cryptMi

CYMi Token

crytpMi White Paper

Jan 2023

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Executive Summary

Miles.blue is a white-label solution that blends all digital assets to pay for everyday essentials, NFTs and purchases in the Web3, by making dynamic and instant swaps between the user's loyalty rewards, crypto and local currencies. Miles.blue includes the CYMI Token into its platform offering interoperability between loyalty programs, marketplaces, merchants, and the crypto liquidity market. It's like having one single source of power for all the user's digital assets.

We have adopted a strategy that includes a white-label loyalty program (miles.blue), a SuperApp (CryptMi) and a utility token (CYMI) that brings benefits like never before: mix rewards, fiat currency and crypto assets to spend online, in store or in the Web3

What is CYMI? A token like no other:
CYMI is the native token running on the Ethereum blockchain, that enables users to connect all rewards points and loyalty programs available in the global marketplace. Leveraging our partnerships with Visa and Coinbase, CYMI offers interoperability between loyalty programs, fiat currencies, and the crypto market to users worldwide.

CYMi token is an asset-backed token that allows customers to purchase within the platform, get access to 100+ million merchants and transfer digital assets from sources like cryptocurrencies, fiat money and metaverse products.

With CYMI you can pay for everyday essentials at 100M merchant around the world, NFTs and purchases in the Web3 economy, by making dynamic and instant swaps between rewards, crypto and local currencies using Visa Token Services and Visa Direct rail

Introduction

Miles.blue and CYMI Miles.blue is a white-label solution that blends all digital assets to pay for everyday essentials, NFTs and purchases in the Web3, by making dynamic and instant swaps between the user's loyalty rewards, crypto and local currencies. Miles.blue includes the CYMI Token into its platform offering interoperability between loyalty programs, marketplaces, merchants, and the crypto liquidity market. It's like having one single source of power for all the user's digital assets.

Miles.blue's team of experts has proved an enormous success track in the ideation and implementation of loyalty programs, mostly in partnership with Visa, Cybersource, Expedia, Amazon, and other top-of-mind market players. Miles.blue has adopted a strategy for token stability that allowed it to grow as the crypto solutions market matured while reducing price volatility. Miles.blue has enabled legacy loyalty programs through new technologies, new client opportunities and an enriched marketplace.

What is CYMI? In order to connect loyalty programs, crypto, local currencies and the Web3, Miles.blue created a token called CYMI. The CYMI token is a native token running on the Ethereum blockchain that enables users to connect any rewards, points, and loyalty programs in the global marketplace. Through its partnership with Visa, CYMI offers interoperability between loyalty programs, fiat currencies and the crypto market to users like you across the world. Thanks to CYMI, users can pay for everyday essentials at 100M merchant around the world, NFTs and purchases in the Web3 economy, by making dynamic and instant swaps between rewards, crypto and local currencies.

Loyalty
Programs

Customer loyalty and engagement programs are marketing tools in finance that can increase positioning, branding and revenue to companies. It is a strategic solution that can set any company apart from the rest. Loyalty rewards programs represent strategic investments for all types of organizations and, sometimes, they are a key part of their identity.

Loyalty programs are experiencing an increase in adoption rates due to a new wave of digital transformation. Considering the value of the loyalty and rewards industry, it's crucial to understand the paths that companies are building to reach a relevant and successful concept for the market. Not all loyalty programs are the same, and even if trends are developed, value added, and customized propositions help to build the entire ecosystem. The possibility of including blockchain to reward programs adds an additional layer to the

mix, boosting markets, reducing barriers of entry to customers and providing liquidity to digital assets.

Beroe Advance Procurement estimates that the rewards market is growing at an annual rate of 4%, reaching around $190 billion in 2022. On those estimates, the Asia-Pacific and parts of Latin America regions are expected to be the future growth driving markets for loyalty program services.

32% of the US population, about 80 million people, are interested in a solution involving crypto assets. Additionally, the interest in the Metaverse and web3 technologies have experienced an exponential growth that can expand the boundaries of loyalty solutions across the board. Overall, our studies suggest that a solution like cryptMi, provides a value proposition that seems to be responding to consumers because
a) it addresses significant pain points experienced by consumers when redeeming rewards (e.g., via real time redemption), and
b) offers impactful features that perform above the market benchmark of top performing benefits (e.g., redeem rewards for crypto) and c) because the blockchain loyalty features provide an ultimate experience in terms of access to new services that includes, the metaverse, web3, NFTs, gaming, etc.

As mentioned before, a sizable market of 80 million consumers indicates interest in supper Apps like cryptMi. In terms of market segmentation, our data found that there was an interest in solutions like cryptMi across multiple segment (not related) groups. For example, 46% of Millennials were interested, 39% of Mass Affluent customers are willing to use the Super Apps, 40% of cardholders are willing to use the solution, and 59% of Crypto/blockchain Owners will invest in it.

We also found that 15% of consumers are dissatisfied with the lack of information provided by existing apps and propose a solution that assists them in the process. Thus, a successful go-to-market strategy should include marketing tools that effectively educate consumers on the right offering and crypto capabilities (e.g., ease and immediacy of programs like rewards programs[1] , redemption processes and crypto tax implications).

As our numbers indicate, if implemented properly, cryptMi will be well positioned to cater to the 28% of consumers who want digital access for different purposes, from storing value to using them to convert into products or services.
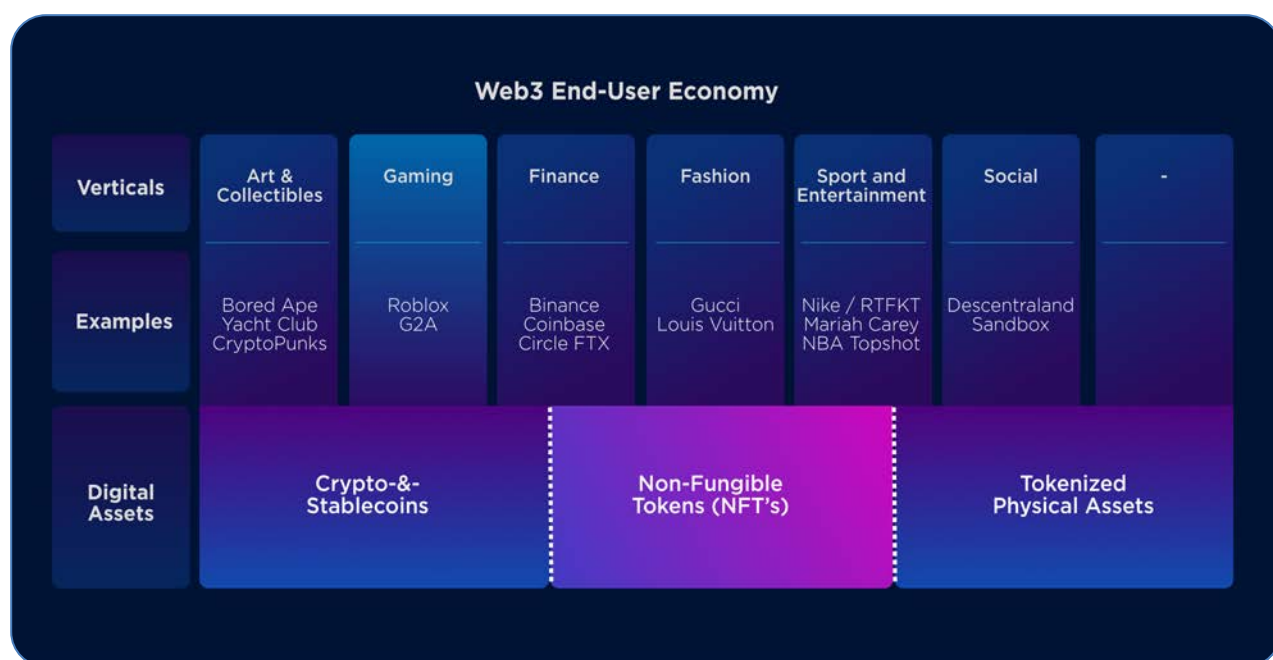
Loyalty programs and the Web3

In today's world, loyalty is about more than recurring purchases. What is happening now is that customers are buying digital tools, digital assets, rewards, and in some cases virtual products. This is where the Web3 comes to play. Virtual assets like Non-Fungible Tokens

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[1] cryptMi

(NFTs) are not only a subject for early adoption but also a defining trend in the new loyalty customer journey.

That is why digital payments in cryptocurrencies represents a new opportunity to use rewards in additional ways that users didn't experience before. Customers feel tied up with reward programs that in many cases are difficult to expend or liquidate. By combining technology platforms and crypto markets, customers increase their chances as they feel free to spend their rewards on the things that they need to purchase or invest in, including purchases, digital assets and Web3 related.

Web3 End-User Economy

Verticals	Art & Collectibles	Gaming	Finance	Fashion	Sport and Entertainment	Social	-
Examples	Bored Ape Yacht Club CryptoPunks	Roblox G2A	Binance Coinbase Circle FTX	Gucci Louis Vuitton	Nike / RTFKT Mariah Carey NBA Topshot	Descentraland Sandbox	
Digital Assets	Crypto-&-Stablecoins		Non-Fungible Tokens (NFT's)			Tokenized Physical Assets	

Leverage of
Partnerships

The team behind this project has developed strong business partnerships in different fronts. First, for payment platforms, the integration of cryptMi SuperApp with most platforms brings simplified access to the marketplace. Second, the team has developed a customer-centric experience that is very attractive to most users.
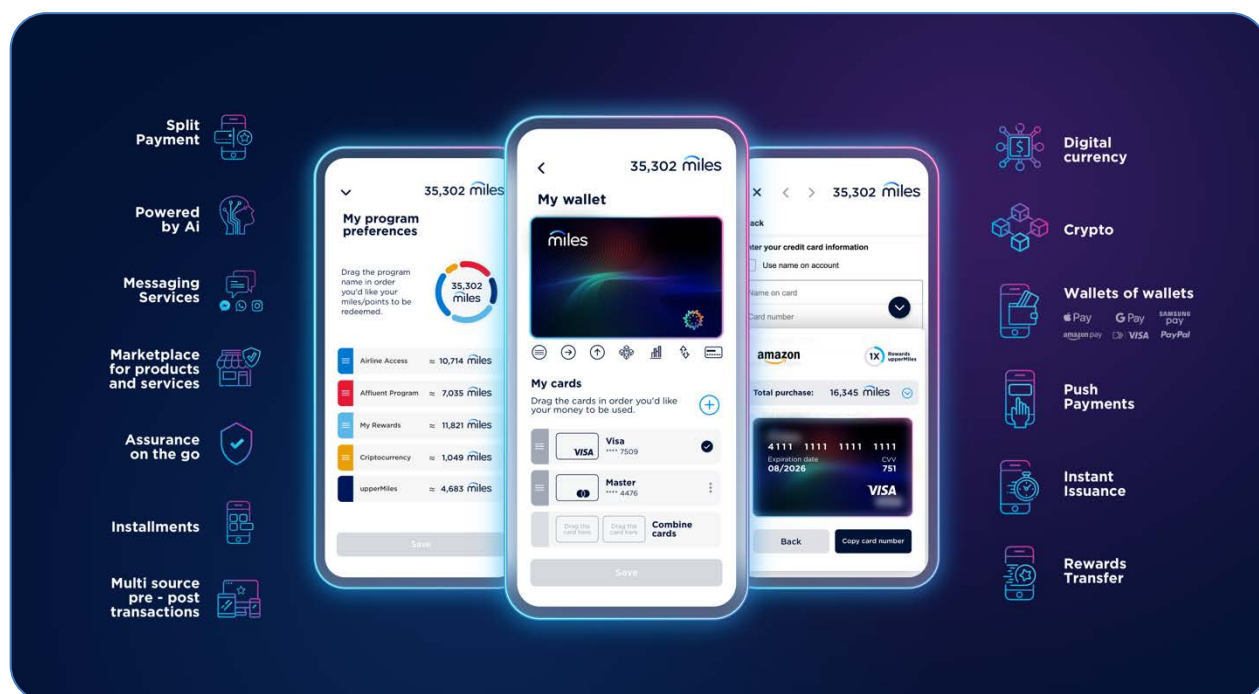
Thirdly, with the partnerships of major players in FinTech, like VISA and Coinbase, we are creating the right ecosystem to bring millions of users into the cryptMi SuperApp.

Visa is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions, and government entities across more than 200 countries and territories. Visa connects the world through the most innovative, convenient, reliable and secure payments network, enabling individuals, businesses and economies to thrive.

coinbase

Coinbase is building the crypto economy – a more fair, accessible, efficient, and transparent financial system enabled by crypto.

Started in 2012 with the radical idea that anyone, anywhere, should be able to easily and securely send and receive Bitcoin. Today, the company offers a trusted and easy-to-use platform for accessing the broader crypto economy.

novae

novae leverage disruptive technologies to provide superior user experiences grounded on Behavioral Economics, Conversational Banking, Payments Capabilities, Omnirole Solutions and The Loyalty Effect. Leveraging business outcomes via disruptive loyalty solutions to enhance user engagement and loyalty through white-label, brand-agnostic platform as a service with
built-in rewards and embedded finance

Market
Overview

VISA estimates that 15% of U.S. consumers have experienced difficulties and dissatisfaction redeeming rewards in their redemption programs[2]. For the team, this means that there are sufficient elements to open the connection between loyalty rewards, crypto assets, and the new digital trends. Thus, CYMI becomes an enabler of liquidity, as it can be used to purchase anything, anywhere at any time in real world and the digital world, even in the Web3. In the end, CYMI gives them control of their rewards.

Addressable U.S. Market

Number of Individuals (000)

~**32%** of U.S. consumers indicate interest in the MilesBlue value proposition, putting the addresable market for novae at nearly 80 M U.S. consumers

Adult population (+18) — 255,200

Credit Cardholders — 201,608
Credit Card Ownership
79% of U.S. consumers own at least 1 credit card[1]

Points / Miles Cardholders — 106,852
Travel/Points Card Ownership
42% of U.S. consumers own a Poinst/Miles credit card[1]

Interested in novae MilesBlue — 80,462
novae Opportunity
32% of U.S. consumers are interested in novae MilesBlue App[2]

Difficulties with Rewards Redemption — 37,685
Rewards Redemption Difficulties
15% of U.S. consumers have experienced difficulties and dissatisfaction redeeming their rewards in the p12m[2]

Sources
1. Pi360 by The Futurist Group, 2021 & Q1 2022
2. novae Opportunity Research march 2022 - Bureau of Labor Statistics

Source: novae Opportunity Research March 2022

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[2] **novae Opportunity Research March 2022**

A 2021 report by Gartner estimates that by 2024, 20% of enterprise organizations will use digital currencies for payments, stored value or collateral This prediction has important implications for e-commerce as the new economy is gaining traction globally. At the same time, the crypto ecosystem has been raised as an alternative to the financial system to bring liquidity to the market and opening new solutions that includes web3 and blockchain applications.

A Loyalty and Rewards 2022 Study[3] found that 72% of American consumers who purchased crypto assets at least one time in the past six months are likely to redeem loyalty miles to acquire more. Also, this study shows that 51% of crypto/blockchain buyers are interested in crypto-rewards programs.
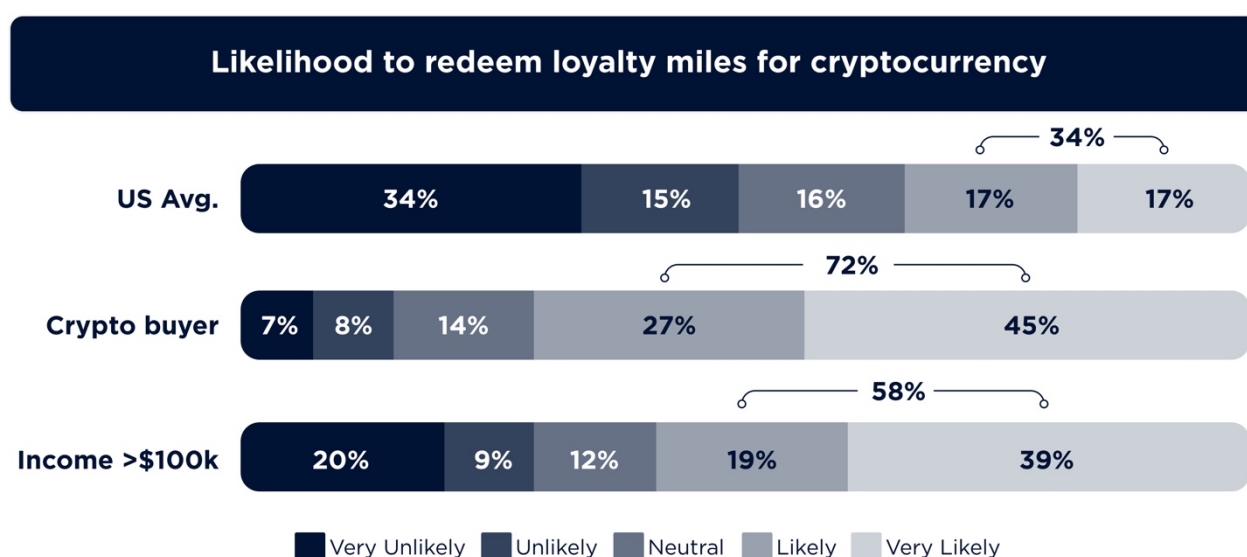
In Forbes studies[4] 44% of consumers mentioned that they are interested in receiving loyalty rewards in the form of cryptocurrencies as an alternative to traditional retailers' rewards programs. Big brand names are starting to bring their offering into web3 and this trend includes rewarding consumers with loyalty miles and blockchain-based digital assets. We can expect that in no time this will become the norm.

[3] Bakkt Loyalty and Rewards 2022 Outlook Study
https://www.businesswire.com/news/home/20220216005546/en/Bakkt-Study-Examines-Loyalty-Rewards-Preferences-of-Digital-Assets-Among-U.S.-Consumers
[4] FORBES, (2021). https://www.forbes.com/sites/bryanpearson/2021/05/24/retailers-are-accepting-crypto-should-loyalty-programs-be-next/?sh=164d7e441368

Value
Proposition

Traditional loyalty programs have been facing challenges from customers, such as the need to register and create accounts, geographical limitations, rules, and limited rewards choices[5]. Blockchain technology can address these challenges, allowing customers to accumulate rewards and move them freely as they move. Accumulated assets can be redeemed from all the partner companies included in miles.blue ecosystem marketplace as well as other assets.

According to Tuck School of Business at Dartmouth[6], crypto and miles "reward programs incentivize customers to complete more purchases if there's a reward in place. In consequence, companies can increase loyalty, reduce Customer Acquisition Cost and increase sales". By offering digital currencies as rewards, retailers and banks in general are leveraging their rewards programs using purchase power and bringing shoppers back to their own stores.

Blockchain, the underlying technology behind cryptocurrencies and many more digital assets, is being used in rewards programs as well. For example, track and distribute rewards, coupons, or other loyalty program benefits. Additionally, blockchain technology can be used to verify customer identities and prevent fraud. Crypto assets is becoming the most desirable digital reward, as it is liquid and global[7]. On the other hand, in terms of technology, blockchain brings an extra layer of security, transparency and liquidity that it didn't have before.

In our perspective, cryptMi offers new opportunities to its customers. First one from a liquidity standpoint, with liquidity being one of the main limitations when it comes to loyalty programs market access. The other opportunity is the access to new services. In internal studies, there are some features of cryptMi SuperApp that customers are looking for, like, Instant Redemption; Buy now and pay later; and Instant Payout for Travel Protection Benefits. Unsurprisingly, for those who want to buy crypto assets, the ability to exchange rewards is the most important benefit.

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[5] https://www.reloadly.com/blog/crypto-rewards-program/
[6] https://www.ideasforleaders.com/ideas/frequency-reward-vs-customer-loyalty-programs
[7] https://www.reloadly.com/blog/api-for-cryptocurrency/

Our users benefit from cryptMi offering design and unique features, portrayed in the following graph.
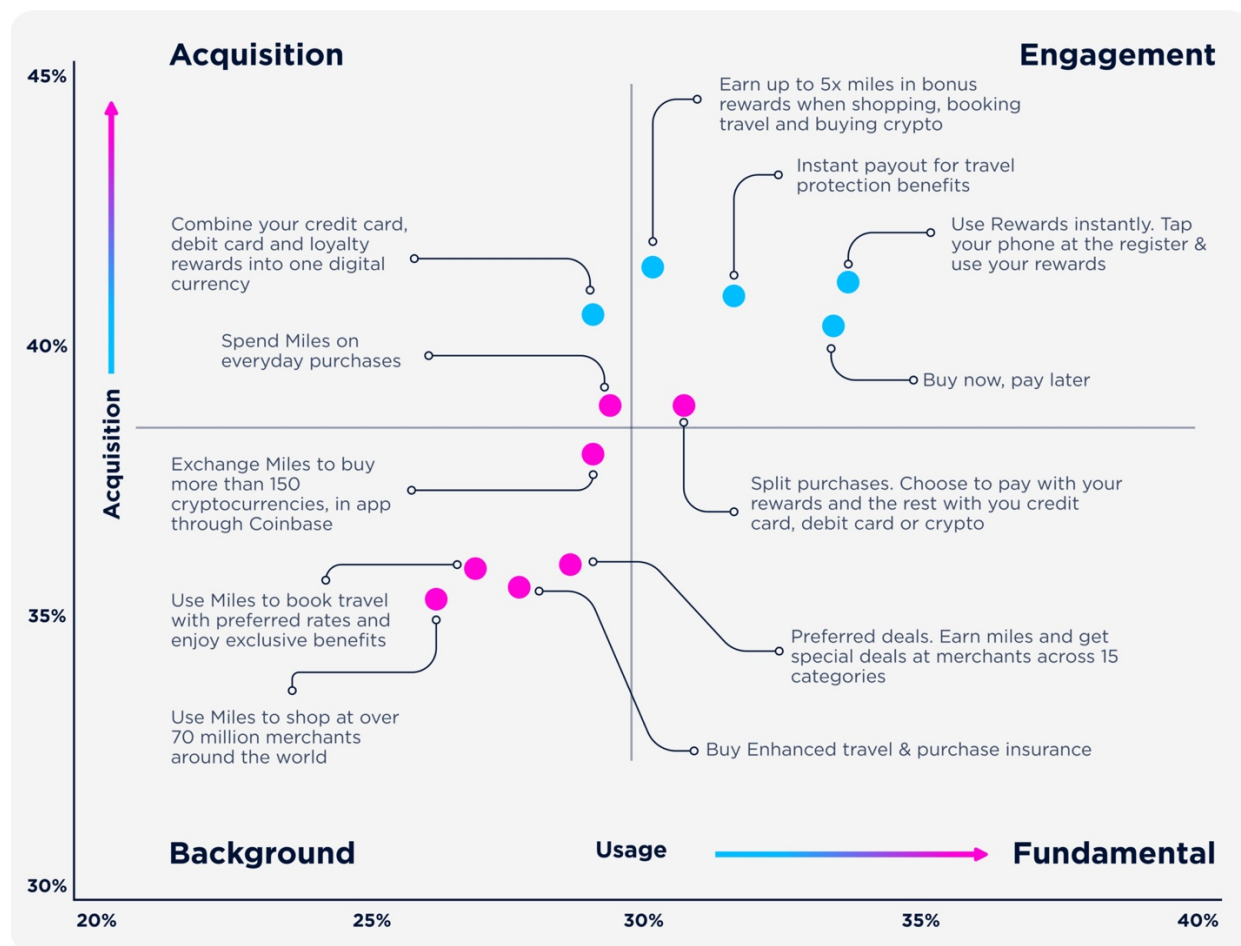
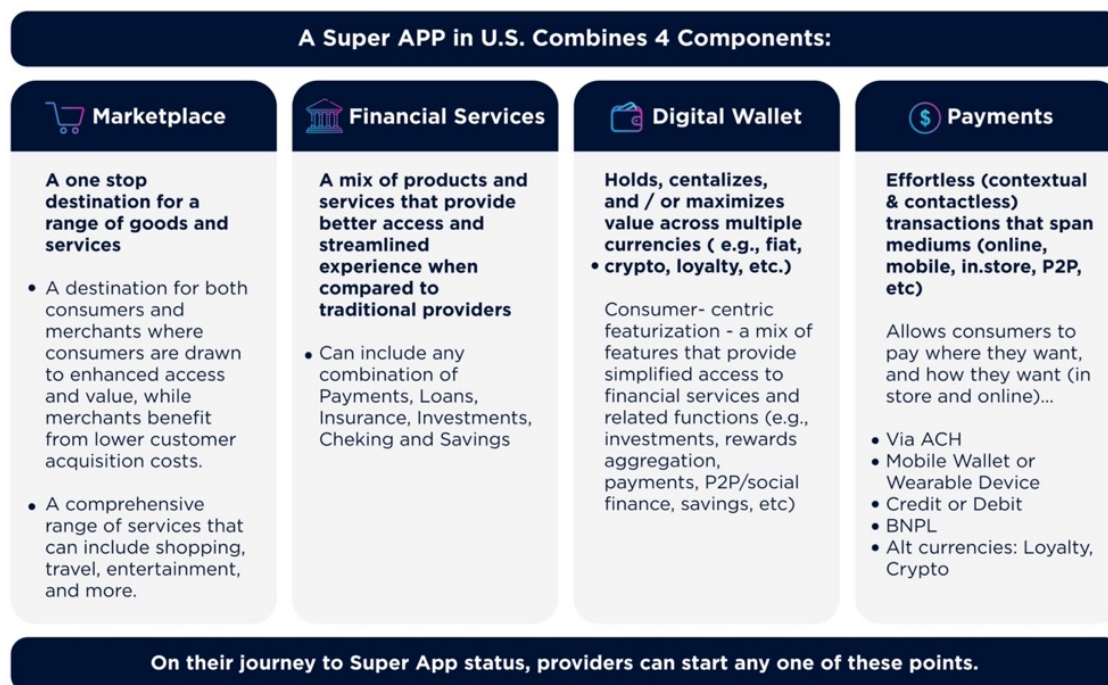Source: novae Opportunity Research March 2022

Our Experience in loyalty programs

It is relevant to mention that miles.blue has a strong experience in the industry, and teaches us the importance of educating our customers in our solutions and providing them with ready-to-use-Applications is a key element for growth.

The access that provides crypto to reward programs to new economies represent a huge opportunity. Web3 and digital platforms that include virtual reality are opening spaces for markets that include NFTs and other new tendencies. The combination of blockchain technology with Artificial Intelligence, Big Data and e-commerce is bringing

a new perspective to rewards programs that will be immersed in the growing market. cryptMi becomes an opportunity for its customers offering new services.

Part of the differentiator of cryptMi is its customer centric mentality and experience. VISA found that SuperApps should include the following:

A Super APP in U.S. Combines 4 Components:

🛒 Marketplace	🏛 Financial Services	👛 Digital Wallet	💲 Payments
A one stop destination for a range of goods and services	**A mix of products and services that provide better access and streamlined experience when compared to traditional providers**	**Holds, centalizes, and / or maximizes value across multiple currencies (e.g., fiat, crypto, loyalty, etc.)**	**Effortless (contextual & contactless) transactions that span mediums (online, mobile, in.store, P2P, etc)**
• A destination for both consumers and merchants where consumers are drawn to enhanced access and value, while merchants benefit from lower customer acquisition costs.	• Can include any combination of Payments, Loans, Insurance, Investments, Cheking and Savings	Consumer- centric featurization - a mix of features that provide simplified access to financial services and related functions (e.g., investments, rewards aggregation, payments, P2P/social finance, savings, etc)	Allows consumers to pay where they want, and how they want (in store and online)...
• A comprehensive range of services that can include shopping, travel, entertainment, and more.			• Via ACH • Mobile Wallet or Wearable Device • Credit or Debit • BNPL • Alt currencies: Loyalty, Crypto

On their journey to Super App status, providers can start any one of these points.

We are encouraged, with our super app, to provide solutions that respond to those challenges and needs with a unique value proposition:

✓ Technical Value Proposition and Differentiator

Experience managing reward programs	Experience integrating marketplaces and merchants	Experience enabling liquidity with a digital asset	Experience with own and white label solutions
✓	✓	✓	✓

What is
CYMi?

In order to become the enabler, or the center point of exchange between loyalty programs, crypto, the Web3 and traditional banking, miles.blue created a token called CYMi. This token becomes the means of exchange that connects everything in one stop shop, so users feel all their transactions between different assets can be done in a simple way and in one platform.

CYMi has been designed as a Token Asset Class, which means it is fully backed by real assets and has been stored in accounts that represent liquidity and serves as a means of payment. This designation helps in portraying the stability of the entire ecosystem.

Token Asset Classes

Currency Payments	Platform Governance	Financial Dematerialised	Physical Abstraction	Digital Native
CBCD wholesale				
Stable coin reserve backed	Marketplace voting			
Stable coin algorithmic	Interoperate DOT	Tokenised Illiquid Bonds	Collectibles NFT	Collectibles NFT
Crypto BTC	Ledger ETH	Tokenised Illiquid Equity	Commodities Tokenised	Data Set NFT

CYMi is embedded in Miles.blue

Miles.blue is a rewards program that we are integrating with a blockchain network. This architecture allows for the integration of existing technologies in the Fintech space with new technologies that are revolutionizing the market with new capabilities, like access to the Web3.

CYMi has currently the characteristics of an ERC-20 token. In order to achieve more efficiency and permit lower transaction fees, the team has proposed a Token Swap to another blockchain network and is planning this step at some point in the development. In summary, a distributed ledger like blockchain becomes the underlying technology that works below all transactions and in this case, all reward points to be used by customers.

Token Swap Flow
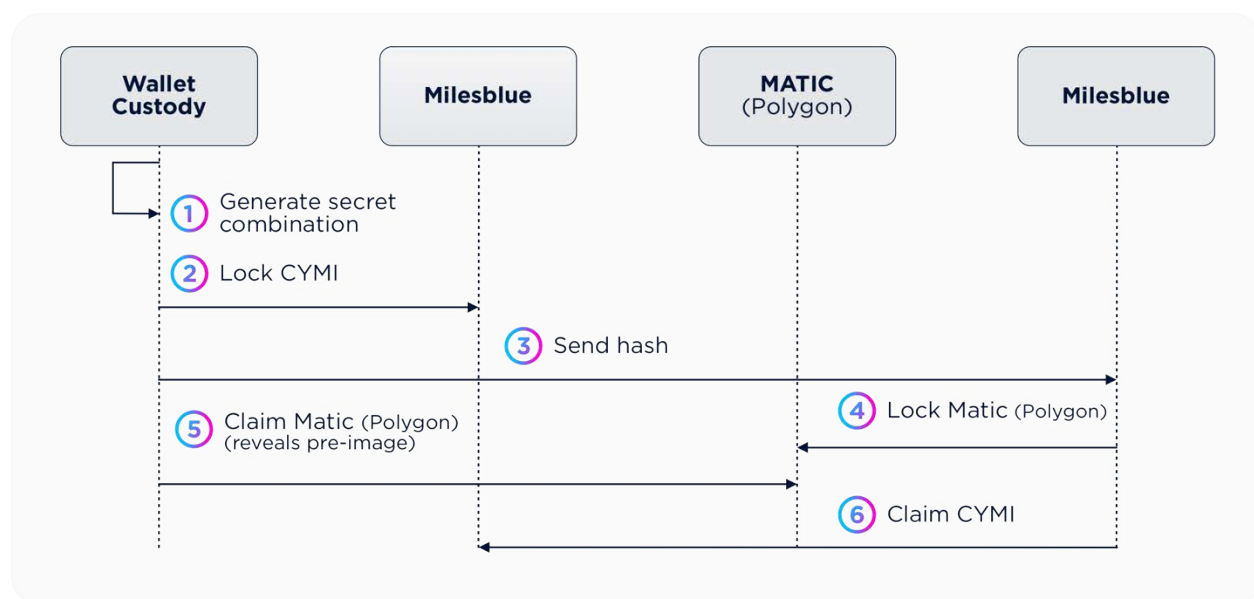
Transaction costs per platform

	Polygon	Binance Smart Chain	xDai	Aurora	Skale	Ronin
Notable projects	Sushiswap, yolmex finance, 1inch Network, Aave, Curve, Cescentraland, 0x	PancakeSwap, Venus, PancakeBunny, Belt Finance, MDEX, Ellipses Finance	Sushiswap, Foundation, Perpetual Protocols	NA	Minds, Human Protocol, BrainTrust, CryptoCrusades	Axie Infinity
Community	Twitter: 418K Telegram. 54K Discord: 16K Reddit: 38K	Twitter: 763.7K Telegram. 237K Discord: 164K Reddit: 524K	Twitter: 20K Telegram. 14K Discord: 4.6K Reddit: 478	Twitter: 32K Telegram. 9.3K Discord: NA Reddit: NA	Twitter: 26K Telegram. 8K Discord: 253 Reddit: 2K	NA
TVL (USD)	5.78	44.38	133.7M	-	1.5B	-
Wallet address	6.6 M	82.28 M	1.8 M	102K	-	10.0K
#Blocks	15.8 M	8.68 M	16.6 M	846k	-	4.1 M
#Transactions	350.5 M	706.60 M	33.3 M	218k	-	4.2 M
Consensus	Proof of Stake (Pos)	Proof of Stake (Pos)	Delegated Proof of Stake (DPos)	Delegated Proof of Stake (DPos)	Proof of Stake (Pos)	-
Bridge	Plasma Bridge PoS Bridge	ETH to BSC Bridge Binance Bridge	(ETH-to-xDai) Bridge AMB bridge for projects	Aurora Bridge	SKALE IMA Bridge Other POS-to-ETH Bridge	Mainchain Gateway Manager
Block time	2 seconds, 7000 TPS reported	˜3 Seconds, %7.8 TPS	5 seconds, 90 TPS	2 seconds, thousands of TPS	˜1 second, 20,000 TPS	˜3 seconds
Fees	< $0.0001 per transaction	$0.15 per transaction	500 tx for < $.01	< $0.01 per transaction	$0.20 per transaction	-

Business
Model

Miles.blue is enabling legacy loyalty programs with new technologies, opening opportunities to its clients with its very efficient and enriched marketplace; and now with its relation with the blockchain space is becoming a central piece of connection. Every relation with other partners can be accessed by our platform and convertibility between tokens, assets, coins and legacy rewards are possible, all using our CYMI token.

Connect to CYMI

Connect to a world of possibilities
Connect to miles.blue, a white-label solution that raises consumers' expending power despite of their currencies. Bring together loyalty rewards, fiat money, crypto, and every asset you own to buy all the things you love, no matter how you decide to pay.

Sounds too good to be true? Maybe because it is.
CYMi is a native token that runs on the Ethereum blockchain, offering interoperability between loyalty programs, marketplaces, merchants and the crypto liquidity market.

Seamless integration
CYMi platform converts all digital assets into one currency that allows users to pay in virtually any existing currency in the world, across an exclusive network of airlines, hotels, car rentals, and over 100+ million merchants.

A win-win situation
On top of building a balance in CYMi rewards as they transfer digital assets, users earn rewards every time they pay using CYMi. This represents a new opportunity to use rewards in additional ways unknown before.

A visual diagram of our strategy is portrayed in the following graph:
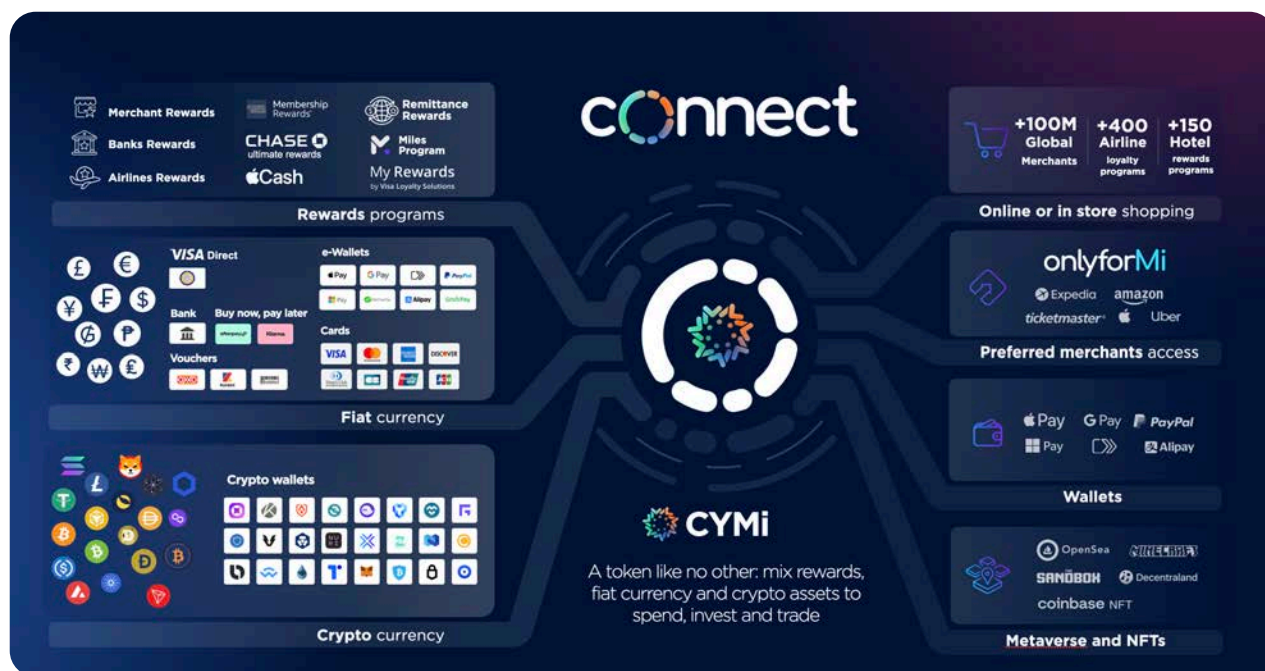
There are additional functionalities:

- Customers of e-commerce platforms participating in cryptMi rewards as a cashback —a certain configurable amount or percent on their purchases. The cashback will be generated to the customer's automatic crypto-wallet connected to the store via cryptMi API.
- CYMI can be redeemed at the same online store, or with other rewards, or exchanged with other crypto assets, connected to the participating merchants.
- cryptMi customers may also be connected to a VISA credit or debit card, which the users can spend just as if they used their regular Visa or Mastercard. The customers will appreciate the opportunity, because they get a liquid cryptocurrency, instead of miles.
- They can also use them to buy or invest into NFTs, or future Metaverse products or services.

cryptMi has Visa Direct embedded!

Visa Direct allows cryptMi to support remittance companies with their loyalty programs. Traditionally, cross border money transfer companies have not been successful with their loyalty schemes generating a low perceived value from their users. Visa Direct is able to connect/integrate to the third-party (i.e. cryptMi) and send a

message when a Visa Direct transaction is executed. At this point, a reward can be granted according to a pre-established criteria between all parties involved. cryptMi would be responsible for providing the great UX/UI currently being provided to bank cardholders. This transaction not only supports remittance company loyalty schemes, but also differentiates the Visa brand in the decision-making process.

Additionally, cryptMi is enroute to becoming a Visa Direct Enabler and offer disbursement and payout services to the banking community they currently serve in the region.

cryptMi offers a B2B smart payments platform driving digital solutions and superior experiences that bring user engagement and loyalty to new levels. As a CyberSource and Visa partner since 2012, the company currently provides white-label turnkey loyalty solutions to over 64 financial institutions and airlines with a high concentration in Latin America and the Caribbean.
Estimated Revenue streams for cryptMi:

1. Charge per transaction (split with exchange and other partners)
2. Access to Marketplace of over 100 million merchants (commission)
3. cryptMi Virtual Card (access to Marketplace)
4. Match cryptMi with CYMi rewards
5. Sign up new shops, brands, enterprise and credit cards
6. Gaming
7. Web3 and Metaverse platforms
8. Additionally, the platform should generate revenue from interests, withdrawal fees, crypto mining, sponsorship fees.

Technical
Value Proposition

At cryptMi, we rely on an experienced team of our partners that has built top-notch loyalty rewards solutions and has experienced continued growth since 2014.

Miles.blue is the new generation of loyalty programs, integrating blockchain capabilities into its architecture. This allows Miles.blue to respond to diverse solutions including Web3 applications. To this end, we have designed an architecture that responds to customers' needs and is integrated with our partners' solutions.
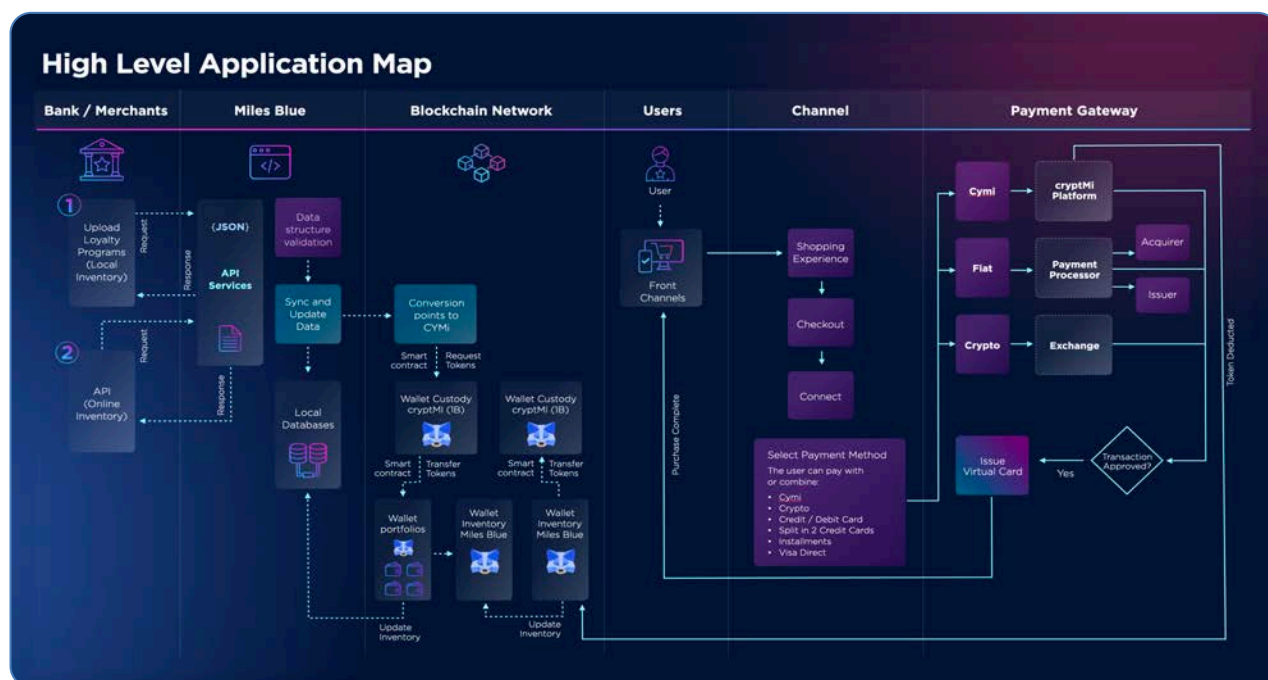
With the right implementation and the consequent security layer, cryptMi will become a standard reliable SuperApp used for loyalty programs.

Possible Risks and Mitigation plan

It is possible that customer responses to CYMI might not be adequate. We had estimated a circulation supply for the token that should represent enough liquidity into the marketplace, based on our current activity. Nevertheless, this can change with the CYMI circulation activity, so we are prepared to adjust the circulation supply to keep control on the system.

Token Risk and Reserves Fund - Asset Backed Tokens

A token provides access to a certain product/service using distributed ledger technology (DLT). It can be seen as an operating resource, giving the owner access to a platform's functionalities. Yet, these types of tokens lack a unique value proposition, given that they are not programmed to represent an actual legal asset.

That is why the need for asset-backed tokens. These tokens include ownership and promise of future cash. These tokens are tokenized financial instruments that are intended to comply with existing regulation.
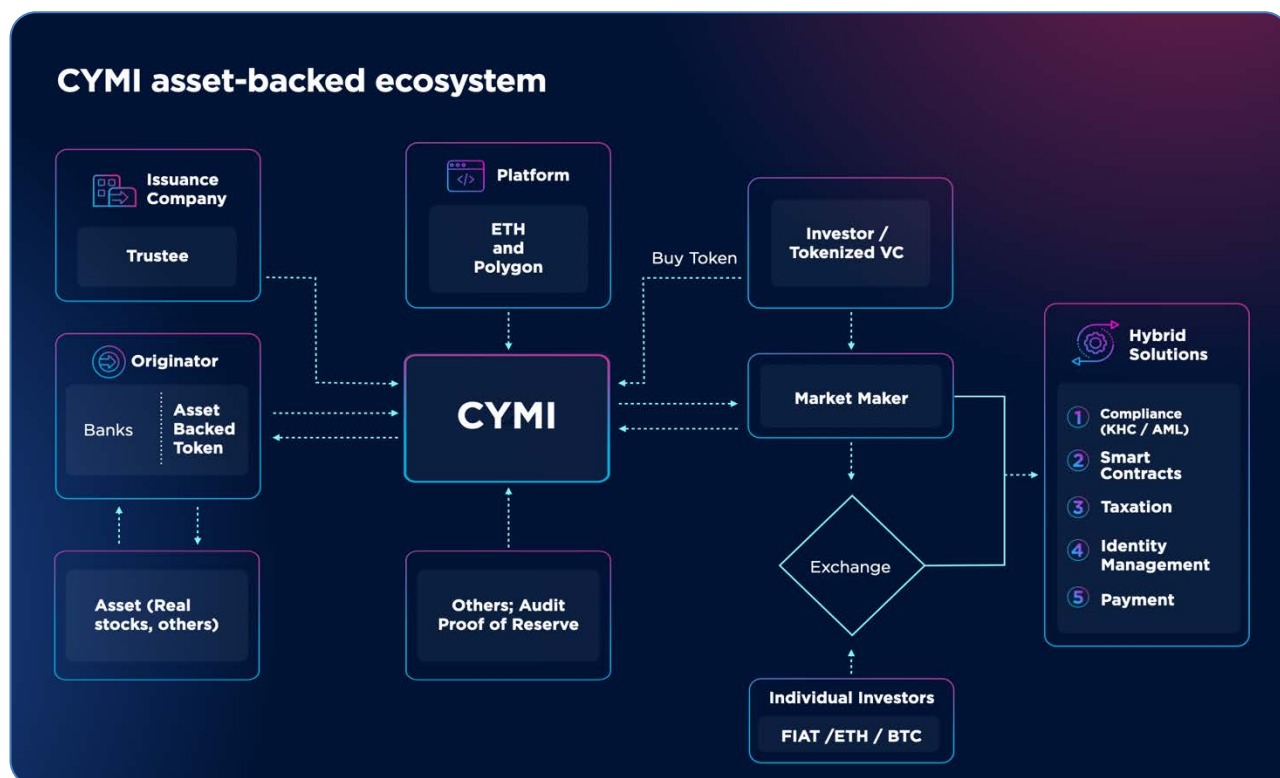
Thus, what we can do with these tokens is that they carry an actual value given that they are correlated, with a collateralization process done with a custodian using the ledger with an external, real word asset's value, like a digital twin.

These tokens are often offered using a token offering or by a public offering of the asset being "tokenized", and in this case, the token is used within the platform to access payment of goods and services.

Either way, those Tokens are asset-backed, since they are the digital representation of a real-world asset.

On another note, if the platform becomes very successful in its use, but velocity token becomes an issue, we have estimated possible solutions to keep token consistency and not lose control of the currency. See Token Morphology Chapter.


Risk mitigation strategy

Not use of platform	Mktg incentives funded
Extreme volatility	Token Model and launch strategy plan
Customers churn	Diversification from different banks
Competition dump	Solid stable market offer and platform
Regulatory risks	KYC and AML in place
Bugs and security	Dedicated supporting team

Technical Roadmap

The Team has already advanced in the development side and has several elements done. The first one is the SuperApp. The cryptMi SuperApp can be already downloaded from the Apple Store and the Android Play Store. It is integrated with the miles.blue rewards programs and can provide several elements of differentiation, like the integration with a VISA Virtual Card, the addition of several rewards and many more.

A visual of the cryptMi SuperApp can be found here:
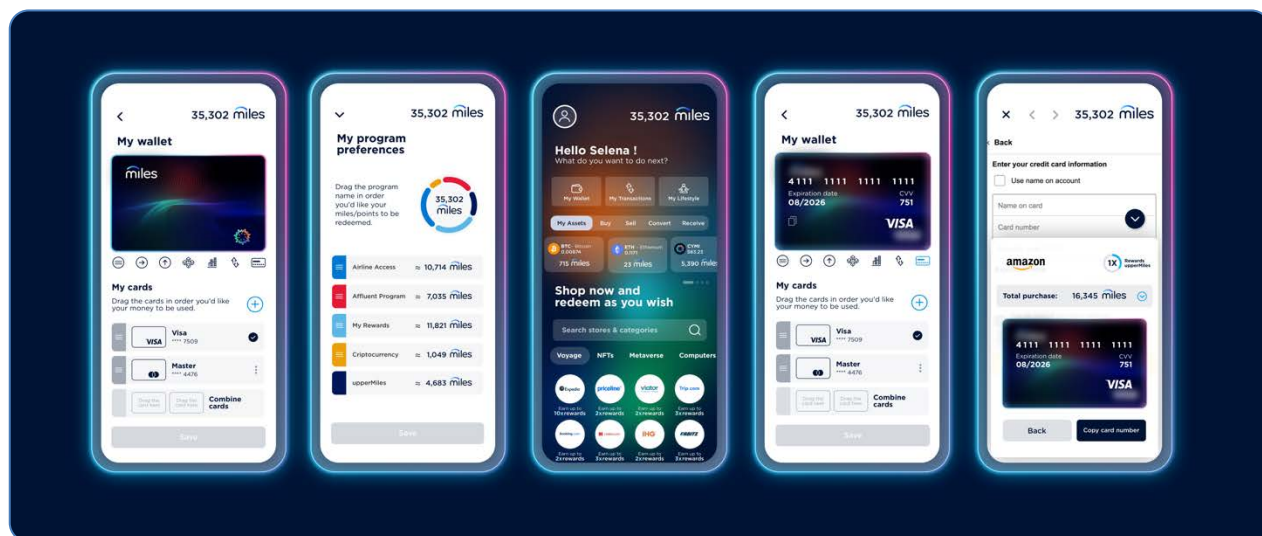
The second element in which the technical team has advanced is the Token Creation. The CYMi Token can be found in Etherscan in the following link
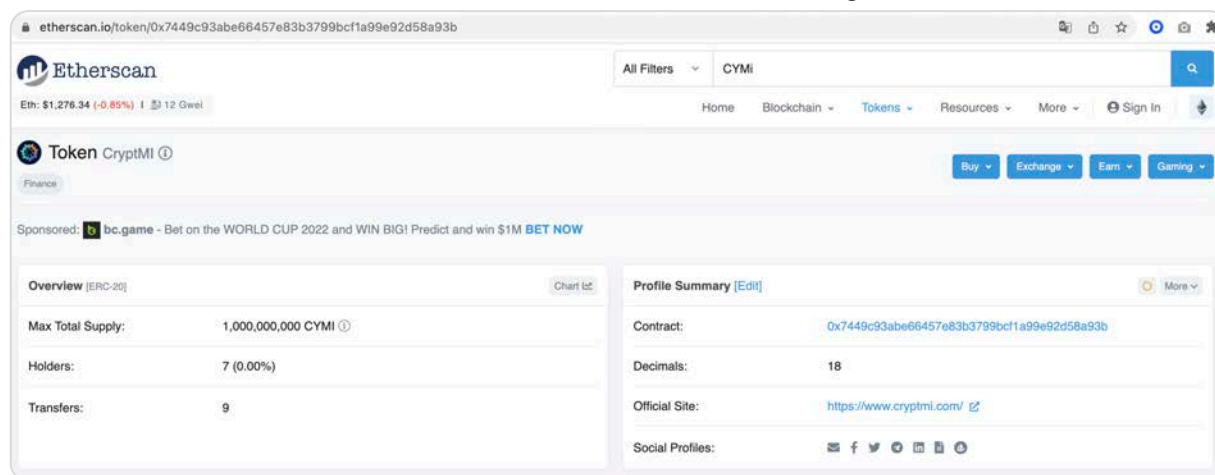
A third element that the team has done already is the vulnerability and security check. We have invested heavily in keeping our system and platform in line with the best cybersecurity practices. We have identified and responded to several cyber-attacks, and that helps us build a strong platform for our clients.

Having said that, there are other elements in which we have to continue developing and becoming a more robust platform, also, we are aware of the vulnerabilities of the blockchain architecture. So, we are planning the following roadmap with several high-level projects.

CYMI Roadmap

CRYPTMI COMPONENT	2022	Q123	Q223	Q323
Whitepaper	■			
SuperApp	■			
Token Creation	■			
Token Swap		■		
SuperApp Integration with Blockchain		■		
Launch SuperApp with blockchain		■		
3rd Party Integration		■	■	
Marketing Strategy		■	■	
Marketing Campaigns		■	■	■
Exchange Listing			■	
Market Maker			■	■

Nevertheless, we have to acknowledge the need of constant auditing and security checks of our platforms and its components. We take security very seriously and by doing so, we keep all different assets safe.
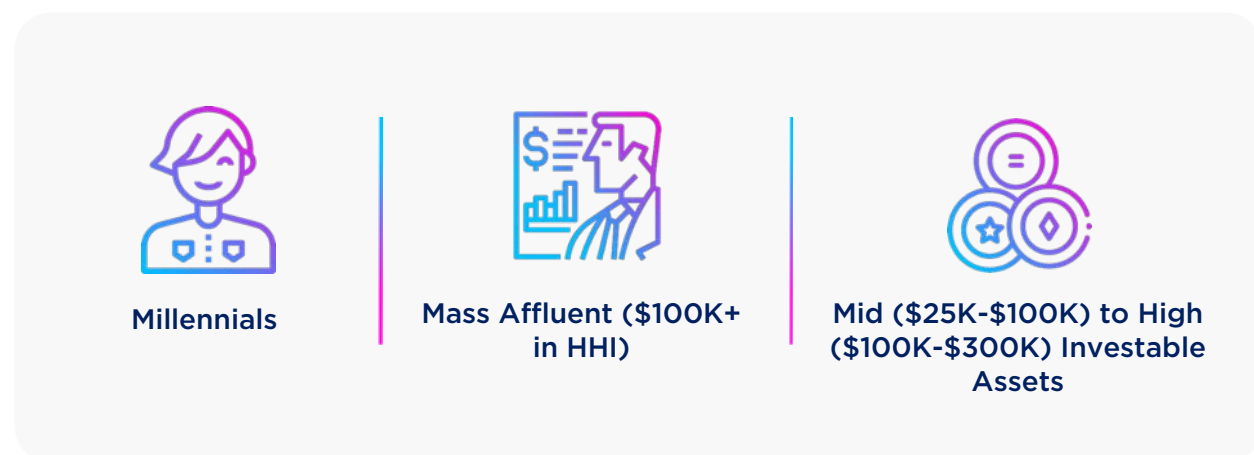
Go-to-Market
Strategy

Miles.blue has already put in place reward platforms that respond to customer needs. That means that we has a proven strategy and with a digital asset (CYMi), we moves assets within its network. The incorporation of a crypto facility asset becomes an additional step to provide liquidity to the ecosystem. With the existing audience understanding, the marketing team is designing a Go-to-Market strategy that exploits the rewards customers base, and brings them to the network to encourage active movement.

At the same time, it has identified some segments of interested in the solution

CYMIis attractive to the following core segments:

| Millennials | Mass Affluent ($100K+ in HHI) | Mid ($25K-$100K) to High ($100K-$300K) Investable Assets |

A strong targeted marketing campaign is essential to respond to market trends and capitalize on the opportunity. We will use the current White label solution miles.blue program to enhance the new benefits for users. Our job, with our partners, is to increase the load of miles to the system, increase the spending, and the recurrence per user. Since rewards have already been given and our partners have already signed with us, we call the strategy. Below is a glimpse of the adopter profile we have identified.

Fintech Adopters 'At A Glance' Profile

Profile of Fintech Adopters vs Everyone Else
(Index >100 = Adopters are more likely)

			ADOPTERS	REJECTORS
AGE	Gen Z	109	11%	10%
	Millennials	177	42%	24%
	Gen X	1409	28%	20%
	Baby Boomers	45	18%	40%
INCOME	Low income	77	36%	47%
	Mid income	96	29%	30%
	Mass Affluent	151	35%	23%
FICO	Poor/Average Credit	106	33%	31%
	Good Credit	163	28%	17%
	Excellent Credit	83	34%	42%
PAYMENT	Revolvers	135	38%	28%
	Transactors	98	47%	48%
	Credit card Spenders	86	27%	31%
	Debit Card Lovers	87	29%	33%
SEGMENTS	Cash Kings	69	15%	21%
	Reward Seekers	185	44%	24%
	Credit Builders	110	20%	18%
	Term Driven	135	28%	21%
	Families with Kids	199	49%	25%
	Frequent Travelers	209	33%	16%

Source: novae Opportunity Research March 2022

Token
Morphology

Many reports are trying to respond to the quantity of thousands of tokens, making the morphology an extremely heterogeneous context. Ferro et al. (2021) seems to be the best accurate and specific categorization that tags functionalities to mentioned tokens. The study was originally presented at the IEEE Symposium on Computers and Communications (ISCC) in 2020 and then revised, enriched, and thoroughly explained in all its dimensions.

It is important to highlight that a de facto standard of token classification has not emerged, yet probably since each classification focuses on a specific perspective. We see the Ferro et al. as the most comprehensive approach[8] filling the gap and becoming a very useful tool in practice.

It divides major morphological crypto assets into 3 main domains and 42 dimensions. The outcome is the morphological token classification framework is presented in Fig 1.

Fig 1. Proposed morphological token classification framework.

Technology				Behavior						Coordination			
Chain	Permission	Number of Blockchains	Representation Type	Burnability	Expirability	Spendability	Fungibility	Divisibility	Tradability	Underlying value	Suply Strategy	Incentive Enablers	Incentive Drivers
New Chain New Code	Permissioned	Single chain	Common	Burnable	Expirable	Spendable	Fungible	Fractional	Tradable	Asset-based	Schedule-based	Right to work	Get access (to content/service)
New Chain forked Code	Permissionless	Cross chain	Unique	Non Burnable	Non Expirable	Non Spendable	Non Fungible	Whole	Non Tradable	Network value	Pre-mined scheduled distribution	Right to use	Get discount
Forked Chain forked Code							Hybrid	Singleton	Delegable	Share-like	Pre-mined one-off distribution	Right to vote	Get revenue (increase existing business)
Issued on top of a protocol											Discretionary	Unit of account	Get reward (new economy creation)
											Matching demand	Medium of exchange	Dividend/ Earning potential (for holding or staking)
												Store of value	Appreciation potential (speculation)
													Participate in governance
													Gain reputation

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[8] **Many tokens have been conceived and deployed in a relatively short time frame: their flourishing has been chaotic, highly experimental, and iterative. At the same time, their adoption and growth followed an evolutionary pattern with many tokens that didn't survive the process of natural selection. Given the early stage the nature of tokens is still taking shape, and its definition should be approached with a dynamic and iterative mindset.**

The proposed Morphological Token Classification Framework is characterized by 14 dimensions, grouped into 3 domains, and almost 5 million possible configurations, creating an extensive morphological field proposed by Freni, Ferro & Moncada (2021)[9].

As initially stated, the purpose of the token classification framework is to provide guidance in the description of a token, ensuring completeness, consistency, and adequate comparability. In the following, a complete and detailed walkthrough of the framework is presented. Furthermore, the Appendix presents the applications of the framework to three tokens.

Excluding others is made possible because token-based ecosystems are "closed", in the sense that some specific tokens are needed to operate and benefit from them. This fact, combined with the controlled supply and distribution of tokens, can create exclusivity dynamics that are especially compelling for innovators and early adopters [74,75]. At the same time, smart contracts [76,77] are a peculiar feature of most blockchains. They can be themselves a sufficient reason for some stakeholders to join and act within a token-based ecosystem.

As a definition CYMI classifies as a token ...

(1) Technological Domain: Issued on top of a Protocol, it is permissionless[10], uses a single chain, and represents a common token

(2) Behavior Domain: It is a token that can be burned or traded and it is spendable

(3) Coordination Domain: is an asset-value and supply should be discretionary. It can have incentives (as discounts), rewards and it is basically a medium of exchange.

The current ERC-20 token makes the learning process for CYMI an easy one. The Ethereum community is one of the strongest, hence most requirements that we will need to implement, can be made. If CYMI does not see the value that Ethereum is providing anymore, it is always possible to migrate to another platform, and that can be made in a transitory manner.

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[9] Freni, Ferro & Moncada (2022). Tokenomics and blockchain in tokens: A design-oriented morphological framework
[10] cryptMi should address a Permissionless Token in order to be consistent to the entire monetary policy that enables an ERC-20 token or any other tradable token. Otherwise will be a permissioned asset that cannot be traded in any exchange like Hyperledger or Corda.

Considerations

It is always possible to launch a project with some characteristics that with time will require to be modified. For this, it is possible to swap the ERC-20 Coin to another coin that fits better expectations of usability, after the token has been tested. The desired characteristics of CYMI token has been explored and if it needs change, it can be done in the future.

Monetary Policy,
inflation Control and Price

The main objective in crypto economics is to design token economies that will grow in utility value over the long haul. Early on, when application utility is low, tokens need to secure value for the network by offering financial utility (to overcome bootstrapping) and token appreciation—low velocity helps with this. Yet, too much speculative holding leads to artificial economic gains. Without financial utility and upside appreciation, tokens risk higher velocity and being liquidated for other currency.

All this translates into several effects known as inflation and price volatility, that can result in a huge economic shake off and collapse of the economic system created. This is not new, there are many existing documented cases in the real and digital economy and much learning has been made.

Around this context, a critical goal should be to create mechanisms that mitigates those volatilities and imperfections. One of them is to increase the holding of tokens. Furthermore, monetary and fiscal policies should work to maintain price growth and stability of the token. Those mechanisms include monetary policy, fiscal policy and design mechanisms. Fiscal Policy refers to linking economic benefits to token usage that would allow for greater access to services through the token as opposed to any other currency. Monetary policy refers to the total number of tokens issued, token supply schedule, the market cap on total supply, etc. Typically, an issuance strategy is predetermined and a fixed number of tokens are minted for specific allocation amounts to various network participants. And with Design Mechanism we start with a desired outcome and work our way backwards to design a game that will incentivize participants towards producing that outcome, like staking, to reduce the velocity of the token. The most common use of staking mechanisms is for reputation, where a user will stake their reputation with tokens, and if they fail to perform an action, they lose their

tokens. Tokens are being used, but being strategically held for non-speculative, practical purposes[11].

Burn-and-Mint

Burning tokens after usage has been designed into several protocols, however, this type of deflation only seems to create low token velocity and unnecessary, artificial token price appreciation over the long run. Instead, combining minting with burning mechanisms seems optimal for creating a steady level of token velocity. If more tokens are minted than burned (used) over a period of time, token supply increases and the token value start to drop.

Provide Fiscal Stimulus: Rewards

The mode of distribution and/or different incentives which are used to boost the usage of tokens in a certain way, can be thought of as fiscal policies. Fiscal policies could be in the form of some discounts, subsidies, rewards, bounties, etc. to boost the usage and utilization of the token early on[12].

Distribution of Tokens

Tokens should be spread across as many stakeholders of a network as possible. While investors play their role in helping token economies develop, it's best not to over allocate tokens for high net worth and institutional players. Limiting pre-sales and capping amounts will help in keeping a balanced set of users and holders.

Another good strategy for spreading tokens widely involves 'airdrops. A token airdrop is when a cryptocurrency project distributes their currency to members of the community for free. Tokens suddenly appear in the wallets of unsuspecting users, who might then become interested (or even engaged) in the token. By distributing tokens in airdrops, the ignition of interest in an ecosystem is more evenly spread, reducing risk of larger holders monopolizing the system.

Decay

Decay mechanisms, as described by outliers' ventures, are used to decrease the value of holding the token and hence introduce the depreciation of a token to disincentivize holding onto tokens in an economy. This can ensure alignment between users and holders within an economy.

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[11] https://outlierventures.io/research/essential-strategies-to-manage-velocity/
[12] Economics of ICO: Dr. Avtar Sehra, Philip Smith and Phil Gomes

Monetary Policy: Rethink Fixed Money Supply

Most tokens work under the premise of either a fixed number of tokens like Bitcoin, or asymptotic zero inflation like Ether. Based on the crypto asset markets, it's clear that fixed money supply enables hyper appreciation of tokens, outpacing the utility value by vast orders of magnitude. Developing creative hard mechanisms and artificial intelligence for variable money supply may need to be the next order of innovation for tokens.

We consider that there is no silver bullet to solve price stability and inflation. There are many internal and external shocks that any economy can face and a major shakeup can always happen in any economy. For this we have created a dynamic tool to modify and adjust different types of methodologies to track, respond and accommodate for volatility, inflation and reach price stability. Price valuation or devaluation might happen, but permanent increase or decrease of value might affect the system and that should be mitigated.

Model Considerations
and Variables

We base our model in the proposed framework for the fundamental valuation of utility tokens by Danos et al. (2021)[13]. Our model endogenizes the **velocity token, circulating supply, internal production, inflation** and **yields** a pricing formula that is fully micro founded. According to our model, tokens are valuable because they have to be immediately accessible when the service is needed. As Danos clarifies, "The equilibrium price paths of successful projects go through two successive phases: A speculative phase where marginal holders are investors that do not intend to use the services and, later on, a user phase where all tokens are held by clients." Thus, we have used simulated data as the token has not been launched and we suggest calibrating it while it starts running. By calibrating the model, it helps rationalize the volatility and significant valuation of tokens during the adoption stage.

We have designed a dynamic model that accounts for different elements. In the Appendix 2 you can find more about our model. Note that the model is not an exact representation of the research technical studies is based on, but an adaptation for the current purpose, and we strongly encourage calibrating it and adjust as needed.

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[13] **Danos et al. (2021). Fundamental Pricing of Utility Tokens**

Results and Recommendations

We suggest the moderated increase in circulating supply, in order to have inflation in control. Our model considers that with this approach the buyout or removal of tokens from the system would be mitigated if needed.

Dealing with Inflation (Balanced Velocity)

The recommended strategies to control inflation are as follows:

1. Profit-share mechanism (buy-or-burn)

2. Build a staking function to lock assets (or partner with a provider)

3. Balance burn & mint (Factom-like)

4. Internal productivity to encourage holding

5. Store of value

The experience of the entire crypto market shows that **using one single strategy will prove to be insufficient**. It is recommended to use most of the options listed above to control price stability and bring credibility to the token.

It is also important to consider the yield terms to be offered. At the current situation, yield options are very generous and many projects will face strong financial challenges. We suggest starting with yields of 5 to 9% to attract users and generate a customer base. Also, this helps to control token velocity.

Coin	Nominal Yield	Stake %	inflation
ETH	4.4	7.7	0.4
Cardano	4.6	56	2.5
Solana	5.6	77	4.3
Polkadot	14.7	53.2	7.8
Cosmos	10.5	59	8.7
Tron	4.6	31.8	1.1
Polygon	13.3	34	3.9
Tezos	8.7	100	8.7
Near	12.1	40.6	4.9
Mina	22	89.9	19.6
Kusama	17.5	41.8	7.3
Livepeer	29.5	50.4	13.9
Keep	3.4	94.9	3.4
Graph	10.7	27.6	3
Secret	27.2	55.1	15
Oasis	8.2	55.4	4.5
Average	**9.1**	**46.83333333**	**6.8125**

Distribution and Allocation

At the beginning of the blockchain/crypto innovation phase different approaches were taken in order to expand monetary policy and increase circulation supply. At an early stage, Initial Coin Offerings (ICOs), then Initial Dex Offerings (IDOs) and Initial Exchange Offerings (IEOs) were used and volatility and incredible increase and follower of coin prices were the norm. Time has proved that this mechanism increases the circulation supply of coins and it generates prices volatility and inflation.

Currently, there is not only one way of issuing a coin into the market, there are certain ways. We strongly suggest that a combination of methods should be accounted for to take the best out of the strategy. In our case we are not using any kind of such strategy.

Bonding Curves

Distributed trustless ledgers and auditable smart contracts allow for mathematical models to be enacted accurately and transparently.

Bonding Curve Offering (BCO). Rather than a singular starting gun on a coin's entry into the market, BCOs seek to introduce a coin into the market gradually and defined by a tight set of parameters to fairly maximize value to those seeking to support the project.

A bonding curve is a mathematically defined relationship between price and supply. As the supply increases, so does the price. In some cases, it provides tokens with sufficient liquidity to freely trade within the bonding curve's which can become a public automated market maker (AMM) contract.

How Do Bonding Curve Offerings Work?

In a bonding curve, the tokens within it are referred to as "continuous tokens". New tokens are created by the contract when demand is there, escalating in price each time.

Bonding curves are generally backed by token reserves collected in exchange for the token being minted, with the contract acting as the counterparty of the transaction. This provides the liquidity to buy tokens back from the user if they wish to sell, creating an instant market with liquidity that allows the token's price to be set deterministically rather than arbitrarily decided. Bonding curves can work on the basis of both unlimited or limited supply of the given token.

What are the Advantages of a BCO?

BCOs have proved to work well for sustained organic growth. As more people join the market of cryptMi, looking for the products or services that are found within the marketplace, the higher the price rises. Rather than an initial token dump that opens

the door to vertiginous upswings on release or downswings on realization by vested interests, tokens being delivered on a bonded curve means there is an incentive for the project to realize its ambition and early participants to utilize the protocol in order to substantiate their involvement.

It stops the all-too-common event in nascent crypto markets of obscene hype and waiting for the "big moment" that then goes on to make or break a project before it has time to prove itself.

It also mitigates the sharp practice of projects to suddenly dump a huge flow of coins into the market and then burning coins at the expense of those backing CYMI. The ICO boom of 2018 was replete with such events that not only damaged the projects that launched with the model, but faith in the crypto space as a whole.

In the case of bonding curve offerings, an instant market is created and determines in price and its own liquidity. The smart contract governing it is unalterable, and the project itself must drive demand for the token in order to increase its supply on the market and the price — and therefore overall value — of the token and the protocol. This continuous sale allows for a steady stream of finance and collateral to flow into the project in lockstep with the development of the protocol and the products within it.

What bonding curve to use?

Bonding curves can represent equations in different forms. They can be linear, logarithmic, sub-linear, in the S shape, quadratic or any other.

In the following graph it is possible to distinguish different bonding curves that can be used.
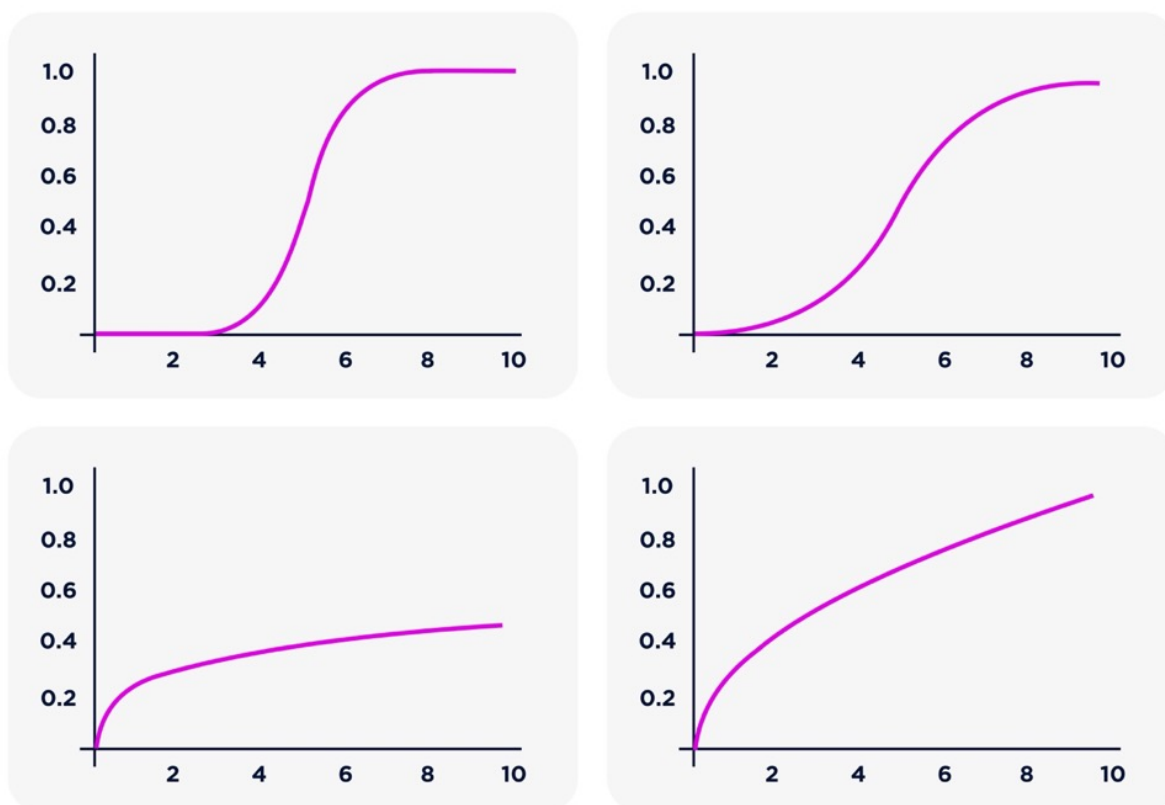
In practical terms, the **piecewise curve represents a multi-shape curve that can accommodate for a particular project.** This curve is defined by **multiple sub-curves that apply to different token intervals, depending on the project needs.** While complex, this style grants projects the most control over the token's evolution in specific ranges, as it can be built with linear, polynomial, and logarithmic functions all at different areas.

A simplification of the bonding curves[14] has been developed for CYMI. Estimated numbers for 24 months.

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[14] https://billyrennekamp.medium.com/converting-between-bancor-and-bonding-curve-price-formulas-9c11309062f5

Suggested token releases for CYMI bonding Curve

Months	Bonding Curve	Estimated Price	CW
0	2,200,000.00	1	270.7727273
1	2,200,000.00	0.1416309013	270.7727273
2	15,533,333.33	0.2762299941	38.34978541
3	56,233,333.33	0.6521066873	10.593361
4	86,233,333.33	0.928238249	6.908001546
5	92,900,000.00	0.948927477	6.412271259
6	97,900,000.00	0.8392627518	6.084780388
7	116,650,000.00	0.9588984792	5.106729533
8	121,650,000.00	0.9605211212	4.896835183
9	126,650,000.00	0.8020899303	4.70351362
10	157,900,000.00	0.9693063229	3.772640912
11	162,900,000.00	0.9702203693	3.65684469
12	167,900,000.00	0.7551158084	3.547945205
13	222,350,000.00	0.9780074775	2.679109512
14	227,350,000.00	0.9784807403	2.620189136
15	232,350,000.00	0.8814491654	2.563804605
16	263,600,000.00	0.981384959	2.259863429
17	268,600,000.00	0.9817251462	2.217795979
18	273,600,000.00	0.9162759545	2.177266082
19	298,600,000.00	0.9835309618	1.994976557
20	303,600,000.00	0.9837977965	1.962121212
21	308,600,000.00	0.9427218573	1.930330525
22	327,350,000.00	1	1.819764778
23	327,350,000.00	1	1.819764778
24	327,350,000.00	1	1.819764778

Relevant
References

- Economics of ICO: Dr. Avtar Sehra, Philip Smith and Phil Gomes
- Freni, Ferro & Moncada (2022). Tokenomics and blockchain in tokens: A design-oriented morphological framework
- Danos et al. (2021). Fundamental Pricing of Utility Tokens https://blockchain-chair.io/wp-content/uploads/2021/02/fundamentalpricingutilitytoken.pdf
- Binance website https://www.binance.com/en
- Etherscan https://etherscan.io/token/0xc52c326331e9ce41f04484d3b5e5648158028804
- Supreme Court of Justice https://supreme.justia.com/cases/federal/us/328/293/
- Geeq website www.geeq.io
- Eth website https://ethereum.org/en/developers/docs/standards/tokens/erc-20/
- Coinmarketcp website https://coinmarketcap.com/
- Polymesh Token Studio info.polymesh.network
- Investopedia.com
- Outlier Ventures https://outlierventures.io/research/essential-strategies-to-manage-velocity/

Appendix 1.
Token Morphology

1. Technology Domain

Generally, within this domain, the values assigned to each dimension are straightforward since they are retraceable either within the whitepaper or in the token's information.

1.1. Chain
1.2. Permission
1.3. Number of Blockchains
1.4. Representation Type

2. Behavior domain

2.1. Burnability
2.2. Expirability
2.3. Spendability
2.4. Fungibility
2.5. Divisibility
2.6. Tradability

3. Coordination domain

3.1. Underlying value
- Asset-based
- Network Value
- Share-like

3.2. Supply strategy
- Schedule-based
- Pre-mined scheduled distribution
- Pre-mined one-off distribution
- Discretionary
- Matching demand

3.3. Incentive Enablers
- Right to work
- Right to use
- Right to vote
- Unit of account
- Medium of exchange
- Store of value

3.4. Incentive Drivers
- Get access
- Get discount

- Get revenue
- Get reward
- Dividend/Earning potential
- Appreciation potential
- Participate in governance
- Gain reputation

Appendix 2.
Inflation Model

The Danos model considers a decentralized platform that issues tokens to finance its development. It does not explicitly model the token sale. Instead, the model focus on the dynamics of the token price in the secondary market. Tokens are valuable because they allow their owners to purchase the goods and services provided by the platform. The overall supply of tokens, or monetary base, is equal to M.

There are two markets: (i) a trading market where tokens are bought and sold, and (ii) a commodity market where tokens are exchanged against the output of the platform. The Figure 4 and Table 1, expose the basics of the model.
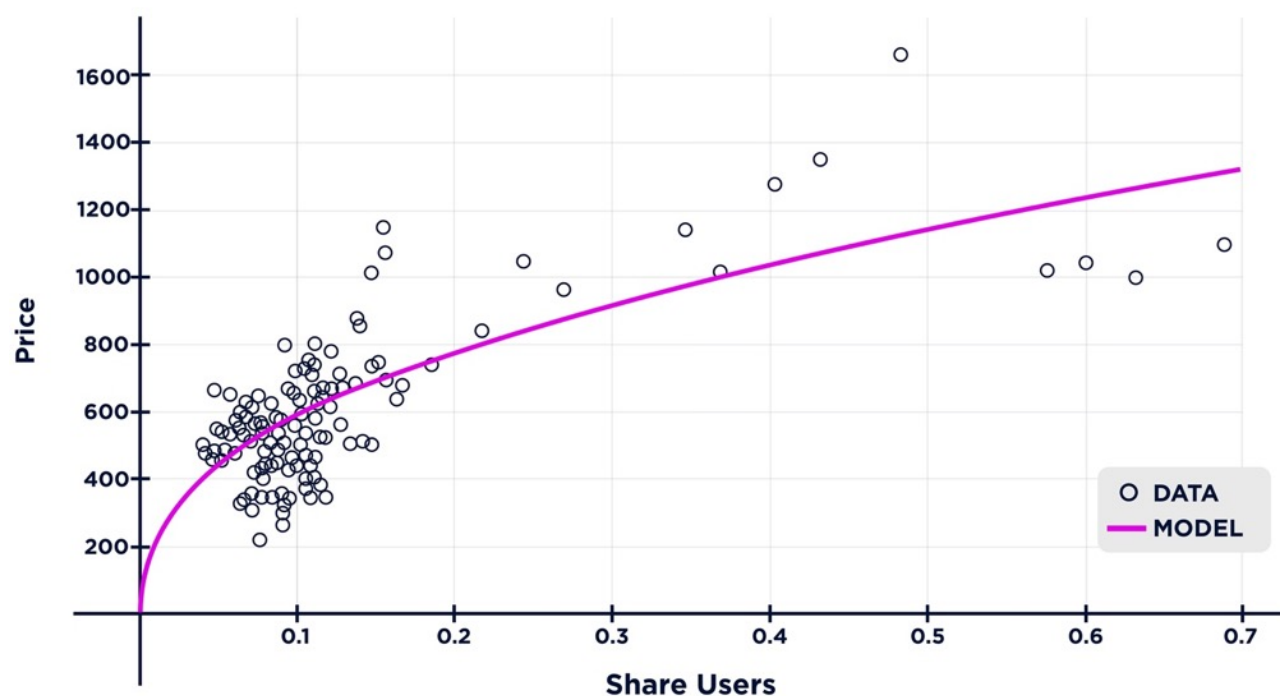

Figure 4: Price as a function of share of token held by users.
Note: Data are collected from Nyctale Dashboard. Simulation Bases on parameters reported in table 1.

Table 1: Parameters

Calibrated Parameters	Value	Interpretation	Moment
σ	0.62	Volatility of log-productivity	Volatility of token price
M	5.4e-4	Token mass	Price level of token
λ	1.06	Rate of arrival of users	Relation price-adoption
$\hat{\mu}$	0.018	Mean of log-productivity	Relation price-adoption
α	2.48	Pareto shape parameter	Relation price-adoption
Normalized Parameters			
r	0.05	Risk-free interest rate	
η	0.50	Curvature utility function	
$\underline{X}$	1	Lower bound of users´ ability	

3.2.1. Token Velocity

We include in our model a velocity tracker; Velocity is the speed at which transactions take place. At the beginning of any launch, it is possible to notice that tokens have a high velocity because the cycle of buying and selling tokens happens within seconds. Token velocity is important because it shows investors how volatile their money is in their choice cryptocurrency.

Stabilization and coin value

TS: Total circulating token supply – total count of token you create and circulate in the market.
P: Current price per token
HT: Hold time of a token in Ecosystem- average time a participant is holding a token
TV: transaction volume per year
TT: transaction time- the time required for completing a transaction
TMCAP: token market cap = TS * P
R= TV / TMCAP = ratio of transaction volume to transaction market cap.
R1 = R / TT
R2 = R / HT
The value of HT should be as high as possible
The value of R should be as low as possible
The value of R1 and R2 should be as low as possible

Examples of velocity in the market has been collected to support the analysis.

Coin	Average Holding Days
Bitcoin	124
Eth	96
Solana	87
PolkaDot	99
Cardano	139
Axie Infinity	33
Paxos	7
Quant	6
Voyage	9
Galaxy	7

With the model, we try to respond with incentives when high velocity is detected.
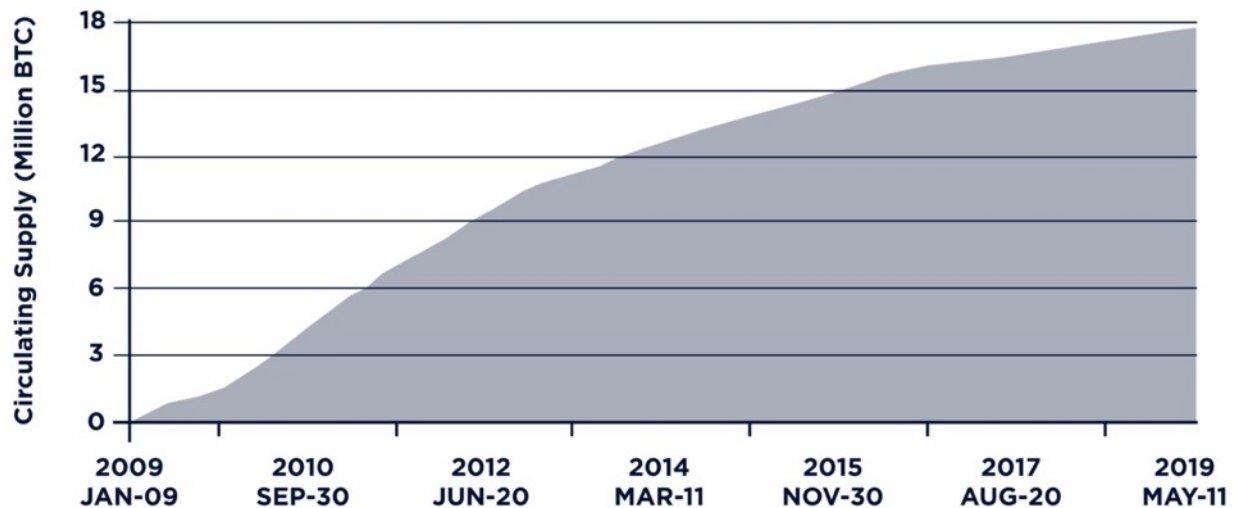
3.2.2. Circulation Supply

The Circulating Supply metric allows investors to better understand the relative valuation of different assets. The primary utility of the circulating supply metric comes from its ability to help investors calculate the "market capitalization" of a crypto asset, that is, its total supply multiplied by its price. For stocks, the market capitalization measures the total value of a company and the same generally holds for crypto assets. The issue is that, whilst in traditional finance the float – the number of outstanding units available for trade on the market accounting for locked-up shares held by company employees and investors – can be calculated in a pre-defined way and restrictions on unit lock up are enforced by law, the same does not exist for crypto assets. While there is promise of smart contracts enforcing vesting periods in the same way legal guidelines do, this practice is not yet widespread.

Circulating supply can be defined as the total amount of crypto asset units in existence which: is not subject to any programmatic or contractual restrictions or lock-ups; is visible on the crypto asset's public ledger; and excludes project, foundation or founder units which have not yet been sold.

Inputs to determine Circulation Supply:

- Token Generation Event - Token Launch
- Programmatic Inflation – if any, and plans to control it
- Programmatic Deflation – Burn Policy
- Founders' Supply – Liquid, Vesting and Secondary Sale Policy
- Community Supply (Investors/Partners/Third Parties)

Example of Bitcoin Circulation Supply

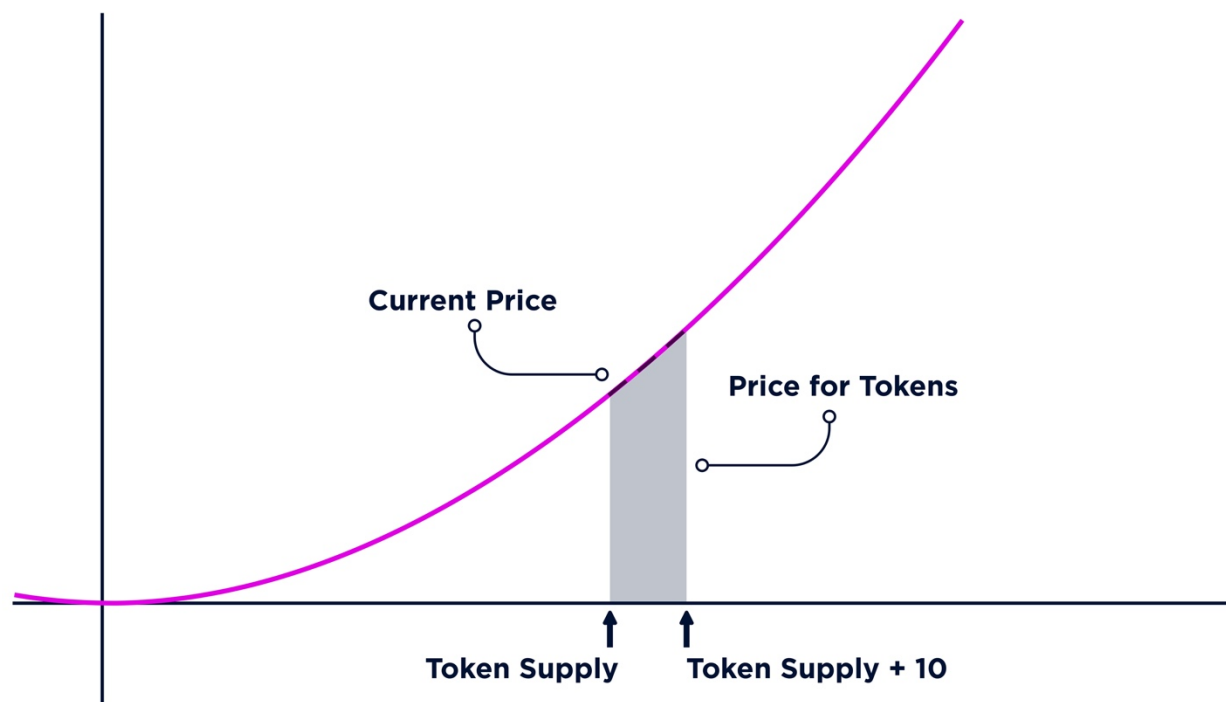## Example of Ethereum Circulation Supply
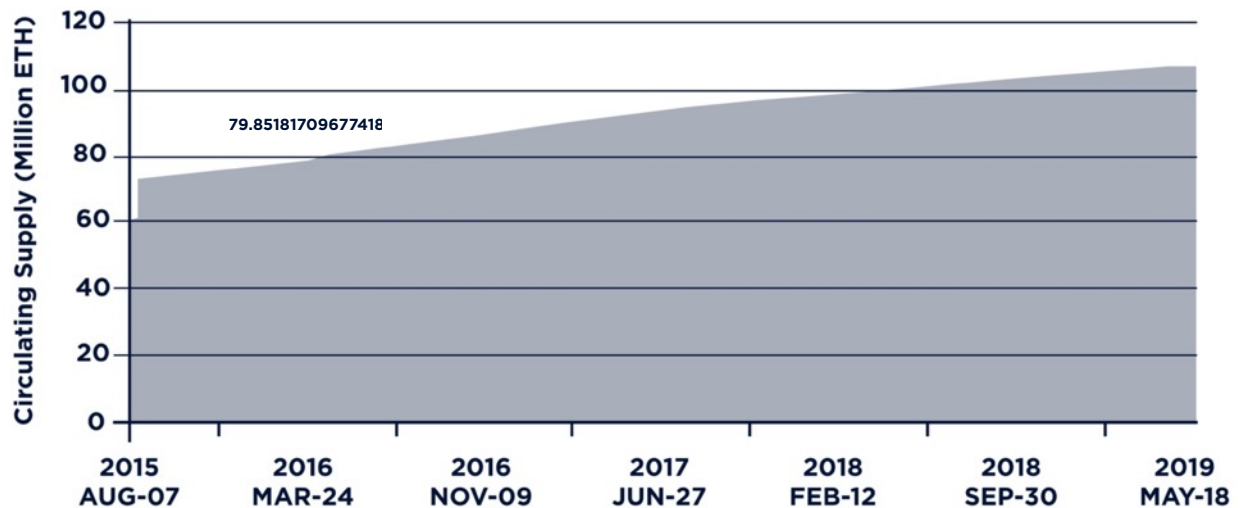
Appendix 3.
Connector Weight vs Slope Graph

Slope Graph

Most of the time when discussing Curation Markets the term Bonding Curve or Bonded Curve is used to describe this special kind of automated market maker that burns and mints tokens according to some pre-defined price formula. While there are some proposals for more multi-faceted formulas, the discussion is mostly around ones with linear, quadratic and logarithmic curves.

This is helpful because it's easy to describe these curves using simple slope graph formulas like $f(x) = mx$, $f(x) = mx^2$ and $f(x) = mx^{(1/2)}$ where $f(x)$ is the price and x is the number of tokens in circulation. To calculate purchase and sale returns on these kinds of slope graphs you take the integral of the price formula then use it to calculate the area under the curve between two token amounts. The area under the curve represents the amount of collateral needed to mint or burn some number of tokens.

https://blog.relevant.community/how-to-make-bonding-curves-for-continuous-token-models-3784653f8b17

When dealing with a hostile environment like the Ethereum Virtual Machine (EVM) you're forced to work without floating point numbers. This makes it difficult to design integral functions although some nice implementations do exist. Bancor found another

method of calculating purchase and sale returns which unlocks some interesting and under-utilized features as a result.

Connector Weight (CW)

Instead of taking the integral of a price formula, Bancor defined a constant called the Connector Weight (CW) which represents the ratio between the collateral and the market cap. Market cap is the current price per token multiplied by the total token supply. With these relationships in place you can extract a price formula consisting of the collateral, the token supply and the CW instead of using a fixed slope. In summary, the following equations can be used:

- CW = collateral / marketCap
- marketCap = price * tokenSupply
- price = collateral / (tokenSupply * CW)

The following functions can be used to calculate the returns when buying and selling tokens:

- buyAmt = tokenSupply * ((1 + amtPaid / collateral) ^CW — 1)
- sellAmt = collateral * ((1 + tokensSold / totalSupply) ^(1/CW) — 1)

Core
Team Members

Sergio Arana
Chief Executive Officer

A natural-born entrepreneur and disruptor. For the more than 30 years since, he's developed and harnessed cutting-edge technologies for the global financial services, insurance, healthcare and travel industries. The global travel insurance, innovation products, platforms and policies he's developed have been adopted around the world by such companies as Visa, Travel Guard, AIG among others banks and merchants.

(in) www.linkedin.com/in/sergioarana/

Yovani Isaza
Chief Technology Officer

A multicultural System Engineer with an uncanny talent for integrations, Yovani has proven to be an efficient liaison between C-level management and technology, product, operations, and other cross-functional teams. He has a knack for making the complex, simple. Even though he holds a strong background in information sciences, Yovani has evolved into other areas of expertise such as Travel operations, Fintech, Blockchain, Digital payments, and Cryptocurrencies, fields he has focused on throughout the 15+ years of his successful professional career. Among other certifications and degrees, Yovani holds an Executive MBA from Inalde Business School and a Certificate in eCommerce Strategies from Harvard Business School.

(in) www.linkedin.com/in/yovaniisaza801111/

Andres Navarre
Chief Operations Officer

Mr Navarre has been appointed as Chief Operation Officer for CryptMi. Mr. Navarre has more than 20 years of experience in the IT industry holding several positions in companies that include Intel Corporation and the United Nations. Andres has been involved in Blockchain and Crypto projects since 2016 participating in the Geeq Corporation, Blocnova Ventures Limited and RISE-Ops, mixing his technical and business acumen. Mr Navarre holds an MBA from NEOMA Business School, a Master in Economics and a Bachelor in Engineering from the Universidad de los Andes; is a Certified Blockchain Architect and a Certified Project Manager.

(in) www.linkedin.com/in/andresnavarre/

Anish Reddy
Partner

Anish is a third generation entrepreneur in his family business, which has interests in Alcobev Distilleries, Aerospace Ventures and Technology Platforms. Anish is the founder of Pursue Hard Seltzer, India's leading Hard Seltzer brand and also operates his alternative asset focused fund, Funicular Capital, out of Miami, Florida. His love for platform focused technologies got him to take on a partnership role at Miami based FinTech venture, CryptMi, and he also is a big advocate for bringing tech focused businesses to the city. Anish is a member of the YPO network and has an MBA (Class of 2017) from Babson College and a Bsc Double Major in Accounting & Management (Class of 2010) from Purdue University.

(in) www.linkedin.com/in/reddyanishav/

Tokenomics

$CYMI is a utility token used to reward use or consumption.

$CYMI enables to connect all rewards points and loyalty programs available in the global marketplace. It can eventually be used as a compensation token for good behavior in the community. As a purely transactional cryptocurrency, $CYMI is also suitable for use in exchange and other payment applications.
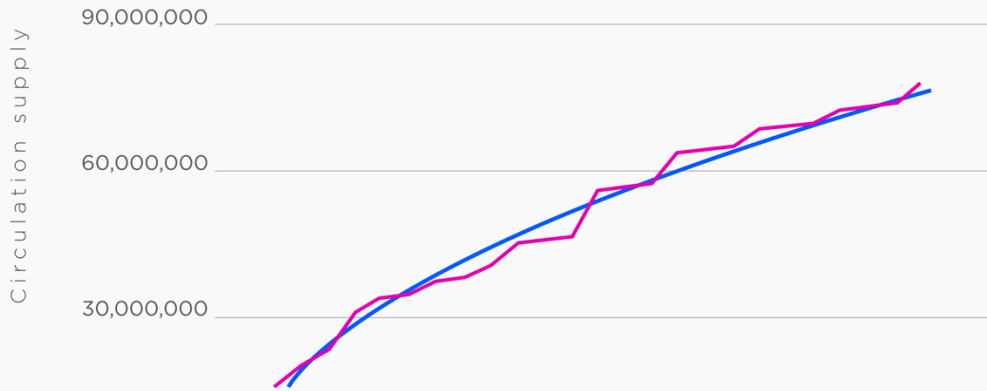
Token Details

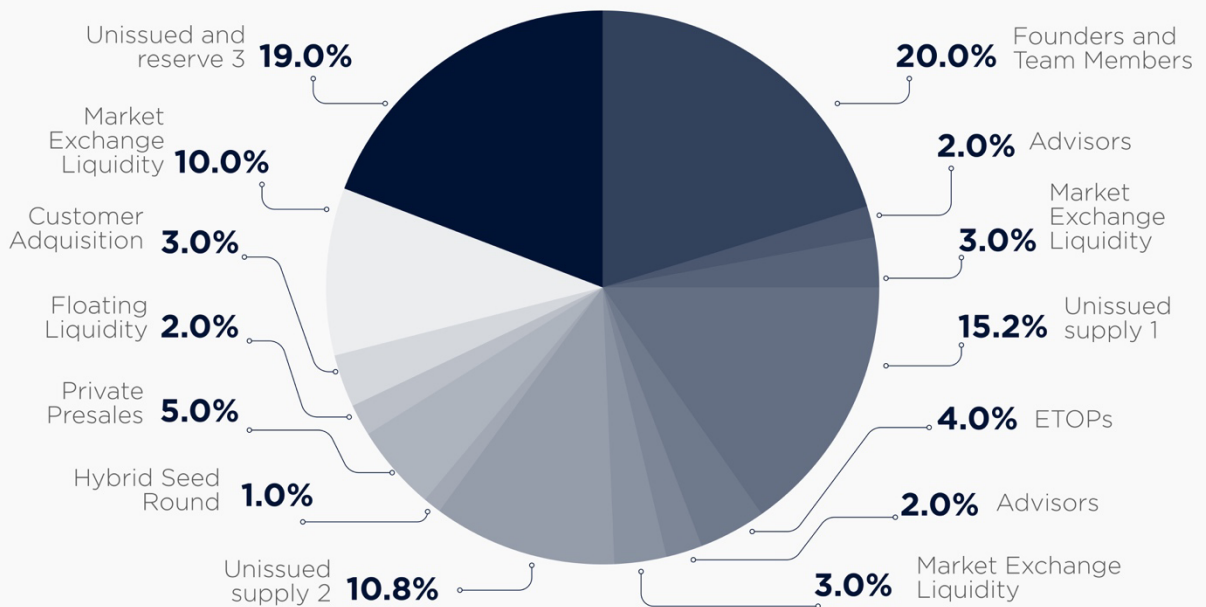|	
Ticker	CYMI
Token type	ERC-20 Until Needed (Swap)
ERC-20 Contract address	0x7449c93abe66457e83b3799bcf1a99e92d58a93b
Etherscan link	https://etherscan.io/token/0x7449c93abe66457e83b3799bcf1a99e92d58a93b
Total Token Supply	1.000,000,000 CYMI
Ceiling Supply	600.000.000 Total Planned

Token Allocation and Token Release Schedule after Token Generation Event

Circulation supply projection

Trendline for series 1 R² =0.983

Circulation supply

90,000,000

60,000,000

30,000,000

CYMI Distribution

Unissued and reserve 3 **19.0%**

Market Exchange Liquidity **10.0%**

Customer Adquisition **3.0%**

Floating Liquidity **2.0%**

Private Presales **5.0%**

Hybrid Seed Round **1.0%**

Unissued supply 2 **10.8%**

20.0% Founders and Team Members

2.0% Advisors

3.0% Market Exchange Liquidity

15.2% Unissued supply 1

4.0% ETOPs

2.0% Advisors

3.0% Market Exchange Liquidity

2023