



MYMAZZU

A NEW GLOBAL APP

WHITEPAPER

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What is MyMazzu?

MyMazzu is an 100% functional app.

You can download it right now

The passion for cryptocurrencies and the decentralization has led to create an advanced app that is in line with the values of Blockchain's world.

The event's world organization, from the smallest one to biggest one, doesn't need an intermediary anymore.

Organizing meetings with your community is now really easy.

Anybody, using MyMazzu, can create an event and be paid in ETH or fiat directly through the app, with no intermediary.

Anyone can create a community and have the chance to contact the users every time there is a new event.

From all great world's musicians to the most common user, everybody is interested in make it easier.

Trying MyMazzu, even for a minute only, gives you the feeling of having the world in your hands.

MyMazzu allows you to know anything related to your interests, offering you a constantly updated overview on all the events in the world.

MyMazzu also allows you to bring your passions always with you and be up-to-date on everything.



Thursday night and you don't know what to do? You should check Mymazzu!

I find out that:

1. 3 bars close to my hotel have live music.
2. 2 bars are doing "karaoke night".
3. There is a huge arcade where people can play pool and it is open also at nights.
4. A Jazz concert is going to start in about two hours in a square that is seven kilometers from here, and I love Jazz.
5. There is a movie premier but there are only a couple of tickets left. I'm lucky because I can buy them through the app, also using cryptocurrencies.
6. That in New York in the next few weeks there are going to be fifteen Blockchain's events!
7. My girlfriend finds out, thanks to her app, that there are also some bars where you can dance salsa.

This is a really simple example.

Each of us is unique and has different passions. Everybody will find the answer in MyMazzu.

Everybody has the option of filtering all the world's events, choosing between hundreds of filters.

MyMazzu is useful, versatile and, as you will find out, has an infinity of purposes.

It is well known that our community will create something that nobody is expecting for.

Mymazzu is practical, easy and fast.

You can contact anyone that has created an event with a tap, or sending a message through the app.

Finding and then attending the right event couldn't be easier than this.

It is impossible to imagine how many people keep repeating the same routine because there is a lack of information.

MyMazzu, thanks to the chances that gives you, has the power of making easier and culturally richer billion of people's lives.

Thanks to MyMazzu you always know the right place to go to.

MyMazzu is Mymazzu.



Why you should buy MZC now.

We wanted to create a ICO different then others.

MyMazzu is the result of two years of constant evolution.

A team work and planning process that wasn't easy.

Today our app is 100% functional and this distinguishes us from all the other ICO.

During these two years of growth and evolution MyMazzu's team always had the goal of creating a decentralized marketplace for all the people that would like to create events around the world and don't want to pay intermediaries to advertise or obtain payments.

Our good intentions helped us achieving our goal and we were finally able to make payments possible for everyone. How? Using ETH.

In addition, we know how many worthless and useless tokens there are. So that was another of our prerogatives: to create something useful.

Because of that MZC will become a Security Token after I.C.O. . That means that people whom will own the token before that day will receive some dividends of what MyMazzu earn.

Indeed there are two ways thanks to which MyMazzu can be a success. This is how the app will look like in the first place



Important brands, famous singers or influencers can use a bigger label. Each big label has a base price of 500\$. This is the first factor that will allow the app to be a success.

After that, the second factor is the filter. If someone wants to create an additional filter that isn't already available the cost is about base price 250\$.

Well known is that MyMazzu's value will increase only if the number of downloads increase too.

That's why we created a detailed marketing plan (explained below) that will allow us to be known by people that can be a great additional value.

For example, contacting a really famous singer to try and use our app we will be able to demonstrate that there is no longer the need to pay fees to ticket sellers. Also that is really simple to place the tour's stages in the different cities and type the ETH to receive directly the payment. In this way the person has 100% control of the funds. When the fans buy the ticket they will receive a QR code to show. This is going to be a revolution and MyMazzu is going to become popular really quick.



Token distribution

100,000,000 MZC total.

70,000,000 are on sale in the 3 stages of the ICO.

These tokens will be sold according to this scheme:

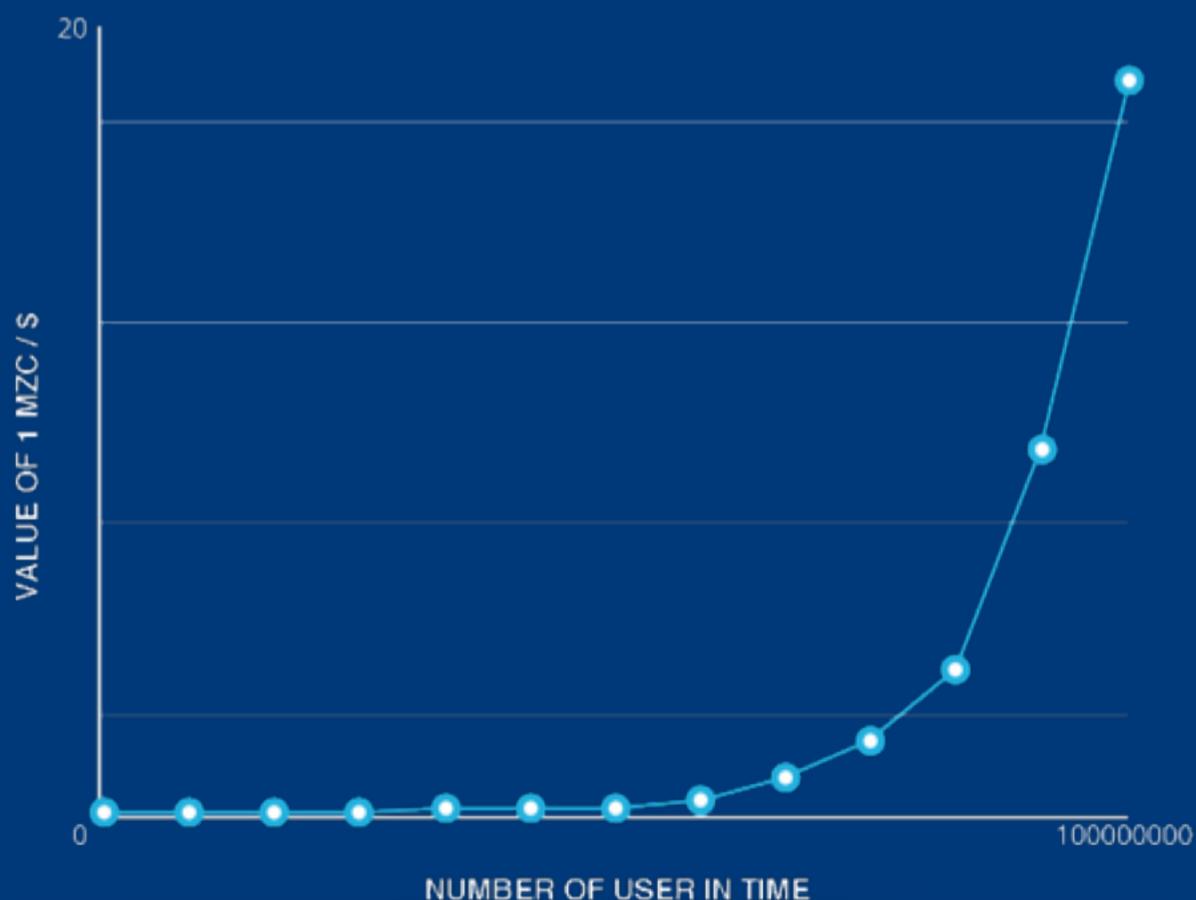
presale= \$ 500,000 = \$ 0.15 / MZC = 3'333'000 MZC

pre-ICO= \$ 6 Million = \$ 0.3 / MZC = 20'000'000 MZC

ICO= \$ 18 million = 0.4 \$ / MZC = 46'667'000 MZC

soft cap= \$ 2 million

hard cap= \$ 24.5 million



PRIVATE - SALE

21 SEPTEMBER - 10 DECEMBER

CONTACT ADMIN

PRE - ICO

10 DECEMBER - 23 DECEMBER

1 ETH = 1.000 MZC - 1 BTC = 28.000 MZC

23 DECEMBER - 07 JANUARY

1 ETH = 800 MZC - 1 BTC = 22.400 MZC

07 JANUARY - 21 JANUARY

1 ETH = 700 MZC - 1 BTC = 22.400 MZC

21 JANUARY - 01 FEBRUARY

1 ETH = 600 MZC - 1 BTC = 18.000 MZC

01 FEBRUARY - 10 FEBRUARY

1 ETH = 500 MZC - 1 BTC = 14.000 MZC

Q1

Q2

Q3

Q4

QF



MyMazzu

Presale

How will these first funds be spent?

-The main objective is to create a strong community with people interested in buying token and use the platform to create their own events or sell their products in the app.

The strategy adopted by MyMazzu is to contact the major exponents of the worldwide Crypto community to review our application. We believe that if only users had a chance to use the application to find everything at once, they could love it, so we want to let it be known.

This is a cost, as the requests for this kind of advertising abounds and there is a need for a lot of capital in order to create a globally product awareness. Currently, to get a sponsored video, there are costs that can vary depending on how many views, engagement and community creates the character. To give a concrete example, with about 20 thousand views per video a character who sponsors an ICO could ask \$ 100,000 per video.

But why this? Because with his video he brings thousands of people to the ICO website, with very important results as it creates a considerable network effect on what is the final product.

In this respect, we want to spend \$ 350,000 on advertising, thanks to the best outsourcing we know.

We know that everyone in the cryptocurrency world wants to spread how cryptocurrencies are spent. We think we have found a solution, which is why we think the word will soon spread.

Only for those who want to buy MZC tokens at this stage, the price of tokens will be discounted more than 50%.



PRE-ICO

Funds collected during the pre-ICO serve essentially for 3 basic purposes:

-1 million dollars will be saved for the biggest giveaway in the history of social networks. MyMazzu will save the prize aside and give it to the first person in the world who will manage to have 1 million followers on the platform.

Through this giveaway, MyMazzu will play a form of marketing to organically attract those online influencers who create events but who have the desire to try and win this award. This will allow us not to pay too much for marketing (which certainly costs much more than a million dollars only to bring 1 million users to download the application).

- Immediate improvements to the application. The next steps in the application development are the expansion of the servers, the contracting of other security experts, recruitment of other graphic designers and Blockchain developers.

- Marketing to bring new downloads. As data shows from all the biggest companies in the world, the monetization with applications is calculated on the number of downloads and user engagement (how many hours per day they spend using the app).

For this reason, marketing will be focused on the contracting of all those musical or influential characters, who create events for the public, in different countries.

Those who will benefit most from this app are just this type of personality, and MyMazzu will bring a WIN - WIN - WIN situation to the fan of the app and artist. Obviously, we are not dreaming to do it for free, but certainly with \$ 1 million we can hire various musicians and influencers to create a network effect for downloading the application.

1.5 million will be kept as a reserve.



ICO

During the token public sale, we know that we can have the opportunity to speed up the process that will take us to the public IPO.

The token holders will obviously have the opportunity to vote (cda) for the development and assignment of management posts, and with the proceeds from the token sale MyMazzu will lay the groundwork for organizing an IPO in the next 3 years.

Costs are so many to survive in an increasingly competitive sector, but we are sure that the community will know how to best organize the success of the project, because it solves an actual problem that exists in all countries of the world.

If we reach the hard cap of 24.5 million, the process will soon be speeded up to have a full Security Token, and will also begin the first voting by the token holder.

These processes will be aimed at global visibility, security, opportunities to talk with Brand and establish effective connections and collaborations.

The aim is always the diffusion of cryptocurrencies in the world.



FORECAST

We want to launch our application on the stock exchange at the end of 2021, as soon as we reach 100 million users.

According to statistics on the expansion of users of global applications this is largely possible. Why are users important?

Because every user based on: name - email - phone number - address - tastes - age - gender has a specific value for the global market.

Value users Facebook 1 user = 200 \$

Instagram 1 user = 100 \$

MyMazzu 1 user (reached 100 million downloads) = 50 \$

Facebook 2 billion users market capitalize \$ 400 billion

Snapchat 200 million users market capitalize \$ 100 billion

MyMazzu's plan in 2021 is to have 100 million users and get market cap on \$ 5 billion



What happens at the time of the stock market launch?

When it will be the launch moment on the stock exchange, all MZC will be exchanged with a percentage of the application according to the following formula: 20% of the shares of MyMazzu will be available, as a holding MZC percentage, in order to allow everyone to have a real share application. One month before the stock exchange launch, we will discuss in a conference and exchange all MZC and formalize with a notarial deed the passage of the shares of the company. To give a further economic advantage to the token holders, the percentage for each MZC owned will be calculated only on 70% of the created mazzucoin.

As soon as the tokens are launched, they will be destroyed.

Only the mazzucoin purchased from token holders will be used to calculate the countervalue of the percentage to be divided according to the shares held. The percentage calculation correspondence between the tokens held and the shareholding will be made on 70% of the tokens in circulation.



Legal Considerations (L) Legal implications with MazzuCoin Tokens

MazzuCoin Tokens are blockchain Tokens, which are digital Tokens created on a blockchain as part of a decentralized software protocol. MazzuCoin Tokens are crypto-Tokens issued on the Ethereum platform

on the basis of an ERC20 standard contract. MazzuCoin Tokens are payment Tokens designed to support transactions on the MazzuCoin platform. MazzuCoin do not grant their holder ownership or equity in the Company or the right to participate in the control, direction, or decision making of the Company. Individuals, businesses, and other organizations should carefully weigh the risks, costs, and benefits of acquiring MazzuCoin Tokens. We make no promises with respect to the future performance or value of MazzuCoin Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that MazzuCoin Tokens will not decrease in value or hold any particular value. MazzuCoin Tokens are nonrefundable. MazzuCoin purchasers shall accept sole and exclusive risk for the purchase of the MazzuCoin Tokens and shall recognize that the MazzuCoin platform is currently in development and may undergo significant changes. Please refer to the risks associated with MazzuCoin acquisition in the relevant section of our Terms and Conditions. This concept is fundamental to the objective of the MazzuCoin platform - to spread cryptocurrency to the global economy.



Limitations on purchasing and using MazzuCoin Tokens. US Legal Limitations

In July 2017, the Securities and Exchange Commission ruled that some Tokens can be considered as securities and are thereby subject to the agency's regulation. The ruling followed an SEC investigation into a German corporation, backing a group called The DAO (Decentralized Autonomous Organization), that raised \$150 million on its ICO. The DAO issued coins that were used to pursue an automated contribution strategy, which entitled Token owners to receive rewards similar to dividends. For more details <https://www.sec.gov/litigation/investreport/34-81207.pdf>.

The SEC also forced Protostarr, a decentralized application allowing content creators to receive funding from fans and contributors in return for channel earnings, to shut down midway through its Token Sale.

By offering dividends and profit-sharing, these companies were clearly offering a security and failed the Howey Test created by the US Supreme Court to evaluate securities.

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Under the Howey Test, a transaction is a contribution contract if:

- It is a contribution of funds.
- There is an expectation of profit from the contribution.
- The contribution of money is in a common enterprise.
- Any profit that comes from the efforts of a promoter or third party to determine whether certain transactions qualify as "contribution contracts."

MazzuCoin is a payment Token used to pay for MazzuCoin platform services. MazzuCoin Tokens are not linked to real assets and do not grant their holders ownership of any share of the company or any dividends. As such, MazzuCoin Tokens cannot be construed as securities and pass the Howey Test as:

- MazzuCoin Tokens are not to be purchased with expectation of profit on potential appreciation.
- MazzuCoin Tokens do not represent a common enterprise, as the MazzuCoin platform is operational prior to offers on contributions.
- MazzuCoin Tokens shall be purchased by affiliates, publishers and other network participants or their service providers to pre-purchase services on the MazzuCoin platform.
- MazzuCoin Tokens do not represent a contribution contract with an expectation of profit from the entrepreneurial or managerial efforts of others.
- MazzuCoin Tokens are not intended for contribution or currency speculation and MazzuCoin reserves the right to refuse to sell its Tokens to any purchaser that does not prove a bona fide intent of purchasing the Tokens for their intended purpose.
- All contributions decisions are made directly by the holder of MazzuCoin Tokens, independent of other holders of MazzuCoin Tokens or the Management of the MazzuCoin platform.



Canada, Singapore and Hong Kong Legal Limitations

Singapore, Canada and Hong Kong have all imposed legal limitations on Token Sales. In July 2017, the Monetary Authority of Singapore (MAS) stated that Tokens fall under its jurisdiction if they “constitute products regulated under the Securities and Futures Act.” Some offers may be subject to the SFA, while others may not. All issuers of digital Tokens, intermediaries facilitating or advising on an offer of digital Tokens and platforms facilitating trading in digital Tokens should, therefore, seek independent legal advice to ensure they comply with all applicable laws and consult MAS where appropriate,” as stated by MAS officials.

In August 2017, the Canadian Securities Administrators (CSA) released notice 46-307 to initial coin offerings (ICOs) referring to the Howey Test for determining if a Token falls under the definition of a security.

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Early in September 2017, the Hong Kong financial regulator, the Securities and Futures Commission (SFC), announced that Tokens issued via ICOs may be classified as securities.

Similar to the US, citizens and residents of Canada, Singapore and Hong Kong can use MazzuCoin Tokens to pay for platform services or exchange them for other crypto Tokens not linked to assets (e.g. Bitcoin, Ether etc.).



South Korea (The Republic of Korea) Legal Limitations

At the end of September 2017, South Korean financial regulators prohibited domestic companies from participating in initial coin offerings. The Management of MazzuCoin reserves the right to stop offering MazzuCoin in South Korea if its financial regulator prohibits the participation of South Korean residents and citizens in offshore Token Sales.



Legal implications of smart contract execution

MazzuCoin Tokens are issued on the basis of a smart contract on a blockchain platform. A smart contract is a digital instrument for the discharge via a programming algorithm. MazzuCoin smart contracts shall fully comply with the laws applicable in their respect and shall ensure compliance with the legal requirements pertaining to the confidentiality of information.



Data Protection

The sale and purchase of MazzuCoin Tokens on the MazzuCoin platform may require the provision of personal data. Personal data is information used to identify an individual. Examples of personal data collected may include names, addresses, email addresses, phone numbers, and fax numbers. Personal data may be obtained in a number of ways, including application via the project website, correspondence, telephone and fax and email. We ensure personal data protection through the implementation of an internal Privacy Policy and compliance with the Terms of Use. Generally, an individual is entitled to require a bank, where they concluded any transaction aimed at the removal of any data regarding such transaction from the banking system. Blockchain does not allow deleting data about any transactions concluded. As such, any user conducting transactions via blockchain connected with the purchase and/or disposal of MazzuCoin Tokens shall represent and warrant that they realize the above facts and shall provide a waiver renouncing their right to require removal of any such data from the blockchain. We place significant emphasis on managing possible legal and regulatory risks and work in close partnership with a very reputable international law firm to protect our users



KYC and anti-fraud

We pay serious attention to know-your client and anti-fraud issues in order to provide our customers and cryptocurrency holders with a transparent business model that is safe and involves minimal risk. In order to ensure that our services are not utilized by illegal elements to further their criminal motives, we intend to facilitate our operations by means of (i) obtaining sufficient information about our clients and verifying customer identity; (ii) conducting ongoing due diligence operations taking place on MyMzzu platform; (iii) highlighting suspicious customers and operations.

