



# kekuul

**KUULKOIN TOKEN**

**WHITEPAPER**



**kuulkoin.**

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## I. General Information

The purpose of this white paper is to share with all interested parties detailed information about KEKUUL, its history, current situation, existing products and upcoming releases.

The main objective of this Whitepaper is that our clients understand our vision and give them enough information about our project before making the decision to join it.

## II. We want to jump to the Next Level

At KEKUUL we want to reach to the next level, and we are aware that to achieve that we need your help. Therefore, we decided to launch our own **Utility Token** through an **Initial Coin Offer (ICO)** to finance the growth of the company.

An ICO is a new way to raise capital for all kinds of projects through the sale of virtual tokens protected by a cryptography system. In this case, what we will launch will be a new smart contract issued as a token in an existing and proven blockchain such as Binance Smart Chain.

In simpler words, the goal of an ICO is to offer initial investors the new coins in exchange for money, and later open their distribution to the public. With this, the participants of this new currency have the opportunity to obtain a new asset at a preferential price; that in addition to an increase in its value, will grant them benefits on and off the KEKUUL platform.

## III. Project Brief

KEKUUL [KEKUUL S.A.P.I DE C.V.] is an integral platform where entrepreneurial minds can connect and find inputs that help potentiate their skills and launch their projects to the top. The platform contains two great tools; **(i) Crowdfunding; and (ii) Freelance.**

**The Crowdfunding section** is focused on making big ideas a reality, consolidating existing projects, or supporting small and big causes. In this section, users will be able to create a fundraising campaign, in which they will set a goal, detail the reasons why they require the money, and also will be able to offer some reward for all those people who contribute to their project.

On the other hand, **the Freelance section** is focused on professionals who offer a service, as well as for companies or individuals who need a third party to help them carry out a project. This section of the platform consists of a marketplace in which freelancers can publish their portfolio of services to thousands of users that can hire them in less than 5 minutes. Or, if any user needs a more specific service, they will also be able to publish their offer, establishing their budget and details for thousands of freelancers that will be able to send their personalized quotes.

KEKUUL seeks to be the connection point of the venture and all its parties involved, implementing a business model that comprehensively includes a native utility token (KUUL) that will serve to disseminate KEKUUL and be an additional method to FIAT money to carry out all kinds of transactions and payment of services within the platform.

Holders of the KUUL token play a key role in the platform, such as; join the Decentralized Finance or DeFi markets, contribute to the adoption of the crypto world or receive exclusive discounts and benefits. In short, a community-based ecosystem that generates value for society and other blockchain projects.



## IV. Disclaimer

The objective of this Whitepaper is to inform potential investors that the investments described in this document may be of very high risk, including loss of the entire investment. The tokens that can be acquired will not be held by entities legally authorized to provide investment services and the registration technology that is planned to be used (blockchain) is novel and can carry significant risks.

It is possible that the products and services mentioned in this document are not suitable for all users and it is advisable to obtain professional, adequate and specific advice in case of any doubt regarding investment.

Nothing in this report shall be deemed to constitute legal, accounting, tax or investment advice.

Finally, this document together with the information you can find on the official website provides details about our activity, which may be subject to modifications and changes in order to adapt to the reality of KEKUUL and market conditions.

## V. KEKUUL Generals

**Legal Entity:** KEKUUL S.A.P.I DE C.V.

**Address:** Merced Gómez 37, Benito Juárez, Ciudad de México, C.P. 03900

**TAX ID:** KEK200707SX27

## VI. Definitions

**KEKUUL:** KEKUUL S.A.P.I DE C.V. It is a company incorporated under Mexican law, with address at Merced Gómez 37, Benito Juárez, Mexico City, C.P. 03900, and with Federal Taxpayer Registry (RFC): KEK200707SX2.

**KEKUUL PLATFORM:** Collaborative platform object of the ICO (as this term is defined below) described in this Whitepaper.

**ISSUER:** KEKUUL.

**ICO:** Issuance of 200 million Tokens under the terms and conditions established in this Whitepaper, to be carried out by KEKUUL, with the aim of raising sufficient financing for the creation of the necessary infrastructure and start-up of the Kekuul Platform.

**TOKEN:** native token of the KEKUUL network, also called "KUULKOIN" or "KUUL".

**WHITEPAPER:** Document containing information of interest regarding KEKUUL, as issuer, the ICO, the Kekuul Platform and the Tokens to be issued. The information contained herein shall (i) be presented in an easily analyzable and understandable manner and (ii) allow investors to make an assessment, with sufficient information, of the assets and liabilities, the financial situation, profits and losses, as well as give an overview of the Prospects of the Issuer and the rights inherent in the Tokens.

**API:** It is the acronym for Application Programming Interface, a software intermediary that allows two applications to communicate with each other.

**BEP-20:** Binance Smart Chain has a BEP20 token standard that works similarly to Ethereum's ERC20 standard. BEP20 is a developer-friendly token standard that allows anyone to deploy fungible digital coins or tokens on Binance Smart Chain. In addition, leading digital assets in other chains can be transferred to Binance Smart Chain in the form of linked BEP20 tokens.

**BINANCE COIN (BNB):** BNB is the engine of the Binance Ecosystem and the native currency of Binance Chain and Binance Smart Chain. BNB presents various use cases; its main objective is to boost the operations of the exchange while providing convenience and accessibility to investors.

**BSC:** Binance Smart Chain is a blockchain that offers EVM-compatible programmability and native cross-chain communication with Binance Chain using an innovative Proof of Stake Authority (PoSA) consensus.

**SMART CONTRACT:** It is a self-executing contract in which the terms of the agreement between the buyer and seller are written directly in lines of code. The code and agreements it contains exist through a decentralized and distributed blockchain network. Code controls execution and transactions are traceable and irreversible.

**DEX:** Decentralized exchanges (e.g., Uniswap or PancakeSwap) are smart contract-based protocols that facilitate token conversions on the blockchain by eliminating the need for an intermediary.

**DeFi:** Abbreviation for decentralized finance. It is a term that comes to define open-source financial protocols, not allowed and with decentralized architectures.

Decentralized finance (commonly known as DeFi) is an experimental form of finance that does not rely on central financial intermediaries such as brokerages, exchange platforms, or banks to offer traditional financial instruments, and instead uses smart contracts on blockchains.

**ERC20:** One of the most important Ethereum standards is known as ERC-20. The ERC-20 standard has become the most important technical standard of its kind; it is used for all smart contracts on the Ethereum Blockchain for token implementation and provides a list of rules that all Ethereum-based tokens must follow.

**ETHEREUM:** Ethereum is a global open-source platform for decentralized applications. Ethereum allows you to write code that controls digital value, works as programmed and can be accessed from anywhere in the world. Ether, its native cryptocurrency, is the second largest on the market.

**FIAT:** It refers to fiat money, issued by a government and which is not backed by a physical product, such as gold or silver, but by the government that issued it. The value of fiat money is derived from the relationship between supply and demand and confidence in the stability of the issuing government.

**HOLDERS:** It is a person who has possession or control of something, in this case it is a token holder. You are an interested party in a company or project and may affect or be affected by the business.

**KYC:** It means "Know Your Customer". Some regulations make this process mandatory. It consists of the identification and verification of the identity of the client.

**LP:** Short for "Liquidity Pool"- It is a collection of funds locked into a smart exchange contract. Liquidity funds are used to facilitate decentralized trading, lending, and many more DeFi features.

**NFT:** NFT tokens, or non-fungible tokens, are a solution created to allow us to represent objects with unique, unrepeatable and indivisible qualities within a blockchain. A non-fungible token is a cryptographic token that has the ability to be a unique and unrepeatable token. One that cannot be divided but can be used to represent real-world or digital objects alongside their own characteristics, as well as ownership of it, while keeping all of it within a representation on a blockchain by means of a smart contract. Typically, holders of an NFT have multiple benefits in addition to the value of the object.

**QUEMA DE TOKEN:** In terms of cryptocurrency, it refers to the reduction of the number of tokens in circulation, increasing their theoretical value due to the increase in their relative scarcity.

**STABLECOIN:** This new type of cryptocurrency is 'tokens' that are associated with the value of a 'fiat' currency (such as the dollar or the euro), material goods such as gold or real estate, or another cryptocurrency.

**TOKENS:** A token is a unit of value that an organization creates to govern its business model and give more power to its users to interact with its products, while facilitating the distribution and distribution of profits among all its shareholders.

## VII. Interpretation

- 1 In this Whitepaper, capitalized terms and expressions shall have the meaning given to them in the previous section called "Definitions".
- 2 Plural terms should include their singular and vice versa.
- 3 Any reference to any regulation shall be construed as referring to such regulation as enacted, remedied or extended, as appropriate.
- 4 Any references to "including" or similar terms should be understood as "including, without limitation" or "including, but not limited to", as applicable.

## VIII. Industry Overview

### Freelance:

#### Market Background in Mexico

Freelance work in the world has been in greater demand in recent years and hiring remotely is increasingly accepted.

In Mexico, the freelance market and especially hiring remotely is an activity that is barely in development. While there are millions of independent Mexican workers, many of them are still waiting to make a transition to a digital market.

Before the pandemic, many business leaders, entrepreneurs and service providers did not believe that remote work could work. Even unemployed professionals did not see offering their freelance services on digital platforms as an option.

Today the numbers are changing. International freelance platforms registered a 12% increase in users in Mexicans in the last year.

#### Freelance numbers in Mexico:



**15 M**

Of independent workers in Mexico



**+300K**

Mexican freelancers use international freelancer platforms to publish their services.



**69%**

Of SMEs choose to hire independent professional services / Freelancers.



**\$25 USD**

The average ticket for each freelance transaction.



**12%**

The number of Mexican freelance users on online platforms increased in the last year.



**+150K**

More than 150 thousand jobs completed on international platforms by Mexican freelancers in the last year.

#### Freelance Platforms that succeed.

The freelance platforms in the world are already a proven business model, proof of this are the following companies:

Company	Country	Annual Revenue (USD)
---------	---------	----------------------

<b>Fiverr</b>	Israel	\$180M
<b>Upwork</b>	EUA	\$300M
<b>Workana</b>	Argentina	30 k monthly projects
<b>Freelancer.com</b>	Australia	\$50.5M
<b>People per Hour</b>	UK	\$15M

## Crowdfunding:

### Crowdfunding Overview

In Crowdfunding several people cooperate to get the money needed to finance other people's projects or initiatives.

Crowdfunding works through an online platform in which the project is presented as well as the amount necessary to carry it out. People begin to make their financial contributions, (also online), to raise the money in a certain period of time and that the project is funded.

There are 4 types of Crowdfunding platforms:

- **Rewards**, with this modality, the people who contribute to the project expect to obtain products or services in return.
- **Donation**, in which non-profit associations are supported without receiving tangible benefits in return.
- **Investments or Capital**, through which, investors contribute capital to organizations or businesses, in exchange for a percentage of the shares of the project
- **Debt**, where lenders give money to applicants in exchange for an interest rate and repayment of the amount that was borrowed.

According to Mexican law, the first two types of crowdfunding (Rewards and Donation) do not require authorization issued by the CNBV (National Banking and Securities Commission).

### Rewards and Donations Crowdfunding in Mexico

Crowdfunding in Mexico is barely growing. And donations or rewards crowdfunding is something practically new in the country. In the world it is already a proven and widely accepted model.



**+335M**

Although it is a still growing market in Mexico, currently in the country more than 335 million pesos have been raised in crowdfunding campaigns of rewards or donations.



**45%**

45% of campaigns raise the total amount they request.



**19%**

Only 19% of crowdfunding companies in Mexico use the rewards or donation method. The others focus on loans.



**+7.6B**

Between the two largest rewards crowdfunding companies focused primarily on the U.S. and Asian market, they have raised more than \$7.6 billion.



**650k**

More than 650 thousand people have contributed or donated to a crowdfunding campaign of rewards or donation.



**11k**

More than 11 thousand donation or rewards crowdfunding campaigns have been created so far in the country.

## Crowdfunding Platforms that succeed

The crowdfunding platforms of rewards and donations in the world are already a proven business model, proof of this are the following companies:

Company	Country	Amount Raised (USD)
Kickstarter	EUA	\$6.21B
Indiegogo	EUA	\$1.6B
Donadora	México	\$15M
Fondify	México	\$1.6M

## Blockchain Overview:

The history of cryptocurrencies, although young, is extremely revealing and gives us a sufficiently clear picture of the type of participation they have in the future of global finance.

Speaking of Blockchain, the concept was first used in 2009 as part of Bitcoin when Satoshi Nakamoto released the whitepaper Bitcoin: A Peer-to-Peer Electronic Cash System which he described as a "purely peer-to-peer version of electronic cash" known as Bitcoin.

Blockchain is a technology that makes it possible for all cryptocurrencies and tokens to function. It is one of the main cutting-edge technologies being a serious topic of conversation at the World Economic Forum in Davos for more than 5 years.

The growth of the cryptocurrency sector has not been left to wait, proof of this can be seen in the company Coinbase, one of the most important Exchanges in the industry, this has extended its services to more than 36 countries. To give another example, Ethereum at the end of February 2021 processed more than 1.1 million transactions a day with just over 6,447 active full nodes.

Today, there are 2,503 cryptocurrencies and 1,751 tokens in operation with a global market cap of \$1.3 trillion (cryptoslate.com). The average annual return on investments in virtual assets is around 18-30%. Still more profitable than bank deposits (businessmole.com).

## **Acceptance in Mexico**

Mexico is the third Latin American country with the highest use of digital assets, with Colombia and Brazil being the countries in first and second place respectively. Statista shows in a study of the region how in Mexico 60% of Mexicans with the ability to access technology, use crypto assets to make purchases online. There is no doubt that it is a technology that arrives to never leave the technological panorama and daily use in Mexico and that, therefore, will bring great benefits to various sectors and sizes of companies in the country.

## IX. Project Information: Product Details

### Welcome to Kekuul

KEKUUL is a platform developed for entrepreneurs. A place where they can find resources for their projects, either by funding a special project or by providing or hiring a freelance service.

On the Kekuul platform you can find two great tools; **(i) Freelancers Section and (ii) the Crowdfunding section.**

The first of the sections is focused on professionals who offer a service, as well as for companies or individuals who need a third party to help them carry out a project.

In simpler words, in this section of the platform, freelancers will be able to publish their portfolio of services so that thousands of users can see them and hire them in less than 5 minutes. Or, if any user needs a more specific service, they will also be able to publish their offer with budget and details for thousands of freelancers to send their personalized quotes.

In the other section of the platform, you will find the **Crowdfunding section**. This section is focused on making big ideas a reality, consolidating existing projects, or supporting small and large causes. Anyone who has a cause, an idea or a project and needs resources to generate traction, in this section you can create a fundraising campaign, in which you will establish a goal, detail the reasons why you require the money, and can offer some reward for all those people who contribute to your project.

It doesn't matter if they are looking for funds to donate to a good cause or need them to start the production of their new flagship product. At Kekuul users can do it and we have the lowest fees in the market.

Entrepreneurship generates new wealth, fosters social change, supports community development and in times of crisis, the entrepreneurial culture is what manages to support many families. At Kekuul we have no doubt about that, and that's why we've arrived!

### Freelance

We created a marketplace that connects freelancers with businesses to work together remotely.

#### Who is it for?

##### Freelancers:

In this section of Kekuul, freelancers or any type of professional can create an account and offer their portfolio of services and the cost to perform each of them. They can also send custom quotes to clients who have published an application for a specific project.

##### Clients:

Companies or anyone who is starting a project, or a new business can search for thousands of services published by different freelancers and hire them in less than 5 minutes.

They can also create an account and request a service. In that way, thousands of talented professionals will see your requirements and bid to do what you are requesting.

## **The Problem:**

Being a freelancer or hiring one for your business can become very complicated.

Entering the freelance market is a complicated challenge for both clients and freelancers who offer their services.

### *Some Difficulties for Freelancers:*

- Find customers and have constant exposure.
- Negotiate the terms of the agreement.
- Active communication with customers and follow-up.
- Certainty of payment in a timely manner.

### *Some Difficulties for Clients:*

- Conduct a thorough search to find the right talent.
- Negotiate the terms and conditions of the agreement.
- Trouble keeping in touch and following up on your hiring.
- Certainty that the work they requested will be delivered in a timely manner according to the agreement.

## **The Solution:**

A platform that facilitates interaction with multiple tools and encourages fair trade between the two parties.



### Freelancers to suit you

Discover all the different services that thousands of professionals have published.



### Lower Fees

Fair Fees



### Job Guarantee

The money is kept until the freelancer gives you the work.



### Remote Work

From anywhere in the world. You choose your schedules and organize your times.



### Continuous Communication

All the time you will be in contact with the freelancer through chat or messages.



### Send Files

Send and receive files to give advances through the platform, in a private and secure environment.



### Protected Payments

When a service is hired, the customer pays in advance. However, Kekuul holds that secure deposit until the freelancer hands over the work!



### Friendly Platform

Each project includes an online workspace so you are connected to the client at all times.



### National Market

Focused on the Mexican market. That way we guarantee fair costs and prices.



### 24/7 Support

We are here to help you when you need it.

## Crowdfunding

### Who is it for?

Anyone who has a cause, an idea or a project that needs resources to generate traction. In this section you can create a fundraising campaign so that thousands of people can contribute to meet that goal.

Once users create a campaign, they will need to set the amount required, the duration of the campaign and point out the reasons for which they need the money.

### Ways to Raise Funds

#### Rewards Campaigns

It allows you to raise funds for specific projects, setting an end goal and a time limit to raise. The campaign organizer offers a reward to sponsors, usually a service or a physical item, in exchange for their contribution.

**Reward:** A reward is something that campaign creators can give back to their collaborators to say thank you for contributing to their campaign. Rewards allow you to attract the audience, build trust and also offer an opportunity for more people to participate in a campaign.

Different types of rewards can be offered:

- Good or Product.
- Experience.
- Digital.
- In kind.

#### Donation Campaigns

Like the Rewards campaign, in this campaign you'll be able to raise funds for the people and causes you care about. However, in this type of campaign people support a cause by contributing money without receiving anything in return.

### The Problem

Normally when you have an idea or a project, or you want to support a good cause, you have to face multiple obstacles:

- Lack of money and resources to carry out the project.
- Lack of dissemination to reach people who want to support the project or cause.
- Normally to raise capital is through a loan with high interest.
- No one accompanies you in the process of growing your project.

### The Solution:

An accessible and dynamic platform to create a fundraising campaign, which also gives you the necessary tools to make it a success.



### For Causes or Projects

Create a campaign to raise funds for your venture or for a specific cause.



### Share your Campaign

You can share to publicize your initiative and invite as many people as possible to contribute



### Lower Fees

Fair commissions so that you receive almost all the proceeds.



### Secured Payments

7 business days after you have finished your campaign you will receive the funds through an SPEI.



### Campaign Duration

You can set a period of up to 60 days as a duration for your campaign.



### Friendly Interface

The platform is designed to make creating a campaign easy and contributing to an existing one even more.



### Offer Rewards

Podrás ofrecerles una recompensa a tus patrocinadores como una forma de agradecerles por contribuir a tu campaña.



### Set your Goal

Set the fundraising goal for your campaign. A bar and percentage will be updated according to the progress of the proceeds.



### Receive your Money

You will receive the Total collected in your campaign minus our commission + VAT and minus the commissions of the payment methods.



### 24/7 Support

We are here to help you when you need it.

## Business Model

KEKUUL will always seek to support talent, so we are a platform where in either of the two sections (Freelance or Funding) it will always be free to create an account and publish.

However, in each of the tools a fee is charged. But users should not worry. We have the lowest fees on the market (all fees are +VAT)!

### **Freelance:**

Both the Client and the freelancer are charged a small percentage of fee with respect to the value of the transaction.

#### Freelancers:

The higher fee between \$99 MXN (4.5 USD) or a percentage depending on the value of the transaction at the time they accept a project. If you are subsequently paid more than the original amount, we will also charge the project fee for each overpayment.

The percentages of the commission fee range from 5% to 15% depending on the amount of the transaction.

#### Clients:

Publishing a project is completely free. However, in case there is an agreement, the fee that is higher between \$45 MXN (2.25 USD) or 3% of the transaction amount must be paid.

### **Crowdfunding:**

We charge a small fee of 5% of the Total Funded Amount, discounted at the end of the campaign. The commission includes the use of the platform and the personalized accompaniment that will be received throughout the campaign.

## X. Technology

### The Platform

Kekuul is developed mainly in php, JavaScript and CSS, using the Laravel framework as a backend and Bootstrap frontend.

On the backend development side, Laravel is a framework that can be integrated into small and large projects, its philosophy is to develop PHP code elegantly and simply based on an MVC (Model-View-Controller) model.

With regard to Laravel it is not only a fast tool but also portable to work in different development environments.

In the frontend we have Bootstrap, it is a framework originally created by Twitter, which allows you to create web interfaces with CSS and JavaScript, whose particularity is to adapt the interface of the website to the size of the device in which it is displayed. That is, the website automatically adapts to the size of a PC, tablet or other device.

#### Languages:

- PHP
- HTML
- CSS
- JAVASCRIPT

In version control we use Git thinking about the efficiency, reliability and compatibility of maintaining application versions when they have a large number of source code files. Its purpose is to keep track of changes to computer files including coordinating the work that multiple people do on shared files in a code repository.

To create our workflows, we use GitHub Actions can be used to compile, test and deploy code. In addition, it gives the possibility to create integration flows and continuous deployment within our repository.

#### Bootstrap 5:

Bootstrap is a cross-platform library or set of open-source tools for designing websites and web applications. It contains layout templates with typography, forms, buttons, boxes, navigation menus, and other HTML and CSS-based design elements, as well as additional JavaScript extensions. Unlike many web frameworks, it only deals with front-end development. Bootstrap is the second most prominent project on GitHub and is used by NASA and MSNBC among other organizations.

Geeks is a fully responsive and modern premium starter template. The Design of Geeks is suitable for the academy and online course market with the admin panel. Geeks provide clean and consistent page layouts to help you create engaging content. Geeks are feature-rich components and beautifully designed pages that help you create the best possible website and web application projects.

#### Laravel Framework 5.8.38

Laravel is a web application framework with an elegant and expressive syntax. We believe that development should be a fun and creative experience to be truly fulfilling. Laravel eliminates the hassle of development by facilitating common tasks that are used in many web projects, such as:

- Simple and fast routing engine
- Powerful dependency injection container
- Multiple back-ends for caching and session
- Intuitive and expressive database ORM
- Database-independent schema migrations
- Robust background job processing
- Transmission of events in real time.

### **Stripe: Payments Processor**

Millions of businesses of all sizes, from startups to large enterprises, use Stripe's software and APIs to accept payments, send transfers, and manage their business activities on the Internet.

Stripe PHP bindings 7.108.0

The Stripe PHP library provides convenient access to the Stripe API from applications written in the PHP language. It includes a predefined set of classes for API resources that are dynamically initialized from API responses, making it compatible with a wide range of Stripe API versions.

## XI. KUUL Token

### Token Description

KUULKOIN is the token that will be issued by KEKUUL, as a non-representative token of negotiable value (utility token). The token will be executed on the Binance Smart Chain network blockchain following the BEP20 standard.

For maximum transparency and protection of participants, the sale is regulated by a Smart Contract implemented on Binance Blockchain as a decentralized BEP20.

Users can use it in KEKUUL and decentralized applications to get numerous discounts and benefits. The KUUL token becomes the center of much of KEKUUL's economic activity.

With KUUL we seek to create a series of benefits to attract new customers and generate loyalty with current and future customers, so that you can have access in an innovative way to a series of services and products with the Utility Token.

### Token Specifications:

Specifications	
<b>Complete Name:</b>	KUULKOIN
<b>Token Symbol:</b>	KUUL
<b>Total Supply:</b>	200.000.000
<b>Blockchain:</b>	Binance Smart Chain
<b>Deflation:</b>	Token burning
<b>Utility:</b>	Utility, Governance
<b>Standard:</b>	BEP20
<b>Web:</b>	kuulkoin.kekuul.com

The objective for KEKUUL through the launch of the KUUL Token, is to create a series of benefits to attract new users and generate loyalty with current and future users, so that they can have access in an innovative way to a series of services and products with the Utility Token, which they can use within the KEKUUL Platform.

The target audience targeted by the use of the KUUL token are (i) Companies and (ii) consumers.

### Binance Smart Chain

Binance Smart Chain (BSC) is a smart contract-enabled blockchain parallel to the Binance Chain that provides a permissionless platform for decentralized applications (DApps). Binance Smart Chain is a high-speed, low-cost alternative to the burgeoning decentralized finance (DeFi) market, which has suffered with Ethereum's high transaction fees. BSC features a block time of five seconds, cross-chain asset transfers, EVM support, and an Authorized Proof-of-Stake consensus protocol to ensure scalability.

## **BEP20 Standard**

The BEP20 token standard works similarly to the Ethereum ERC20 standard. BEP20 is a developer-friendly token standard that allows anyone to deploy fungible digital coins or tokens on Binance Smart Chain. In addition, leading digital assets in other chains can be transferred to Binance Smart Chain in the form of linked BEP20 tokens. For example, you can use Binance Bridge to exchange bitcoin (BTC) for BTCB (BEP20) tokens backed by BTC. BTCB tokens (BEP20) can be implemented in DeFi protocols to get performance in bitcoin. The same goes for ETH, XRP, DOGE and many more.

## **KUUL Acquisition**

For the acquisition of the KUUL Tokens will be used in the first instance, the direct acquisition through the options of wallets such as Metamask, later the Pancakeswap exchange can be used as an exchange platform.

## **XII. Token Functionality**

As mentioned above, KEKUUL is a comprehensive platform where users can hire and publish freelance services, as well as create fundraising campaigns and contribute to them.

Any of the platform's tools can be covered in Fiat money, as well as in KUULKOIN. However, the usefulness of KUULKOIN becomes relevant for additional services within the platform.

As KEKUUL grows and develops new functionalities, it will continue to build on a full service for users who do not participate in the token economy and by adding additional functionalities or enhancing basic functionalities for users who do participate in the token economy.

KEKUUL also reserves the right to buy back and burn the token with the aim of maintaining a healthy market.

### **KUULKOIN- Functions in the Freelance Section**

In KEKUUL you can always hire a freelancer with FIAT money, however there will be additional services within the platform that can only be used with KUULKOIN.

- **Advertising and Positioning within KEKUUL for freelancers:** Freelancers within the platform will be able to pay in KUULKOIN an improvement in positioning and exposure of their portfolio. Hiring this service, the offers and the portfolio of the freelancer will appear in the highlights of the platform. In the same way, when a user makes a search related to the services offered by the freelancer, it will appear in the first places of search.
- **Advertising and Positioning within KEKUUL for clients:** When a user publishes a request for a quote, he can also pay in KUULKOIN an improvement in exposure and positioning of his offer. That way it will appear in the highlights of the section on the platform, better positioned in the corresponding search engine.

- **Addons in a service agreement:** As the Utility Token is implemented on the platform, additional services will also be incorporated that will be offered to users during the contracting and negotiation carried out by clients and freelancers. Some of these addons that can only be paid in KUULKOIN are the creation of contracts for the provision of services or the creation of a confidentiality contract.

## KUULKOIN- Functions in the Crowdfunding Section

The fundraising campaigns will always be in fiat money, however as the Utility Token is implemented it can be used in the Crowdfunding section as follows:

- **Contributions to the Campaign in KUULKOIN:** All fundraising campaigns receive in a non-productive account the contributions of their contributors, however once the Kekuul Utility Token is in use, all campaigns will **additionally** have a wallet (account) in which users can contribute to their campaign in KUULKOIN.
- **Advertising and Positioning within KEKUUL of a campaign:** People who create a fundraising campaign in KEKUUL will be able to pay in KUULKOIN the advertising and positioning service of their campaign. With this service, the campaign will especially have diffusion and positioning within the platform. Likewise, KEKUUL's tools will be used in social networks and other media to give special dissemination to this campaign.
- **KUULKOINS Rewards:** When creating your campaign, it will always be optional for users to decide whether or not to give any reward to their contributors or sponsors. However, for those who want to give something and do not know what to deliver, once the Utility Token is up and running, they will be able to offer as a reward KUULKOINS amounts for those who contribute to their campaign. The total cost of the rewards distributed in KUULKOINS, will be deducted from the final balance collected in the campaign.
- **Gifts for contribute to Campaigns:** At the discretion of KEKUUL, in some crowdfunding campaigns we will offer KUULKOINS for those people who contribute to certain user fundraising campaigns. KEKUUL will choose the applicable campaigns strategically.

## KUULKOIN- Functions as a Marketing Tool

As described later in the section on the distribution of the KUUL a part of the tokens created will be used for dissemination and marketing campaigns of the platform. Some that we will use will be the following:

### Airdrop

One of the most striking activities in the world of utility tokens are Airdrops. Their goal is to give away tokens to a community interested in them. There are different types of airdrops, each with its own peculiarities. KEKUUL will use the following:

- **Task airdrops:** Aims for users to perform certain tasks to be eligible for token delivery. The tasks to be carried out are focused on the presence in social networks or similar. Therefore, users who want to participate to receive KUULKOINS as a gift will have to register, follow the social media accounts of the project, as well as share some publications. In this way, it is sought that more people know and talk about the project.
- **NFTs Owner Airdrops:** All KEKUUL native NFT owners will automatically participate in raffles to receive KUULKOINS in their wallets. For more information on the NFT see the corresponding section below.

### Referral/Allied Program:

The referral program will be launched, which offers the possibility to new and existing users to receive some KUULKOINS for each user who uses their affiliate link, registers on the platform and publishes or hires a freelance service, creates a fundraising campaign or contributes to one.

## **XIII. Tokenomics y and Token Public Offers details**

### **Token Design**

The KUULKOIN token is based on a deflationary system in which users and consumers will have access to functionalities such as those described above through a limited number of tokens (200 million).

Some actions that can be performed to ensure the value of the token are as follows:

- Access to functionalities through blocking KUUL tokens.
- Access to functionalities through the expenditure (burning) of KUUL tokens.
- Access to functionalities through blocking + spending of KUUL tokens.

Access to these functionalities through any of the above actions will be reflected in FIAT money so that by increasing the value of the token, the tokens necessary for access to this type of functionalities will not increase, making a sustainable model over time that the higher the value of the token, requires less of them.

KEKUUL also, and with the aim of increasing the value of the KUUL token and attending to the needs of the market, reserves the right to burn KUUL tokens.

#### **Release Reason:**

- 1 Create a community.
- 2 To finance the next stages of development of Kekuul products.
- 3 Expand the team to meet new challenges.
- 4 Consolidate the product at the national level.

#### **Token offering information:**

KEKUUL will offer up to 35% of the total tokens generated, through the web <https://www.kuulkoin.kekuul.com> during the subscription period indicated in the section "Details of the token offer event".

### **Token Burning**

The act of burning a coin refers to the reduction of the number of tokens in circulation, increasing their theoretical value due to the increase in their relative scarcity. Burning tokens effectively reduces supply, which increases their relative scarcity.

In the interest of maintaining a healthy market, token buyback and burning can occur every quarter or semester depending on market dynamics and growth. This will create a favorable deflationary pressure for the token according to the law of supply and demand.

## Token Flow (Lockup)

In order to improve the usability and distribution of tokens in the market, KEKUUL will make it impossible to transmissibility tokens during the periods indicated for each holder (Lock-up Period).

## Vesting Period

At the end of the Lock-Up Period according to each phase, the Vesting Period will begin which consists of a progressive release of the token transfer block by users within a period established according to the phase in which you have acquired the token.

In other words, at the end of the corresponding lockup period for the token, a certain percentage of tokens will be released month by month progressively (according to the term established in each phase) in order to be transferred.

## DEX Liquidity:

Liquidity mining programs will reward users for locking their tokens and providing liquidity. This pool will be used to provide solvency in exchanges, both in the DEX and CEX systems. A portion of the tokens issued will also be reserved to add and lock liquidity on decentralized exchanges such as PancakeSwap.

# XIV. Token Offering Event Details

## Token Description

- The maximum token supply will be 200 million.
- The token will be available on the Binance Smart Chain blockchain following the BEP-20 standard.

Specifications	
Complete Name:	KUULKOIN
Token Symbol:	KUUL
Total Supply:	200.000.000
Blockchain:	Binance Smart Chain
Deflation:	Token burning

<b>Utility:</b>	Utility, Governance
<b>Standard:</b>	BEP20
<b>Web:</b>	kuulkoin.kekuul.com

## Information about the public offering of tokens

### Purchase currency

Purchase will be available in MXN (20.5 USD/MXN), USD and BNB and USDT.

### Private Sale:

Of the total of 200 million KUUL tokens that KEKUUL will issue, KEKUUL reserves the right to sell up to a total of 10% of tokens privately during the private subscription period that will run from February 9 at 00:00 until March 14 at 23:59.

- Starts February 9, 2022
- Ends March 11, 2022
- Lock-up period of 6 months from the end of the public offering
- 6-month vesting period from the end of the Lock-up period
- Minimum purchase of \$1000.00 USD
- Maximum purchase of \$15,000.00 USD
- 10% of total tokens are put on sale
- Maximum number of tokens issued 20,000,000
- Price per unit (token) of \$0.004 USD

**\*\*Automatically all participants of this phase will receive a rare NFT from the platform's collection.**

### Public Sale

Once the Private Offer has been concluded, the Issuer will offer up to 25% of the total tokens to be generated by the Issuer in a Public Offering through the website kuulkoin.kekuul.com during the subscription period indicated below in this document. Phase II of the Public Sale will be developed in a launchpad.

#### Phase 1:

- Starts March 15, 2022

- Ends April 29, 2022
- Lock-up period of 3 months from the end of the public offering
- 3-month vesting period from the end of the Lock-up period
- Minimum purchase of \$185.00 USD
- Maximum purchase of \$9,000.00 USD
- 10% of the total offer
- Maximum number of tokens issued 20,000,000
- Price per unit (token) of \$0.006 USD

**\*\*Automatically all participants of this phase will receive a native NFT of the platform.**

### Phase 2

This phase will be developed on a Launchpad.

- Will take place on May 2022
- Lock-up period of 1 month from the end of the public offering
- 1 month vesting period from the end of the Lock-up period
- Minimum purchase of \$50.00 USD
- Maximum purchase of \$9,000.00 USD
- 15% of the total offer
- Maximum number of tokens issued 30,000,000
- Unit price of \$0.008 USD

**\*\*Automatically all participants of this phase will participate in the draw to receive an NFT from the collection of the platform.**

### **Subscription period**

The subscription period will be divided into three phases as detailed herein.

The dates and times are based on those corresponding to Mexico City.

- Private Sale: From 9/02/2022 at 00:00:01 to 11/03/2021 at 23:59:59
- Public Sale Phase I: From 15/03/2022 at 12:00:01 to 29/04/2022 at 23:59:59
- Public Sale Phase II: To be held in May 2022

## Payment Methods for the acquisition of the KUUL Token

The payment methods offered for the purchase of KUUL tokens are as follows:

- Bank transfer
- Credit card
- Any cryptocurrency admitted to trading on the DEX platform (Phase 2)

## Delivery of tokens

The delivery and unlocking of the tokens will be carried out entirely on the KEKUUL platform. In the first instance, all the corresponding tokens for each user will be visible in their KEKUUL account although subject to different blocking models according to the following list.

The dates and times are based on those corresponding to Mexico City.

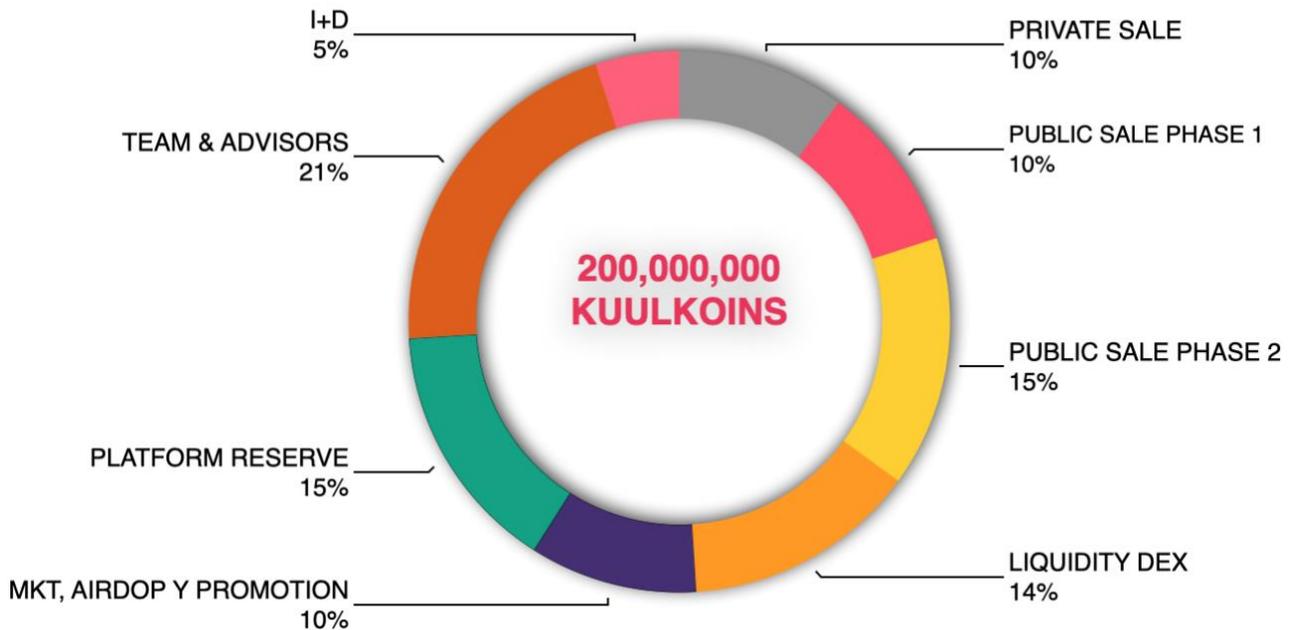
- Private sale: Subject to 6 months of blocking from the end of the public offer (end lock-up: December 25, 2022). The release will be gradual, after the lockdown period, over the next 6 months of 1/6 of the total per month (first day of each month between 00:00 and 23:59, including December).
- Public sale Phase I: Subject to 3 months of blocking from the end of the public offer (end lock-up: August 25, 2022). The release will be gradual, after the lockdown period, over the next 3 months of 1/3 of the total per month (first day of each month between 00:00 and 23:59, including August).
- Public sale Phase II: Subject to 2 months of blocking from the end of the public offer (end lock-up: July 25, 2022). The release, after the blockade period, will be in a single section of 100%. The Public Sale Phase II is planned to take place on a Launchpad.

## Jurisdiction and competence:

Any incident arising from this document and / or any legal relationships derived from the operation described, will be subject to Mexican legislation.

Waiving any other jurisdiction that may correspond to them, the buyers of the tokens submit to the Courts of Mexico City, to resolve any differences that may arise from the interpretation or execution of this document, and / or its respective annexes (if any).

## Token Distribution



### Private Sale

10% of the total supply will be distributed among strategic investors in a seed round. This supply will be delivered at a preferential price by KUUL of \$0.004 USD.

### Public Sale

- Phase 1: 10% of the total tokens issued will be sold through the kuulkoin.kekuul.com website, with a lock-up period of 3 months and a vesting period of 3 months. This supply will be delivered at a preferential price by KUUL of \$0.006 USD.
- Phase 2: In this public sale, 15% of the 200 million tokens issued will be offered. This phase is peculiar because this public sale will be made through a launchpad. A launchpad is an external platform that provides the possibility for new token or cryptocurrency projects to raise capital from a platform already used by the vast majority of users in the industry.

With a lock-up period of 2 months and the release, after the blocking period, it will be in a single delivery of 100%. This supply will be delivered at a preferential price by KUUL of \$0.008 USD.

### Team and Advisors

- Advisors: 8% of the total tokens issued will be used to collaborate with strategic advisors with high knowledge and experience, with a lock-up period of 6 months and a vesting period of 6 months.

- **Team:** 13% of the total tokens issued will be reserved for the KEKUUL team with a lock-up period of 6 months and a vesting period of 6 months. These tokens will be used to attract new talent to the team in the future, as well as to motivate and retain current members. The unlocking period will be from 6 to 24 months.

## **I+D**

5% of the total tokens issued will be used to invest in new technologies and experimental developments that will allow us to improve the product and services we offer, with a lock-up period of 3 months and a vesting period of 3 months.

## **Marketing, Token Promotion and Airdrops**

10% of the total tokens issued will be used for KEKUUL promotion work and thus help in the dissemination of our products, with a lock-up period of 3 months and a vesting period of 3 months.

**Airdrops:** Of that 10%, a percentage will go to make Airdrops that will encourage the use of new products and develop new ways to use the token.

## **Platform Reserve**

The Reserve will hold 15% of all supply to maintain a healthy market share in the KUULKOIN token and provide flexibility in the early stages of the suite. Even in the unlikely event of a technical or security breach resulting in the loss of funds, the reserve will be used to compensate affected users, with a lock-up period of 6 months and a vesting period of 6 months.

## **Dex Liquidity**

14% of the tokens issued will be used to add and lock liquidity on decentralized exchanges such as PancakeSwap.

## **Intended Use of the Funded Capital**

As mentioned in previous sections, the use of the funds will be used in the following points:

- Finance the next stages of development of KEKUUL products
- Expand the team to face new challenges.
- Consolidate the product at the national level.
- Finance the expansion and improvements in the technologies of the platform.

Below is an estimated use of the funds, taking into account that it may vary.

One of the main objectives of the product is to incorporate the dynamics of incentives for the use of the token within our ecosystem of solutions, both those that already exist and the solutions that we will be developing. As well as being up to date with the needs of our users and the new technologies available. To this end, 65% of the funds raised will be allocated. This mainly includes technical team salaries, product expenses and R&D costs.

The product will be a key part of KEKUUL's growth, but so will its rapid expansion, 20% of the funds will go to commercial recruitment, sales channel testing, marketing and public relations. The objective will be to make the

business model profitable at the national level. In this part, the closing of agreements with strategic partners, the expansion of the commercial team, hiring of experts and investments in recruitment will be worked on.

The remaining 15% will be used in daily operational tasks and as a cash reserve to deal with any unforeseen, non-payment or investment need that may arise.

## Token Stability

As mentioned above, in order to maintain a healthy market, KEKUUL will take various actions to maintain the stability of the KUULKOIN.

### Lockup. Token Retention Periods

In order to improve the usability and distribution of tokens in the market, KEKUUL will make it impossible to transmissibility tokens during the periods indicated above for each holder.

### Vesting.

Vesting refers to the progressive release of tokens during the period indicated for each holder. That is, if you indicate a vesting of 3 months the tokens will be released proportionally in 3 months to the holder to be transferred.

### Holders Rewards. KUULKOIN Retainer Commission

As mentioned above, KEKUUL's business model is to charge fees regarding the use and transactions made by users in any of the sections of the platform, that is, in the Freelance section or in the Crowdfunding section. In that sense, 1% of the commissions charged by KEKUUL, will be used to reward people who block and retain the KUULKOIN.

This will incentivize the retention of the token by the holders, providing greater liquidity in the DEX and increasing its market value.

### L.P. Increase

Abbreviation for "Liquidity Pool". It is a collection of funds locked into a smart exchange contract. Liquidity funds are used to facilitate decentralized trading, lending, and many more DeFi features.

In that sense and as mentioned above, KEKUUL's business model is to charge fees regarding the use and transactions made by users in any of the sections of the platform, that is, in the Freelance section or in the Crowdfunding section. Therefore, KEKUUL will allocate 5% of the fees charged on the platform (both in the FUND and FREELANCE category) for the LP. With this, the value of the token will steadily increase and there will be liquidity in the market.

## XV. Frequently Asked Questions

### What is the KUULKOIN Token and how does it work?

KUULKOIN is a 100% Mexican Utility Token based on Binance Smart Chain Blockchain technology. The KUULKOIN Token is a token represented through a Utility Token with which services, products and benefits related to the KEKUUL platform can be obtained.

### What is a Utility Token?

It is a type of token that as the name says, has a certain use. It allows anyone who has one in their possession, to access products and services provided by a private.

### **How can I acquire the KUULKOIN Token?**

It is necessary to have a Crypto Wallet in order to acquire the KUULKOIN Token.

### **Is this product regulated?**

The advantage of Utility Tokens and the ecosystem of cryptocurrencies in general, is the "decentralization" so there is no "central" body that regulates it, the regulation and validation is carried out by the Users themselves.

### **When will the KUULKOIN Token be launched?**

Private access will be in February 2022

### **What payment methods can I use?**

You can acquire the KUULKOIN Token through a crypto wallet, card payment or bank transfer.

### **What are the requirements to acquire the KUULKOIN Token?**

As we have always done, we want to extend the benefits of KUULKOIN to as many people as possible, so the only requirement is to be a user and complete a registration, decide the number of tokens to acquire.

### **Can the KUULKOIN Token be hacked?**

Being a token based on the BEP-20 standard of Binance Smart Chain is backed by Blockchain technology, which is practically impossible to hack. In Blockchain technology, data is not stored on a central server, but on a huge network of computers, which constantly checks and validates whether the records are accurate, so hacking it would involve accessing each and every node in the network at the same time, which is not possible.

### **On which network does the KUULKOIN Token work?**

It works on the Binance Smart Chain network following the BEP-20 standard.

### **What is the Binance Smart Chain BEP20 network?**

Binance Smart Chain has a BEP20 token standard that works similarly to Ethereum's ERC20 standard. BEP20 is a developer-friendly token standard that allows anyone to deploy fungible digital coins or tokens on Binance Smart Chain. In addition, leading digital assets in other chains can be transferred to Binance Smart Chain in the form of linked BEP20 tokens.

## **XVI. ChaneKes, the NFTs Collection**

### **History**

The word chaneque is a Nahuatl expression that means "the creatures that inhabit dangerous places". These creatures of pre-Hispanic Mexican mythology inhabit the forests or jungles and take care of the springs, trees and animals, they are a kind of guardians.

In honor to their name these characters left their habitat for a wonderful but even more dangerous world, where many people ends up broken and others totally liquidated. This is the crypto universe, and if you have a ChaneKe, this guardian will protect you by giving you access to huge benefits.

Full ownership and commercial use rights will be granted to the lucky owner of a ChaneKe immediately after the mint.

## What are ChaneKes and how do they work?

The ChaneKes are a collection of 2000 unique digital art NFTs located on the Ethereum network. The Chanekes swore to protect anyone who believed in them and therefore, by owning a Chanekes you will get huge profits.

You will have early access to all KEKUUL projects, and you will also be included in the Whitelist of all future projects, you will receive discounts on the platform, and you will be able to receive KUULKOIN through airdrop raffles.

### Benefits of having a ChaneKe

- **Early Access:** You will have early access to all future KEKUUL projects
- **Whitelist:** All owners of a ChaneKe will be automatically included in the Whitelist of new projects;
- **Kekuul discounts:** ChaneKe owners will have discounts and special promotions on the KEKUUL platform;
- **Airdrops Raffles:** ChaneKes owners will automatically participate in raffles to receive kuulkoin in their wallets via airdrops.

### Tradable on:

- IMX
- Mintable
- OpenSea
- Rarible

## Get a ChaneKe

### Private Pre-Sale

Automatically all participants of the Private Pre-Sale will get a ChaneKe with rarity for every 1000 USD of KUULKOINS they have purchased. **Maximum 7 ChaneKes per person.**

ChaneKes with rarity will be limited and their future price should increase mostly.

### Public Pre-Sale Phase I

Automatically all participants of the Pre-Public Sale I will get a common ChaneKe for every 185 USD of KUULKOINS they have purchased. **Maximum 7 ChaneKes per person.**

## Public Pre-Sale Phase II

Automatically all participants of the Pre-Public Sale II will participate in a raffle to obtain a ChaneKe.

For every 50 USD of KUULKOINS they have purchased, they will have a ticket to the ChaneKes draw, the same participant can win 1 or more. **Maximum 7 ChaneKes per person.**

For this phase, a minimum of 300 ChaneKes will be raffled that can be rarity or common.

## ChaneKe Initial Value

Kekuul before distributing the ChaneKes, will upload them to OpenSea. The initial minimum value of the commons will be 0.07 ETH.

## **XVII. Main risk factors related to tokens, their market valuation and their availability**

### **Risks associated with the execution of the project and/or the Issuer**

#### **Risk associated with bidding and trading**

Liquidity risk: It is possible that the token cannot be included in any crypto-asset trading platform, or that it does not have sufficient liquidity in OTC markets. The Issuer is therefore not responsible for the fluctuation that the token in question may suffer in any type of market. Even in the event that the token is included in any of the aforementioned platforms, they may not have enough liquidity or even find themselves facing sudden changes caused by regulatory adaptation, being therefore susceptible to failure or fall.

#### **Unanticipated and forward-looking information risks**

Certain information included herein is forward-looking and based on forecasts made by the issuer. Therefore, it includes financial and business growth projections that may not translate into actual results. Future events may differ materially from those anticipated.

Similarly, and given that tokens are an asset based on a technology that is not currently mature enough, there may be risks that have not been anticipated as of today, and that if they materialize could cause unforeseen variations.

#### **Regulatory risk:**

Blockchain technology makes it possible to create new types of assets as well as new ways of transacting with them. It is possible that therefore, there are jurisdictions that approve, once this document is published, regulation in this regard and that may lead to the modification of the current configuration of the offer, including the loss of tokens or the termination of the offer for the user.

#### **Risk of project failure or abandonment**

The implementation of the project can be frustrated for different reasons, among which may be the absence of interest on the part of the market, not reaching the minimum financing to make the project viable, or the competition itself. Therefore, it cannot be assured that the tokens covered by this document provide total or partial benefits to their holder, or that the objectives of the roadmap can be fully executed.

#### **Risks associated with tokens and the technology used**

The type of product described in this document has a high implicit risk, as both the Bank of Mexico and the CNBV have already publicly communicated. The value of tokens can experience both upward and downward fluctuations and the buyer may not recover the capital initially invested.

Added to this is the implicit risk of the underlying technology used by the project in the form of a Public Network on Blockchain. As it is not a protocol dependent on the issuer, any malfunction, fall or abandonment of said Network can cause adverse effects on the operation of the tokens in question. Other risks worth mentioning are those related to the advancement of the development of the state of the art of programming, such as quantum computing, or the malicious attack on the Smart Contracts used by the issuer, despite the fact that the available measures are adopted to avoid it.

In the case of proof-of-work consensus mechanisms in Binance Smart Chain, it could be the case that someone could control more than 50% of the computational power of blockchain miners in a so-called 51% attack and thus take control of the network (the blockchain). Using more than 50% of the mining power (hash power), the attacker will always represent the majority, which means that he can impose his version of the blockchain.

In principle, this is also possible with less than 51% of the mining power. Once the attacker has gained control of the network, they could reverse or redirect the transactions they initiated, so that it would be possible to "double the spend" (i.e. perform multiple transactions of the same token). The attacker can also block the transactions of others by refusing confirmation.

There could also be other computer attacks on the Binance Smart Chain blockchain, the software and/or hardware used by the Issuer. In addition to computer hacker attacks, there is a risk that employees of the Issuer or third parties may sabotage the technological systems, which may cause the failure of the Issuer's hardware and/or software systems. This could also have a negative impact on the Issuer's business activities.

### **Information about the underlying technology.**

Blockchain technology in general and KEKUUL technology in particular, allow the creation and distribution of so-called tokens. Under the above, tokens may have a different legal treatment according to their legal qualification.

As for their technical structure, the tokens issued will follow the BEP-20 standard and will be issued on the Binance Smart Chain.

The Smart Contract that will host and manage the delivery of the tokens, has been developed with the Solidity programming language and will be deployed in the Binance Smart Chain Network.

The Issuer cannot be held responsible for any attack that may be suffered by the Network on which said Smart Contract is deployed and reserves the possibility that the operation and availability of the tokens undergo technological changes, always trying to make them the most favorable for the buyer possible.

## **XVIII. Legal Notice**

- 1 This Whitepaper has been prepared on the occasion of the issuance of 200 million tokens, corresponding to the ICO (Initial Coin Offering or initial issuance of cryptocurrencies - private sale and public sale that, together, make up the Public Offer of Sale of the Tokens).
- 2 Investors are cautioned to:
  - a. The investment described in this Whitepaper entails the assumption of a greater risk than that involved in investing in listed companies, since the crypto-assets subject to the issue described herein may:
    - i. Lose its value in whole or in part.
    - ii. Not to be exchangeable for the goods or services described in this document, in those cases in which the project is frustrated before its commissioning.
    - iii. Not be liquid.
    - iv. Not to be admitted to trading on organized markets.

- b. There is currently no legislation regulating (i) the processes of initial issuance of cryptocurrency or ICOs or (ii) the legal nature of the rights derived from cryptocurrencies or tokens. However, the issuer has adjusted for reasons of legal protection both to the public criteria issued by the Bank of Mexico, the National Banking and Securities Commission and also to what is conducive to the Securities Market Law and the Law to Regulate Financial Technology Institutions and the Federal Law for the Prevention and Identification of Operations with Resources of Illicit Origin ("Anti-Laundering Law"). Then review the Section: "**Mexican Legal Framework**".
  - c. The custody of cryptocurrencies or tokens is not carried out by an entity authorized to provide investment services.
  - d. ICOs, as well as the custody of cryptocurrencies or tokens, are based on the so-called distributed ledger technology or Blockchain, a novel technology and not exempt from certain risks, as described below.
- 3 Investors are cautioned to have a full understanding of the information contained in this Whitepaper; as well as to make any type of investment decision in relation to it, it is necessary to make a complete and careful reading of this Whitepaper.
  - 4 This Whitepaper has not been subject to verification, review or registration in the official records of the National Banking and Securities Commission ("CNBV").
  - 5 Under no circumstances shall KUUL be understood as representing the share capital of a legal entity, an aliquot part of an asset or participation in a collective claim or any individual credit right. KUUL is a utility token to be used within the platform.
  - 6 The ICO described in this Whitepaper has not been rated by any credit rating agency.
  - 7 Investors are cautioned that the functionalities of the KEKUUL platform described in this Whitepaper are subject to change based on technical limitations, legal, regulatory or strategy changes to the product for the duration of its development.

## Mexican Law

The Law to Regulate Financial Technology Institutions (Fintech Law) considers in its articles the following:

"The representation of value registered electronically and used among the public as a means of payment for all types of legal acts and whose transfer can only be carried out through electronic means is considered a virtual asset." — **(Fintech Law, 2018, Article 30)**

In this sense, Utility Tokens such as the KUUL Token are not under the regulatory framework that comprises the Fintech Law, by virtue of the fact that they only and exclusively give digital access from the KEKUUL Platform to the products and services offered there, nor can they be considered as an investment instrument, since the users of the Utility Token will not have any participation in corporate rights, nor will they have any type of right over KEKUUL, since the main objective is to improve the experience of customers in a distributed and decentralized registry.

## Notices

### Notice to EU/EEA Residents

The KUULKOIN token is not a guarantee or a financial instrument within the meaning of the Markets in Financial Instruments Directive (MiFID II) of the European Parliament (2014/65/EU), securities or other laws of member states. The KUUL is not a guarantee of any kind and does not represent any right to vote, manage or share in the profits of any entity. The KUUL token does not represent ownership of any physical assets and will not be refundable.

### **Notice to U.S. Residents**

The offering and sale of the KUUL token has not been registered under the U.S. Securities Act of 1933, as amended, or under the securities laws of certain states. The KUUL may not be offered, sold or otherwise transferred, pledged or mortgaged, except to the extent permitted by the Act and applicable state securities laws pursuant to an effective registration statement or exemption thereof.

### **Notice to Residents of Australia**

No SAFT, placement document, prospectus, product disclosure statement or other disclosure document has been filed with the Australian Securities and Investments Commission in connection with the offering. The SAFT and any documents used in connection with it and any related documents do not constitute a prospectus, a product disclosure statement or other disclosure documents under the Companies Act 2001. In Australia, someone may only offer the KUUL to "sophisticated investors" or "professional investors" or otherwise in accordance with one or more exemptions contained in the Companies Act, so it is legal to offer the KUUL in compliance with applicable laws.

### **Notice to Residents of the Republic of China**

KUUL's rights are not offered or sold and may not be offered or sold, directly or indirectly, within the People's Republic of China, except as expressly permitted by the laws and regulations of the People's Republic of China.

### **Notice to Residents of All Jurisdictions**

No action has been taken to permit the offer, sale, possession or distribution of KUUL or any related document in any jurisdiction where action is required for that purpose. You are obliged to inform yourself and to observe any restrictions related to the offer of the KUUL, the SAFT and any related documents in your jurisdiction.

No economic return is contemplated for the purchase of kuul, and you should not buy kuul for speculative purposes. Participation in the sale of the KUUL token must not have any expectation of profits, dividends, capital gains, financial performance or any other return, payment or income of any kind. Buying KUUL carries substantial risk that could lead to a loss.

There is no guarantee that the goals will be achieved or that B2M tokens will always have or maintain their value within the ecosystem. Any resale of KUUL must be made for exemptions from securities requirements and in compliance with the requirements of applicable laws.