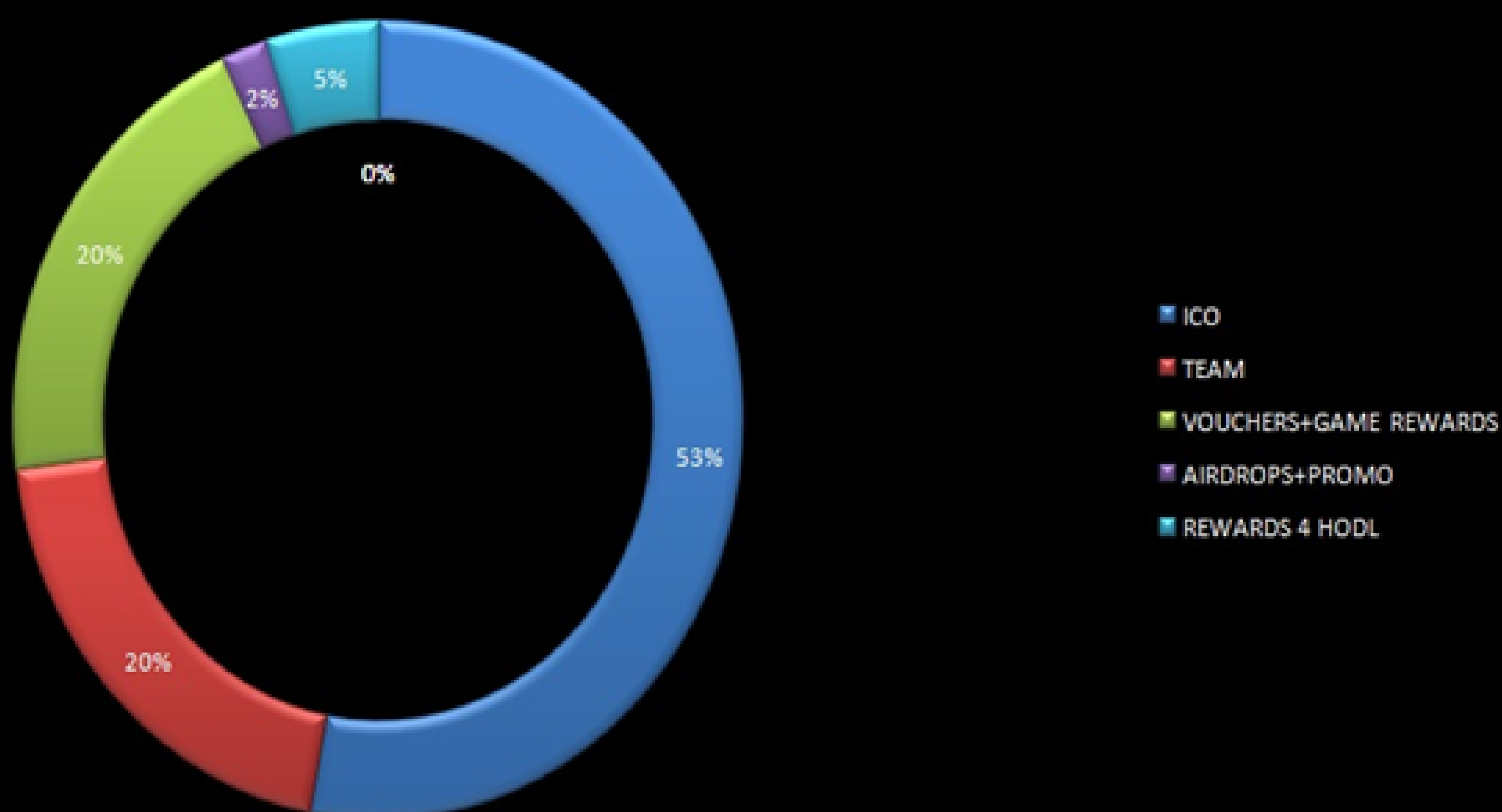
4.

Birthday Token Description

Starting from a TRC10 token with the idea to swap to TRC20 and connect it to simple games on Tron blockchain in order for people to receive rewards when they play the game, this token was created on 2/13/2019 with a total supply of 5,000,000,000. ICO start date is 2/14/2019 12:00 AM and end date is 2/13/2020 12:00 AM. ICO price is 0.01 TRX.

Token Issuer is TKudzxD9jkPnJGoweFPWnrVqkEi2NxNT7

BDAY TOKEN ID is 1002091. Token Economy is as follows:



1,000,000,000 for the creator and team. That supply is moved to another address: TWNZZgoXEHqrRL6MdVTUUIJdNPFXScsu5Em

1,000,000,000 for the vouchers and game rewards, moved to this address to easier track token distribution:

THMR1XZQg9PdV4M2WfQT5yvkc5qgdRMUkb

2,650,000,000 for ICO is on issuer's address:

TKudzxGd9jkPnJGoweFPWnrVqkEi2NxNT7

100,000,000 for airdrops and promotional bounty is here: TPm2oDojVHy2qPStmYQvq868cs4btKWxwS

250,000,000 will be separated and given as rewards to holders on 02/13/20 in equal amounts. The owner of the token is legally bound by this whitepaper not to engage in price dumping of BDAY on any exchange, but to make sure that the price remains stable even if they want to sell their part of the supply. That way the owner does not hurt the investors. We wanted to do this to provide comfort to the people who are ready to invest in the token. Transparency is the most important aspect of the project.

Our soft cap is 700,000 TRX.



5.

Practical Use Cases

Ø Payments

As soon as BDAY lists on exchanges, it will have a certain value in trading pairs. People will then have a choice between selling and HODLing the token. Also, at the same time, people will “treat” and “gift” their friends payments via BDAY. BDAY will be earned through games and on the BDAY CELEBRATION WEBSITE. BDAY will be tipped via a DApp - a calendar with marked birthday days where users can receive tokens and tip.

Ø A way to help deal with loneliness

As stated in the first chapter of the whitepaper, loneliness is something that is slowly devouring our society. Tipping a person on their birthday will help them feel less lonely.

Ø Real life cryptocurrency application

BDAY gives users a way to implement cryptocurrency and show their friends and family that it's nothing scary and complicated. Whether users want to tip it as a gift or they are the ones who celebrate, but are far away and can't take their friends out for a drink so they decide to tip them instead - they can use BDAY token with ease.

We will give option to other project to "list" their token on our DApp for a fee. This fee will help keep the DApp updated and working properly.



6. Vouchers

Users will be able to buy “vouchers” that will hold value of a certain amount of BDAY tokens for a less amount of TRX per BDAY than the ICO price. This will boost BDAY sales and help us achieve softcap faster. Vouchers will sell every 1st and 15th of the month for the whole year until the 1,000,000,000 supply for vouchers is spent. One person can buy the unlimited number of vouchers, which can be combined. Vouchers can be obtained through BDAY Telegram group by tipping TRX to owner and receiving BDAY token via RoboMiner or Seedit.

Prices are:

1,000 BDAY voucher – 3 TRX

5,000 BDAY voucher – 10 TRX

10,000 BDAY voucher – 30 TRX

50,000 BDAY voucher – 100 TRX

100,000 BDAY voucher – 300 TRX

Vouchers can be personally used or passed on another person by sending BDAY tip and an image.

Vouchers can be used on the BDAY CELEBRATION WEBSITE.



7.

BDAY Celebration Website

The BDAY CELEBRATION WEBSITE will contain:

1. A store with two sections where, after registration, users will be enabled to “build” virtual cakes and sell them to other registered users. That is how “cakers” will earn BDAY token. On the other side, “customers” can buy virtual cakes from the stores. Cakers will be given a set of free basic baking ingredients and decorating tools right after joining (for example: all purpose flour, vanilla, chocolate, etc. in INGREDIENTS list. Piping bags, 3 basic piping tips, rolling pins, mixer, etc, in TOOLS list.)

For upgrades on TOOLS (Russian cake tips, standing mixer, etc.) and INGREDIENTS (black fondant, passion fruit, etc.), users will have a “market” where they will be able to buy what they need to bake a better, more expensive virtual cake.

Tools, both bought and received as free basic, will remain in ownership as long as the user is using their bakery and profile. Ingredients are spendable goods and will need to be replenished. The automatic replenishment of free basic ingredients will happen every 1st and 15th of the month.

The cake baking process will be simple, by combining images, a “product” an image will appear, that can later be combined further. For example: AP flour + butter + milk + eggs + vanilla extract = cake layer. Cake layer + filling = layered cake. Layered cake + fondant = vanilla cake. Users can then sell their cake in their “store”. Think of it as an inverted pyramid, where the bottom is a finished cake, ready for sale.

There will be finite cake results, that will be updated as we go, and based on those, finite tools and ingredients, both free basic and for upgrades.

Cakers can name their substores and cakes.

2. A place to automatically buy already mentioned vouchers as for personal use and as a gift to others.
3. A place where users are able to download simple digital Congratulations and Happy Birthday cards and send them further. Those will be updated periodically with a possibility to allow users to make them and sell them.
4. Also, there will be a place to buy virtual candies, virtual chocolate boxes, hats and confetti and pass them on to those who celebrate, in a form of image or a gif.



8. DApp

Imagined as a simple public calendar network where users can upload their birthday dates and TRX address to receive BDAY tips from strangers.

When a user downloads the DApp, he/she can enter their username, TRX address and their date of birth. Everyone who downloads it is free to see everyone's birthday and tip to anyone from their calendar dates. It is meant to serve as the ultimate shared calendar with no password needed to access somebody's birthday. It will be available for IOS and Android for free. Since the shared calendar option will allow users to enter their username, date of birth and TRX token address to receive BDAY, a part of the DApp will contain games. Users will be able to play games on their birthday and receive BDAY token. Each game can be played 3 times for a chance to get the best score, and depending on the day of the month, the games will differ. Only the best score will count. That way users can "mine" BDAY until the supply is spent.

BDAY won in this section of the DApp will be from the same pool as the BDAY for vouchers, meaning the games will run for mining until one billion tokens is spent. After that, users will be free to play games as they are, for scores.

Games are as follows:

1. Spin the wheel - with cakes names, images and BDAY worth
2. Pin the tail - many are familiar with this game, the online version will work similar to this only with a target near the tail and with scores on target's circles
<http://akidsheart.com/holidays/bday/bdnk4.htm>
3. Whack a balloon - Similar to whack a mole
4. Match the candies - like Bejeweled, only candies
5. 6. Collect the cookies/balloons - like Cookies Inc.
7. Balloon shooter
8. Birthday dominoes - regular dominoes only colorful
9. Angry Cake - Angry Birds but cake
10. Cake Jumper - Like Jumper but cake
11. Block puzzle - Tetris only with birthday backgrounds
12. CakeMan - Packman but cake eating ingredients and growing
13. Twisty slope road (Twisty Cake Road) - roll the cake down the long table road, avoid obstacles
14. Hit the target - throw a cake as close to the center you can, the target is moving
15. Collect all the cakes - twisty road and a hungry man running to catch as many cakes as he can
16. Collect the raining gifts - gifts fall from the sky and a man/girl is collecting as much as possible
17. 18. 19. 20. Memory - balloon, cake, hats and gifts memory game
21. Cake skipping eaters (Cake Skipping)- jumping brick over poles
22. Cake maze - finish the maze in the fastest time to earn BDAY
23. Jungle Marble Blast (Cake Blast) - but with balloons
24. Slices - but with cakes, place the slice in the correct space
25. Mach balloons - like Bejeweled only balloons
26. Float a balloon- float the balloon through a narrow passage
27. Balloon target - moving target with balloon circles that you should hit (red, green, blue, orange and white circle)
28. Cut it Give the Gift - cut the rope and throw the gift box to human figure
29. Puzzles - make the puzzle complete in timeframe to earn
30. Find the Difference - difference in cakes in certain number of seconds
31. Take a Hat - like spin the wheels with bday hats

The way users will “mine” BDAY is as follows:

If the birthday falls on the last day of the month, that game “unlocks” for rewards to user and he/she can play it for BDAY token.

In the example below, last day has the Balloon Shooter game.

	A	B	C	D	E	F	G
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	Spin the Cake Wheel	Angry Cake	Slices - with cakes	Collect Cookies/Balloons	Block Puzzle	Balloon Target	Match the Candies
	Memory – Cakes	Collect the raining gifts	Match Balloons	Cake Skipping ??	??	Memory – Balloons	Find the Differences
	Float a Balloon	Pin the Tail	Cake Blast	Take a Hat	Whack a Balloon	Cut it - Give the Gift	Birthday Dominoes ??
	Puzzles	Cake Jumper	Twisty Cake Road	Memory – Hats	Cake Maze	CakeMan	Hit the Target
	Collect all the Cakes	Memory – Gifts	Balloon Shooter				

Example of games listed on the calendar

They play 3 times, the best score is automatically calculated and they receive a certain amount of BDAY on their address.



9. Legal Notice

IMPORTANT NOTICE: We recommend you consult a legal, financial, tax or other professional advisor(s) or experts for further guidance prior to participating in the ICO Token sale outlined in this white paper.

You are **RESPONSIBLE** for the BDAY tokens you receive in ICO/via tipping in communities.

ALWAYS CHECK FOR TOKEN ID 1002091 and fake Seedit and other Bots.

NEVER give anyone your private key.

Be mindful when trading in Telegram groups.



LINKS TO SOCIAL MEDIA

WEBSITE

<https://belutak.wixsite.com/bday>

TELEGRAM

<https://t.me/BDAYtoken>

TRONSCAN

<https://tronscan.org/#/token/1002091>

EMAIL

bdaytoken@gmail.com

MEDIUM

<https://medium.com/bday-token>

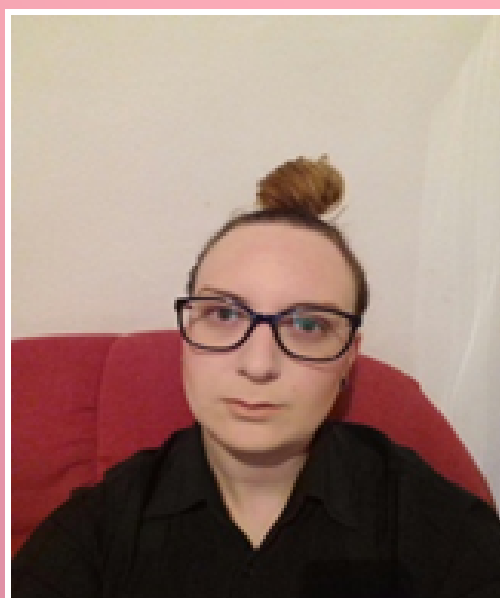
TWITTER

@BDAYToken

INSTAGRAM

@bday1002091

Owner's Linkedin <https://www.linkedin.com/in/mileva-stankovic-6aa44716b/>



CEO/Founder Mileva Stankovic



VP Alexandra Simonovic