Minter

Perpetual Coin Offering

Perpetual Coin Offering

- ICO has become a universal form of attracting capital to blockchain projects;

- The Minter team has developed a new kind of ICO, which is not limited by the initial offering. We call it Perpetual Coin Offering (PCO);

- PCO will enable the smallest teams and even individuals to launch their coins in a matter of hours. These coins will be better balanced in terms of both risks and potential benefits for all participants;

- The perpetual issuance will be provided by the Minter blockchain;

- The "long tail" of creators will be able to enter the cryptocurrency market. By "creators" we mean bloggers, consultants, designers, and programmers—anyone able to create their own product from scratch with the help of prospective users and clients.

Minter's Main Features

- It is a PoS project built atop the Tendermint's consensus engine, which can be integrated into the Cosmos Network;

- The creation of a new coin will be possible only if it is backed by BIP, our base currency;

- The whole emission of BIP will be mined by validators as a reward for blocks;

- The key feature of Minter is instant and absolute liquidity of any coin, with no limitations due to the volume and search of counterparties.

How the New Coin Is Created

To create a coin on Minter, one would need to:

- Determine the value of Constant Reserve Ratio;

- Specify the volume of the Genesis emission;

- Place the first reserves—in other words, buy back initial emission.

Example

For example, let us create a coin (**NewsCoin**) with the following parameters:

CRR — 40%

Reserves — 100 BIP

Emission — 2500

- **CRR** (Constant Reserve Ratio) reflects the volume of BIP reserves backing a newly issued coin. The higher the coefficient, the greater the reserves and thus the lower the volatility;

- **Reserves** consist of BIP that had been raised and then put into a smart contract;

- The **number of coins** issued during the emission can be set by the creator themselves, thereby determining the price of one unit after the initialization is completed.

Coin Name

NewsCoin

Initial Reserve

100 BIP

CRR (Constant Reserve Ratio), %

40

1   100

Initial Number of Coins

2500 NewsCoin

Wallet of Creator

**Mx703c4b2bd70c16
9f5717101caee5432
99fc946c7**

Launch!

Fairness

Creators pay for their coins.

- In our example, the creator has 2,500 NewsCoin for which they in average paid 100/2,500=0.04 BIP apiece;

- The 40% CRR will cause the price to increase to 0.1 BIP;

- Due to the fact that the reserves will not be full, the price of each new coin will be slightly higher than that of the previously issued one.

1. Initial

0,1

Coin Price, in BIP

0   Supply of NewsCoins   2500
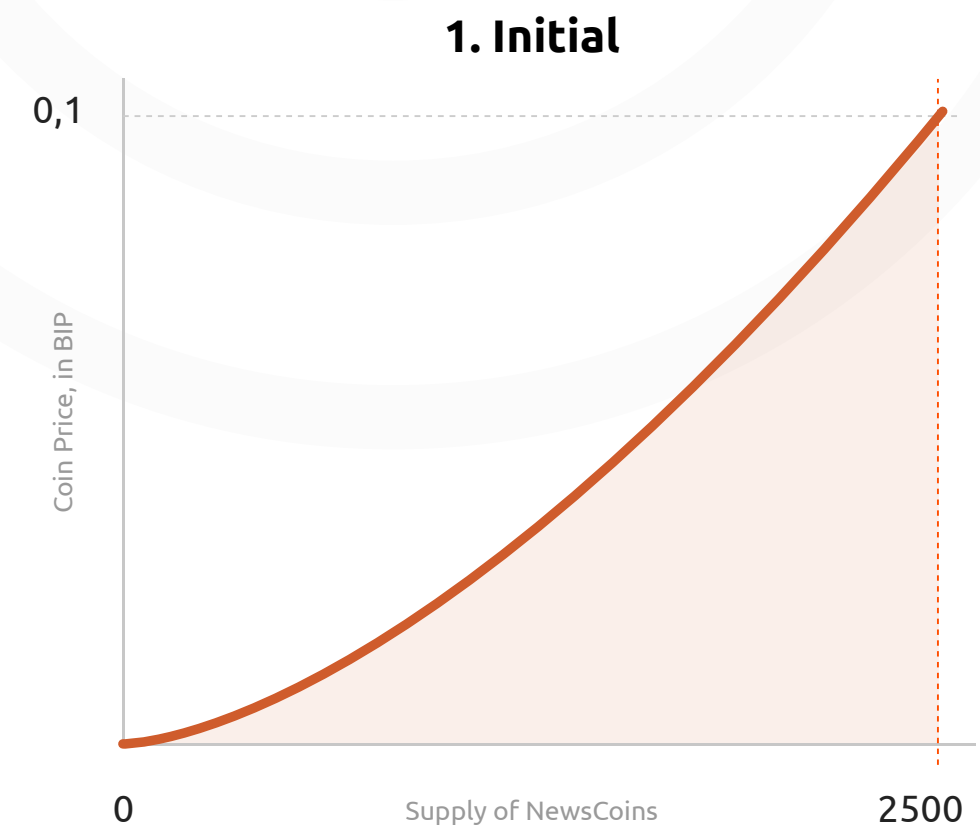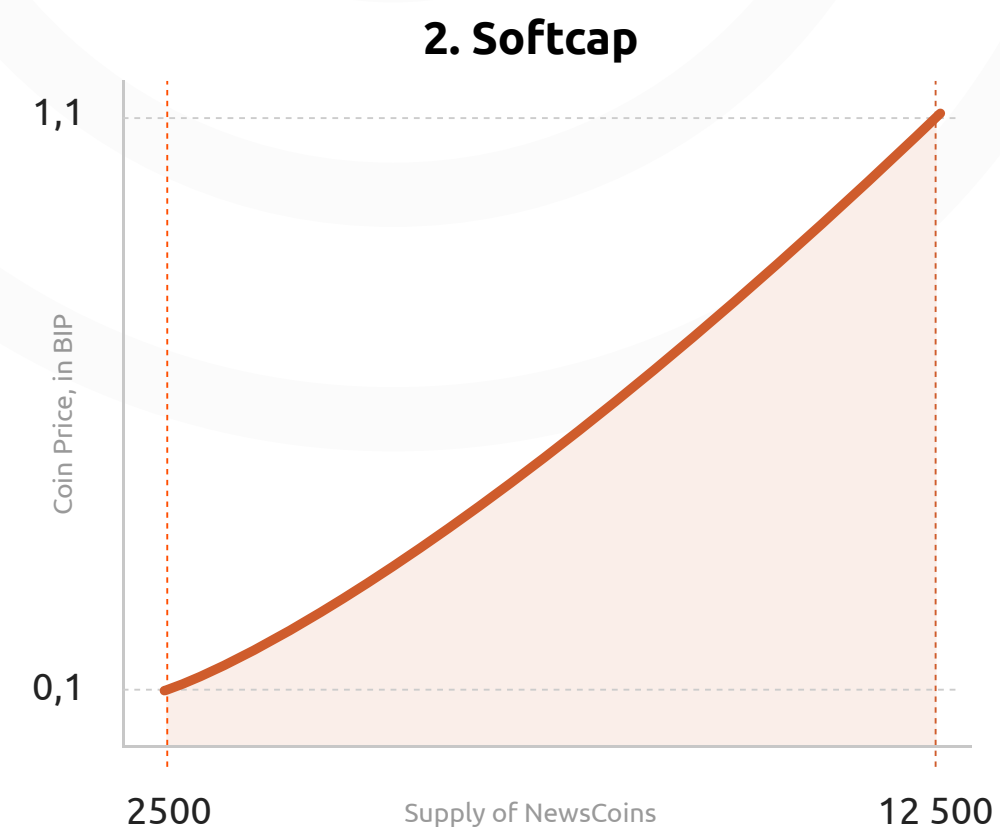
Equality of the Participants

- In our ICO model, where everything is regulated by math and smart contracts, all participants are equal;

- The creator can do whatever they want to with their coins;

- It is their project budget, so it is up to them how to spend funds.

Marketing

Bounty

Support

Salaries

Legal
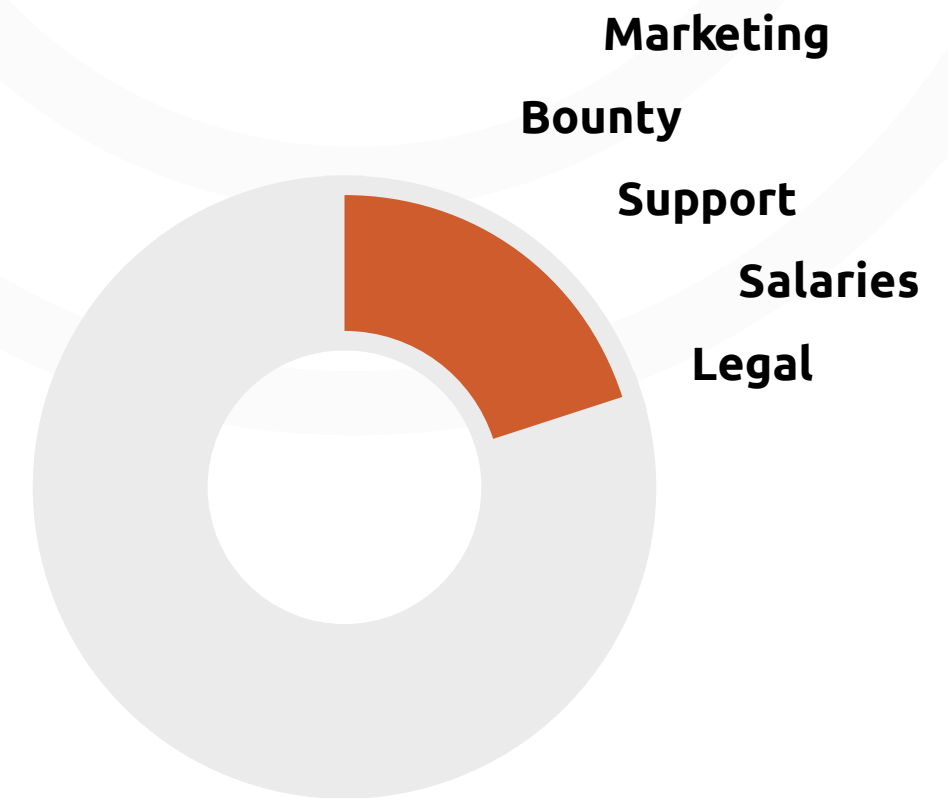
Clarity

- The founder can beforehand project the price of 2,500 NewsCoin in their possession if sold once the soft cap is reached;

- Terms and conditions of the soft cap are specified in the Minter smart contract;

- If the total amount of coins is less than expected, or the fundraising deadline expires, all participants—including the founder—will automatically receive what they invested back.

2. Softcap

Coin Price, in BIP

1,1

0,1

2500   Supply of NewsCoins   12 500

Example

- *For **10,000 NewsCoin**, the participants will pay **5,490.17 BIP** at the average price of **0.55 BIP** apiece;*

- *As the table on the right shows, with each new purchase, the price of the coin will grow slightly;*

- *Once the **12,500** soft cap is reached, the price of 1 coin will equal **1.12 BIP** apiece.*

| VOLUME	PRICE
2500	0,1
5000	0,28
7500	0,52
10 000	0,80
12 500	1,12

Predictability

- Any participant can see what the price of the coin will be at any level of emission;

- The price changes are easily observable. Rises and declines always emerge based on the same formula—someone either replenishes the reserves or empties them;

- This is the predictability that is not offered anywhere else, neither on exchanges with market makers nor directly by private individuals.

- We have everything regulated by formulas.

Example

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- *After reaching the soft cap of **12,500** coins, the sale of **2,500** of them will bring in **2,390.17** BIP;*

- *If the founder sells all of their coins at a time, they will receive only the part of reserves;*

- *After his transaction, there still will be a **10,000**-coin emission left in the system, as well as the reserves at the level of **3,200** coins and the price of 1 NewsCoin equal to **0.8 BIP**.*

3. Burn

Coin Price, in BIP

1,1
0,8
0,1

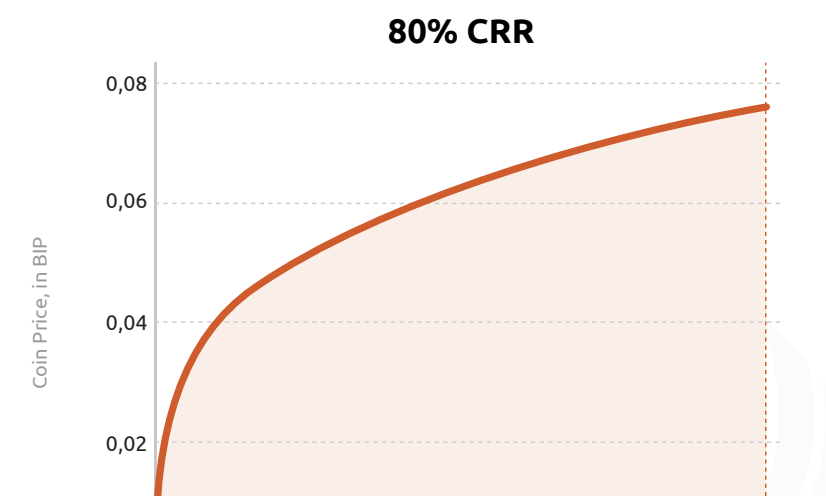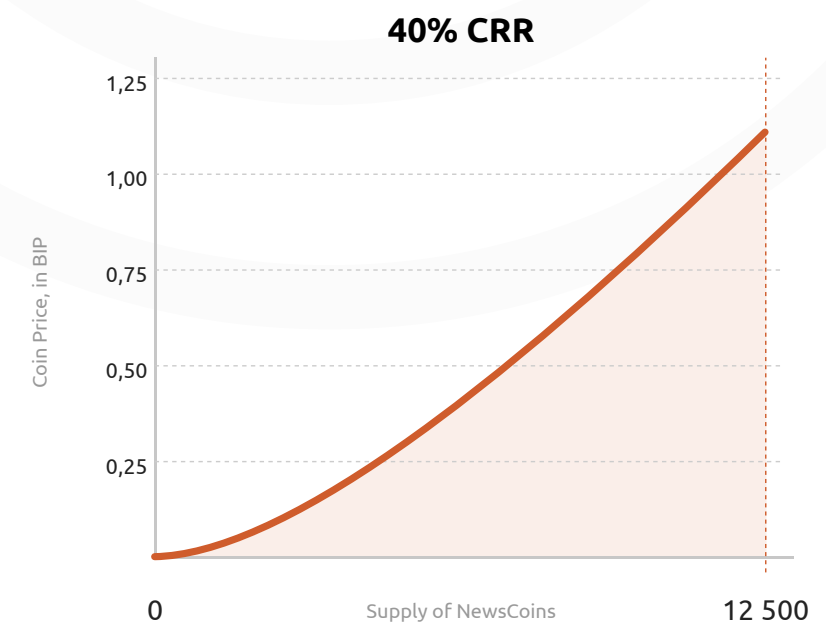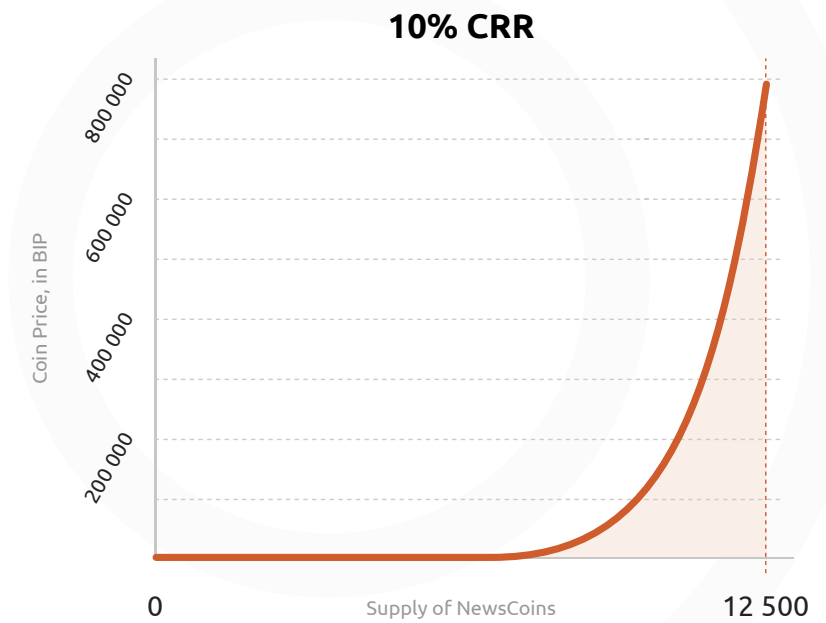2500   Supply of NewsCoins   10 000   12 500
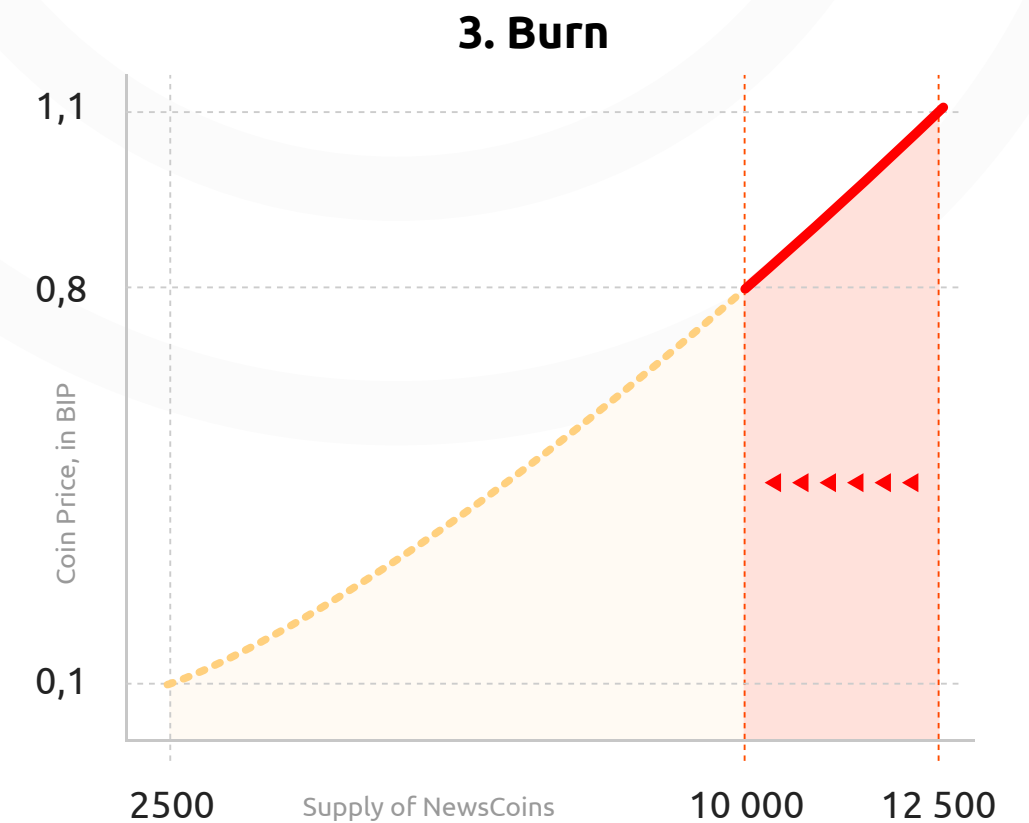
Example

- *If the project takes off and attracts **10,000** more coins, apart from those 10,000 which had already been purchased, the price of 1 coin will increase to **2.7 BIP**, and the value of the founder's stake will be **6,198.07 BIP**;*

- *which is **62 times bigger** than their initial investment*

- *and **2.6x the amount they planned to raise** at the soft cap.*


4. Success
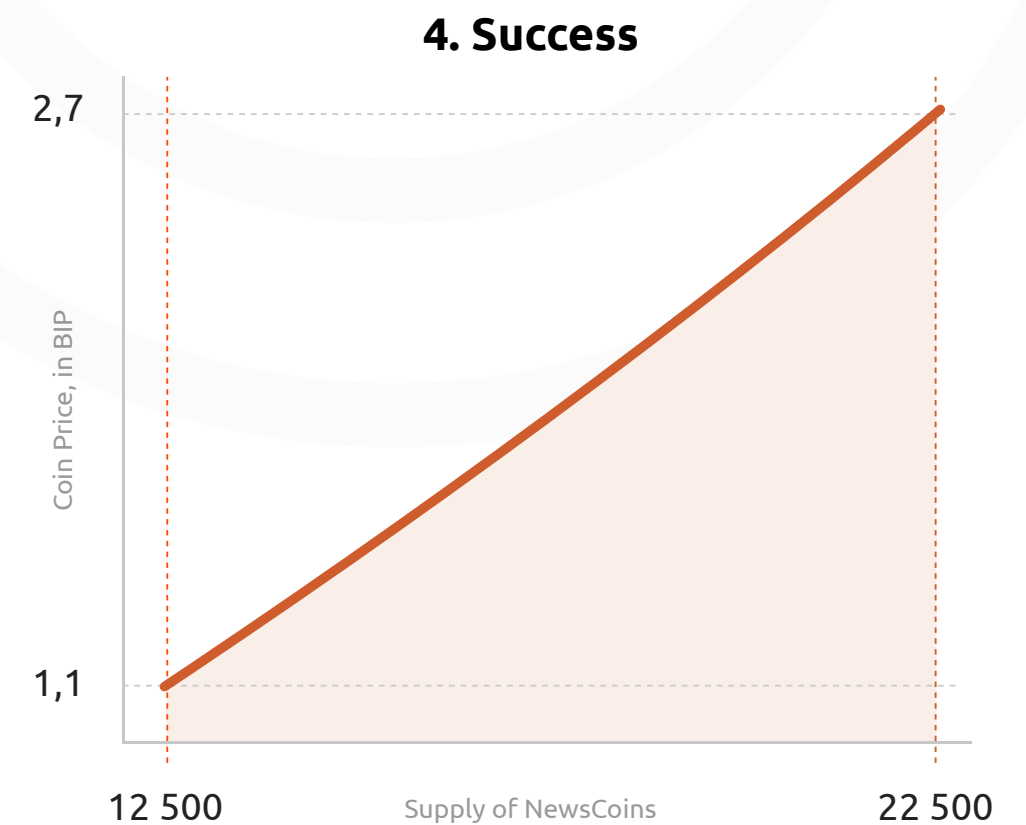
Liquidity

- All issued coins can be instantaneously exchanged for the base currency BIP;

- Liquidity is secured by reserves, the coefficient of which can be set at the level from 1% to 100%;

- CRR is a measurement of the creator's confidence in their project.

10% CRR

Coin Price, in BIP

Supply of NewsCoins

40% CRR

Coin Price, in BIP

Supply of NewsCoins

80% CRR

Coin Price, in BIP

Independence

Coins issued within our system will not need to be listed on the exchanges, even on the decentralized ones. Through BIP, they will be able to be paired with almost the whole cryptocurrency market.
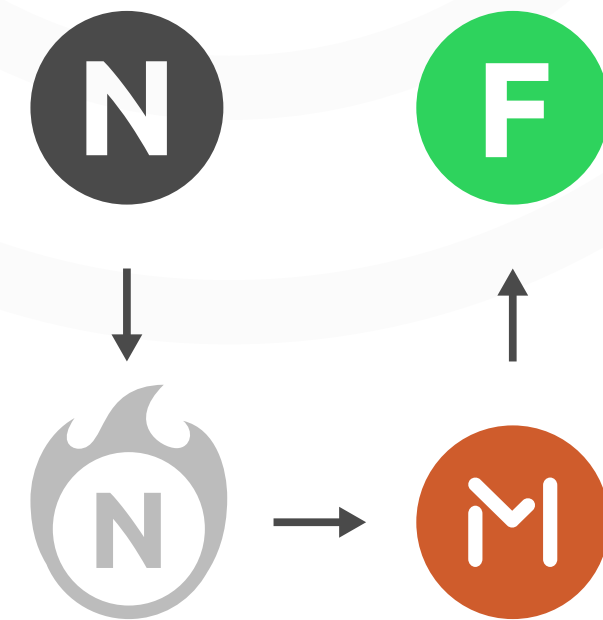
No Limits

- Minter will be able to fully allow for the freedom of participation for everyone;

- If a large investor wants to buy dozens of coins, they will be able to do so in one transaction;

- If a founder wants to sell their coins, they will not have to ask for anyone's permit or use the escrow wallets;

- A user wants to become an early adopter by purchasing a few coins, even a small fraction of a coin? They are welcome.

Perpetuity

- The main idea behind Perpetual Coin Offering is that as long as there is demand, the emission should last;

- The circulating supply will be determined by the elasticity of demand.
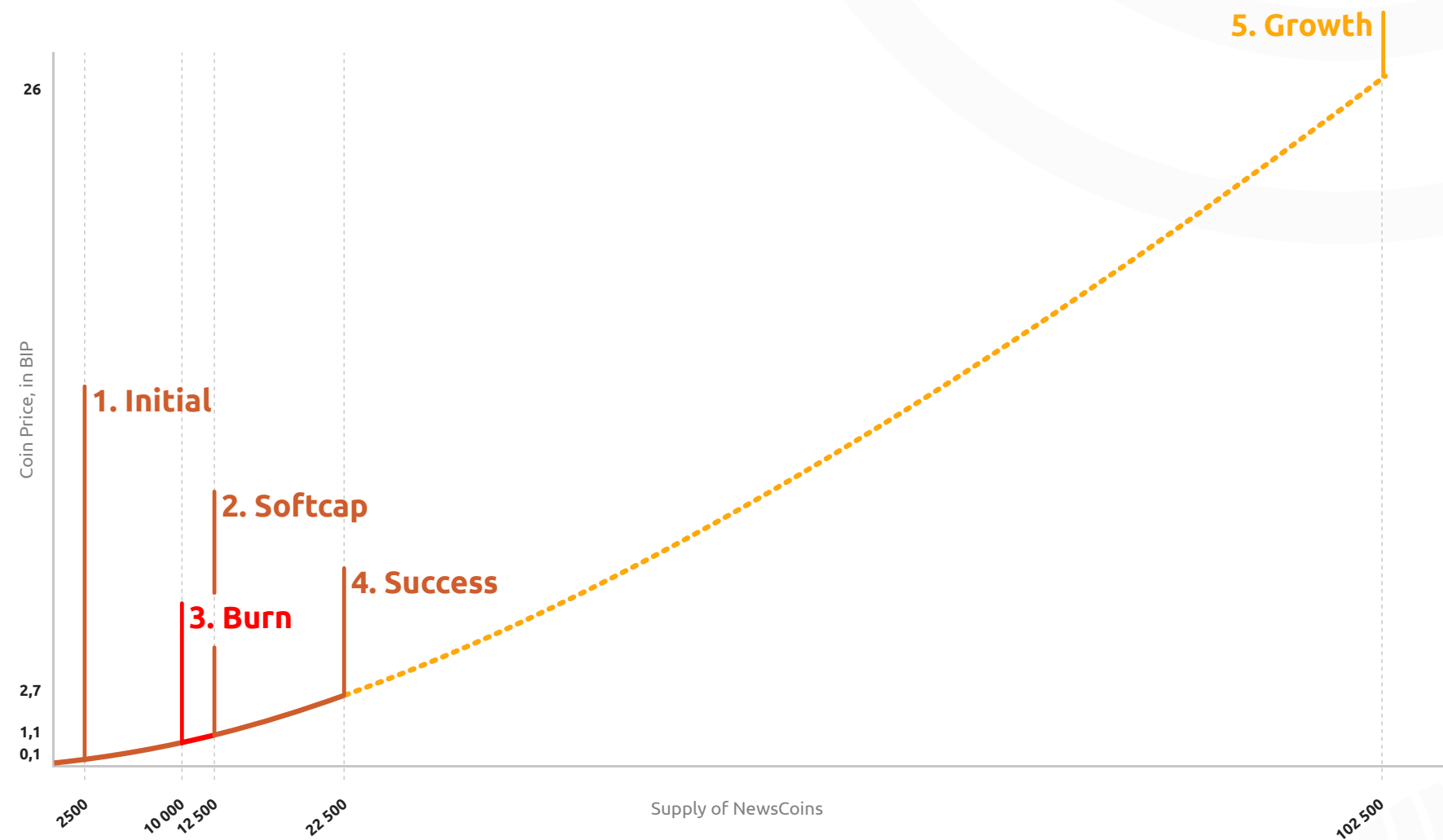
Minter

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PCO
Use Cases

YouTube-channels

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Imagine a new model of monetization for a video blogger when they can realize a lot of interactive activities paid for with their own coins on a blockchain. First of all, it is voting for what the next video will be about. It is no more just a simple poll but concrete funding when the users' preferences are backed by their money. Another interesting implementation is the mechanisms implemented by Patreon a long ago when users who pay money receive a link to the video a few days earlier than the others. Want to go shopping to buy blogger's merch and pay with their coin? Not a problem. There is no more need to adapt to different payment systems across the world.

Popular News Websites

For a long time, the websites have been seeking a new form of making money, which would balance between the growth of traffic and revenues. It is known that users are not easily convertible to the paid subscription and it is also difficult to convert them through paywall systems. Minter will enable any website to implement a completely different model when by watching ads and generating traffic for free pages, a user will be able to stack coins and later use them to get access to paid content. It will all happen automatically; people will not need to put any of their efforts. If their balance is less than the required amount, it is always possible to suggest topping it up or completing some tasks, such as sharing the article with friends to earn money on their visits. The greater effect will be reached if the websites unite into a single big network.

Mobile Games

The Freemium model has become commonplace. Thanks to it and modern distribution technologies, hundreds of millions of players really enjoy even the free versions of the games and start paying if the game is to their liking. Along with that come the incentive to become the first owner of coins of a potential hit, which will later be played by millions, and the opportunity to earn not just game points but real liquid capital from inviting friends. It is especially beneficial to implement the coins on a blockchain for a publisher of a series of games, as they can transfer the audience from one game to another, keeping their balances and providing new incentives.

Shopping Centers

Shops, cafes, and entertainment venues, which are located on the same site, can help stimulate purchases from each other. It is much more interesting to give not just discount on goods, but specific coins that a person can spend in a nearby cafe. Security and fault tolerance of blockchain allows all participants to safely deposit and withdraw coins, being confident that no one will receive extra money. At the same time, the transaction fee will always be close to the market's minimum—a couple of cents, not percent, as it is usually the case with cards and banks.

Fan Clubs

Perhaps one of the most interesting forms of the coin issuance is related to people's love and passion for an artist, project, or topic. The coin can become both a means of support—i.e., donations—and the form of voting or obtaining membership in the club. It can be used to access creations, both electronic and real. The most important thing is that this would be the first time that communication would be built directly, without intermediaries and restrictions. And the more popular the topic, the more participants in it. Imagine if Michael Jackson or U2 had had their coins for all these years? Or a soccer player—for instance, Messi? Artists and photographers, scientists and architects, writers and musicians —from now on, they all will be able to not only communicate directly with their fans but also build long-term economic relations, not limited by anyone or anything . . .