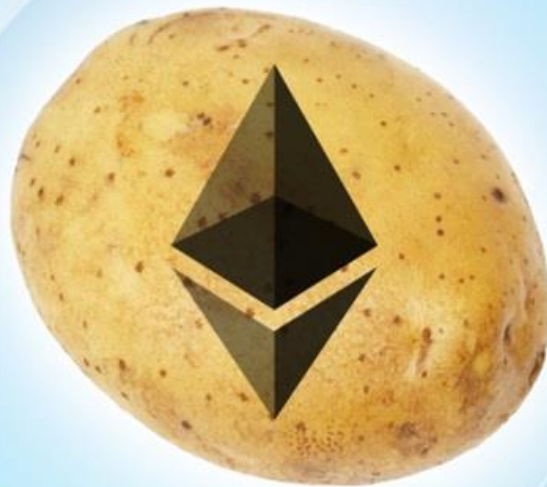


Potato Coin

white paper



Version: October 15, 2017

DISCLAIMER AND IMPORTANT INFORMATION

The goal of this document is to present “**Potato Coin**” to potential token holders in regards to the upcoming token sale. Note that the information stated below may not be exhaustive. Potato Coin tokens are not intended to constitute a future or a security in any jurisdiction and can not be regarded as such. No financial regulations regarding to securities in any jurisdiction are to be applied. This document does not constitute a prospectus of any sort or a solicitation for investment and does not in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

Potential investors receive Potato Coin tokens, which are digital tokens on the blockchain Ethereum. Note that the purchase of Potato Coin token does not contain the right or the claim to any other assets of any sorts.

You are not eligible and you are not allowed to buy Potato Coin tokens if you are a citizen, resident or greencard holder of the Unites States of America (including Puerto Rico, the U.S. Virgin Islands or any other possession of the United States) or a citizen of the Republic of Singapore.

Potato Coin is a project of Contrivance Ltd. None of the contributors are personally liable in any way, the entire liability is with the company.

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1. Executive summary

“Make the Potato great again”

2. Value proposition

Potatoes and crypto currencies are in many ways polar opposites. Potatoes are delicious, a cheap source of carbs, the potato price over time is relatively stable and they do not cause you to get heart attacks (low on cholesterol and fat).

Cryptocurrencies are often criticised for their lack of substance, their prices fluctuate wildly and their erratic behaviour causes many crypto currency owners severe stress.

Potato Coin tokens may allow you to exchange your tokens into actual potatoes (limitations apply as described in sections 4). This means that you will be able to measure your crypto wealth in terms even your mom will understand. Also, we expect the price of Potato Coins to be more stable and especially protected against strong falls, since the potato price is very stable as well. Given the recent roller coaster in the crypto space, this could make the difference between losing your money and keeping it.

What else is it good for? You can

- Brag about your preference for barter economy, because you watched Wolf of Wall Street and now believe that unbacked money is just “fugazi”
- Own a coin that you fully understand (sure, you know exactly what EOS does and why it is better than Ethereum...)
- If you get fed up with the entire crypto thing, you might still get something of value (if we are around until then and decide to fulfil your order)

If these reasons are not enough for you, we have listed a comparison of Potato Coin and other close competitors just below.

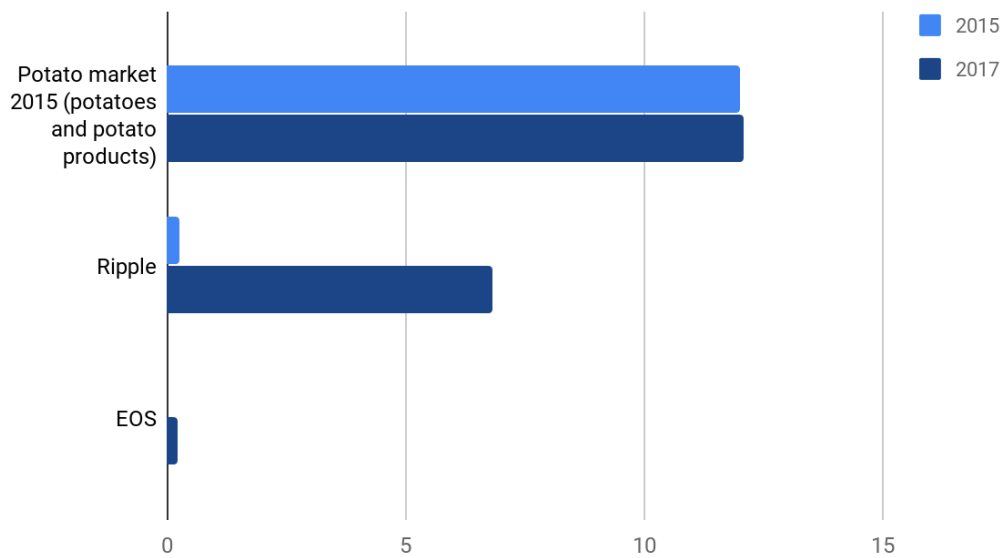
3. Competitive advantages

In order to showcase the many advantages of a tater-based coin, we created this table. Do not say you did not know about it, we lay it out as clear as possible.

Feature	Potato Coin	Bitcoin/Ethereum	USD
Value backed by	Potatoes	—	—
Receive physical asset via post	✓	✗	✗
Price floor	✓ (potato price)	✗	✗
Helps to survive impending nuclear winter	✓	—	✗
Ownership qualifies you as food speculator	✓	✗	✗

The global potato market is a huge market, dwarfing all but the biggest currency tokens in market capitalization. Below is a comparison of the potato market with a few selected tokens. Not only is the market extremely big, it is also very stable, with relatively minor fluctuations. This means that fluctuations in the potato market are much less likely and hence volatility is lower.

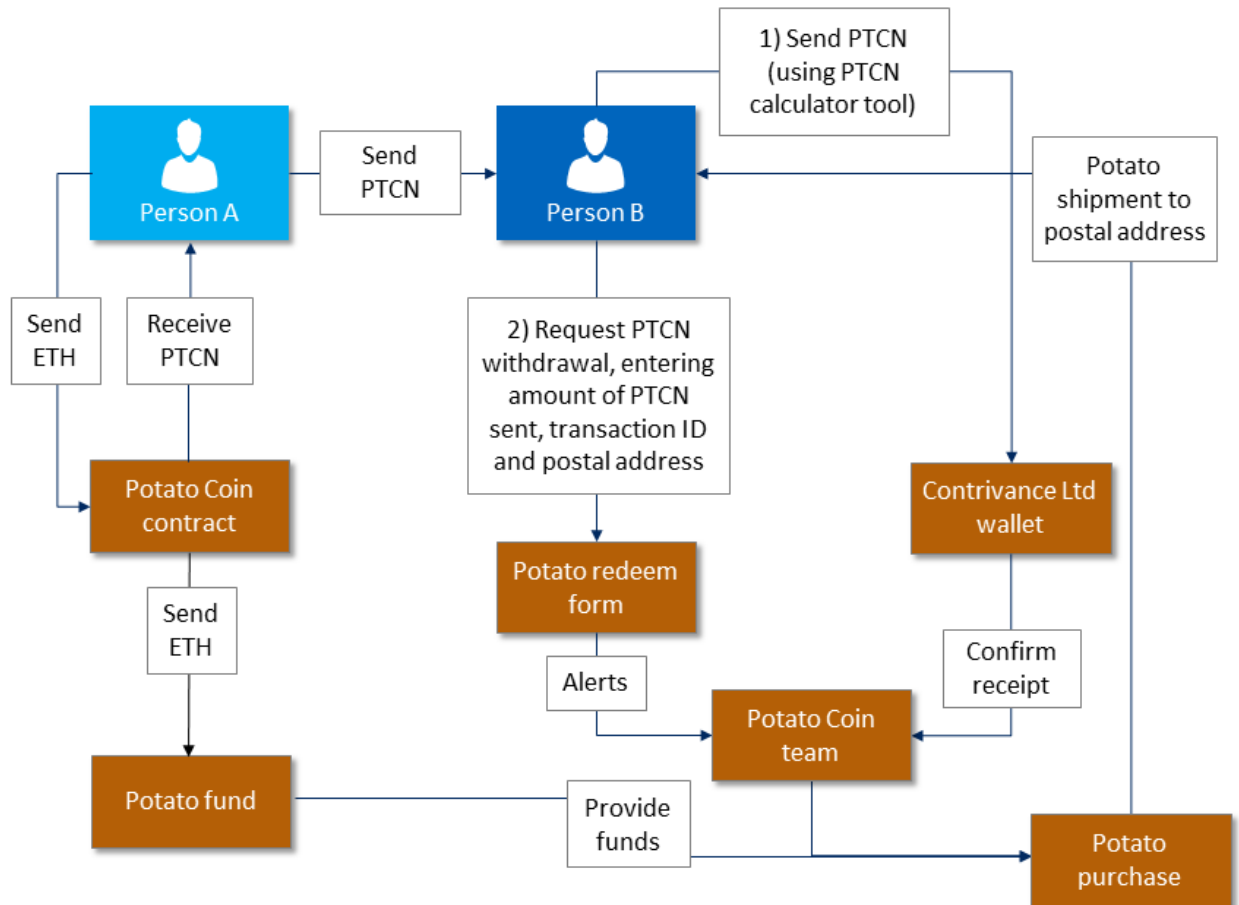
Market size in bn USD



4. How it works

After laying out the benefits of Potato Coin, this section explains how exactly Potato Coin works. The entire section is to be seen as an illustrative example, and is superseded by anything mentioned in the legal disclaimer section.

4.1 General overview

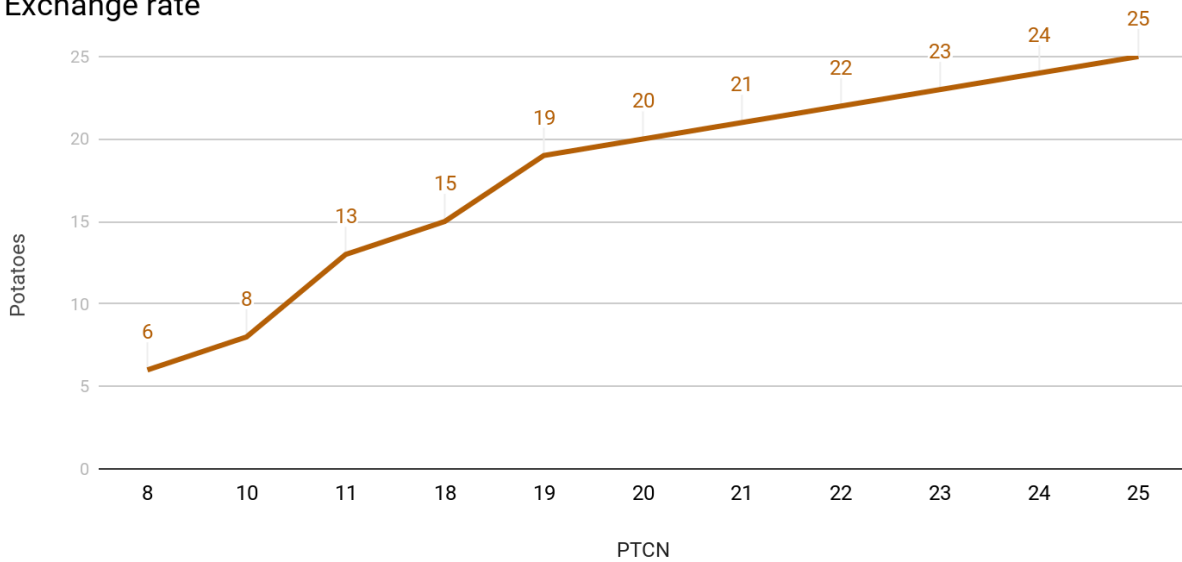


4.2 Distribution and conversion mechanism

In general, one Potato Coin token can be exchanged for one potato. This means that the price of each Potato Coin includes shipping.

In order to receive real potatoes, you need to transfer to our account the number of PCTN according to the following table:

Exchange rate



For example, if you want to get up to 8 real potatoes, you need to transfer 11 PTCN and if you want to get 25 potatoes, you need to transfer 25 PTCN. For all orders starting from 19 potatoes 1 real potato equals 1 PTCN. Exchange rate can be altered in the future.

You can request potatoes on the website potatoco.in, filling in the appropriate request form. Our potatoes will be hand-packed and shipped to the address mentioned on the withdrawal form. The speed of delivery depends on your geographical location.

4.3 Distribution partner countries

The aforementioned withdrawal process of Potato Coins is currently operating in following countries:



5. Tokens

Potato Coin is a standard ERC20 token, working with, e.g. Parity, Ethereum wallet and MetaMask, after you add it into your watched coins.

The total supply of Potato Coin tokens (PTCN) is 50 000 000 tokens. Each time a "mini ICO" is triggered and a part of these 50 000 000 coins (e.g. 500 or any other number) are up for sale.

The offer structure works in batches, with 500 Potato Coins sold each week. The price for each Potato Coin will be calculated to include the price of one potato, as well as shipment and delivery. The initial price will be around 1 USD, but the Potato Coin price is changing based on Ethereum price and Potato Price, as well as shipment premium and handling fees.

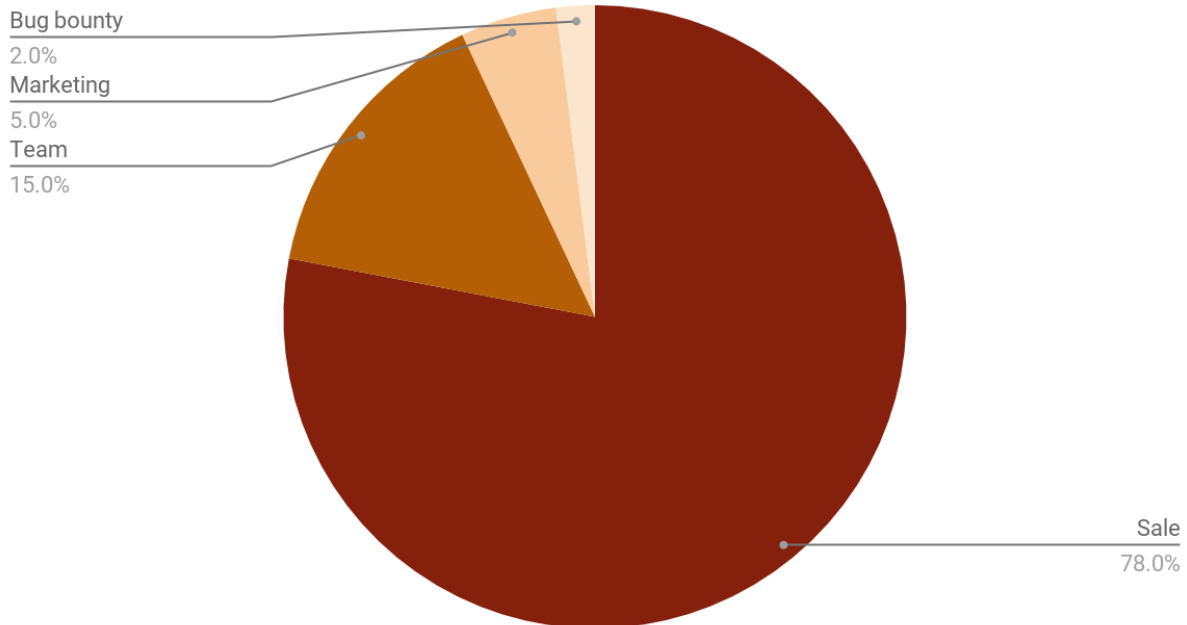
These Potato Coin can be exchanged back into potatoes. One PTCN is generally equivalent for one shipped potato for larger amounts of PTCN, whereas for smaller amounts, a premium needs to be applied. For more details, see the section "Distribution and conversion mechanism".

Only the coins that are publicly sold through to PTCN contract become backed by potatoes and can be exchanged by potatoes. Any remaining Potato Coins yet unsold cannot be exchanged into potatoes. As most coins, Potato Coin also has a "self-destruct" function that will disable interaction and sending of coins. You will keep your balance, but it essentially means that after the self-destruction. This function will only be triggered in extreme situations (like a crash of the ethereum network or exceptional circumstances for the organizing team).

5.1 ICO funding use:

Since this is not a typical ICO, it is ongoing with not one huge event at the beginning. If we had chosen to earn millions in a few hours of the ICO, we might have distributed our earnings in the following way:

Distribution of initial coins

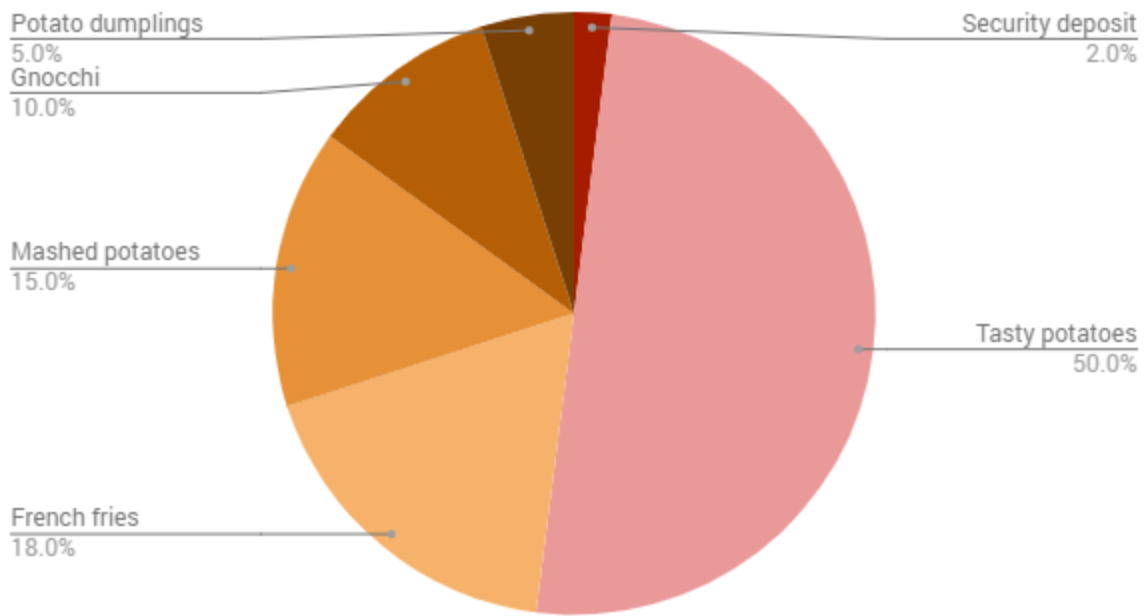


However, there is no one big event, the offerings are weekly with limited amounts of coins, so this does not apply. What we will do instead is to put the proceeds mostly into a safe haven (either a non-fluctuating crypto like Tether or outside of crypto) in order to secure the coins. These secure funds will then be used to pay for purchasing, packaging and shipment of the redeemed potatoes.

The remainder of the Potato Coin that is not stored for the eventual payout is used by the potato team to live in prosperity and enjoy their lives.

We aim to invest as much as possible of our Potato Coin riches in potato based food which we in turn eat. No promises, but this is what it could look like:

ICO funding use



6. Team

The entire legal responsibility rests with Contrivance Ltd. (registered in London, Company number 08408974) as described in the legal considerations section.

The operative team consists of these potato heads:



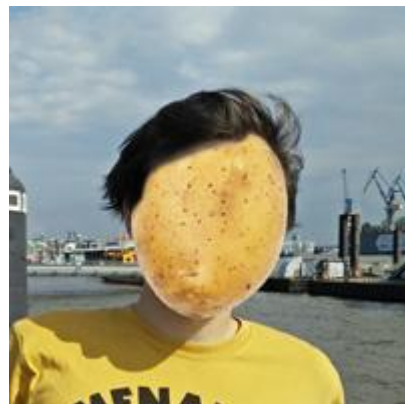
Coordination potato



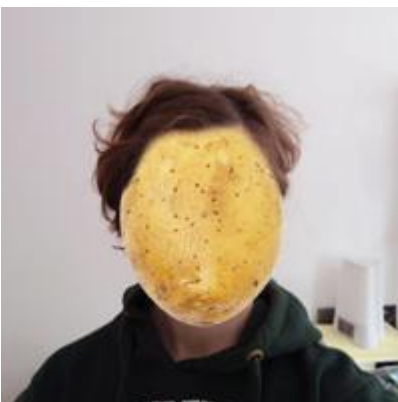
Technical lead potato



Logistics and marketing potato



Legal and community potato



Website and design potato