



# TRENDERCOIN

**WHITE PAPER**

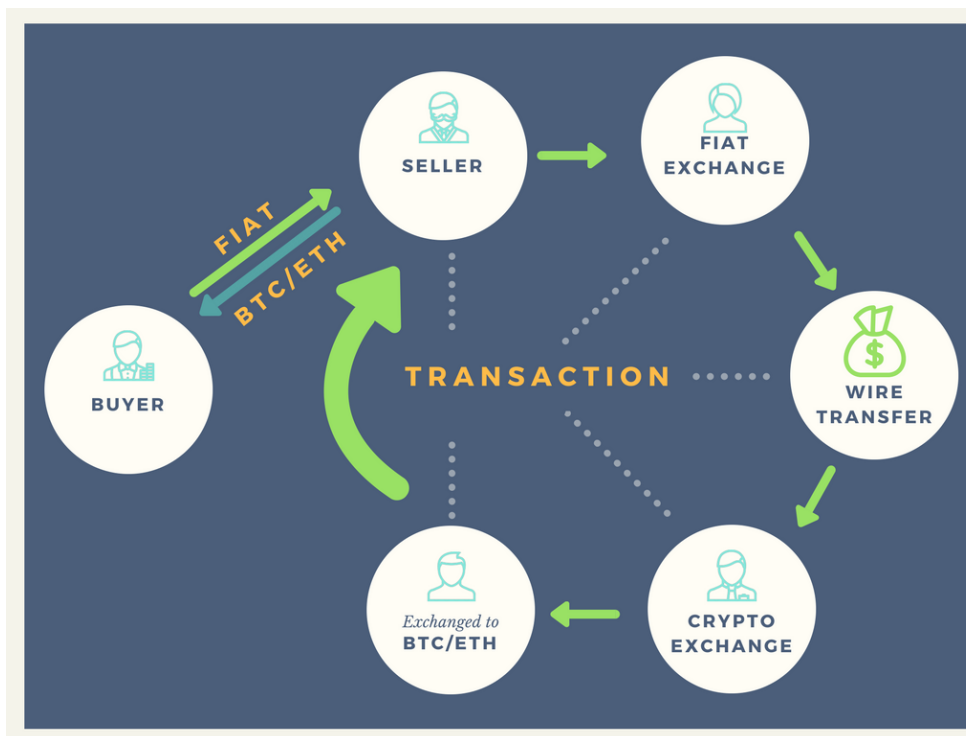
# INTRODUCTION

Trendercoin is an ERC20 token on ethereum blockchain, for enabling easy access to bitcoin, ethereum and other major cryptocurrency assets at reasonable market price and minimal fee for emerging markets of \$1.3Trillion consumer spending.

Our ultimate goal is to create large user base for trendercoin and integration to decentralized applications that will be used in creating business solutions in the emerging market.

## PROBLEM

Increasing in demand for cryptocurrencies matched with limited access to cryptocurrency economy due to high exchange rate and fee. There is spread of 10% to 70% on cryptocurrencies in emerging markets of \$1.3 trillion consumer spending in Africa.

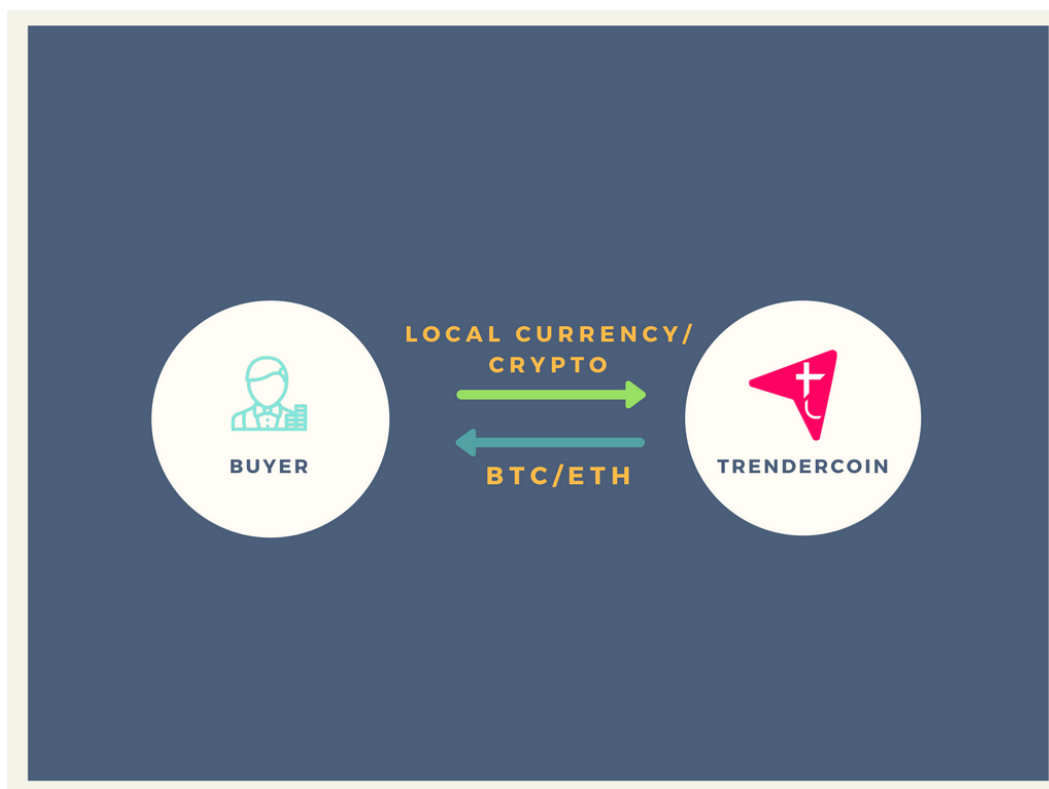


Lack of easy access and expensive fees leave the majority of this market out of the cryptocurrencies economy.

The demand for cryptocurrencies is rapidly increasing and daily trade volume is in multi million dollars which could be billion dollar daily trade with easy access and low fees.

## SOLUTION

Trendercoin will be available for purchase in local currencies to hold or exchanged for other cryptocurrencies. Trendercoin exchange will be the solution that gives emerging market massive access to the cryptocurrencies economy with significant low spread of 1% to 1.5%.





## **Why Trendercoin Value Will Appreciate:**

1. The launch of trendercoin exchange which will skyrocket the demand and increase trendercoin coin value exponentially. As trendercoin serve as the bridge to ever increasing demand for cryptocurrencies.
2. Trendercoin and trender projects are backed by community proposals that are aimed at enabling massive adoption of trendercoin and integration of decentralized application (DAPP) for millennials in emerging market and globally making up 3.7 Billion of global population and major driver of global economy by 2020.

## **HOW IT WORKS**

Several affiliation agreements would be signed between the Trender platform and established businesses and institutions after the ICO. This effort would be backed by press conferences, advertisement and events across selected markets.

## IMPLEMENTATION

The proffered solution would be implemented in four phases:

### **Phase 1:** Fiat & SMS Integration Q1 2018

An SMS protocol will be integrated into the Trendercoin to enable the sending and receiving of payments by text messages using mobile phones. This will widen the Trendercoin users' range beyond those with access to the Internet and enable those that do not have Internet access to effortlessly be a part of the Blockchain economy. This ability to make payment possible in a simple way as using an SMS will give smart entrepreneurs the opportunity to create more problem-solving use cases that could not be fathom out at this point.

### **Phase 2:** Music/Events App development Q2 2018

The Foundation will launch [trender.me](https://trender.me) app - a decentralized music and event tickets distribution platform - with additional integration with steem blockchain (social media engine) which was chosen for its no-fee structure and additional features.

The [trender.me](https://trender.me) app allows artistes and independent labels to monetize music and video content based on streaming, download and users engagement while they keep 100% of their revenue with total control over sales and rights completely free.

Event managers will use the [trender.me](https://trender.me) app to eliminate ticketing and transaction fees slashing off more than 5.5% of ticket costs even as event publishers take total control of their ticket payments that the app will make possible in seconds.



### **Phase 3: Energy Infrastructure Integration Q3 2018**

For existing systems like solar power to work with the Blockchain, there is a need for additional hardware to be integrated on the platform in order to automate payments and subscription.

This integration module will focus on the renewable energy industry as well as others thus creating a limitless array of use cases for the Trender token.

### **Phase 4: Decentralized Power Project Q1 2019**

The Trender Foundation will bring renewable energy to the Blockchain by launching a P2P power investment platform that would create an open market for energy trading and global investment. The platform will provide direct access to reputable renewable energy companies and investors - be it small or big or individuals from all over the world - will have the opportunity to easily invest in the trillion dollar energy market with absolute transparency and without middlemen.

## TOKEN UTILITY

While the Trendercoin will be used to make exchanges and purchase on tender project platforms, investing in the tendercoin would afford investors the opportunity to be a part of a revolution that will yield a good return on investment with time. Partnerships with leading alternative energy companies after the completion of the tendercoin integration with fiat currency and SMS protocol will add value to its utility.

## TOKEN SALES BREAKDOWN

As a socially responsible enterprise, the Trender Foundation structures the token sale process to comply with regulatory requirements and to be a reward-based crowdfunding campaign where contributors will receive Trender tokens which can be used within the platform's community or traded for other purposes in return for their early stage contributions.

Please note:

Total Tender Coin Supply	<b>1,000,000,000 (100%)</b>
Distribution supply	<b>550,000,000 ( 55%)</b>
Soft cap	<b>5000ETH</b>
Hard cap	<b>15,500ETH</b>
Exchange rate for ICO	<b>1 ETH = 30,000 TDC</b>
Period of ICO Phase 1	<b>14th Nov to 28th Nov</b>
<b>ICO Phase 2</b>	<b>29th Nov to 22 Dec</b>

## Token Distribution

Total Supply: 1,000,000,000 TDC  
Distribution/ICO Supply: 55%  
Team: 20% locked up for 12months  
10% Future Projects  
10% For Community and users growth  
5% for Investors

## Token Sale Objective

Funds raised during the contribution period will be used solely for further development tendercoin exchange, development of tender project decentralized apps(DAPP), marketing and users acquisition for tender platforms. A budget has been outlined below, representing a scenario where our soft cap has been reached:

<b>Platform Development</b>	<b>30%</b>
<b>Marketing/Events</b>	<b>20%</b>
<b>Operations</b>	<b>20%</b>
<b>Compliance</b>	<b>10%</b>
<b>Users Acquisition</b>	<b>20%</b>





## **ABOUT TRENDER FOUNDATION**

We are a team of professionals and partners with combined experience in blockchain, media, event management, publishing, renewable energy and digital services.

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