

# EESTY COIN WHITEPAPER

## 1. Executive Summary

Eesty Coin (EEC) is a native cryptocurrency developed on the Eesty blockchain, adhering to the EOS standard. With a total supply of 8 billion coins, Eesty Coin is designed to revolutionize e-commerce by providing merchants with an alternative payment method. Additionally, it serves as an investment currency on a crowdfunding platform dedicated to inventors and innovations. Distributed globally through recommendation and network marketing, Eesty Coin will be available for trading on public exchanges, offering both small and large investors an opportunity to participate in a dynamic and growing market.

## 2. Introduction

### Background

The rapid evolution of digital currencies has introduced new possibilities for businesses and investors worldwide. Eesty Coin is positioned at the intersection of e-commerce and crowdfunding, offering a dual utility that addresses the needs of merchants and inventors alike.

### Vision and Mission

Eesty Coin aims to become the go-to currency for e-commerce transactions and innovation funding. Our mission is to provide a secure, efficient, and widely accepted digital currency that empowers merchants, supports inventors, and delivers value to investors.

### Objectives

- Establish Eesty Coin as a preferred payment method in the global e-commerce sector.
- Facilitate funding for inventors and their inventions through a dedicated crowdfunding platform.
- Achieve widespread adoption through a robust recommendation and network marketing strategy.
- Ensure liquidity and value growth by listing Eesty Coin on major public exchanges.

## 3. Market Analysis

### Industry Overview

The global e-commerce market is booming, with digital payments becoming increasingly popular. However, the need for secure, low-cost, and efficient payment solutions remains unmet. Similarly, the crowdfunding industry continues to grow, especially in the technology and innovation sectors, creating a demand for investment-focused digital currencies.

### Target Audience

- Merchants: Small to large-scale e-commerce businesses seeking a reliable and cost-effective payment alternative.

- Investors: Individuals and entities interested in supporting innovative projects and securing potential returns through a versatile cryptocurrency.
- Crowdfunding Platforms: Innovators and inventors looking for funding opportunities via a dedicated, blockchain-based platform.

#### Competitive Analysis

Eesty Coin stands out by combining e-commerce payment functionality with a crowdfunding investment utility. Unlike traditional payment methods and other cryptocurrencies, Eesty Coin offers lower transaction costs, faster processing times, and integration with a unique platform for funding innovations.

#### 4. Technical Architecture

##### Blockchain Technology

Eesty Coin operates on the Eesty blockchain, which is built to support high transaction volumes and ensure security through the EOS standard. The blockchain's architecture is optimized for scalability, making it ideal for both e-commerce and crowdfunding applications.

##### Consensus Mechanism

The Eesty blockchain uses a Delegated Proof of Stake (DPoS) consensus mechanism, ensuring a balance between decentralization, security, and efficiency. This approach allows for faster transaction processing and greater energy efficiency compared to traditional Proof of Work systems.

##### Smart Contracts

Eesty Coin leverages smart contracts to facilitate secure, automated transactions. These contracts are integral to the crowdfunding platform, ensuring that funds are only released when predefined conditions are met.

##### Tokenomics

Eesty Coin has a fixed supply of 8 billion coins, distributed through various channels, including initial offerings, network marketing, and global distribution. The coin's utility spans payments, investments, and rewards, driving demand across different user segments.

##### Security Features

The Eesty blockchain is secured through a combination of cryptographic techniques and regular audits. Multi-layered security protocols protect user data and transaction integrity, ensuring a safe environment for all participants.

#### 5. Tokenomics

##### Token Allocation

- Initial Distribution: 20% allocated to initial investors and early adopters.
- Network Marketing: 30% distributed through global recommendation and network marketing initiatives.

- Development and Operations: 25% reserved for ongoing development, marketing, and operational expenses.
- Community and Partnerships: 15% allocated for community building, partnerships, and incentives.
- Reserve Fund: 10% set aside for future needs and unforeseen expenses.

#### Total Supply

The total supply of Eesty Coin is capped at 8 billion coins, ensuring scarcity and long-term value appreciation.

#### Emission Schedule

The distribution of Eesty Coin will be conducted over several phases, with a gradual release to prevent market saturation and ensure stable growth.

#### Use Cases

Eesty Coin is primarily used as a payment method in e-commerce and as an investment currency on the crowdfunding platform. It can also be traded on public exchanges, providing liquidity and investment opportunities.

#### Incentive Mechanisms

Holders of Eesty Coin can benefit from staking rewards and participation in network marketing programs, earning additional coins through referrals and network growth.

### 6. Roadmap

#### Development Phases

- Phase 1: Blockchain development and Eesty Coin issuance.
- Phase 2: Launch of the e-commerce payment gateway and integration with selected online merchants.
- Phase 3: Development and launch of the crowdfunding platform.
- Phase 4: Expansion of global marketing efforts and listing on major public exchanges.

#### Future Plans

- Integration with more e-commerce platforms and merchants globally.
- Enhancements to the crowdfunding platform to include more features and support for a wider range of projects.
- Continuous improvement of the blockchain's scalability and security.

### 7. Governance Model

#### Decision-Making Process

Eesty Coin operates under a decentralized governance model, where key decisions are made through community voting. Token holders can propose and vote on changes to the network, ensuring that the community's interests are prioritized.

#### Voting Mechanism

Voting rights are proportional to the number of Eesty Coins held, with each coin representing one vote. This mechanism ensures that those most invested in the project have a say in its direction.

## 8. Team and Advisors

### Core Team

- Veiko Huuse - Founder and CEO: With years of experience in blockchain technology and e-commerce, Veiko leads the Eesty Coin project with a vision for a decentralized, global economy.
- Oleg Ivanov – co-partner, Head of Development: Oleg brings extensive expertise in blockchain development and has overseen the technical aspects of the Eesty blockchain from inception.
- Riho Peters – co-partner, Head of Sales: Riho is responsible for global sales and marketing strategies, focusing on merchant adoption and investor relations.

### Advisors

Eesty Coin is supported by a panel of advisors with backgrounds in finance, technology, and legal compliance, ensuring the project's alignment with industry best practices.

## 9. Legal and Regulatory Considerations

### Compliance

Eesty Coin adheres to all relevant regulations in the jurisdictions where it operates. The project is committed to maintaining transparency and compliance with global standards to ensure the legitimacy and sustainability of the coin.

### Legal Structure

The Eesty Coin project is managed by a legal entity registered in Estonia, a country known for its progressive stance on digital assets and blockchain technology.

### Risk Factors

Potential risks include regulatory changes, market volatility, and technological challenges. The Eesty Coin team is proactive in mitigating these risks through strategic planning and continuous monitoring.

## 10. Financial Plan

### Funding

The initial development and launch of Eesty Coin have been funded through private investments and pre-sale events. Additional funding will be raised through public sales and network marketing efforts.

### Budget Allocation

- Development: 40% for ongoing technical development and platform enhancements.
- Marketing: 30% for global marketing campaigns and network growth.
- Operations: 20% for day-to-day operations, including legal and administrative costs.

- Reserve: 10% for contingencies and future expansion.

#### Revenue Model

Eesty Coin will generate revenue through transaction fees on the e-commerce platform, listing fees from merchants, commissions from the crowdfunding platform and networking.

### 11. Security and Privacy

#### Security Measures

The Eesty blockchain employs state-of-the-art encryption and multi-factor authentication to protect user data and transactions. Regular security audits are conducted to identify and address potential vulnerabilities.

#### Audits

Third-party security firms will conduct regular audits of the Eesty blockchain and associated platforms, ensuring compliance with the highest security standards.

#### Privacy

Eesty Coin is committed to protecting user privacy, implementing robust data protection policies in line with GDPR and other relevant regulations.

### 12. Risk Analysis

#### Market Risks

The cryptocurrency market is known for its volatility. Eesty Coin is designed to mitigate these risks through strategic partnerships, market diversification, and a strong community base.

#### Technical Risks

As with any blockchain project, there are technical risks related to scalability, security, and integration. The Eesty development team is dedicated to continuous improvement and addressing these challenges proactively.

#### Operational Risks

Operational risks include the potential for leadership changes, market shifts, or unforeseen challenges in executing the project's roadmap. The team is committed to transparency and adaptability in addressing these risks.

#### Mitigation Strategies

Eesty Coin's risk mitigation strategies include maintaining a reserve fund, engaging in continuous community dialogue, and building strong partnerships across the industry.

### 13. Legal Disclaimer

#### Investment Risks

Investing in cryptocurrencies involves significant risk, including the potential loss of all invested funds. Eesty Coin does not guarantee returns and advises all investors to conduct thorough research before participating.

#### No Guarantee

This whitepaper is not a guarantee of success or profitability. The information provided is intended for informational purposes only and should not be considered as financial or investment advice.

#### Jurisdictional Limitations

Eesty Coin is subject to the laws and regulations of the jurisdictions in which it operates. Participation in the project may be restricted in certain countries due to local regulations. It is the responsibility of participants to ensure they comply with local laws before investing or engaging with Eesty Coin.

### 14. Conclusion

Eesty Coin is poised to transform the landscape of e-commerce and crowdfunding by providing a secure, efficient, and versatile digital currency. With a robust technical foundation, a clear vision, and a dedicated team, Eesty Coin is ready to deliver value to merchants, investors, and innovators alike. We invite you to join us on this exciting journey as we work to build a decentralized future, powered by Eesty Coin.

### 15. Appendix

#### Technical Details

- Blockchain Protocol: EOS standard, leveraging the Delegated Proof of Stake (DPoS) consensus mechanism.
- Transaction Speed: Capable of processing thousands of transactions per second, ensuring seamless payment processing.
- Smart Contract Language: EOSIO.CDT (C++), enabling complex smart contract functionalities.

#### Glossary

- Native Coin: A cryptocurrency that is intrinsic to its own blockchain.
- Delegated Proof of Stake (DPoS): A consensus algorithm where token holders vote for delegates to secure the network.
- Smart Contracts: Self-executing contracts with the terms of the agreement directly written into code.

#### References

- Market analysis data sourced from industry reports and market research.
- Technical specifications and blockchain details based on EOSIO documentation.

### 16. Community and Support

#### Community Engagement

Eesty Coin is committed to building a strong, engaged community. Regular updates, community events, and transparent communication will be key to our success.

#### Support Channels

For support, please contact us through our official website, social media channels, or community forums. We are here to assist with any questions or concerns.

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This whitepaper outlines the vision and technical details of Eesty Coin, establishing a solid foundation for its future growth and adoption. Through innovative use cases in e-commerce and crowdfunding, Eesty Coin is set to become a significant player in the digital economy.

**End of Whitepaper.**