



Marcoins

Whitepaper

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Problems of traditional marketing or sales

Traditional sales refer to the process of selling goods or services to customers through various channels. Traditional marketing is a type of advertising that reaches out to a target audience in a non-digital format means they use traditional media. To engage their audience and increase their reach, businesses employ marketing channels such as print, broadcast, telemarketing, and direct mail. There are a lot of problems in traditional marketing.

Followings are the problems of traditional marketing

Traditional marketing limits your ability to adapt to market changes as quickly as newer types of communication. Traditional marketing entails creating mass-market content. Advertisements in newspapers and shopping malls will catch the eye of everyone who walks by, and they will not be able to communicate to a specific audience. Unlike online content, traditional content is temporary.

Consumers cannot look for periodicals, newspapers, or television shows after they have been published or shown. Marketers can't track their success or marketing returns from a specific channel with traditional marketing. For instance, they are unable to assess the income rise or loss resulting from a specific advertisement at a retail center. Traditional marketing can be more expensive and can take longer to execute and refine.

Solution

The idea is to replace all those problems of traditional marketing activities by using Marcoins such as loyalty and reward points with coins where customers can benefit directly or save the Marcoins in their wallets for future price increases or to swap with other cryptocurrencies. Blockchain technology is changing the world for good. Marcoins is the most unique and robust crypto and NFTs marketplace. Marcoins is the first marketing crypto and NFTs ecosystem.

Building a community of cryptocurrency enthusiasts who are interested in your products is an important part of cryptocurrency digital marketing. Social channels and content marketing play a significant role in community building. The Marcoins ecosystem may provide large merchants with a variety of options for appreciating their consumers in-store by replacing standard sales promotions with Marcoins plans.

How does it work

For retail apps or websites create digital smart contracts which allow you to choose the number of coins to reward Marcoins based on particular sales values. Retailers are allocated a set amount of Marcoins based on their volume and promotional activity.

To prepare the process technical programmers of retailers will add the smart contract and consumer wallets gateway link. Customers will receive Marcoins by linking their digital wallets, such as MetaMask, Trust, or any other wallet.

Customers might use the Marcoins cryptocurrency to replace cash or trade it for other cryptocurrencies.

Marcoins Plans

Plan 1: Direct Rewards

With the Direct Rewards program, it's simple to acquire more of what you want with the Direct Rewards program. For every \$1 you spend, you will receive one point. For every dollar you spend, use the points you earn to get free gear of your choice. Make purchases to earn points, which you can then redeem for free stuff. You receive more for your money if you spend more. So purchase a certain amount of Marcoins cryptocurrency in USD or another currency.

Plan 2: Direct Gifts

Customers can also buy Marcoins through NFTs gift and by using NFTs gift retailer substitute sales transaction with the Marcoins NFTs global platform,'s inventory of NFTs.

Plan 3: Direct Discounts

Direct discounts will reduce the expected price in the minds of consumers. In this retailer, app retailers provide discount schemes and retailers link their discount scheme with any specific percentage, such as 5%, 10%, 70% with specific Marcoins amount of 1,5,10, and so on.

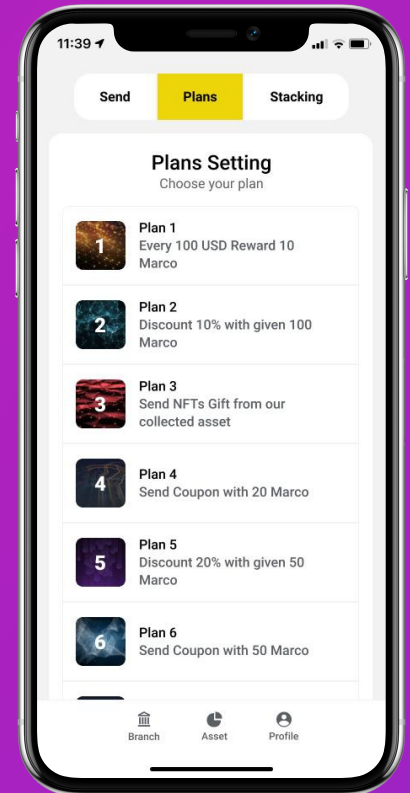
Plan 2: Direct Gifts

When purchasing goods, a coupon is a ticket or document that can be returned for a financial discount or reward. Retailers can send their customers virtual coupons that include Marcoins cryptocurrency through a virtual coupon or Marcoins customers get the reward.

Our products

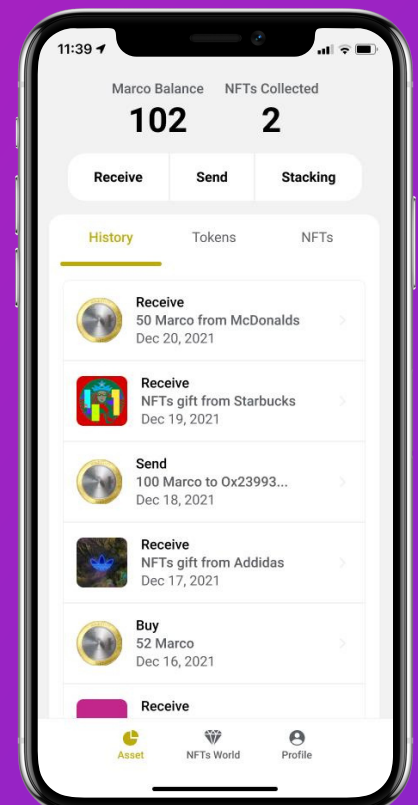
Retailer Platform

Processes, partnerships with suppliers, store layout, customers, and countless other components of enterprises make up the retailer platform. A platform that emerges 15 years into a company's life cycle was almost definitely not planned but rather arose as the company grew. Retailer platforms contain both Marcoins cryptocurrency and NFTs retailer collection of funs. In this platform retailers can buy Marcoins by using this Marcoins retailers can connect with their different wallets. Retailers include coffee shops, restaurants, groceries, fashion shops, etc. Retailers will purchase Marcoins and then use it to reward customers. The retailer can also give NFTs gifts or Marcoins as gifts to customers for promotions.



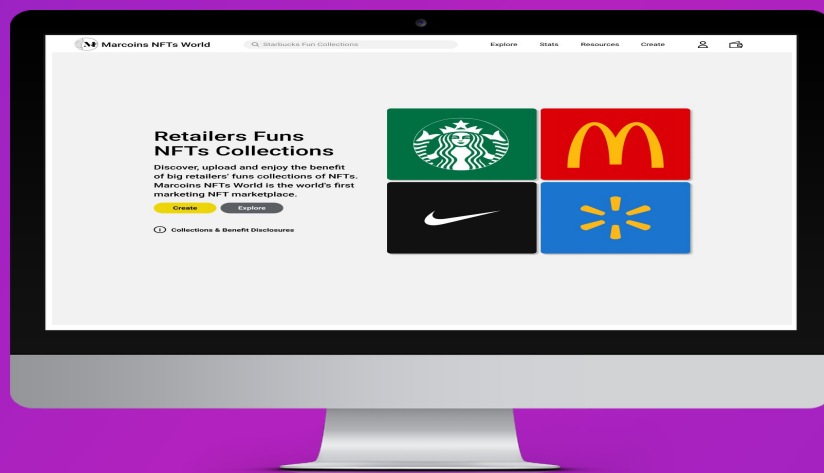
Customer Platform

A customer platform is designed for the marketing. It gathers and combines first-party consumer data from a variety of sources to create a single, cohesive, and comprehensive view of each client. Marketers can then use that information to develop targeted and customized marketing efforts. From various stores, customers can get Marcoins or nuts which provide features such as send, receive, and swap for Marcoins cryptocurrency. Customers can get a reward in Marcoins and NFTs by carrying out normal shopping at any available grocery stores. All the gifted Marcoins transfer to the customer private wallet and cash to your bank account

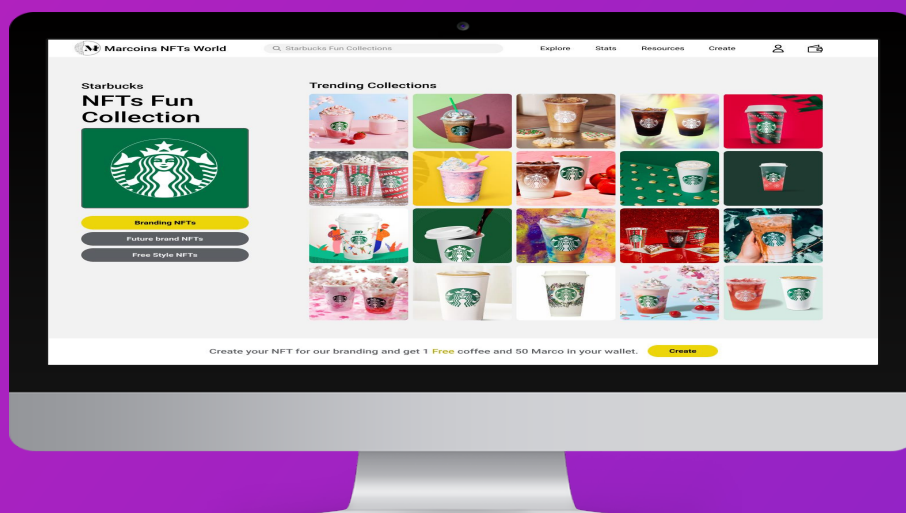


Marcoins NFTs World Platform

An NFT, or non-fungible token, is a unique unit of data that uses technology to log and authenticate digital content, such as films, songs, and photographs, on cryptocurrency blockchains, primarily Ethereum. Unlike cryptocurrency, which requires all tokens to be identical, each NFT is unique or limited in quantity. To simplify, in each blockchain, all tokens are equal and interchangeable. NFTs' key advantages are inextricably linked to everything that distributed ledger technologies (DLT) has delivered in recent years. Blockchain technology ensures the legitimacy of NFTs and direct payments to content creators.



Retailers leave their funs to send NFTs and thank them with Marcoins cryptocurrency or special offers according to on each retailer. From the perspective of an outside retailer, NFTs appear to be a very individualized manner of shopping, in contrast to shopping in a physical store. When an independent seller sells an NFT, for example, it is a distinct digital asset (it is non-fungible), yet when a huge retailer sells an item in a shop or online, it is usually not as distinct because it lacks any original value (it is fungible). There are three kinds in the Retailers NFTs collection.



RETAILERS BRAND NFTS

Customers can use cryptocurrencies to buy virtual goods, such as NFT artwork and digital skins, on Coinbase's website. The retailer is working on allowing customers to pay with cryptocurrencies in-store.

Customers can transfer NFTs that represent the retailer's brands, items, inside-store arts work, and marketing work.

So many commercial brands are seeing the value in repurposing assets they already own and sharing them with fans via NFTs right now.

Retailers Future Brand NFTs

NFTs (Non-Fungible Tokens) are now one of the most popular marketing trends, and they are expected to become a prominent participant in the trillion-dollar marketing business by 2022.

Customers can transfer the NFTs to express their future expectations of the retailer's brand, where they can imagine future products, services, and so on.

More firms will utilize NFTs to develop brand loyalty in 2022 by providing fans with special discounts and promotions that aren't available through traditional distribution methods.

Retailers FreeStyle NFTs

Customers can transfer their free-style NFTs to the collections of fun businesses.

NFT contain anything digital including drawings, animated GIFs, songs, or items. A retailer can use it to sell NFTs to the public.



Business Plan

Retailers Segmentation

Targeting retailers with global view and diverse business sectors that include the criteria of big size of physical retail shops example of targeting special retailers in first launch of marcoins ecosystem

- 1-starbucks
- 2-McDonald
- 3- Nike
- 3-Walgreens
- 5-Walmarts
- 6-H&M
- 7-auto zone
- 8-Costco
- 9-Ikea

So many of them will target simultaneous

Market size



US\$4.85 trillion

Aggregate retail revenue of Top 250



US\$19.4 billion

Average size of Top 250 (retail revenue)



Minimum retail revenue required to be among Top 250

US\$4.0 billion



4.4%

Composite year-over-year retail revenue growth



5-year retail revenue growth (CAGR FY2014-2019)

5.0%



Composite net profit margin

3.1%



4.3%

Composite return on assets

Our Plan and Revenue

Stacking of MARCOINS

	price/USD	Token Purchase/retailer	No of Retailers and their stores	Total Stacking
First Year	0.01	10,000,000	1,000	100,000,000
Second Year	0.03	10,000,000	2,000	600,000,000
3rd Year	0.05	10,000,000	4,000	2,000,000,000

Royalty and File Size Fees For NFTs for retailers

	price/USD	No of NFTs per retailer	No of Retailers	fees by Marcoins	Total fess per USD
First Year	0.01	100,000	100	30	3,000,000
Second Year	0.03	300,000	200	30	54,000,000
3rd Year	0.05	500,000	400	30	300,000,000

Our Plan and Revenue

Royalty and File Size Fees For NFTs for customers (Funs)

	price/USD	No of NFTs per customer	No of customers	fees in Marcoins	Total fess per USD
First Year	0.01	10	10,000,000	5	5,000,000
Second Year	0.03	20	20,000,000	5	60,000,000
3rd Year	0.05	40	40,000,000	5	400,000,000

Total Revenue

	Year 1	Year2	Year3
Total Revenue in USD	108,000,000	714,000,000	2,700,000,000

Technology

Marcoins token is based on BEP20 which is Ethereum compatible. BEP20 is the token standard of the Binance Smart Chain. The BEP20 token standard on BSC applies to any token that is launched or created on Binance Smart Chain's platform. MARCOIN is a decentralized financial payment network that uses the blockchain to recreate the traditional payment stack. To promote programmable payments and the creation of open financial infrastructure, it uses a basket of fiat-pegged stablecoins that are algorithmically stabilized by its reserve currency MAR.

Marcoins ecosystem based on ERC-20 and ERC-721 is the standards of Ethereum blockchain technology. Ethereum is a decentralized blockchain technology that creates a peer-to-peer network for securely executing and verifying smart contract code. In the blockchain, decentralization refers to the transfer of control and decision-making from a centralized entity (individual, organization, or group thereof) to a distributed network. On the Ethereum blockchain, the ERC20 token is a standard for creating and issuing smart contracts. ERC-721 standard is a token standard used on the Ethereum blockchain. ERC-721 is a free, open standard that describes how to build non-fungible or unique tokens on the Ethereum blockchain. ERC-20 tokens represent a single asset and are interchangeable, ERC-721 tokens are indivisible and represent a collection of assets.



Tokenomics

- Marcoins Token
- Token Symbol: MARCO
- total supply = 1,000,000,000,000 MARCO
- Token price: 1 MARCO = 1 cent USD

Distribution Plan

Private sales (20%) (200Billion) allocated for the products development, R&D, operating expenses, and marketing will be in 4-round each round 50 Billion only execute 1 round with our road map remain to keep for future products development in 2024 in forwarding

Structure

- Minimum Purchase: 100,000,000 MARCO
- Maximum Purchase: No Limit
- Bonus structure
- Every 100,000,000 MARCO Purchased = 10,000,0000 MARCO bonus

Publics sales (10%) (100Billion) unlocked until the first round of private sales over, and will be in two-phase each phase (50Billion) note the second phase after road map stage one finish and remain will be once new development of products:

Structure phase1

- Minimum Purchase: 1 MARCO
- Maximum Purchase: No Limit
- Bonus structure
- No bonus

Tokenomics

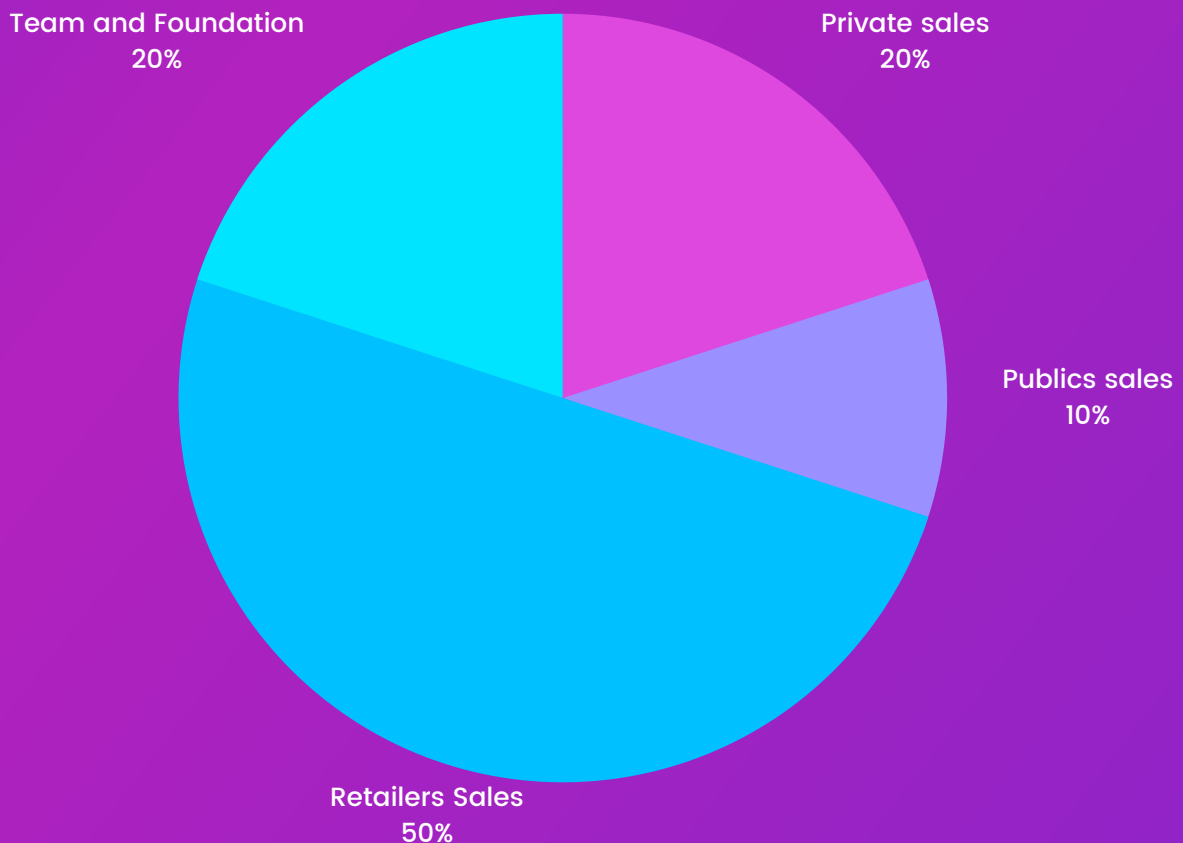
Retailers Sales (50%) (500Billion) allocated for retailers wallets to start transfer to their customers according to plans

Structure

- Minimum Purchase: 10,000,000 MARCO
- Maximum Purchase: No Limit
- Bonus structure: Every 1,000,000 MARCO Purchased = 50,000 MARCO bonus

Team and Foundation (20%) (200Billion) allocated for founder and team not release any token until

- The project goes life will be partial released within 5 years



Road Map

Q1-2022

smart contract, create Token
Branding, Logo, Name.

- Releasing Whitepaper
- Launching Social networks
- Launching an official website
- ICO Launchpad development



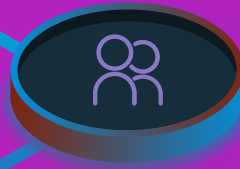
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Q2-2022

Early Private investor
Pre-ICO development
ICO Launchpad release
ICO event for the public.

Q3-2022

- Company Established
- Team Expand
- Ecosystem design

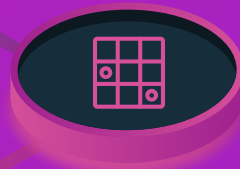


Q4-2022

- Marcoins apps developed include retailers, customers, and marcoins NFTs world.

Q1-2023

- Marketing Marcoins for Big retailers to join Marcoins Ecosystem.



Q2-2023

- Marketing Marcoins for end-users and soft launch.

Q3-2023

- Full power launch marcoins ecosystems
- expand the retailers to join us



Q4-2023

- R&D for more improvements and plugin products for Marcoins ecosystem.

Team

Eng.Marwan Zamkah Founder

Data science ,
Blockchain
Experts , 26 years
leadership
experiences from
diversities
business and
projects



LinkedIn

<https://www.linkedin.com/in/marwan-zamkah-4a748612>

Dr.HeshamGhabour



System analysis and Smart
contract

15 years experience in
system analysis , database
management and project
management in IT and
technology

Eng. Mohammed Araby



Developer and Machine
Learning

10 years experience in Java
, soft , PHP developing
experience with many
project handling

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Legal Disclaimer

Marcoins, presents this whitepaper as a blueprint of the project it is developing, but does not guarantee a certain value or a future or constant price of the coin, as the market will ultimately decide the price and value of MarcoinsCoin. The team will work to bring the coin projects to fruition in order to make the most of the Marcoinsproject.

The whitepaper is subject to future changes of any kind. The cryptocurrency market is a volatile and risky one, as is well known, but the Marcoin team will strive to change these aspects, but nothing is guaranteed, as the deciding factor remains the market: supply and demand, and we cannot influence the price/value or results in any way.

