



**ethereum**  
THE DIGITAL ASSET.

**WHITEPAPER**



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## NOTICE

If you are not sure about joining into the following Initial Coin Offering (ICO), please consult with professional advisers in the fields of legal, tax and financial.


## LEGAL DISCLAIMER


### PURPOSE

The purpose of this White Paper is to present ETHEREAL and the ETL token to potential token holders in connection with the proposed ICO. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring ETL Tokens. Nothing in this White Paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

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## NO OFFER OF SECURITIES

ETL tokens cannot be used for any purposes other than as provided in this White Paper, including but not limited to, any investment, speculative or other financial purposes. ETL Tokens confer no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below. ETL tokens confer no rights in the company and do not represent participation in the company. ETL tokens are sold as a functional utility.


According to the professional opinion of our legal advisors, based on the Howey Test our ETHEREAL tokens (ETL) should not be deemed as securities and do not need to be registered as securities. ETL tokens are not securities.


The user acknowledges, understands, and agrees that ETHEREAL tokens are not securities and are not registered with any government entity as a security, and shall not be considered as such. The User acknowledges, understands, and agrees that ownership of ETHEREAL ETL token does not grant the User the right to receive profits, income, or other payments or returns arising from the acquisition, holding, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in ETHEREAL or ETHEREAL platform or any other ETHEREAL property, whole or in part. ETL tokens are not official or legally binding investments of any kind

## RISKS AND UNCERTAINTIES

ETHEREAL platform is not yet developed and is subject to further changes, updates, and adjustments prior to its launch. Such changes may result in unexpected and unforeseen effects on its projected appeal to users, possibly due to the failure to meet users' preconceived expectations based on this White Paper, and hence, impact its success. For the foregoing or any other reason, the development of the ETHEREAL platform and launch of ETHEREAL future business lines may not be completed and there is no assurance that it will be launched at all.

Additionally, in a down-cycle economic environment, ETHEREAL may experience the negative effects of a slowdown in trading and usage of the ETHEREAL platform and may delay or cancel altogether the structuring and launch of the anticipated ETHEREAL future business lines. Further, should the costs, financial or otherwise, of complying with any newly implemented regulations exceed a certain threshold, bearing in mind the fact that it is difficult to predict how or whether governments or





regulatory authorities may implement any changes to laws and regulations affecting future business lines, maintaining the ETHEREAL platform and structuring and launching ETHEREAL future business lines may no longer be commercially viable, and the Company may opt to discontinue the development and operation of ETHEREAL platform.

We may not be able to pay any anticipated rewards in the future. There is no assurance that there will be sufficient engagement in the ETHEREAL platform and that you will receive any rewards/discounts. The ability of the Company to pay any reward to you will depend on the future results of operations and the future business and financial condition of the Company. In the case of unforeseen circumstances, the objectives stated in this document may be changed.

Despite the fact that we intend to reach all goals described in this document, all parties involved in the purchase of ETL tokens do so at their own risk. The funds raised in the ICO are exposed to risks of theft. The Company will make every effort to ensure that the funds will be securely held in blockchain wallets. Notwithstanding such security measures, there is no assurance that there will be no theft of the cryptocurrencies as a result of hacks, sophisticated cyber-attacks, distributed denials of service or errors, in the smart contract(s) on the Ethereum or any other blockchain, or market for the ETL tokens will develop, or if developed, will be sustained after the ETL Tokens have been made available for trading on such cryptocurrency exchange.

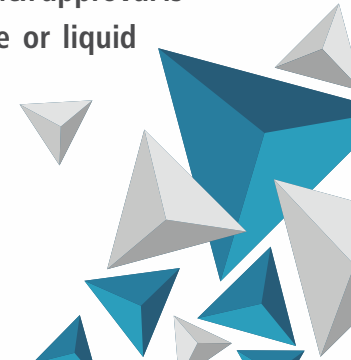
The Company is not responsible for, nor does it pursue, the circulation and trading of ETLTokens on the market. Trading of ETL tokens will merely depend on the consensus on its value between the relevant market participants.


## **NO CANCELLATION AND NO REFUND**

All ETL token orders are deemed firm and final. The Client acknowledges that they are fully aware that they will not be entitled to claim any full or partial reimbursement under any circumstances whatsoever. As the sale of the proposed tokens is strictly reserved for experienced professional clientele, the Client may not claim any right of return against The Ethereal.

## **NO GUARANTEE ON TRADING**

The Company will use reasonable endeavours to seek the approval for availability of the ETL tokens for trading on a cryptocurrency exchange. Furthermore, even if such approval is granted by a cryptocurrency exchange, there is no assurance that an active or liquid trading market for the ETL tokens will develop, or if developed, will be sustained after the ETL Tokens have been made available for trading on such cryptocurrency exchange.







The Company is not responsible for, nor does it pursue, the circulation and trading of ETL Tokens on the market. Trading of ETL tokens will merely depend on the consensus on its value between the relevant market participants.

## NOTE ON FORWARD-LOOKING STATEMENTS

All claims and statements made in this THE ETHEREAL white paper, THE ETHEREAL website, press releases made by THE ETHEREAL, also any oral statements made by THE ETHEREAL team members or agents acting on behalf of THE ETHEREAL that are not an accomplished fact may represent so called forward-looking statements.

Some of these forward-looking statements may be considered such by containing the following terms: "will", "anticipate", "plan", "aim", "target", "expect", "estimate", "envision", "intend", "project", "may", "believe", "if", or any other such terms. Further, the terms listed above are not necessary to identify a forward-looking statement. All statements that include, but are not limited to any financial projections, estimates, plans or possible trends, risks, as well as future prospects of cryptocurrencies should be considered as forward-looking statements as well. These forward-looking statements are not yet accomplished facts and THE ETHEREAL does not take responsibility and cannot guarantee that the future results will correspond with above mentioned forward-looking statements.

These forward-looking statements are also provided as-is and ETHEREAL takes no responsibility for updating these forward-looking statements, should any information relevant to the pertaining forward-looking statements become available in the future. No information contained in this white paper should be considered as a promise, representation of commitment or undertaking as to the future performance of the ETHEREAL platform, ETL token or any other component of the ETHEREAL ecosystem.





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## WHAT IS A CRYPTOCURRENCY

A cryptocurrency is a digital currency that works autonomously of any central bank, mint, federal government or association. There are lots of favourable circumstances to this-- it suggests that the currency can't be controlled by people that you do not trust-- for instance with fiat currencies like the Pound, Dollar or Euro, whenever an administration does as such, they can change just how much the currency is worth-- either specifically, or by methods like quantitative helping with, which lessens commitment for the nation yet significantly affects typical nationals. Another beneficial position is that transactions needn't bother with a "middleman" to authorize them, you possess your own virtual wallet and tackle as your own bank-- reducing circumstances, charges, and eliminating the likelihood of an association opting to not give you access to your own cash. Possibly the best-preferred perspective of cryptocurrencies is that they are not affected by world limitations. The cost is the same in each and every country, putting everyone on an even ground. The first and most popular Cryptocurrency was Bitcoin, yet Ethereum is most likely going to surpass its market top.






## TRADITIONAL MARKETS VS. CRYPTOCURRENCIES

Since the turn of the 21st century, traditional markets are increasingly facing newer challenges. The overtly regulated and complicated nature of these markets is to be blamed for the growing unrest amongst investors across the globe. While these markets are non-flexible and archaic in their functioning, they have also been resistant to change and for a long time. The serious nature of the finance industry puts forth a strong resistance to any new and unproven tools and technologies of commerce and transaction. Traditional investment markets continue to give our marginal returns and gains despite the innumerable risks involved in them.

As a result, the stubbornness of the markets made it difficult for better, more efficient and dynamic systems to make space. Having said that, what is more disappointing is the fact that neither of these traditional systems take care of the consumers' risks and gains, making them non-flexible and non-friendly.





Traditional markets are replete with middlemen and agencies adding to the cost of transaction. These corporations have been using the same operating principles for years. There are two reasons for this. On the one hand, the scale and scope of these operations means they are not easily changed. On the other hand, maintaining the same traditional business models is convenient for these players. Well-established financial corporations use their market dominance to ensure their expensive and ineffective operations continue unchallenged. And it's usually their customers who pick up the tab.

Two major problems arise due to this lack of change:

- Firstly, important services become expensive for customers, for some user groups prohibitively so.
- Secondly, a limited number of players dominate because it is very complicated for any new business to enter the market and become an equal player in the ecosystem.

Combined, these two problems create a sort of lock-down in the sector. The offerings brought by the traditional finance and banking industry fail to serve the needs of a significant part of the population. However, new entrants who could meet these needs by challenging the status quo are unable to easily enter the market with new product offerings because the intermediaries involved are highly interlinked.

So where has this lock-down brought us to? An example that highlights the inefficiency and expense it causes is international bank wire transfers. Using ordinary banking systems this kind of procedure is slow and complicated. What's more, the cost can easily exceed 10% of the amount being transferred, especially with small sums.

It's a service that brings few, if any, benefits and a lot frustration. But for many customers, this is the only option available. But an alternative is possible.

With cryptocurrencies and other blockchain based products the story is completely different.

Critically important is the fact that there are usually no middlemen between the two parties making the transaction, just the blockchain itself. This fact brings two major benefits:

- It takes seconds to perform the transaction, and this time is not affected by how far apart the parties are.
- The cost of the transaction is reduced to just a fraction of a percent of the amount being transferred.

# WHAT IS SO SPECIAL ABOUT CRYPTOCURRENCIES?

Cryptocurrency is exciting and unique due to the technology behind it and the liberating idea of being free from governmental control. But before you decide to jump into investing or trading Cryptocurrency, there are few more things you have to understand about its nature:

## CRYPTOCURRENCY IS GLOBAL

Cryptocurrency isn't a fiat currency, hence its price isn't directly related to the economy or policies of a single country. Cryptocurrency has a rough history of ups and downs, many of them related to worldwide events.

For instance, the sudden price rise in 2013 was linked to the Cyprus' economic crisis. Freezing citizens' funds caused a huge disruption and an increased interest in locating money elsewhere than a traditional bank. Cryptocurrency and Cryptocurrency were one of the ways to reinvest the money and avoid further loss. Which eventually led to a Cryptocurrency bubble.

Nonetheless, there isn't a singular government or an individual who dictates the currency rate.

## CRYPTOCURRENCY TRADES 24/7

There is no official Cryptocurrency exchange, hence there is no official Cryptocurrency price. Unlike stock markets, which have limited opening hours throughout a day or shut down for weekends, Cryptocurrency exchanges operate around the clock.

Most of the exchanges stay within the same price range, but there are occasional arbitrage opportunities. On the other hand, Cryptocurrency will never disappoint when it comes to delivering exhilarating shivers down your spine. If you want to, you can spend an all day long tracking different exchanges and trading.

## CRYPTOCURRENCY IS VOLATILE

Cryptocurrency is well-known for its rapid and frequent price movements, sometimes even throughout a day. For buyers and investors, it's one of the major drawbacks. But for traders, it's yet another exciting opportunity to gather quick profits.

## INVESTING VS TRADING CRYPTOCURRENCY

There is a major distinction between investing and trading Cryptocurrency – just like in reality – investing money differs a lot from trading them on a stock exchange.

However, I would like to add another ingredient to the equation – buying Cryptocurrencies.

Buying Cryptocurrency can be extremely simple – depending on various wallets and exchanges – but it's nothing like buying a foreign currency when you travel abroad. Though, it doesn't require much expertise. All one has to do is find a right wallet, exchange and pay for some crypto coins.

Therefore, buying Cryptocurrencies is popular among people who either want to just try it out and invest a little or those who simply want to see what's the fuss about.

Investing, on the other hand, is a long-term undertaking. Featuring a portfolio of different cryptocurrencies, fiat risk hedging and business objectives. In most cases, Cryptocurrency investors are indifferent to price volatility and unlikely to give up on the investment easily.

By contrast, Cryptocurrency trading is more of a short-term endeavour. Getting on the market, staying in trade for a maximum of few months and moving on as soon as the price reaches its peak. Hence, Cryptocurrency traders are known to be price-sensitive and abandoning the

## THE TRADING RISKS

While there are risks involved in both investment and trading, the latter is much more vulnerable to the dynamic spirit of Cryptocurrency.

Investors can wait through the crash and have the resources to prolong the bad strike. Traders, however, are often compared to professional gamblers – they have to act quickly and know when is the right time to leave the game.



# MEET THE ETHEREAL

Ethereal is a decentralized cryptocurrency. This currency is like the Dollar, but it is only available in the digital world. The concept may sound like Bitcoin, and is actually not much different from bitcoin. Ethereum is a unique blockchain platform designed to increase network security and improves the limitations and functionality of initial cryptocurrencies such as Bitcoin.

Ethereum is an open source, peer-to-peer, community driven decentralized cryptocurrency that allow people to store and invest their wealth in a non-government controlled currency.



# PURPOSE OF ETHEREAL COIN

A key purpose of ETHEREAL COIN is to promote diversification of the very volatile cryptocurrency market. Through this, investors will have the ability to invest in the entire cryptocurrency space without the problems of having coins in different wallets or exchanges and without the risks of betting in a single coin

The high number of coins in the market leads to some coins having a very low value as compared to others. The goal of ETHEREAL COIN is to manage an index fund of the coins that have a weighted average of the top 30 coins in the market.

The qualifications of a top performing coin might be subjective but the goal for ETHEREAL COIN is to minimize the risks of the investment and maximize the returns investors might get from their investment. To achieve this, the creation of negatively correlated or uncorrelated coins that have the highest possible expected return and also the possibility of replacing coins within the top 30 indexes are necessary

With some coins being highly unpredictable, highly correlated and also having a non-zero probability of unforced failure, there are competing metrics for which investors can optimize a portfolio towards maximizing their expected returns versus minimizing unpredictability. Therefore, ETHEREAL COIN has a goal of maximizing the Sharpe ratio, which can be described as the ratio of expected portfolio returns over the portfolio standard deviation. In the selection process, a simulation of millions of possible future single market prices is conducted, which is based on the notable historic instability and correlation of returns, while using data from the last one year. In addition, a penalty is used on the new coins with less previous data and also a bigger chance of impulsive failure by use of a proprietary scoring function, which is based on the lindy effect.

The Lindy effect states that future life expectancy or probability of failure is comparative to both the existing permanence and health of entity of interest. This shows that old things tend to remain while trends fade more quickly.

Consequently, those coins that have been in the market for a longer period and have more historical data have a higher likelihood of getting the near-zero spontaneous failure, while the newer coins in the market, which have a lower volume, contain a higher likelihood of instinctively becoming worthless.

The probability that a coin can fail in a single day is therefore defined by the percentage of coins in circulation, the market cap, sentiment and also longevity. During the simulation process, a report is generated that contains the maximum expected draw-down, expected Sharpe ratio, expected a return, maximum days of return and the expected 95th percentile return or loss. An optimal portfolio is developed by the utilization of an optimization process by the use of a generic algorithm.

The portfolio is rebalanced after each simulation, through the process of up-



weighting top performing assets and down-weighting those that perform poorly until the creation of an optimum portfolio of assets through future settings in terms of maximizing returns and minimizing unpredictability.

This portfolio keeps being reweighted in order to move the new top performers in the market in and remove the bottom performers from the list. Those assets expected to fail due to various reasons such as fraud or hacking are also removed from the list to make way for the next best performing coin.

Rebalancing of the numbers on the list is triggered by schedule and information. When there is information about the likely failure of a certain coin, there should be rebalancing towards a more stable asset, while the rebalancing of a portfolio is scheduled to occur after every seven days. However, audit and adjusting of the overall index balance is performed annually.

## TOKEN INFORMATION

|                                 |  |
|---------------------------------|--|
| TOKEN NAME                      | ETHEREAL   |
| TOKEN SYMBOL                    | ETL  |
| TOKEN PRICE                     | FIXED TO \$ 0.05 – \$ 3.000                        |
| PRE-ICO START DATE              | DECEMBER 25, 2017 (00:00 CET)                      |
| PRE-ICO END DATE                | FEBRUARY 28, 2018 (23:59 CET)                      |
| ICO START DATE                  | MARCH 01, 2018 (00:00 CET)                         |
| ICO END DATE                    | APRIL 30, 2018 (23:59 CET)                         |
| TOKEN AMOUNT                    | UPTO 20,000,000 ETL                                |
| MAXIMUM TOKEN BEING DISTRIBUTED | VIA ICO 100% (NO FURTHER TOKENS WILL BE GENERATED) |
| MINIMUM TOKEN PURCHASE          | WORTH \$ 100                                       |
| MAXIMUM TOKEN PURCHASE          | NO LIMIT   |
| ELIGIBILITY                     | ANYONE   |



# WHAT IS ERC20?

The Ethereum token standard (ERC20) is used for Ethereum smart contracts. Developed in 2015, ERC20 defines a common list of rules that an Ethereum token has to implement. Giving developers the ability to program how new tokens will function within the Ethereum ecosystem. This token protocol became popular with crowdfunding companies via initial coin offering (ICO).

As of January 2018, there were more than 21,000 ERC20 token contracts. Among the most successful ERC20 token sales are EOS, Sirin Labs, Bancor, Quash, and BANKEX raising over \$70 million each. Mercury Protocol's Global Messaging Token is an example of an application based on ERC20 tokens. ERC stands for Ethereum Request for Comments.

An ERC20 Token is a type of digital asset, a representation of value. This token is issued on an Ethereum network where they represent a financial value or a digital asset. This token sticks to a specific standard. The Token in an Ethereum network can represent tangible tradable tools such as gold certificates, loyal points, money, IOUs etc. They are also used to pay for transactions that take place on the Ethereum.

## ERC20 TOKEN

ERC20 is typically a token representing a digital asset that has various values attached to it. Prior to the existence of ERC20, the functionality of the token system of currency was difficult to predict. With the aim to eliminate this complicity, developers invented the ERC20 to predict how tokens will function within a larger Ethereum network. This standardization promotes the issuance, distribution, and control of assets in a formalized and standardized fashion.

ERC20 is not a code, technology or software. It is a tactical precision. It is a protocol that defines a set of commands on how a token should be functioning. The ERC20 protocol harbours basic functions that any token should carry out to enable the transaction.

ERC20 makes the assets to be interchanged easier and ensure they work with Dapps holding on to the same standard. The ERCC20 token makes it feasible for all tokens that are compatible to be relatively supported by advancement in projects and services.

The invention of this form of token enables the tokenization of other features. One of these features is the voting right. This voting right confers the investors with the franchise to contribute, make suggestions to how future project tokens are going to pan out.

ERC20 token holders are able to keep track of their assets. These assets can be used across many platforms. This novel token improves the versatility of tokens in performing transactions.

# THE ETHEREAL TIMELINE

**DECEMBER 2017**



WEBSITE AND WHITE PAPER LAUNCH AND PRE-ICO START

**MARCH 2018**



LAUNCH OF MOBILE APP/PC APP, WEBSITE UPDATES & ICO START

**APRIL 2018**



ICO ENDS.

**MAY 2018**



OWN CRYPTO EXCHANGE  
WEBSITE LAUNCH

**JUNE 2018**



LISTING ON WELL-KNOWN INTERNATIONAL EXCHANGES AND  
START OF TRADING

**AUGUST 2018**



ALL TRADING ANALYSIS.

**OCTOBER 2018**



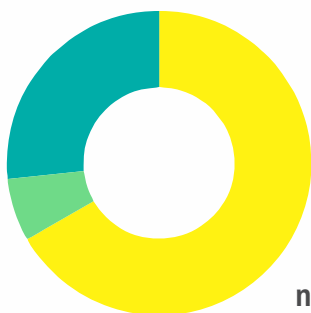
EVENTS AND INTERNATIONAL PROMOTIONS

**JANUARY 2019**



E-COMMERCE AND OTHER UTILITIES APPLICATION.

# TOKEN SUPPLY



66.67%  
20 Million  
Pre-ICO/ICO

6.66%  
2 Million  
Bonus

26.67%  
8 Million  
Ethereal Promoter.

The Ethereum will have a coins sold in three stages across the next couple of years. The first 66.67% i.e 20 million will be sold in the pre-ICO/ICO phase.

The next lot of 6.66% i.e. 2 million coins will be distributed as a bonus in the second phase. The remaining of 26.67% i.e. 8 million will be kept with Ethereum promoters.

## WHAT MAKES THE ETHEREAL DIFFERENT THAN OTHER CRYPTOCURRENCIES?

The Ethereum is a path-breaking cryptocurrencies that does everything regular cryptocurrencies do and does more. Conceptualised and developed in 2017, The Ethereum is one of the most modern and technologically advanced cryptocurrencies in the world. The following strengths of The Ethereum make it a better cryptocurrency than most others currently

### FASTER TRANSACTIONS

The Ethereum enables you to send and receive payments from anywhere in the world with the unbreakable ERC 20 security. The ethereum network is secured against attacks. The POW/POS system provides the perfect way to secure your money from all possible threats.

### DECENTRALISED SYSTEM

Secure decentralised ERC 20 transactions eliminates the need to depend on a third party to trust and the transactions are performed directly between the users. This keeps the transactions anonymous and secure.

### LOWER FEES

Ethereum uses lower fees for faster and efficient transactions which brings spontaneity and advanced technology that is scalable, secure and interprets different networks efficiently

### STABILITY

Stability is one of the major strengths of Ethereum. It converts cash into digital currency to anchor or tether the value to the price of national currencies like the USD, Euro and Yen

# MAIN UTILITY FOR THE ETHEREAL

The Ethereum basically functions like any other cryptocurrency that can be used for all sorts of transfer and payments. But most importantly, The Ethereum will be used for:

## 1. E-COMMERCE

According to The Economist, e-commerce will be a universal bright spot for retailers in the future. Electronic commerce, also called e-commerce, is increasing around the globe. E-commerce consists of electronic business transactions related to the purchase and delivery of goods and services. E-commerce includes retail trade between business and consumers (B2C) as well as business-to-business (B2B) trade. Businesses use the Internet, extranets, or electronic data interchange (EDI) in carrying out e-commerce.

E-commerce is now being used in all types of business, including manufacturing companies, retail stores, and service firms. E-commerce has made business processes more reliable and efficient. Consequently, e-commerce is now essential for businesses to be able to compete in the global marketplace. The purpose of this paper is to add to the body of knowledge regarding the origins of e-commerce and the value of e-commerce to marketers, while also identifying security measures, such as Web assurance services, for dealing with e-risks. The value of e-commerce includes its fundamental role in today's global economy, the evolution of virtual businesses, and the unique opportunities it provides for linking marketers with consumers. Research on e-risk includes the investigation of cybercrime and the use of Web assurance services to combat security breaches. Recognizing the value of e-commerce is easy, but to comprehend the risks it entails, it is helpful to understand how e-commerce came into existence.

In the future, The Ethereum will be used for online shopping and e-commerce across various websites and portals. On every transaction completed on The Ethereum platform, one can earn points. The points earned on transactions can be used in exchange of goods.

To facilitate this use of The Ethereum Coins, we are undertaking strategic business partnerships that will bring special shopping and buying privileges to The Ethereum users.

## 2. ONLINE GAMING

According to a Forbes article, with e-commerce sales projected to nearly triple in 2017, competition for customers in online retail will increase significantly. Companies with the best user and brand experiences will be strongly positioned to beat out their competitors. While most e-commerce companies focus their digital marketing strategy on the basics such as analytics, pay-per-click advertising, search engine optimization, social media marketing, email automation and A/B testing, only a select few have begun experimenting with gaming. Brands ranging from restaurants to our furniture manufacturers have begun experimenting with gaming as a form of digital



marketing to attract customers.

As commerce goes online, there will be three main ways that companies can distinguish themselves: price, customer service and interactive experience. As competition online increases, players in the marketplace will respond by attempting to compete on price but this will result in a race to the bottom. Other companies will also focus on providing the premium segment of the market by providing superior customer service across both online and offline platforms. Lastly, some companies will focus on providing customers an engaging interactive experience. E-commerce companies should focus on gaming because it enhances brand engagement, creates a lasting memory, and helps the brand stand out from the crowd and attract new customers.

In the future, Ethereum will prove to be a convenient and easy option for online gaming payments. The Ethereum will be used to buy subscription of android and IOS games, lives and coins and other such credits online.

This will be made possible with strategic partnerships with gaming companies and also creation of Ethereum only games for wallet holders.

### 3.CELEBRITYEVENTSANDCONCERTPASSES:

Money attracts glamour and more money owns the glamour industry. The Ethereum is set to become one of the most coveted cryptocurrencies in the future. The Ethereum users will not only become wealth creators but also attract more wealth and power in the years to come.

The world of glamour runs on money and power which makes it a coveted place to be and belong. At the end of the ICO Phase 3, The Ethereum will be used to buy passes for theatre, music concerts, movie premiers, comedy shows and other such events. The Ethereum will organise and sponsor Ethereum only events and exclusive events for the owners of the cryptocurrency.

Ethereum will collaborate with independent artists, actors, brands and celebrities for exclusive events and gigs for Ethereum users across the world. These events will range from regional, national to global celebrity performances and interactions.

# FAQS ABOUT ETHEREAL

## WHAT IS ETHEREAL?

Ethereal is a decentralized cryptocurrency. This currency is like the Dollar, but it is only available in the digital world. The concept may sound like Bitcoin, and is actually not much different from bitcoin.

## WHAT IS THE PRICE OF ETHEREAL COIN?

Price of Ethereum Coin starts from 5 cents and will close at \$3. It is growing based on participation in Pre-ICO/ICO by the participants.

## WILL THERE BE A PRE-SALE?

Yes - starting on the 25.12.2017, 10 Million ETL will be sold out through Pre-ICO which will end by 28th February' 2018. If all 10 million tokens are not sold during the pre-sale, the remaining tokens will be sold out during the main token sale i.e. through ICO.

## WHEN WILL THE TOKEN SALE START/END?

The Pre-Sale will start on 25th December' 2017 (00:00 CET) and end on 28th February' 2018 (23:59 CET) The main token sale will start on 1st March' 2018 (00:00 CET) and will end on 30th April' 2018 (23:59 CET).

## HOW MANY COINS ARE THERE?

We will create up to 30 million ETL. However this depends on the actual subscription amount. Out of 30 Million ETL, 22 Million will be sold out through Pre-ICO/ICO and the rest 8 million ETL will come through decentralized mining.

## WHAT PAYMENT METHOD ARE ACCEPTED?

We accept payment through BTC only.

## IS THERE A MINIMUM / MAXIMUM INVESTMENT?

Minimum - 100 USD, Maximum - no limit till availability of ETL in ICO





## WHEN DO I GET MY COINS?

The tokens will be distributed immediately. Those tokens can be sent to a wallet which is ERC20-compatible once the ICO is over.

## HOW DOES ETHEREAL WORK?

From a user perspective, Ethereum is nothing more than a mobile app or computer program that provides a personal Ethereum wallet and allows a user to send and receive Ethereum with them. This is how Ethereum works for most of the users.

## CAN I MAKE MONEY WITH ETHEREAL?

Yes, You should never expect to get rich with Ethereum or any emerging technology. It is always important to be wary of anything that sounds too good to be true or disobeys basic economic rules.

## IS ETHEREAL FULLY VIRTUAL OR IMMATERIAL?


Ethereum is as virtual as the credit cards and online banking networks people use every day. Ethereum will be used to pay online and in physical stores just like any other form of money. Ethereum will also be exchanged in physical form such as the fiat currencies, but paying with a mobile phone usually remains more convenient. Ethereum balances will be stored in a large distributed network, and they won't be fraudulently altered by anybody. In other words, Ethereum users will have exclusive control over their funds and Ethereum won't be vanished just because they are virtual.


## IS ETHEREAL ANONYMOUS?

Ethereum is designed to allow its users to send and receive payments with an acceptable level of privacy as well as any other form of money. However, Ethereum is not anonymous and cannot offer the same level of privacy as cash. The use of Ethereum leaves extensive public records. Various mechanisms exist to protect users' privacy, and more are in development. However, there is still work to be done before these features are used correctly by most Ethereum users.

## WHAT HAPPENS WHEN ETHEREAL IS LOST?

When a user loses his wallet, it has the effect of removing money out of circulation. Lost Ethereum still remain in the block chain just like any other bitcoins. However, lost Ethereum remain dormant forever because there is no way for anybody to





find the private key(s) that would allow them to be spent again. Because of the law of supply and demand, when fewer Ethereum are available, the ones that are left will be in higher demand and increase in value to compensate.

## WHAT ABOUT ETHEREUM AND TAXES?

Ethereum is not a fiat currency with legal tender status in any jurisdiction, but often tax liability accrues regardless of the medium used. There is a wide variety of legislation in many different jurisdictions which could cause income, sales, payroll, capital gains, or some other form of tax liability to arise with Ethereum

## WHY DOES ETHEREUM HAVE VALUE?

Ethereum have value because they are useful as a form of money. Ethereum has the characteristics of money (durability, portability, fungibility, scarcity, divisibility, and recognizability) based on the properties of mathematics rather than relying on physical properties (like gold and silver) or trust in central authorities (like fiat currencies). In short, Ethereum is backed by mathematics. With these attributes, all that is required for a form of money to hold value is trust and adoption. In the case of Ethereum, this can be measured by its growing base of users, merchants, and start-ups. As with all currency, Ethereum's value comes only and directly from people willing to accept them as payment.

## WHAT DETERMINES ETHEREUM'S PRICE?

The price of a Ethereum is determined by supply and demand. When demand for Ethereum increases, the price increases, and when demand falls, the price falls. There is only a limited number of Ethereum in circulation and new Ethereum are created at a predictable and decreasing rate, which means that demand must follow this level of inflation to keep the price stable. Because Ethereum is still a relatively small market compared to what it could be, it doesn't take significant amounts of money to move the market price up or down, and thus the price of a Ethereum is still very volatile.

# CONCLUSION

This Whitepaper has been prepared to provide the most detailed information about ETHEREAL COIN concerning its key characteristics and features, the most important technologies used in its development, and risks associated with it.

We have succeeded in finding out and establishing that the Proof-of-Stake consensus ETHEREAL COIN is based on fact to be a more secure, just, and eco-friendly as well as less corrupt and less difficult to use in comparison to the Proof-of-work algorithm. Despite the potential of micropayment systems very few systems have been successful as their acceptance is limited to certain communities such as specific online games or social networks.

ETHEREAL COIN is a new progressive crypto currency, which supports an unlimited number of transactions between different devices at high speed with its crypto mapping technology, which makes it a viable option for micropayments.

ETHEREAL COIN has already signed contracts with some big players around the world, and we are ready to take the financial industry to the next level. Traditional payment system requires efforts to manage & maintain the systems.

While in the case of ETHEREAL COIN, less maintenance with nearly less transaction fees puts up maximum benefits to the users of ETHEREAL COIN. ETHEREAL COIN offers not only a decentralized payment mechanism based on the blockchain, but also a sustainable economy that produces, manages & securely send/receive large number of transactions each & every second.

Last but not the least, the ETHEREAL COIN is just going to be the first leading peer to peercryptocurrency to manage the high value instant payments.

ETHEREAL COIN is more than just a coin. It's a technology poised to disrupt the entire payment industry covering peer to peer payments and mass payments.

It is like of a revolution in the peer to peer cryptocurrency payment world.

