



Crypto - Potential

Proof-of-achievement

Using the power of Blockchain to lower company costs up to 70%.



WHITEPAPER v.2.1

January 2020

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System is not incentivizing young founders

“We should have a society that measures progress not just by economic metrics but by the meaningful roles too.” - **Mark Zuckerberg, CEO of Facebook** at his famous Harvard Commencement Speech.

Many times there is a critic to blockchain technology for its inapplicability in real business cases. Crypto-Potential team from Switzerland has proven exactly the opposite introducing the proof-of-achievement system.

By using the power of blockchain technology, the proof-of-achievement system allows blockchain companies to mine QCP tokens for their achievements with no computing power. The achievements are represented by crypto badges which can be an MVP product, compliant token, analyzed market, etc. This motivates companies to achieve more and stimulates quality. Projects are evaluated and tested for specific parameters and awarded with badges for each of their achievements and contribution. The badges stand for credibility and recognition, prove that the project has achieved something relevant and allow eligible projects to mine QCP token. With large-scale adoption of blockchain technology increases the number of blockchain projects and with it, demand for quality information.

Mission and Vision

The **mission** is to empower projects to achieve more.

The **vision** is to create a more transparent crypto space.

Crypto-Potential platform is live and can be found [HERE](#)

Problem and Solution

PROBLEM	SOLUTION
<ul style="list-style-type: none"> • projects are not incentivized for 90% of their activities/achievements • at least 3h of research is required for basic due diligence • 81% of projects deceive crucial info, achievements and market and get away with it 	<ul style="list-style-type: none"> • power of the blockchain technology is used to incentivize industry-relevant achievements • the research is now down to seconds thanks to crypto badges • 100% transparency with crypto badges



90% of the company activities are not rewarding

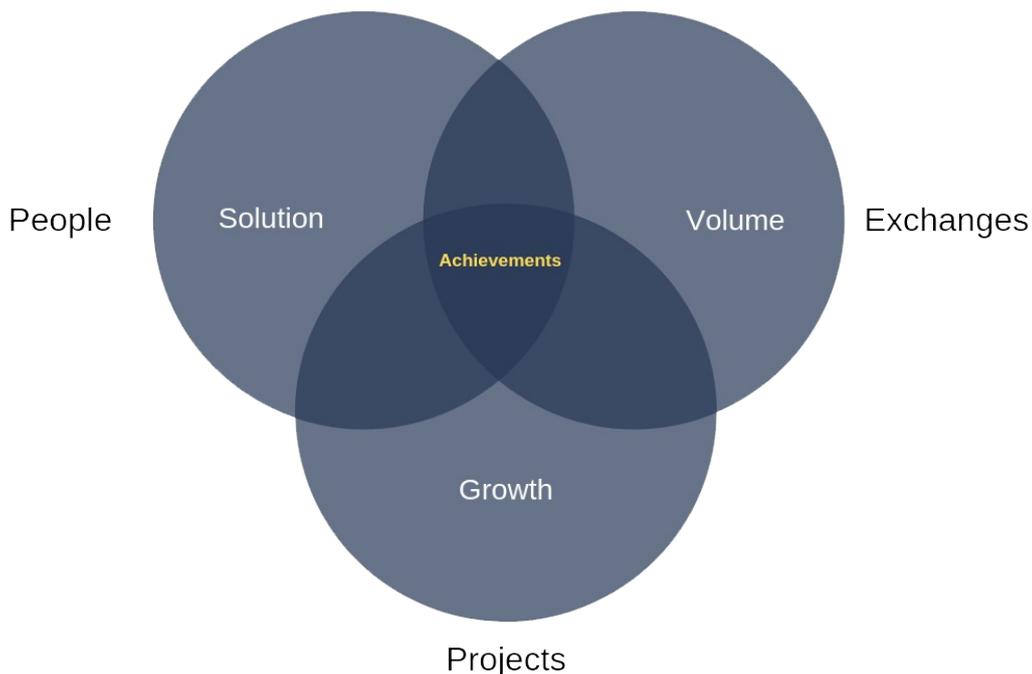
According to research, 90% of company activities are not profitable nor rewarding for the company. Only 10% actually are. What are those? There are only two: Sales and fundraising. Everything else, including MVP, compliance, qualified team, analyzed market, etc., is not. One must not think twice to conclude that there is a big issue with incentivizing companies to do good, ensure compliance, build the product, lower the risk and other important accomplishments for the community. They are focused so much on doing sales and fundraising as fast as possible. No wonder that the huge Due Diligence hurdle needs to be overcome by small and institutional investors.

Lower company costs up to 70%

The power of blockchain technology and incentives can bridge the gap and drastically improve the quality in the space. Proof-of-achievement stands for blockchain companies proving they've done community-relevant achievements.

Crypto-Potential has listed the most important ones: Analyzed market, Verified team, MVP product, Token compliance and Project influence. After the achievements are verified, the company gets crypto badges assigned for each one of them. These badges qualify the company to mine QCP tokens weekly with no computing power. The tokens can be then used with quality blockchain service providers to lower their costs. This way, not only that companies mine QCP tokens, but they self-regulate themselves using the power of blockchain technology. This is where the circle completes. The companies are motivated to accomplish relevant achievements, they get to mine QCP tokens which are used with quality services providers who themselves require less Due Diligence at their end. Mined QCP tokens are evidently backed by achievements from top companies in the space. Companies are happy, providers are happy and the whole community is happy.

Venn diagram of interests in the crypto space



Crypto Badges boost token sale by 15-30%

Badges are unique awards for each achievement the project has made. Blockchain project must meet certain requirements and pass the quality control to be eligible for a specific badge. Badges are awarded to a project and shown on its profile publicly where they provide more recognition and credibility for the project.

Badges usage:

1. Badges can be designed and stylized
2. Badges can be added to the project website to boost token sale
3. Badges determine the mining potential for the awarded project

Even tho the badges are not meant to boost the token sale in the first place, one project reported that his token sale increased by **20%** in the first week as a result of adding the badges next to the token sale button. It was a surprising finding for us that visual indicators of company achievements can have such a huge impact.

Badge types and requirements

CURRENT



Compliance badge

Crypto-Potential checks if the token is compliant with the country laws and regulations (SEC, FINMA, MAS, BaFin, etc.)

Requirements: *Legal opinion or token audit report.*



Competition verified

Crypto-Potential checks if the project has done the analysis of their market and competition. What is the unique selling point (USP) of the project? Projects which have this researched prove they are serious about their business and winning a bigger market share.

Requirements: *Document of competition analysis/comparison, market research and unique selling point. What makes you different from your competition?*



Team Verified

Crypto-Potential checks if the team members and advisors have a short introduction video where they talk about their involvement with the project. Short introduction video of at least 3 core team members is needed where they clearly state they are affiliated with the project. This includes a KYC process.

[Example video](#)

Requirements: *Show short introduction videos of your team members and advisory board where they clearly state they are affiliated with your project. KYC process is needed as well.*



MVP

Crypto-Potential checks if the project has a product that is already working and can be tested. Company must provide a link or file for their product or application to conduct a checkup.

Requirements: *Provide a link or file for your product or application to be tested. Show us what you have created so far.*



Influential

Crypto-Potential checks if the project holds a good deal of influence within the crypto space. Influence can be achieved by articles, promotion videos or discussions about the project.

Requirements: *Provide links to articles, promotion videos or discussions which clearly show the power to influence the space. At least 2 articles or more than 2000 youtube views will qualify.*

How to get Crypto Badges?

A project makes a badge request. Once the project achievements are verified, their profile will be created and they will be awarded corresponding badges.

CURRENT

On the project profile, there is an option to design the badges to their liking and generate the code which they can use to publish the badges on their website. When they publish the badges on their website, they will become eligible for QCP token mining. Eligible projects will be awarded each week according to "Badge earning potential" which will be displayed on the official website.

FUTURE

When the project profile is created, they will have to activate and claim their account via email. Once they are confirmed, access to the profile will be available and they will be able to design the badges, view statistics, check their token balance and edit their profile. When they place the badges on their website, they will become eligible for QCP token mining. Each registered user and project will have a unique wallet address where they will receive QCP tokens.

Token mining

Mine tokens for your achievements with 3 simple steps.



1. Acquire achievement

Acquire your 1st achievement by applying and providing the necessary documentation.

2. Publish achievement

Customize and publish your achievement represented by the badge on your website.

3. Start mining

You are now eligible to mine QCP tokens weekly.

Token usage reduces business costs up to 70%

QCP tokens are used by projects who create quality and bring more transparency to the crypto space through their achievements.

Tokens can be used to access discounts from Crypto-Potential's partner service providers (marketing, promotion, market analysis, compliance, blockchain development, etc.) which reduces business costs up to 70%.

QCP Token Model

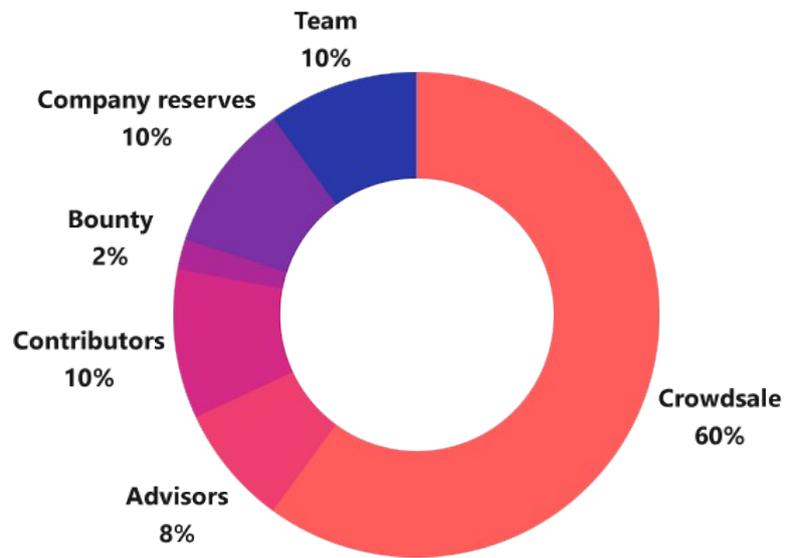
QCP is built on the Ethereum network with ERC20 standard.

Ethereum is an open-source, public, blockchain-based distributed, Turing-complete computing platform which can run Smart Contracts. Smart Contracts are applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference.

Token Information	
Name:	CP Token (QCP)
Icon:	
Total supply:	No Limit (1 800 000 000 for crowdsale)
Type:	ERC20 – Utility token
Pre-sale	
Pre-sale starts:	To be announced
Pre-sale ends:	To be announced
Price:	1QCP=\$0.01 (+25% token bonus)
Public sale – Round 1	
Public sale starts:	To be announced
Public sale ends:	To be announced
Price:	1QCP=\$0.01 (+10% token bonus)
Public sale – Round 2	
Public sale starts:	To be announced
Public sale ends:	To be announced
Price:	1QCP=\$0.01 (5% token bonus)
Softcap:	\$3'000'000*
Hardcap:	\$9'000'000**

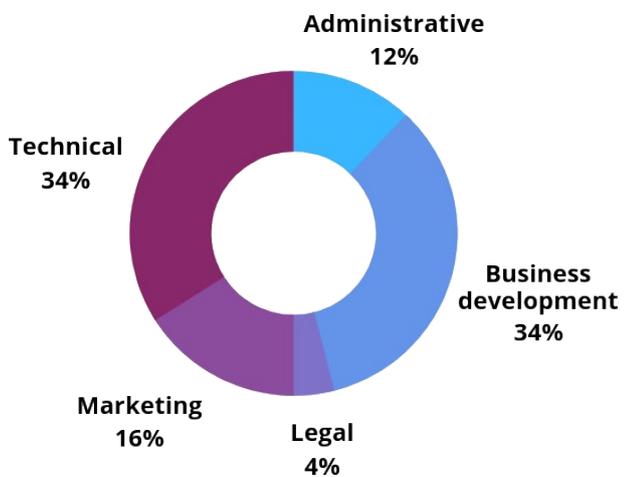
- **Softcap covers minimum development cost for implementation of the necessary features covered in the roadmap. Offering early adopters and supporters bonus tokens for their trust, speed up the development of the project and bring the value to the customers in a timely manner.*
- ***Unsold tokens will be burned.*
- *Once per week, QCP tokens will be rewarded to projects who mine them.*
- *Tokens will be released according to a vesting schedule to Team members over 48 months (4 years' vesting with a 4-month cliff) and Advisory Board over 27 months (2 years' vesting with a 3-month cliff).*
- *Bonus token is a percentage of tokens given as a bonus to each buyer. (E.g. If they buy 1000 tokens during pre-sale, they will be credited with 1250 tokens due to 25% bonus)*
- *Bonus tokens will be locked for 6 - 12 months.*

Token distribution

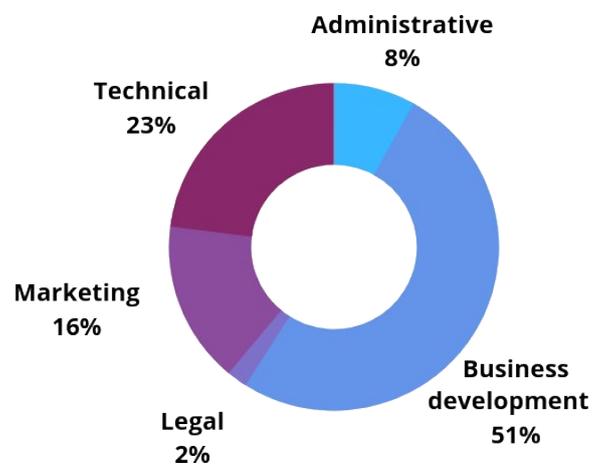


Use of proceeds

SOFTCAP



HARDCAP

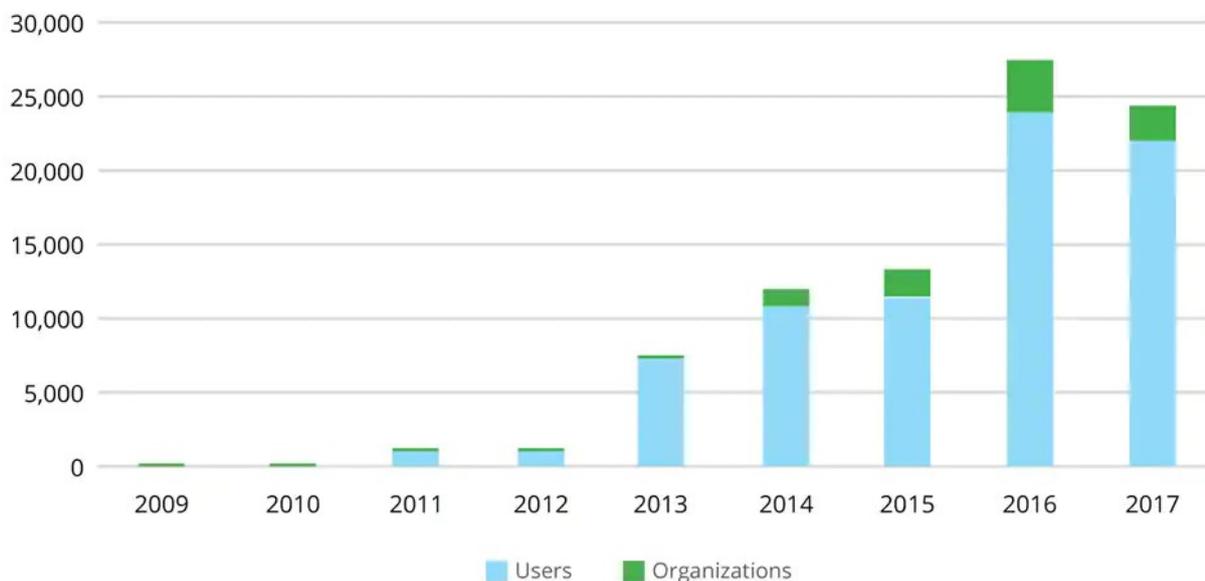


Market

The cryptocurrency industry is experiencing sustained growth. In 2016, the capitalization was under \$15 billion, but by the end of 2017, the capitalization had risen to almost \$800 billion. 2017, can be considered the breakout year for the industry.

2018. and 2019. have seen a dramatical correction in prices and market capitalization, which is a natural cycle. With that being said, the number of blockchain projects is in constant growth. The core code supporting Bitcoin was published in April 2009. Since then, the number of projects on GitHub related to blockchain has grown significantly, averaging more than 8,600 new projects a year. In 2016 alone, there were almost 27,000 new projects, followed with a slightly lower number in 2017. The study shows that the annual growth of new projects is 10% on average.

Figure 4. New GitHub projects by author type, 2009–2017*

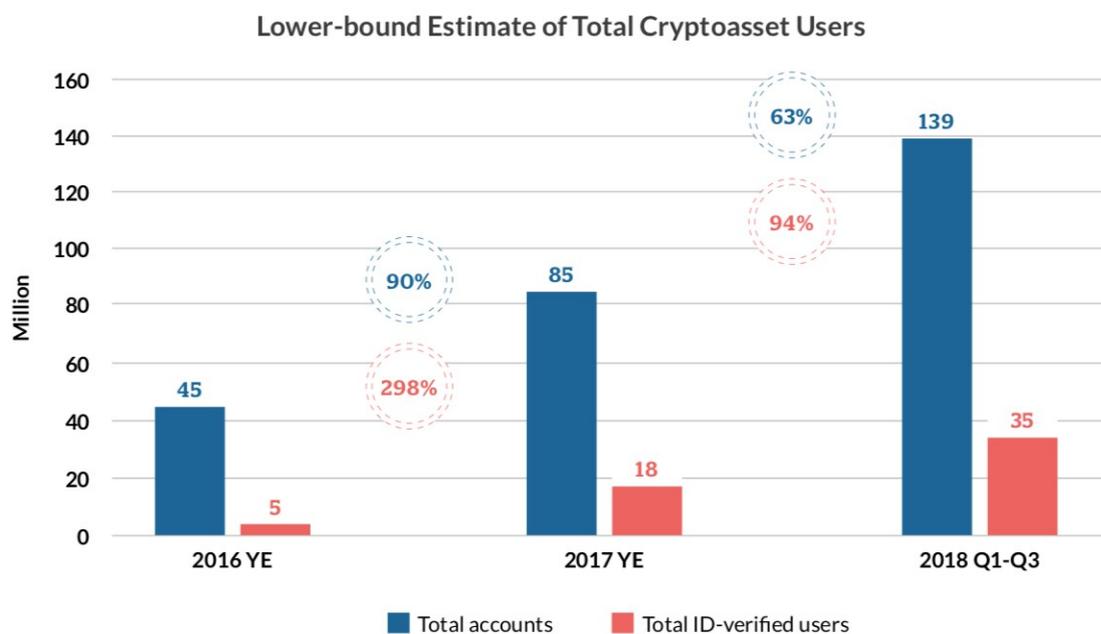


*Data for 2017 includes only the first six months of the year.
Source: Deloitte analysis of GH Torrent data and GitHub API data.

Deloitte Insights | deloitte.com/insights

Source: <https://www2.deloitte.com/insights/us/en/industry/financial-services/evolution-of-blockchain-github-platform.html>

The number of crypto verified users increased by 94% between 2017. and 2018. From 18 million verified users to 35 million verified users in the year in which the biggest market correction happened. This only suggests that the adoption of blockchain technology is real and not affected by market movements and cryptocurrency prices.



Source: <https://cointelegraph.com/news/number-of-crypto-users-nearly-doubled-in-2018-study-says>

Growth of Blockchain Technology in 2018

- Average number of monthly ICO went from 8 to 200
- ICO investments increased 16 times
- 14 countries exploring developing official cryptocurrencies
- \$2.1 billion: Global spending on blockchain solutions
- 3x: The number of blockchain-related LinkedIn job postings more than tripled over the last year
- 69%: Banks currently experimenting with Blockchain Technology
- 33%: Bankers expecting commercial blockchain adoption next year
- \$8 – \$12 Billion: Reported potential annual savings for banks utilizing Blockchain Technology

Source: <https://www.dotcominfoway.com/blog/growth-and-facts-of-blockchain-technology>

Projects working with us



[SEE MORE](#)

Frequently Asked Questions

Why Blockchain?

Blockchain makes proof-of achievement possible. The utility and immutability of smart contracts available only on blockchain networks provide security that is superior to traditional law-based contracts. Furthermore, transaction costs and fees are significantly reduced or non-existent regarding mining rewards for Crypto Projects.

The blockchain will enable access to digital services without the need for divulging personal or financial information.

What is “Mining potential”?

A table of weekly QCP token mined for each badge. Means how much QCP tokens a project gets for each badge every week. The “Mining potential” will be displayed on the official website.

What to do with QCP tokens?

Tokens are used to stimulate projects to achieve more and empower the ecosystem. QCP tokens will allow access to discounts for various services from service providers which projects can use to realize their idea and reduce their business costs up to 70%.

How will you control the number of tokens awarded?

QCP token mining rewards will be distributed on a weekly basis. For eligible projects, we calculate how much they earn for each badge and sum up all the projects and their earnings of tokens. That amount will be automatically distributed to eligible projects each week.

How do you keep track of who has the badges on the website?

Placing the badges on the project website will require a code which will be generated on the project profile. The code contains identifiers which will be recognized by Crypto-Potential. If the badges are on the website of the project and identifiers match, then the project will have the potential to mine QCP tokens.

Will there be a locking period for tokens?

Bonus tokens will be locked for 6-12 months. Team and advisory tokens will be locked and vested over 2-4 years.

How will you control “Mining potential” during price fluctuations?

The table of mining potential will be adjusted according to the market supply and demand. It will be announced and displayed on the official website.

Why is there no limit on the total supply?

1 800 000 000 tokens will be created for the purpose of the token sale. Unsold tokens will be burned and the rest will be distributed according to the Token distribution graph. Due to the weekly mining rewards system, tokens will be minted to satisfy the demand. No additional tokens will exist if there are no achievements to back them up.

What happens to unsold tokens?

Unsold tokens are burned. We prefer to have only the necessary amount of QCP tokens in existence.

On which exchanges will the QCP token be listed?

Aiming for major exchanges which have synergy with Crypto-Potential. Concrete information will be announced once the agreements are in place.

Which countries are restricted?

USA and China.

Why do you have so many funds allocated to Business development?

Networking, customer relations and developing a sustainable business model have the highest priority.

How to buy QCP token?

Tokens will be available for purchase with Fiat, ETH and BTC and instructions will be announced on Crypto-Potential social media.

When will the token be distributed?

Token will be distributed after the Public Sale according to the roadmap.

When will QCP be listed on exchanges?

Planned Q2-Q3 2020 after the public sale is completed and token distributed.

How do you guarantee the quality of the project achievements?

We create a badge representing a certain unique aspect and achievement that is relevant in the crypto space. Then we set the requirements for obtaining that badge. A team of 10 blockchain specialists with more than 5 years of experience in the industry verify if the project meets the requirements. If it does, it is awarded the badge.

How many different badges will there be?

For start 5. We never come up with the badges ourselves, but rather listen to the community feedback and what they say is important for them. We are open to new badge ideas, so feel free to send us a suggestion which will help make things more interesting and potentially build a more transparent crypto space: [**Contact Us**](#)

Legal Disclaimer

The ownership of QCP tokens does not represent any participation in Crypto-Potential capital nor any rights of payment, remuneration, profit distribution, or money reward of any kind. This document has been prepared in good faith to provide a comprehensive overview of the Crypto-Potential project and QCP Token crowdsale and is for information purposes only. With the development of the CP Platform and its services, it may be amended in the following, as the Crowdsale progresses. QCP tokens are not intended to constitute securities in any jurisdiction. This document does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investments in securities in any jurisdiction. The contents of this document are not a financial promotion. Therefore, none of the contents of this document serves as an invitation or inducement to engage in any sort of investment activity. For participation in this token crowdsale, do not contribute any money that you cannot afford to lose.

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