

# Connect Coin (XCON)



## ICO WHITE PAPER

In today's generation, transfer of money and e-commerce have really become part and parcel of modern life. Its impact has been felt through the unprecedented growth in online shopping and the move away from retail. CITL believes that there are new business models, new ways of distribution, more effective methods of leveraging purchasing power, efficiency in logistics and BackOffice operations that can help power the next wave of e-commerce.



We Connect the world

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## EXECUTIVE SUMMARY

Cryptocurrency International Tanzania limited (CITL) is a private limited liability company incorporated in the United Republic of Tanzania. CITL is among the very first companies in Tanzania to offer products in the financial technology sector. To this end CITL is dedicated to the transformation of global payment systems and transfer of money through cryptocurrencies and Blockchain technology and the utilization of market volatility of both cryptocurrencies and fiat currencies in global financial markets to create a decentralized Connect Coin (XCON).

Our token is designed to facilitate global payments and transfer of money. XCON will be deployed into its own ecosystem where it will provide its services on the CITL Exchange Platform, CITL Merchant Platform, Connect Marketplace Platform, CITL Training Academy, Connect Card and also provide investment opportunities for small and medium sized investors.

CITL aims to facilitate the smooth running of cryptocurrency trading, to create Connect Coin (XCON) and to make it the utility coin used as the means of payment on our and various other platforms. Globally, Our platform will allow people to transfer money Connect Coin, which can be used to pay for all utilities and purchase various things from all kinds of outlets, ticket booths, movies theaters, restaurants, health centres, religious offerings etc. We are focused to become the first and best e-commerce platform that allows online stores and consumers to make direct purchases from manufacturers. This is essentially the next-generation decentralized e-commerce platform to harness the power of distributed ledger technology (Blockchain) along with innovations in bulk pricing, real-time logistics, e-commerce and cryptocurrency.

## INTRODUCTION

In today's generation, transfer of money and e-commerce have really become part and parcel of modern life. Its impact has been felt through the unprecedented growth in online shopping and the move away from retail. CITL believes that there are new business models, new ways of distribution, more effective methods of leveraging purchasing power, efficiency in logistics and BackOffice operations that can help power the next wave of e-commerce. E-commerce, in its current form, involves many moving parts including storefront creation, BackOffice operations, purchasing, fulfillment, distribution and more. This begs the question—is there a more vertically integrated, efficient solution that improve the economics of e-commerce. The answer is a vociferous—**YES!**

Cryptocurrency makes the transfer of money anywhere easy and accessible anytime from anywhere. CITL is poised to take great advantage of this.

## OUR CORE COMPETENCE IS:

**Purchasing Power:** Harness the advantage of wholesale pricing by offering Direct to Consumer pricing by peer to peer networks.

**Borderless Transfer of Money (low cost)**

Easy & Fast Delivery of Funds

**Storefront Creation:** Provide a first of its kind e-commerce platform that enables e-tailers to plug seamlessly into the decentralized network.

**Micro-distribution:** Micro-distribution channels powered by decentralized networks and distributed ledgers (Blockchain).

**24/7 Operation:** Our services are available anytime anywhere in the world.

## FIAT CURRENCY PROBLEMS

Here are a few prominent issues which come with the use of fiat currencies:

**Cross-Border Payments:** Fiat money/currency depreciates value over time causing inflation. This is a problem especially if doing business across borders. It is also not very safe. People with small capital find it very hard to do business globally, travel worldwide and participate in events without converting their money into regional currencies.

**Non-Bankers:** It is noted that in the developing world only 41% have a bank accounts. The rest of the population cannot easily make transactions or trade easily inside or outside their borders.

**Double Spending or Double Booking:** Using fiat-money Debit/Credit Cards to make online purchases exposes the user to online fraud because the same card data can be used by fraudulent parties to effect purchases without the owner's authorization. The card data can be re-used to make illegal purchases.

**Data Tampering:** Fiat currency data can easily be counterfeited.

**Identity Theft:** Fiat currency does not allow users to send or do any transaction online without any further information. Identity information must be sent with the transaction along with other data. This information becomes vulnerable online.

**Centralization:** Due to the centralization of fiat currencies, their associated fees are also quite high.



## OUR SOLUTIONS

CITL is poised to bring about efficiencies in the e-commerce ecosystem benefiting both the supply and demand sides of the equation. We plan to do this through the following ground-breaking innovations:

Here are a few prominent issues and how Blockchain technology could benefit cryptocurrency users.

### **Cross-Border Payments:**

Having a cryptocurrency allows users to make secure cashless transactions. Cryptocurrency operates at the universal level, making transactions quite easy. It helps solve the problem of inflation as money can depreciate its value over time. It enables everyone to do business globally, travel worldwide and participate in events without having to convert into regional currencies. The peer-to-peer mechanism allows easier international trade without having complications over the exchange fluctuations. In countries like Tanzania and farther afield, XCON will provide the best payment solutions for wholesale and retail businesses, as well as utilities and services vendors. By cutting off the middleman payments can be made with infinitesimal charges almost instantaneously from buyer to seller.

### **Non-Bankers:**

It is noted, in the developing world, that only 41% of the population has a bank account. But about 89% of adults in Africa now own a cell phone. With the influx of cheaper Chinese smartphones making inroads into Africa, most people own smartphones. This population with smartphones can make cashless payments globally with the help of Blockchain technology. CITL's multi-currency mobile wallet allows cryptocurrency users to store crypto-tokens, exchange currencies, make purchase instantaneously and transfer money.

### **Double Spending or Double Booking:**

Blockchain technology's strong confirmation mechanism and transaction recordings don't allow cryptocurrency users to double book or double spend, i.e., it doesn't allow multiple transactions for the same coin. This enables users to register tickets for events, concerts, conferences, and music festivals etc.



**Data Tampering:**

Cryptocurrencies are digital and cannot be counterfeited. They exist only as values in a global ledger platform that contains the entire history of everyone's cryptocurrency transactions. This information is shared with every node in the Blockchain. It has to be validated and accepted by all parties rather than one central administrator. As the order of the transaction is performed by grouping them into blocks and linking them into a chain, swapping a block out is impossible to complete the transaction. So it avoids editing or removing the information through unauthorized channels.

**Identity Theft:**

Cryptocurrency allows users to send exactly what she/he wants to the recipient without any further information. Blockchain consists of many nodes that are scattered across the world. Since Blockchain is stored in a decentralized database, any hacker will find it difficult to access the holder's information. The decentralized nature of the Blockchain technology along with the public-key cryptography doesn't allow anyone to crack the chain.

**De-centralization:**

Due to the de-centralized nature of cryptocurrencies, there are zero to negligible charges.

**Micro-distribution:**

We offer decentralization of e-commerce by turning every extra space at your home or office into a distribution center. In addition to distribution centers run by CITL, now anyone can become a node on the Connect Coin (XCON) by staking tokens (buy-in) and leveraging existing storage in their homes or offices to become a micro-distribution center. This solves the last mile logistics issue that has plagued e-commerce for the longest time. It is similar to how Airbnb turns every spare room in a home to a hotel room, or how Uber leverages excess driving capacity to turn every automobile into a taxi.

**Bulk Pricing:**

Enables online stores & consumers to receive direct from manufacturer pricing through bulk order quotes unlocked by achieving the Minimum Order Quantity (MOQ).

**Real Logistics:**

Leverages Blockchain solutions to deliver real-time logistics data, provide transparent smart contract enforced audit trails, integrate PROXEUS, & protect users with data encryption such as the SHA-protocol that will keep information secured. Manufacturers, businesses and consumers will have seamless access to real time shipping data to optimize drop-shipping costs provided by a permission-less public Blockchain.

**Cryptocurrency:**

CITL utilizes its own cryptocurrency as a token which is used for transactions in its own native system.

**Transparent and Auditable:**

We combine the best of Blockchain to offer customers a digital ledger that offers fraud-proof solution and auto-verifies transactions leaving behind a transparent, immutable audit trail. Our ecosystem will provide features such as automated verification, shipping cost optimization, security enhancement, smart contracts, and a superior pricing model.



few prominent issues and how Blockchain technology could benefit cryptocurrency users. which were not available in earlier generation platforms.





**By utilizing Blockchain technology CITL will bring about market efficiencies which were not available in earlier generation platforms.**

# CONNECT COIN (XCON)

## DESCRIPTION:

Connect Coin (XCON) is an Ethereum-based cryptocurrency (ERC20) designed to connect the world by simplifying means of payment and transfer of money globally. It aims to connect buyers and sellers through its Connect Global Marketplace. Under this market consumers can pay for goods and services through Connect Coin. But also Connect Coin empowers by installing facilities that allow them to accept the token. This payment system shall allow consumers to pay for goods and services and transfer money through Connect App and Connect Cards to both local vendors through payment access points and online businesses internationally while still protecting commodity and service providers from losses associated with cryptocurrency market prices.

CITL built XCON to facilitate payment services and transfer of money to trade as native currency on CITL Exchange and other exchanges. XCON will also facilitate withdrawals and deposits in Fiat. Unlike many other coins, XCON is not built for speculation

### PURPOSE OF CONNECT COIN

The XCON token will be used in the following ways:

- Used to raise funds to build and enable the CITL Academy, Connectmarketplace and Merchant Builder Platform and CITL Exchange which it will be used as a form of payment.
- Used for staking tokens in order for Micro-distribution centers to participate
- Used for staking tokens in order for delivery operators to participate
- Used as rewards when a user recommends XCON to another service, the former receives rewards in the form of tokens
- As a form of payment to Micro-distribution centers and delivery operators for providing a service
- As a form of dividend payment to investors

### Consensus Algorithm - Proof of Delivery

When packages are delivered to a buyer, if the package requires a delivery signature, that signature would be captured over the Connectmobile application for Delivery Partners. This Proof signature can be verified by the Buyer in a dispute over a mobile app. Without a signature when one is required, a transaction will not be approved.

# ICO

An Initial Coin Offering, also commonly referred to as an ICO, is a fundraising mechanism in which new projects sell their underlying crypto tokens in exchange for bitcoin, ether etc. It's somewhat similar to an Initial Public Offering (IPO) in which investors purchase shares of a company.

As with any other ICO, our project will create XCON 70,000,000 (seventy million) tokens of Connect Coin to sell to the public, in exchange for other cryptocurrencies such as bitcoin or ether. The public is usually interested in the crypto-tokens on offer for either or both of the following reasons:

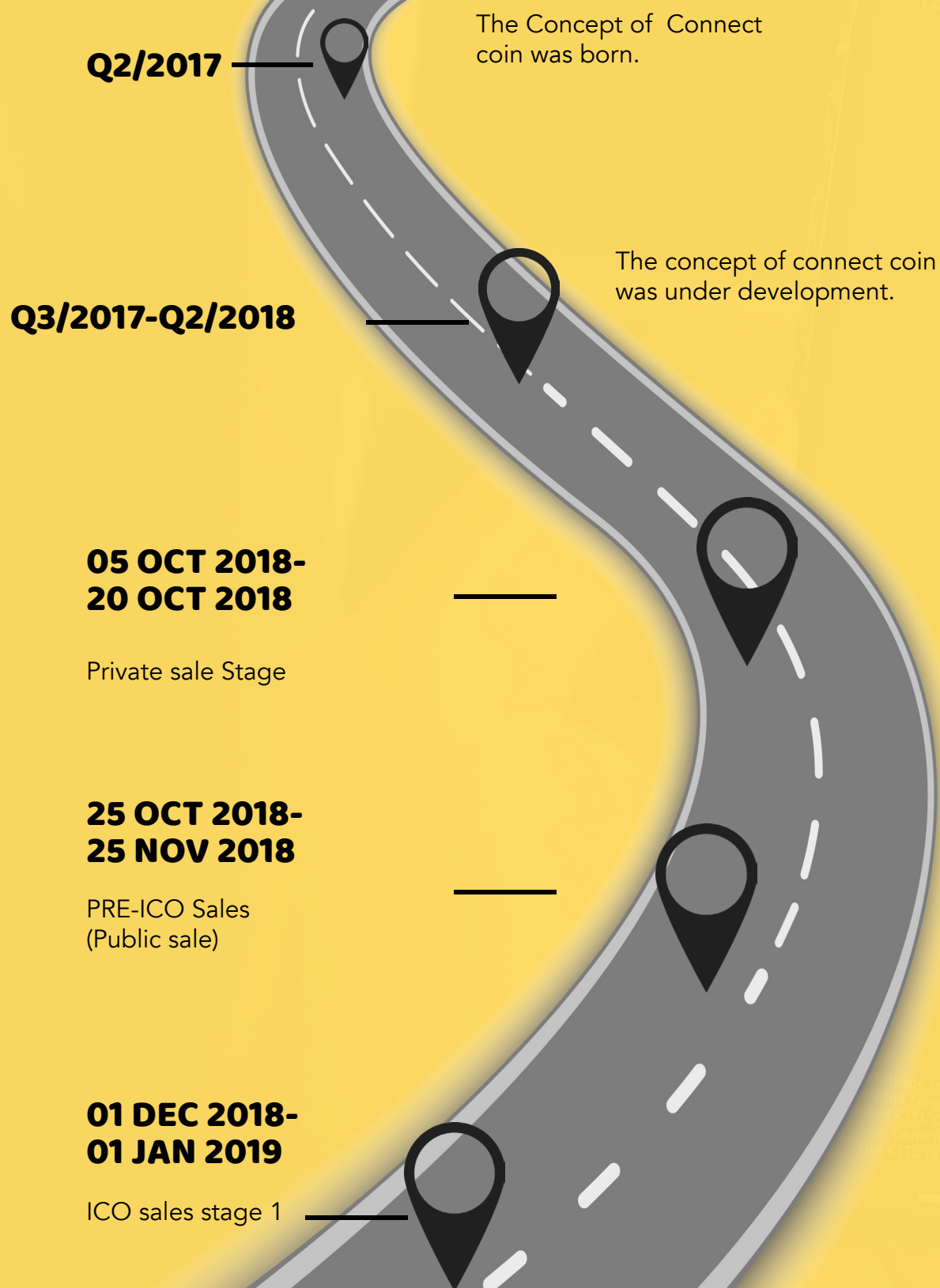
- 1) The token has an inherent benefit – it grants the holder access to a service, a say in an outcome or a share in the project's earnings. This is also the case with CITL's XCON ICO.
- 2) The benefit will be in increasing demand, which will push up the market price of the token. Once again, this is also the case with XCON.
- 3) XCON has a low supply of coins and high usability, which makes it gain value faster.
- 4) XCON tokens can be used as heirloom (can be passed down or inherited from the original owner).

Tokens, especially those of successful sales, are usually listed on exchanges, where initial buyers can sell their holdings and new buyers can come in at any time. Buyers of XCON can benefit from both the access to the service that the token confers, and from its success through appreciation of the token's price. These gains can be realized at any time (usually) by selling the tokens on an exchange.

## ICO Roadmap & Timeline

### **XCON Roadmap**

Our aim is to facilitate smooth running of cryptocurrency and to create the Connect coin (XCON) to be the utility coin used as the means of payment, the platform allows people to transfer money globally to the Connect Coin, which further can be used to pay bills at various utilities, retail and wholesale outlets, and various other sales and services as well. We aim to become the best first e-commerce platform that allows online stores and consumers to buy directly from manufacturers. It is the next generation of decentralized E-Commerce platform that harnesses the power of distributed ledger (Blockchain) technology along with innovations in Bulk Pricing, Real-time logistics, e-Commerce and cryptocurrency.



**05 JAN 2019-  
20 MAR 2019**

ICO sales stage 2

**01 APRIL 2019**

CITL Academy will launch and establish a well programmed online TV to offer cryptocurrency education worldwide.

**20 APRIL 2019**

Connect App (iOS + Android) launch.

Exchange listing include our exchange (CITL Exchange) and other major exchanges, eg. binance, okex, bittrex, kucoin, idex and hitbtc.

**Q3/2019**

CITL Merchant will be launched. CITL will install hardware/ Connect Pay machines to accept Connect Coin easily.

**Q3/2019**

Connect Market Place launch for both Website and mobile direct products App that will help customers or group of people to purchase through our market place.

**Q4/2019**

Connect market place drop shipment B2B E-commerce service goes live and building the platform.



	ICO LAUNCH DATES	VALUE	TOKENS (XCON)	TOTAL (USD)
Private Sale	OCT 5 - OCT 20, 2018	\$0.12	7,980,000	\$957,600
Pre-Sale stage	OCT 25 - NOV 25, 2018	\$0.15	13,300,000	\$1,995,000
ICO stage 1	DEC 1 - JAN 1, 2019	\$0.18	15,960,000	\$2,872,800
ICO stage 2	JAN 5 - MAR 20, 2019	\$0.20	15,960,000	\$3,192,000
<b>TOTAL</b>			<b>53,200,000</b>	<b>\$9,017,400</b>

## Allocation

CITL will create 70 million Connect Coin (XCON) tokens to be allocated as follows:

- (a). 76% (or 53,200,000 tokens) have been allocated to the ICO Sale.
  - (i) 15% (or 7,980,000) of that has been allocated to the Private Sale.
  - (ii) 25% (or 13,360,000) of that has been allocated to the Pre-ICO Sale.
  - (iii) 30% (or 15,960,000) of that has been allocated to ICO Stage I.
  - (iv) 30% (or 15,960,000) of that has been allocated to ICO Stage II.
  - (v) Any Sale Tokens that remain unsold at the ICO-sale end date will be burned.
- (b). 7% (or 4,900,000) of the original 70,000,000 tokens have been allocated to promoting the Referral Program. This program is designed to boost the adoption of the Ecosystem via rewards and other incentives for participants (the "Incentivization Supply"). Some of the ways in which Company anticipates using the Incentivization Supply may include:
  - (i) Early adopters in the form of strategic partners or acquisitions (manufacturers, consumers, logistics companies ("Partners") who implement company's decentralized e-commerce solution will receive free Tokens from the Incentivization Supply, enabling them to pay some fees in Tokens and to benefit from any rise in utility brought about by greater adoption of the Ecosystem.)
  - (ii) Users may also receive tokens from the Incentivization Supply. For example, at sign up via a company supported website, the website owner, a partner, and new users may receive a certain number of tokens, and users may also receive tokens for referring new participants to the ecosystem.
  - (iii) Company reserves the right to prescribe lockup requirements regarding the Incentivization Supply tokens distributed to partners or users.
- (c) 15% (or 10,500,000) of the original 70,000,000 tokens have been allocated to the Founders and Management Team.
- (d) 1% (or 700,000) of the original 70,000,000 tokens have been allocated to contingencies.
- (e) 1% (or 700,000) of the original 70,000,000 tokens have been allocated to legal costs.
- (f) The funds raised at the Private-Sale and Pre-sale will be set aside to pay for the costs of the ICO-sale, with such costs including, but not limited to, legal, consulting, and other professional services fees.



## Funds Usage

Post Token Sale, the funds raised will be deployed in the following manner:

Proceed sale usage

- **15% - CITL ACADEMY**
- **20% - CITL EXCHANGE**
- **30% - CITL MERCHANT**
- **35% - CONNECT MARKETPLACE**

The above proceeds will follow our road map milestones and concentrate on broad viral adoption of the Connectmarketplace platform. Connectmarketplace is uniquely positioned to broadly service e-commerce sellers, manufacturers, wholesalers and consumers alike by providing first of its kind DTC (direct to consumer) access with millions of products leveraging group buying power and bulk pricing, decentralized e-commerce and hyper local distribution.

**Legal** - cover all legal expenses for expansion of Buying.com platform including international and also any partnerships or acquisitions.

**Founder & Management Team** - includes salaries of all CITL personnel excluding research & development.

**promoting the Referral Program** - covers designs, systems and framework of the Connect Market Place platform including vertical integration into other platforms for expansion and growth. Our relative development percentage is lower in the proceed usage because of the advanced development of our platform and related MVP already existing.

**Contingency** - is calculated at 1% of the budget



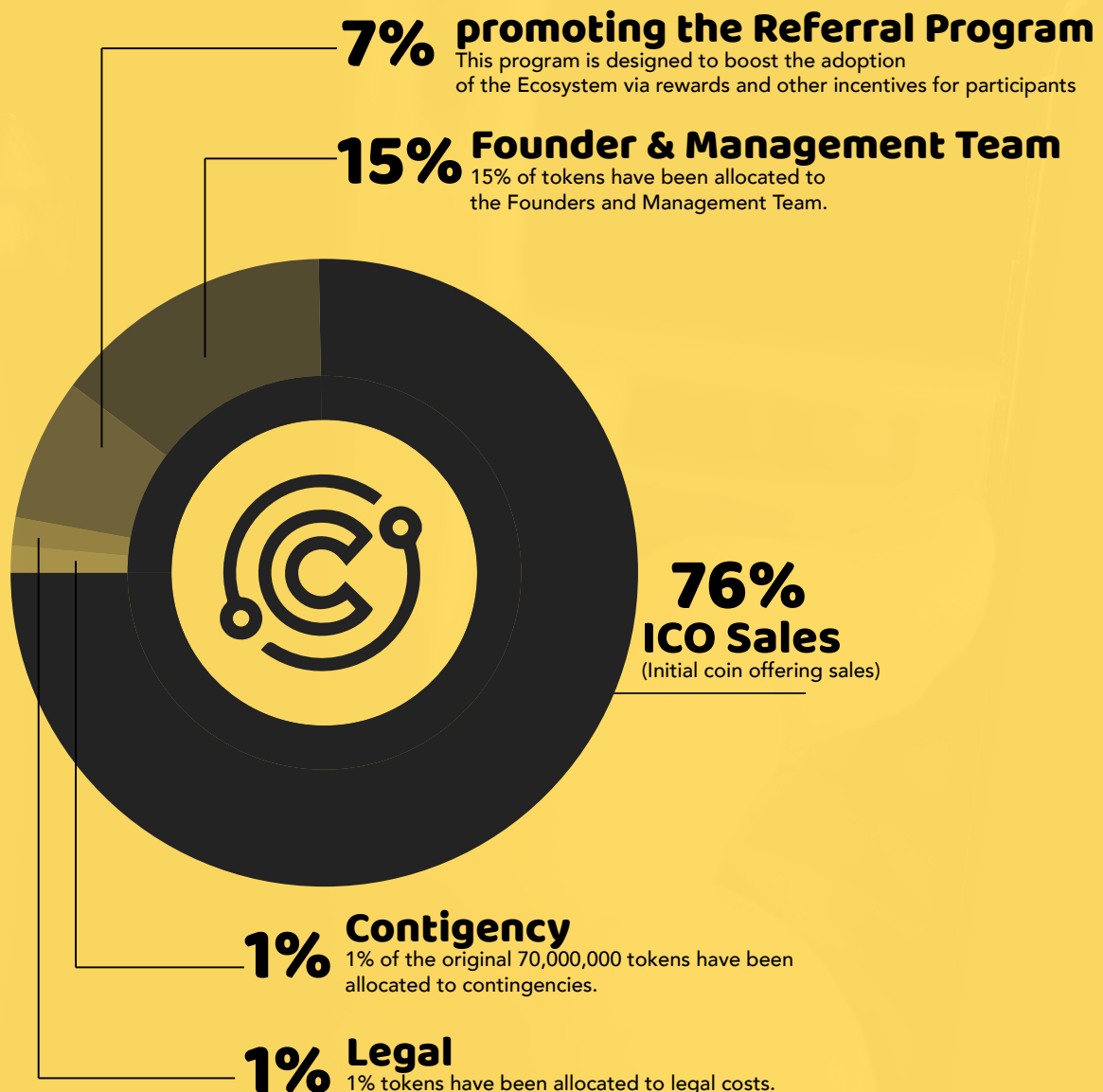
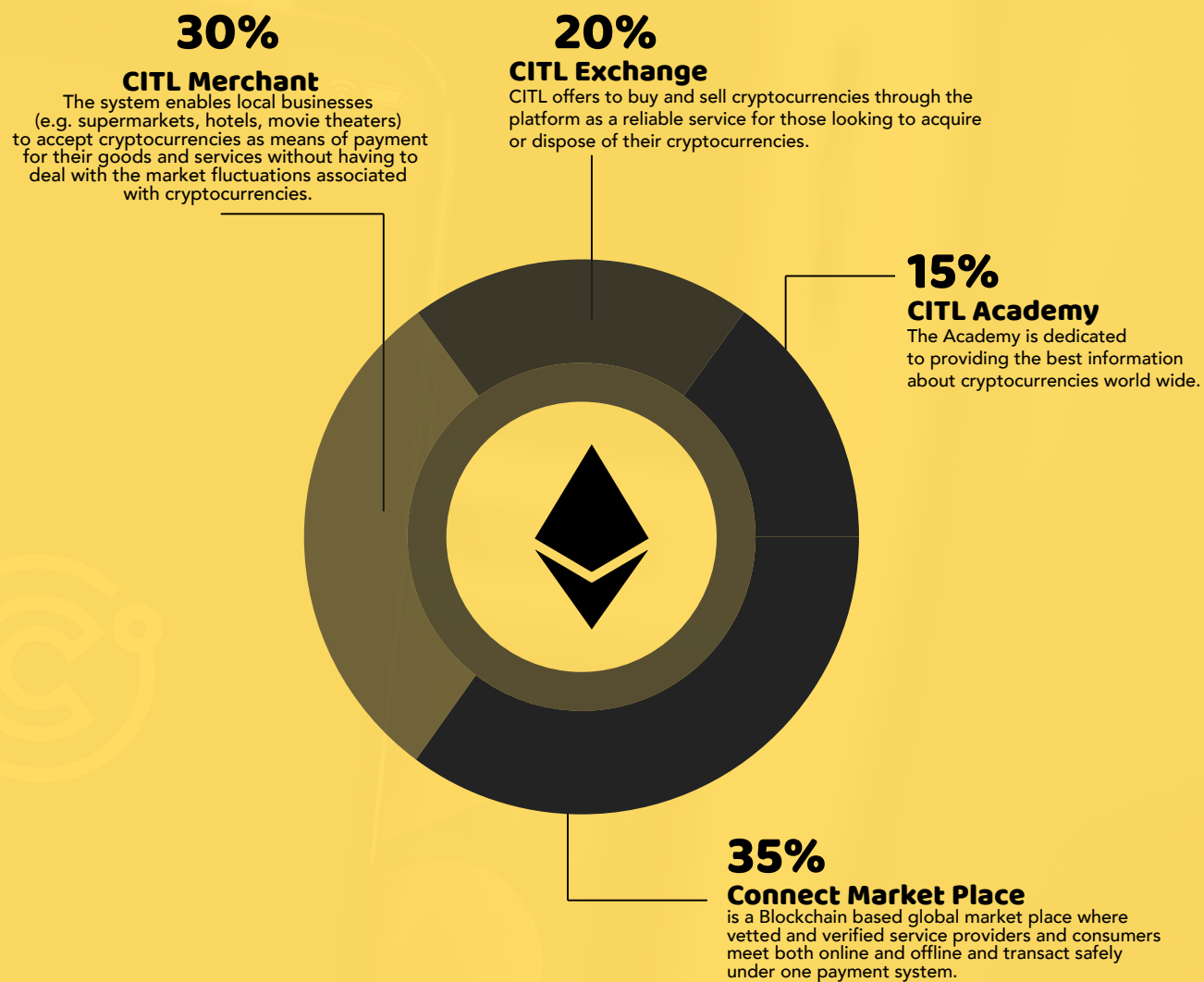


Figure 1: Showing the allocation of the 70,000,000 tokens which CITL has created.



**Figure 2: Deployment of post token-sale funds.**

## XCON UTILITY VALUE

The utility value of XCON comes, first of all, from the fact that it has a low volume of supply. The low coin supply means it has even less risk. Secondly, the usability of the coin in other CITL platforms such as Academy, Merchant Builder and Exchange ensure that its value will rise due to hiked demand. So because the cause has routine use its value will rise. Using a Marketing S-Curve Adoption Model, we have computed the Utility Value of the XCON Token. For this model, we have assumed the following:

Global e-commerce Market of \$2.86T in 2018 growing at a CAGR of 19%  
An initial market share of 0.01% tailing off at 2% over 10 years  
Discount Rate of 21% (adjust for risk)  
Token Velocity is assumed to 10

Formula:  $MV = PT$

Where: M= size of the asset base, V= velocity of the asset (the number of times that an average coin changes hands every day), P= price of the digital resource being provisioned, T= transaction volume (the economic value of transactions per time). We can rearrange this equation to solve for Token Price =  $PQ/VM$ . In the crypto world, to calculate token price, one computes the market cap in dollars (PQ), divided by the velocity (V) and the number of coins in supply.

The formula for token velocity is as follows:

Formula:  $\text{Velocity} = \text{Total Transactional Volume} / \text{Average Network Volume}$

Therefore,

Formula:  $\text{Average Network Volume} = \text{Total Transaction Volume} / \text{Velocity}$

Token velocity is total transaction value divided by the average network value. This means the average network value is equal to the velocity divided by the total transaction value. Velocity is typically measured annually. If transactions are absent, then the token lacks liquidity and its velocity equals zero. Consequently, the asset will trade at a discounted rate. There must be some minimal velocity for a token to reach its full value. With tokens that people do not hold, velocity increases linearly with transactional value.

The Present Value of the Utility Value of the Token in 2028 is computed to be \$25.00 while the ICO-sale offering price is \$0.25. While this is not an indication of the token's market value, it is a model that measures the value of the token in its ability to generate revenues within the CITL ecosystem.

# MARKET AND COMMERCIAL APPLICATION OF XCON

## CITL ACADEMY

Interest in cryptocurrencies is now greater than ever. The virtual currencies has been a constant source of interest, not to mention confusion, since Bitcoin thrust itself into the mainstream in 2009. Therefore, in the fast-moving world of cryptocurrency, it's crucial to stay up to date with the latest in educational resources and new media. Recently, there has been an explosion in media attention and a desire for new users not only in Tanzania, but also globally, to learn as much as possible about the cryptocurrency phenomenon.

That is to say, cryptocurrency educational resources are in great demand. The average person knows little to nothing about cryptocurrencies and its underlying Blockchain technology. This is partly due to the fact that little informative material has been published to educate the public on the inner workings of cryptocurrencies and the few published material available via the Internet is too technical for the average reader to grasp. Therefore, it is safe to assume that most people out there have a limited knowledge of the workings of cryptocurrencies – both Bitcoin and its derivative Altcoins. This lack of understanding has fueled a lot of misinformation and misconceptions such as the mistaken belief in some quarters that cryptocurrencies are Internet based scams. The CITL Cryptocurrency Training Academy intends to change some of these misconceptions. The Academy is dedicated to providing the best information about cryptocurrencies, ranging from the basics to advanced topics, such as:

- **How to pay for goods and services**
- **How to transfer value**
- **Understanding Ethereum-based “Smart Contracts”**
- **How to protect your cryptocurrency funds**
- **How to invest in cryptocurrency**
- **How to exchange cryptocurrency to cryptocurrency, and cryptocurrency to fiat.**
- **Etc.**

The objective is to build a cryptocurrency literate community in Tanzania and, by extension, the world at large in preparation of the inevitable and eventual transition to cryptocurrency-based economy. Accordingly, our vision for the CITL academy is to become the leading and most trusted training center for cryptocurrency enthusiasts and organizations.

Our Academy's activities will not be online-based only, but we will also have centres in various other places, some where the internet may not be readily available to everyone. CITL will also establish a well-programmed Online TV to offer education about the Blockchain technology, cryptocurrency in general, XCON specifically and forex trading. These programmes will add value to the people's understanding not only of cryptocurrency at large but also of the XCON token. This will create more users of the token and increase its value.



## **CITL EXCHANGE**

The cryptocurrency world is a fast-moving world; and by all accounts, the cryptocurrency economy is growing at dizzying rates. For the most part, the “cryptocurrency economy” is currently mostly what would traditionally be called basic financial services revolving around providing service to transfer (or spend) coins.

CITL exchange platform provides individuals and corporations a trusted platform to sell and buy cutting edge cryptocurrencies. The platform’s Blockchain based security protocol makes the platform less vulnerable to attacks, thus making our platform a safe place for looking to buy or sell cryptocurrencies. The platform was built with the objective of creating a secure market place, where people can buy and sell cryptocurrencies to one another. Moreover, CITL offers to buy and sell cryptocurrencies through the platform as a reliable service for those looking to acquire or dispose of their cryptocurrencies.

XCON will launch in its own ecosystem to trade as the native digital token within the Exchange. XCON will be deployed to trade on CITL Exchange immediately after successful ICO bid has been conducted. Our Exchange is scalable, has robust security with Smart Contracts, allows multi-currency deposits and withdrawals, allows fiat deposits on multiple platforms, and integrates with Connect Marketplace.

## **CITL MERCHANT**

Merchant Builder System is a unique flagship payment system intended to spearhead the transformation of payment systems used by local businesses, from fiat currency to cryptocurrency based systems.

The system enables local businesses (e.g. supermarkets, hotels, movie theaters) to accept cryptocurrencies as means of payment for their goods and services without having to deal with the market fluctuations associated with cryptocurrencies. Businesses using our Merchant Builder System are guaranteed to dispose of their collected cryptocurrencies for fiat currencies at what was the operational Cryptocurrency Exchange rate at the moment the business transaction was completed.

CITL will install hardware to all member businesses that will enable them to accept payment in cryptocurrency. This system, as well as a special mobile App, can be used to exchange cryptocurrency for fiat currency. CITL will have its own ATM cards (Connect Card) which will also operate on all registered Point-of-Sale (POS) terminals. This will bring about a revolution in e-Commerce and foster new linkages between businesses and consumers by making it easier for people to get real value for their digital coin. At our ATM machines our customers can use fiat currency to buy cryptocurrency

Merchant Builder System is specifically customized to facilitate and ensure compliance with all applicable tax laws and regulations. For example, the system could automatically collect applicable value added tax (VAT) from the cryptocurrency transactions. The VAT collected is subsequently remitted to the respective local tax-collecting authority on behalf of the business. The system is designed to allow cryptocurrency holders to pay for regular services such as utility bills (TV, Electric Power, Phone Bills, and Water Bills), Government Taxes, School Fees, Student Loans, Driving License, Passport, Company Registration and many others, the list is virtually endless.



# CONNECT MARKET PLACE

## The Next E-Commerce Revolution

With the invention of Cryptocurrencies transferring value across state borders has never been easier; however, this doesn't come without its challenges. In the wake of cryptocurrencies a number of both consumers and entrepreneurs have fallen victim to manipulation and scamming from dishonest players in the market. Thanks to the anonymity associated with cryptocurrencies dishonest players have gotten away with impunity.

What's if there was a safer one global marketplace where service providers and consumers can meet? "Connectmarketplace" is a Blockchain based global market place where vetted and verified service providers and consumers meet both online and offline and transact safely under one payment system. The connect market place shall have built in it, the biggest advertising house that utilizes new media to bring verified commodity producers and service providers to the global market both online and offline. Offline the connect market place shall comprise of local vendor ranging shops, supermarkets, medical stores, restaurants, resorts, theaters, schools, hospitals etc. The online market on the other hand shall comprise the typical online business as we know it today. In both these market places both businesses and consumers shall use the Connect coin payment system.

Connect Marketplace is a next-generation decentralized e-commerce network that harnesses the power of distributed ledger technology along with innovations in Bulk Pricing, real-time logistics, e-commerce and cryptocurrency. Our Marketplace must share space with other token marketplaces as a directory in order to share services and expand our users' reach and variety of available products and services.

We boast a robust vertically integrated e-commerce platform on Blockchain, and a decentralized distribution system to compete with the likes of Amazon in reach, leveraging existing latent capacity of garage space similar to Airbnb model. We also boast a Direct-to-Consumer technology which lets buyers group their purchases together to meet minimum-order quantities to gain economies of scale — a model that works wonders for Alibaba.

Our platform will use built-in XCON tokens with incentive schemes for Node operators to help scale the network. Also a delivery network to match local delivery to the last mile with Uber-like capabilities for anyone to deliver goods. CITL combines the best of Blockchains to offer customers a digital ledger that offers a fraud-proof solution and auto-verification of transactions for a tamper-proof, secure, immutable audit trail. Connect Marketplace will give access to hundreds of brand names for sale through e-commerce storefronts.

# RISKS

## Security

XCON is built upon a very secure Blockchain technology, Ethereum. Ethereum is an open-source, public Blockchain-based distributed computing platform featuring “smart contracts” functionality. It provides the Ethereum Virtual Machine (EVM), a decentralized turing-complete virtual machine, which can execute scripts using an international networks of public nodes. Ethereum platform also provides a crypto-token called Ether which can be transferred between accounts and used to compensate participant nodes for computation performed.

Ethereum-based Smart Contracts are account holding objects which contain code functions and can interact with other contracts, make decisions, store data and send Ether to others. Contracts are creator-designed, but their execution is provided by the Ethereum network itself. As long as the whole network exists they will also exist and be executable. They will only disappear if they were internally programmed to self-destruct.

Smart Contracts “are applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third party interference. These apps run on a custom-built Blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property. This enables developers to create markets, store registries of debts or promises, move funds in accordance with instructions given long in the past (like a will or futures contract) and many other things that have not been invented yet, all without a middle man or counter-party risk.” – Source: Ethereum.org

Now, XCON is a crypto-token built upon the foundation of the Ethereum smart contract. This means it is quite secure.

Of note also is the fact that XCON is tethered to a company that has other on-going concerns such as CITL Academy, CITL Exchange, Merchant Builder etc. This creates security for XCON because then it is used to support those other concerns and create more value for itself.



## TEAM MEMBERS



**GEORGE LUCAS**  
C.E.O & FOUNDER



**JIMMY JAMES**  
CTO & FOUNDER



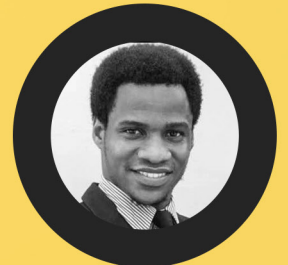
**CHRISS SHAYO**  
C.F.O(FINANCE)



**RENEE KROM**  
SOFTWARE DEVELOPER



**EMMANUEL REUBEN**  
IT DEVELOPER



**DEOGRATIUS MBOYA**  
LEGAL OFFICER



## ADVISORS:



**DANIEL J. MUSOKWA**



**RAMA MWIKALO**



**SAID SEIF SAID**

## TEAM DESCRIPTION



### GEORGE LUCAS

#### CEO /FOUNDER & BOARD MEMBER CONNECT COIN(XCON)

11 years experience in global business development, Digital Transformation Expert, Analytical Business and Internet Technology leader with strong technical and management skills, leadership skill. Experience in building and managing organizations, developing and executing strategic and operational plans, participation and Strong analytical skills combined with object oriented programming techniques and attention to detail for design. Compatible team player through complete project cycles: Market Research, Strategy, User Research, Information Architecture, Application & Design, Development, Testing, Implementation and Excellent communication skills marketing initiatives. knowledge in business verticals including financial services, high technology, and. Advisor to hedge funds, private equity firms and mutual funds on Search and E-Commerce.



### JIMY JAMES

#### CTO & FOUNDER CONNECT COIN

Chief technology officer and blockchain developer in CITL company, Also he is inventor of CONNECT COIN (XCON), Founder of RCM which deal with helping society to get knowledge on cryptocurrency and blockchain. Also participated in development of some ICO, Dapps, and decentralized exchange. Investor in some cryptocurrency coins, Expert in cryptocurrency trading and mentor in cryptocurrency trading. inventor of CRYPTOCURRENCY AFRICA FOUNDATION which undertake projects related to blockchain, natural language processing and machine learning in 2018.





## **CHRISS SHAYO**

### **CFO (FINANCE)**

-Bachelor degree of Arts in finance and accounting (BAF)  
-Bachelor degree of Banking and finance  
first established as the financial planning at National Bureau Statistics Co., Ltd. Tanzania from 2011, acting as finance consultant for 4 years. Then established the financial planning office Roadmark & Signs Co., Ltd. in Tanzania in 2015-2017, acting as finance planner for 2 years. He then resigned from Roadmark & Signs Co., Ltd. and incorporated CITL in 2017 in Tanzania, which provides Cryptocurrency education/business and forex trading. He works as a Co-founder and CFO and an advisor in various industries including FOREX Trade, educational and global investment. He joined CONNECT COIN as CFO in 2017.



## **EMMANUEL REUBEN**

### **IT DEVELOPER**

In 2015 he started his web development career. Since then he has been working actively as a web developer for the last years and quickly worked his way up as System Developer. Over this time, he managed to acquire quite a few prizes for his web development capabilities. Emmanuel worked at one of the largest Cryptocurrency Company in Tanzania as Developer

At Real Crypto Market he was head of development for a web-based LIMS developed in JavaScript (AngularJS). All web projects are developed on the framework he implemented. Implementation of the backend consistent of various tech: C#, WebService, RESTful services and reporting with SSRS.

Emmanuel is currently a lead JavaScript developer for one of the largest software firms in Tanzania. He fulfils the role of Lead JavaScript developer at Momentum's head office. He is tasked to manage and overview the coding standards of all JavaScript projects for his department. As a developer he has quite a technical edge - working with programming language spanning a broad range: HTML5, WordPress, Pascal, Python, C#, Visual Basic, PHP, JavaScript, Java and will without play a leading role with MOBU especially in terms of IT support and development.



## **DEOGRATIUS MBOYA**

### **LEGAL OFFICER - CITL**

One of the founding of the founding members Cryptocurrency International Tanzania Limited. He holds a Bachelors of laws (LLB) and a Master's Degree in Comparative Law Economics and Finance (LLM) A blockchain and cryptocurrency enthusiast with a year's experience working as a lawyer for Cryptocurrency International Tanzania Limited where he has dealt first hand with legal questions relating with blockchain technology and cryptocurrencies. He is currently privileged to work as the legal officer for the Connect Coin project.



## **RENEE KROM**

### **SOFTWARE ENGINEER**

Chief Blockchain Engineer and Chief Tech Evangelist in CONNECTCOIN project. Believe that blockchain will take the world to the next stage and the healthy market is the key factor for that. Master of computer science. Majored in Ethereum blockchain and developed some dapps in a way forward. Got the top works from there when developed some apps. Started working in the field of chatter apps studios after graduation. Founded and Established CRYPTOCURRENCY AFRICA FOUNDATION which undertake projects related to blockchain, natural language processing and machine learning in 2018. In the blockchain field, have worked for ICO, development of token exchange and etc. GOT BEST PERSON ON COMPUTER WORKS IN RECTMILL AWARDS 2018



## ADVISORS DESCRIPTION



### **DANIEL J. MUSOKWA**

Daniel J. Musokwa is a Pastor, but he also works as a professional Environmental & Social Impact Assessment expert under NEMC. As a Pastor he has enjoyed counseling couples and individuals within the Christian context in the areas of interpersonal relationships and personal growth. Daniel is married to Irene, a lawyer, and they have three daughters; Cherisse-Eleanor, Claire-Daisy and Chavelle-Dorothy.



### **SAID SEIF SAID**

Software architect that acquired over 19 years of ICT experience while working in the United States with top-notch companies. Skilled on designing and building secure software applications, managing distributed databases, developing blockchain-based decentralized applications, assessing and securing web applications from Cybersecurity risks. His credentials include, having master's in management of IT, Microsoft certifications in software development and database administration, Cyber Security Certification in Offensive Security Certified Professional (OSCP) and WhiteHat Certified Secure Developer (WCSD).





**RAMA MWIKALO**  
**ADVISOR CONNECT COIN(XCON)**

Mr. Rama Mwikalo is a former Silicon Valley Consultant that worked for leading edge Bay Area technology companies that include Cswitch Corporation introducing new broadband technologies including micro-code controlled Configurable Switch Arrays and advanced packet processing engines at Agere Systems (now Alcatel-Lucent SA).

Prior to Silicon Valley, Mr Mwikalo founded Trackcom System Inc (TSI), a Montreal Canada-based company involved in the design of broadband microwave transceiver systems and served as its Chairman. TSI was eventually successfully sold to an Indian telecom products company – Kavveri Telecom Products Limited.

International Consortium contracted by the European Space Agency (ESA) to develop an experimental Switched VSAT private satellite system to demonstrate the feasibility of using ATM (Asynchronous Transfer Mode) technology over satellite (new at the time).

Other high profile positions held by Mr. Mwikalo in the high tech industry include: Vice President – Engineering at Aural Networks, an Austin Texas based company that designs and manufactures Voice over IP and Internet access products; Director of Strategic Initiatives for Westell Technologies – a Chicago based ADSL pioneering company; Director of Customer Solutions and Application Engineering for Virata Corporation – a Raleigh North Carolina based semiconductor company that developed and markets integrated silicon and software access solutions for broadband Internet; Manager Strategic Telecom Standards Development for Nortel Networks – a former Canadian global telecommunications giant; Technology Specialist for Telesat – a Canadian satellite service provider; Project Engineer MPR Teltech, a Canadian Telecommunications R&D company in which Mr. Mwikalo lead the Engineering team that was part of an International Consortium contracted by the European Space Agency (ESA) to develop an experimental Switched VSAT private satellite system to demonstrate the feasibility of using ATM (Asynchronous Transfer Mode) technology over satellite (new at the time).

Mr. Mwikalo was also featured speaker and presenter at the DSL ComForum organized by the International Engineering Consortium (IEC) in Chicago where he offered his unique vision perspective on next generation DSL silicon products through a conference reference paper entitled Integrated Software-on-Silicon Solutions for Next-Generation DSL CPE.

Recently, Mr Mwikalo has been working as a Consultant for the Government of Tanzania working on a range of World Bank funded projects that include: the development of Smartcard based national Electronic Identification system; a national Public Key Infrastructure (PKI); a national fiber optic based backbone infrastructure; a Hospital Management Information System; and the 4th Ggeneration Online Births and Deaths Registration System.

Mr. Mwikalo is the holder of a Master of Engineering degree in Computer Engineering from the University of Ottawa, Canada. In 2002, he was granted an ICT technology patent by the United States Patents and Trademark Office entitled "Router-based DNS proxy agent using Network Address Translation (NAT) assigned Patent No. 6480508, to be followed in 2017 with another USPTO registered Patent No. US9544308 entitled "Compliant authentication based on dynamically-updated credentials".

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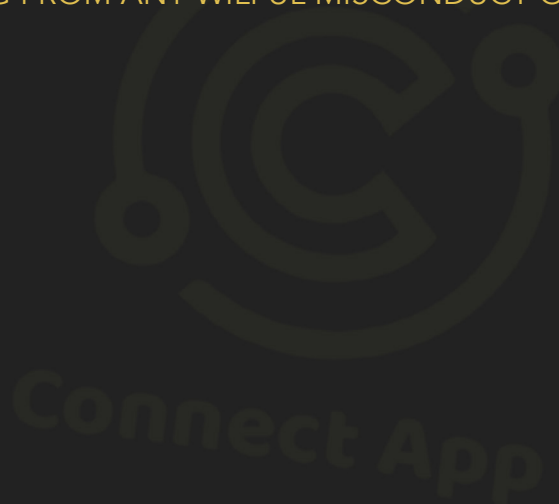
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