



WHITEPAPER VERSION 2.0
www.KamPay.io

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KamPay is the digital currency of Africa, the continent upon which the 21st century will be built.

As home to the world's fastest growing economies, Africa presents a huge opportunity for cryptocurrency to deliver greater financial inclusion. Despite continued rapid economic growth across the continent, Africa's 1.2 billion people continue to be poorly served by traditional financial services, with the majority still having no access to banking facilities.

Poor branch coverage, poor service and poor trust in central banks – which are often viewed as complicit in fuelling rapid hyperinflation – conspire to create an environment in which alternative monetary systems hold intrinsic appeal.

To date, the most successful method of providing alternative financial access has been through mobile networks and increased smartphone ownership, with Africa enjoying the fastest mobile uptake of any region in the world. Cryptocurrency adoption has proven robust as well, with trade volumes growing steadily. Even during periods of downward price pressure, when demand for cryptocurrency has fallen substantially in Europe, Asia and the US, trading volumes for major cryptocurrencies has grown in Africa.

The stage is now set for a cryptocurrency that aligns these foundations with a solid business model and key adoption driver. KamPay promises to form the missing piece of the puzzle, completing the picture for cryptocurrency adoption in Africa. KamPay comprises a universal currency, wallet and digital platform that will serve the African populace in a variety of ways.

In addition to providing access to digital assets, and a secure means of exchanging and storing value, KamPay will offer a range of lifestyle services. User uptake will be encouraged through functionality of the KamPay wallet which include access to African state lotteries and the creation of the first, multi-state lottery across the continent.

KamPay will launch with existing partnerships to operate state lotteries across Cameroon, Central African Republic, Sierra Leone, Gambia, Zambia, Chad, and Guinea, with more to be added shortly. This represents an adult population of over 48 million who will become the initial customers and users of KamPay and KamPay Wallet.



The KamPay wallet will be open source, non-custodial, and will enable KamPay users to store a range of crypto assets like BTC and KamPay Token (KAMPAY). The user-friendly mobile and desktop wallet combines an intuitive interface with powerful functionality. Suitable for transacting P2P, in-store, and online, as well as for storing cryptocurrencies, the KamPay Wallet will form a portal that provides access to a suite of services.

KamPay will be fast, highly scalable and secure, with low fees for sending KAM using the native KamPay Wallet. Built-in messaging functionality will enable cryptocurrency to be sent to any KamPay Wallet user, and facilitate communication within a fully encrypted environment. KamPay Token can be traded and managed with ease, even for users who are new to cryptocurrency.

A pan-African cryptocurrency built to work on any smartphone handset, KAMPAY is designed for simplicity, utility, and ease of use. It takes advantage of Africa's high mobile penetration while simultaneously providing an alternative to the traditional banking sector.

The project has already gained international press coverage, with CEO appearances live on CNBC Africa and in-studio with DW.com in Berlin discussing the blockchain opportunity in Africa, a show that was broadcast to over **650 million households** around the world.

KamPay is led by a top team of executives experienced in gaming, lottery and online casinos, as well as technologists and influencers well versed in Africa's blockchain community, combined with veterans in the cryptocurrency and blockchain sectors. Together with a go-to market strategy that includes international TV coverage, celebrity endorsements and promotions, KamPay is ready to empower and to entertain.



2.1 Africa

Africa is one of the World's last great growth regions. As Africa's population doubles to two billion over the coming decades, its GDP is predicted to increase from \$2 trillion to \$29 trillion by 2050¹.

It is host to many of the world's fastest growing economies including Ghana, Ethiopia, Ivory Coast, Djibouti, and Tanzania. In these fertile conditions, startups with a compelling vision and business models are able to take root and flourish. Even outside of the 10 best economies, there are a host of economically strong African nations including Libya, Rwanda, Gambia and Benin.

The top 10 fastest growing economies in 2018



Data: The World Bank

It is not simply the strong performance of individual nations which makes Africa an appealing setting for business development. The human potential is clear from the demographics alone. With around 200 million people aged between 15 and 24, Africa has the youngest population in the world and that number is set to double by 2045. The African continent is now on course to overtake Asia as the largest workforce in the world, a feat which will drive continued economic growth and prosperity in the longer term while ushering in a tech-powered boom.



2.2 Banking

For the majority of Africans, traditional banking remains inaccessible, but even when it is available, banking services are suboptimal. A lack of bureaus and branches is one contributing factor. Another is the widespread acceptance of cash for most transactions, meaning there is little incentive for citizens to engage with banking services at all. It is believed that 62% of sub-Saharan Africans do not have a bank account¹.

More than any other continent, Africa is ill-served and underserved by the traditional banking sector. Despite banking being a profitable business, retail-banking penetration stands at just 38% of GDP. Put in perspective, this is about half the average of other global emerging markets².

Despite this, access to banking has increased in recent years. As of 2017, there were almost 300 million banked Africans, up from 170 million in 2012. Cross-border payments provided another growth area for banks in the region. In 2017, 20% of all cross-border commercial payments were credited to an African beneficiary, up from 16.7% in 2013³.

2.3 Mobile usage

⁴Africa has the fastest mobile uptake in the world, with mobile phone penetration at 80% across the continent. Around one third of the 960M mobile subscribers – 293.8M – are smartphone users. Part of the driving force behind the change towards greater smartphone usage has been declining costs, with a typical handset falling from \$230 in 2012 to \$160 in 2015. Now, the cheapest handsets can be purchased for less than \$50, allowing more people than ever before to join the smartphone market. As an example, in Senegal, smartphone owners rose from 13% in 2013 to 34% in 2017⁵.

The increase in mobile phones has also seen a greater number of people conducting financial transactions using their handsets. Experts forecast that by 2020, the African mobile money market, which includes direct mobile billing, mobile web payments and SMS, will be ⁶worth \$14.27 billion, up from \$2.73 billion in 2015. The rise in phone ownership and mobile finance management has had a direct beneficial effect on these economies. By one estimate, the M-Pesa mobile-money system on its own lifted about 2% of Kenyan households from poverty between 2008 and 2014⁷.

¹ <https://www.fintechnews.org/can-blockchain-help-bank-the-unbanked-in-sub-saharan-africa/>

² <https://www.mckinsey.com/industries/financial-services/our-insights/african-retail-bankings-next-growth-frontier>

³ <https://www.swift.com/news-events/news/swift-data-shows-intra-africa-payments-clearing-and-trade-is-increasing>

⁴ <https://allafrica.com/stories/201704251054.html>

⁵ <https://www.fintechnews.org/can-blockchain-help-bank-the-unbanked-in-sub-saharan-africa/>

⁶ <https://www.prnewswire.com/news-releases/africa-mobile-money-market-worth-1427-billion-by-2020-515187701.html>

⁷ <https://www.economist.com/graphic-de-tail/2017/11/08/in-much-of-sub-saharan-africa-mobile-phones-are-more-common-than-access-to-electricity>



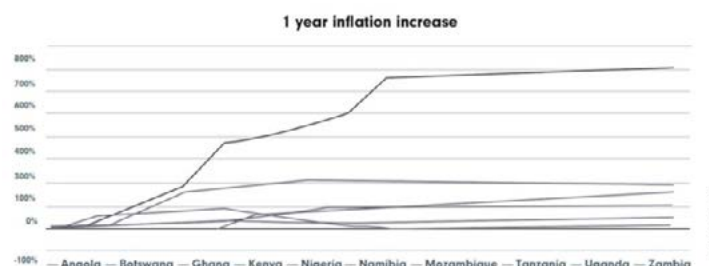
2.4 Lotteries

Nine African countries currently operate state lotteries including Algeria, Ghana, and Kenya, while Nigeria has three including the National Jackpot Lottery. Lotteries are popular in Africa on account of the low cost of entry countered with the improvement in quality of life that a winning ticket can bring. Due to the continent's vastness, however, characterized by vast uninhabited expanses, lottery access in Africa can vary greatly from region to region. Studies have shown that 70% of South African adults play the lottery on a regular basis. In addition to being enticed by the prizes at stake, African citizens tend to be drawn to lottery games on account of the social good these projects can engender. Through giving something back to the community, the responsible provision of lottery games throughout the continent can be regarded as a net positive.

2.5 Hyperinflation

Fiat currencies in developing economies can be at risk of hyperinflation and strong devaluation. The most extreme example of hyperinflation in recent years has been in

Venezuela, but there have also been a number of pronounced cases in African as well. At present, more than 10 countries on the African continent have high inflation rates of over 10%, with South Sudan's close to 50% and Zimbabwe's inflation rate a runaway 97.85%¹¹.



This type of inflation undermines confidence in banks, causing devastation not only to the economies that fall victim to it, but creating very real human tragedies as well. When the value of fiat erodes with such haste, the cost of living becomes untenable for the vast majority of people, dramatically reducing their quality of life and increasing the chances of political instability.

Research has shown that in high inflation nations, cryptocurrency provides a superior store of value, even if the value of cryptocurrency drops. This was illustrated by analysis of the activity on the peer-to-peer trading site Localbitcoins.com from December 2017 through December 2018. During this period, when the price of bitcoin was falling, trade volume in low inflation economies fell by around 70%. During that same period, the trade volume in high inflation economies rose by 60%.

¹¹ <https://tradingeconomics.com/counatry-list/inflation-rate?continent=africa>

3.0

KamPay's Solution



3.1 Overview

KamPay is made possible by the use of blockchain technology and ineluctable by the convergence of a number of highly favorable market trends. The strong growth of African economies, increased mobile phone coverage, inadequate banking facilities, and a strong demand for lotteries all support the overarching vision of KamPay.

In bringing a new currency to the continent, KamPay takes a high-level perspective not only of the market, but on how to capture significant market share. For the benefits of a trans-national African currency to be realized, there must be strong incentives which drive adoption.

KamPay combines a simple, powerful and effective medium of exchange with a proven user adoption strategy.

3.2 KamPay Wallet

KamPay (KAMPAY) is a utility token and currency designed specifically for smartphone users and which capitalizes on high mobile uptake across the region. The wallet is a lightweight mobile and desktop application allowing users to send, receive and interact KAMPAY from any location with network coverage.

Wallet

The KamPay Wallet is a multi-currency mobile and desktop client with built-in messaging application that can store BTC, ERC-20, and BSC tokens. A minimalist interface conceals an array of powerful functions for more advanced users, while allowing for quick setup and mastery for beginners. This makes it easier for users who are new to cryptocurrency to be onboarded, while providing all the power of a full non-custodial wallet, including the ability to import and export private keys.

Available on the Google Play and App Store for download, the mobile KamPay Wallet displays wallet balances for BTC and KAM on the app's homescreen upon installation.



Designed to the highest security standards, KamPay Wallet's open source code allows anyone to verify the integrity of the wallet, and to view recent commits to the codebase, which can be inspected on the project's Github repository. A range of user-controlled security options includes a four-digit pin and optional fingerprint access on supported devices. There is also the ability to set a spending password for each individual wallet which must be entered before a transaction can be signed, typically for the purpose of sending funds, but also for authorizing applications within the KamPay store.

Upon clicking on the currency for a particular wallet, the following options are displayed in a tabbed section:

Wallets: Directs to the home screen which displays general information such as wallet balances and a button marked Buy crypto.

Receive: Displays wallet address and QR code for the last wallet used (e.g BTC or KAM). The first time this button is pressed, a new wallet address will be automatically created.

Scan: Opens a QR code scanner using the phone's camera which can be used to scan another user or merchant's wallet address. This is useful for sending cryptocurrency online and in-person.

KamPay: Loads the KamPay web app which grants access to a world of integrated services, including the ability to interact with applications within the KamPay ecosystem such as lending, shopping, lottery, and gaming.

The open source KamPay Wallet will allow safe, secure and large-scale participation in the digital economy across Africa, with low technical and transactional barriers to participation.

3.2.1 Buying cryptocurrency

For users who have existing access to financial services, the KamPay Wallet will enable the purchase of cryptocurrency including BTC, ETH, and KAMPAY directly within the application. Selecting the Buy crypto button on the wallet homepage opens a payment portal where cryptocurrency can be bought instantly. The service, provided with the aid of a partner company, supports debit card, ewallet, prepaid card, and other popular payment methods.



3.2.2 Earning cryptocurrency

The KamPay Wallet is designed to provide financial access to as many people as possible, including the unbanked. For these individuals, obtaining cryptocurrency without the ability to utilize traditional financial payment rails can be challenging. The KamPay platform will provide a number of ways for users to earn their first KAMPAY for completing tasks and challenges set by various applications. Upon achieving certain tasks, such as referring new users to sign up, or participate in particular games, users will be rewarded KAMPAY tokens. These will be disbursed from the community growth fund, with strict provisions in place to prevent the system from being gamed. This will ensure that tokens are made available to users who have a genuine interest in interacting with the KamPay ecosystem, and becoming long-term supporters of its community.

3.2.3 Messaging

Messaging is a key component of the KamPay Wallet. It enables anyone to connect and communicate with fellow KamPay users through encrypted chat. Users can be found via cell number or unique username on the network, and can elect to have their profile discoverable or to keep it private.

Because the messaging function utilizes end to end encryption, KamPay retains no record of chat logs and messages cannot be screened by advertisers or other third parties. Messaging is fully integrated into the KamPay Wallet, enabling users to share their wallet address in one click, and to send payments without needing to exit the messaging application. Simple invoices can be created and sent using the messaging app, including the ability to request a fixed amount denominated in KAMPAY, BTC or in local currency, with auto-conversion displaying the total in fiat and crypto.

In addition to forming a secure and lightweight tool that is compatible with cellular and wifi networks, the KamPay messaging app provides a simple way for counterparties to communicate and transact. Use cases for the integrated messaging service include paying employees, sending remittance to family abroad, and providing services within the gig economy.

Subsequent iterations of the messaging application will include a group chat facility that will enable up to 10 users to communicate simultaneously. One of the key improvements this will bring about is the introduction of an escrow service. This will enable trusted third parties to serve as escrow agents, overseeing transactions between counterparties, and acting as guarantor until the goods have been marked as received, before releasing funds.



A 2-of-3 multisig will enable funds to be released to the depositor or to the recipient upon the approval of two participants.

In conjunction with adding this provision, KamPay Wallet will roll out a web of trust reputational system. This enables app users to earn and award trust to others, while retaining their right to privacy. The web of trust permits a user who has satisfactorily transacted or communicated with another to mark them as trustworthy, with their weighted average score increasing as more people rate them favorably. This system enables merchants and escrow agents to build their reputation, while maintaining the anonymity or pseudonymity that is enshrined in crypto networks.

3.3 KamPay Platform

The KamPay platform is the portal by which all of KamPay's products and services can be accessed including native and third party applications. By clicking on the KamPay button within the KamPay Wallet or visiting the KamPay website directly, users will discover a world of services including financial tools, games, exchange services, entertainment, news, project updates and wallet-enhancing features. Decentralized apps (dApps) and web services can be accessed from the KamPay website, each integrated with the KamPay Wallet. This enables transactions to be signed using the wallet in a non-custodial manner, allowing users to retain full control of their funds at all times. Voting, staking, lottery participation and token swapping are among the functions that can be performed when accessing the KamPay platform with the corresponding desktop or mobile wallet connected.

Because Ethereum and Binance smart chain allow anyone to create a native token cheaply and easily, the KamPay community will be incentivized to create tokens to fulfill a range of use cases, such as for loyalty points, employee rewards, micro-tipping and in-app currency. The KamPay Wallet supports ERC-20 tokens and BSC tokens, allowing users to store the native assets of applications that are available on the KamPay platform. This will help to foster a thriving community of merchants, shoppers, traders, promoters, players and other ecosystem participants who all have a stake in KamPay, and who benefit from helping the project grow.



3.4 KamPay Lotteries

Lotteries are one of the oldest forms of gambling, and are often accepted by legislators even when other forms of betting remain highly regulated or prohibited. For this reason, lotteries are one of the primary means by which KamPay can gain significant exposure and a foothold into the African market.

KamPay will allow participation in a number of African lotteries with a view to creating and developing a pan-African lottery. This will allow KamPay to adopt a model which offers significant prizes, with instant win games and major jackpots thanks to high participation. The ultimate goal of KamPay is to explore the pooling of lotteries across most African countries to open up bigger prizes and more frequent drawings.

KamPay already has existing state lottery partnerships for Cameroon, Central African Republic, Sierra Leone, Gambia, Zambia, Chad, and Guinea, representing an adult population of over 48 million people. Immediate plans include the acquisition of lottery partnerships in Niger and Liberia.

To drive user acquisition and increase user lifetime value, KamPay will feature its associated products and games on a number of websites and in many physical retail stores and kiosk locations. These efforts will promote mass adoption and engagement both online and offline.

For lottery participation to be available to as many people as possible, it will be necessary for tickets to be available for purchase in-store using conventional point of sale (POS) systems. This will enable tickets to be acquired by any adult, including those who have yet to use KamPay Wallet or Kam. To achieve this, KamPay will use Mule ESB, a powerful enterprise service bus that can be deployed in in-store lottery kiosks. It's used by lottery operators such as Camelot, which oversees the UK's National Lottery, and is designed to integrate with retailers' existing POS systems. Thanks to the ease of integration, KamPay kiosks can be fitted in stores across Africa at relatively low cost, and without requiring any additional action on behalf of the merchant.

4.0

KamPay's Token



KamPay Token (KAMPAY) will initially serve as a medium of exchange token for lotteries, sports betting and online casinos, before going on to serve broader functions in the KamPay ecosystem. The token is built on the Binance smart chain (BSC) Network, providing a great many benefits to users.

The KamPay token will be used in several ways:

- Payment through physical POS terminals and retail partners.
- Payment through smartphone enabled mobile POS apps.
- Participation in the KamPay pan-African lottery.

The KamPay token has been designed with the following primary goals:

- Generate interest in KamPay ahead of the project launch so that its gaming, lottery, exchange and other platform applications have a solid user base from day one.
- Attract as many users as possible, and in doing so to turn these token-holders into long-term platform users.
- Create a passionate and incentivized community of early adopters who have a stake in KamPay and a desire to see it succeed.
- Reward users with tokens for performing certain actions that are beneficial to the KamPay ecosystem.
- Drive third party development of products and services which incorporate the KAMPAY token, thereby increasing its utility and organic demand
- Facilitate governance and voting for community-related matters, such as specifying to whom third party developer grants should be awarded and approving further development of the KamPay platform

4.1 Use cases

As a multi-purpose currency and utility token, KAMPAY will have a broad range of uses. In addition to use cases that will be accessible upon the launch of the KamPay platform, additional utility will be gained as the number of applications that integrate the KAMPAY token grows.



Trading fees: A P2P exchange, which will enable African citizens to swap BTC and tokens including KAMPAY with one another, will charge a 1% fee for every completed trade. Fees will be deducted in KAMPAY, and placed in a treasury for platform improvements. Buyers are protected by both the multisig escrow wallet lock up as collateral, and by the KAMPAY tokens that the seller has elected.

Membership tiers: Users who lock KAMPAY tokens for a predefined period of time will be entitled to one of three membership tiers, Silver (1,000 KAMPAY), Gold (2,000 KAMPAY) and Platinum (5,000 KAMPAY). Tokens that are locked for at least three months will be entitled to a membership tier commensurate to the stake for the duration of that period. Privileges include enhanced reputation and a membership profile badge that will add trust from the perspective of other platform users. In the case of the KamPay P2P exchange, this will include placing members' listings prominently at the top of the page, increasing their level of business.

Verification: To fully access certain products and services, including trusted trader status on the P2P exchange, users are required to stake a fixed amount of KAMPAY tokens in order to create an account. The same provision is enforced for buyers who wish to purchase in excess of a fixed threshold of cryptocurrency at a time. The verification stake is returned to the user over upon completion of a certain amount of trades e.g 100 positively rated trades. In addition, KAM can be staked within KamPay Wallet's messaging application for users who wish to elevate their trust level, such as when serving as an escrow agent.

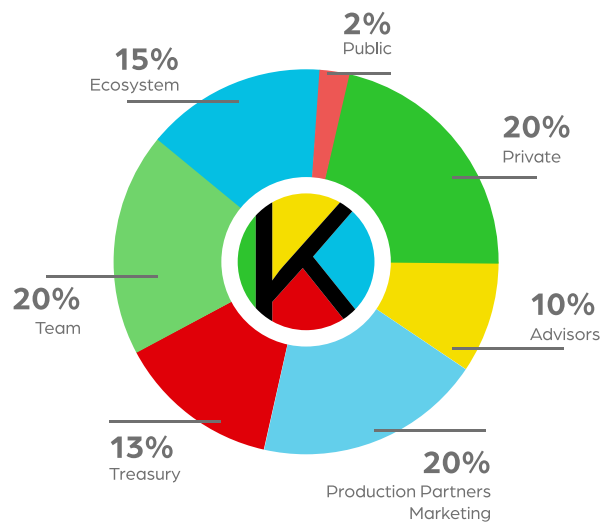
Identification: One of the biggest challenges faced by the unbanked in Africa is obtaining the necessary documentation for accessing digital services, including open finance. Through staking tokens as a bond, users can access a range of financial services, and can leverage these to build up their social credit score, opening the door to additional products and services as their trust level grows.

Lending: KAMPAY token-holders will enjoy access to lending and borrowing services, including the ability to stake KAMPAY in exchange for stablecoin and fiat currency loans. Microloans are a crucial means of bootstrapping small African businesses, but many entrepreneurs are denied access to financial services due to lack of credit history or documentation. With the KamPay platform, lenders can allocate capital to meritorious projects of their choosing, and earn a fixed sum on their investment. Borrowers, meanwhile, can leverage the reputation they have accrued within the KamPay ecosystem to obtain capital over a fixed period.



4.2 Token distribution

The maximum amount of KAMPAY to be created will be capped at 1 billion tokens, and will be allocated as follows:



NAME	PERCENT	LOCK	TOKENS	
Team	20%	12 month lock, then monthly vesting for 12 months	200.000.000	
Advisors	10%	12 month lock, then monthly vesting for 12 months	100.000.000	
Private	20%	20% upfront, 10% per month for 8 months	200.000.000	
Public	2%	unlocked	20.000.000	All added to liquidity

Sums held in the Treasury may be used for additional player tokens or token generation events upon conclusion of certain milestones. Similarly, unsold investment allocations may be moved back into the treasury.



The initial distribution of KAMPAY tokens will be minimal as the wallet is being built, the ecosystem and partner network is being built out, and the economy around the KAMPAY token is being created.

4.3 Use of funds

– Private Round: 20%

- Initial listings
- Setup of Micro finance platform with African Grain and Seed

– Public Round 2%

- Provide liquidity for Pancake Swap

– Ecosystem: 15%

- Build out of lottery platforms

– Advisors: 10%

– Team: 20%

- Co founders and partners are locked for 12 months from launch

– Production Partners and Marketing: 20%

– Treasury: 13%

5.0

Go-to Market Strategy



KamPay will drive adoption with a unique go-to market strategy including televised state-lotteries, something that will give KamPay 90% viewer coverage and high-profile brand visibility across Africa. With existing state lottery partnerships this will give KamPay instant access to tens of millions of potential customers right away.

It will also be possible to promote KamPay's leisure and gaming from land-based shops and kiosks, giving the currency a tangible foothold in the real world.

The KamPay team understands that maintaining investor interest and distribution creates liquidity and long-term value for our token holders. We have therefore devised a series of campaigns to continually promote the token following the token generation event.

International Media and Marketing

Building on the strong press coverage KamPay has already received, the project will be positioned as a leading vocal presence for the movement of blockchain in Africa and capitalize on that attention with a strong product offering.

State Lottery Marketing

Local media and marketing will be done through state lotteries which have a 90% penetration into local markets.

Multinational telecom providers

Presently, telecoms companies control much of the expenditure by African gamblers. Telecom providers provide access to gaming activities and to the banking sector. For this reason, co-marketing campaigns with telecom providers MTN, Airtel, Vodacom, Orange, Safaricom and Tigo will be employed, giving KamPay access to over 500 million subscribers.

Celebrity endorsements

Typically, sports stars and celebrities form a large part of the promotional landscape for the lottery industry, and KamPay must be no different to be taken seriously.

Acquiring big name talent must be a key proponent of the strategy. Members of the KamPay team has previously engaged individuals and organizations such as John Legend, Jamie Foxx, Akon, Christian Bassogog, Samuel Eto, and a number of EPL football teams to promote its endeavors.



Additional strategies

The following initiatives and marketing strategies will help to further establish KamPay in the lottery gaming and blockchain market:

- A unique use case with utility as a payment token, in an existing ecosystem with clear demand.
- Majority stakeholder in an established, on-the-ground and in-the-cloud software gaming and operator with a successful track record.
- Distribution throughout Africa via physical and digital POS/mPOS.
- Utilisation of distribution to increase customer retention by developing a social shopping and e-commerce portal with trusted global partners.
- Leveraging a seasoned team's expertise, market knowledge and relationships. Using proven marketing strategies that will bring KamPay and KAMPAY Token into communities, and on to the personal devices of its players.
- Impact that extends beyond KamPay's gaming ecosystem into the whole of Africa, through the future KamPay blockchain platform and network of dApps and influencers.
- Collection and aggregation of data from KamPay's ecosystem that will feed into larger analytics and intelligence fuelled by the community of dApps in the blockchain ecosystem.
- Interoperability and convertibility within the KamPay blockchain network dApps.

Timeline 6.0

2018	Q4	Concept was born and developed
2019	Q3	Rollout of new website
	Q4	Significant press coverage of KamPay in major publications worldwide
	Q4	Hiring of CTO
2020	Q2	Building of KamPay wallet
	Q1	Lottery and gaming partnerships with 7 national lotteries across Africa acquired
	Q2	Minting KAMPAY token on Binance smart chain BEP20
2021	Q2	Complete fundraising
		DokWallet integration with KamPay token
		Lottery and gaming sites build complete
		Launch BlockChain games with our partnership with Zeu technologies
	Q3	Telecom Payment integration into KamPay Wallet
		Cameroon gaming and lottery partnership launch
		Launch of lending and borrowing in Zimbabwe within the wallet with our African Grain and Seed coop.
		Development and rollout of distribution network of up to 50,000 POS and mPOS
		KamPay Airdrop via Telecom companies
	Q4	Reach of 100k active users
2022		Launch of lending and borrowing within the wallet
		Integration of to up to 50,000 retail POS and mPOS
		Launch Zambia national lottery partnership
YEARS 3-5	Q1	Launch Chad lottery partnership
	Q2	Aggregate 300k active users
		Social networking and chat launch
		Fully licensed lottery partnerships in 21 African countries
		Integration and distribution to up to 500,000 retail POS and mPOS

7.0 Team

7.1 Core team

The core team of KamPay Tech was founded in 2018 in Malta by experienced lottery gaming executives, as well as technologists and influencers in Africa's blockchain community. Combined with experienced veterans in the cryptocurrency space and the KamPay team is:

This core team will work with a number of industry experts to maximize KamPay's potential.



Chris Cleverly, CEO

<https://www.linkedin.com/in/cleverly/>

Barrister Chris Cleverly, chairman of numerous listed entities and founder of Trafalgar Chambers, holds the title as the youngest head of chambers in the last century. He is passionate about Africa and the need for mechanisms to empower Africans to help themselves. His passion led to his role as an advisor to a number of governments both UK and those in Africa as well as launching \$1billion Africa50 fund with African Development Bank. He has listed a number of companies on the London Stock Exchange. Chris is also a regular presenter on TV and radio and a contributor to newspapers and magazines.



Raymond Sze, Co-Founder

<https://www.linkedin.com/in/raymond-sze-390a47b/>

Raymond Sze is the managing director of Solocas, a global gaming company. He is a serial entrepreneur with an eye for strategic marketing and a passion for e-gaming. Raymond brings over a decade of business experience from the e-gaming industry to KamPay, some of which includes his time as CEO to a global gaming company.



Dov Marcus, COO

<https://www.linkedin.com/in/dov-marcus-3a867212>

A passionate Crypto investor since 2012, with deep understanding of marketing and business development, over the past few decades Dov Marcus has built many successful multi-million businesses as an entrepreneur and as an investor. These businesses are focused online and offline, from direct retail marketing to online service provider indexes.

7.2 Advisors



HRH Prince Hassan Kimbugwe

Prince. Kimbugwe is a renowned entrepreneur and philanthropist. His vast wealth of experience in sectors such as renewable energy, real estate, and fintech will be invaluable to KamPay's growth not only in Uganda, but also all across Africa and Europe.



HRH Oheneba Yaw Otchere

HRH Oheneba Yaw Otchere is an accomplished businessman with an extensive portfolio and network across Africa and beyond. His business interests include gold, steel, mining, construction, among many others.

KamPay will be providing blockchain infrastructure for a \$2B Theme Park Project that he's currently building.



Alex Lightman

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Alex Lightman is a globally renowned blockchain industry entrepreneur, advisor, writer and keynote speaker. He is the founder of Token Communities Ltd., chairman of NextHash and Blockchain Commodities Exchange. Lightman wrote the ONE whitepaper for Brock Pierce to give away \$1 billion as well as the crypto whitepapers for Fast Telecom (\$6 billion a year revenue), Verity, Decentric Media, Ultimo Hombre, CobaltCoin, LithiumCoin, and GraphiteCoin. He has won four global awards for technology and a national award as one of America's ten most innovative educators. His undergrad was at MIT where he created his own major in Enterprise Engineering within the Dept. of Civil and Environmental Engineering and his graduate school was at both Harvard's Kennedy School of Government and MIT's Sloan School of Management.



Kingsley Pungong

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Kingsley is an entrepreneur and investor with a vast experience in starting and running businesses in Africa. He serves as CEO of Rainbow World Group, a diversified Holding company with interests in sports, media, trading, telecoms and gaming. Kingsley previously worked in the Washington DC office of the sports and media management company Wasserman Media, before transferring to the London office where he directed the firm's Africa strategy. Kingsley holds a Bachelors or Laws (LLB Hons) and is an alumnus of the Wharton School of Business, University of Pennsylvania.

7.2 Advisors



Alan Lau

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Alan is a serial entrepreneur with an extensive background in computer science and investing. He is an alumnus of IBM and HP and has more than 35 years of experience in IT sales, marketing, and management. Alan is also the founding member and Vice President of the Shanghai Computer Open System Society (SOSA), a Fellow of the British Institute of Analysts and Programmers (FMIAP), and a Mensa International member.



Justin Donohugh

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Justin is a science student, successful community organizer, and crypto entrepreneur. He is currently a sophomore at Stanford University and seeking a BS in Environmental Sciences. Justin founded Change International, a student-led organization to promote environmental conservation. He also has an active hand in the fintech space as the co-founder of a company that runs a Hong Kong-based network of crypto ATMs.



Addison Huegel

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Addison is a new technology communications and marketing specialist, with extensive experience building communities around blockchain, and B2B and B2C applications. Throughout 2015, he served as a communications consultant to the Ethereum Foundation and DEVCON1. Since then he has gone on to help build some of the most recognizable blockchain brands including Binance, Zilliqa, Kyber Network, Beam, Ren, Perlin, and many more.



Simon Webster

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Simon Webster has 20+ years experience of successfully delivering commercial, marketing and media strategies to some of the world's leading brands, including e-gaming. Previous roles include Commercial Director at both English Premier League Football Clubs Leeds United and Everton. Simon is the CEO of the Intelligent Sports Group, which has for over 10 years successfully managed the commercial, media and marketing portfolios of a number of globally recognisable brands and rights holders, including professional international sports athletes and Premier League Football Clubs.



With a mix of leisure, practicality and pragmatism, KamPay is a currency that can break new ground. While in Europe, Asia and the US, cryptocurrency is pitted directly against the centralized banking monoliths, in Africa the right cryptocurrency has greater potential to develop and grow, operating in the void created by a dearth of traditional financial services.

KamPay comprises of the holy trinity – hybrid wallet, messenger and commerce – that powers Asia’s fastest growing digital corporations from Kakao to Pindoudou. Yet it is distributed in a region, Africa, with far greater growth potential and with the opportunity to become not just a phenomenally successful business but also a currency for the continent.

KamPay gives users a convenient and easily managed cryptocurrency that has been optimized to suit the needs of its target demographic. The KamPay cryptocurrency will be easy to use, fungible and highly liquid.

Working on smartphones and mobile handsets, the network is designed to play to the strengths of its local market, where handset uptake is the highest in the world. Easily operated and open source, the KamPay Wallet will open financial markets in a continent where freedom of choice has traditionally been limited.

KamPay will pave the way for broader cryptocurrency adoption across Africa, empowering the disenfranchised and the unbanked, and ushering in new opportunities for trade, commerce and financial inclusion. The KamPay Wallet, platform and currency will combine to form a crypto-powered ecosystem that works for the many, not just the few.



KamPay Wallet Settings

Upon creating a wallet for the first time, the user will be prompted to back up the wallet by noting down their mnemonic recovery phrase and storing it in a safe place. Failure to follow this step will result in a warning displayed within the app that states "Wallet not backed up." For additional security, enabling password control and 2FA are encouraged.

Pressing the gearwheel icon in the top right of the screen opens the Settings menu where an array of advanced options can be found. Here, users can add names and wallet addresses to a built in address book, access help and support, and adjust notification preferences. This latter function leads to a submenu where there are options to enable and disable push and email notifications. These can be set to activate upon specific events being triggered, such as cryptocurrency being received, or for confirmation of participation in KamPay services including lottery games. Games and lottery winners will also be notified of their success using the push notification feature.

Scrolling further down the settings menu reveals language controls (by default the KamPay Wallet will have support for more than a dozen languages including Swahili, Arabic, and French). Currency settings, meanwhile, allow the user to denominate their balance in the local currency of their choice for ease of conversion. Finally, an Advanced settings submenu contains additional controls for experienced users who wish to further fine-tune their experience.

Wallet Creation

The KamPay Wallet can contain multiple wallets for each of the cryptocurrencies it supports. This allows for importing and controlling existing wallets, as well as for creating multiple wallets that can be named and deployed for specific purposes. For example, wallets can be given custom labels such as Savings, Expenses, and Business, making it easier to manage day-to-day expenditure.

The wallets for each type of cryptocurrency are organized under a master tab. Clicking the plus (+) symbol displayed within this tab reveals four options: New personal wallet, Create shared wallet, Join shared wallet, and Import wallet. Selecting New personal wallet will load a screen where the wallet can be named, coin type specified and, under Advanced options, a wallet-specific password can be created.



Wallet Creation continued

Selecting Import wallet will open a page where a recovery phrase can be imported, and the coin type specified. Alternatively, the wallet backup can be imported as a plaintext code or file.

Shared Wallets

Under **Create shared wallet**, the user can follow a similar process, but with the additional options of specifying the number of copayers (2-6) and the required number of signatures (1-3) required to authorize transactions.

Upon selecting a shared wallet, the app will create a multisig wallet and load a QR code that must be scanned by the additional copayers specified in order to complete the process. Alternatively, the wallet creation process can be completed by copying the code generated to the device's clipboard and then pasting it into the desired messaging application.

The message "Waiting for co-payers" will appear until all of the designated entities have scanned the code and completed the setup process using their own KamPay Wallet. To become a copayer for a wallet that another KamPay Wallet user has created, select **Add wallet** and then **Join shared wallet** and follow the instructions to scan the associated QR code which will be displayed on the other copayer's device, or to paste in the wallet code they have shared. Selecting "Cancel invitation" before other co-payers have scanned the QR code to set up their own wallet will delete the wallet.

The shared wallet feature is ideal for users who wish to create shared accounts with life and business partners, as well as other trusted parties who are engaged in joint enterprise. In particular, the service is designed for small business owners, who can create a multisig wallet for the purposes of operating an online or brick and mortar business. It also provides security for individuals who are buying cryptocurrency P2P for cash, and wish to receive funds to an x of y multisig that they cannot unilaterally control.

This document has been issued by KamPay Tech LTD, a company registered under the laws of Dominica. This document and any other document incorporated herein by reference is provided for the sole purpose of sharing preliminary information with recipients about the technical and business aspects of the KamPay project, token, ecosystem and token sale as well as information about the team.

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Interested parties shall conduct their own investigation as to the potential legal risks and tax consequences related to the issue of and purchase of tokens.

If you are in any doubt as to whether to purchase tokens proposed to be offered by the Company and described herein, you should consult an independent financial adviser who is qualified to advise on investments of this nature.

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