



EUNO.

YOUR DECENTRALIZED CHOICE

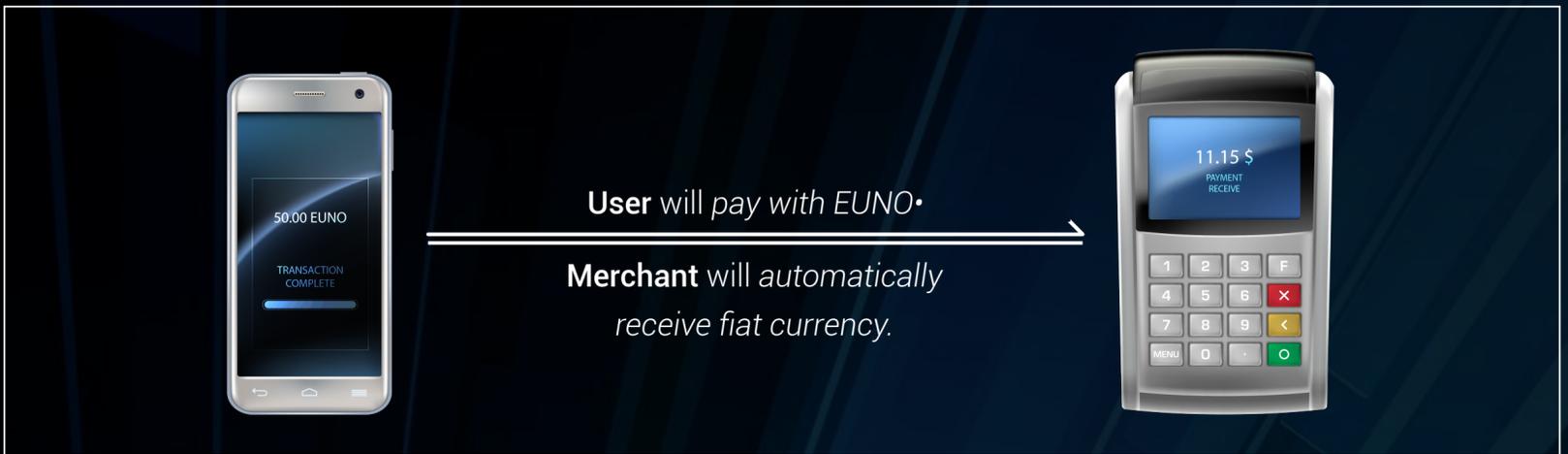
LITE PAPER

The purpose of the Light Paper is to outline the objectives of EUNO coin and to lay out in simple terms the project's technical and strategic vision. For a more detailed analysis, please refer to the White Paper.

EUNO coin is a decentralized digital currency that focuses on the end-user in terms of safety, privacy and convenience for everyday transactions. There are a couple of ways through which you can be part of the community and obtain EUNO coins. You can mine or stake the coin and contribute to transaction verifications, or support the network while earning rewards by operating a masternode. Currently the number of coins needed for a masternode is 50,000



Aside from its fast and secure wallet to wallet transactions, EUNO sees an opportunity in contributing to the mainstream adoption of cryptocurrencies for everyday payments by making use of existent systems to facilitate and incentivize crypto transactions between merchants and consumers. Gas stations, fast food restaurants, grocery stores, and department stores to name a few, are all visited by consumers on a daily basis. They are also the retailers and service providers that for the most part do not yet accept cryptocurrency payments, not because they are against cryptocurrencies, but mostly because they see no added benefits to setting up new payment systems that carry price risks, costs, and require additional operational and learning effort. Let's say we would like to get merchants to accept crypto payments. The conventional route would be to setup meetings with merchants and try to convince them of the benefits of peer to peer currencies. To do so, we would need to manage their concerns of introducing a technology they know very little about in most cases, their security concerns, their concerns of retaining an effective cash flow as a small business, and expect that they go through the steep learning beginner's curve of cryptocurrencies. If they are finally convinced, they would have to setup a wallet and deal with possible market risks, price volatility, and less than user-friendly exchanges. With such hurdles, it is unlikely that they would be willing to go through this long process to settle small payments, especially if introducing the system does not bring on a large number of new consumers. Other possible approaches that have been adopted by cryptocurrency projects require merchants to buy proprietary hardware that support crypto payments, and systems that do not completely solve problems of ease of use, and add an additional layer of hardware and integration costs.



But what if there was an easier approach? What if we could pay with cryptocurrencies just like we pay with dollars, euros or other fiat currencies? The main objective of EUNO coin is to do just that. In conjunction with NFC (Near-Field Communication) technology the EUNO mobile wallet will support payments in real time using standard Point of Sale machines found at your average grocery store. With its system, the customer will get charged EUNO and the merchant will receive Fiat. It's that simple. A few different options can be used to facilitate this process. We want to implement two to ensure reliable transactions with the absolute least amount of payment processing down time.



Knowing that merchant acceptance is of no use without consumer adoption, EUNO also aims to incentivize wide consumer use, with specific attention to smaller users in order to protect their purchasing power against volatility and promote coin distribution to the highest possible number of users. To do so EUNO introduces the ACID protocol - Adoption and Convergence Incentivized Distribution – a technical innovation by the EUNO team that will provide scaled rewards to users of point of sale transactions. Picture this as a payment card that offers a percentage return for everyday spending. The more you spend using your mobile wallet the more you will receive.

Finally, to ensure EUNO's longevity as a legitimate and decentralized payment medium, we introduce a governance structure that will involve community members in the decision making process on all matters related to the coin, from development to strategy and marketing. In doing so, EUNO will ensure its survival and continued development beyond its founders and for a long time to come. The end goal of EUNO is to engage a worldwide community and offer a decentralized currency that is secure, easy to use, and fairly distributed, with emphasis on project transparency and a commitment to continued progress.



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