



TOKENAP

Whitepaper

Introduction

For many centuries large companies, institutions, enterprises and multinationals provide traditional paper, plastic tokens, coupons, points, discounts, trading stamps and other sorts of inefficient reward and loyalty programs to their customers.

Now whilst Blockchain is making its appearance, these companies can way easy adapt, together with a 80%+! cost-reduction will sureley implement, to make use of this new digital format into their customers services programs, creating their own new digital tokens and coins for their customers!

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Think about, for instance, Applecoins, Wallmartokens, Shellers, MCDs, Samsungcoins, etc., all on a digital platform, in a digital wallet, on a card, on the go. How easy these blockchain tokens can be spend digitally, collected, saved. Plus how its users' Data / behavior can be traced in the digital age of the Internet of Things (IoT).

TokenAP will take care of the full Circle:

100% TKP package including the "Custom made" Token Wallet together with our Tokencard partners (TBA).



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Concept

TokenAP (TKP) is a project that connects Four areas with enormous potential: Loyalty Reward Programs industry, Blockchain, Producers (Brands, Businesses) and Consumers. In many societies around the world, the traditional Loyalty Reward Program industry is huge and booming. Though it is changing from traditional to digital and increasing fast through the internet, but still not via Blockchain very much. More than 200 billion USD floats around in this industry.

The Loyalty Reward Program industry has a presence in nearly every part of the globe. It is home to mankind's earliest commercial need to save money and thrives in all economic conditions. In 2014 the global industry clocked in at \$200 billion for Loyalty Programs alone (\$100 billion from the United States), with fastest growth appearing in developing nations like India, China (Asia), Afrika and Europe. This consequently drives the need for a currency that can be used and exchanged across international boundaries, along with a platform so content can be shared on a global scale. New technologies such as Internet Reward Programs

are seeing massive adoption and quick growth within the industry, but don't have a single centralized, democratized, and anonymous platform on which to conduct business.

Economic conditions worldwide are shifting as automation expands. Full-time low-skill labor jobs are becoming more and more scarce. This is causing a shift in the markets as people look for additional sources of income.

Companies like Uber have leveraged this trend by providing an easy means for people to earn extra money while working other jobs. The concerns over anonymity and barriers within the banking industry have yet to provide a similar solution in the Loyalty Reward Program industry, an issue TokenAP (TKP) resolves for promoters.



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Supporting our platform means a new era providing and collecting rewards and data via the Blockchain, but also create new opportunities for Brands like issuing own custom Tokens.

TokenAP (TKP) is dedicated to:

- Create a digitally-tradable crypto-coin (own or custom made) for the Loyalty Reward Program industry and Brands;
- Enable transactions directly between Brands, providers and consumers;
- Create a platform where all parties can easily promote, earn, save, buy, spend their Loyalty Program content.
- Take full advantage of blockchain technologies, including the smart contract system powered by Ethereum;
- Connect people worldwide, borderless;
- Leverage peer-to-peer technologies so no information is ever centralized;
- Strengthen the cryptocurrency network;

Opportunity

Our team has extensive experience in both the technology space and the Loyalty Reward Program industry. We are well aware of current and potential opportunities and have the knowledge and innovative ideas for new perspective services that can be implemented with blockchain technology.

As more and more nations come online and develop their internet infrastructures, the need for Loyalty Reward Program content increases. Automation will only push an increase in service related jobs and limit income opportunities for many people. While service platforms see continued growth, so too will any platform built for the Loyalty Reward Program industry.

There is no question about demand: it is huge. Searches for Online Loyalty Reward Programs content alone has increased by 100-fold form November 2014 to April 2016, which is a 9,900 percent increase in a matter of just 17 months (Google Trends Data).





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There is increasing demand for mobile related services and content as people spend less time in front of their computers and more time in front of their smart devices. A recent study by an analytics firm reports that daily mobile device use has grown to an average of 5 hours per day.

Leveraging our blockchain technology will allow our service and other services a means to service payments from consumers and content providers without the need for personal information.

Platform Components (TAPP Easy Setup)

A key ingredient to the success of the TokenAP (TKP) TAPP ecosystem is its ease of use. Producers and consumers span the entire map of technological prowess. Consumers expect to gain access to the system quickly and anonymously, and Producers expect to be up and running quickly with no additional costs beyond their current hardware and internet.

We will provide links from our primary site to download any native software (desktop, laptop, or Android/iOS) along with a pure web-based version that will function on any modern browser. As the system functions peer-to-peer, providers will need a decent internet connection to reach multiple consumers concurrently.

Web, Native and Mobile

We will provide three different methods for consumers and providers to connect. Users will have access to a website where they can access all platform content as a consumer. As a provider, they will be able to manage their content, schedule live performances, and manage their accounts.

We will also provide native applications for both Windows and macOS. These applications will have the same set of features as the web site, but will be able to leverage native APIs of their respective operating systems for a smoother user experience.



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A mobile TAPP application will be developed for the Android and Apple platform. This will allow providers the ability to perform and distribute Loyalty Programs content from anywhere. Users will also have a native and clean user experience for consuming content.

Smart Contracts

Our platform (based on Ethereum, Lisk, Rootstock or another individual Sidechain / Blockchain protocol TBA) will utilize smart contracts to hold the virtual currency collected and perform disbursement of the collected tokens automatically, without any coding knowledge required. Users can use and remove TokenAP (TKP) from their wallets, pay content providers using the coin through our interface, and providers can then withdraw their collected coin into their own wallets at a later time.

Content TAPP Marketplace

Our TAPP platform provides an easy way to upload content from providers and consume content for users. Content is categorized with the use of tags, and live events and promotions can be easily searched or browsed. Users and Brands can make arrangements for private events, or events can be broadcast. We will integrate our TAPP project and include deals with major Loyalty Reward Program industries and top Brands. Static content can be uploaded with pricing in full control of providers.



Roadmap Schedule | Roadmap Items

Before Q3 2017

Alpha software development for TAPP Web platform. Technologies developed to detect and connect producers and consumers. Peer-to-peer video streaming technologies developed and tested.

Q3 2017

TokenAP TKP Crowdsale and ICO Launch.

Have TokenAP (\$TKP) listed on, at least, 4 cryptocurrency exchanges, incl 2 of the largest exchanges.

Marketing the large Brands towards TokenAP.

Q4 2017

Completion of internal wallet to store TKP tokens and .UX enhancements to Web, native Android / iOS development.

Marketing the large Brands towards TokenAP.

Q1 2018

Launch TAPP platform, development of native Windows and Mac-OS programs for enhanced UX on desktops or laptops.

Marketing expansion to hook in more Brands, Producers, providers and consumers worldwide.

Q2 2018

Completion of plug-and-play checkout services for 3rd party web sites and content providers. Business development expansion with 3rd parties.

Begin appearances at events, conventions and shows.

Q3 2018

Continued marketing and outreach, enhancements for foreign languages and auto-translation. Expansion in foreign markets including any necessary



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regulatory requirements.

TokenAP Total Float and Crowdsale information

TokenAP will in the Crowdsale issue a maximum of 33% of its company TKP tokens from its reserve; Collecting funds takes place via 1 Ethereum address, 1 Waves address and 1 BTC address (also via Waves platform);

There is a CAP set for the Crowdsale at **TKP 500,000,000** ;

TKP total 100% Token float (100% TokenAP “shares”) of **TKP 1,500,000,000** is **non-inflationary**;

TKP tokens have basically no value in fiat currencies. TKP just representing an asset/stake or property in TokenAP.

TKP CAP will initially be tradable as \$TKP on (TBA) Cryptocurrency-exchanges.

Crowdsale period: Presale period is 21 days starting July 7, 2017 21:00 UTC; the following ICO period, exact date TBA, is also 21 days or until the 33% CAP is reached;

TKP tokens will be delivered into the investor wallets /addresses within 21 days after ICO.

US Residents and US Citizens nor their representatives are not allowed to take part in this Crowdsale. Also Citizens from countries where token trade is forbidden by law cannot participate either. Or parties with Ether from illegal participations also are NOT allowed to forward Ether, Waves or Bitcoins to TokenAP accounts. TokenAP cannot force you, nor advice you what to do. TokenAP does not know



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where in the World its investors live. Refund of the sent Ether amount, Bitcoin amount or Waves amount, during the Crowdsale is always to discuss.

Receiving and refund addresses cannot be exchange addresses, unless you own the private key.

The minimum Seed investment in the Presale must be equivalent to minimum (\$300,00 =) 1 ETH

The minimum investment during the ICO must be equivalent to minimum \$ NA

The receiving TKP Ethereum address must be an ERC20 compatible and own personal wallet. The receiving BTC Address must be an own personal BTC Wallet address. The receiving Waves Address must be an own personal WAVES Wallet address.

The payment of the TKP tokens is exclusive 0.002 ETH / 0.001 WAVES / TBA BTC return transaction Gas/Wei/Fee

TokenAP will use your submission as seed investment and you get the above agreed TKP after the ICO, in return.

Presale participation will take place via SAF procedure. A form needs to be filled out on the website when presale starts, with the senders email-address and sending wallet address, including amount in Ethereum, Bitcoin or Waves, and acceptance of conditions (See www.TokenAP.com/ico).

We will do our utmost best to make this business succeed and grow TKP value for the Company and its Tokenholders.

We will never provide any Email- or Crypto wallet- addresses (besides on the blockchain) of any of our customers to third parties.



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Price per TKP token

Presale price:

10,000 TKP for 1 ETH during Presale (Live value 1ETH = 4ETH!!)

ICO price:

5,000 TKP for 1 ETH during ICO week1 (Live value 1ETH = 2ETH!!)

4,000 TKP for 1 ETH during ICO week2 (Live value 1ETH = 1,6 ETH!!)

3,000 TKP for 1 ETH during ICO week3 (Live value 1ETH = 1,2 ETH!!)

Live price:

First listing price once live on Exchanges is **1ETH = 2,500 TKP**

(this is where we will launch from: **1TKP =0,0004ETH**)

TokenAP Legal and Address

TOKENAP CAYMAN LTD | Cayman Islands

Office location



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TokenAP, Century Yard, Cricket Square George Town Grand Cayman KY1-1106
Cayman Islands. cc Email address office@tokenap.com www.TokenAP.com

TokenAP will follow Cayman Islands Law and depending on the outcome of the
Crowdsale / funding round will after open offices worldwide.

Until then, whenever there is a dispute, TokenAP is very much willing to solve it.
Please contact us via the above stated address(es).

Actions and Liability

TokenAP is free to make decisions beyond the Whitepaper and to do what is best
in favor of the company. TokenAP is never liable to the decision TokenAP makes
and, or steps TokenAP, or its representatives take.

Also the White Paper can be amended at all time by the TokenAP board.

Guarantee

When at some point during the Crowdsale, the company decides that, due to
external uncertainties or other circumstances, its business will be terminated, the
company will return the initial paid Tokens (in Ethereum, Bitcoin or Waves) back in
full (**amount eth**, or **amount btc**, or **amount waves**) into the sending wallets
belonging to the investors in TokenAP.



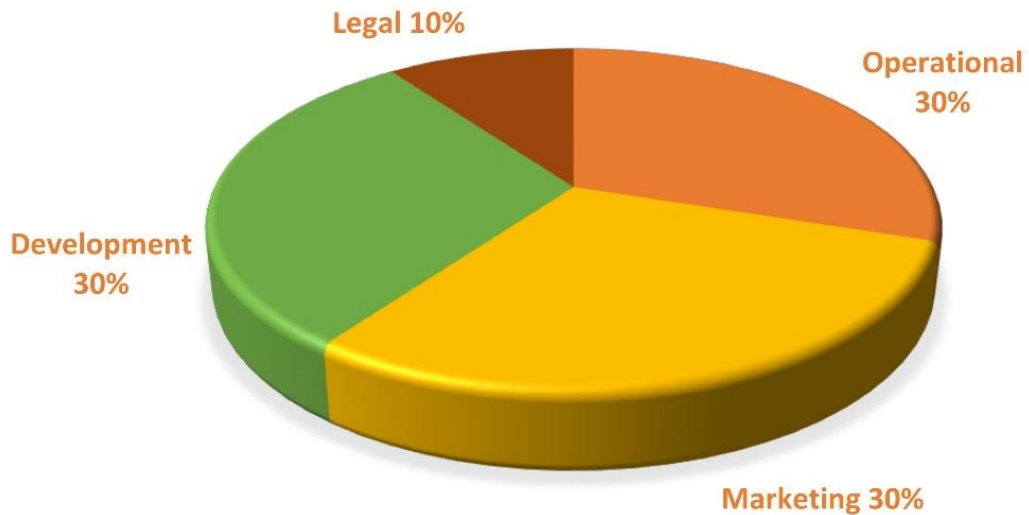
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Spending Overview

Funds raised from TokenAP (TKP) Crowdsale is planned to go into the following 3 categories:

1. TokenAP, TAPP Development (30%)
2. Marketing and Business Development (30%)
3. Operations (30)
4. Legal (10%)

TOKENAP FUNDS USED





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Marketing and Business Development can include but are not limited to:

1. Running online advertising campaigns, such as Google AdWords and Loyalty Reward Program website promotions.
2. Running promotions to attract customers to use our platform and refer their friends to join.
3. Cost to hire and maintain an in-house business development and marketing team, or engaging an outsourced vendor for business development / marketing purposes, whichever is more cost effective.
4. Press Releases.
5. Co-Investments into selected content creation and Loyalty Reward Program industry events.
6. Participation in Loyalty Reward Program related conferences and meet-ups.

Remaining Development can include but is not limited to:

1. Improvements to UX design for native Android / iOS applications.
2. Native Windows and macOS platform development as options over web version.
3. Having TKP tokens listed on the various virtual currency exchanges.
4. Cost to hire and maintain a team of expert developers for future enhancements.

Operations can include but is not limited to:

1. Cost to maintain operations team. this includes customer support, finance department, and project team to handle cross-platform integrations with existing Loyalty Reward Program services and sites.
2. Office location and needed furniture and hardware.
3. Server hosting costs for the TokenAP TAPP platform.
4. Legal and compliance costs along with any needed insurance.



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Tokenholder Benefits

TokenAP (symbol: TKP) holders will be able to purchase rewards, coupons, static content, and products from Loyalty Reward Program providers throughout the world.

As producers and Brands convert coin to cash there will be a gradual reduction in token supply which will result in an increase in token value, benefiting all token holders.

Also TokenAP will give back 25% of its yearly Net-Profit to its Tokenholders; via a TKP Token buyback program.

In short, TKP tokens will be a utility token that can be used on the TAPP platform or tradable on several crypto exchanges.

What this means for TKP Holders

1. Use your TKP tokens to purchase coupons, static online content, and products worldwide.

2. Increase in demand for TKP tokens.

3. Sustained growth in value of TKP tokens due to limited open market supply.

What this means for TokenAP (TKP) as a company.

5. Upon hitting the CAP investment target during Crowdsale (TBA), TokenAP will move forward to a release to the open market. We will recruit content providers from a multitude of sources and negotiate checkout access with existing sites.

6. Development of expanded services to content providers such as hardware start-up kits.



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Key Risks

1. The primary risk for us is market saturation. The Loyalty Reward Program industry is highly fragmented and lacks good central access and understanding of technology. While this creates a great opportunity, it also creates risk. This is why we will focus heavily on providing our own sourced content, so that brands and or users get immediate access.
2. Our focus on mobile access for both participants and providers has a limitation in some areas due to some countries laws and regulations. restrictions. This is overcome by use of web as an alternate, along with native platform software for desktop / laptops, Android an iOS which can be installed locally.

For more information on TokenAP (TKP),
visit our website at www.TokenAP.io or www.TokenAP.com
or contact ir@TokenAP.com



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