

COFT

TOKEN

WHITEPAPER

- UNIQUENESS
- INTERACTIVENESS
- PROFITABILITY



COFT TOKEN

This white paper indicates the current views of COFT (Coin On File Token) concerning the COFT platform and related matters. COFT may from time to time revise this white paper in any respect without prior notice. The information presented in this white paper is indicative only and is not legally binding on COFT or any other party.

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(2) an investment in the COFT ecosystem or any project of COFT

(3) shares or other securities of COFT or any affiliated company in any jurisdiction.

Please go through and read the important legal section at the end of this white paper.



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ABSTRACT



Coin On File Token (COFT) is an innovation that is blockchain-based for the OTT industry, the Gaming industry, and the E-commerce industry. It brings to the very forefront unique, interactive, and profitable solutions to these industries by providing a truly transparent and decentralized system to enjoy the true benefits of both cryptocurrency and these industries. The COFT token would be used on different e-commerce platforms that are already on the internet and will give users access to huge discounts and offers when shopping with COFT. We believe in transparency and accuracy, that's why everything we do is crystal clear with COFT.

We have observed a drastic shift in three main industries - the OTT (over-the-top) industry, the e-commerce industry, and the gaming industry. With such great popularity of the industries come challenges. One such challenge is the lack of proper rewards for users. COFT solves this one area of user benefits.

COFT is implementing blockchain to reengineer OTT, e-commerce, and the gaming industry. We are building a user-centric token that can be used on video streaming platforms (OTTs), ecommerce platforms, and gaming platforms while receiving rewards using the token - Coin on File.



INTRODUCTION

The transformation brought in by blockchain into every industry is inevitable, and the pace of experimentation and innovation is breathtaking. This is expected since blockchain will provide a business value-add of over \$176 billion by 2025 and close to \$3.1 trillion by 2030 across different industries. Blockchain has the potential to solve Media, ecommerce, and OTT industry pain points especially with rising issues of rewards, copyright management, flawed advertisement strategy, piracy, and many more industry pain points.

For any online or digital platform, users are the backbones of the entire ecosystem. Users watch content, upload content, advertise, purchase things, and do many more. While the centres of these platforms are on users, the distribution of revenue is not. COFT is resolving this discrepancy today. Despite this discrepancy in the industry, there is still a lot of potential for growth with a great shift from major platforms in terms of market dominance.


COFT plays a big role in realizing this paradigm shift occurring in the industry. COFT applies blockchain technology to mitigate the industry problems and realize a solution that is both beneficial and user-centric across all areas.



THE MARKET

The global digital content and entertainment market continue to grow along with the online markets. By 2022, the global media & entertainment market is expected to grow at USD 2.2trn with an average annual growth rate of 4.4%. The market and growth potential of games and gaming mobile top-ups that are easily accessible and consumed in the digital world by millennials is increasing rapidly. The game market has \$ 137.9Bn in 2018 and 2.4 billion gamers mobile top-up is USD 265bn in 2018. The game market continues to grow, and the fantasy sports market is also worth USD 30bn. As a result, this market keeps enlarging through a combination of professional leagues, games and new media.

The entertainment industry has also significantly changed in the last decade, shifting from cable TV to OTT streaming. According to a recent study by Pew Research Center, 76% of Americans had a cable or satellite TV subscription in 2015, which has fallen to 56% in 2021. The most significant drop was also observed in the young adult generation, where 65% had a subscription in 2015 and it plunged to 34% in 2021.



There are a few catalysts for the significant drop in cable or satellite TV subscriptions. Younger generations realize that they can watch their favorite shows and sports online and therefore switch to the more convenient and less expensive OTT platforms. Due to OTT platforms advancing to a viable alternative for cable and satellite TV in the last five years, the shift has been noticeable.

At the same time, Over the Top (OTT) online content providers (e.g. Netflix, Amazon) have harnessed the Internet as a means of content distribution. Their explosive growth is disrupting traditional broadcasters' businesses, hijacking audiences, eroding profits and forcing a big 6 change in the industry. The industry must now reduce costs to boost profitability and become more agile and innovative to compete. This is where COFT has the first opportunity: to transform an industry that already transacts US\$240 billion annually, reducing cost, reducing competition, increasing agility, releasing value, and distributing profit to those that deserve it.



THE TECHNOLOGY– BLOCKCHAIN

Blockchain 1.0

Bitcoin: Blockchain is the transformational technology that powers Bitcoin and is rapidly gaining popularity globally. It is providing new foundations for economic, legal and political systems. Blockchain technology can change the way businesses provide services much as the internet did a few decades ago. Depending on perspective, the definition of a Blockchain network can differ. Authors Don and Alex Tapscott of “Blockchain Revolution” define Blockchain as “an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value”. From a technical perspective, a Blockchain is the term for a distributed, P2P network. It is append-only, immutable and only updatable with the consent of the peers within the network which is performed using the built in consensus mechanism. It is a global network of peers in which each peer holds a copy of the distributed ledger. It contains every P2P transaction from the very first to the most recently verified, all in chronological order. Cryptography is used to sign each transaction, which offers high security and integrity.

Blockchain 2.0

Ethereum: A new movement was set in motion by the ingenious open source system that is Bitcoin and generated a snowball effect of innovation. Bitcoin gave birth to countless of alternative cryptocurrency protocols, which came to be referred as altcoins. The most significant innovation in the altcoin space came 2015 with the launch of Ethereum, which is one of the largest Cryptocurrencies in regards of market cap and significance. Ethereum represents the second generation of Blockchain Technology with enhanced functionality beyond simple money transfers. It packs a complete set of tools for developers to innovate further and build decentralized applications (DAPPS) and businesses on the Blockchain. This advancement is often called Blockchain 2.0 and serves as the backbone and infrastructure for an entire economic and social ecosystem. It aims to enable a large network of decentralized applications on the Blockchain - thus creating a decentralized version of the World Wide Web, also called Web 3.0. It has the same underlying principles as Bitcoin, but the key difference is the added functionality of Smart Contracts.

Smart Contracts



A smart contract is a program that is secure and unstoppable, and represents an agreement that is automatically executable and enforceable. Nick Szabo who coined the term in the late 1990s defined a Smart Contract in the following way: “A Smart Contract is a computerized transaction protocol that executes the terms of a contract. The general objectives are to satisfy common contractual conditions (such as payment terms, liens, confidentiality, and even enforcement), minimize exceptions both malicious and accidental, and minimize the need for 8 trusted intermediaries. Related economic goals include lowering fraud loss, arbitrations and enforcement costs, and other transaction costs”. Smart Contracts offer cost saving benefits by reducing the transaction costs, automating manual processes and simplifying complex contracts. In Smart Contracts, code is law meaning that there is no need for a third party to control or influence the execution of the contract. As mentioned by Szabo, it is self-enforcing. This provides a greater level of trust compared to many other traditional payment and Escrow services because the users are not required to trust the organization, but instead the open source code that is reviewable and contains the encoded business logic.

Binance Smart Chain

Binance Smart chain runs on its asset, BNB, which existed initially as an ERC-20 token – a token that was built on the Ethereum blockchain. Binance later launched in 2019 its own blockchain called the Binance chain. BNB was then transitioned into the Binance Chain Blockchain.

Although Binance Chain was built for trading, which caused limitations on the capabilities of the blockchain, they have other plans on ground to account for this. Furthermore, the decentralized exchange (DEX) or Binance DEX was launched on Binance chain as well in 2019. This gave way for the limitations faced by BC. By 2020, Binance Smart Chain (BSC) was created, which was a complete infrastructure with smart contracts and Ethereum Virtual Machine (EVM) compatibility. It also came with the function of interoperability between Binance chain and Binance Smart Chain.

21 community validators check the blocks on the chain and are then compensated or rewarded in BNB coins for the service rendered to power the BSC blockchain. These validators are re-elected daily by staking governance in order to remain in the validator set.



Following Binance Smart Chain's 2020 birth, the blockchain achieved significant attention, touting high activity and building on the chain. BSC began with a few simple intentions, although its goals changed after the blockchain garnered such notable activity.

Going forward, BSC aims to facilitate broader interoperability in the blockchain world, among blockchains themselves as well as DApps and assets – working amid a compatible ecosystem.



INDUSTRY PROBLEM

Problem 1. The discrepancy in sharing revenue generated

In the world of OTTs, gaming, and ecommerce, users drive platform growth. However, with traditional schemes, only the platform providers take most of the profits generated on the platform be it ecommerce platform, gaming platform, or OTT platform. With this type of discrepancy in revenue sharing and structure, users are continuously dissatisfied and discontent with such platforms and content creators. Also, viewers are getting disgusted by the endless display of meaningless ads without any rewards.

Problem 2. Lack of transparency

This is also tied to the first problem of revenue sharing whereby platform providers are not transparent with their dealings and reward schemes (if they have at all).



Problem 3. Cost of digital commodities and virtual commodities

One thing that discourages most online purchasers is the cost of digital commodities. For instance, gamers are faced with high cost of purchasing in-game items. Also, OTT subscribers are faced with high cost of subscriptions when subscribing to their favourite shows. Finally, ecommerce users have little or no coupons and rewards to purchase online.

Problem 4. Inability to use rewards or convert them on exchanges

While some platforms give users rewards, they can only be used within the platform to purchase items within the platform. This means that the money is going back to the platform providers at the end of the day. There is no way of exchanging the rewards on any exchange for financial rewards or benefits.




OUR SOLUTION

Our solution is very simple – provide a way to reward users for being the backbone of OTT, gaming, and ecommerce success. The Coin On File Token provides a way to solve problem 1 by banking on blockchain as a solution to provide access to revenue for users through the COFT token. Problem 2 is solved by creating a vibrant and user-centric community where everyone determines what happens within the ecosystem. Problem 3 is solved by COFT bringing down the cost of getting ecommerce items, in-game items, and other digital items. These prices are different from those of any platform and the Blockchain will power them. Finally, COFT offers rewards, Auto liquidity, burn, Airdrops, and Auto Staking to ensure that users get in on the rewards of the industry – in fact, two industries, their traditional industries and the blockchain industry.

INTRODUCING COIN ON FILE TOKEN (COFT)

COFT token is a “digital asset”, digital currency or BEP20-type token, based on the Binance chain and implemented on the same existing block infrastructure that this blockchain offers. Oriented as the digital asset with which the monetization of an ecosystem of companies, products related to OTT, game, ecommerce and any generator of digital content will be carried out. Its objective is to give an economic boost to the ecosystem previously described, providing tools that will help users considerably enhance this market for the development of the industry through consumption/use in the associated platforms where the payment/collection processor is installed. COFT token is a digital currency dedicated to media related to OTT products. The purpose of the platform will be to provide the tools to the users for the purchase, sale, exchange, awarding and distribution of the BEP20 tokens on which the platform and the projects are based.



The digital currency will be used to buy and sell digital assets, tickets to ecommerce events, subscriptions to digital products (OTT), digital Pay-Per-View products, digital tickets, royalties, donations between users, investments, peer-to-peer exchange, and users rewards for the consumption of the different platforms associated with this ecosystem (in accordance with the provisions established by the Marketing department), among others.

TOKENOMICS

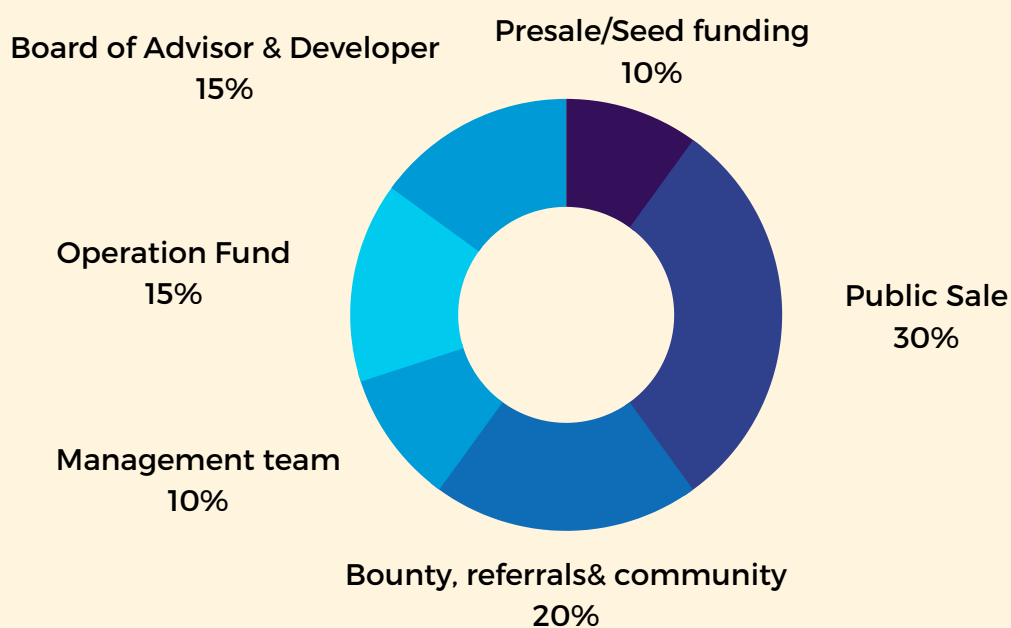


Token Name: Coin On File Token

Token Ticker: COFT

Total Supply: 2,500,000,000

COFT Protocol: BSC BEP20



ICO sales	Percentage	Tokens
Presale/seed funding	10%	100,000,000
Public sales	30%	300,000,000
Bounty, referrals & Community	20%	200,000,000
Management team	10%	100,000,000
Operation Fund	15%	150,000,000
Board of Advisor & Developers	15%	150,000,000

ROADMAP



TEAM/ADVISORS



Manvir



Parbhat Kiran



Rajbhanwar Saini



Vinod Kumar Sharma



LEGAL

The COFT white paper is intended to document and communicate the overall business plan for the project, and is not used to encourage specific investments. The team behind COFT shall not be liable for any damages, losses, debts or other financial damages arising from this White Paper. The content of this white paper shall not be regarded as an inducement or recommendation to engage in investment activities. Participants must carefully consider and review all risks, ICOs and other related business activities related to cryptocurrency and shall not provide any guarantees or liability to the person referred to.



RISK STATEMENT

All COFT crypto currency that is accepted before issue is traded as TOKEN. Regulators will not review or approve the information specified in this white paper. No such action has been taken or will be taken in accordance with laws, regulatory requirements or rules of jurisdiction. The publication, distribution, or dissemination of the white paper does not imply compliance with jurisdiction, regulatory requirements, or relevant laws of the rules. Retailers and their affiliates and their respective officers, employees or agents, coins, related products and services are not liable for any kind of damage, including direct, consequential, incidental, special or indirect damages, to the maximum extent permitted by applicable laws, regulations and rules.

This document is not warranted for the way COFT platform implemented, team & Advisors, blockchain-based data collection, COFT Roadmap, issuance and distribution of token, legal considerations and other matters, and COFT platform blockchain technology. Crypto currency should not be considered an investment, but it can be valued as time goes by. In addition, if solutions implemented by COFT are not actively being used in real life, there is a possibility that their value will fall.



DISCLAIMER OF LIABILITY

(a) The COFT Tokens and related services provided by COFT and its Affiliates are provided on an “as is” and “as available” basis. COFT and its Affiliates do not grant any warranties or make any representation, express or implied or otherwise, as to the accessibility, quality, suitability, accuracy, adequacy, or completeness of the COFT Tokens or any related services provided by COFT and its Affiliates, and expressly disclaims any liability for errors, delays, or omissions in, or for any action taken in reliance on, the COFT Tokens and related services provided by COFT and its Affiliates

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(c) To the maximum extent permitted by the applicable laws and regulations, COFT and its Affiliates shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of (or) reliance on this White paper or any part thereof by you.

FORWARD LOOKING STATEMENTS

(a) Certain information set forth in this Whitepaper includes forward-looking information regarding the future of the project, future events and projections. These statements are not statements of historical fact and may be identified by but not limited to words and phrases such as “will”, “estimate”, “believe”, “expect”, “project”, “anticipate”, or words of similar meaning. Such forward-looking statements are also included in other publicly available materials such as presentations, interviews, videos etc. information contained in this Whitepaper constitutes forward-looking statements including but not limited to future results, performance, or achievements of COFT or its Affiliates if, there is a possibility that their value will fall.



(b) The forward-looking statements involve a variety of risks and uncertainties. These statements are not guarantees of future performance and no undue reliance should be placed on them. Should any of these risks or uncertainties materialize the actual performance and progress of COFT or its Affiliates might differ from expectations set by the forward-looking statements. COFT or its Affiliates undertake no obligation to update forward-looking statements should there be any change in circumstances. By acting upon forward-looking information received from this Whitepaper, COFT or its Affiliates' website and other materials produced by COFT or its Affiliates, you personally bear full responsibility in the event where the forward-looking statements do not materialize.

(c) As of the date of this White Paper, the COFT Platform has not been completed and is not fully operational. Any description pertaining to and regarding the COFT Platform is made on the basis that the COFT Platform will be completed and be fully operational. However, this paragraph shall in no way be construed as providing any form of guarantee or assurance that the COFT Platform will eventually be completed or be fully operational.

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