



Virtual Cash Back (VCB) Token

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Mission

Thirtythree.8 is developing the world's first blockchain-secured rebate and coupon issuance and redemption infrastructure.

Summary

thirtythree.8 develops and delivers mobile coupon and rebate applications and redemption processing infrastructure for global brands and retailers. We are introducing the Virtual Cash Back (VCB) token to enable entirely new types of programs and products and address several problems with legacy coupon and rebate processing systems.

Key points:

- Globally, coupon and rebate activity represents approximately **\$US 20 billion** in value per year flowing from brands to consumers.
- A blockchain-based solution provides a cryptographically-secured transaction model that can mitigate fraudulent coupon and rebate activity, currently estimated at \$600 million per year in the U.S. alone.
- More than 2 billion adults worldwide are unbanked, but regularly purchase consumer products from global brands. The VCB token economy will allow them to store, transmit and redeem value without the requirement of a traditional banking relationship.
- VCB tokens and the associated wallet applications enable brands to maintain a direct relationship with customers, as well as develop and deliver campaigns targeting users at specific levels of brand engagement.
- Our unique distribution method for the VCB token encourages wide adoption and use among consumers with little or no knowledge of cryptographically-secured tokens.
- VCB tokens enable entirely new types of rebate and couponing products and programs for brands and retailers.
- Thirtythree.8 has a robust portfolio of licensed patents covering our digital couponing and rebate platform.

The Virtual Cash Back token, in conjunction with thirtythree.8's mobile apps and wallets, online brand management tools, and licensed patent portfolio, will completely disrupt the existing paper-based rebate and coupon market.

Example Consumer Use Case

Alice is an established user of a VCB mobile app. While shopping at Food4Less today in Los Angeles she receives a digital notification: with a qualifying purchase of a Unilever product Alice can elect to receive a rebate of **either** 1 U.S. dollar (e.g. paid into a PayPal account) or the VCB token equivalent of **2** US dollars (at current VCB/USD exchange rates, paid into the **Unilever** sub-wallet in her thirtythree.8 mobile app). It's important to note that as long as the VCB remains within the thirtythree.8 ecosystem, the VCB

tokens are *known* to have originated from a Unilever rebate program because they are stored in a Unilever subwallet within the app.

If Alice chooses to accept payment in VCB, a number of potential future behavior paths are unlocked. She could:

- Hold the VCB in her mobile wallet against future promotions offered by Unilever in exchange for Unilever VCB tokens.
- Sell the VCB on an appropriate exchange for USD, though we consider this as ‘advanced’ behavior that will only emerge on large scales as and when crypto-tokens enter mainstream understanding and acceptance.
- Transmit the VCB to a friend or family member who has another VCB wallet app for redemption or exchange.

Example Brand Use Case

Unilever brand managers are aware (via use of thirtythree.8 online brand management tools) that there are now approximately ten thousand customers in the US who are holding more than 200 ‘Unilever’ VCB tokens in their wallets. They decide to offer these loyal customers a hot deal on an overstocked item, which moves product off the shelves *and* recovers VCB tokens for redistribution via future promotional campaigns.

These two use cases merely scratch the surface of what is possible when every token and transaction can be tracked in real-time on an ongoing basis. For the first-time brands can establish and maintain an ongoing, one-to-one relationship with consumers of their products.

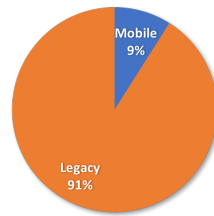
Existing Market Problems

Brands (e.g. Unilever, P&G, Coca-Cola) and retailers (e.g. Kroger, Macys, Albertsons) seek fresh solutions to known problems in traditional coupon and rebate programs:

Problem 1: The existing paper-based Mail-In Rebate, Instant Redeemable Coupons (MIR/IRC) model is broken:

- MIR/IRCs reinforce existing transactional relationships (e.g. between retailer and consumer) without building brand loyalty
- Pay-per-clip/circulation, not per-sale
- Reporting data is delayed by 60-90 days and not tied to individual consumers
- Limited ability to target incremental customers
- Average age of traditional (paper) MIR/IRC users is 48 years old

Problem 2: Brand marketing teams are still applying traditional approaches to serve a digital marketplace, meaning they have no control over redemption, consumer engagement or budgets when delivering coupons and rebates.



More than 91% of
\$25B annual spend
is in legacy paper-
based tactics

Problem #3: Coupon Fraud in the U.S. is over \$600MM annually.

Problem #4: Many brands and retailers have relinquished their own data insight and publishing networks to third parties like Shopkick and iBotta, which limits their ability to engage directly with their customers.

Market Solutions

Thirtythree.8 already has a cloud-based mobile platform and content delivery network for the delivery of coupon and rebate programs for retailers like Kroger, Smart & Final and Food4Less as well as brands like Budweiser, Red Bull, General Mills, Novamex and Unilever. We're migrating our existing technology stacks to support the VCB token. This will enable new levels of security and functionality, including:

1. A decentralized, shared ledger cryptographically ensures the integrity of individual coupon/rebate transactions and the privacy of everyone involved – customer, retailer, and brand– to prevent fraud.
2. Advanced coupon and rebate schemes tied to individual customers, giving brands greater control over the customer relationship.
3. Aggregation of SKU/PLU data to the cloud, enabling retailers and brands to access it from a secure cloud-based panel, leveraging that data into revenue-generating promotions sponsored by national consumer packaged goods (CPG) brand dollars and non-CPG partners.
4. Incorporation of industry-leading AR and OCR technology to unlock, distribute, and publish rebates and coupons.
5. Vastly improved management and control of national, regional and local budgets for brand managers.
6. A fast, secure, content-rich shopping experience for mobile customers.
7. End-to-end IP protection of our solution with digital rights management patents for content and coupon delivery at retail through a licensed patent portfolio.
8. The VCB token and platform will significantly increase volume rebate usage for unbanked customers which represent 27MM US citizens and over 2 Billion unbanked consumers worldwide.

VCB Distribution Strategy

One of the fundamental drivers for the uptake of any digital token is the method of distribution. In general, a wide distribution is desirable because it:

- Increases general awareness of the token's existence
- Discourages hoarding, especially in the early stages of release
- Increases the network effect, i.e. the more holders of the token, the more opportunities for transfer and other types of emergent utility.

The Bitcoin blockchain, for example, distributes new bitcoins through proof-of-work mining.

Approximately every 10 minutes a new block is added to the chain, and the 'finder' of the block receives 12.5 *newly minted* bitcoins in exchange for work contributed to securing the blockchain. The Ethereum blockchain distributes its native token, Ether, in a similar fashion. In both of these examples we see that the first parties to touch a 'fresh' token – miners – lie at the operational core of the system. Typically, a miner will eventually sell some or all mined coins on public crypto-currency exchanges. This tends to focus the early utility of the coin or token to a tightly knit group of miners and speculators.

Thirtythree.8 will distribute the vast majority of VCB tokens – more than 2/3rds - as part of brand and retailer sponsored promotions. Most holders of VCB will acquire their tokens by engaging in an activity they undertake every day: shopping. This means that VCB has the potential to be far more widely distributed than other tokens to date.

Token Tracking

The VCB token and associated mobile apps and wallets will support the concept of a token tracking; that is, we will know the **source** of a VCB rebate or coupon transaction (e.g. Unilever or P&G) and direct that token amount to an appropriate sub-wallet within our wallet application. This enables a given VCB token amount to represent two different values simultaneously – the 'base' VCB token value, and any value or promotion that a brand associates with VCB it has paid into a user's wallet.

For example, let us examine one of the example use cases above in greater detail. Alice has purchased a Unilever product. She can elect to receive a rebate of \$1 **or** \$2 *equivalent* in VCB. If she chooses the latter option, here's what happens in the background:

- Unilever supplies \$1 worth of the VCB token rebate value (\$1, purchased on the open VCB token market).
- Thirtythree.8 supplies the other half of the VCB rebate from the VCB capital reserves.
- The full VCB rebate is transferred to Alice's mobile wallet and stored in the Unilever sub-wallet.

Tracking the rebate value doesn't affect the real-world exchange value of the token(s). It can still be sold or exchanged on the open market. It does, however, enable the brand – Unilever, in this example – to offer future promotions to those customers currently holding Unilever VCB, e.g.:

- \$10 worth of Unilever VCB tokens can be exchanged for a \$20 off coupon on Unilever products at the cash register.
- \$50 worth of Unilever VCB can be exchanged for entry into a drawing for an Italian vacation.
- Any customer earning more than \$100 of Unilever VCB in the next 30 days gets a free product.

This functionality also enables us to provide advanced metrics on a *per-user* basis to Unilever. They'll know at any point in time how much total Unilever VCB tokens are in a specific user's wallet, all user's wallets, or all users in Los Angeles County's wallets.

This tracking will be enabled and supported by Thirtythree.8's wallets. If the VCB tokens are exchanged on the market, tracking is lost. But tracking can (if the brands enable it) survive transmission to another users Thirtythree.8 wallet, meaning Alice could send those Unilever tokens to her grandmother, and they'll still be Unilever tokens when she receives them.

The VCB Token and associated Thirtythree.8 mobile apps and wallets are an advanced alternative to the traditional value transfer paths represented by fiat currencies that allows global brands to create and manage their own loyalty, coupon and rebate programs.

The Virtual Cash Back Token Offering

Thirtythree.8 will launch the Virtual Cash Back token on 20 July 2017 at approximately 11:00 am UTC. The specific block number will be announced 48 hours in advance. 1,000,000,000 (one billion) total tokens will be created, of which up to 300,000,000 (three hundred million) tokens will be offered in accordance with the following terms:

- Only Ether will be accepted for the token offering
- The exchange rate will be 2000 VCB per 1 Ether
- Our goal is 150,000,000 tokens
- The offering is capped at 300,000,000 tokens
- The offering will remain open until the token cap is reached or 90 days has elapsed, whichever occurs first

Any tokens remaining after the offering will be distributed in the following manner:

1% will be distributed at thirtythree.8's discretion to influencers in the grocery, mom blog, technology and marketing spaces.

4% will be used to incent key employees and hires.

5% will be made available as reserves for public/private exchanges that agree to trade VCB.

5% will be distributed to thirtythree.8 founders, partners, advisors and other industry leaders associated with Thirtythree.8 at the company's discretion, but will be held in the token contract for 18 months.

5% will be held by thirtythree.8 as assets, but will be held in the token contract for 18 months.

80% will be held in a multi-sig wallet by thirtythree.8 and distributed only via the distribution scheme detailed below; in summary, the remaining tokens will be distributed to customers via coupon and rebate incentive programs, with no more than 100 million tokens available for distribution in any calendar year.

These VCB tokens will be offered, in whole or in fraction, by brands and grocery chains as an option for rebate or coupon in lieu of product, cash, or gift with purchase. Brands can elect to distribute VCB tokens through thirtythree.8's Virtual Cash Back program either at the store or the brand level.

Use of funds

Thirtythree.8 will use revenues generated by the token offering to:

- Fund core development, including the addition of support for VCB-based coupon and rebate programs and wallets to our existing mobile apps, a management app to allow brands access to a wide variety of new spending and redemption metrics, and contracts to support advanced programs and behaviors.
- Grow our development, marketing, and sales teams to drive uptake of the VCB token model.
- Expand headcount and facilities and headcount as required.

Why Thirtythree.8?

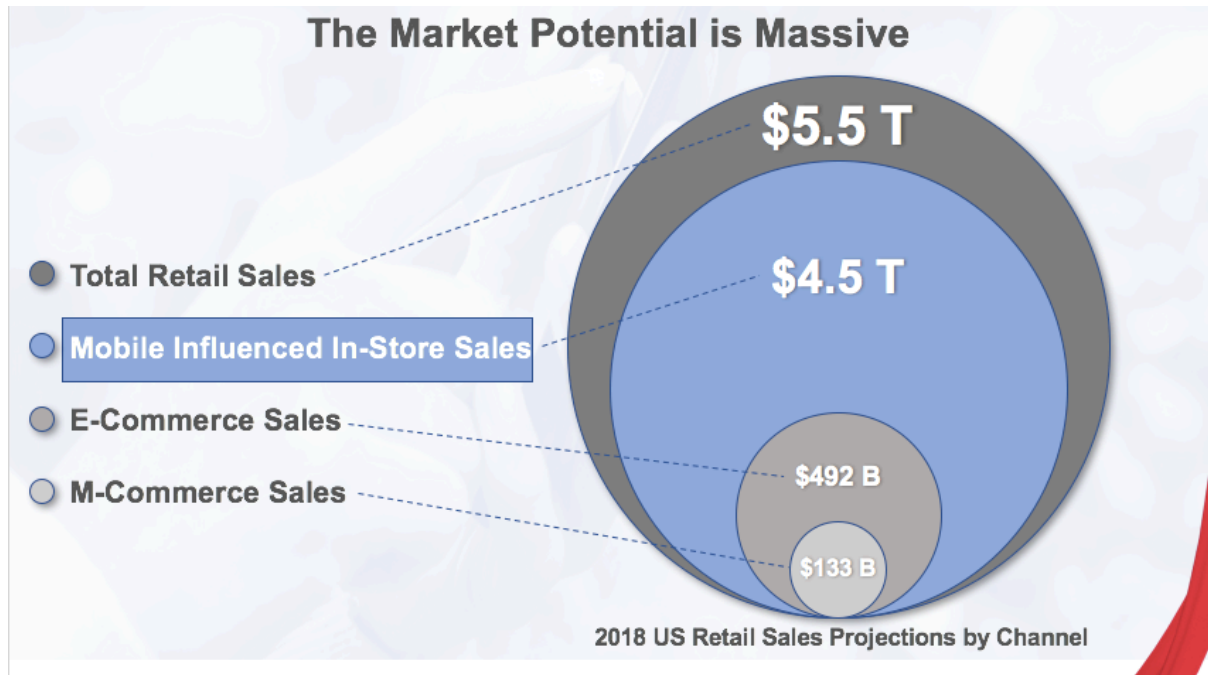
Thirtythree.8 and its parent company CausePlay, LLC are uniquely positioned to create and deliver the VCB ecosystem. We have decades of experience in the Packaged Consumer Goods industry and currently operate advertising and marketing programs for over 50 brand partners in numerous retail chains across the United States. These programs already use our existing digital coupon and rebate technologies, which are protected by a portfolio of licensed patents (details available in the patent section below).

Here's a short list of our 50+ global clients:



We have already identified and qualified a number of national brand partners who are ready and willing to sponsor VCB coupon and rebate programs. Thirtythree.8 can deliver the token, the apps, and the brand partners needed for VCB to replace legacy paper-based coupon and rebate systems, and once the value and utility of VCB has been established, move towards acceptance of VCB at the checkout counter.

Join us.



Founders

Jonas Hudson Jonas Hudson has spent the past 20 years as an executive in mobile/new media content distribution and marketing. Prior to CausePlay, Mr. Hudson co-founded The Nickels Group in 2002. TNG distributed mobile content on over 50 carrier decks worldwide. TNG produced and distributed over 1,000 "made for mobile" video episodes and distributed millions of wallpapers, ring back tones and truetones. In 2006, TNG was sold to Mobile Streams, LTD a public company in the UK (LSE: MOS), which is the mobile arm of Liberty Media (NASDAQ: LSTZB). At Mobile Streams Mr. Hudson took a senior executive role in building out new mobile and online distribution channels. Mr. Hudson worked in marketing and distribution at Warner Bros. and New Line Cinema. At Warner Bros., he planned and executed marketing and marketing strategies for the launch of the patented, new DVD technology, under Warren Lieberfarb. While there, he also created and implemented promotional partnerships with numerous Fortune 500 companies including General Motors, Coca-Cola, and Nestle.



Scott Loyola began his career at Ralphs Grocery (a Kroger Company) and held various merchandising positions at retail including category management, department oversight, inventory, and promotional execution. This retail experience launched a food brokerage career that exceeded a decade, with senior roles in Sales, Marketing, Merchandising, Division Management, Retail and CATMAN. He was responsible for major brand launches at the \$160M fresh foods division of a national food brokerage company including Daisy Sour Cream, Dannon Yogurt Kids Category, Silk Soy Milk, Nestle Cookie Dough, and numerous category growth brands in Dairy, Deli and Grocery. Scott held additional roles in Market Research and Corporate Alliances, as well as major development fundraising campaigns including Kroger, Safeway, Albertsons, Staples, OfficeMax, Office Depot, Newell Rubbermaid, 3M office & automotive, International Paper, Kellogg's, AutoZone, Home Depot and others. These efforts over a 10-year period yielded results exceeding \$250M in aggregate, and \$37.5M in corporate fundraising.



Jon Labrie is an information technology analyst, systems integrator, visual effects consultant, and entrepreneur with more than 25 years experience developing and delivering the technologies that drive innovation in global entertainment. He has assisted a number of governmental bodies and private enterprises in Asia, the Middle East, and the Americas seeking to increase their film and visual effects production skills, infrastructure, and visibility in the global market. Previously, Jon was CTO at Weta Digital where he was principle architect of the innovative digital pipeline developed to deliver the Academy Award®-winning visual effects for *The Lord of the Rings* trilogy. His most visible projects at Weta were the adoption of open source solutions for key roles in the visual effects production pipeline and the specification and development of a distributed digital dailies system that remains the gold standard for the industry more than two decades later. Jon also founded Blister, LLC, a New Zealand mobile-gaming development and publishing company that released a number of titles for the Chinese market, and patented a massively-multiplayer game architecture. A native of Los Angeles, Jon is an accomplished public speaker with keynote speeches on digital film, visual effects, interface design, game development, digital storage, and networking infrastructures for creative enterprises presented to audiences in Malaysia, India, Japan, and the US.



Morgan Martin As an accomplished marketing executive Morgan has spent the last 20 years building brands, managing large cross-functional teams and developing strategic partnerships to build and grow medium and large-scale companies & products. He has held executive positions in wireless at Airtouch and Verizon cultivating relationships and major partnerships with a variety of Fortune 50 companies like B of A, Microsoft, and Amazon, HTC, Samsung, and more resulting in over \$200M in partnership revenues. Morgan spent time in the technology startup sector when he joined Network Commerce, continuing to develop strategic partnerships and growing the business through an IPO and secondary public offering. He has driven improvements in Enterprise Channel Operations, digital and social media strategy, and Direct Response Marketing teams across these businesses that resulted in 30% increases in corporate revenues while cutting cost by the same factor. During his time in wireless he launched a variety of first-of-their-kind programs including mobile concessions, phone-based interactive experiences, and augmented reality music and entertainment-based programs with A-List music artists, tier one sports properties like the NFL, and world-class franchises like the Los Angeles Lakers.



Board of Advisors

Mitch Berman

Mitch Berman is a 30-year international, entertainment and technology media veteran, participating in the launch of 5 start-ups and a successful IPO. These initiatives span over-the-top, social media, video-on-demand, cable, satellite, digital music, interactive TV, IPTV and subscription-based entertainment products and services.

Currently, Mitch serves as the principal at Blend Digital, helping start-up companies foster new, in-theater interactive services, Over-the-top products, 2nd-screen/Social TV applications and digital distribution of first-release feature films. From 2006-2010, Mitch pioneered an early, on-demand, cloud-based, Internet-streaming entertainment service that integrated movies, TV shows, personalized advertising, commerce and social media, serving as founder/CEO and chairman of ZillionTV Corporation. Prior to ZillionTV, Mitch was Corporate VP of Global Marketing at C-COR; SVP of Worldwide Marketing & Operations at the start-up of OpenTV; SVP of Strategic Business Development & GM at the start-up of Galaxy Media/East Coast Pay TV (FOXTEL Australia); Marketing Director at the start-up of Sky Network Television New Zealand; VP of Affiliate Sales at the start-up of E! Entertainment Television and Regional Manager of Affiliate Operations at Home Box Office (HBO/Cinemax). Mitch currently serves on the Board of Directors of the International Academy of Television Arts & Sciences. He earned a master's degree in Public Administration from the University of Southern California (USC) and a Bachelor of Arts in Sociology from the University of California at Los Angeles (UCLA).



Patents

The following patents cover the DRM system:

Regulating Access to Digital Content ([U.S. Patent No. 6,389,541](#))
Priority Date: 5/15/1998 Grant: 5/14/2002

Tracking Electronic Content ([U.S. Patent No. 6,751,670](#))
Priority Date: 11/24/1998 Grant: 6/15/2010

Tracking Electronic Content ([U.S. Patent No. 7,673,059](#))
Priority Date: 11/24/1998 Grant: 3/2/2010

Delivering Electronic Content ([U.S. Patent No. 7,127,515](#))
Priority Date: 1/15/1999 Grant: 10/24/2006

Delivering Electronic Content ([U.S. Patent No. 7,272,655](#))
Priority Date: 1/15/1999 Grant: 10/24/2006

Delivering Electronic Content ([U.S. Patent No. 7,562,150](#))
Priority Date: 1/15/1999 Grant: 7/14/2009

Delivering Electronic Content ([US Patent No. 8,086,746](#))
Priority Date: 1/15/1999 Grant: 12/27/2011

Delivering Electronic Content ([U.S. Patent Application No. 13/300,206](#))

Risk Disclosure

VCB RISK DISCLOSURE DOCUMENT - RISKS ASSOCIATED WITH VCB AND THE VIRTUAL CASH BACK

NETWORK: This document does not constitute an offer or solicitation to sell shares or securities in CausePlay, LLC or any related or associated company. Any such offer or solicitation would be made only by means of a confidential offering memorandum, which this is not, and in accordance with the terms of all applicable securities and other laws. None of the information or analyses presented are intended to form the basis for any investment decision, and no specific recommendations are intended. Accordingly, this document does not constitute investment advice or counsel or solicitation for investment in any security. This document does not constitute or form part of, and should not be construed as, any offer for sale or subscription of, or any invitation to offer to buy or subscribe for, any securities. CausePlay, LLC expressly disclaims any and all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this document, (ii) any error, omission or inaccuracy in any such information or (iii) any action resulting from such information.

VCB Token, ("VCB"), is a cryptographic token used by the VCB network, operated by CausePlay, LLC (the "Company"). VCB IS NOT A SECURITY AND THIS IS NOT AN OFFER TO SELL A SECURITY. VCB IS NOT AN INVESTMENT AND SHOULD NOT BE PURCHASED AS AN INVESTMENT.

If you purchase VCB you certify that you are doing so out of a desire to use or consume VCB on the VCB network, to participate in the VCB community, or to attempt to personally generate any consideration by using VCB on the network or in the community. You certify that you are not purchasing VCB for any speculative, investment or other financial reasons.

VCB is not a cryptocurrency of value. At the time of this writing, VCB (i) cannot be exchanged for goods or services, (ii) has no known uses outside the VCB network, and (iii) cannot be traded on any known exchanges. There is no guarantee – indeed there is no reason to believe – that the VCB you purchase will increase in value. VCB MAY – AND LIKELY WILL – DECREASE IN VALUE. VCB is not evidence of ownership in, or right to control, the Company or the VCB network.

Holding or using VCB does not grant you ownership or equity in the Company or the VCB network. VCB does not grant any right to participate in the control, direction or decision-making of the Company or the VCB network.

1) Risk of Losing Access to VCB Due to Loss of Credentials: The purchaser's VCB may be associated with a VCB account until it is distributed to the purchaser. The VCB account can only be accessed with login credentials selected by the purchaser. The loss of these credentials will result in the loss of VCB. Loss of credentials associated with any third party and or digital wallet containing and or controlling VCB will result in loss of VCB. Best practices dictate that purchasers safely store credentials in one or more backup locations geographically separated from the working location.

2) Risks Associated with the Ethereum Protocol: VCB and the VCB network are based on the Ethereum protocol. As such, any malfunction, unintended function or unexpected functioning of the Ethereum protocol may cause the VCB network or VCB to malfunction or function in an unexpected or unintended manner. Ether, the native unit of account of the Ethereum Protocol, may itself lose value, which could have a negative impact on the functioning of the VCB network. More information about the Ethereum protocol is available at <http://www.ethereum.org>.

3) Risks Associated with Purchaser Credentials: Any third party that gains access to the purchaser's login credentials or private keys may be able to dispose of or misappropriate the purchaser's VCB. To minimize this risk, the purchaser should guard against unauthorized access to their electronic devices.

4) Risk of Unfavorable Regulatory Action in One or More Jurisdictions: Blockchain technologies have been the subject of scrutiny by various regulatory bodies around the world. The functioning of the VCB network and VCB could be impacted by one or more regulatory inquiries or actions, including, but not limited to, restrictions on the use or possession of digital tokens like VCB, which could impede or limit the development of the VCB network. The legal ability for the Company to operate the VCB network in some or all jurisdictions could be eliminated by future regulation or legal actions. In the event that it is not legal for the VCB network to operate in a jurisdiction, the Company will cease operations in that jurisdiction. There is a serious risk that the Company will be unable to operate if regulation makes it difficult to do so.

5) Risk of Alternative, Unofficial VCB Networks: Following the presale and the development of the initial version of the VCB platform and VCB network, it is possible that alternative networks could be established, which utilize the same open source code and open source protocol underlying the VCB network. The official VCB network may compete with these alternative, unofficial VCB-based networks, which could potentially negatively impact the VCB network and VCB.

6) Risk of Insufficient Interest in the VCB Network or Distributed Applications: It is possible that the VCB network will not be used by a large number of businesses, individuals, and other organizations and that there will be limited public interest in the creation and development of distributed applications. Such a lack of interest could impact the development of the VCB network and therefore the potential uses or utility of VCB.

7) Risk that the VCB Network, As Developed, Will Not Meet the Expectations of the Purchaser: The VCB network is presently under development and may undergo significant changes before release. Any expectations regarding the form and functionality of VCB or the VCB network held by the purchaser may not be met upon release for any number of reasons, including a change in the design and implementation plans and execution of the VCB network.

8) Risk of Theft and Hacking: Hackers or other groups or organizations may attempt to interfere with the VCB network or the availability of VCB in any number of ways, including, but not limited to, denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks.

9) Risk of Security Weaknesses in the VCB network Core Infrastructure Software: The VCB network consists of open-source software that is itself based on open-source software. There is a risk that the Company team or other third parties may intentionally or unintentionally introduce weaknesses or bugs into the core infrastructural elements of the VCB network interfering with the use of or causing the loss of VCB.

10) Risk of Weaknesses or Exploitable Breakthroughs in the Field of Cryptography: Advances in cryptography, or technical advances such as the development of quantum computers, could present risks to cryptographic tokens and the VCB platform, which could result in the theft or loss of VCB.

11) Risk of VCB Mining Attacks: As with other decentralized cryptographic tokens, the blockchain used for the VCB network is susceptible to mining attacks, including, but not limited to, double-spend attacks, majority mining power attacks, "selfish-mining" attacks, and race condition attacks. Any successful attacks present a risk to the VCB network, including, but not limited to, expected proper execution and sequencing of Ethereum contract computations and the VCB network. Despite the efforts of the Company, the risk of known or novel mining attacks exists.

12) Risk of Lack of Adoption or Use of the VCB Network: While VCB should not be viewed as an investment, it may potentially (but likely will not) have utility value over time. That value may be limited or nonexistent if the VCB network lacks use and adoption.

13) Risk of an Unfavorable Fluctuation of Ethereum Ether ("ETH") and Other Currency Value: The Company team intends to use the proceeds of the VCB presale to fund development of the VCB network. The proceeds of the VCB presale will be denominated in BTC and ETH, and converted into other cryptographic and fiat currencies. If the value of BTC, ETH or other currencies fluctuates unfavorably during or after the presale, the Company team may not be able to fund development, or may not be able to develop the VCB network in the manner that it intended or promised.

14) Risk of an Illiquid Market for VCB: There are currently no exchanges upon which VCB might be resold and such exchanges may never exist. If ever exchanges do develop, they will likely be relatively new and subject to poorly-understood regulatory oversight. They may therefore be more exposed to fraud and failure than established, regulated exchanges for other products.

15) Risk of Uninsured Losses: Unlike bank accounts or accounts at some other financial institutions, VCBs associated with a VCB account are uninsured. In the event of loss or loss of utility value, there is no public insurer, such as the Federal Deposit Insurance Corporation, or private insurer, to offer recourse to the purchaser.

16) Risk of Dissolution of the VCB Project: It is possible that, due to any number of reasons, including, without limitation, an unfavorable fluctuation in the value of Ether (or other cryptographic and fiat currencies), decrease in the utility value of VCB, the failure of business relationships, or competing intellectual property claims, the VCB network may no longer be a viable business and the Company may dissolve or the VCB network may fail to launch.

17) Risk of Malfunction in the VCB Network: It is possible that the VCB network malfunctions in an unfavorable way, including, but not limited to, one that results in the loss of VCB, confidential information, or personal data.

18) Unanticipated Risks: Cryptographic tokens are a new and untested technology. In addition to the risks included in this Risk Disclosure, there are other risks, including those that the Company cannot anticipate. Risks may further materialize as unanticipated combinations or variations of the discussed risks.