



# MASS CRYP ENTERPRISE

## Abstract

*A new way to contribute to innovation becomes real through the advances of Blockchain technology*

ICO is an important and transformative step for the development and expansion of MASS CRYP Enterprise projects. Therefore, we invite you to know and partner with our company through your participation in ICO in order to build through this participation a path towards creating value for society, using Blockchain technology applications in favor of the expansion of Crypto Economy.

MASS CRYP Enterprise decided to start its crowd funding campaign to promote the development of their projects by creating its own digital tokens called MASS CRYP Coins, represented by the acronym MASS.

*“Now a day’s Dubai is the most appropriate place in the world to start the development of blockchain-based prototypes, and has become incubator of startups for this market segment. In this regard, we aim to make MASS CRYP Enterprise a benchmark in blockchain Advertisement platform, blockchain applications and smart contracts for public and private organization.”*



## 1. Abstract

## 2. MASS CRYP Enterprise

- i. *Who we are*
- ii. *Mission*
- iii. *Vision*

## 3. Our Projects

- i. *MASS CONNECTS Advertising Solutions*

## 4. Initial Coin Offering MASS

- i. *Time Line*
- ii. *ICO Planning*
- iii. *Pre Sale*
- iv. *Marketing Digital*

## 5. ICO structure

## 6. Terms & Condition



# Who we are

Technology has given us enthusiasm and an understanding of broad and decentralized solutions aimed at various sectors of the global market. Since then, many organizations and teams have tried and been able to modernize the source code to advance and improve the capabilities of the protocols. We are no exception.

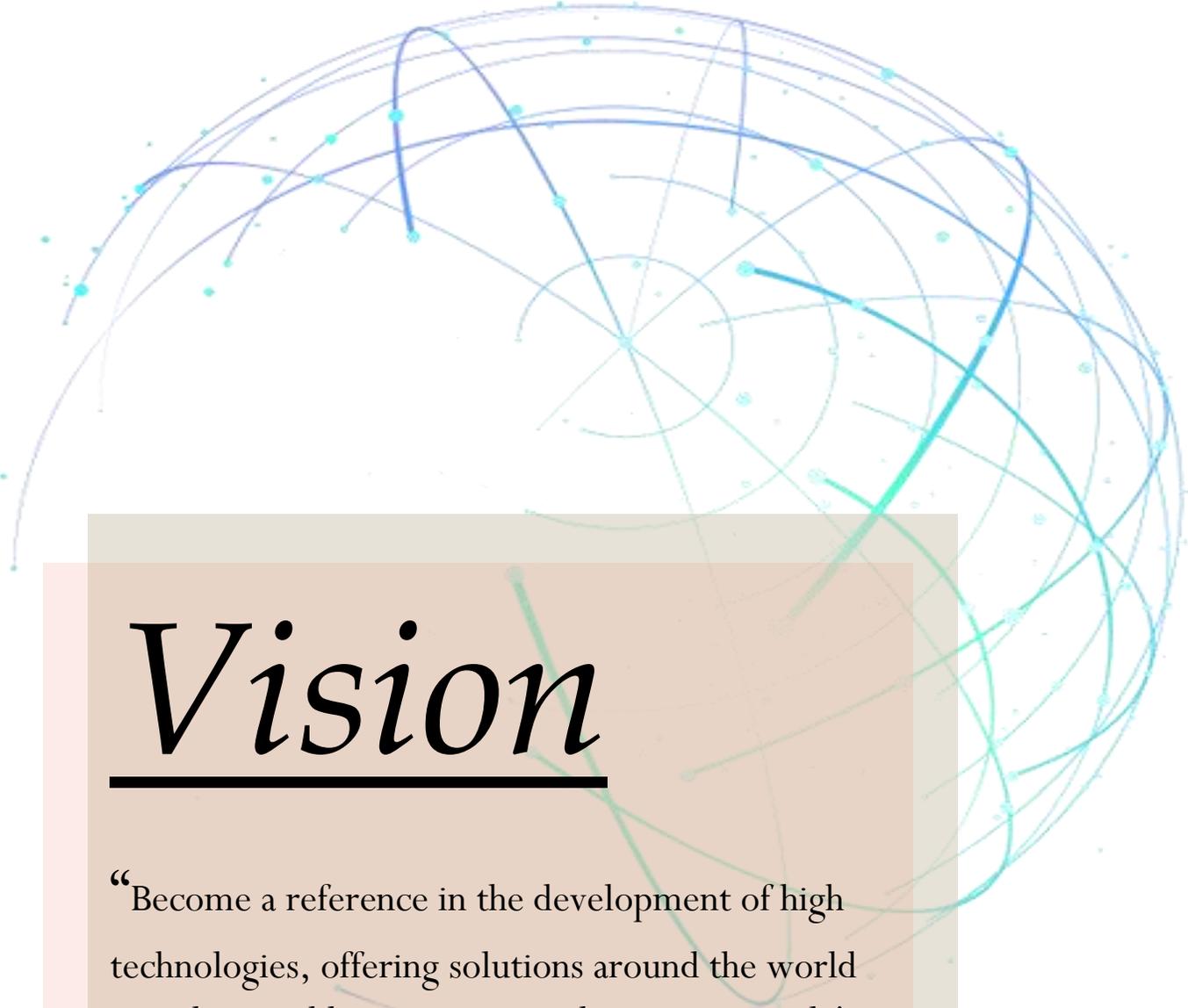
We focus on creating a network of projects that represent fast, flexible and cost-effective solutions for corporate customers, guided by the contribution of Blockchain Advertising & Marketing Technology applications.



## Mission

“Develop products and services that add value to society in a sustainable way with social and environmental responsibility. Influence positively the corporate environment through our technologies, making it more effective and flexible according to the requirements of each market niches”.





# *Vision*

“Become a reference in the development of high technologies, offering solutions around the world in order to add experiences and improve people's lives.”

# Project-

MASS CRYP Enterprise is a brand and project manager that follows a transformation management process geared towards innovation in order to create fast solutions tailored to the needs of the market. For the company, it is fundamental to deal in a coherent and transparent way with the various audiences that relates to itself, with the intention of managing its business on the concepts of transparency and sustainability. Therefore, it is essential to broaden everyone's understanding of their projects, get to know the current projects of MASS CRYP Enterprise:

**MASS Cryp (MASS)** project is completely based on *“Social Media E-commerce & Video Based Marketing”* on a single blockchain platform which will be unique by its own features named as *“MASSCONNECTS”*. It will not only help people to communicate but also help them to develop their own business, which will be directly between buyers and sellers through E-commerce platform. MASS CRYP coin will play an important role as digital currency which has special & unique value of its own.



# **P**roject **MASS Connects-**

With a focus on several sectors of the market, based on Blockchain technology platform, MASS CRYP Enterprise generates flexibility and adaptation that results in a wide range of investment possibilities in new projects on advertisement, social connect and E-commerce market.

**MASS Cryp (MASS)** project is completely based on **“Social Media E-commerce & Video Based Marketing”** on a single blockchain platform which will be unique by its own features named as **“MASSCONNECTS”**. It will not only help people to communicate but also help them to develop their own business, which will be directly between buyers and sellers through E-commerce platform. MASS CRYP coin will play an important role as digital currency which has special & unique value of its own.

**Video Marketing**

(Mass Tube)

**Social Media**

(Mass Book)

**E-Commerce**

(Mass Store)



# ICO Time Line-



# CO Timeline-

## **Strategic Planning**

We began in July 2017 the Strategic Planning, in which we defined the Strategies focused on the goals of the company. In this phase we seek to have a holistic view of the company. The objective here was to take into account all factors internal and external to the organization, such as: the global economic scenario and the market situation in which the company operates.

We analyzed important aspects such as strengths, weaknesses, opportunities and threats. Therefore one can conceptualize with propriety who we are, what we want to achieve and what we consider important in the way. From this initial mapping, were defined the Goals and Objectives to be achieved by the company within the horizon that is being projected.

## **Tactical Planning**

The second phase was the creation of Tactical Planning, which is based on plans focused on the medium term regarding the date of execution of our goal. Oriented to the areas and departments of the company, being detailed with the ways to achieve both the objectives and goals of the organization, we detail the strategic planning for each sector and area of MASS CRYP Enterprise.

We determined the marketing plans, the production plans, the personnel planning and even a financial planning regarding the maintenance and expansion of the organization.

From Tactical Planning we determine our tactical objectives for each specific sector of the organization, all the actions performed here have been established in order to connect our Strategic Planning to Operational Planning.

## **Operational Planning**

With plans focused on the short term, we defined methods, processes and systems to be used for the organization in order to achieve its objectives. Our management has specified the members of our team, their responsibilities, tasks, functions and financial resources to put the plans into practice. This activity generated our action plan and schedule of activities that govern the execution of our daily activities.

The total issue is 200 million of MASS CRYP (POW) Proof of Work tokens out of 200 million 10% amount (20 million) are pre-mined and available for purchase during the ICO on the MASS CRYP platform.

Sale of MASS CRYP Token to a specific group of investors between Oct 05 2017 and Oct 25, 2017. During this period, MASS CRYP Enterprise issued 2.5% (50, 00,000 MASS) of the total tokens that will be issued 5 days before ICO's opening.

7.5% (1, 50, 00,000 MASS) is issued in ICO and 90% MASS CRYP will be minable. Block Size 8MB.

The contributions acquired during the pre-sale period were added to the MASS CRYP Enterprise Capital Fund. The balance of this period was used to accelerate the preparation phase of the Token for the Official launch of ICO.

- Actions in the pre-sale period;
- Organization's Structure;
- Investment in Intellectual Capital;
- Digital Marketing Planning;
- Press office;
- Polishing of the organization's projects;

## **Pre-Sale**

Between Sept and Oct was held the disclosure of the date of ICO's opening, project presentation and the benefits of the acquisition of MASS Token.

### **Marketing planning followed a few steps:**

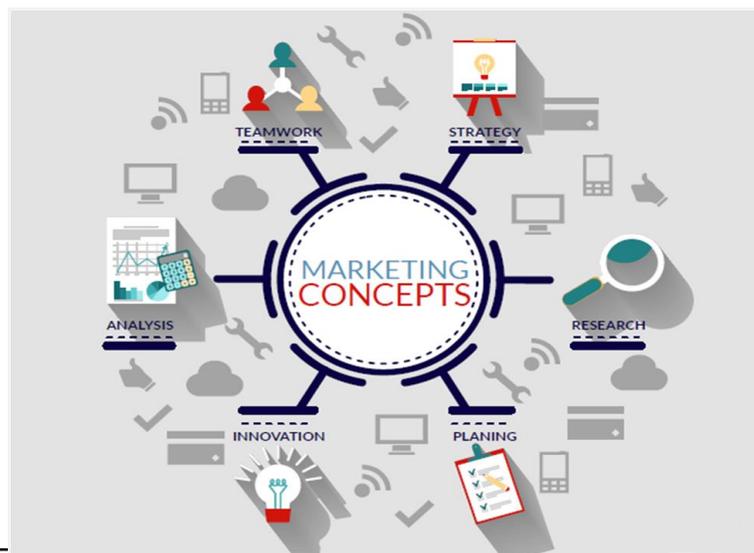
- Environmental Analysis / SWOT;
- Definition of the target audience;
- Market potential;
- Lifestyle and attitudes;
- Buying behaviour;

From massification, segmentation (knowledge of similar groups of customers) has been started, and nowadays one starts to customize, to know the specific habits of the public in this sector.

MASS CRYP Enterprise digital marketing strategies have been determined, and they are integrated actions that will direct the entire organization's position into the market.

### **Some decisive factors have guided our actions.**

- Positioning in the market;
- Goal Setting;
- Strategy formulation;
- Timetable of action;
- Scheduled financial investment planning;
- Measurement of results;



# *ICO STRUCTURE-*

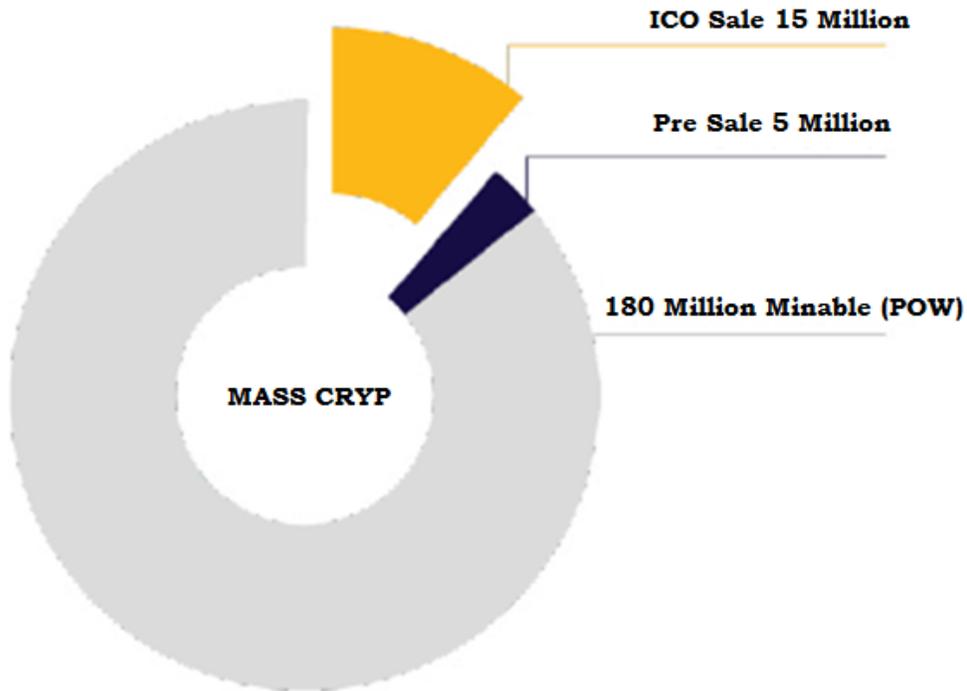
In order to fund procedures of development, legal compliance, marketing, promotion and innovation for its projects, MASS CRYP Enterprise begins its MASS funding campaign which has been defined as a campaign to raise funds in Cryptocurrency from sponsors around the world and being referenced as ICO. Hence, buying the MASS CRYP Coin during the ICO characterizes a purely voluntary action.

## *ISSUANCE AND PLANNED DISTRIBUTION OF MASS*

The total amount of MASS will be a limited number of Two hundred million (200 Million) in total (including those available for sale during ICO period 20 Million). Its issuance will be unique and it will not be possible to create new MASS CRYP Tokens, since they will be configured with these characteristics of POW.

During the ICO the token holders will receive the MASS CRYP immediately and will have their coins frozen in their wallets and will only be able to sell them at the Official Trading

**It is planned that the total offer of MASS be distributed as follows:**



### **Uses of percentage and quantity:**

- 90% (equivalent to 180 million MASS CRYP token) Minable – Proof Of Work (POW);
- 7.5% (equivalent to 15 million MASS CRYP token) available for acquisition at ICO;
- 2.5% (equivalent to 5 million MASS CRYP token) that were sold in the Pre-Sale period;

# PPRICE

The market will determine the value of the coin. The initial price is set to be \$0.10, but the algorithm in the ICO system is going to increase the price every after 1,00,000 token sold. The algorithm, being programmed to increase the coins price continuously and indefinitely will serve as an anti-inflationary measure based on Moore's Law. That means that we're going to discover the market valuation of the token, and at some point, during the sale, the price will stabilize.

***This means that the sooner you buy, the better is the price.***

# PAYMENT

The payment effectuation by a Purchaser shall be deemed to be made on the premise that the Participant accepts all terms and conditions contained in this White Paper and has agreed to purchase the MASS during ICO.

As payment for the purchase of MASS Token during ICO, BTC will be accepted. Thus it is established that no fiduciary currency or any other type of currency will be accepted in the acquisition of MASS CRYP Coin during the mass funding campaign. Each Buyer must enter a balance in their wallet in MASS CRYP in order to be able to make the contribution by purchasing the MASS

Token on the official platform named in the period determined by ICO.

# MASS TOKEN DELIVERY

**M**ASS Token will be sent immediately to its buyers who will have the Tokens in MASS wallets on the MASS CRYPT ICO Platform.

The MASS acquired during ICO will be frozen in the participants' wallets and will be unlocked at the end of the mass funding campaign on the established date for the official opening of the MASS CRYPT Coin Trading.

*Once it is on trading platform MASS CRYPT ENTERPRISE has no control on MASS token or its price as it is based on POW and decentralized crypto currency.*

Participate in purchase of MASS CRYPT token is only after reading and accepting the terms and condition of MASS CRYPT mention on white paper.



# P rofit Sharing-

Holders of the MASS token are entitled to receive one profit sharing; this profit will be paid proportionally to the amount of tokens that the user holds in their wallets on MASS CRYPT ICO Wallet 20% will be the profit sharing on hold. The first distribution of profit sharing will take place on April 1, 2018.

## **Terms & Condition:**

### *Participation-*

Buyer's decision to participate in the campaign and purchase MASS must be made on the basis of his own knowledge about MASS Crypt Coin and the information disclosed in this White Paper.

### *Liquidity-*

MASS negotiations only depend on consensus on their value among relevant market participants. No one is required to redeem or buy any MASS from any holder (including buyers). And no one guarantees the liquidity or market price of MASS CRYPT Coin in any measure, at any time.

### *Price volatility-*

Cryptographic tokens, if traded in public markets, often have extremely volatile prices. Fluctuations in price in short periods of frequency, the price can be determined by Bitcoin, Ether, US Dollar or other fiat and crypto coins. Such fluctuations may result from market forces (including speculation), regulatory changes, technical innovations, availability of Exchanges and other direct factors that represent changes in the supply balance and demand for the acquisition. The risks associated with the MASS's trading price must be taken by MASS CRYPT Coin traders.

# ***F***INAL CONSIDERATIONS

- It is important to be clear that these ICO Terms and Conditions do not fit in an investment request.
- The Company makes its project public, by acknowledging it as positively achievable and is dedicating all its best efforts to ensure that the entire process occurs with absolute transparency and smoothness.
- The Company will provide, during and after the sale period, through its Development Team, general guidelines for use by the user of MASS Tokens.
- On the other hand, MASS CRYP advises interested parties that they have mastery and full understanding of the mechanisms and storage and transmission associated with tokens.
- Therefore, MASS CRYP Enterprise is not responsible for any financial losses resulting from actions taken or omitted by the buyers.

***We are ready to build a solid and enduring path through Blockchain Technology***



<https://www.facebook.com/MASSCOIN2017>

[https://twitter.com/My\\_Crypto\\_Base](https://twitter.com/My_Crypto_Base)