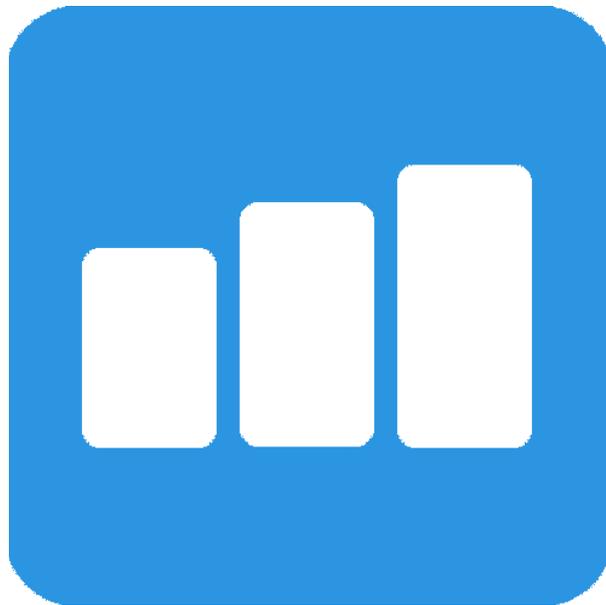

Feed.cc

A strategy to giving real value to money

Startups funding and trading access for everyone



Draft for open community review. Subject to change.

August 1, 2017

Summary

- **Project presentation**
- **Background**
- **The team**
- **Legacy Startups fundraising**

Financial

The Startups

- **Socio-economic Fundraising**
- **Why Ethereum?**
- **Mining**
- **The Feed client**
- **Roadmap**
- **Initial Coin Offering**
- **Why invest in Feed?**

Project presentation

Feed is an open source fundraising and trading platform with community upvotes to interact with decentralized applications that run same Ethereum contract.

Feed is also a cryptocurrency named FXX, based on Ethereum technology. FXX will have a max supply of 100.000.000 FXX. Its price will be supported by the growth of startups in which the Feed community will invest.

Feed is an investment platform using the FXX to trade startups market. These startups will be chosen by the users of the Feed client. Open to all and free. It will only be required to own 1 Feed token (FXX) to vote freely on our platform, to avoid abusive votes and click farms. Investments in future startups will enable the development of new technologies and projects with high potential. All this thanks to the power of mining and the Feed community.

All decisions will be voted on in a democratic Ethereum blockchain made for that.

This document presents a utility network token for Feed, the first real open source fundraising system for everyone.

Client built entirely on peer-to-peer technologies.

The contract form-factor is chosen to make Ethereum feel as familiar as possible to the average cryptocurrency and fundraising user, while providing a flexible platform for startup developers, aimed to take a real value to the Feed blockchain.

The Feed token (FXX) is a modular utility token that fuels the Feed. The Feed client include:

- a FXX wallet,
- a decentralized upvote system,
- startups analysis,
- governance of the Feed,
- startups fundraising tracking,
- fundraising evolution,
- backed money tracking,
- Opening of capital to internal companies,
- Community Curation of content,
- Along with social communication tools.

Background

Only a few startups are raising funds, few people have the opportunity to invest in its startups and no cryptocurrency open source has reference value.

The cryptocurrency and the blockchain are a revolution. Enormous projects come out every day but few lay people use them because they are based on the confidence that we want to grant them, no real value exists.

In this whitepaper we will present our ideas for the next generation of startups financing, a new vision, managing an open source investment fund and creating a 100% backed guarantee stable currency.

The Team

Co-Founder of Feed. We had several projects together. We have already had to finance a few startups and we want to settle some real problems that we hold dear.

Anthony Besson



- Co-founder
- CEO
- Core-developer
- Designer

anthony@feed.cc

Guillaume Vignal



- Co-founder
- HR
- CCO
- Developer

guillaume@feed.cc

Vahan Hovhannisyan



- Community Manager
- Advisor

vahan@feed.cc

Lucas Weiss



- Community Manager
- Support
- Strategy Advisor

lucas@feed.cc

Aldin Basic



- Community Manager
- Advisor

aldin@feed.cc

Legacy Startups fundraising

Startups have several ways to finance themselves, love money, crowdfunding, banks, investors and financial markets.

Financial

- Private Investors:

A person from the entourage of the entrepreneur, who out of sheer affection, lends or gives a sum of money. It is often a small loan or gift without any expectation in return.

- Crowdfunding:

A group of people who generously contribute to the financing of an idea with the hope that the project will eventually come to fruition. The dealer is only waiting for a thank you, a few goodies and small follow-up emails.

- Bank:

Financial institution or there is no longer any question of generosity or affection but of facts based on concrete analyzes, loans of money that are made without any risk to people on with a very great confidence in them. The bank expects a repayment with maturities and a high interest rate.

-
- Investors:

A person or group of people with a financial base and an overall market analysis, they are capable of taking high risks. The investor takes part in the startup that he finances, with a right to vote for the future of the company. He hopes for a quick exit with a big leverage.

- Financial markets:

Reserved for an elite of companies that have already been seated for several years and which opens their capital to change financial dimension. Traders and other investors expect pure speculation.

The Startups

Early stage:

Start-ups in early stage have no weight with institutions such as banks or investors. It is very hard for her to find money to start, the analysis often being a judgment of nobody and not of project.

For crowdfunding, if the project is not "sexy" ex: revolutionary firewall, automated accounting software or a person counting system by drone to burning man All his projects are surely of great potential but have no chance to see the light of day thanks to crowdfunding.

The love money is often only a helping hand that will not live an ideas long ...

A Series:

The companies in A Series are already there, they have started to prove themselves but have a choice only investors because the financial markets are only a distant illusion. Investors often cost very dear, give their opinions on

many points without necessarily having a clear vision of the market.

Upvote system

Everyone can vote for as many startups as they want. But only once per startups. Startups will be put to the vote for 4 weeks. The startups with the most votes every week will be chosen for the Feed investment.

Socio-economic Fundraising

Everyone-as-a-stakeholder,
Everyone-as-a-shareholder

What if we could redefine the rules?

What if users of cryptocurrency possessed a real stake in the fundraise they participate in?

And if have taken away the fear of people by putting a real value?

With the issuance of the the Feed Coin ('FXX'), we create a Users-as-Stakeholders and Users-as-a-shareholder network, allowing the behaviour of the network and its software, to become aligned with the interests of its Users and help startups.

The Feeed Coin is required for some features of the client. In addition, it enables users to steer the direction of development and influence how the network evolves over time, the community upvotes each day for that.

A benefit of this model is the network effects it creates. Just as Startup shifted our vision of the world to build a new paradigm, the Feeed Coin "FXX" will leverage our economic attention to build the network effect of an open platform. We believe that cryptoeconomic systems will have even stronger pull than the social ones.

Our survival instincts, which heavily influence our economic interests, are stronger than purely social ones, thus leading to faster adoption of Ethereum and tokens as technologies.

Why Ethereum?

Before the stakeholder becomes a shareholder, they have to choose which startup they want the community to invest in, that they can analyze and verify the veracity of the remarks made by the startups presented and transact with one another they require a medium in which to do so.

Traditionally this has always been done by a trusted intermediary (the Owner). With the advent of the Ethereum public blockchain and its related sub-protocols forming the backbone of Web 3.0 (*Swarm; for decentralized file storage [Trón, Fischer, Nagy, Felföldi 2016], and Whisper, for peer-to-peer communication [Wood 2015]*), we can now provide users a medium of agreements that is decentralized, permissionless, trustless, with fair access and is cryptographically verifiable. A medium that maintains an 'immutable' transaction record as long as the majority of the Ethereum network collectively agrees.

With Ethereum, the world possesses the technology necessary to build a better model for the Internet. We believe the Ethereum public blockchain will continue to permeate all NBUUFST of financial technologies, legal systems, the internet of things and decentralized applications.

Ethereum is ultimately a social technology, and for its realized impact to equal its perceived potential we need to maximise its utility for non-technical users, it needs to be ubiquitous and always accessible, and it needs to become part of our daily lives - without compromising on decentralization.

Mining

- CPU / GPU only
- ICO ONLY Premine (all premined coins redistributed for ICO investors)
- Bloc time about 15sec
- Reward per bloc 0.5
- 1 000 000 new Feeed per years
- Proof of Work and Proof of stake, since the start
- Algorithm Ethash

The mining will be the same for the FXX as for the Ethereum. The algorithm being the Ethash. Everyone can mine, and you can use Claymore for example.

Roadmap

- **September 2013**

First Whitepaper
2013 Solutions for our project

- **April 2014**

Test and pre-launch
Test on Blackcoin fork, it name was Qcoin

- **July 2015**

Training on Ethereum
2015 Solutions test, welcome to Ethereum

- **November 2016**

Contract test on blockchain

- **November 2016**

Test reveal problems, try another solutions

- **February 2017**

New name, Feeed is created

- **March 2017**

New whitepaper

Simpler whitepaper

- **April 2017**

Decision create an ICO

- **October 2017**

ICO

- **November 2017**

Pre-launch platform and start mining

Hackaton

Security improvement

- **January 2018**

Stock exchange

- **June 2018**

Contactless payment with FXX

The Feed Client

To explain the Feed client, one must understand the problem we are trying to solve.

Today, the amount of transactions in cryptocurrency is about \$ 25 billion per day. Regarding these transactions only 19% used to buy the rest only serves to speculate.

In the world only 5.8 million people use cryptocurrency. Adoption is slow for several reasons:

- The first reason concerns the fluctuation and the constant volatility of money prices.
- The second reason is more based on people's misunderstanding of the utility of such a system.
- The third reason is more about ease of adoption and what to do with it.
- The final reason is rather focused around the trust that can be given to the cryptocurrency.

The tendency to the adoption of cryptocurrency such as Bitcoin has not yet been adopted by most people.

In the world, Feed aims to be the first cryptocurrency platform based on real value, using a decentralized and community-based approach.

The stability of feeed, the advent of contactless payment, an exceptional user experience, easy, fluid and familiar. A currency 100% backed. Feeed feel that's convenient and well suited for mass adoption. Feeed respects the user's rights by being open source and free

Feeed is an open source cryptocurrency, based on a fundraising structure designed to be open, decentralized, 100% backed. Feeed provided a new way to approach the world of cryptocurrency and fundraising. Feeed create an ecosystem of startup financing, it allows to give credibility to the cryptocurrency, leaves free fields to the developer, users and curious ones who do not wish to take risks.

The feeed application is currently in alpha and will soon be available on the play store and app store, and desktops. It will enable users to:

- get an opinion on the startups presented (like kickstarter)
- upvoting for the most trusted startups (like product hunt)
- follow the evolution of the startups in which the community was trusted.
- track monetary accounts on feeed.
- track the amount of feeed in circulation.
- follow the daily backed.
- knowing the total valuation of the fund.
- paid with the P2P and without contact, virement...(Dollars, Euros...)

By creating this, we can not only provide use cases that were impossible. But also solve fundamental problems. This starts at a level of governance by empowering feeed network stakeholders giving a real voice and an ability to influence the direction of the bottom as it develops.

Initial Coin Offering

15 000 000 of Feeed token (FXX) will be distributed to participants of the contribution period. It is expected to begin on October 1st. For 31 days.

The FXX token will distributed after the end of the contribution period, with à premine only allowed for.

If the ICO top cap is \$ 5 000 000, to control the price of the FXX when it starts.

For 1 Ethereum you will buy 500 Feeed FXX token. Plus 100% the first week and 20% the second week, and 5% the third week.

Why invest in Feeed?

Due to its technology and its founding principle, the FXX will gain in value.

Indeed, the foundation of the Feeed is the investment and the support of startups. These are known to have an exponential increase in value.

Due to its technology, the Feeed token (FXX) sees its value directly linked to that of the actions of the startups in which the community will invest.

In addition, the core is programmed so that the FXX will be rare. Indeed, the mining will not distribute too many tokens. And 50% will be reinvested in startups whose value is steadily increasing.

Why invest in the Feeed? May also be for the good cause, to help the startups that make the future grow. And allow new technologies to progress, to make a better world. Biotechnologies, communications, computers for all. The possibilities are endless, and we are eager to see what the community has in store for us.

Thank you for reading this whitepaper, if you have any questions, do not hesitate to contact us, we will be happy to reply as soon as possible.