Mother Coin

Mother Coin Whitepaper

Abstract

Mother Coin is a token that aims to become the preferred method to donate charity for homeless mothers transparently through the BSC blockchain and to access the ecosystem of services provided by the Mother Coin platform. The adoption of cryptocurrencies will impact the way we donate in the future and Mother Coin is poised to play a leading role in this new era of fundraising.

Mother Coin is a platform that provides an ecosystem of services through an easy-to-use interface, connecting the non-profit community while allowing full transparency and traceability of donations. Mother Coin's services include an internal exchange to convert major cryptocurrencies into Mother Coin to store and donate easily, an explorer to track donations transparently, tools to connect donors with all the actors involved in the non-profit sector, and templates of smart contracts to run fundraising campaigns.

Additionally, PancakeSwap is a payment gateway/embeddable widget that allows charities registered on the Mother Coin platform to accept donations in different crypto-currencies directly on their website which are then instantly converted into Mother Coin. This is to allow charities to simply manage all donations received within a single wallet while providing transparency and traceability through Mother Coin.

The Mother Coin token are conceived and developed by charity fundraising company. Since its inception, the company team of 25 professionals has worked with 500+ charities including Unicef, Save the Children and WWF. The company is the ability to forge high-level partnerships between charities, celebrities and high-pro-file corporations. Unlike other projects looking to tokenize the non-profit sector, the company has developed an ecosystem of charities, donors, celebrity donors and gala events which will be key to facilitate the immediate use of the token.

The Company will also be the first external fundraising platform to accept payments in Mother Coin and will utilize the token internally to incentivize adoption. Over 40,000 bidders within the community will be required to purchase and keep Mother Coin tokens in order to participate in the most exclusive auctions.

The ICO placement and the KYC and AML process will be assisted by Bitcoin Suisse, a Swiss-based financial provider specialized in crypto assets who have already successfully held more than 20 ICOs, raising more than $500 million.

TABLE OF CONTENTS

The Challenge

Background

The non-profit sector today is worth an estimated $2 trillion worldwide, yet headlines in recent times have seen the sector stumble between corruption scandals, gross inefficiencies, false expenses, and misuse of funds such as the $187 million misappropriations to cancer charities by James T. Reynolds. Recent high-profile scandals include donors of the Helpers Community Inc. raising concerns regarding the misuse of donations and the Trump Foundation admitting to self-dealing. In other cases, donors are mystified at the lack of results, like in the case of the Red Cross's failure to enable recovery in Haiti despite receiving $500 million in donations following the 2010 earthquake.

The continuous decline in trust on the part of potential donors is justifiable: according to Essential Research, 35% of US citizens have little or no trust in charitable institutions. Similarly, in the UK, figures are not promising, with trust in charities falling from 6.7 out of 10 in 2014 to 5.7 in 2015, with 33% of those polled explaining that the primary reason for their reduction in donations stemmed from the impact of recent scandals on charities' reputations. Naturally, the consequences of donations decreasing is alarming; in the US, 52% of charities are not adequately funded and cannot match the distressing increase in demand for their services.

Unsurprisingly, donor's trust in charities has been declining[1] steadily. In a 2015 poll, more than a third of those interviewed did not trust charities and nonprofits[2].

Donors are demanding more accountability and charities, with forerunners such as Kiva and GiveDirectly, are looking at how to be more transparent and accountable.

Transparency

There are several methodologies organizations use to provide transparency to their donors.

• Self-reporting: On websites and in annual reports, agencies report on their progress and where donations are flowing. In many crowdfunded projects, the crowdfunding recipient is also executing the project, and they report from the field.

• Recipient reporting: Recipients of the aid report their own progress. This is most prominent on websites where organizations allow donors to give to a specific person, cause or project.

• Third-party reporting: Organizations such as GuideStar, Charity Navigator and the Wise Giving Alliance provide oversight for charities, giving them a ranking for their performance. However, the resources of these reports are limited to public reporting from the charities.

In most cases, donors do not have a single place to see how their money is being used and need to trust the information they are provided with. The information is fragmented and is often difficult to compare with the information from other organizations.

The Solution

Given recent scandals, it is understandable that society has grown skeptical towards the non-profit sector. However, there is a solution that has the potential to transform the industry. Blockchain-powered smart contracts and the adoption of cryptocurrencies are providing transparency, enabling efficiency, and cutting costs.

- Lower costs: With traditional donations, money goes through various middlemen, such as government agencies and financial institutions, and fees (approximately 3%) are charged by credit or debit card as well as by clearinghouses. Blockchain donations are executed directly, reaching the charity instantaneously and at a fraction of the cost.
- Efficiency: Thanks to the distributed ledger technology, blockchain donors can track how their cryptocurrency is being used by charities. No record on the blockchain, in fact, can be erased, thereby providing traceable accountability showing the exact flow of any coin in the ecosystem. Nonprofits too can use the blockchain to manage resources, reduce overheads, streamline their supply chain, and waste fewer resources.
- Transparency: If certain KPIs or other predetermined conditions aren't fulfilled, smart contracts allow donors to receive their donations back or to redirect them towards more deserving or pressing causes. In 2010, the Red Cross raised $500 million USD to build 130,000 homes in Haiti, however only six homes were built, this would have been a prime use case for the transparent.

In order to provide increased transparency and traceability of donations, charities could greatly benefit from blockchain technology. Although the benefits of transparency and the potential of cryptocurrency are clear, nonprofits are poorly positioned to embark on new blockchain-led technology initiatives, since they are focused on their core business: helping the recipients of charity donations. However, when they are introduced to new technology which doesn't require them to invest in IT development, charities see the tremendous benefits it provides.

The benefits of applying the distributed ledger technology to the non-profit sector are numerous as highlighted above. Donors will have more trust in the sector and, consequently, will be more willing to donate.

To stimulate transparency and traceability in the non-profit sector, we have devised Mother Coin, an BEP20 token that aims to become the preferred method to donate transparently through the Binance Smart Chain blockchain and to access the Mother Coin platform. The adoption of cryptocurrencies will impact the way we donate in the future and Mother Coin is poised to play a leading role in this new era of fundraising.

Shared Public Ledger

Distributed Ledger Technology (DLT), or blockchain technology provides a shared ledger that is immutable and allows for full transparency. Records on the blockchain cannot be erased, so when used for cryptocurrency, blockchain technology provides traceable accountability showing the exact flow of any coin in the ecosystem. This tamper-resistant system has clear use in the non-profit area: when someone donates a token, they can see exactly how it was used throughout its lifecycle.

The following are the types of transparency that can be designed for charitable organizations:

• Tracking the actual use of funds, from the time money is donated up until its conversion into local fiat currencies.

• Verification of the identity of the recipients and reporting on the blockchain of their funds use.

• Tracking of administrative costs of nonprofits.

• Ensuring money earmarked for specific projects actually gets to those spe-cific projects.

Reduction in transaction costs of money transfer through cryptocurrency rather than financial intermediaries. This becomes especially relevant when dealing with organizations that operate in developing countries, where transfer fees for remittances can be as high as 20%.

The room for improvement and the unchartered territories of blockchain opportunities are vast. Even those skeptical of the hype and speculation behind many cryptocurrency investments, Barbas, and Zuckerman concede that cryptocurrencies can push forward the conversation about financial inclusion in many promising ways.

The issues plaguing charities worldwide are innumerable and cannot be countered by relying on traditional methods. Nor can we afford to maintain the status quo or harbor doubts about the impact new technologies can actually bring. Wars, climate change, natural disasters, immigration, and the erosion of the welfare state render the services provided by non-profits ever more in demand by billions worldwide. The solution is, for once, simple and close at hand – the widespread adoption of blockchain technology by charities and donors

alike, which will in time re-sow the seeds of trust, to the benefit of worthwhile charitable endeavors and the most vulnerable in our society.

Who We Are?

The Mother Coin project is conceived, a well-established, VC-backed charity fundraising company. Since its inception, team of 25 professionals has worked with 500+ charities including Unicef, Save the Children, and WWF. The company has a core competency is the ability to forge high-level partnerships between charities, celebrities, and high-profile corporations.

Unlike other projects looking to tokenize the nonprofit sector, the company has developed an ecosystem of charities, donors, celebrity donors and gala events which will be key to facilitate the immediate use of the tokens – indeed, such an ecosystem is already up and running. Therefore, has the capabilities and resources to fulfill the blockchain promise to the nonprofit world.

Over 40,000 bidders within the Mother Coin community will be required to purchase and keep Mother Coin tokens in order to participate in the most exclusive auctions. ICO supporters will be able to immediately use the Mother Coin token to participate in the five hundred monthly high-profile auctions featuring celebrities, artists, and luxury brands.

The Mother Coin Platform

Mother Coin is a platform based on the Binance Smart Chain blockchain and powered by the Mother Coin tokens.

The platform provides an ecosystem of services through an easy-to-use interface, connecting the non-profit community while allowing full transparency and traceability of donations. Donors, charities, causes, projects and many more will benefit from the services provided by the Mother Coin platform.

To simplify the donation process and increase Mother Coin adoption, Mother Coin will integrate several services in one single platform including an internal exchange to convert major cryptocurrencies into Mother Coin, a built-in wallet to store and donate easily, an explorer to track donations transparently and templates of smart contracts to run fundraising campaigns.

Matching a unique public address to a specific charity or cause allows one to track the donations and check how funds are used.

Charities and causes once registered and verified will be able to share several information with donors (for example general info, official address, donations received, use of funds, and updates on projects) through a public profile. Mother Coin will also provide a private dashboard to manage all information and actions, view donations received and transactions made on-chain, upload off-chain receipts, manage personal info and connect with other users.

Donors can register anonymously or with different levels of their personal data choosing the preferred privacy settings. They can access their private dashboard to manage personal data, view info related to charitable donations and request receipts for tax deduction purposes.

Convert and donate your charity of your choice

Mother Coin will allow donors to convert major cryptocurrencies at the current exchange rate, while the built-in wallet will allow every registered user to easily manage and store Mother Coin tokens without using external services.

Donors will be able to convert major cryptocurrencies such as Bitcoin, Ether, Lite-coin, Dash and BEP20 tokens into Mother Coin with the aim to add an increasing num-ber of cryptocurrencies and also fiat currencies in the future.

The team is also developing Mother Coin Wallet, a payment gateway/embeddable widget that allows charities registered on the Mother Coin platform to accept donations in differ-ent cryptocurrencies directly on their website and mobile application which are then instantly converted into Mother Coin. This is to allow charities to simply manage all donations received within a single wallet and providing transparency and trace-ability through Mother Coin.

Since Mother Coin ensures that a public address and other data (depending on the jurisdiction) corresponds to a registered charity, the platform is able to provide a compliant tax deductible receipt.

Track Donations

Mother Coin platform connects directly to the Binance Smart Chain blockchain to track Mother Coin transactions, ensuring full transparency on the use of the donated funds and providing relevant information such as donation amount, timestamp, donor and recipient address and name (if public).

The team will be developing an advanced tracking system called Donation Tracking System (DTS). For example, thanks to the "send and notify" option embedded in the platform wallet, donors will be able to receive notifications for every step of the donation flow.

The combination of Mother Coin ensures a solid and simple solution to the transparency problem in the non-profit sector. However, traceability of the en-tire donation flow will depend on the mainstream adoption of blockchain technol-ogy and cryptocurrencies.

In the meanwhile, Mother Coin will be able to track donations even after Mother Coin is converted into fiat currencies thanks to the integration with the charity's bank APIs4. Mother Coin will collaborate with companies such as TrueLayer in order to con-nect to the bank data, verify accounts, and access transactions in real-time, provid-ing a clear picture of how charities are spending the funds received in Mother Coin.

Through the Mother Coin platform charities will also be able to manually input off-chain data on the BSC blockchain. For example, if a charity states that the money received is going to be used for medical supplies, said charity will be prompted to upload the receipts for the supplies and shipping within the timeframe stipulated, and everything will be recorded on-chain.

Thanks to the Mother Coin platform, the information automatically or manually recorded on the blockchain will be immutable, tamper-proof and publicly accessible through an open explorer, increasing the level of transparency and allowing public auditing besides Mother Coin platform users.

Discover and connect with ecosystem

Traceability and transparency are just one part of the team's vision. Creating a vibrant and engaged community is equally important for the future success of the non-profit sector.

Mother Coin will help donors to connect with all the actors involved in the non-profit sector, providing them with tools to facilitate new types of collaborations.

Donors will be able to search, discover and review charities, causes and projects on a single platform, while charities will be able to publish regular updates, create and send direct marketing campaigns, request feedbacks and share volunteering opportunities.

Easily employ smart contracts

Smart contracts being computer protocols designed to facilitate, verify, or enforce the negotiation or performance of a specific set of rules are ideal to facilitate charities' fundraising. The Binance Smart Chain blockchain specifically allows the registration and execution of smart contracts in a secure and decentralized way.

Implementing smart contracts in the non-profit sector adds a layer of security and effectiveness to donations, allowing the transfer of funds only to expected recipients and if specific conditions are met.

Mother Coin will provide charities with templates of smart contracts that can be easily customisable with the click of a button depending on each campaign's requirements.

For example, a fundraising campaign may be deemed successful only if at least 50% of the funds needed are raised. If this condition is not met, the smart contract will return the donations to the donors. Similarly, a smart contract can keep the donation in an escrow account until independent validators confirm that the charity has delivered the promised project.

We believe that smart contracts will play a central role in revolutionizing the no-profit sector. Donors will be more incentivized to donate to the non-profit and fundraising organizations that are part of the Mother Coin ecosystem, since in addition to public transparency they will also have the certainty that funds are used only upon fulfilment of set conditions and contingencies.

Growth Strategy

Unlike other projects looking to tokenize the non-profit sector, Mother Coin has already developed an ecosystem of charities, donors, celebrities and events that will be key to increase the adoption of the Mother Coin platform. Through established relationships, Mother Coin will be instrumental in signing up the first charities to Mother Coin.

Also, Mother Coin will be the first external fundraising platform to accept Mother Coin.

Some benefits to incentivize the community to use Mother Coin tokens are:

• Discounted price: auctions paid in Mother Coin will benefit from a 5% discount on the hammer final price. As the platform's average ticket is $500, this results in a big incentive to donors to use the tokens as a medium of exchange.

• Membership club auctions: to participate to these special auctions, users will need to stake Mother Coin on their wallet. The amount of tokens required will change based on the auction's nature and price. This will enable certain users to bid on some of the most amazing once-in-a-lifetime experiences we have ever hosted on our platform.

As the adoption of the platform grows and the tracking system gets further developed, Mother Coin will aim at attracting corporate users to the platform by leveraging well established CSR programs for which the ability to provide transparency and accountability is key. As of today, 64% of CEOs have declared that CSR is a core part of their business and no longer a standalone program. While CSR has been proven to create value for both businesses and society, the amount raised by companies and the destination of the funds is not transparent.

By adopting Mother Coin, businesses will be able to create corporate gifts, rewards for employees, and CSR campaigns which will be fully trackable. Through Mother Coin, companies will have accurate reporting of the charities and causes that are closest to the hearts of their employees, allowing them to improve their employee relations as well as affect outcomes in the areas that their Corporate Social Responsibility (CSR) programs want to impact.

The Mother Coin team has worked with many corporations, including Hugo Boss, Citroen, Yamaha Racing, Armani, IWC and Peugeot, proving itself as a preferred destination for CSR activities. For example, with the 13th largest European Bank, Unicredit, to create a private whitelabel solution for a private art auction exclusive for their employees. More than 850 art-works were successfully sold.

Following these initial phases, the Mother Coin team will target the onboarding of other fundraising platforms including crowdfunding platforms, sponsorships for athletic events and community fundraising platforms. All of these fundraising platforms stand to benefit from integrating with the Mother Coin platform and using the Mother Coin tokens because they can provide accountability of the funds collected as well as utilize the marketing tools that are built into the platform.

Furthermore, as charities in the ecosystem begin to prefer this way of funding, fundraising platforms will be compelled to adopt it as a standard.

Token Sale

The token generation event will create and distribute a maximum of 1 trillion Mother Coin.

Token Supply	1 Trillion
4%	Charity Wallet
2%	Auto Burn
4%	Auto Buy Back and Liquidity
10%	Deflation on Every Transaction To Keep Price Stable and Increasing

Risks

Acquiring Mother Coin tokens and storing them involves various risks, in particular the risk that Mother Coin may not be able to launch its operations and develop its blockchain and provide the services promised. Therefore, and prior to acquiring Mother Coin tokens any user should carefully consider the risks, costs and benefits of acquiring Mother Coin tokens

in the context of the crowdsale and, if necessary, obtain any independent advice in this regard. Any interested person who is not in the position to accept or to understand the risks associated with the activity (incl. the risks related to the non-development of the Mother Coin platform) or any other risks as indicated in the Terms & Conditions of the crowdsale should not acquire Mother Coin tokens.

Important Disclaimer

This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. The white paper does not include nor contain any information or indication that might be considered as a recommendation or that might be used to base any investment decision. This document does not constitute an offer or an invitation to sell shares, securities or rights belonging to Mother Coin or any related or associated company.

The Mother Coin to-kens are just a utility token which can be used only on the Mother Coin platform and is not intended to be used as an investment. The offering of Mother Coin tokens on a trading platform is done in order to allow the use of the Mother Coin platform and not for speculative purposes. The offering of Mother Coin tokens on a trading platform is not changing the legal qualification of the to-ken, which remains a simple means for the use of the Mother Coin platform and is not a security.

Mother Coin is not to be considered as advisor in any legal, tax or financial matters. Any information in the white paper is given for general information purpose only, and Mother Coin does not provide any warranty as to the accuracy and completeness of this information. Given the lack of crypto-token qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of Mother Coin according to their nationality and place of residence.

Mother Coin today is not a financial intermediary according to Swiss Law and is not required to obtain any authorization for Anti Money Laundering purpose. This qualification may change in the case of Mother Coin offering services which are to be considered as qualifying as financial intermediation activity. In this case, the use of Mother Coin services may require the positive conclusion of a AML/KYC identification pro-cess. Acquiring Mother Coin tokens shall not grant any right or influence over Mother Coin's organization.

Mother Coin confer no direct or indirect right to Mother Coin capital or income, nor do they confer any governance right within Mother Coin. The Mother Coin is not proof of ownership or a right of control. It does not grant the controlling individual any asset or share in Mother Coin, or in the Mother Coin network. An Mother Coin does not grant any right to participate in control over Mother Coin' management or decision-making set-up, or over the Mother Coin network and governance to the Purchasers.

Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact Mother Coin' business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire Mother Coin tokens must be aware that the Mother Coin business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such a case, purchasers and anyone undertaking to acquire Mother Coin tokens acknowledge and understand that neither Mother Coin nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

Mother Coin will do its utmost to launch its operations and develop the Mother Coin platform. Anyone undertaking to acquire Mother Coin tokens acknowledges and understands that Mother Coin does not provide any guarantee that it will manage to achieve it. On concluding the Commercial Operation, these tokens will be issued by a technical process referred to as a «Blockchain». This is an open source IT protocol over which the Company has no rights or liability in terms of its development and operation. The token distribution mechanism will be controlled by a Smart Contract; this involves a computer program that can be executed on the Binance Smart Chain network or on a blockchain network that is compatible with Smart Contract programming language. They acknowledge and understand, therefore, that Mother Coin (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use Mother Coin tokens, except in case of intentional misconduct or gross negligence.

Mother Coin is based on the Binance Smart Chain protocol. Therefore, any malfunction, unplanned function or unexpected operation of the Binance Smart Chain protocol may cause the Mother Coin network or Mother Coin to malfunction or operate in a way that is not expected. Ether, the native BSC Protocol account unit, may itself lose value in a similar way to Mother Coin, and also in other ways.

Representation and Warranties

By participating in the crowdsale, the purchaser agrees to the above and in particular, they represent and warrant that they:

• have read carefully the terms and conditions attached to the white paper; agree to their full contents and accept to be legally bound by them;

• are authorized and have full power to purchase Mother Coin tokens according to the laws that apply in their jurisdiction of domicile;

• are not a U.S. citizen, resident or entity (a "U.S. Person"), nor are they purchasing Mother Coin;

• live in a jurisdiction which allows Mother Coin to sell Mother Coin tokens through a crowdsale without requiring any local authorization and are in compliance with the local, state and national laws and regulations when purchasing, sell-ing and/or using Mother Coin tokens;

• are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;

• will not use the crowdsale for any illegal activity, including but not limited to money laundering and the financing of terrorism;

• have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with and functional understanding of the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;

• purchase Mother Coin tokens because they wish to have access to the AID-Chain platform;

• are not purchasing Mother Coin tokens for the purpose of speculative investment or usage.